

Department of Business Management
VBS Purvanchal University, Jaunpur – 222001 (U.P.)

Department of Business Management
VBS Purvanchal University, Jaunpur

SYLLABUS
Batch 2015-16 onwards

Semester - IV

MBA

MGT 401: TOTAL QUALITY MANAGEMENT & ISO

1. Total Quality Management: Definition, Fundamental principles, approaches and models-Fuji Xerox, Model, Normal Rickad Model, Difference Between Quality and Total Quality; TQM versus Management; Cost of Quality.
2. Contributions of TQM Gurus – W. Edwards Deming, Joseph M Juran, Philip B Crosby, Kaoru Ishikawa.
3. Quality-planning process, Quality improvement methodologies; Problems solving process and Management tools; Kaisen-Continuous improvement; Quality Circles; Six Sigma and Statistical Process control;
4. Benchmarking; Important issues of TQM – Team work, leadership , Business Process Re-engineering; Creating Quality culture.
5. An Introduction to Quality System Standards and ISO 14000

References:

1. *Michael J. Stahl, Total Quality Management in the global environment, Infinity Books (New Delhi, 2000).*
2. *D.D. Sharma, Total Quality Management Principles practise and cases, S.chand & sons (New Delhi 2000)*
3. *Bounds, Yorks, Adams & Ranney, Beyond TQM Toward the Emerging Paradigm, Mc Graw Hill (New Delhi 1994)*

Syllabus_MBA – IV Semester (Batch 2015-16 onwards)

MGT 402 A: RURAL MARKETING & RETAIL MANAGEMENT

1. Nature, Characteristics and Potential of Rural Markets in India; Introduction to Agriculture Marketing – Organization and functions; Classification of Agricultural Products.
2. Marketing of goods and services in rural markets-Design of Marketing Mix. Nature, Scope and Role of Cooperative Marketing in India
3. An Introduction to the Retailing System; Retailing: Definition, structure and Functions; Retailing Mix
4. Retail Store Location and Layouts; Creative Display; Retail Pricing; Retail Promotions;
5. An Introduction to different forms of retailing: Franchising, Direct Marketing, Chain Stores, Exclusive Shops and E-Retailing.

References:

1. *Desai Vasant, Rural Development, S. Chand, 1988 (New Delhi)*
2. *Rudra, Ashok, Indian Agricultural Economics: Myths and Realities, Allied, 1982 (New Delhi)*
3. *Stalk, George, Competing Against Time, Free Press, 1990 (New York)*
4. *Diamond Jay and Gerald Pintel, Retailing, Prentice Hall, 1996 (NJ)*
5. *Kotler Philip, Marketing Management, PHI, 2001 (New Delhi)*
6. *Morgen Stein, Melvin and Harriat Strongin, Modern Retailing, Prentice Hall, 1992 (NJ)*

Syllabus_MBA – IV Semester (Batch 2015-16 onwards)

MGT 402 B: MANAGEMENT OF FINANCIAL INSTITUTIONS

1. Financial institutions and economic growth; Economic growth & capital formation, Investment & Finance, Problems of capital formation in under developed countries, Role of financial institutions.
2. Types of financial institution; money & capital market, money market institutions, central bank, commercial banks, Indigenous financial agencies, discounting houses Accepting houses, Capital market institution, Investment Banks, Merchant banks, Development banks, mutual funds.
3. Banking law & regulation, provision of RBI's regulation, credit & monetary planning, Insurance companies, Development Banks, Role of Development Banking in industrial financing in India.
4. Financial planning of financial institutions, Role of IFCI, ICICI, IDBI, UTI, LIC, Mutual funds. Capital adequacy, capital planning, strategy of growth, International aspects of F.I.
5. NBFC's: Concept, significance, types with examples

References:

1. *Vij, Madhu. Management of Financial Institution of India, New Delhi, Anmol Pub. 1991*
2. *Yeager, Fred C & Seitz, Nail E, Financial Institution Management: Text & Cases, Angele wood cliffs, New Jersey, PHI, 1989*
3. *V.K. Bhalla, Indian Financial System, Anmol Pub. Delhi, 1998*

Syllabus_MBA – IV Semester (Batch 2015-16 onwards)

MGT 402 C: ORGANISATIONAL CHANGE AND DEVELOPMENT

1. Organisational change: An Overview, Management of Change, Process of Change, Overcoming Resistance to change.
2. Approaches to Problem Diagnosis, Some Major Techniques of Planned Change.
3. Organisation Development: Steps in Organisation Development, General Organisation Development Competencies, Organisation Development Skills.
4. Designing Interventions: Interpersonal, Team, Intergroup and System.
5. Evaluation of Organisation Development, Ethics of Organisation Development, Future of Organisation Development.

