



# RKDF UNIVERSITY RANCHI

## MASTER OF BUSINESS ADMINISTRATION (MBA)

### Scheme

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

### First Semester

Sl. No.	Subject Code	Subject Name	Marks Distribution						Total Marks
			Assignment Marks		Theory Marks		Practical Marks		
			Max	Min	Max	Min	Max	Min	
1	MBA-101	Management Concepts & Practices	30	14	70	21	-	-	100
2	MBA-102	Business Statistics	-	-	-	-	100	50	100
3	MBA-103	Managerial Economics	30	14	70	21	-	-	100
4	MBA-104	Business Communication – I	30	14	70	21	-	-	100
5	MBA-105	Organizational Behavior	30	14	70	21	-	-	100
6	MBA-106	Accounting for Managers	30	14	70	21			100
			150	70	350	105	-	-	600



# RKDF UNIVERSITY RANCHI

## MASTER OF BUSINESS ADMINISTRATION (MBA)

**First Year**

**Semester I**

Subject Title	Subject Code
MANAGEMENT CONCEPTS & PRACTICES	MBA-101

### **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 Bernard, 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.

### **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

### **BOOKS RECOMMENDED:**

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.



# RKDF UNIVERSITY RANCHI

## MASTER OF BUSINESS ADMINISTRATION (MBA)

**First Year**

**Semester I**

Subject Title	Subject Code
BUSINESS STATISTICS	MBA-102

### **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, Demerits of Mean, Median Mode and their managerial application.

### **Unit-II**

Dispersion Measures of dispersion range, Q.D., M.D., S.D., coefficient of variation, skewness, kurtosis

### **Unit-III**

Theory of Probability and probability distribution- Mathematical probability, Trial and event, sample space, Simple problem based on sample space, Binomial, Poisson, Normal distribution and their application in business decision making

### **Unit-IV**

Correlation and regression analysis- Karl Pearson's coefficient of correlation, rank correlation, repeated ranks, Spearman'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 tests in management

### **BOOKS RECOMMENDED:**

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



# RKDF UNIVERSITY RANCHI

## MASTER OF BUSINESS ADMINISTRATION (MBA)

**First Year**

**Semester I**

Subject Title	Subject Code
MANAGERIAL ECONOMICS	MBA-103

### **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

### **BOOKS RECOMMENDED:**

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 Mico- Econmics", New York, Macmillan, 1991



# RKDF UNIVERSITY RANCHI

## MASTER OF BUSINESS ADMINISTRATION (MBA)

**First Year**

**Semester I**

Subject Title	Subject Code
BUSINESS COMMUNICATION - I	MBA-104

### **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

### **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

### **BOOKS RECOMMENDED:**

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



# RKDF UNIVERSITY RANCHI

## MASTER OF BUSINESS ADMINISTRATION (MBA)

**First Year**

**Semester I**

Subject Title	Subject Code
ORGANIZATIONAL BEHAVIOR	MBA-105

### **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

### **BOOKS RECOMMENDED:**

1. Baron, R.A. and Greenbeg. J (Behaviour in organization. Pearson India).
2. Luthans, F., "Organizational Behavior", 7<sup>th</sup> 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



# RKDF UNIVERSITY RANCHI

## MASTER OF BUSINESS ADMINISTRATION (MBA)

**First Year**

**Semester I**

Subject Title	Subject Code
ACCOUNTING FOR MANAGERS	MBA-106

### **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

### **BOOKS RECOMMENDED:**

1. Anthony R n and Reece, J.S. "Accounting Principles", 6<sup>th</sup> 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



# RKDF UNIVERSITY RANCHI

## MASTER OF BUSINESS ADMINISTRATION (MBA)

### Scheme

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### Second Semester

Sl. No.	Subject Code	Subject Name	Marks Distribution						Total Marks
			Assignment Marks		Theory Marks		Practical Marks		
			Max	Min	Max	Min	Max	Min	
1	MBA-201	International Business Environment	30	14	70	21	-	-	100
2	MBA-202	Human Resource Management	-	-	-	-	100	50	100
3	MBA-203	Financial Management	30	14	70	21	-	-	100
4	MBA-204	Marketing Management	30	14	70	21	-	-	100
5	MBA-205	Research Methodology	30	14	70	21	-	-	100
6	MBA-206	Business Communication - II	30	14	70	21			100
			150	70	350	105	-	-	600





# RKDF UNIVERSITY RANCHI

## MASTER OF BUSINESS ADMINISTRATION (MBA)

**Second Year**

**Semester II**

<b>Subject Title</b>	<b>Subject Code</b>
<b>INTERNATIONAL BUSINESS ENVIRONMENT</b>	<b>MBA-201</b>

### **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).

### **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

### **BOOKS RECOMMENDED:**

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 5<sup>th</sup> ed., New York, Addison Wesley, 1989



# RKDF UNIVERSITY RANCHI

## MASTER OF BUSINESS ADMINISTRATION (MBA)

**Second Year**

**Semester II**

Subject Title	Subject Code
HUMAN RESOURCE MANAGEMENT	MBA-202

### **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

### **BOOKS RECOMMENDED:**

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", 2<sup>nd</sup> 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



# RKDF UNIVERSITY RANCHI

## MASTER OF BUSINESS ADMINISTRATION (MBA)

### Second Year

### Semester II

Subject Title	Subject Code
FINANCIAL MANAGEMENT	MBA-203

#### 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

#### BOOKS RECOMMENDED:

1. Hampton, John, "Financial Decision Making", Englewood Cliffs, New Jersey, Prentice Hall Inc. 1997
2. Van Home, James C. "Financial Management and Policy", 10<sup>th</sup> 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



# RKDF UNIVERSITY RANCHI

## MASTER OF BUSINESS ADMINISTRATION (MBA)

**Second Year**

**Semester II**

Subject Title	Subject Code
MARKETING MANAGEMENT	MBA-204

### **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

### **BOOKS RECOMMENDED:**

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



# RKDF UNIVERSITY RANCHI

## MASTER OF BUSINESS ADMINISTRATION (MBA)

**Second Year**

**Semester II**

Subject Title	Subject Code
RESEARCH METHODOLOGY	MBA-205

### **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

### **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

### **BOOKS RECOMMENDED:**

1. Gupta, S.P. "Statistical Methods", 30<sup>th</sup> 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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## **MASTER OF BUSINESS ADMINISTRATION (MBA)**

**Second Year**

**Semester II**

<b>Subject Title</b>	<b>Subject Code</b>
<b>BUSINESS COMMUNICATION - II</b>	<b>MBA-206</b>

General Business Communication, Speaking Skills, Group discussions, Debates, Extempore, Presentation skills etc. based on theoretical and practical teaching or according to faculty.



# RKDF UNIVERSITY RANCHI

## MASTER OF BUSINESS ADMINISTRATION (MBA)

### Scheme

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

### Third Semester

Sl. No.	Subject Code	Subject Name	Marks Distribution						
			Internal	External		Practical Marks		Total Marks	
			Max	Max	Min	Max	Min	Max	Min
1	MBA-301	Business Policy & Strategic Management	30	70	21	-	-	100	35
2	MBA-302	Summer Training Project - Viva	-	-	-	100	50	100	35
3	MBA(SP)	Specialization -1, Paper-I	30	70	21	-	-	100	35
4	MBA(SP)	Specialization -1, Paper-II	30	70	21	-	-	100	35
5	MBA(SP)	Specialization -2, Paper-I	30	70	21	-	-	100	35
6	MBA(SP)	Specialization -2, Paper-II	30	70	21			100	35

**Students are required to study all core papers and opt any two Specialization area in MBA Sem. III<sup>rd</sup> and IV<sup>th</sup> from below:**

Sl. No.	Specialization Area	Subject Code	Subject Name
1	Specialization in Marketing Management	MBA-351(SP-1)	Consumer Behavior
		MBA-351(SP-2)	Advertising Management
2	Specialization in Financial Management	MBA-352(SP-1)	Security Analysis and Investment Management
		MBA-352(SP-2)	Working Capital Management
3	Specialization in Human Resource Management	MBA-353(SP-1)	Management of Industrial Relations
		MBA-353(SP-2)	Management of Training and Development
4	Specialization in Retail Management	MBA-354(SP-1)	Retail Concepts and Practices
		MBA-354(SP-2)	Marketing Concepts in Retail Management
5	Specialization in Rural Management	MBA-355(SP-1)	Rural Industrialization
		MBA-355(SP-2)	Rural Marketing
6	Specialization in International Business	MBA-356(SP-1)	Export Import Procedures, Documentation & Logistics
		MBA-356(SP-2)	International Economic Organizations & Regional Blocks
7	Specialization in Tourism and Travel Management	MBA-357(SP-1)	Strategic and Quality Management in Tourism
		MBA-357(SP-2)	Tourism Business Environment



# RKDF UNIVERSITY RANCHI

## MASTER OF BUSINESS ADMINISTRATION (MBA)

**Second Year**

**Semester III**

Subject Title	Subject Code
Business Policy & Strategic Management	MBA-301

**Objective:** The objective of this course is to develop a holistic perspective of enterprise, and critical analysis from the point of view of general management.

