Semester – II

CP 201  Marketing Management
CP 202  Financial Management
CP 203  Human Resource Management
CP 204  Production and Operations Management
CP 205  Indian Business Environment
CP 206  International Business Environment
VEER NARMAD SOUTH GUJARAT UNIVERSITY

MBA (Evening)
Semester – II

CP 201
Marketing Management

Objective :

To given students a basic understanding of the character and scope of Marketing and help them to develop skills in the analysis and resolution of management problems.

Course Contents :

Conceptualising Marketing Management; The concept of marketing; The marketing system; Analysing marketing opportunities; Marketing Environment; Consumer Markets & Buying behaviour; Organizational Buying behaviour and markets; Researching & Selecting Marketing Opportunities; Marketing Information Systems & Marketing Research; Market Measurement & Forecasting; Market Segmentation; Targeting & Positioning; Developing Marketing Strategies; The Marketing Planning Process; New Product Development; Marketing Strategies in different stages of product life cycle; Marketing strategies for market leaders, challengers, followers, nichers; Marketing strategies for global marketplace; Corporate strategic Planning, Business Strategic Planning, Marketing Plan Planning Marketing Policies; Product, brand, packaging and service decisions; pricing decisions; Distribution decisions, Communication & Promotion mix decisions selling decisions; Implementing & Controlling The Marketing Effort; Marketing Organization & Implementation, Marketing Control; Rural Marketing; Online Marketing (E-commerce Commerce); Relationship Marketing; Supply Chain Management.

References :

Objective:

The purpose of this course is to acquaint the students with the broad framework of financial decision-making and to develop skills in using the techniques of financial analysis of business problems acquiring necessary finance at the minimum possible cost.

Course Contents:

Aims and Objectives of Financial Management; Financial Analysis and Control; Cost-Volume-Profit Analysis; Operating and Financial Leverage; Time Value of Money; Investment and Capital Structure Decisions; Instruments of Long Term Finance; Cost of Different Sources of Raising Capital; Weighted Average Cost of Capital; Optimum Capital Structure; Valuation and Rates of Return; Methods of Capital Budgeting; Short-term Financing Investments; Management of Working Capital – Cash, Receivables and Inventory Management, Internal Financing and Dividend Policy; Financial Models.

Suggested Readings:

Objectives:

In a complex world of industry and business, organisational efficiency is largely dependent on the contribution made by the members of the organization. The Objectives of this course is to sensitise students to the various facets of managing people and to create an understanding of the various policies and practices of human resource management.

Course contents:

Concepts and Perspectives on Human Resource Management; Human Resource Management in a Changing Environment; Corporate Objectives and Human Resource Planning; Career and Succession Planning; Job Analysis and Role Description; Methods of Manpower Training and Development; Employee Welfare, Industrial Relations & Trade Unions; Dispute Resolution & Grievance Management; Employee Empowerment.

Suggested Readings:

VEER NARMAD SOUTH GUJARAT UNIVERSITY

MBA (Evening)
Semester – II

CP 204
Production and Operation Management

Objectives:

The course is designed to acquaints the students with the basic problems of manufacturing and service operations and with different types of decisions required which planning, scheduling and control of these operations. The course also aims at making efficient plant location and layout, How, replenishment and control of materials and maintenance of facilities play in improving productivity and quantity of output.

Contents:


Suggested Reading:

Objectives:

To bring about understanding of Social, Economic and Managerial Environment influencing business and industrial management in India.

Course Content:

Economic Environment
- Concepts and Signification of Economic Environment
- Components of Economic Environment
  1. Economic System: laissez faire
     Socialism and communism mixed economy
  2. National income and its distribution
  3. Monetary, fiscal policy
- Approach of government towards economic development:
  1. Industrial policy
  2. Latest five year plan

Social Environment
Concept and significance of social environment, Interdependence of business and society, Culture and organization, social responsibility of business and trusteeship management, Business ethics, Management education in India, Problems and Challenges before Indian manager, Chambers of Commerce.

Technological Environment
- Concept and significance of technological environment
- Impact of technology on an organization
- Process of technological adaptation and development, government guidelines, technology assessment at government level, TQM, regulation of foreign investment and collaboration.
- Technological choice, Ecological implications of technology.

Suggested Readings:

1. Business Environment: Frances Chernitam
2. Indian Economy: KPM Rudra dutt & sundram
3. Indian Economy: Misara Puri
4. Business Law: M.C. Kundan
5. TOM: Rajendra Sen Sunderan.
Objectives

The primary Objectives of this course is to acquaint the students to emerging global trends in business environment.

Course Contents

International Business: An overview – Types of International Business; The External Environment; The Economic and Political Environment, The Human Cultural Environment; Influence on Trade and Investment Patterns; Recent World Trade and Foreign Investment Trends; Balance of Payments Accounts and Macroeconomic Management; Theories and Institutions: Trade and Investment-Government Influence on Trade Investment; Determination of Trading Partner’s independence, interdependence and Dependence; World Financial Environment; Cross-national Cooperation and Agreements; Tariff and Non-Tariff Barriers, WTO, Regional Blocks; International production; Internationalisation of Service Firms; Operation Management in International Firms; World Financial Environment: Foreign Exchange Market Mechanism; Determinants of Exchange Rates; Euro-currency Market; Offshore Financial Centres; International Banks; Non-Banking Financial Service Firms; Stock Markets; Global Competitiveness; Export Management Licensing; Joint Ventures Technology and Global Competition; Globalisation and Human Resource Development; Globalisation with Social Responsibility; World Economic Growth and the Environment; Country Evaluation and Selection; International Business Diplomacy; Negotiating and International Business, Issues in Asset Protection; Multilateral Settlements; Consortium Approaches; External Relations Approach.

Suggested Readings