



BARKATULLAH UNIVERSITY, BHOPAL

Revised Syllabus for MBA (Full Time) Semester-III
With Effect from Session 2019-20

“BUSINESS POLICY & STRATEGIC MANAGEMENT”

COURSE NO. CP-301

Max. Marks :80

Min. Pass Marks : 32

COURSE OBJECTIVE :

Knowing about applied Strategic Management frameworks & tools to analyze, formulate & implement Strategies. To develop strategic thinking about the direction, positioning & capabilities to achieve a sustainable competitive advantage in business.

COURSE CONTENTS:

- UNIT 1: Business Policy & Strategic Management: Concept of Strategic Management, Concept of Strategic Planning, Mission, Vision and Values of a Business Organization, Importance of Business Policy, Types of Policies, Corporate Culture.
- UNIT 2: Environmental Scanning: External and Internal Environmental Scanning, Industry Analysis, Concept of Value Chain, Resource Based View, The Industry Cycles, 4P Strategy Concept and Porter's Competitive Model, SWOT Analysis, Value Chain Concept.
- UNIT 3: Strategy Formulation: Situational Analysis, Corporate Strategy, Directional Strategy, Growth, Stability and Retrenchment Strategy, Levels of Strategy,
- UNIT 4: Strategy Implementation: Implementation Challenges, Resource Allocation, Design Thinking, Red Oceans Vs Blue Ocean Strategy, Business Model Innovation, BCG Matrix, GEC Model,
- UNIT 5: Strategy Evaluation & Control: Measuring Performance, Balanced Score Card, Contingency Planning, Strategy Auditing, Difference Between Strategic Control and Operational Control.

SCHEME OF EXAMINATION:

Total Marks Internal 20, External 80) =100 Marks

PATTERN FOR EXTERNAL EVALUATION:

Sec A: (Short Answers) 4 out of 8 4x8 = 32 Marks

Sec B: (Essay Type and Cases) 3 out of 5 3x16 = 48 Marks

Text Books:

1. Concepts in Strategic Management and Business Policy, by Wheelen, Hunger, Hoofman, Bamford – Pearson.
2. Strategic Management and Business Policy, by Azhar & Adela Kazmi – Tata McGraw-Hill Publishing company Ltd.
3. Strategic Management Concepts and Cases, by Fred David - PHI Learning Private Limited.

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BARKATULLAH UNIVERSITY, BHOPAL

Syllabus for MBA (Full Time) Semester-III
With Effect from Session 2019-20

“DECISION SUPPORT SYSTEMS AND MANAGEMENT INFORMATION SYSTEM”

COURSE NO. CP-302

Max. Marks = 80
Min. Pass Marks : 32

OBJECTIVE :

The objective of the courses to develop the basic understanding of the decision support system of the artificial intelligence for business organisation.

COURSE CONTENTS:

- UNIT 1: Management Information System: Basics; System Concepts; System Entropy; Subsystems – Basics, Decomposition / Simplification; System Types; Value of Information.
- UNIT 2: Frame Works – Major Trends And Applications Of Information Technology; System Analysis & Design: Systems Development Methodologies – SDLC & Prototype Approach, Case Study.
- UNIT 3: Managerial Decision Making : Decision Basics; Decision Types; Certainty, Uncertainty, Risk-Taking, Decision Making Process; Problem Solving Techniques; DSS Overview.
- UNIT 4: DSS – Relevance/Scope/Characteristics/Capabilities/Components; DSS v/s MIS; DBMS : Sources of Data – Data File/Database Environment; Data Models – Relevance of Relational Data Base Design in DSS.
- UNIT 5: Dialog Generation System: User Interface. Graphics, Menus, Forms; DSS Generators, DSS Development: Steps in Designing/Identification of Decision/, Building of DSS/Implementation/ Performance Testing.

SCHEME OF EXAMINATION:

Total Marks Internal 20, External 80) =100 Marks

PATTERN FOR EXTERNAL EVALUATION:

Sec A: (Short Answers)	4 out of 8	4x8 = 32 Marks
Sec B: (Essay Type and Cases)	3 out of 5	3x16 = 48 Marks

SUGGESTED READINGS:

1. Keen, Peter G. W. : Decision Support System an Organisational Perspective Addison-Wesley Publication.
2. Theierauff, Robert J. Decision Support System for- effective planning – Prentice Hall.
3. Krober, Donald W., and Hugh. J. Watson Computer Based Information System New York.
4. DavisL, Michael W. A management approach- Macmillan Publishing Company, Prantice Hall, New Jersey.
5. Andrew P. Decision Support System Engineering Sage, John Wiley & Sons, New York.
6. Leod, Raymond Me JR Management information systems, Macmillan Publishing Company, New York .
7. Turban, Efrain Decision Support & Expert Systems, Management Perspective, Macmillan Publishing Company, New York.