### UNIT-I

Business Policy as a field of study: Genesis and importance of Business Policy; Vision, Mission, Objectives and policies; General Management point of view: Strategic Decision making and Role of Strategist in Strategic Management.

### UNIT-II

Environmental Analysis and Internal Analysis; SWOT Analysis; Industry Analysis; Concept of value chain, Strategic profile of a firm: case study method.

### UNIT-III

Competitive Analysis: Framework for analyzing competition, competitive advantage of a firm; Strategic Planning: Formulation of Strategies,

### UNIT-IV

Strategic Choice and Implementation: Tools and techniques for Strategic Analysis; Impact Matrix, The experience Curve, BCG Matrix, GEC Model.

### UNIT-V

Industrial Analysis Concept of Value Chain, Strategic Profile of a firm, Framework for Analyzing competition, competitive Advantage of a firm.

### Books Recommended:

1. Ansoff, H Igor, Implanting Strategic Management Englewood Cliffs, New Jersey, Prentice Hall Inc., 1984
2. Budhiraja; S B and Athereya, M B. Cases in Strategic Management New Delhi, Tata MaGraw Hill, 1996
3. Christensen, C. R. etc. Business Policy; Text and Cases, 6<sup>th</sup> ed., Homewood Illinois, Richard D. Irwin, 1987
4. Glueck, Willam F. Strategic Management and Business Policy, 3<sup>rd</sup> ed New York, McGraw Hill, 1988
5. Hax, A C and Majluf, NS. Strategic Management Englewood Chiffs, New Jersey, Prentice Hall Inc.
6. , 1984
7. Hamel, G and Prahlad, C. K. Competing for the Future Boston, Harvard Business School Press, 1994
8. Peters, Tom. Business School in a Box New York, Macmillan, 1995.
9. Lomesh & P.K.Mishra, Business Policy & Strategic Management, Vikas Pub.





# **RKDF UNIVERSITY RANCHI**

## **MASTER OF BUSINESS ADMINISTRATION (MBA)**

**Second Year**

**Semester III**

<b>Subject Title</b>	<b>Subject Code</b>
<b>Summer Training Project</b>	<b>MBA-302</b>



# RKDF UNIVERSITY RANCHI

## MASTER OF BUSINESS ADMINISTRATION (MBA)

**Second Year**

**Semester III**

**(Specialization in Marketing Management)**

<b>Subject Title</b>	<b>Subject Code</b>
<b>Consumer Behavior</b>	<b>MBA-351(SP-1)</b>

**Objective:** The basic objective of this course is to develop an understanding about the consumer decision-making process and its applications in marketing practices of firms.

### **UNIT-I**

Introduction to Consumer Behaviour: Consumer Behaviour & Marketing Strategies. (Segmentation promotion and Positioning Strategies).

### **UNIT-II**

Consumer Perception: Purchase search, information processing and Consumer Involvement theory; Evaluative criteria & Decision Rules; Consumer attitude & attitude Change.

### **UNIT-III**

Influence of Personality: and self concept on Buying Behaviours; Psychographics & life style; Consumer Behaviour Audits & Consumer Behaviour Studies in India.

### **UNIT-IV**

Reference Groups & Family Influence: Selected groups' and celebrities' influence And family Decision Making; Diffusion of Innovation & Opinion leadership, Industrial buying Behaviour.

### **UNIT-V**

Consumer Decision Making: Simple Model of Consumer decision making Models of Consumers.

### **Books Recommended:**

1. Assael, H. Consumer Behaviour and marketing Action. Ohio, South Western, 1995.
2. Engle, J. F. etc. Consumer Behaviour. Chicago, Dryden Press, 1993.
3. Howard, John A. etc. Consumer Behaviour in Marketing. Englewood Cliffs, New Jersey, Prentice Hall Inc., 1989
4. Hawkins, D. I. etc. Consumer Behaviour: Implications for Marketing Strategy. Texas, Business 1995.
5. Mowen, John C. Consumer Behaviour. New York, MacMillan, 1993.



# RKDF UNIVERSITY RANCHI

## MASTER OF BUSINESS ADMINISTRATION (MBA)

**Second Year**

**Semester III**

**(Specialization in Marketing Management)**

<b>Subject Title</b>	<b>Subject Code</b>
<b>Advertising Management</b>	<b>MBA-351(SP-2)</b>

### **UNIT-I**

Advertising's Role in the Marketing Process: Legal Ethical and Social Aspects of Advertising; Process of Communication- Wilbur Schramm's Model.

### **UNIT-II**

Dagmar Approach- Determination of Target Audience; Building of Advertising Programme- Message, Headlines, Copy, Logo, Appeal, Layout.

### **UNIT-III**

Campaign Planning; Media Planning; Budgeting Evaluation-Rationale of Testing Opinion and Aptitude Tests, Recognition, Recall, Experimental Designs; Advertising Organisation- Selection Compensation and Appraisal of an Agency; Electronic Media Buying

### **UNIT-IV**

Advertising campaign-Advertising V/s Consumer behaviour; Sales promotion- Role of Creative strategies; Advertising- Retail, National, Cooperative, Political International, Public Service Advertising.

### **UNIT-V**

Two Step Flow of Communication Theory of Cognitive Dissonance and Clues for Advertising Strategists: Stimulation of Primary and Selective Demand- Objective Setting and Market Positioning.

### **Books Recommended :**

1. Aaker, David A. etc. Advertising Management, 4<sup>th</sup> ed. New Delhi, Prentice Hall on India, 1985.
2. Belch, George E and Belch, Michael A. Introduction to Advertising and Promotion, 3<sup>rd</sup> ed. Chicago, Irwin, 1995.
3. Borden, William H. Advertising, New York, John Wiley, 1981.
4. Hard Norman. The Practice of Advertising, Oxford, Butterworth Heinemann, 1995.



# RKDF UNIVERSITY RANCHI

## MASTER OF BUSINESS ADMINISTRATION (MBA)

**Second Year**

**Semester III**

**(Specialization in Financial Management)**

Subject Title	Subject Code
Security Analysis and Investment Management	MBA-352(SP-1)

**Objective:** The objective of this course is to impart knowledge to students regarding the theory and practice of Security Analysis and Investment Decision Making Process.

### **UNIT-I**

Investment- Return and Risk; Operations of Indian Stock Market; New Issue Market; Listing of Securities; Cost of Investing in Securities; Mechanics of Investing; Markets and Brokers.

### **UNIT-II**

Investment Companies; Market Indices and Return; Security Credit Ratings; Objectives of Security Analysis; Investment Alternatives; Valuation Theories of Fixed and Variable Income Security.

### **UNIT-III**

The Return to Risk and the Investment Decision; Government Securities; Non Security Forms of Investment; Real Estate Investment; Instruments of the Money Market.

### **UNIT-IV**

Stock Market Analysis- Fundamental and Technical Approach, Efficient Market Theory, Recent Developments in the Indian Stock Market

### **UNIT-V**

Meaning of Investment, nature scope and types of investment.

### **Books Recommended :**

1. Amling, Frederic. Investment. Englewood Cliffs, New Jersey, Prentice Hall Inc. 1983.
2. Bhalla, V. K. Investment Management; Security Analysis and Portfolio Management., 8<sup>th</sup> ed., New Delhi, S. Chand, 2001.
3. Fischer, Donald E. and Jordan, Ronald J. Security Analysis and Portfolio Management. 6<sup>th</sup> ed., New Delhi, Prentice Hall of India, 1995.
4. Fuller, Ressel J. and Farrell, James L. Modern Investment and Security Analysis, New York, McGraw Hill, 1993.
5. Haugen, Robert H. Modern Investment Theory. Englewood Cliffs, New Jersey, Prentice Hall Inc. 1987.



# RKDF UNIVERSITY RANCHI

## MASTER OF BUSINESS ADMINISTRATION (MBA)

**Second Year**

**Semester III**

**(Specialization in Financial Management)**

Subject Title	Subject Code
Working Capital Management	MBA-352(SP-2)

**Objectives:** The objective of the course is to acquaint the students with the importance of the working capital and the techniques used for effective working capital management.

