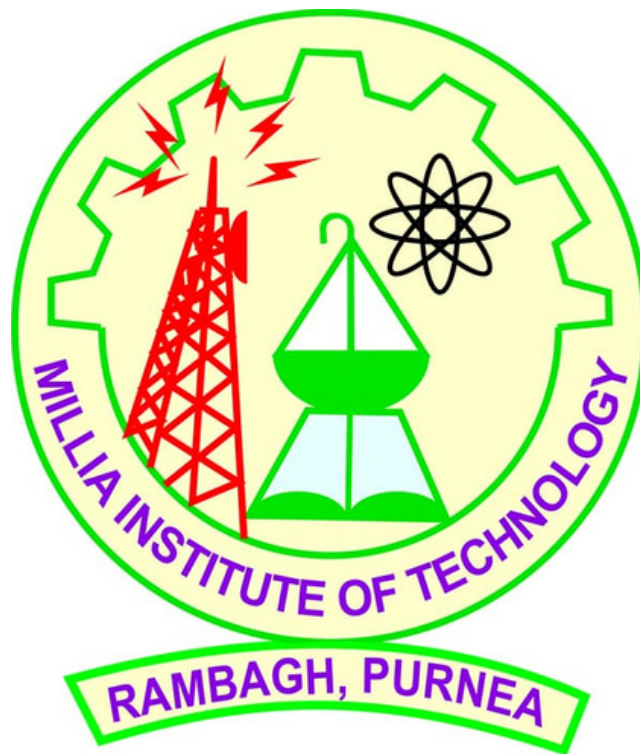


Millia Institute of Technology Rambagh, Purnea

Affiliated to Purnea University, Purnea

NAAC Accredited & ISO 9001:2015



SYLLABUS

**Department of
Master of Business Administration
4th SEMESTER**

SEMESTER IV									
SEMESTER IV	MB- 401	Corporate Governance and Business Ethics	Core	100	4	30	70	45% in CIA 45% in ESE	Marks decide class/ CGPA
	MB- 402	Computer Application and Management Information System	Core	100	4	30	70	45% in CIA 45% in ESE	Marks decide class/ CGPA
	MB- 403	Comprehensive Viva-Voce	Core	100			100	45%	Marks decide class/ CGPA

6/8/18

6/8/18

6/8/18

6-8-2018

MB 404	Business Communication	Core	100	4	30	70	45% in CIA 45% in ESE	Marks decide class/ CGPA
FINANCE								
MB-FC-41	Banking and Financial Services	Core Elective	100	4	30	70	45% in CIA 45% in ESE	Marks decide class/ CGPA
MB-FC-44	Financial Derivatives	Core Elective	100	4	30	70	45% in CIA 45% in ESE	Marks decide class/ CGPA
HUMAN RESOURCE MANAGEMENT								
MB-HC-41	Management of Change	Core Elective	100	4	30	70	45% in CIA 45% in ESE	Marks decide class/ CGPA
MB-HC-44	Group Dynamics	Core Elective	100	4	30	70	45% in CIA 45% in ESE	Marks decide class/ CGPA
MARKETING								
MB-MC-41	Sales and Distribution Management	Core Elective	100	4	30	70	45% in CIA 45% in ESE	Marks decide class/ CGPA
MB-MC-45	Strategic Marketing	Core Elective	100	4	30	70	45% in CIA 45% in ESE	Marks decide class/ CGPA

Course Objective:**Total Periods: 40 (4 Credits)**

This course exposes the students to the various concepts of Corporate Governance and business ethics and provides an in-depth study of various issues there under.

