

SECOND YEAR

During Second year, in addition to compulsory papers and project studies, students shall have to choose six optional papers in third and six in fourth semester from the list of optional papers announced at the beginning of each semester. The list of optional papers for third and fourth semesters shall confine to the availability of teachers. A student will specialize in two areas (One Major and other Minor) by opting at least four papers (in major area) two papers from (in minor area) in third and fourth semester.

SEMESTER—III

Course Code	Course Title	Division of Marks			Duration of Exams
		Ext.	Int.	Total	
CP-301	Strategic Management	70	30	100	3Hrs.
CP-302	Business Legislation	70	30	100	3Hrs.
CP-303	Summer Training Report	50	50*	100	

(In addition to these compulsory papers, a students is required to select four papers from major area of specialization and any two papers from minor area of specialization)

*Internal evaluation will be based on seminar presentation.

List of Optional Papers of various specializations

FINANCE

3rd Semester

FM—301	Financial Decisions Analysis
FM—302	Foreign Exchange Management
FM—303	Risk Management
FM—304	Working Capital Management
FM—305	Management of Financial Institutions
FM—306	Security Analysis and Investment Management

4th Semester

FM-401	Principles of Insurance and Banking
FM-402	International Financial Management
FM-403	Financial Derivatives
FM-404	Management of Financial Services
FM-405	Project Management
FM-406	Portfolio Management

MARKETING

3rd Semester

MM-301	Advertising Management
MM-302	Sales and Distribution Management
MM-303	Brand Management
MM-304	Consumer Behavior
MM-305	Retail Marketing
MM-306	Marketing Research

4th Semester

MM-401	International Marketing
MM-402	Industrial Marketing
MM-403	Service Marketing
MM-404	Strategic Marketing
MM-405	Rural and Agricultural Marketing
MM-406	Marketing Communication Strategy

HRM

3rd Semester

HRM-301	Management of Industrial Relations
HRM-302	Legal Framework Governing Human Relations
HRM-303	Managing Interpersonal and Group Processes
HRM-304	Organizational Change and Intervention Strategies
HRM-305	Manpower Development for Technological Change
HRM-306	Global Human Resource Management

4th Semester

HRM-401	Management Training and Development
HRM-402	Human Resource Planning and Development
HRM-403	Human Resource Development: Strategies and Systems
HRM-404	Counseling Skills for Managers
HRM-405	Compensation Management
HRM-406	Performance Management and Managerial Effectiveness

INTERNATIONAL BUSINESS

3rd Semester

IB-301	International Accounting
IB-302	Foreign Exchange Management
IB-303	Export-Import Procedures and Documentation
IB-304	India's Foreign Trade and Policy
IB-305	International Business Environment
IB-306	International Logistics

4th Semester

IB-401	International Financial Markets
IB-402	International Marketing
IB-403	International Financial Management
IB-404	International Strategic Management
IB-405	Cross-cultural and Global Management
IB-406	Regional Economic Blocks

INFORMATION TECHNOLOGY

3rd Semester

ITM-301	Internet and Web Designing
ITM-302	Relational Database Management Systems
ITM-303	Practical based on ITM-301 and ITM-302
ITM-304	Software Designing
ITM-305	System Analysis and Design
ITM-306	Management Support Systems

4th Semester

ITM-401	Data Warehousing and Data Mining
ITM-402	eCRM
ITM-403	Practical based on ITM-401 and ITM-402
ITM-404	Cryptography and Security System
ITM-405	Introduction to Computer Networks
ITM-406	Enterprise Resource Planning

PRODUCTION AND OPERATIONS MANAGEMENT

3rd Semester

POM-301	Purchasing and Materials Management
POM-302	Total Quality Management
POM-303	Production Planning and Control
POM-304	Logistics Management
POM-305	Service Operations Management
POM-306	Technology Acquisition and Diffusion

4th Semester

POM-401	Applied Operations Research
POM-402	Goal Programming in Management
POM-403	Transportation Management
POM-404	Technology Forecasting
POM-405	R&D Management
POM-406	Programme Management

CP-301: Strategic Management

Max. Marks: 100

External: 70

Internal: 30

Time 3 Hours

Note: The Examiner will set the question paper in two parts encompassing the entire syllabus. Part A will comprise 10 short answer type questions of 5 marks each. Part B will comprise of 5 questions of 10 marks each. A student is required to attempt any eight questions from the part A and any 3 questions from part B.

