

DEPARTMENT OF COMMERCE, NBU.

M.Phil Course (2 years – 4 semesters) Syllabus w.e.f 2019

Total Marks 800

Total Credits 32

Structure

Semester I 8 credits 200 marks

Course Code	Course Title	Total Credits	Total Marks
MPL 101	Research Methodology, Quantitative Techniques & Computer Applications	4	100
MPL-A1 To MPL A10	Any one <u>Advanced Level Course</u> to be allotted to the Ph.D. Scholar as given in the following table	4	100



Course Code	Advanced Level Course Title	Credits for Theoretical Classes	Credits for Review of literature	Total of Credits	Total Marks
MPL - A1	<i>Advanced Human Resource Management (HRM)</i>	2	2	4	50+50=100
MPL-A2	<i>Efficiency Measurements Studies</i>	2	2	4	50+50=100
MPL-A3	<i>Financial Systems</i>	2	2	4	50+50=100
MPL-A4	<i>Advanced Industrial Relations</i>	2	2	4	50+50=100
MPL-A5	<i>Advanced Organizational Behaviour</i>	2	2	4	50+50=100
MPL-A6	<i>Methods in Accounting and Finance</i>	2	2	4	50+50=100
MPL-A7	<i>Microfinance and Financial Inclusion</i>	2	2	4	50+50=100
MPL - A8	<i>Taxation</i>	2	2	4	50+50=100
MPL-A9	<i>Tourism Research Methods</i>	2	2	4	50+50=100
MPL-A10	<i>Advanced Marketing Research</i>	2	2	4	50+50=100

Note: The Advanced Level Course to be administered in any year will be made by the D.C . based on the recommendation of the concerned mentors/supervisors.

Semester II 8 credits 200 marks

Course Code	Course Title	Total Credits	Total Marks
MPL201	Strategic Cost & Management Accounting and Strategic Organizational Behavior	4	100
MPL202	Strategic Marketing and Financial Market Analysis & Risk Management	4	100

Semester III 8 credits 200 marks

Course Code	Course Title	Total Credits	Total Marks
MPL301	Term Paper (5000 to 7500 words)	6	150
	Seminar on Term Paper	2	50

Semester IV 8 credits 200 marks

Course Code	Course Title	Total Credits	Total Marks
MPL401	Dissertation	6	150
	Viva Voce on Dissertation	2	50

Pass Marks shall be 55% in each Course.

Course Details

Course MPL 101

Research Methodology, Quantitative Techniques & Computer Application

4 Credits 100 Marks

Group A

(Credits 1 ½) 35 marks

Unit I: Introduction to Research Methodology:

Meaning and importance of Research, objectives of Research, significance of Research Types of Research, – Selection and formulation of Research Problem, Qualitative and Quantitative Research, Review of Literature, Research Design – Historical Research Design, Exploratory, Descriptive and Casual Research Experimental Research. Research Process, Criteria of Good Research, Experimental Research Design: Data Sourcing, Ethics in Research.

Unit II: Methods of Data Collection:

Collection of Primary Data, Collection of Data through Questionnaires, Collection of data through Personal interview, Four Group Interview, Telephonic interview, Mail Survey, Collection of data through Schedules, Difference between Questionnaire and Schedules, Some other methods of Data Collection, Editing of primary data, Collection of Secondary Data, Selection of appropriate methods of data Collection, case study method, guidelines of constructing Questionnaire / Schedule, Guidelines for successful interviewing, difference between survey and experiment, Presentation of Data.

Unit III: Organization of Research Report- Types of Reports e.g., Decision – Oriented (Technical) Report, Survey – based Research Report, Algorithmic Research Report, Structure and Components of Reports – Contents, Bibliography, Appendices, Style Manuals – APA style, MLA style, ASA style, The Chicago Manual of style etc., Preparation of project proposal – Title, Abstract, Introduction, objectives, methodology – Time frame and work plan – Budget and justification – References.

Group B

(Credits 2) (50 marks)

Unit I: Fundamental Methods of Empirical Analysis: Concepts of Sampling & Hypothesis Testing.

Unit II: Parametric and Non-parametric tests: Model Specification, Types of Specification Error; Consequences of Specification Error; Test for Specification; Goodness of fit; Methods of model specification: Data mining. OLS, Multivariate Regression Model; Regression with Dummy variable; heteroskedasticity, Multicollinearity.