Course Structure:

- Unit I: Corporate Governance:** Concept - Meaning - Scope - Need - Corporate Governance mechanism - Corporate Governance and stakeholders - Investors protection - obligation to investors obligation to government - Corporate governance and value maximization.
- Unit II: Historical perspective of Corporate Governance:** World Bank on Corporate Governance - Indian Committees and guidelines and corporate governance- Naresh Chandra committee - Narayanamurthy Committee - Kumar Mangalam Birla Committee - Corporate Governance practices in India.
- Unit III: Corporate Governance and role of Board of Directors:** Governance issues relating to the Board - Corporate Governance Reporting and Best practices.
- Unit IV: Corporate Governance and the role of Audit Committees:** Role, Duties and Responsibilities of Auditors quality audit.
- Unit V: Corporate Governance and Business Ethics:** Meaning - Scope - Need for business ethics- roots of unethical behaviour - unethical issues - corporate governance and ethics - the Indian context- The future of Corporate Governance in India.

REFERENCE:

1. A. C. Fernando, "Corporate Governance" Principles, policies and practices, Pearson Education, New Delhi.
2. Dr. Singh, Corporate Governance: Global concepts and practices.
3. I C S I, Corporate Governance - Modules of Best Practices.
4. Report on Corporate excellence on a sustained basis, Dr. M. R. Rao, Director, IIMB.

Chand
6/8/18

A. G.
6/8/18

G. S. Gow
06/08/2018

H. R. S.
6.8.2018

Total Periods: 40 (4 Credits)

UNIT I: Introduction to Computer: Components of Computer System, Input-Output Devices, Memory, Hardware & Software, Types of Software, Machine Language, Assembly Language, High Level Language, Number System
Networking & Internet - What is Network, Types of Network, Topology & its type, Internet & its services, www, e-mail & web site, Protocol, FTP, TCP/IP, Telnet, Client/Server Concept, Mark-up Languages, Concept of Distributed & Cloud Computing,

UNIT II: Operating System: Software Needs, Operating Systems basic and its type: Multi-tasking, Multi-processing, Multi-programming, MS-DOS, MS-Windows, LINUX,

UNIT III - Word Processing: Meaning and Role of Word processing in Creating of Documents, Editing, Formatting, Printing Documents, Using Tools such as Spelling Check, Thesaurus etc. in Word Processor (MS-Word).

Electronic Spreadsheet: Structure of Spreadsheet and its Application to Accounting, Finance and Marketing functions of Business. Creating a Dynamic/Sensitive Worksheet. Concept of Absolute and Relative Cell Reference. Using Built-in Functions. Goal seeking and Solver Tools. Using Graphics and Formatting of Worksheet. Sharing Data with other Desktop Applications. Strategies of Creating Error Free Worksheet (MS-Excel). Practical knowledge in Wings Accounting (Software).

Power Point Presentation: Create a new presentation, modify presentation themes, add and edit text to slides, add new slide to a presentation, insert images and shapes to slides, insert & modify tables and charts in the slid, insertion and edition of sound, animation and multimedia concept.

UNIT IV – Database Management System: Introduction to DBMS, DBMS Architecture, Data Organization, Concept of Field, Record, File, etc; Table, Index, View; Concept of MS-Access
RDBMS: Oracle - Introduction to Oracle, Database Query Language - SQL

UNIT V - Management Information System (MIS): Concept of Management Information System. Role of Management Information System in Managerial Decision Making. System Approach and Management Information System. Sources of Information. Computerized Management Information System and its Advantages. Selecting a Computer Selection and Training of Computer Personnel. Organisational Aspects of Computerized Data Processing. Evaluation and Control of Data Processing. Office Automation System, Decision Support Systems, Executive Support Systems, Expert Systems. System Analysis and Design. System Life Cycle, Data Flow Diagram. Data Dictionary. Simon's and Anthony's Models in Information System.

REFERENCE :

- | | |
|---------------|----------------------------------|
| 1. Goyal | : Management Information System. |
| 2. Kanter | : Managing with Information. |
| 3. Summer, M. | : Computers Concept and Luses. |
| 4. B. Ram | : Computer Fundamentals |
| 5. Anita Goel | : Computer Fundamentals |

Chander
6/8/19

A. S.
6/8/18

G. S. Goyal
06/08/2018

V. S. S.
6.8.2018

MB 403	Comprehensive Viva-Voce
--------	-------------------------

Course Objective:

Total Marks - 100

Comprehensive Viva-Voce carrying 100 marks shall be conducted by a duly constituted examination board. The Comprehensive Viva-Voce shall encompass the entire course of study.

