MBA (General) - III Semester

PAPER - XI

CONSUMER BEHAVIOUR

Course Code: 43
Paper Code: MBGN 3001

Objectives

- To understand the conceptual foundations of consumer buying behavior
- To create awareness of the theories of motivation and perception as applied in consumer behavior, and
- To acquaint with the communication and consumer decision making

UNIT - I

Consumer Behaviour and Marketing Action - An overview - Consumer involvement - Decision-making processes - Purchase Behaviour and Marketing Implications - Consumer Behaviour Models

UNIT - II

Environmental influences on Consumer Behaviour - Cultural influences - Social class - Reference groups and family influences - Opinion leadership and the diffusion of innovations - Marketing implications of the above influences.

UNIT - III

Consumer buying behaviour - Marketing implications - Consumer perceptions - Learning and attitudes - Motivation and personality - Psychographics - Values and Lifestyles, Click-o-graphic.

UNIT - IV

Strategic marketing applications - Market segmentation strategies - Positioning strategies for existing and new products, Re-positioning, Perceptual Mapping - Marketing communication - Store choice and shopping behaviour - In-Store stimuli, store image and loyalty - Consumerism - Consumer rights and Marketers' responsibilities.

UNIT - V

The Global Consumer Behaviour and Online buying behaviour - Consumer buying habits and perceptions of emerging non-store choices - Research and applications of consumer responses to direct marketing approaches - Issues of privacy and ethics.

REFERENCES

Bennet and Kassarjian, CONSUMER BEHAVIOUR, Prentice Hall of India, New Delhi
Michael R. Solomon, Consumer Behaviour, PHI Learning Private Limited, New Delhi, 2011
Ramanuj Majumdar, CONSUMER BEHAVIOUR, Prentice Hall of India, New Delhi, 2011
Loudon and Della Bitta, CONSUMER BEHAVIOUR: CONCEPTS AND APPLICATIONS, Tata McGraw Hill, New Delhi, 2007
Berkman & Gilson, CONSUMER BEHAVIOUR:CONCEPTS AND STRATEGIES, Kent Publishing Company.
Objectives:

- To understand the importance of employee performance to achieve the organisational goals
- To identify the process of performance management applications.

UNIT-I

Quality Performance Management - Concept - Dimensions - Facilitating Organisations for Performance - Organizational Dynamics and Employee Performance – Job Analysis

UNIT-II

Work Place and Its Improvement Through 5S - Modern Management Techniques and Management of Employee Performance - Team Building - Concept, Culture, Methods, Effectiveness & Empowerment Problems - Potential and Perspectives.

UNIT-III


UNIT-IV


UNIT-V

Indian and Western Thoughts - Performance Management in the perspective of Indian Ethos – Ethical Issues and Dilemmas in Performance Management.

REFERENCES

Srinivas Kandula, PERFORMANCE MANAGEMENT, Prentice Hall India, NewDelhi, 2006
Dewakar Goel, PERFORMANCE APPRAISAL AND COMPENSATION MANAGEMENT, Prentice Hall India, NewDelhi, 2008
Robert Cardy, PERFORMANCE MANAGEMENT, Prentice Hall India, NewDelhi, 2004
S.K. Chakravarthy, MANAGERIAL EFFECTIVENESS AND QUALITY OF WORK LIFE - INDIAN INSIGHTS, Tata-McGraw Hill, New Delhi
MBA (General) – III Semester

PAPER -XIII

MERCHANT BANKING AND FINANCIAL SERVICES

Course Code: 43  
Paper code: MBGN 3003

Objectives

➢ To examine Financial Services management as an important and contemporary area of financial management
➢ To understand the various financial services and their future and
➢ To determine the most suitable financial service, given the situations and contingencies

UNIT-I


UNIT-II


UNIT-III


UNIT-IV


UNIT-V


REFERENCES


UNIT I: The conceptual foundations of control systems
Meaning, Nature and purpose of control systems – The new paradigms of Management Control Systems, four elements of control, organizational structure, organizational goals, organizational climate, strategic planning – Blancing the four levers of control, balancing the tensions in control systems, six sources of tensions in control systems, opportunities and limitations of the span of control, key control variables, delegation and decentralization, mutual supportive management systems.

UNIT II: The traditional instruments of control in organizations
External audit, internal controls, internal audit, role of financial controllers, multiple roles of an auditor, management control process, budgetary control, flexible budget, zero base budget, performance budgeting, master budget, analysis of variance, accounting aspect of control, management audit, marketing and distribution control, different types of audit.

UNIT III: Accountability in organizations
Dual focus and accountability, differentiate between product costing and accountability, the concept of responsibility centre, management control structure, responsibility accounting, cost centre, profit centre, investment centre, ABC costing, transfer prices, CVP analysis, process control.

UNIT IV: The new dimensions of control with strategies
Behavioral aspect of management control, motivations, morale, participative management, learning curves, HR accounting, knowledge management control, management control with reference to risk management, differentiated controls for different situations, measuring performance to match strategy, balanced score cards.

UNIT V: Management Control in Specialized organizations
Sectoral applications, controlling the financial sector, the banking sector, the balance sheet concept, the concept of schedule of advances, the use of ABC costing standard, insurance, system of insurance accounts, non-profit organizations, legal environment of non-profit organization, public service organizations, public utility accounts, holding company accounts, government and co-operative business, control in projects, the twelve step process of designing controlling system.