Unit III: Advanced Methods of Empirical Analysis: Factor Analysis; Multidimensional Scaling; Structural Equation model, Data Envelope Analysis.

Unit IV: Panel Data Regression Model: Reasons for using Panel Data, Examples of Panel; Methods of Estimation, The Fixed Effects Approach and Random Effect Approach.

Group C

(Credit ½) (15 marks)

Application of Computer Software in Social Sciences Research: SPSS, E-Views, STATA, MS-EXCEL.

Suggested Readings

- | | |
|-------------------------------|---|
| 1. Hair, Anderson & Others: | Multivariate Data Analysis, PHI |
| 2. Koutsoyannis A: | Theory of Econometrics, ELBS |
| 3. Kendal and Stuart: | Advanced Theory of Statistics, PHI |
| 4. Conover W.J: | Practical Non-Parametric Statistics, John Willey |
| 5. Gupta SC: | Fundamentals of Statistics, Hamalaya Publishing House |
| 6. Box. Jenkin & Reinsl: | Time Series Analysis, Pearson |
| 7. J. Johnston | Econometric methods |
| 8. D.N. Gujrati and Sangeetha | Basic Econometrics |
| 9. R. Ramanathan | An Introduction to Data Envelopment Analysis |
| 10. Kothari | Research Methodology |
| 11. Brooks Chris: | Introductory Econometrics for Finance, Cambridge University Press |
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Course MPL -AI

Advanced Human Resource Management (HRM)

4 Credits 100 marks

(A) Theoretical 2 credits 50 marks

Unit I :

- a. The Strategic dimensions of human resource management.
- b. HRM in an organizational context.

Unit II : a. Developing human resources.

- b. Rewarding people at work.
- c. Utilizing human resources in organizations.

Unit III:

- a. Managing performance and absence.
- b. Employment relations.
- c. Managing grievances, discipline and work place conflict.

Unit IV:

- a. Ethics and HRM.
- b. International HRM.

Suggested Readings

- 1. Human Resource Management by Garry Dessler (Pearson)
- 2. Organizational Behavior by Stephen P. Robbins (Pearson)
- 3. Human Resource Management by Sarah Gilmore and Steve Williams (Oxford)
- 4. Psychology by Robert A. Baron

(B) Review of Literature **2 Credits** **50 marks**

Course MPL-A2

Efficiency Measurements Studies 4 credits 100 marks

(A) Theoretical **2 credits** **50 marks**

Unit I : Various Concepts of Efficiency : Allocative Efficiency, Scale Efficiency, Scope Efficiency, Technical Efficiency and X-Efficiency.

Unit II : Model Specification: Available Models in the Literature: DEA and EFA, Applications of Various Models, Alternative Sets of Variables in the Literature.

Unit III : Econometric Frontier Approach : Alternative forms of relationship: Cobb-Douglas, CES, Translog and Fourier Flexible, Methods of Estimation.

Unit IV : Data Envelop Analysis: Graphical description of the frontier analysis : Mathematical programming aspects of DEA- general form of CCR DEA models; Dual DEA models and its comparison with the primal.

Suggested Readings

- i. J. Johnston, Econometric methods
- ii. D.N. Gujrati and Sangeetha, Basic Econometrics
- iii. R. Ramanathan, An Introduction to Data Envelopment Analysis.

(B) **Review of Literature** **2 Credits** **50 marks**

Course MPL-A3

Financial Systems 4 Credits 100 marks

(A) **Theoretical 2 credits 50 marks**

Unit I : Indian Financial System: An overview

Unit II: Indian Financial System : Recent Developments.

Unit III : Financial Markets : Capital Market- Money Market, Forex Market- recent developments

Unit IV : Integration of Financial Markets: International and Domestic Integration- recent Developments

Suggested Readings

1. Frederic S. Mishkin: The Economics of Money, Banking and Financial Markets; Addison-Wesley, New York.
2. L.M. Bhole and J. Mahakud : Financial Institution and Markets: Tata Mc Grow Hill, New Delhi
3. P.G. Apte: International Financial Management; Tata McGrow Hill, New Delhi
4. Pilbeam Keith: International Finance; Mc Millan Press, Hongkong.

(B) Review of Literature 2 Credits 50 marks

Course MPL-A4

Advanced Industrial Relations

4 Credits 100 marks

(A) Theoretical 2 credits 50 marks

Unit I: Meaning of Industrial Relations, Objectives, Industrial Unrest, Industrial Peace, Importance of Industrial Discipline, Different Parties attached to Industrial Relations.

