



RKDF UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION (MBA)

Scheme

The structure of the course will comprise Six-papers in each Semester.

First Semester

S.No	Subject Code	Subject Name	Marks Distribution						
			Assignment Marks		Theory Marks		Practical Marks		Total Marks
			Max	Min	Max	Min	Max	Min	
1	CP-101	Management Concepts & Practices	30	12	70	28	-	-	100
2	CP-102	Quantitative Methods	30	12	70	28	-	-	100
3	CP-103	Managerial Economics	30	12	70	28	-	-	100
4	CP-104	Communication Skills	30	12	70	28	-	-	100
5	CP-105	International Business Environment	30	12	70	28	-	-	100
6	CP-106	Accounting for Managers	30	12	70	28			100
			180	72	420	168	-	-	600



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MASTER OF BUSINESS ADMINISTRATION (MBA)

Syllabus

First Year

Semester I

Subject Title	Subject Code
MANAGEMENT CONCEPTS & PRACTICES	CP-101

Max Marks: - 70

Min Marks:-28

OBJECTIVES:

To familiarize students with Comprehensive Contemporary Management Principles and Practices.

Course Outcomes

On completion of this course, the students will be able to

CO1 Understand the concepts related to Business. Demonstrate the roles, skills and functions of management.

CO2 Analyze effective application of PPM knowledge to diagnose and solve organizational problems and develop optimal managerial decisions.

CO3 Understand the complexities associated with management of human resources in the organizations and integrate the learning in handling these complexities.

CO4 Explain Organizing- Principles, Structure, Process, Importance: Organizational design

CO5 Concepts of Directing and Controlling- Motivation, Morale and Productivity, Leadership

COURSE CONTENTS:

Unit-I Management- Objective, Overview Process, Functions, Scope and Roles, Nature and Significance of Management.

Unit-II Evolution of Management thought, Taylor, Fayol, Elton Mayo, FC Bemard, Likert and Webber (Theories of Management): Recent trends and Future Challenges of Management.

Unit - III Planning- Concept, Importance, Types and Process, Strategic Management Overview and Process;
MBO, MBE: Decision Making Concept, Process, Types, Techniques and Importance.



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- Unit-IV Organizing- Principles, Structure, Process, Importance: Organizational design: Departmentation: Span of Control; Delegation; Decentralization Staffing- Meaning, Scope, Features, Steps and Process...
- Unit-V Directing and Controlling- Motivation, Morale and Productivity, Leadership, Communication (Organizational): Controlling- Nature: Process and Techniques ,Coordination...

SCHEME OF EXAMINATION:

Total Marks: (Internal 30, External 70) = 100 marks

SUGGESTED READINGS:

1. Koontz O Donnel, Principal of Management
2. Stonier. J. Management. Prentice Hall of India. 1996
3. Gupta, Sharma and Bhalla: Principal and Practices of Management, Kalyani Publication.
4. Rao and Krishna: Management Text and Cases, Excel Books.



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Syllabus

First Year

Semester I

Subject Title	Subject Code
QUANTITATIVE METHODS	CP-102

Max Marks: - 70

Min Marks:-28

OBJECTIVES:

The objective of the course is to make the students familiar with some basic statistical and linear programming techniques. The main focus, however, is in their applications in business decision making.

Course outcomes

On completion of this course, the students will be able to

CO1 Understand why statistics are important for making business decisions (when to use quantitative analysis vs. CO2“common sense Demonstrate a sound knowledge of statistical terms

CO3 Be able to explain the merits and limitations of various statistical techniques

CO4 Be able to read and interpret statistical information and be able recognize when meaningful statistics are (and are not) being used

CO5 Be able to performance statistical analysis on paper as well as using Excel and SPSS where appropriate
Be able to apply quantitative techniques to solve a variety of business

COURSE CONTENTS:

Unit-I Statistical basic of management decision: Frequency distribution and graphic representation of frequency distribution, Measures of Central Tendency- Mean, Median, Mode, Requisite of ideal measures of Central techniques, Merits, Domestic of Mean, Median Mode and their managerial application.