### Course Contents

#### Unit-1

Concept of Working Capital Management, Importance of Working Capital, Kinds of Working Capital, Factors Determining Working Capital, Estimating Working Capital Requirements;

#### Unit-2

Management of Cash -Motives for Holding Cash and marketable securities; Cash System, Managing the Cash Flows. Cash Concentration Strategies, Disbursement tools,

#### Unit-3

Investment in Marketable Securities; Forecasting Cash Flows; Managing Corporate Liquidity and Financial Flexibility; Measures of Liquidity, Determining the Optimum Level of Cash Balances – Baumol Model, Beranek Model, Miller— Or Model, Stone Model;

#### Unit-4

Receivable Management- Determining the appropriate Receivable Policy, Marginal Analysis, Credit Analysis and Decision, Sequential Decision of analysis, Inventory Management-kinds of Inventories, Benefits and Costs of Holding Inventories, Inventory

#### Unit-5

Management and Valuation. Inventory Control Models, Short-term financing; Programming Working Capital Management; Integrating Working Capital and Capital Investment Processes.

### Books Recommended:

1. Bhalla, I V K, : Working Capital Management, Text and Cases, 4th ed. Delhi, Anmol, 2001.
2. Hampton J. J. and C. L : Wagner Working Capital Management, John Wiley & Sons, 1989.
3. Mannes, T.S. and J.T. Zietlow : Short-tens Financial' Management, West Pub. Co., 1993.
4. Scherr, F.C. Modern Working Capital Management, Prentice Hall, 1989.



# RKDF UNIVERSITY RANCHI

## MASTER OF BUSINESS ADMINISTRATION (MBA)

**Second Year**

**Semester III**

**(Specialization in Human Resource Management)**

Subject Title	Subject Code
Management of Industrial Relations	MBA-353(SP-1)

**Objective:** The course is designed to promote understanding of issues related to the compensation or rewarding human resource in the corporate sector, public services and other

### **UNIT-I**

Industrial Relations Perspectives; Industrial Relations and The Emerging Socio-economic Scenario; Industrial Relations and the state; Legal Framework of Industrial Relations

### **UNIT-II**

V Role and Future of Trade Unions; Trade Union and the Employee; Trade Union and the Management ; Discipline and grievance Management; Negotiation and Collective Settlements; Participative Management and Co-ownership; Productive Bargaining and Gain Sharing; Employee Empowerment and Quality Management; Industrial Relations and Technological Change.

### **UNIT-III**

Conceptual and Theoretical Understanding of Economic Theory Related to Reward Management; Competitive Imperatives; Productivity, Quality , Service, Speed , Learning; Planning for improved Competitiveness; Diagnosis and Bench marking, Obtaining Commitment; Determination of Inter and Intra-industry Compensation Differentials; Internal and External Equity in Compensation Systems

### **UNIT-IV**

Understanding tools Used in Designing, Improving and Implementing Compensation Packages; Compensation Designs for Specific type of Human Resources like Compensation of Chief Executives, Senior Managers, R&D Staff, etc; Understanding different components of Compensation Packages like Fringe Benefits, Incentives and Retirement

### **UNIT-V**

Compensation Practices of MNC's and Strategic Compensation Systems; Statutory Provisions governing different Components of Reward System; Working of different Institutions related to Reward System like Wage boards, Pay Commissions.

### **Books Recommended:**

1. Armstrong, Michel and Murlis Helen Reward management: A Handbook of Salary Administration. London, Kegan Paul 1998
2. Bergess, Lenard R. wage and Salary Administration. London, Charles E- Merrill 1984
3. Kochan T A & Katz Henry. Collective Bargaining and Industrial Relations Homewood, Illinois Richard D Irish 1988
4. Niland J R etc The Future of Industrial Relations New Delhi Sage 1994.4



# RKDF UNIVERSITY RANCHI

## MASTER OF BUSINESS ADMINISTRATION (MBA)

**Second Year**

**Semester III**

**(Specialization in Human Resource Management)**

Subject Title	Subject Code
Management of Training and Development	MBA-353(SP-2)

**Objective:** The course aims at exposing the learner to the Concept and practice of training and development in the modern organizational setting through the pedagogy of case discussions and recent experiences.

**Contents:**

### **UNIT-I**

Training process- an overview; role, responsibilities and challenges to training manager; organization and management of training function; training needs assessment and action research; instructional objectives and lesson planning; learning process.

### **UNIT-II**

Training climate and pedagogy; developing training modules; training methods and techniques; facilities planning and training aids; training communication; training evaluation; training and development in India

### **Unit III-**

Training and Development Methodologies : Overview of Training Methodologies- Logic and Process of Learning; Principles of Learning; Individual differences in learning, learning process, learning curve, learning management system; Criteria for Method Selection; Skills of an Effective Trainer; Use of Audio-Visual Aids in training; Computer Aided Instructions- Distance Learning, Open Learning, E- Learning; Technologies Convergence and Multimedia Environment.

### **Unit IV**

Designing Training and Development Programs: Organization of Training and Development programs, Training design, kinds of training and development programs- competence based and role based training; orientation and socialization; diversity training, choice of training and development methods.

### **Unit V**

Evaluation of Training and Development: Reasons for evaluating Training and development programs, Problems in evaluation; Evaluation planning and data collection, different evaluation frameworks, Problems of Measurement and Evaluation; Costing of training, measuring costs and benefits of training program.

### **Books Recommended:**

1. Prior, John, Handbook of Training and Development, Jaico Publishing House, Bombay.
2. Trvelove, Steve, Handbook of Training and Development, Blackwell Business.
3. Warren, M.W. Training for Results, Massachusetts, Addison-Wesley.
4. Craig, Robert L., Training and Development Handbook, McGraw Hill.



# RKDF UNIVERSITY RANCHI

## MASTER OF BUSINESS ADMINISTRATION (MBA)

5. Garner, James, Training Interventions in Job Skill Development, Addison-Wesley.
6. Kenney, John; Donnelly, Eugene L. and Margaret A. Reid, Manpower Training and Development, London Institute of Personnel Management.

### Second Year

### Semester III

#### (Specialization in Retail Management)

Subject Title	Subject Code
Retail Concepts and Practices	MBA-354(SP-1)

**OBJECTIVE:** To enable students to identify and understand the significance of retailing in the current business environment, develop guidelines to build a retailing business, after studying retail organizations design, structure, location factors and space management.

#### COURSE CONTENTS:

##### UNIT – I

Introduction to retail management, the concept of retailing, Nature and Scope, Functions of Retailers, Planning and Forecasting in retailing.

##### UNIT – II

Indian and Global Retail Environment. The evolution of retail in India, the rise of the retailer, challenges and changes impacting retail development in India.

##### UNIT – III

Types of Retail Stores,. Retail Models and theories of retail development, the future of retailing.

##### UNIT – IV

Organization design and structure in Retail, Retail formats, HR Management in Retail.

##### UNIT – V

Space Management, Factors, Affecting Store Location, Layout and Design.

#### Books Recommended:

1. Retailing management by Swapna Pradhan, Tata McGraw Hills.
2. Retailing management by Suja R. Nair, Himalaya Publication.
3. Retailing management by Gibson G. Vedamani, Jaico Books.
4. Retailing management by Roger Cox, Paul Britain, and Pearson Education.





# RKDF UNIVERSITY RANCHI

## MASTER OF BUSINESS ADMINISTRATION (MBA)

**Second Year**

**Semester III**

**(Specialization in Retail Management)**

Subject Title	Subject Code
MARKETING CONCEPTS IN RETAIL MANAGEMENT	MBA-354(SP-2)

**OBJECTIVE:** To enable students to understand the relevance of concepts of marketing in retail management and also realize the importance of customer relationship management in retailing.

**COURSE CONTENTS:**

**UNIT – I**

Segmentation, Targeting, Positioning and consumer behavior in retail marketing, pricing policies and techniques.

**UNIT – II**

Merchandise Management, Retail Merchandising, Mercantile, Planning and its process, buying systems, tools used for mercantile functions, evaluating mercantile performance.

**UNIT – III**

Supply chain management in retailing, management of service and quality in retailing.

**UNIT – IV**

Retail Marketing mix, Retail communication mix, Role of advertising, Sales promotion, Public relations and Personal selling in retailing.

**UNIT – V**

Customer relationship management in retailing, building and sustaining Relationships in retailing, Servicing the retail customer.

**Books Recommended :**

1. Retail marketing management by David Gilbert, Pearson Education.
2. Marketing management by Philip Kotler.
3. Retailing by J. Barry Mason and David J. Burns.
4. Retail management by Ronald W. Hasty and James Reardon.



# RKDF UNIVERSITY RANCHI

## MASTER OF BUSINESS ADMINISTRATION (MBA)

**Second Year**

**Semester III**

**(Specialization in Rural Management)**

Subject Title	Subject Code
Rural Industrialization	MBA-355(SP-1)

**OBJECTIVES:** To provide a comprehensive understanding of the Linkages between Rural Industrialization, Agro- based Industries and Rural Development.