Grievance Handling and Counseling: Meaning of Grievance, Nature of Grievance, Sources of Grievance, Essentials of a good Grievance Procedure, Employee Counseling, Functions of Counseling, Different Types of Counseling, Cooperative Counseling, Counseling in Industry

Unit II: Trade Unionism: Challenges before Indian Trade Unions in this 21st Century, Changing dimensions of trade unionism in India, Changing role of trade unions in India, dynamic structures of Indian Trade Unions, Recent problems faced by Indian Trade Unions, Prospects of Indian Trade Union Movements.

Collective Bargaining: Changing nature of Indian Collective Bargaining, Functions of Collective Bargaining, and Recent Procedure followed in Indian Collective Bargaining, Prerequisites of Effective Collective Bargaining, and Collective Bargaining in India in this 21st Century.

Unit III: Workers' Participation in Management: Changing Dimensions of Workers' Participation in Management, Forms of Workers' Participation in Management in this Century, Obstacles in the smooth participation of workers' in the decision making process, how to bring confidence for getting highest level of motivation from the workers in this 21st Century.

Unit IV: Job Satisfaction and Motivation: Concept of job satisfaction in this 21st Century, How Job satisfaction is related to Motivation of Employees, Dissatisfaction of Employees, how to hold the satisfaction level to its highest extent, Different ways of motivation People at their work place, Role of Modern Managers in this regard.

Suggested Readings

Marchington, M. , Managing Industrial Relations, Mcgraw Hill,

Monappa, A, Industrial Relations, Tata Mc Graw Hill, New Delhi,

Ramaswamy, E.A.,Managing Human Resources, Oxford University Press, New Delhi

Nair, N.G., & Nair, L, Personnel Management & Industrial Relations, S.Chand, New Delhi

Davar, R.S., Personnel Management & Industrial Relations, Vikas Publishing House,New Delhi

(B) Review of Literature 2 Credits 50 marks

Course MPL-A5

Advanced Organizational Behaviour 4 Credits 100 marks

(A) Theoretical 2 credits 50 marks

Unit I: Managing Organizational Behaviour: Emerging Issues in Organizational Behaviour, Diversity in India, A Framework, Managing Organizational Misbehaviour, Concept of Personality, Is Personality Real? The Person Situation Controversy, Psychological Contract, Consensus between Ability and Aptitude, Approaches to Understanding Personality Traits and Dimensions, Different Psychological Types and Cognitive Styles, The Various Processes of Perception, Concept of Perceptual Organization, , Perceptual interpretation, Attribution Process, Comparing Perception with Others. Understanding Attitudes and Values, Work Attitudes, Beliefs, Trust, Relationship between Attitudes and Values

Unit II: Decision Making and Problem Solving, Three Phases of Decision-making Process, types of Managerial Decisions, Decision Making Under Different States of Nature, Modern Models of Decision-making Process, Various Modern Techniques used in different steps in Decision –Making, evaluation of alternatives, effective evaluation of alternatives, selection of an alternative, implementation of decisions, individual vs. group decision making, the challenges faced in team decision making at modern times, errors in decision making , overcoming barriers to effective decision making, ethical decision making, Modern Career Management, Stages in person’s Career, Individual Differences Model: Career Anchors, Implications of Career Anchor Model, Career Patterns, Multiple Career Concept Model, Career Development , Process and Concept, Gender issues in Management, Assumptions of Differences based on Gender, Dimensions of Roles and Associated Barriers, Women in Corporate, Barriers for Women in Corporate, Modern research works

Unit III: Organisational Change: Concepts and Models: Introduction, Conceptual framework, types of organizational change, models of organizational change, Kurt Lewin’s Three Stage process of change, Kotter’s Eight Step model of change, Marvin Weisbord’ s Six Box model, Model of Change by Dolan, Gracia, Diengoli and Auerbach

Unit IV: Stress Management and Work life Balance: Different Occupational Stress, Measurement of Stress, Recent Studies

Suggested Readings:

1. Buchanan, D and Huczynski , A., (1991) Organisational Behaviour, Prentice Hall
2. Cummings, T.G. and Huse , E.F. (1985), Organization Development and Change, Third Edition, West Publishing Company , Minnesota
3. French, W. and Bell, C. (1999), Organization Development, Prentice Hall, New Jersey (p.2)
4. Jones, G.R. (2004), Organization Theory, Design and Change, New York, Addison-Wesley Publishing Company