References:

1. *Abad Ahme, Developing Effective Organisation, New Delhi, Sri Ram Center for Ind. Relation, 1980.*
2. *French, W H & Bell, C.H. Organisational Development, New Delhi, PHI 1991.*
3. *Sinha, Dharani, P. Cunsultant & Cunsulting Styles, New Delhi, Vision, 1982.*

MGT 403 A: STRATEGIC MARKETING

1. Marketing – Strategic Management Interface; Strategic Marketing Orientation, Strategic Marketing Planning – Business and Corporate Level;
2. Market Planning and Strategy Formulation – Situation Analysis, Planning Gap Determination, Strategy Search, Contingency Planning and Evaluation; Components of Marketing Strategy.
3. Competitive (Rival Oriented) Strategies – Defining Competitions and Assessing Capabilities; Collecting Information; Determination and Selection of Strategies.
4. Marketing Intelligence – An Introduction; Information Requirements for Strategic Marketing; MIS, DSS and Competitive Intelligence (CI); Strategic Approach to Design Marketing Mix.
5. Implementation and Organisation for Strategic Marketing

References:

1. *O' Shaughnessy John, Competitive Marketing: Strategic Approach, ELBS, London*
2. *Tom cannon.: Marketing Management*
3. *Kotler Philip: Marketing Management, Analysis, Planning, and Implementation & Control.*
4. *Porter, M.E.: Competitive Advantages: Creating, Sustaining Superior Performance.*
5. *Porter, M.E.: Competitive Strategy: Techniques for Analyzing Industries Competitors.*

MGT 403 B: PROJECT PLANNING, ANALYSIS AND IMPLEMENTATION

1. Project Planning: Generation and screening of project ideas, Monitoring the Environment, Corporate Appraisal, Preliminary Screening, , Project Life Cycle.
2. Project Analysis: Market Demand and Situational Analysis, Demand Forecasting, Technical Analysis: Location & Site, Project Charts and Layouts,
3. Analysis of project Risk: Type and Measures of Project Risk, Identification of Critical Sources of Risk, Sensitivity Analysis, Scenario Analysis, Decision – tree Analysis
4. Project Selection and Appraisal: Relevance of cost of Capital, Appraisal Critical – NPV, Benefit Cost Ratio, IRR, Critical Evaluation, Social Cost Benefit Analysis – Rationale.
5. Project Implementation & Review: Project Management, Forms of Project Organisation, Project Control, Project Review – Performance Evaluation.

References:

1. *Bhalla V.K.: Modern Working Capital Management.*
2. *P.C. K. Rao: Project Management & Control.*
3. *Chandra, Prasanna, Projects: Preparation, Appraisal, Budgeting and Implementation, Tata McGraw Hill 1987*
4. *Ahooja, G.K. and Gupta, Ravi. Systematic Approach to Income Tax. Allahabad, Bharat Law House, 1997*

MGT 403 C: MANAGEMENT DEVELOPMENT

1. Definition and function of HRD, strategic planning approach, organizational environment and training.
2. Principles of Learning, Learning and behaviour, Teaching/Learning debate, Training and development, Management Development – perspectives,. Pitfalls, need for effective MD.
3. MD policy and committees, planning strategies and programme to reach MD objectives, training methodology, training process.
4. Management effectiveness audit: training needs assessment and training objectives, designing training for effective learning.
5. Methods of MD including training for human relations, leadership, teamwork, communication and creativity, conduction of MD programme – role of programme coordinator, trainee, top management; evaluation.