**COURSE CONTENTS:**

### **UNIT-I**

Rural – Urban Organizational and industrial patterns; Decentralized Industries. Small and Medium Scale Industries.

### **UNIT-II**

Choice of Rural, Agro based industries: issues in the size and Location of Industries: Appropriate technology and Issues in the transfer of technology.

### **UNIT-III**

Rural labour employment and rural industries,: Policy and Development of Cottage industries.

### **UNIT-IV**

Organization and administration of KVIC; Promotional measures; Subsidies, incentives and financial inputs; Issues in product development, Pricing, Quality marketing and supporting Organizations.

### **UNIT-V**

Role of Co-operatives, Financial institutions, Central, State and Local Government; Socio-economic impacts of Rural industrialization; Sectoral Systems Approach to Rural Industrialization.

### **Books Recommended :**

1. Acharya, S.S. and Agarwal, N.L. –Agricultural marketing in India; 1987. Oxford & IBH, New Delhi.
2. Dasgupta, S. —Diffusion of Agriculture Innovation in Village India, 1989. John Wile, New York.
3. Desai, Vasant, —Rural Development, 1988 Himalaya, Bombay.
4. Dholakia, R.H. and Iyenger , -Planning for Rural Development: Issues and Case studies, 1988. Himalaya, Bombay.
5. Hanumantha Rao, C.H. -Technological Change and Distribution of Gains in Indian Agriculture, 1975. Macmillan, Delhi.
6. Papola, T.S. -Rural Industrialization -, 1982. Himalaya Bombay.



# RKDF UNIVERSITY RANCHI

## MASTER OF BUSINESS ADMINISTRATION (MBA)

7. Thakur, S.Y. –Rural Industrialization in India: Strategy and approach, 1986. Sterling, New Delhi.

### Second Year

### Semester III

#### (Specialization in Rural Management)

Subject Title	Subject Code
Rural Marketing	MBA-355(SP-2)

**OBJECTIVE:-** The objective of this course is to expose the students to the rural market environment and the emerging challengers in the globalization of the economies.

#### COURSE CONTENTS:

##### UNIT-I

Nature, characteristics and the potential of rural market in India, Socio-cultural economic & other environmental factors affecting rural marketing.

##### UNIT-II

Attitudes and behavior of the rural consumers and farmers; Marketing of consumer durables and non-durable goods and services in the rural markets with special reference to product planning, Media Planning, planning of distribution channels and organizing personal selling in rural markets in India.

##### UNIT-III

Marketing of agricultural inputs with special reference to fertilizers, seeds and tractors; Organization and functions of agricultural marketing in India.

##### UNIT-IV

Marketing structure and performance processing facilities for different agricultural products. Role of warehousing; Determination of agricultural prices and marketing margins. Role of agricultural price commission. Role of central and state governments. Institutions and organizations. In agricultural marketing.

##### UNIT-V

Unique features of commodity markets in India. Problems of agricultural marketing; Nature, scope and role of cooperatives marketing in India.

#### Books Recommended :

1. Arora, R.C., \_Integrated Rural Development\_, 1979, S. Chand, New Delhi.
2. Desai, Vasant, —Rural Development, 1988. Himalaya, Bombay.
3. Mishra, S.N., \_Politics and Society in Rural India\_. 1980 Inter India, Delhi.
4. Porter, Michael E. \_Competitive Strategy\_, 1980. Free Press, New York.
5. Rudra, Ashok, \_Indian Agricultural Economics\_, Myths and Realities, 1982, Allied, Delhi.



# RKDF UNIVERSITY RANCHI

## MASTER OF BUSINESS ADMINISTRATION (MBA)

**Second Year**

**Semester III**

**(Specialization in International Business)**

Subject Title	Subject Code
Export Import Procedures, Documentation & Logistics	MBA-356(SP-1)

**OBJECTIVE:** The aim of the course is to acquaint the students with the export-import procedures, documentation and logistics.

**COURSE CONTENTS:**

**Unit-I**

Documentation Framework-Exim Documentation; International Business Contracts; Types, formation, Elements, Legal Dimensions, Dispute Settlement.

**Unit-II**

Instruments and methods of Financing Exports including credit and collections, Uniform custom and practices (UCP); Business Risk Coverage-Cargo, Credit and Foreign Exchange Risk Coverage, Cargo Insurance.

**Unit-III**

Foreign Exchange Regulations and Formalities; Quality Control and Pre-shipment; Inspection Concept Scheme and Procedures ; Role of Clearing and Forward Agents'; Excise clearance of cargo; Shipment of Export Cargo; Custom Clearance of Export Cargo; Custom Clearance of Import Cargo.

**Unit-IV**

Negotiations of Documents with Banks; Procedures and documentation for availing export incentives-Duty draw backs, Import Licensing and other incentives; Processing of an Export Order.

**Unit-V**

World Shipping: Structure, Liners, and Tramps, Conference System; Freight and structure. Indian Shipping: Trends, Structure, Concepts of Dry Port, Containerization, Machinery for Consultation; Air Transport: International set-up, Freight rate structure.

**Books Recommended :**

1. Bhalla, V.K. & S. Ramu, 'International Business Environment & Management', 5th ed., Delhi, Anmol, 2001.
2. Desai, H.B. 'Indian Shipping Perspectives', Delhi Anupam Publications 1988
3. Govt. of India, Handbook of Import-Export Procedures.
4. Paras Ram, 'Export: What, Where and How', Delhi, Anupam Pub. 1995



# RKDF UNIVERSITY RANCHI

## MASTER OF BUSINESS ADMINISTRATION (MBA)

**Second Year**

**Semester III**

**(Specialization in International Business)**

Subject Title	Subject Code
<b>International Economic Organizations &amp; Regional Blocks</b>	<b>MBA-356(SP-2)</b>

**OBJECTIVE:** To familiarize the students with the functioning of the international economic organizations and their changing role in the context of globalization of the world economy and theory of economic integration and its impact on trade and investment flows among the regions and on global economy.

**COURSE CONTENTS:**

**Unit-I**

International Economic Organizations and Development Diplomacy: Regimes and regimes theory.

**Unit-II**

International Organizations as international institutions; International Monetary Fund (IMF) : World Bank Group-International Bank for Reconstruction and Development (IBRD), International Development Agency (IDA), International Finance Corporation (IFC), Multilateral Investment Guarantee Agency (MIGA).

**Unit-III**

General Agreement on Tariffs and Trade (GATT); World Trade Organization (WTO), United Nations Conference on Trade and Development (UNCTAD); International Labour Organization (ILO).

**Unit-IV**

Economic Integration and endogenous growth.

**Unit-V**

Selected Regional Blocks-NAFTA, EU, ASEAN, SAARC, Globalization vs. Regionalization.

**Books Recommended:**

1. Balassa, Bela, 'Theory of Economic Integration', London, George Allen & Unwin Ltd., 1961.
2. Bhalla, V.K. World Economy in 90s: A Portfolio Approach, Delhi, Anmol Pub Pvt. Ltd. 1990.
3. Dreze, Jean and Sen, Aamrtya. 'Indian Development: Selected Regional Perspective', Delhi Oxford University Press, 1997.
4. Jackson, J. 'The World Trading System', Cambridge, Mass: MIT Press 1994.
5. Krugman, Paul R. and Obstfeld, M. 'International Economics', 3rd ed., USA, Harper Collins Pub. 1994



# RKDF UNIVERSITY RANCHI

## MASTER OF BUSINESS ADMINISTRATION (MBA)

**Second Year**

**Semester III**

**(Specialization in Tourism and Travel Management)**

Subject Title	Subject Code
<b>Strategic and Quality Management in Tourism</b>	<b>MBA-357(SP-1)</b>

### **COURSE CONTENTS:**

#### **Unit-I**

Defining ethics and its significance in tourism. Principles and practices in business ethics. Business compulsions, motivation and ethical parameters.

#### **Unit-II**

Laws relating to accommodation, travels agencies land tour operation sector, Law land regulations related to airlines and airways, laws related to surface transport.

#### **Unit-III**

Concept of Product in Tourism and special issues related to marketing of Tourism products. Principle Middlemen relationship in Tourism and their respective role in marketing various tourism products. Components of marketing mix with special reference to Tourism. Promotional Techniques.

#### **Unit-IV**

Linkage in Tourism Marketing: Linkages in Travel and Tourism marketing between Accommodation, Transport, Travel and Tour sectors and Governments. Market segmentation & product positioning. Role of Public Sector Tourism Institutions in Tourism marketing.

#### **Unit-V**

Communication mix: Component of communication mix: Communication- mix in Tourism & Travel marketing. Public relations: significance of PR, Methods and Techniques of PR: Advertising Decisions: Meaning and Advertising process, role of advertising in Tourism, Advertising objectives and budgets. Media alternatives and Media selection, and measurement of advertising effectiveness. Personal selling: meaning and its role in tourism promotion.