(B) Review of Literature 2 Credits 50 marks

Course MPL-A6

Methods In Accounting And Finance

4 Credits 100 marks

(A) Theoretical 2 credits 50 marks

Unit I :

- i. Shareholders Value Creation: EVA and Market Value Addition
- ii. Agency Theory, Managerial Options and Investment Options
- iii. Mergers and Acquisitions: Theory and Developments
- iv. Financial Strategy, Financial Options

Unit II:

- i. Indian Securities Market, Commodity Market and Derivative Market
- ii. Capital Market Theory and Efficient Market Hypothesis
- iii. Valuation and Capital Structure
- iv. Interaction of Financing, Investment and Dividend Policies

Unit III:

Tools and Methodology of Financial Research
Mathematics of Financial Analysis: Application of Algebra and Calculus
Time Series Data: cross-section and Panel Data

Unit IV:

Measuring Risk and Volatility
Cross-sectional Volatility, ARCH and GARCH
Multivariate Analysis:
Use of Metric and non-metric variables in empirical research
Factor Analysis, Discriminate Analysis, Event Study:

Suggested Readings

1. Lee, Lee and Lee: Financial Analysis, Planning and Forecasting; Cambridge University Press, New Delhi
2. Schwert and Smith: Empirical Research in Capital Markets, McGraw Hill, New York
3. Chew Donald H: The New Corporate Finance, McGraw Hill, New York
4. Brigham & Houston: Fundamentals Financial Management, Thomson, New York
5. Grinblatt and Titman: Financial Markets & Corporate Strategy, Tata McGraw Hill, New York.
6. Ogden Joseph et al: Advanced Corporate Finance: Pearson, New Delhi
7. Brigham and Houston: Fundamentals of Financial Management, South Western
8. Hair, Anderson & Others: Multivariate Data Analysis, PHI
9. Koutsoyannis A: Theory of Econometrics, ELBS
10. Kendal and Stuart: Advanced Theory of Statistics, PHI
11. Conover W J: Practical Non-Parametric Statistics, John Willey
12. Box, Jenkin & Reinsel: Time Series Analysis, Pearson
13. Brooks Chris: Introductory Econometrics for Finance, Cambridge University press

(B) Review of Literature 2 Credits 50 marks

Paper: Ph.D-A7

Microfinance And Financial Inclusion 4 Credits 100 marks

(A) Theoretical 2 credits 50 marks

UNIT I :

Microfinance as a Tool for Development, Evolution and character of microfinance in India ,Microfinance Products and Services, Micro insurance, Micro Pensions and Remittances, , Intermediation and Regulations of Microfinance , Microfinance Credit Lending Models, Microfinance And Livelihood options.

UNIT II :

Risks in Microfinance Institutions – Functional, Financial, External, Strategies for Risk Minimisation, Social Rating, Credit Rating and Impact Assessment, GIRAFE, PEARLS, CAMEL rating models, Impact Assessment Methods – target group and control group approach, Before and after intervention approach, Outreach of MFIs in India

UNIT III :

Financial Inclusion: Relevance for development, Various initiatives by Government and Non Government Agencies - importance of financial inclusion in zero or less banking areas < the importance of intermediaries for ensuring financial inclusion, Business Facilitator (BF) model and Business Correspondent (BC) model, Responsibilities , Activities and Problems of BFBC in Financial Inclusion.

UNIT IV :

Financial literacy and importance in financial inclusion < financial education and important components of financial counseling, role of BF/BC as a financial counselor, financial literacy policies and practices, Role of RBI and SEBI.

Suggested Readings

Microfinance: A Reader , David Hulme; Thankom Arun, Routledge,
The Microfinance Revolution , Marguerite S. Robinson World Bank, vol.1, 2001
Banker to the Poor: Micro-Lending and the Battle Against World Poverty , Muhammad Yunus and Alan Jolis (contributor) Public Affairs ,

The Pledge: Asa, Peasant Politics, and Microfinance in the Development of Bangladesh, Stuart Rutherford, Oxford University Press,

Pathways out of Poverty: Innovations in Microfinance for the Poorest Families ,Sam Daley-Harris Kumarian Press

The Commercialization of Microfinance: Balancing Business and Development , Deborah Drake; Elisabeth Rhyné , Kumarian Press,

Microfinance for Women, Samirendra Nath Dhar, Northern Book Centre, New Delhi.