REFERENCES
Antony R.N. and Govindarajan V, MANAGEMENT CONTROL SYSTEMS
Gosh P.K. and Gupta, COST ANALYSIS AND CONTROL
Hersey P and Balanchard H.B, MANAGEMENT OF ORGANIZATIONAL BEHAVIOR
Emmanuel, ACCOUNTING FOR MANAGEMENT CONTROL

UNIT-II


UNIT-III


UNIT-IV


UNIT-V


REFERENCES

Donald L. Sexton & Raymond W.Smilor, THE ART AND SCIENCE OF ENTREPRENEURSHIP, Ballinger
Clifford M.Baumback & Joseph R.Mancuso, ENTREPRENEURSHIP AND VENTURE MANAGEMENT, Prentice Hall
Gifford Pinchot, INTRAPRENEURING, Harper & Row
Ram K.Vepa, HOW TO SUCEED IN SMALL SCALE INDUSTRY, Vikas
Richard M.Hodgets, EFFECTIVE SMALL BUSINESS MANAGEMENT, Academic Press
Dan Steinhoff & John F.Burgess, SMALL BUSINESS MANAGEMENT – FUNDATMENTALS, McGraw Hill
MBA (General) – IV Semester

PAPER - XVI
INVESTMENT AND PORTFOLIO MANAGEMENT

Course Code: 43
Paper code: MBGN 4001

Objectives

- To have understanding on investment and avenues of investment
- To have exposure on analysis techniques of capital market and
- To understand various theories of portfolio management

UNIT - I

UNIT - II

UNIT-III

UNIT-IV

UNIT-V

Note: Common paper to MBA(Finance) - IV Semester, Paper Code-MBAF 4001

REFERENCES

Kevin .S, SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT, PHI, Delhi, 2011
Yogesh Maheswari, INVESTMENT MANAGEMENT, PHI, Delhi, 2011
Bhalla V K, INVESTMENT MANAGEMENT: SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT, S Chand, New Delhi, 2009
MBA (General) - IV Semester

PAPER-XVII
SERVICES MARKETING
Course Code: 43 Paper Code: MBGN 4002

Objectives
➢ To familiarize with the special characteristics of services relevant for marketing
➢ To analyze the customer satisfaction and complaint management in services
➢ To evaluate the financial implications of improvement in services, and
➢ To acquaint with CRM application in service marketing.

UNIT-I
Marketing of Services - Introduction - Growth of the Service Sector - The Concept of Service - Characteristics of Services - Classification of Services - Designing the Service Blueprinting, Using Technology - Developing Human Resources - Building Service Aspirations.

UNIT-II
Marketing mix in services marketing - The seven Ps - Product Decisions - Pricing Strategies and Tactics - Promotion of Services and Placing or Distribution Methods for Services - Additional Dimensions in Services Marketing - People, Physical Evidence and Process – Internet as a service channel.

UNIT-III
Strategic Marketing Management for Services - Matching Demand and Supply through Capacity Planning and Segmentation - Internal Marketing of a Service - External versus Internal Orientation of Service Strategy.

UNIT-IV

UNIT – V
Marketing of Services with special reference to Financial Services - Health Services - Hospitality Services including Travel, Hotels and Tourism - Professional Services - Public Utility Services - Communication Services - Educational Services.

REFERENCES
Christopher H. Lovelock, SERVICES MARKETING: PEOPLE, TECHNOLOGY, STRATEGY, Pearson Education Asia.
UNIT I Foundation concepts


UNIT II Information technologies


UNIT III Business applications – e-Business and e-Commerce


UNIT IV Development processes


UNIT V Management challenges


REFERENCES:

Joseph, P.T, E-COMMERCE: AN INDIAN PERSPECTIVE, PHI, New Delhi, 2005
Canzer, B, E-BUSINESS AND COMMERCE: STRATEGIC THINKING AND PRACTICE (Indian adaptation), New Delhi: Biztantra (Originally published by Houghton Mifflin Co., USA) , 2005
MBA (General) - IV Semester

PAPER - XIX

INTERNATIONAL BUSINESS

Course Code: 43  
Paper Code: MBGN 4004

UNIT – I

International Monetary and Financial System: Importance of international finance; Bretton woods conference and afterwards, IMF and the World Bank; European monetary system - meaning and scope.

UNIT – II

Balance of Payment and International Linkages: Balance of payments and its components; International flow of goods, services and capital; Coping with current account deficit.

UNIT – III

International Financial Markets and Instruments: International capital and money markets; Money and capital market instruments; Salient features of different international markets; Arbitrage opportunities; Integration of markets; Role of financial intermediaries.

UNIT – IV

Foreign Exchange Markets: Determining exchange rates; Fixed and flexible exchange rate system; Exchange rate theories; Participants in the foreign exchange markets; Foreign exchange market - cash and spot markets; Exchange rate quotes; LERMS; Factors affecting exchange rates - spot rates, forward exchange rates, forward exchange contracts; Foreign exchange and currency futures; Exchange rate arrangement in India; Exchange dealings and currency possession; information and communication; Foreign exchange trades.

UNIT – V

International Capital and Money Market Instruments; GDRs, ADRs, IDR, Euro bonds, Euro loans, Repos, CPs, floating rate instruments, loan syndication and Euro deposits.

REFERENCES:


Buckley, Adrian, MULTINATIONAL FINANCE, Prentice Hall, New Delhi.


MBA(General)- IV SEMESTER

PAPER XX

TRAINING AND DEVELOPMENT

COURSE CODE: 43  PAPER CODE: MBGN 4005

UNIT I
Job Analysis – Manpower Planning – At the Start of the Business and as Ongoing Process – Performance Appraisal – Standards, Methods, Errors.

UNIT II

UNIT III

UNIT IV

UNIT V

REFERENCES

B.Taylor & G.Lippitt, MANAGEMENT DEVELOPMENT AND TRAINING HANDBOOK.

William E.Blank, HANDBOOK FOR DEVELOPING COMPETENCY BASED TRAINING PROGRAMMES, Prentice-Hall, New Jersey