Unit-II Dispersion Measures of dispersion range, Q.D., M.D., S.D., coefficient of variation, skew ness, kurtosis.

Unit-III Theory of Probability and probability distribution- Mathematical probability, Trail and event, sample space, Simple problem based on sample space, Binominal, Poisson, Normal distribution and their application in business decision making.



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Unit-IV Correlation and regression analysis- Karl Pearson’s coefficient of correlation, rank correlation, repeated ranks, spears man’s rank correlation, regression equation, Regression coefficient, Time Series analysis and forecasting.

Unit-V Sampling and Sample Tests- Purposive sampling, Random Sampling, Null- hypothesis, Alternative hypothesis, Chi- square test of goodness of fit and t- test for difference of Means and Application of these test in management.

SCHEME OF EXAMINATION:

Total Marks: (Internal 30, External 70) = 100 marks

SUGGESTED READINGS:

1. Gupta, S.P. and Gupta M.P. “Business Statistics”. New Delhi, Sultan Chand, 1997.
2. Levin Richard I and Rubin David S. “Statistics for Management”. New Jersey, Prentice Hall Inc., 1995.

Syllabus

First Year

Semester I

Subject Title	Subject Code
MANAGERIAL ECONOMICS	CP-103

Max Marks: - 70

Min Marks:-28

OBJECTIVES:

The objectives of the course is to acquaint the students with concepts and techniques used in Micro-Economic Theory and to enable them to apply this knowledge in business decision- making Emphasis is given to changes in the nature of business firm in the context of globalization.

Course Outcomes

Students will understand the roles of managers in firms.

CO1 Understand the internal and external decisions to be made by managers.

CO2 Analyze the demand and supply conditions and assess the position of a company.



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CO3 Design competition strategies, including costing, pricing, product differentiation, and market environment according to the natures of products and the structures of the markets.

CO4 Analyze real-world business problems with a systematic theoretical framework.

CO5 Make optimal business decisions by integrating the concepts of economics, mathematics and statistics.

COURSE CONTENTS:

- Unit-I Concepts and Techniques- Nature and Scope of managerial Economics, Application of Economics in Managerial Decision Making- Marginal Analysis; Theory of Demand- demand functions, income and substitution effects, demand forecasting.
- Unit-II Production and Cost- returns to scale, cost curves, break even analysis; economics of Scale, Theory of firm- profit maximization, sales maximization.
- Unit-III Market Structure- Price and output decision under different market structures, price discrimination, non- price completion.
- Unit-IV Macro Economics- Aggregates and Concepts GNP and GDP, Concept and Measurement of National Income: Determination of National Income.
- Unit-V Money Supply and Monetary Policy, Fiscal Policy: Aggregate Consumption- Gross Domestic Savings, Gross Domestic Capital Formation- WPI, CPI and Inflation. Consumption Function.

SCHEME OF EXAMINATION:

Total Marks: (Internal 30, External 70) = 100 marks

SUGGESTED READINGS:

1. Adhikary, M. "Business Economics", New Delhi, Excel Books, 2000
2. Chopra, O.P. "Managerial Economics". New Delhi Tata McGraw Hill 1985
3. Divedi D.N., "Managerial Economics", Vikas Publication.
4. Varshney R.L. & Maherhwari R.L., "Managerial Economics".
5. Koutsoyiannis, A. "Modern Micro- Economics", New York, Macmillan, 1991



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Syllabus

First Year

Semester I

Subject Title	Subject Code
COMMUNICATION SKILLS	CP-104

Max Marks: - 70

Min Marks:-28

Course Objectives

The objectives of this course are:

- To provide an overview of Prerequisites to Business Communication.
- To put in use the basic mechanics of Grammar.
- To provide an outline to effective Organizational Communication.
- To underline the nuances of Business communication.
- To impart the correct practices of the strategies of Effective Business writing

Course Outcomes

CO1 Understand the role of communication in personal & professional success.

CO2 Develop awareness of appropriate communication strategies.

CO3 Prepare and present messages with a specific intent. Analyze a variety of communication acts.

CO4 Ethically use, document and integrate sources.