Managing Risk and Creating Value with Microfinance, Mike Goldberg, Eric Palladini, World Bank Publications, 2010

The Economics of Microfinance, Jonathan Morduch, Beatriz Armendariz, MIT Press.

Understanding Microfinance, Debadutta K. Panda, Wiley India

Microfinance Investment Funds: Leveraging Private Capital for Economic Growth and Poverty Reduction ,J.D. Von Pischke (Editor), Ingrid Matthaus-Maier (Editor), Springer 2007

Microfinance: Concepts, Systems, Perceptions and Impact, S. Sarkar and S.N. Dhar, Readworthy Publications, New Delhi

Micro - Finance Perspectives and Operations, Indian Institute of Banking and Finance, Taxmann Publications.

Rural Microfinance and Microenterprise- Informal Revolution , Amitabh Bhatnagar, Concept Publishing Company, New Delhi.

Towards Financial Inclusion in India, K. G. Karmakar - G. D. Banerjee - N. Mohapatra

Financial Inclusion at the Bottom of the Pyramid, Carol Realini , FriesenPress

Financial Inclusion and Inclusive Growth: Scope and Dimension , K. Gangadharan (Author), Reference Press

(B) Review of Literature 2 Credits 50 marks

Course MPL-A8

Taxation

4 Credits 100 marks

(A) Theoretical 2 credits 50 marks

UNIT I:

General Theories and Principles of Taxation, Issues in Designing a Tax System- The Optimal Tax Approach, Economics of Tax Incentives.

UNIT II:

Tax Reforms : Indian Experience and Cross Country Comparisons, Design, enforcement and compliance of Taxes in India, Tax Incentives in India, Tax Planning and Management techniques using Tax Incentives.

UNIT III:

Taxation of Goods and Services in India

UNIT IV:

International Taxation:- Principles of International Tax Law, International Tax Conflicts and Double Taxation, Double Tax Treaties, Interpretation of Tax Treaties, Model Tax Conventions on Double Tax Avoidance.

Suggested Readings

Basic International Taxation, Vol I and Vol II, Roy Rohatgi, Taxmann Publications

Reports on India's Tax Reforms, Economic India Services.

Goods and Services Tax - Laws, Concepts & Impact Analysis, Sanjib Agarwal, Bloomsbury
Direct Tax Law and Practice , V.K. Singhanian and Kapil Singhanian, Taxmann Publications

Corporate Tax- Fiscal Incentives and Effective Tax Rates in India, G.Ghosh and S.N. Dhar,
Northern Book Centre, New Delhi.

Development and Public Finance: Essays in Honour of Raja J Chelliah ,
,D. K. Srivastava (Editor), U Sankar (Editor)

Issues in Indian Public Finance, D. K. Srivastava, New Century Publications
Public Finance and Public Policy: responsibilities and limitations of government ,Arye L.
Hillman, Springer

Principles of Public Finance, Hugh Dalton, Allied Publishers

(B) Review of Literature 2 Credits 50 marks

Course MPL-A9

Tourism Research Methods **4 Credits 100 marks**
(A) **Theoretical 2 credits 50 marks**

Unit I: A general Overview of Tourism Research, The role of research in tourism, Tourism Research Design, Theoretical paradigms underpinning tourism research. Methodological considerations for tourism research.

Unit II: Data and empirical material sources for tourism research, Sources of secondary Data, The ethics of tourism research.

Unit III : Qualitative methods and tourism research, Qualitative methods of empirical material interpretation, Quantitative methods and tourism research.

Unit IV: Quantitative methods of data analysis, Tourism research proposals and reports. Conference presentations, posters and articles. The future of tourism research.