Chad
6/8/18

61818

S. Gerardo
Opposto

[Signature] 6.8.2018

Course Objective:**Total Periods: 40 (4 Credits)**

This course intends to develop good communication skills in students for their future jobs and endeavours in the corporate world so that they can gain a cutting edge over their other counterparts within the country and across the globe.

Course Structure:

Unit I- **Meaning and Importance** of Communication in business, the process of Communication, models of Communication, types of information order, advise, suggestion, motivation, persuasion, warning and education.

Unit II- **Channels of Communication:** Their effectiveness and limitations, media of communication, barriers of communication, approaches to effective communication, and tools of communication: diction, sentence, paragraph, punctuation and report writing.

Unit III- **Group Communication through Committees:** Conference Seminar, Symposia and Other Formal Communication with Public at Large; Interviews and Group Discussion

Unit IV- **Specific of Business Communication:** Essentials of effective business Communication structure of business correspondence: inquires and replies, orders and their executions, complaints and adjustments, credit and status inquires, agency letters and sales letters.

Unit V- **Strategies to Improve Reading Skills:** Speaking skills, listening skills; guidelines to effective public speaking; developing job application-covering letter, résumé, interviewing: negotiating the job offer.

REFERENCE:

1. Lesikar, Petit & Flatley: Lesikar's Basic Business Communication, Tata McGraw Hill
2. Poe & Fruchling: Basic Communication; AITBS
3. Taylor: English Conversion Practice; Tata McGraw Hill
4. Diwan & Aggarwal: Business Communication; Excel
5. Baugh, Frrayer & Thomas: How to Write First Class Business Correspondence; Viva Books

Chand
6/8/18

A. G.
6/8/18

S. S. D. S.
06/08/2018

H. S. S.
6.8.2018

Course Objective:**Total Periods: 40 (4 Credits)**

The present course aims to familiarize the students about banking and financial services and strengthen their analytical understanding about Indian financial environment.

Course Structure:

- Unit I- **Introduction:** Changing role of Banking in India.
Reserve Bank of India-Objectives, Traditional and Development functions and Instruments of Monetary Policy used by RBI.
- Unit II- **Commercial Banks:** Objectives, functions of commercial banks and recent developments and challenges of commercial banks in India
- Unit III- **Management of Deposits:** Relevance of marketing approach to deposit mobilization in a bank, formulating marketing strategies for deposits mobilization by a bank in India.
- Unit IV- **Credit Management:** Principles of lending, new credit policies of commercial banks in India and their implementation, contents of credit policy of a bank, credit appraisal by a commercial bank, Assets Classification and Management of NPA's, Concept and advantages of assets securitization.
- Unit V- **Venture Capital Funds:** Objective, policies and operations of venture capital in India
Credit Rating-Objective, functions of credit rating agencies and evaluation of credit rating agencies in India.

REFERENCE:

1. Hajela T. N.: Money Banking and International Trade, Ane Books Pvt. Ltd
2. Nalini P. Tripathi: Financial Instruments and Services, PHI Learning Pvt. Ltd
3. Batra and Dangwal: Financial Services, Deep and Deep Publications
4. M. Y. Khan: Financial Services, Tata McGraw-Hill Education
5. David L. Hershman: Book of Home Finance, Hershman Group
6. Joetta Colquitt: Credit Risk Management, McGraw-Hill Professional

Cham
6/8/18

A. 7.
6/8/18

9. 06/08/2018

6.8.2018

Course Objective:**Total Periods: 40 (4 Credits)**

The course intends to develop an orientation towards the change. It shall coach the students to be proactive towards a planned change. It details the relevant aspects of change that help the students understand the importance of managing change.