### **Books Recommended:**

1. Dynamics & Tourism by Rattan Deep Singh
2. Marketing Management by Phillip Kotler
3. Tourism Marketing by S.M. Jha



# RKDF UNIVERSITY RANCHI

## MASTER OF BUSINESS ADMINISTRATION (MBA)

**Second Year**

**Semester III**

**(Specialization in Tourism and Travel Management)**

Subject Title	Subject Code
<b>Tourism Business Environment</b>	<b>MBA-357(SP-2)</b>

**OBJECTIVE:** To spring student knowledge of International rules and trends in tourism global.

**COURSE CONTENTS:**

### **Unit-I**

History of Tourism both International and National, Definition, nature, importance, components and typology of tourism.

### **Unit-II**

Concepts of domestic and international tourism, recent trends. Organization of both national and international in world in promotion and development – WTO, IATA, UPTAA, AI, IATO, etc.

### **Unit-III**

Growth and development of tourism in India, National Action Plan 1992.

### **Unit-IV**

Impacts of tourism economics, social, physical and environmental, Tourism trends world over and its futuristic study

### **Unit-V**

Emerging trends in tourism health tourism, adventure tourism, ecotourism.

**Books Recommended:**

1. Aggrawal, Surinder , Travel Agency Management: Communication India, 1983.
2. Bhatia, A.K., Tourism Development, Principles and practices: Sterling Publishers (P) Ltd., New Delhi.
3. Anand, M.M., Tourism and Hotel Industry in India: Sterling Publishers (P) Ltd., New Delhi.
4. Brymer, Robert A., Introduction to Hotel and Restaurant Management, Hub Publications, Co., Iowa, 1984.
5. Burkart&Madlik, Tourism- Past, present and future, Heinemann, London.
6. Christopher J. Holloway: The Business of Tourism, Macconald and Evans, 1983.
7. I.I.T.T.M.: Growth of Modern Tourism Monograph: IITTM, New Delhi, 1989.



# **RKDF UNIVERSITY RANCHI**

## **MASTER OF BUSINESS ADMINISTRATION (MBA)**

- 8. I.I.T.T.M.: Tourism as an Industry – monograph: IITTM, New Delhi, 19**





# RKDF UNIVERSITY RANCHI

## MASTER OF BUSINESS ADMINISTRATION (MBA)

### Scheme

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

### Fourth Semester

Sl. No	Subject Code	Subject Name	Marks Distribution						
			Assignment Marks		Theory Marks		Practical Marks		Total Marks
			Max	Min	Max	Min	Max	Min	
1	MBA-401	Business Legislation	30	14	70	21	-	-	100
2	MBA-402	Management Information System & Decision Support System	30	14	70	21	-	-	100
3	MBA(SP)	Specialization -1, Paper-I	30	14	70	21	-	-	100
4	MBA(SP)	Specialization -1, Paper-II	30	14	70	21	-	-	100
5	MBA(SP)	Specialization -2, Paper-I	30	14	70	21	-	-	100
6	MBA(SP)	Specialization -2, Paper-II	30	14	70	21	-	-	100
			180	84	420	126	-	-	600

**Students are required to study all core papers and opt any two-Specialization area in MBA Sem. III<sup>rd</sup> and IV<sup>th</sup> from below:**

Sl. No.	Specialization Area	Subject Code	Subject Name
1	Specialization in Marketing Management	MBA-451(SP-1)	Sales and Distribution Management
		MBA-451(SP-2)	Service Marketing
2	Specialization in Financial Management	MBA-452(SP-1)	Management of Financial Services
		MBA-452(SP-2)	Strategic Corporate Finance
3	Specialization in Human Resource Management	MBA-453(SP-1)	Human Resource Planning and Development
		MBA-453(SP-2)	Compensation Management
4	Specialization in Retail Management	MBA-454(SP-1)	Marketing Concepts in Retail Management
		MBA-454(SP-2)	Retail and Brand Management
5	Specialization in Rural Management	MBA-455(SP-1)	Co-operative Management
		MBA-455(SP-2)	Rural Development Issues
6	Specialization in International Business	MBA-456(SP-1)	International Financial Management
		MBA-456(SP-2)	International Marketing Management
7	Specialization in Tourism and Travel Management	MBA-457(SP-1)	Tourism Concepts and Impacts
		MBA-457(SP-2)	Tourism products of India



# RKDF UNIVERSITY RANCHI

## MASTER OF BUSINESS ADMINISTRATION (MBA)

**Second Year**

**Semester IV**

Subject Title	Subject Code
Business legislation	MBA-401

**Objective:**

The objective of this course is to impart knowledge to students regarding the theory and practice of Security Analysis and Investment Decision Making Process.

**UNIT-I**

The Indian Contract Act, 1872: Essentials of a Valid Contract. Void Agreements. Performance of Contracts. Breach of Contract and its Remedies. Quasi-Contracts. The Sale of Goods Act, 1930: Formation of a Contract. Rights of an Unpaid Seller.

**UNIT-II**

The Negotiable Instruments Act, 1881: Nature and Types Negotiation and Assignment . Holder-in-Due Course, Dishonor and Discharge of a Negotiable Instrument Arbitration.

**UNIT-III**

The Companies Act, 1956; Nature and Types of Companies. Formation. Memorandum and Articles of Associations Prospectus Allotment of Shares, Shares and Capital. Membership. Borrowing Powers.

**UNIT-IV**

Management and Meetings, Accounts and Audit. Compromise Arrangements and Reconstruction. Prevention of Oppression and Mismanagement. Winding Up.; Consumer Protection Act and Cyber Laws.

**UNIT-V**

Basic provisions of pollution control, environment protection and intellectual property rights. Laws related to mergers & acquisitions in view of the multinational companies operating in India.

**Books Recommended:**

1. Avtar Singh. Company Law, 11<sup>th</sup> ed. Lucknow, Eastern, 1996.
2. Khergamwala, J. S. The Negotiable Instrument Acts, Bombay, N.M. Tripathi, 1980.
3. Remaiya, A. Guide to the Companies Act. Nagpur, Wadhwa, 1992.
4. Shah, S.M. Lectures on Company Law, Bombay, N.M. Trhpathi 1990.
5. Tuteja, S.K. Business Law for Managers. New Delhi Sutan Chand, 1998.
6. S.K.Mishra Labour & Industrial Law of India; Allahbad Law Agency 2007



# RKDF UNIVERSITY RANCHI

## MASTER OF BUSINESS ADMINISTRATION (MBA)

**Second Year**

**Semester IV**

Subject Title	Subject Code
Management Information System & Decision Support System	MBA-402

### Unit-I

Information System in Business Introduction to Information System; System Concepts; System & Sub System; System Feed back; Types of Information System; Applications; System Development Life Cycle (SDLC).

### Unit-II

Managing Data Resources Introduction; Organizing Data in a Traditional File Environment; Data Base Management System; Data Base Environment; The range of Data Base Applications; Integration of Information; Role of Enterprise Resource Planning (ERP); Customer Relationship Management; Work Group Integration; Integration of Different Systems; Information System Organizations & Business Processes.

### Unit-III

Management of Information Systems, Technology, and Strategy The Technology: Computer and Computer Processing; Role of Information Technology in Organization; Information System and Strategy; Strategic Analysis.

### Unit-IV

Electronic Communication System Electronic Conference; Electronic Meeting Systems; Electronic Discussions; Electronic Publishing; Introduction to Networks; Network Basics; LAN Basics; Internet Working; ISDN Basics; Network Management.

### Unit-V

Business Telecommunications Telecommunication and Network; The Internet and World Wide Web (WWW); E Business; Applications on E-Business; Transaction Process System (TPS); Operational Information Systems.

### Books Recommended:

1. Management Information Systems by Jaiswal and Mittal, Oxford University Press
2. Decision Support Systems and Intelligent Systems by Turban and Aronson, Pearson Education Asia
3. Management Information Systems by C.S.V.Murthy
4. Management Information Systems by Laudon, Laudon, Dass, Pearson Education Asia.



# RKDF UNIVERSITY RANCHI

## MASTER OF BUSINESS ADMINISTRATION (MBA)

**Second Year**

**Semester IV**

**(Specialization in Marketing Management)**

Subject Title	Subject Code
Sales and Distribution Management	MBA-451(SP-1)

**Objectives:** The purpose of this paper is to acquaint the student with the concepts which are helpful in developing a sound sales and distribution policy and in organizing and managing sales force and marketing channels.

### **UNIT-I**

Introduction: definition, objectives, Functions and Classification of Sales Management. The Sales Organization: Purpose, Principles and Policies of Sales Organization, Setting up of the Sales Organization, Typical Sales Organization Structure.