Suggested Readings

1. Tourism Research, 2nd Edition, Gayle.

2. Tourism Research Methods Integrating Theory with Practice
Edited by Brent W. Ritchie University of Canberra, Australia Peter Burns University of Brighton, UK
Catherine Palmer University of Brighton, UK CABI Publishing

3. Tourism Research Methods: Integrating Theory with Practice
Brent W. Ritchie, Peter Burns, Catherine Palmer CABI, 2005 -

4. Handbook Of Research Methods In Tourism: Quantitative and Qualitative Approaches. Edited *by Larry Dwyer, Alison Gill and Neelu Seetaram.*

(B) Review of Literature 2 Credits 50 marks

Course MPL-A10

Advanced Marketing Research 4 Credits 100 marks

(A) Theoretical 2 credits 50 marks

Unit I: An Introduction to Marketing Research Defining the Research Design and Controlling Research Errors

Unit II : Secondary Sources of Information, Primary Data: Conducting Interviews, Modes of Interviewing Personal-Send-Call, Qualitative Research and Observation, Sampling Procedures in Research Experimentation, Measuring Respondent Information: Attitudes, Satisfaction, Loyalty and Behaviour, General Concepts of Measurement and Scaling

Unit III: Hypothesis Testing and Univariate Analysis, Bivariate Data Analysis

Unit IV : Multivariate Statistical Analysis: Multiple Regression, Factor Analysis, Cluster Analysis, Conjoint Analysis, Non-parametric Statistical Analysis

Suggested Readings

1. Advanced Methods of Marketing Research: Bagozzi, JohnWiley (Original)
2. Market Research in Practice: How to Get Greater Insight from Your Market by Paul N Hague, Nicholas Hague, and Carol-Ann Morgan, McGraw-Hill
3. Marketing Research Kit for Dummies Paperback : Michael Hyman , Jeremy Sierra, McGraw-Hil
4. Marketing Research: Measurement and Method: Tull , PHI

(B) Review of Literature 2 Credits 50 marks

Semester II

Course MPL 201

Strategic Cost & Management Accounting and Strategic Organizational Behavior 4 Credits 100 marks

First Half Strategic Cost & Management Accounting 2 Credits 50 Marks

Unit I. Strategy, Balanced Scorecard and Benchmarking: Benefits and Pitfalls of Strategic Planning, Strategic Planning Process, Analysing Ongoing and Proposed Programmes – Value Chain Analysis, Performance Measurement Systems, Limitations of Financial Control Systems, Balanced Scorecard – concept, perspectives and importance, aligning the BSC to strategy, features of a good BSC, strategic analysis of operating income, Benchmarking: Meaning – Benefits of Benchmarking analysis – Types of benchmarking – Benchmarking process – TQM and Benchmarking .

Unit 2. Pricing Decisions and Cost Management Strategies – Major influences on pricing decisions, Time horizon for pricing decisions, Target Costing for target pricing, Activity Based Costing and Target Costing, Value Engineering , Cost Incurrence and locked-in costs, Cost –plus target rate on investment, Life Cycle costing and pricing decisions. Costing and pricing in Service Sector .

Unit 3. Just-in Time Strategies and Lean Manufacturing : JIT goals and building blocks, JIT purchasing and EOQ Model parameters, Benefits and costs of JIT, Supplier evaluation and relevant costs of quality , Sources of Waste and Waiting, Lean manufacturing - Benefits of small sizes, Set up time reductions, Push- Pull systems and Kanban, Learning Curve and it's applications.

Unit 4. Environmental Accounting : Measuring Environmental Costs , The Benefits of Eco-Efficiency, Environmental Quality Cost Model, Environmental Cost Report, Reducing Environmental Costs, Environmental Financial Reports, Impact Analysis, Environmental Responsibility Accounting.

Suggested Readings

C. Drury: Management and Cost Accounting: Cengage Learning.
Horngren, Foster and Datar, Cost accounting – A managerial emphasis.
R.M. Kishore, Advanced Management Accounting, Taxmann Publications.
R.N. Anthony and V.Govindarajan, Management Control Systems, Tata McGrawHill.
R.S. Kaplan & A.A. Atkinson, Advanced Management Accounting PHI.
R.W. Hilton, Managerial Accounting, Tata McGraw Hill.
Don.R. Hansen and M.M. Mowen, Managerial Accounting , Cengage Learning
B. Banerjee, Financial Policy and Management Accounting, PH

Second Half Strategic Organisational Behaviour 2 Credits 50 marks

Unit 1. Work Life Balance : Causes of work-life imbalance, role of gender and family, consequences of work-life imbalance, role of technology, global comparisons

Unit 2.Emotional Intelligence: Definitions, different model viz., Ability Model, Trait Model, Criticisms of measurement, Criticisms of theoretical foundation

Unit 3.Work Stress and its Management : What is Stress, Potential sources of Stress, Individual Differences, Consequences of Stress, Managing Stress

