

**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**

Investment – Basics of Investment – Investment, Speculation and Gambling – Investment Categories – Investment avenues – Non marketable Financial Assets – Money Market Instruments – Bond/Debentures – Equity Shares – Schemes of LIC – Mutual Funds – Financial Derivatives – Real Assets – Real Estate – Art – antiques and others.

**UNIT- II**

Fundamental Security Analysis – Economic Analysis – significance and Interpretation of the Economic Indicators – Industry Analysis – Industry Growth Cycle - Company analysis – Marketing – Accounting policies – Profitability – Dividend Policy – Capital Structure – Financial Analysis – Operating Efficiency – Management – Fundamental Security Analysis – Changes in the Financing Patterns of Indian Companies – Debt-Equity Ratio for India Companies.

**UNIT-III**

Technical Analysis – Technical Tools - The Dow Theory – Primary Trend – The secondary Trend – Minor Trends – Support and Resistance Level – Indicators – Odd Lot Trading – Moving Average – Rate of Change – Charts – Technical indicators – Charting Techniques – Indicators of the Witchcraft Variety – Efficient Market Theory – Basic Concepts – Random-Walk Theory – Weak Form of EMH – Semi-strong Form – Strong Form – The Essence of the Theory – Market Inefficiencies.

**UNIT-IV**

Portfolio Analysis – Portfolio and Single asset Returns and Risk – Mean Variance Criterion – covariance – Beta (simple problems) – Portfolio Markowitz Model – simple Diversification – Risk and Return with Different correlation – Sharpe's Single Index Model – Sharpe's Optimal Portfolio – Construction of the Optimal Portfolio – Optimum Portfolio with short sales.

**UNIT-V**

Asset Pricing Model Portfolio Evaluation – Capital Asset Pricing Model (CAPM) – Security Market Line – Assumptions – Arbitrage Pricing Model (APT) – Portfolio Performance Models – Sharpe's Performance Index – Treynor's Performance Index – Jensen's Performance Index.

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

**REFERENCES**

**Punithavathy Pandian**, SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT, *Vikas Publications Pvt. Ltd, New Delhi, 2001.*

**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*

**Prasanna Chandra**, PORTFOLIO MANAGEMET, *Tata McGraw Hill, New Delhi, 2008.*

## **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**

Delivering Quality Services - Causes of Service-Quality Gaps - The Customer Expectations versus Perceived Service Gap - Factors and Techniques to Resolve this Gaps in Service - Quality Standards, Factors and Solutions - The Service Performance Gap Key Factors and Strategies for Closing the Gap - Developing Appropriate and Effective Communication about Service Quality.

#### **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**

**Ravi Shanker**, SERVICES MARKETING: THE INDIAN PERSPECTIVE, *Excel Books, New Delhi, 2008*

**Rajendra Nargundkar**, SERVICES MARKETING: TEXT & CASES, *Tata McGraw-Hill, New Delhi, 2008*

**Christopher H. Lovelock**, SERVICES MARKETING: PEOPLE, TECHNOLOGY, STRATEGY, *Pearson Education Asia.*

**R. Srinivasan**, SERVICES MARKETING, *Prentice Hall of India Private Limited, New Delhi.*

**Zcithaml, Parasuraman & Berry**, DELIVERING QUALITY SERVICE, *The Free Press, Macmillan. 2008*

**MBA (General) - IV Semester**

**PAPER - XVIII**

**INFORMATION TECHNOLOGY AND E-BUSINESS**

**Course Code: 43**

**Paper Code: MBGN 4003**

**UNIT I Foundation concepts**

*Foundations of information systems (IS) in business* : System concepts – components of an IS – IS resources – fundamental roles of IS applications in business – e-business in business – trends in IS – types of IS – managerial challenges of information technology. *Competing with information technology (IT)* Fundamentals of strategic advantage – strategic uses of IT – the value chain and strategic IT – using IT for strategic advantages – the basics of doing business on the Internet

**UNIT II Information technologies**

*Managing data resources*: Data resource management – types of databases – database management approach – data warehouse, data mining and their business applications. *The networked enterprise* Networking the enterprise – trends in telecommunications – business value of telecommunication networks – the Internet revolution – the business value of Internet, Intranet and Extranet.

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

*E-Business systems* IT in business – functional business systems – cross-functional enterprise systems and applications – e-Business models – Enterprise e-Business systems – Customer relationship management (CRM) – Enterprise resource planning (ERP) and Supply chain management (SCM)

*E-Commerce Systems*: E-Commerce systems – Essential e-Commerce processes – electronic payment processes – e-commerce application trends – Web store requirements – Clicks-and-bricks in e-Commerce-m-Commerce.

**UNIT IV Development processes**

*Developing Business/IT Strategies* : Planning for competitive advantage – business models and planning – Business/IT planning – Business application planning – Implementing IT – End user resistance and involvement – change management: *Developing Business/IT solutions*: IS development – the Systems approach – the Systems Development Cycle – Prototyping – Systems development process – End-user development – implementing new systems – evaluating hardware, software and services.

**UNIT V Management challenges**

*Security and ethical challenges*: Ethical responsibility of a business – computer crime – privacy issues – health issues – Security management of IT – tools of security management – internetworked security defenses – security measures – Information Technology Act 2000 in India. *Enterprise and global management of IT*: Managing the IS function – failures in IT management – the international dimension in IT management – Cultural, political and geoeconomic challenges Global business/IT strategies and applications – global IT platforms

**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; Copying 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, IDRs, Euro bonds, Euro loans, Repos, CPs, floating rate instruments, loan syndication and Euro deposits.

**REFERENCES:**

**Apte, P.G.**, INTERNATIONAL FINANCIAL MANAGEMENT, *Tata McGrawhill, New Delhi.*

**Buckley, Adrian**, MULTINATIONAL FINANCE, *Prentice Hall, New Defhi.*

**Eitman, D.K. and A.I Stenehilf**, MULTINATIONAL BUSINESS CASH FINANCE, *Addison Wesley, New York.*

**Henning, C.N., W Piggot and W.H Scott**, INTERNATIONAL FINANCIAL MANAGEMENT, *McGraw Hill, international Edition.*

**Levi, Maurice D**, INTERNATIONAL FINANCE, *McGraw-Hill, International Edition.*

## **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**

Learning Objectives – Domains of Learning – Methods of Learning – Importance of Teaching Techniques – Instruction Technology – Instructor Behavior – Attention Versus Involvement.

#### **UNIT III**

Need for Training and Development – Role of Development Officers – Administrators, Consultants, Designers and Instructors – Determining Training Needs – Potential Macro Needs – Usefulness of Training – Development of Competency Based Training Programs – Evaluation of Training Programs,

#### **UNIT IV**

Methods of Training – On the Job Training – Off the Job Training – Choosing Optimum Method – The Lecture – Field Trips – Panel Discussion – Behaviour Modeling – Interactive Demonstrations – Brain Storming – Case Studies – Action Mazes - Incident Process - In-Baskets - Team Tasks - Buzz-groups and Syndicates - Agenda Setting - Role-plays - Reverse Role Plays - Rotational Role Plays - Finding Metaphors - Simulations - Business Games - Clinics - Critical Incidents - Fish Bowls - T-groups - Data Gathering - Grouping Methods - Transactional Analysis - Exception Analysis.

#### **UNIT V**

Need for Development – Differences Between Training and Development – Management Development Program – Career Development Program – Counseling Evaluation of Programs – Job Evaluation – Methods and Techniques.

#### **REFERENCES**

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

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