CO5. To distinguish among various levels of organizational communication and communication barriers while developing an understanding of Communication as a process in an organization.

CO6. To draft effective business correspondence with brevity and clarity.

CO7. To stimulate their Critical thinking by designing and developing clean and lucid writing skills.

CO8.To demonstrate his verbal and non-verbal communication ability through presentations.

COURSE CONTENTS:

Unit-I Meaning, nature, needs, types of communication: Oral Written & non verbal, Upward, Downward & Lateral, Theories of Communication, Process of Communication, Barriers to Effective Communication.

Unit-II Writing Strategies: Letter Writing, types of business letter, Do's and Don'ts of business letter, Business Memos, resume writing, Essentials of resume writing, Importance of resume and covering letter.

Unit-III Communication for employment: Strategies to develop effective communication skills, Speeches, public Speaking, Interviews, Group Discussion, Conference, Effective Listening, and Grapevine Communication



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Unit-IV Types of Non Verbal Communication: meaning and importance Kinesics, Proxemics, Chronemics, Paralanguage and Artifacts, Business etiquettes: Dressing & Grooming, Business Meals, Table Manners.

Unit-V Report Writing: Types and structure of reports, Drafting of reports, Introduction to electronic communication, designing and delivering business presentation.

SCHEME OF EXAMINATION:

Total Marks: (Internal 30, External 70) = 100 marks

SUGGESTED READINGS:

1. Rodriques, M.V., Effective Business Communication, Concept Publishing Company, Delhi, 2003
2. Rayudo, C.S., Communication, Himalaya Publishing House, Delhi 2008.
3. Sinha, K.K., Business Communication, Galgoita Publishing Company, New Delhi, 2006
4. Raymond V. Lesikar, John D. Pettit, Jr, Business Communication- Theory and Application, AITBS Publishers & Distribution, Delhi, 1999
5. Herta A. Murphy, Herbert W. Hildebrandt, Jane P. Thomas, Effective Business Communication, Tata McGraw- Hill Publishing Company Limited, New Delhi- 2008



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Syllabus

First Year

Semester I

Subject Title	Subject Code
INTERNATIONAL BUSINESS ENVIRONMENT	CP-105

Max Marks: - 70

Min Marks:-28

OBJECTIVES:

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

Course Outcomes

CO1 Explain business expansion abroad and key issues related to their operations in other countries.

CO2 Compare and contrast cultures and societies globally using socioeconomic and cultural frameworks.

CO3 Develop an entry strategy into other markets recognizing the nature of institutions and forces governing the process of globalization.

CO4 Identify the main features of the international business environment and its main institutions; analyse the political, social, economic, technological and other configurations that support cross-border trade;

CO5 apply an understanding of the nature of the multinational firm as an institutional structure for the conduct of cross-border trade and investment;

CO6 analyze the key decisions that multinational firms make in relation to the choice of markets and entry strategies;

CO7 apply an understanding of the different modes of engagement with international markets and explore the interconnectedness between these and the economic, legal, governmental, political, regulatory, cultural and other environments in which expanding companies operate;

CO8 research international business issues and apply theoretical insights to the analysis of such issues in the context of a complex international business environment; and,

CO9 communicate effectively in oral and written forms using the concepts, logic and rhetorical conventions of the subject.

COURSE CONTENTS:

Unit-I International Business: An Overview- Types of International Business: The External Environment. The Economic and Political Environment, The Human Cultural Environment.

Unit-II Balance of Payments, WTO and its importance for Indian Business, International Monetary Fund (IMF), World Bank (IBRD).



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- Unit-III Exchange rate determination, Fixed and Flexible exchange rate, Convertibility of Rupee and its implication, foreign Institutional Investors (FII), Foreign Direct Investment (FDI), Euro-Currency.
- Unit-IV Regional Blocks: Internationalization of Service Firms, Export Management; Joint Ventures and Global Competitiveness.
- Unit-V Globalization and Human Resource Development; Globalization with Social Responsibility.