References:

1. *Binsted, Don. "Development in Interpersonal Skills Training". 1986. Gower London.*
2. *Robert Craig, Training & development handbook*
3. *David A.DE Cenzo, Stephen. P. Rokkins, Personnel/ HRM*
4. *V.N. Srivastava, Gridhar. J. Gyani, Training manual on HRM & Organisational learning*
5. *Biswjeet patnayak, HRM*
6. *T.N. Chabbra, HRM*

Syllabus_MBA – IV Semester (Batch 2015-16 onwards)

MGT 404 A: BRAND MANAGEMENT AND SERVICES MARKETING

1. Understanding Brands – Brand Hierarchy, Brand Personality, Brand Image, Brand Identity, Brand Positioning, Brand Equity, Brand – Customer Relationships, Brand Loyalty and Customer Loyalty, Managing Brands: Brand Creation, Brand Extensions,
2. Brand portfolio, Brand assessment through research, Brand Identity, Position, Image, Personality Assessment and Change, Brand Revitalization,
3. Emergence of service economy, Nature of services, goods vs services marketing, Marketing challenges in service Businesses, Marketing framework for service businesses, Service Classification.
4. Service product management, Service encounter, The service consumer behaviour, quality issues in services
5. Advertising, Branding and Packaging of services, Recovery Management and Relationship Marketing, Service Marketing, Origin and growth, Classification of services – marketing of financial services – the India scene.

References:

1. *Aaker, David, A. Managing Brand Equity. New york, Free Press 1991*
2. *Cowley, Don. Understanding Brands. London, Kogan Page 1991.*
3. *Lovelock, Christopher H. Services Marketing, Englewood Cliffs, New Jersey, PHI, 1993.*
4. *S.M. Jha, Services Marketing, Himalaya Publication, New Delhi 2000.*

MGT 404 B: FOREIGN EXCHANGE MANAGEMENT

1. Foreign Exchange Market: Types & Transactions, Quoting foreign exchange rate, economic forces in foreign exchange market, Recent developments in foreign exchange market, spot rates, cross rates, forward rates.
2. Currency futures & options, currency swaps, future Vs forward market, Hedging, Different types of hedging, Mechanism of option trading, relationship between option & futures.
3. Exposure management; Foreign exchange risk, exposure information system, different exposure management techniques.
4. Foreign exchange rate projections; forecasting techniques; technical & fundamental forecasting, limitations of forecasting, mixed forecasting.
5. Parameters & Constraints on exposure management; Financial & Socio-political factors, Tax treatment of foreign exchange gains & losses, FEMA.

References:

1. *Bhalla, V.K. International Financial Management*
2. *Shapiro A.C. International Financial Management*
3. *Vij Madhu International Financial Management*

Syllabus_MBA – IV Semester (Batch 2015-16 onwards)

MGT 404 C: COUNSELING SKILLS FOR MANAGERS

1. Counseling concept, Essential elements of counseling, counseling process, problems in counseling, personal qualities of the counselor.
2. Counseling skills, counseling approaches, planning counseling skills training, running CST.
3. Evaluating counseling skills workshops, self and peer evaluation, an evaluation questionnaire.
4. Employee counseling, concept, need functions, procedure, pre-requisites.
5. Case study.

References:

1. *S. Narayan Rao, Counseling and guidance*
2. *Philip Burnard, Counseling skills training*
3. *T.N. Chhabra, HRM.*

Syllabus_MBA/MBA (Agri-Business)/MBA (E-Commerce) – IV Semester (Batch 2015-16 onwards)

MGT 405: PROJECT WORK

The students are required to do some project work on the topic decided with consultation of the subject experts in the department. The project should be innovative problem solving, research oriented which give ultimate benefit to the industry and society. The student will submit a project report, which shall be evaluated by experts.

Syllabus_MBA/MBA (Agri-Business)/MBA (E-Commerce) – IV Semester (Batch 2015-16 onwards)

MGT 406: PAPER PRESENTATION & VIVA-VOCE

Students will be required to make the presentation of the project work to the experts and there will be a viva-voce on the theme based on the project work.

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MGT 407: CASE-TEST

8-10 Case studies are to be discussed on general management. The selection of the cases would be done by the concerned faculty members. The examination would be of two-hour duration. One Case-Study would be provided to the students which may or may not be from the list of the cases already discussed in the class. The students would be required to answer the questions asked on the basis of supplied case. The test would be for 50 marks