Course Structure:

- Unit I- **Introduction:** Overview of change, Importance and impact of change, Origins of change-Technological, Social, Behavioural, role of human resource strategies in implementing change.
- Unit II- **Organizational Structure, Culture and Change:** The significance of structure for change, HR implications of structural choice and change. Organizational culture –integration, differentiation and fragmentation; Linking Organizational culture through HR change interventions.
- Unit III- **HR Processes & Change:** Relevance and development of recruitment and selection processes for planned and unplanned change; HRD and organizational change.
- Unit IV- **Strategic reward Management** and its role in changing employee behaviour; managing change through employee involvement.
- Unit V- **Evaluating and Promoting Change:** Approaches to evaluate change; from evaluating to promoting change; clarity of purpose and strategies; data collection for analysis; analysis and feedback.

REFERENCE:

1. A. Thornhill, P. Lewis, Mikemillmore, & M. Saunders: Managing Change: A Human, Resources Strategy Approach, Pearson Education
2. Basil & Cook : The Management of Change, McGraw Hill
3. Robert A. Paton : Change Management: A Guide to Effective , Implementation Sage, South Asia Edition
4. K. Harigopal : Management of Organizational Change: Leveraging Transformation, Response Books
5. V. Nilakant & S. Ramnarayan : Change Management, Response Books

Chandra
6/8/18

A. S.
6/8/18

G. S. S.
06/08/2018

H. S.
6.8.2018

Course Objective:**Total Periods: 40 (4 Credits)**

To familiarize the students with the meaning, scope and significance of group and group dynamics, to examine the factors and issues that influence group performance and group effectiveness, to identify causes of intra-group and intergroup conflict and ways and means of resolving the conflict and to cultivate skills for group decision-making and teambuilding.

Course Structure:

Unit I- **Introduction:** Nature of groups and Group dynamics –Group formation – value of groups.

Unit II- **Group Decision Making:** Anatomy – groupthink – group polarization – Methods of group Decision-Making.

Unit III- **Group Conflict:** Sources of Conflict in Groups – Conflict process – Coalitions – conflict resolution; Conflict between groups – sources – resolving inter-group conflict.

Unit IV- **Crowds and Collective Behaviour:** Crowds and collectives – Theoretical viewpoints – De Individuation Theory.

Unit V- **Groups and Change:** The Group as an agent of change – The effectiveness controversy – Sources of Change in groups.

REFERENCE:

1. Forsyth, D. R. : Group Dynamics, Addison-Wesley,
2. Zander, A. : Making Groups Effective, Jossey-Bass
3. Davis : Group Performances, Addison-Wesley Publishing Co.
4. Dyer : Team Building: Issues and Alternatives, Addison- Wesley Publishing

Chand
6/8/18

A. J.
6/8/18

G. S. G. G. G.
6/8/2018

H. R. R.
6.8.2018

Course Objective:**Total Periods: 40 (4 Credits)**

It aims to help management students understand the fundamentals of Sales management and Distribution management so as to recognize the need of Business and to have the effective Sales and Distribution strategies for the satisfaction of channel partners.

Course Structure:

- Unit I- **Evolution of Sales Management:** Nature and Role of Sales Management, Sales Strategies: Relationship Strategy; Hard Sale Vs. Soft Sale Strategy, Setting Personal selling objective.
- Unit II- **Sales Training Program:** Role of a trainer; Training Method; Designing sales training program, Motivating Sales Personnel, Financial Compensation Methods, Nonfinancial Methods, Sales Meeting, Sales Contests; Managerial Evaluation of Contest.
- Unit III- **Sales Organization:** Sales Organization Concepts - Structures, Procedure; Types; Methods, Territories: Size; Allocation; Designing; Allocating Sales Efforts, Sales Information System; Planning; Reports, Evaluation of Sales Force: Process
- Unit IV- **Marketing Channel-** Importance; Structure; Flow, Wholesaling: Functions; Classification; Key tasks, Retailing; Organized Retail in India; Types of Retailer; Role of Retailer; E-Tailing, Market Logistics: Scope; Inventory Management; Warehousing; Transportation
- Unit V- **Designing Channel System:** Channel Design; Channel Planning, Selecting Channel Partners: Change; Training; Motivating; Evaluating, Channel Management: Use of Power; Channel Conflict, Channel Information System: Elements; Purpose, Channel Performance Evaluation, International Channels: Mode of Entry Decision.