SCHEME OF EXAMINATION:

Total Marks: (Internal 30, External 70) = 100 marks

SUGGESTED READINGS:

1. Alowrth, Julian S. The Finance, Investment and Taxation Decisions of Multinational London, Basil Blackwell 1988
2. Bhalla, V.K. and S. Shivaramu, International Business Environmental and Business New Delhi, Anmil 1995
3. Bhalla, V.K. International Economy, Liberalisation Process, New Delhi, Anmol, 1993
4. Daniel, John D and Radebangh, Lee H International Business 5th ed., New York, Addison Wesley, 1989.



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Syllabus

First Year

Semester I

Subject Title	Subject Code
ACCOUNTING FOR MANAGERS	CP-106

Max Marks: - 70

Min Marks:-28

OBJECTIVES:

The basic purpose of this course is to develop an insight of postulates, principles and techniques of accounting and utilization of financial and accounting information for planning decision making and control.

Course Outcomes

On completion of this course, the students will be able to

CO1 Demonstrate the applicability of the concept of accounting to understand the managerial Decisions and financial statements.

CO2 Apply the Financial Statement Analysis associate with Financial Data in the organization.

CO3 Analyze the complexities associated with management of cost of product and services in the Organization.

CO4 Demonstrate how the concepts of accounting and costing could integrate while identification and resolution of problems pertaining to LM Sector.

CO5 Understand Costing for Decision- Making, Marginal Costing and Absorption Costing;

COURSE CONTENTS:

Unit-I Financial Accounting- Concept, Importance and Scope, Principles, Double Entry, Ledger Accounting, Preparation of Trial Balance.

Unit-II Preparation of Financial Statements- Profit and Loss Account and Balance Sheet; Depreciation Accounting.

Unit-III Financial Statement analysis- Comparative Statement; Common Size Statements; Ratio analysis, Cash flow and fund flow analysis.

Unit-IV Management Accounting- concept; Needs, Importance; Cost Accounting- Records and Processes, Inventory Valuation, Reconciliation between Financial and Cost Accounts

Unit-V Costing for Decision- Making, Marginal Costing and Absorption Costing;

SCHEME OF EXAMINATION:



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Total Marks: (Internal 30, External 70) = 100 marks

SUGGESTED READINGS:

1. Anthony R n and Reece, J.S. "Accounting Principles", 6th ed. Homewood, Illinois Richard D, Irwin, 1995.
2. Bhattacharya S.K and Dearden J. "Accounting for Management". Text and Cases. New Delhi, Vikas 1996.
3. Sharma & Gupta, "Management Accounting" Kalyani Publication.
4. Pandey I.M., "Management Accounting", Vikas Publication.

Scheme

The structure of the course will comprise Six-papers in each Semester.

Second Semester

S.No	Subject Code	Subject Name	Marks Distribution						Total Marks
			Assignment Marks		Theory Marks		Practical Marks		
			Max	Min	Max	Min	Max	Min	
1	CP-201	Organizational Behavior	30	12	70	28	-	-	100
2	CP-202	Human Resource Management	30	12	70	28	-	-	100
3	CP-203	Financial Management	30	12	70	28	-	-	100
4	CP-204	Marketing Management	30	12	70	28	-	-	100
5	CP-205	Research Methodology	30	12	70	28	-	-	100
6	CP-206	Comprehensive Viva	-	-	-	-	100	40	100
			180	72	420	168	-	-	600



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Signature

Dean of Department

Member

Member

Name:-

Registrar

Vice Chancellor

Syllabus

First Year

Semester II

Subject Title	Subject Code
ORGANIZATIONAL BEHAVIOR	CP-201

Max Marks: - 70

Min Marks:-28

OBJECTIVES:

Organizational behavior provides the knowledge base understanding of behavior within organizations. OB equips student with tools to effectively manage individuals and groups within organizations and offers a better understanding of organizational culture.

Course Outcomes

- Co1 Identify personal dimensions of personality. job satisfaction, motivation and learning.
- Co2 May analyze the group formation and management process.
- Co3 Discuss group and group dynamics. Examine group types and team working techniques.
- Co4 May describe the basic subjects for improving the performance of employees and organizations.
- Co5 Evaluate the developments of basic conflict resolutions.