### **UNIT-II**

Management of Sales Force: Recruiting and Selecting Sales Personnel, Developing and Conducting Sales Training Programmes, Designing and Administering Compensation Plans, Supervision of Salesman, Motivating Sales Personnel, Sales meetings and contests.

### **UNIT-III**

Sales Forecasting, Methods, Designing Territories and allocating Sales efforts, objectives and quotas for Sales Personnel, Developing and managing Sales evaluation programme.

### **UNIT-IV**

Distribution: Overview of Marketing Channels, their Structure, Functions and Relationships; Channel Intermediaries- Wholesaling and Retailing; Logistics of Distribution; Channel Planning.

### **UNIT-V**

Organizational Patterns in Marketing Channels; Managing Marketing Channels; Marketing Channel Policies and Legal issues; Information System and Channel Management; Assessing Performance of Marketing Channels; International Marketing Channels.

### **Books Recommended:**

1. Anderson, R. Professional Sales Management Englewood Cliffs, Jersey, Prentice Hall Inc. 1992.
2. Anderson, R. Professional Personal Selling Englewood Cliffs, Jersey, Prentice Hall Inc. 1991.
3. Buskirk, R H and Stanton, W J. Management of Sales Force. Homewood Illinois, Richard D. Lrwin. 1983.
4. Dalrymple, D J. Sales Management: Concepts and Cases, New York, John Wiley, 1989.
5. Johnson, E M etc. Management Concepts. Practices and Cases, New York, McGraw Hill, 1986.
6. Station, William J etc. Management of a Sales Force, Chicago, Lrwin. 1995.
7. Still, R R Sales Management, Englewood Cliffs, New Jersey, Prentice Hall Inc. 1988.



# RKDF UNIVERSITY RANCHI

## MASTER OF BUSINESS ADMINISTRATION (MBA)

**Second Year**

**Semester IV**

**(Specialization in Marketing Management)**

Subject Title	Subject Code
Service Marketing	MBA-451(SP-2)

**Objective:** The objective of this course is to develop skills for analyzing market competition and design appropriate competitive Strategic & Service Marketing for among the students

### **UNIT-I**

Market Situation Analysis: Analysis of Competitor's Strategies and Estimating their Reaction Pattern and Competitive Position; Market Leader Strategies- Expanding the Total Market, Protecting Market Share, Expanding Market Share, Market Challenger Strategies- Choosing and Attack Strategy, Market Follower Strategies.

### **UNIT-II**

Competitive Market Strategy for Emerging Industries, Declining Industries and Fragmented Industries; Balancing Customer and Competitor Orientations,

### **UNIT-III**

The Emergence of Service Economy; Nature of Services; Goods and Services Marketing; Marketing Challenges in Service Businesses; Marketing Framework for Service Businesses; The Service Classification; Service Product Development; The Service Encounter;

### **UNIT-IV**

Quality Issues and Quality Models; Demand – Supply Management; Advertising, Branding and Packaging of Services; Recovery Management and Relationship Marketing; Service Marketing: origin and Growth- Classification of Services- Marketing of financial services- The Indian scene- Designing of service strategy

### **UNIT-V**

Industry Segmentation and Competitive Advantage; Product Differentiation and Brand positioning, Competitive Pricing, Competitive Advertising, Role of Sales Promotion in Competitive Marketing The Service Consumer Behaviors; Service Management Trinity; Service Vision and Service Strategy.

### **Books Recommended:**

1. Cravens, D W. Strategic Marketing.
2. Kotler, Philip. Marketing Management.
3. Poter, M E. Competitive Strategy.
4. Lovelock, Christopher H. Services Marketing.
5. McDonald, Malcom and Payne, A. Marketing Planning for Services.
6. Kaynak, E and Savitt, R. Comparative Marketing Systems.
7. Porter, M E. Competitive Advantage
8. Lovelock, Christopher H. Managing Services.



# RKDF UNIVERSITY RANCHI

## MASTER OF BUSINESS ADMINISTRATION (MBA)

**Second Year**

**Semester IV**

**(Specialization in Financial Management)**

Subject Title	Subject Code
Management of Financial Services	MBA-452(SP-1)

**Objective:** The objective of this paper is to develop conceptual as well as practical understanding of Financial Services & Institutions & its Functioning.

### **UNIT-I**

Introduction to Indian financial system: Role/ functions, component, constituents, development, role in economic development, weaknesses of Indian financial system. Financial Services: Concept, Nature & Scope of Financial Services.

### **UNIT-II**

Fundamentals of Mutual Funds, Merchant Banking, underwriting Securitization of debt, leasing, hire purchase, venture capital, factoring & forfeiting, Discounting, Credit rating & Credit Card

### **UNIT-III**

Financial Institutions: Fundamentals & Basic Concept Role & important of Financial institutions, Banking financial institute, non Banking Financial institutions.

### **UNIT-IV**

Working and organization of Different Financial institutions in India: RBI, IFCI, ICICI, IDBI, UTI, LIC

### **UNIT-V**

Hire purchase, venture capital, factoring & forfeiting, Discounting, Credit rating & Credit Card.

### **Books Recommended:**

1. Gorden, & Natarajan- Financial Markets & Services, Himalaya Publishing House.
2. Gorden, & Natarajan- Financial Markets & Institutions, Himalaya Publishing House.
3. Clifford Gomez- Financial Markets, Institutions & Financial Services ,Prentice Hall of India Ltd.
4. Tripathi Nalini Prava, Financial Services Prentice Hall of India Ltd.



# RKDF UNIVERSITY RANCHI

## MASTER OF BUSINESS ADMINISTRATION (MBA)

**Second Year**

**Semester IV**

**(Specialization in Financial Management)**

Subject Title	Subject Code
Strategic Corporate Finance	MBA-452(SP-2)

**Objective:** The objective of the course is to acquaint the participant with the implication of tax structure and corporate profit planning in operational as well as strategic terms.

### **UNIT-I**

Basic Concepts of Income Tax: Computation of Income under Different Heads of Income, Deductions and Exemptions in Additional Tax on Undistributed Profits.

### **UNIT-II**

Meaning and Scope of Tax Planning: Tax Planning, regarding, Dividends Policy, Issue of Bonus, Shares, Amalgamation & Merger of Companies, Tax Planning in respect of Managerial Remuneration, Collaborations, Joint Ventures

### **UNIT-III**

Management Control- An overview Nature, Scope and Concept of Management Control System. Organization Goals, Strategic Planning and implementations, Organization Structure,.

### **UNIT-IV**

Management control Process: Programming, Budgeting, Planning and Procedures. Budgetary Control. Analysis of Variances, Flexible Budgeting Zero-bases Budgeting Performance Budgeting.

### **UNIT-V**

Management Control Structure, Behavioural Aspects of Management Control. Contingency Theory, Organizational Climate, Position of Controller in the Organization Structure of an Organization

### **Books Recommended:**

1. Ahuja, G. K. & Gupta Ravi Systematic Approach to Income Tax, Allagabad, Bharat Law House, 1999.
2. Lyengar, A. C. Sampat Law of Income Tax Allagabad, Bharat law House, 1981
3. Kanga, JB and Palkhivala, N. A. Income Tax, Bombay, Vol. 1-3, N. M. Tripathi.
4. Ranina, H. P. Corporate Taxation: A Hand book, 2<sup>nd</sup> ed., New Delhi, Oriental law House. 1985.
5. Anthony, R. N. And Govindrajan V. Management Control Systems, 8<sup>th</sup> ed., Taraporevvals, Chicago, Irwin, 1995.
6. Ghosh, R. K. and Gupta, G. S. Cost Analysis and Control, New Delhi, Vision 1985.
7. Maciariello, J. A. and Kirby C. J. Management Control System. Englewood Cliffs, New



# RKDF UNIVERSITY RANCHI

## MASTER OF BUSINESS ADMINISTRATION (MBA)

**Second Year**

**Semester IV**

**(Specialization in Human Resource Management)**

Subject Title	Subject Code
<b>Human Resource Planning and Development</b>	MBA-453(SP-1)

**Objective:** The purpose of this paper is to provide an in- depth understanding of the role of training in the HRD, and to enable the course participants to manage the training systems and process. The objective of this paper is to develop a conceptual as well as a practical understanding of Human Resources planning, Development and development in organizations.

### **UNIT-I**

Macro level manpower planning and labor market analysis; 10organizational human resources planning; stock taking; work force flow mapping; Age and grade distribution mapping; models and techniques of manpower demand and supply forecasting; behavioral factors in human resources planning- wastage analysis; retention; redeployment and exit strategies.

### **UNIT-II**

Career management and career planning; performance planning; potentials appraisal and career development; HRD climate; culture; QWL and management of change

### **UNIT-III**

TQM and HRD strategies; HRD in strategic organizations; human resources information system; human resources valuation and accounting.