Unit 4.Emerging Issues : End of Bureaucracy and the Rise of Intellectual Organization, Gender Issues

Select References:

1. Stephen P. Robbins, Timothy A Judge and Seema Sanghi, Organizational Behavior.
2. Fred Luthans, Organizational behavior.
3. Newstorm and Davis, Organizational Behavior.
4. Madhukar Shukla, Understanding Organisations

Course MPL 202

Strategic Marketing

and

Financial Market Analysis & Risk Management 4 Credits 100 marks

First Half Strategic Marketing 2 credits 50 marks

Unit I: Strategic Marketing:

Introduction, Foundation concepts on Strategy, Marketing and Strategic Marketing, Foundation concepts from Finance for Marketing Decisions, Stakeholder Concerns & issues, Sustainable & Green marketing strategies, Social responsibility and marketing, Incorporating Social responsibility into Marketing Strategy, Changing Marketing Practice and Business Models Marketing implications of corporate strategy decisions.

Unit 2: Marketing Planning and Execution

Introduction, Different approaches to planning for Marketing, Forecasting & Scenario planning Resource allocation, Multi-channel integration, Social Media Management, Value driven Relationship Marketing to the bottom of the pyramid, Frugal & grass root marketing, Blue and Red ocean strategies.

Unit 3: Services Marketing

Introduction, Service Marketing Strategies, Strategies for Growth Markets – Defenders & Prospectors, Strategies for Matured Markets and during the decline, Marketing Ethics, Sustainable Marketing, & Developmental Marketing, Brand management and integrated approach to Marketing Communication across marketing channels.

Suggested Readings

Services Marketing - Zeithaml, Bitner, Gremler & Pandit, TMGH, 4th Ed.
Services Marketing - Christopher Lovelock
Services Marketing – Rampal & Gupta
Essence of Services Marketing - Ardian Payne
Services Marketing - Helen Woodruff
Marketing Strategy - Boyd Walker, Mullins Larrech, TMGH
Strategic Marketing Management - David Aaker
Principles of Marketing - Philip Kotler, Gary Armstrong
Handbook of Relationship Marketing – Jagdish Sheth, Atul Parvatiyar
Strategic Brand Management - Kevin Lane Keller
Brand Positioning Strategies for Competitive Advantage -Subrato Sengupta
Strategic Brand Management -Caperer

Second Half Financial Market Analysis & Risk Management 2 credits 50 marks

Unit 1.Security Analysis and Capital Market Efficiency

Fundamental and Technical Analysis, Valuation Models, Portfolio Analysis, Diversification and Risk; Efficient Market Hypothesis, Empirical Analysis for capital Market EffUnit

Unit 2.Stock Market and Commodity Market

Stock Markets; OTCEI, MSME Platform; Trading Mechanism and methods of Settlement; Commodity Market: Trading Mechanism and methods of Settlement and delivery

Unit 3. Derivatives and Risk Management

Options, Futures and Swaps; Option Valuation Models; Hedgers, Speculators and Arbitrageurs; Trading Mechanism and Methods of Settlement; Use of Derivatives in Risk Management

Unit 4. International Financial Markets

International Equity Market, ADR and GDR; Off-shore Markets: Euro Dollar Market; Bond Markets and various types of Bonds issued for raising capital from International Capital Markets;

Unit 5.Foreign Exchange Market and Exchange Rate Risk

FEMA, Capital Account Convertibility, Causes of Exchange Risk Volatility, Exchange Risk, Methods of Managing Foreign Exchange Risk, Foreign Exchange Derivatives

Suggested Readings

Shah Ajay et al: Indian Financial Market, Elsevier, Noida, UP
Janakiraman S : Derivative and Risk Management, Pearson New Delhi
Brooks Chance, Derivative and Risk Management, South-Western, Cengage New Delhi
Hull C John Derivative Management and Financial, Pearson New Delhi
Keith Redhead, Financial Derivative Prentice Hall India, New Delhi
Chew Donald H, New Corporate Finance, McGraw Hill, New York
Apte, P.G. International Financial Management. Tata McGraw Hill, New Delhi.
Buckley Adrian: Multinational Finance, Prentice Hall, New Delhi
Donald, E. Fisher and Ronald J. Jordan: Security Analysis and Portfolio Management, Prentice Hall, New Delhi
Sharpe, William F. Gordon J Alexander and J.V. Bailly: Investments, Prentice Hall of India, New Delhi