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Co6 Discuss the main problems about stress, power and politics and ethics. Improve and develop strategies about organizational change and development

COURSE CONTENTS:

- Unit-I Understanding Organizational behavior: Levels of analysis within OB- individual, group and organization; challenges and opportunities for OB; relationship of OB with other fields.
- Unit-II Foundation of individual behavior; learning theories; Perception: factors influencing Perception; Personality, Attitudes, Job satisfaction and Values.
- Unit-III Motivation: concept and process; Motivation theories; Maslow, McGregor, Herzberg, Alderfor's, Vroom, Porter & Lawler and Equity theory; Motivating employee techniques; Group: nature, functions & development.
- Unit-IV Organizational Change: Forces for change; Resistance to change; Managing change; Stress; Concept, Sources of Stress, Consequences, Management of Stress; Burnout: Causes and Handling of Burnout; Managing diversity in organization.
- Unit-V Organization structure – Formation – Groups in organizations – Influence – Group dynamics – Emergence of informal leaders and working norms – Group decision making techniques – **Team building** - Interpersonal relations – Communication – Control.

SCHEME OF EXAMINATION:

Total Marks: (Internal 30, External 70) = 100 marks

Readings:

1. Baron, R.A. and Greenbeg. J (Behaviour in organization. Pearson India).
2. Luthans, F., "*Organizational Behavior*", 7th ed. New York, McGraw Hill 1995.
3. Chandan, J., "*Organizational Behavior*", Vikas Publishing House Pvt. Ltd.
4. Udai Pareek, "*Organizational Behavior*", Oxford University Press, 2004
5. Robbins, S.P., Judge, T.A. and Sanghi, S. (2007). *Organizational Behavior* Delhi: Pearson Education.



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Syllabus

First Year

Semester II

Subject Title	Subject Code
HUMAN RESOURCE MANAGEMENT	CP-202

Max Marks: - 70

Min Marks:-28

OBJECTIVES:

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

Course Outcomes

Co1 Today's competitive business environment owes its success to effective management of its human resource.

Co2 The quality of the organization's employees, their attitude, behavior and satisfaction with their jobs, and their behavior towards ethics and values and a sense of fair treatment all impact the firm's productivity, level of customer service, reputation, and survival.

Co3 The students of human resources management must aware of basic aspects of human resource management to understand the functioning of human resource management in an organizational setting.

Co4 Therefore, this introductory course on Human Resource Management is designed for engineering students who wants

Co5 Overview of Industrial Relation, Trade Union, Collective Bargaining, Industrial dispute Act 1947.

COURSE CONTENTS:

Unit-I Concepts and Perspectives on Human Resource Management; Human Resource Management in a changing Environment; Corporate Objective and Human Resource Planning;

Unit-II Career and Succession Planning; Job Analysis and Role Description; Methods of Manpower Search; Attracting and Selecting Human Resources.

Unit-III Induction and Socialization; Manpower Training and Development.

Unit-IV Performance Appraisal and Potential Evaluation; Job Evaluation & Wage Determination.

Unit-V Overview of Industrial Relation, Trade Union, Collective Bargaining, Industrial dispute Act 1947.



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SCHEME OF EXAMINATION:

Total Marks: (Internal 30, External 70) = 100 marks

Suggested Readings:

1. Aswathappa, K. "Human Resource and Personnel Management", Tata McGraw- Hill, New Delhi- 1997
2. Edwin B. Flippo, "Personnel Management", New York Mc Grew Hill Book Company, International Edition, 1984
3. Monappa, A & Saiyadain M. "Personnel Management", 2nd Ed., New Delhi, Tata McGraw- Hill, 1966
4. Pattnayak, "Human Resource Management", Prentice Hall of India.
5. Mamoria C.B., "Personnel Management", Himalaya Publication.
6. R.S. Dwivedi, "Managing Human Resource", Galgotia Publishing Ltd.

Syllabus

First Year

Semester II

Subject Title	Subject Code
FINANCIAL MANAGEMENT	CP-203

Max Marks: - 70

Min Marks:-28

OBJECTIVES:

The purpose of this course is to acquaint the students with the broad framework of financial decision- making in a business unit.