### **Unit IV**

Macro Level manpower Planning and Labour market Analysis - Organisational Human Resource Planning -- Stock Taking -- Work Force Flow mapping -- Age and Grade Distribution mapping.

### **Unit V**

Models and Techniques of manpower demand and supply forecasting-- Behavioural Factors in HRD -- Wastage Analysis ñ Retention -- Redeployment and Exit Strategies. Career Management, Career Planning and Career Development. Module IV: Performance Planning – Potentials Appraisal -- HRD Climate. Module V: Human Resource Information System – Human Resource Accounting.

### **Books Recommended:**

1. Strategic HRM by Mabey and Salama
2. Development Human Resources by Mabey and Thompson
3. Human Resource Information System: Development and Application by Kavanagh M.





# RKDF UNIVERSITY RANCHI

## MASTER OF BUSINESS ADMINISTRATION (MBA)

**Second Year**

**Semester IV**

**(Specialization in Human Resource Management)**

Subject Title	Subject Code
Compensation Management	MBA-453(SP-2)

**Objective:** The course is designed to promote understanding of issues related to the compensation or rewarding human resource in the corporate sector, public services and other

### **UNIT-I**

Conceptual and Theoretical understanding of Economic theory related to reward management; Competitive Imperatives; Productivity, Quality, Service, Speed, Learning, Planning for Improved Competitiveness; Diagnosis and Benchmarking- Determination of Inter and Intra- industry Compensation differentials; Internal and external Equity in compensation system.

### **UNIT-II**

Understanding tools used in Designing, Improving and Implementing Compensation packages; Compensation designs for Specific Type of Human Resources like Compensation of Chief Executives, Senior managers, R & D Staff.

### **UNIT-III**

Understanding different components of compensation packages like fringe benefits, incentives and Retirement Plans; Compensation Practices of Multinational Corporations and Strategic Compensation Systems.

### **UNIT-IV**

Statutory Provisions governing Different Components of Reward systems. Working of different Institutions Related to Reward System Like Wage Boards, pay Commissions etc.

### **UNIT-V**

Compensation Practices of MNC's and Strategic Compensation Systems; Statutory Provisions governing different Components of Reward System; Working of different Institutions related to Reward System like Wage boards, Pay Commissions.

### **Books Recommended:**

1. Armstrong, Michel and Murlis Helen Reward management: A Handbook of Salary Administration. London, Kegan Paul 1998
2. Bergess, Lenard R. wage and Salary Administration. London, Charles E- Merrill 1984
3. Kochan T A & Katz Henry. Collective Bargaining and Industrial Relations Homewood, Illinois Richard D Irish 1988
4. Niland J R etc The Future of Industrial Relations New Delhi Sage 1994



# RKDF UNIVERSITY RANCHI

## MASTER OF BUSINESS ADMINISTRATION (MBA)

### Second Year

### Semester IV

(Specialization in Retail Management)

Subject Title	Subject Code
Marketing Concepts in Retail Management	MBA-454(SP-1)

**OBJECTIVE:** To enable student to understand the functioning of retail operations and management of stores by relevant retail strategies after appropriate market research, to further understand the financial aspect of retail management.

#### UNIT – I

Retail stores operations. Mall management, setting objectives for retailers', performance, Management of retail brand.

#### UNIT – II

Retail strategies, Retail marketing strategy, Finance and location strategies for retailing.

#### UNIT – III

Market research for retail management, trading area analysis Research before and after setting up a retail store.

#### UNIT – IV

Retail management information system, Information gathering and processing, Application of I.T. to retail management.

#### UNIT – V

Financial aspects of retail, Retail audit and measures of performance evaluation.

#### Books Recommended:

1. Retail management, a Strategic Approach by Berman Barry, Evans Joel R., and Pearson Education.
2. Retail management by Michael Levy, Tata McGraw Hills.
3. Retail management by Chetan Bajaj, Rajnish Tuli & Nidhi Shrivastav.
4. Retailing by Robert Lusch, Patrick Dunne, South Western Publishing Co.



# RKDF UNIVERSITY RANCHI

## MASTER OF BUSINESS ADMINISTRATION (MBA)

**Second Year**

**Semester IV**

**(Specialization in Retail Management)**

Subject Title	Subject Code
Retail and Brand Management	MBA-454(SP-2)

### **UNIT-I**

Introduction to Brands: Products v/s Retail Brands, Anatomy of a Brand, Overview of brand building process in Retail organization.

### **UNIT-II**

The Growth of Retail Power and the Brand-building Challenge Investing in Store Brands Customers and Brands.

### **UNIT-III**

Understanding Retail brands from the customer's perspective Brand Positioning Brand Identity: Brand Essence, Brand Personality, Brand Customer Relationships etc.

### **UNIT-IV**

Articulating the Brand Identity: Logos, Mascots, Taglines, and Packaging etc. Executing the Brand Identity through the 4P,,s.

### **UNIT-V**

Executing the Brand Identity through Promotion" Brand Extensions Brand Product Portfolio Brand Equity: Development and Measurement Managing the Brand Portfolio over time

### **Books Recommended:**

1. Keller, K, Strategic Brand Management, Prentice Hall, New Jersey, 1998
2. Aaker, D A, Building Strong Brands, Free Press, 1996
3. Aaker, D A, Managing Brand Equity, Free Press, 1994
4. Kapferer, Jean Noel, Strategic Brand Management,
5. Kogan Page, 1997 Gilmore, F Brand Warriors, Harper Collins Business, 1998
6. PranK.Chaudhary(2001), Successful Branding, Hyderabad: University Press Power of Retail Branding



# RKDF UNIVERSITY RANCHI

## MASTER OF BUSINESS ADMINISTRATION (MBA)

**Second Year**

**Semester IV**

**(Specialization in Rural Management)**

Subject Title	Subject Code
Co-operative Management	MBA-455(SP-1)

**OBJECTIVE:**

The objective of this course is to expose the students to the functional problems of co-operative organizations in view of the compulsions of technology and the changing market structure with globalization of market.

**UNIT-I**

Co-operative Administration: A Global perspective: Ecology of Co-operative Administration; the Co-operative Sector & Economic Development.

**UNIT-II**

Co-operative Management; Nature & Functions; Professionalized Management for co-operatives; Role of Leadership in Co-operative Management; Placement and the Role of the Board of Directors in Co-operative Management.

**UNIT-III**

The State and the Co-operative Movement; Effects of Co-operative Law on Management; Long Range Planning for Co-operative Expansion; Policy Making; Executive Direction.

**UNIT-IV**

Human Resource Management; Organizational Structure; Project Formulation, Implementation and Evaluation; Financial Management; Marketing Management.

**UNIT-V**

Procuring Management; Distribution Management: Co-ordination between Trading Co-operatives & Public Sector Trading Agencies: Problems & Prospects.

**Books Recommended:**

1. Ansari, A.A., Co-operative Management Patterns, Amol Pub., 1990.
2. Akmat J.S., New Dimensions of Co-operative Management, Himalaya Pub. House, 1978. Goel, B.B.,
3. Co-operative Management and Administration, Deep & Deep Pub., 1984.
4. Kamra, Pawan Kr., Co-operative Management, Deep & Deep, 1987.
5. Sah, A.K. Professional Management for the Co-operatives, Vikas Pub. House P Ltd, 1984. 6. Taimni, K.K. Managing the Co-operative enterprise ed., Minerva Associates P. Ltd., 1978.



# RKDF UNIVERSITY RANCHI

## MASTER OF BUSINESS ADMINISTRATION (MBA)

**Second Year**

**Semester IV**

**(Specialization in Rural Management)**

<b>Subject Title</b>	<b>Subject Code</b>
<b>Rural Development Issues</b>	<b>MBA-455(SP-2)</b>

### **Course Objective**

The objective of the course is to familiarize the participants with conceptual understanding of Rural Marketing and development practices in Indian context.

### **Unit I**

Rural Business and its critical features; Identification of needs of rural producer organization, enterprises, projects and its people; the rural social and political scenario.

### **Unit II**

Overview of the rural resources-land, soil, climate, water and forests; Overview of the production system containing agriculture, horticulture, seri-culture, forestry, animal husbandry and dairying, fisheries, non-farm activities.

### **Unit III**

Managing co-operatives, emergence, endurance and growth of co-operatives; Leadership issues in cooperatives, evolution of co-operative technologies; Co-operative principles; Issues in establishing agricultural co-operatives, democratic governance in co-operatives; co-operative principles and economic rationality.

### **Unit IV**

Economic Theory of co-operatives, agency theory, theory of contracts, transaction cost economics, game theory and their reciprocity, welfare economics and their co-operatives.