REFERENCE:

1. Panda T, Sachdev S, : Sales and Distribution Management, Oxford University press
2. Havaladar, Krishna K, : Sales and Distribution Management, Tata McGraw Hill
3. Gupta S. L, : Sales & Distribution Management: Text & Cases in Indian Perspectives, Excel Books
4. Still, Kundiff, Govoni, : Sales and Distribution Management, PHI,
5. L. Gorchels, C. West, E. J. Marien, :The Managers Guide to Distribution Channels, McGraw Hills,
6. Russell W. McCalley, : Marketing Channel Management: People, Products, Programs, and Markets, Greenwood, Publishing Group
7. Robert Hastings : Channel Sales & Management In Distribution, Businessman Pub.

Chand
6/8/18

A. G.
6/8/18

S. G. G.
06/08/2018

W. S.
6.8.2018

Course Objective:**Total Periods: 40 (4 Credits)**

The objective of the present course is to develop analytical skills for the formulation and implementation of market driven strategies. It also aims at recognizing, embracing, and managing change by focusing on higher-level strategic issues and decision making to deliver superior value to customers in global market and competitive situations. Class participation through case discussion will be fundamental to the development of these skills.

Course Structure:

- Unit I- **Introduction:** An Introduction to Strategic Marketing: The Changing Role of Marketing - Marketing in 21st Century, Factors responsible for the change and their impact, Dimensions of Strategic Marketing, Challenges of Strategic Marketing.
- Unit II- **Relationship Strategy:** Market Segmentation Strategy – Creating New Market Space, Matching Value Opportunities and Capabilities, Target Market Strategies, Positioning Strategy.
- Unit III- **Product Strategy:** Product Strategies - Product Strategy Issues and Challenges, Product Life-Cycle Strategies, Strategies New Product, Branding Strategies, Packaging Strategies.
- Unit IV- **Pricing Strategies:** Analyzing Customer Price Sensitivity and Competitors' Response, Legal and Ethical Issues in Pricing, Price Positioning, Pricing Strategies and Pricing models.
- Unit V- **Distribution Strategy:** Channel Objectives, Role Performed by Distribution System, Strategies at different Channel Levels, Implementation Strategies.

REFERENCE:

1. Carol H. Anderson : Strategic Marketing, Houghton Mifflin Harcourt
2. D. W. Cravens & N. F. Piercy : Strategic Marketing, McGraw Hill/Irwin
3. O. C. Ferrell, Michael D. Hartline : Strategic Marketing, South-Western Cengage
4. Boyod Wilker, Mullins Larrech : Marketing Strategy, McGraw Hill
5. Colin, David J. : Strategic Marketing Management; Planning, Implementation & Control: Pearson Richard M. S. Wilson; Gilligan, Oxford, Butterworth-Heinemann
6. Aaker, David : Strategic Marketing, Wiley-India
7. George S. : Market Driven Strategy Day; Process of Creating Value, Free Press
8. J. P. Guiltinan, G. W. Paul, T. J. Madden : Marketing Management Strategies and Programs, McGraw-Hill Companies
9. Jain, Subhash : Marketing: Planning and Strategy, South-Western College Pub
10. Kerin Roger, Peterson Robert : Strategic Marketing Management, Allyn and Bacon
11. P. Baines, R. Brennan & P. Garneau : Contemporary Strategic Marketing, Palgrave

Chand
6/8/18

A. J.
6/8/18

S. G. G. G.
06/08/2018

W. R. R.
6.8.2018