Course Outcomes

CO1 This course is to inform the students about the basic concepts of financial management and contemporary theory and policy in order to master the concepts, theories and technique of financial management, what represents the condition of profitable business operations and survival respectively development of business subjects and the economy as a whole.

CO2 Students should acquire the basic knowledge by means of combining theoretical cognitions and practical attitudes to enable them the understanding of financial problems in business practice after completed the vocational studies.

CO3 The purpose of the course is to offer the students relevant, systematic, efficient and actual knowledge of financial management that can be applied in practice with making financial decisions and resolving financial problems.



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CO4 Cost of Different sources of Raising Capital, Weighted Average cost of Capital; Capital Structure
CO5 Management of Working Capital- Cash Receivables and Inventory management.

COURSE CONTENTS:

- Unit-I Aims and Objectives of Financial Management; Du Pont Analysis, Economic Value Added, Cost Volume Profit Analysis.
- Unit-II Instruments of Long Term Finance, Share Capital, Debentures/ Bonds, Hybrid Instruments, Venture Capital, Time Value of Money, Operating Leverage Financial Leverage & Combined Leverage.
- Unit-III Cost of Different sources of Raising Capital, Weighted Average cost of Capital; Capital Structure, Theories and Optimum Capital Structure.
- Unit-IV Capital Budgeting, Methods of Capital Budgeting- Traditional Methods, Pay Back Period, ARR, Discounted Cash Flows, NPV, IRR, Profitability Index.
- Unit-V Management of Working Capital- Cash Receivables and Inventory management. Internal Financing and dividend Policy.

SCHEME OF EXAMINATION:

Total Marks: (Internal 30, External 70) = 100 marks

SUGGESTED READINGS:

1. Hampton, John, "Financial Decision Making", Englewood Cliffs, New Jersey, Prentice Hall Inc. 1997
2. Van Home, James C. "Financial Management and Policy", 10th ed, New Delhi, Prentice Hall of India, 1997
3. Pandey I.M., "Financial Management", Vikas Publication.
4. Khan & Jain, "Financial Management", Tata Mc Graw Hill.
5. Sharma & Gupta, "Financial Management", Kalyani Publication.



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Syllabus

First Year

Semester II

Subject Title	Subject Code
MARKETING MANAGEMENT	CP-204

Max Marks: - 70

Min Marks:-28

OBJECTIVES:

The purpose of this course is to develop an understanding of the underlying concepts, strategies and issues involved in the marketing of products and services.

Course Outcomes

CO1 Understand the dynamics of marketing in business

CO2 Apply the theoretical marketing concepts to the practical situations

CO3 Demonstrate the ability to carry out a market research projects

CO4 To communicate unique marketing mixes and selling propositions for specific products

CO5 Construct written sales plans and professional interactive presentations

COURSE CONTENTS:

Unit-I Nature and scope of marketing, Corporate orientations towards the marketplace. The Marketing Environment and Environment Scanning;

Unit-II Marketing information system and Marketing research, Understanding consumer and Industrial markets, market segmentation, Targeting and positioning;

Unit-III Product decisions, product mix, product life cycle, new product development, branding and packaging decisions, Pricing methods and strategies, Promotion decision- promotion mix, advertising, sales promotion, publicity and personal selling;

Unit-IV Channel management- selection, co-operation and conflict management, vertical marketing implementation and systems, Organizing and implementing Marketing in the organization;

Unit-V Evaluation and control of marketing efforts; New issues in marketing- Globalization, Consumerism, Green marketing, Legal issues.

SCHEME OF EXAMINATION:

Total Marks: (Internal 30, External 70) = 100 marks

SUGGESTED READINGS:



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1. Enis, B.M. “Marketing Classics: A Selection of Influential Articles”, New York, McGraw Hill, 1991.
2. Kotler, Philip and Armstrong, G. “Principles of Marketing”, New Delhi, Prentice Hall of India, 1997
3. Kotler, Philip, “Marketing Management Analysis, Planning, Implementation and Control”, New Delhi, Prentice Hall of India 1994
4. Ramaswamy, V.S and Namakumari, S. “Marketing Management Planning Control”, New Delhi, MacMillan, 1990

Syllabus

First Year

Semester II

Subject Title	Subject Code
RESEARCH METHODOLOGY	CP-205

Max Marks: - 70

Min Marks:-28

OBJECTIVES:

To equip the students with the basic understanding of the research methodology and to provide an insight into the application of modern analytical tools and techniques for the purpose of management decision making.