Objectives: The course aims at imparting knowledge of formulation, implementation and evaluation of Business Strategies.

Course Contents:

An Introduction to business policy — Nature, Objective and importance of business policy; an overview of strategic management; Strategic decision making; Process of strategic decision making, Types of planning systems - corporate planning, strategic planning and long range planning

Strategy Formulation- Company's mission, purpose and objectives; corporate strategy - concept, significance and objectives; types of strategies; Environmental and organizational appraisal (Internal & external) techniques of business environment analysis, Strategic alternatives and choice; Business ethics and corporate strategy Concept of value chain and competitive advantage Strategy implementation - Designing organizational structure and activating strategies; matching structure and activating strategy, Structural, Behavioral and Functional implementation, concept of synergy

Strategy Evaluation - Strategic evaluation and Control, Strategic and Operational Control; techniques of evaluation and control. Role of organizational system in evaluation Current trends in Strategic management- trends in external environment of business, new directions in strategic thinking and new modes of leadership

Suggested Readings:

1. Jauch & Glueck : Business Policy and Strategic Management.
2. Thompson LA. and Stickland A.J.: Strategic Management - Concept and cases.
3. Michael Potter: Competitive Advantage of Nations.
4. Azhar Kazmi : Business Policy and Strategic Management.
5. Kenneth, A. Andrews : Concepts of corporate Strategy.
6. Melvin J. Stanford: Management Policy
7. John A. Pearce Hand R.B. Robinson Strategic Management

The list of cases and specific references including recent articles will be announced in the class.

CP-302: Business Legislation

Max. Marks: 100

External: 70

Internal: 30

Time 3 Hours

Note: The Examiner will set the question paper in two parts encompassing the entire syllabus. Part A will comprise 10 short answer type questions of 5 marks each. Part B will comprise of 5 questions of 10 marks each. A student is required to attempt any eight questions from the part A and any 3 questions from part B.

Objectives: The course is designed to assist the students in understanding the legislature related to business activities.

Course Contents:

Business Legislation Meaning, Rational and Scope of Laws pertaining to Business in Country like India. The Indian Contract Act 1872 : Essentials of a valid contract, Void Agreement, Performance of Contract, Consequences of breach of contract and its remedies, Quasi-Contracts.

The Sale Of Goods Act 1930 : Formation of contract, rights of an Un-paid seller The Negotiable Instrument Act 1881: As Amended by The Negotiable Instruments (Amendment and Miscellaneous Provisions) Act, 2002 , nature and types, Holder-in-due course, Dishonor and discharge of a Negotiable Instrument.

The Companies Act 1956 : Formation of a company, Memorandum of Association, Article of Association, Prospectus- liability for mis-statement, Shares-statutory restrictions, kinds of share capital, Director's Powers, AGMs, Prevention of Oppression and Mis-management, winding up of a company.

Consumer Protection Act: Rights of Consumer, Dispute Settlement Machinery.

An overview of Public Private Partnership Act, Limited Liability Partnership Act, Cyber Laws.

Suggested Readings

1. Tulsian P.C.: Business Legislation, Tata McGraw Hill Publications
2. Tuteja, S.K. : Business Law for Manager, New Delhi, Sultan Chand
3. Satish S Mathur: Business Legislation Tata McGraw Hill Publications
4. Niraj kumar: Business Legislation Himalaya Publishing House

The list of cases and specific references including recent articles will be announced in the class.

CP-303: Summer Training Report

Max. Marks: 100

External: 50

Internal: 50