### **Unit V**

Concept, measures and determinants of rural development; Critique of major rural development approach and strategies; growth vs equity oriented approach; area vs group based approach; top down vs participatory and people oriented approach to development planning.

### **Books Recommended:**

1. Jonathan Reuvid, Guide to Rural Business (Kogan Page)
2. Deu S. Mahendra and Basu K.S. - Economic and Social Development (Academic Foundation)
3. Brown Ben, Practical Accounting for Farm and Rural Business (Lavoisier) 2003.
4. Warren M - Financial Management for Farmers and Rural Managers (Blackwell Publishing)
5. Prag P A - Rural Diversification (EG Books)
6. Thorner Daniel and Morner Alice - Land and Labour in India (Asia Publishing House)



# RKDF UNIVERSITY RANCHI

## MASTER OF BUSINESS ADMINISTRATION (MBA)

**Second Year**

**Semester IV**

**(Specialization in International Business)**

<b>Subject Title</b>	<b>Subject Code</b>
<b>International Financial Management</b>	<b>MBA-456(SP-1)</b>

**Objective:**

The objective of this paper is to give student an overall view of the international financial system and how multinational corporations operate and to acquaint the participants with the mechanism of the foreign exchange markets, measurement of the foreign exchange exposure, hedging against exposure

**UNIT-I**

Multinational Financial Management –An overview, Evolution of the international Monetary and Finance System,

**UNIT-II**

Multinational Capital budgeting Application and interpretation, Cost of Capital Structure of the multinational Firm, Dividend Policy of the Multinational Firm

**UNIT-III**

Types of Foreign Exchange Market Organization of the Foreign Exchange Market

**UNIT-IV**

Corporate Exposure Management Parameters and Constraints On Exposure Management

**UNIT-V**

Managing short-term assets and liabilities, long-run Investment Decision, The foreign Investment Decision.

**Books Recommended :**

1. Abdullah, F.A. Financial Management for the Multinational Firm. Englewood Cliffs, New Jersey, Prentice Hall Inc. 1987.
2. Bhalla, V. K. International Financial Management. 2<sup>nd</sup> ed. New Delhi, Anmol, 2001.
3. Buckley, Adrian, Multinational Finance, New York, Prentice Hall Inc. 1996.
4. Kim, Suk and Kim, Seung. Global Corporate Finance: Text and Cases, 2<sup>nd</sup> ed. Miami Florida, Kolb, 1993,
5. Shapiro, Alan C. Multinational Financial Management, New Delhi, Prentice Hall of India, 19985.



# RKDF UNIVERSITY RANCHI

## MASTER OF BUSINESS ADMINISTRATION (MBA)

**Second Year**

**Semester IV**

**(Specialization in International Business)**

Subject Title	Subject Code
International Marketing Management	MBA-456(SP-2)

**Objective:**

The basic objective of this course is to acquaint the students with environmental, procedural, institutional and decisional aspect of international marketing.

**UNIT-I**

International Marketing –definition, concept and setting; Distinction between international Trade, Marketing and Business; Economic environment of international Marketing ;International Institutions –World Bank, IMF, WTO, UNCTAD, Common Markets, Free Trade Zones, Economic Communities.

**UNIT-II**

Constraints on International Marketing –Fiscal and non Fiscal Barriers , Non Tariff Barriers; Trading Partners - Bilateral Trade Agreements, Commodity Agreements and GSP; India and World Trade ,Import and Export Policy ,

**UNIT-III**

Public Sector Trading Agencies, ECGC, Commodity Boards etc. Procedure and Documents – Registration of exporters, Export Quotations, Production and clearance of goods for export ,

**UNIT-IV**

International Marketing mix-Identification of markets ,Product policy , International product life cycle, promotion strategy, pricing strategy and distribution strategy; various forms of international business ; marketing of joint ventures and turnkey projects

**UNIT-V**

Direction and Quantum of India’s Exports; Institutional Infrastructure for Export Promotion; Export Promotion councils. Shipping and Transportation ,Insurance ,Negotiation of Documents; Instruments of Payments-Open Account , Bills of Exchange ; Letter of credit-Export finance.

**Books Recommended:**

1. Bhattacharya,B. Export Marketing : Strategies for success.
2. Johri ,Lalit M. International Marketing : Strategies for success.
3. Keegan, Warren: Global Marketing Management.
4. Onkvisit, sak,and shaw,JJ.: International marketing analysis and strategy.
5. Pripalomi ,V.H. : International Marketing.
6. Terpstra,vern and sarathi,R. :International Marketing
7. Walter,I and Murray, T . Handbook of international business



# RKDF UNIVERSITY RANCHI

MASTER OF BUSINESS ADMINISTRATION (MBA)

Second Year

Semester IV

(Specialization in Tourism and Travel Management)

Subject Title	Subject Code
Tourism Concepts and Impacts	MBA-457(SP-1)

## Unit-I

**Tourism Concepts:** Definitions and Historical development of tourism; Types of tourist- Visitor-Excursionist, Types and Forms of Tourism; Tourism system: Nature, characteristic Model of tourism system- Leiper's Model, Components of tourism and its characteristics and classification of tourist

## Unit- II

**Domestic and International tourism:** Domestic tourism; features, pattern of growth, profile. International tourism; Generating and Destination regions. Pattern of growth and Profile. Analysis of pattern of growth and profile of famous domestic tourism in the state of Himachal Pradesh, Madhya Pradesh, Gujrat, Goa & kerala and analysis of International destination of USA, UK, France, China & Malaysia.

## Unit-III

**Travel statistics & Motivation:** Tourism Statistics, type and method of measurement. Classification on elements of tourism. Types of tourist motivation and classification.

## Unit-IV

**Tourism Impacts:** Positive and Negative Impacts of Tourism; Socio Cultural, Economic, Environmental and Political- Impact Assessment: Social Impact Assessment, Environmental Impact Assessment and Environmental Impact Assessment. – Environmental and Social Accounting and Auditing-Tourism Satellite Accounting (TSA)

## Unit-V

**Tourism Organizations:** Objectives and Role of ITDC, ASI, TFCI, Ministries of Railways and Civil Aviation in development; An overview of National and International organizations and associations: IATO, TAAI, FHRAI, WTO, ICAO and IATA, FAITH

## Books Recommended:

1. Travel Industry : Chunky Gee et-al
2. Tourism Systems - Mill and Morisson
3. Successful Tourism Management - Prannath Seth
4. Tourism Management Vol - 4 - P.C. Sinha
5. Tourism Development - R. Gartner
6. Tourism Planning and Development - J.K. Sharma
7. Studies in Tourism - Sagar Singh
8. Tourism: Principles and Practices - Cooper C., Fletcher J., Gilbert D and Wanhil. S
9. Tourism: Principles and Practices - McIntosh , R.W.
10. Tourism: Past, Present and Future - Burkart & Medlik





# RKDF UNIVERSITY RANCHI

## MASTER OF BUSINESS ADMINISTRATION (MBA)

**Second Year**

**Semester IV**

**(Specialization in Tourism and Travel Management)**

Subject Title	Subject Code
Tourism products of India	MBA-457(SP-2)

### **Unit – I**

**Introduction & Heritage tourism:** Tourism products: meaning, characteristics, classification, Heritage: meaning, types, history, evolution, continuity, Heritage management organizations: UNESCO, ASI, ICOMOS, INTACH, Historic monuments of tourist significance: forts, palaces, museums, art galleries

### **Unit – II**

**Architecture & religion:** Architectural Heritage of India; glimpses on the prominent architecture style flourished in different period, Different style of architecture in India - Hindu, Buddhist and Islamic, Popular religious centers: Hindu, Buddhist, Jain, Sikh, Muslim & Christian

### **Unit – III**

**Nature based products:** Islands & beaches, Deserts & Hill stations, Protected areas: Wildlife sanctuaries, national parks & biosphere reserves, Adventure & Eco- Tourism

### **Unit – IV**

**Special interest tourism products:** Performing art of India: classical dances, folk dances and folk culture, Handicrafts and textiles: important handicraft objects and centers, craft melas, souvenir industry, Fairs and Festivals: Social, religious and commercial fairs of touristic significance, Medical, health & rejuvenation tourism

### **Unit – V**

**Emerging products & cases:** Emerging: Rural, Gastronomy, Golf, cruise, wine & dark tourism, Case studies of World Heritage Sites: Taj Mahal, Khajuraho western group of temples, Ajanta & Ellora caves, Darjeeling rail, Sunderban, Konark Sun temple, Bodh Gaya, Mahabalipuram.

### **Books Recommended:**

1. The Wonder that was India : A.L. Basham
2. A Cultural History of India : A.L. Basham
3. India - Lonely Planet :
4. India - Plan your own holiday : S. Jagannathan
5. Travelers Indian : H.K. Kaul