Course outcomes

On successful completion of the course students will be able to:

CO1 Search for, select and critically analyze research articles and papers, Prepare a literature review, Formulate and evaluate research questions, Develop a research proposal or industry project plan, Gain experience with instrument development and data collection methods , and Gain experience with ethics proposals

CO2 Defining Research Problem; Setting of Hypothesis; Research Design

CO3 Sampling Design- Steps in Sampling Design; Criteria of Selecting a Sampling Procedure

CO4 Data Collection- Primary and Secondary data; Observational and Survey Methods

CO5 Analysis and Report Writing- Selection of Appropriate Statistical Techniques; Parametric Test

COURSE CONTENTS:

Unit-I Introduction to Research Methodology- Meaning, Objectives, Significance of Research in Management; Importance and scope of Research Methodology.

Unit-II Research Process- Defining Research Problem; Setting of Hypothesis; Research Design- Exploratory, Descriptive and Experimental Research Designs;



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- Unit-III Sampling Design- Steps in Sampling Design; Criteria of Selecting a Sampling Procedure, Characteristics of Good Sample Design; Types of Sample Design;
- Unit-IV Data Collection- Primary and Secondary data; Observational and Survey Methods; Questionnaire Design; Processing of Data- Editing, Coding, Classification, Field Work and Tabulation of Data.
- Unit-V Analysis and Report Writing- Selection of Appropriate Statistical Techniques; Parametric Test for hypothesis testing- t- test, Chi- Square test; Characteristics of Non Parametric Test; One-way ANOVA; Report Writing.

SCHEME OF EXAMINATION:

Total Marks: (Internal 30, External 70) = 100 marks

SUGGESTED READINGS:

Bennel, Roger; "Management Research", ILO.

1. Gupta, S.P. "Statistical Methods", 30th ed., Sultan Chand, New Delhi- 2001
2. Golden, Biddle, Koren and Karen D. Locke; "Composing Qualitative Research", Sage Pub. 1997
3. Kothari C.R., "Research Methodology", Wishwa Prakashan.
4. Dwivedi R.S., "Research Methods in Behavioural Sciences", Macmillan.



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First Year

Semester II

Subject Title	Subject Code
COMPREHANSIVE VIVA	CP-206

Max Marks: - 100

Min Marks:-40

OBJECTIVES:

Aim of the viva is to make student to go through the conceptual frame work of all that has been learnt in the course of the two years of MBA program and answer clearly, concisely and cogently to questions posed enabling the student to prepare for proper articulation in the domain of management studies. The preparation for comprehensive viva inter-alia will enable student to face any job interview and tests on selection for admission into research programs in management and science with adequate confidence. The successful completion of Comprehensive Viva should signal firm grasp of all the courses learnt in the entire program of MBA.

Course Outcomes

The following outcomes are expected after the student successfully completes the process of Comprehensive.

- CO1. Firm grounding of fundamentals of core courses of management.
- CO2. The ability to put across the concepts with ease and good clarity.
- CO 3. The ability to use the theoretical framework to solve specific management problems.
- CO4. Demonstrating one's competency in management courses. CO1. Understand on job the skills, knowledge, attitudes, and perceptions along with the experience needed to constitute a professional identity.
- CO5. Learn actual supervised professional experiences.
- CO6. Get insight in working of the real organizations
- CO7. Understand the specific functional areas.
- CO8. Match linkages among different functions and departments.
- CO9. Understand perspective about business organizations in their totality.
- CO10. Discover career opportunities to students in exploring in their areas of interest

The student is expected to face questions on any core courses of management as well as all the courses of his/her specific stream of elective and provide answer convincingly.



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