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Revised Syllabus for MBA (Full Time) Semester-III
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MARKETING MANAGEMENT **"CONSUMER BEHAVIOUR"**

COURSE NO. FSM-1

Max. Marks : 80
Min. Pass Marks : 32

COURSE OBJECTIVE:

This course introduces the student to the dynamics of consumer behavior and its influence on marketing activities. This course also helps students in developing an understanding of peoples' consumption-related behaviors and to develop and evaluate marketing strategies intended to influence those behaviors.

COURSE CONTENTS:

- UNIT 1: Introduction to Consumer Behaviour, Consumer Behaviour and Marketing Strategy, Consumer Involvement and Decision Making.
- UNIT 2: Information Search Process, Evaluative Criteria and Decision Rules, Consumer Motivation, Information Processing and Consumer Perception. Concept of Absolute Threshold Limit, Differential threshold limit and Subliminal perception.
- UNIT 3: Consumer Attitude Change; Influence of Personality and Self Concept on Buying Behaviour. Models of Attitudes: Tri Component Model, Multi- Attribute Model and Attribution Theory.
- UNIT 4: Psychographics and Lifestyle; Reference Group Influence; Diffusion of Innovation and Opinion Leadership Family Decision Making. Characteristics of Culture and their influence on Consumer Behaviour.
- UNIT 5: Industrial Buying Behaviour, Models of Consumer Behaviour; Consumer Behaviour Audit; Consumer Behaviour Studies in India.

SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 Marks

PATTERN FOR EXTERNAL EVALUATION:

Sec A: (Short Answers)	4 out of 8	4x8 = 32 Marks
Sec B: (Essay Type and Cases)	3 out of 5	3x16 = 48 Marks

SUGGESTED READINGS:

1. Assael, H. Consumer Behaviour and Marketing Action, Ohio, South Western.
2. Engle, J F. etc. Consumer Behaviour, Chicago, Dryden Press.
3. Howard, John A. etc. Consumer Behaviour in Marketing. Englewood Cliffs, New Jersey, Prentice Hall Inc .
4. Hawkins, D I. Etc. Consumer Behaviour; Implications for Marketing Strategy, Texas, Business.
5. Mowen, John C. Consumer Behaviour, New York, MacMillan.
6. Schiffman, L G and Kanuk, L L. Consumer Behaviour, New Delhi, Prentice Hall India.

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BARKATULLAH UNIVERSITY, BHOPAL

Revised Syllabus for MBA (Full Time) Semester-III

With Effect from Session 2019-20

MARKETING MANAGEMENT "ADVERTISING MANAGEMENT"

Course No. FSM - 2

Max Marks : 80

Min. Pass Marks : 32

COURSE OBJECTIVE:

The aim of the paper is to acquaint the students with concepts, techniques and give experience in the application of concepts for developing an effective advertising programme.

COURSE CONTENTS:

- UNIT 1: Introduction to Advertising : Introduction, functions of Advertising, Advertising and its role in marketing process, Legal, Ethical & Social aspects of advertising; Rural advertising, Integrated Marketing Communication – role and importance.
- UNIT 2: Theories & Context of Advertising: Theory of Cognitive Dissonance, Stimulation of Primary and Selective Demand , DAGMAR Approach to Setting Objectives, Advertising and Communication : Process of communication, Wilbur Schramm's Model, Two step flow of communication.
- UNIT 3: Elements & Planning of Advertisement: Building of Advertising Programme – Campaign Planning; advertising elements - Message, Headlines, Copy, Logo, Illustration, Appeal, Layout, Advertising Budget, factors affecting advertising budget.
- UNIT 4: Types of Media and Advertising Agency: Advertising Media - Meaning ,Types, Media Planning, Media Buying houses, Advertising Agency – Introduction, Overview of an Advertising Agency; Departments of an Advertising Agency, Selection, Compensation and Appraisal of an Agency,
- UNIT 5: Sales Promotion: Nature and Importance of Sales Promotion; Role in Marketing, Difference between Sales Promotion and Advertising; Tools and Techniques of Sales Promotion; Trade Shows; Designing Sales Promotion Campaigns

SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 Marks

PATTERN FOR EXTERNAL EVALUATION:

Sec A: (Short Answers)	4 out of 8	4x8	= 32 Marks
Sec B: (Essay Type and Cases)	3 out of 5	3x16	= 48 Marks

SUGGESTED READINGS:

1. Aaker, David A. etc. Advertising Management, New Delhi, Prentice Hall of India.
2. Beleh, George E. and Beleh, Michael A. Introduction to Advertising and Promotion 3rd ed. Chicago, Irwin.
3. Borden, William H. Advertising New York, Wiley.
4. Kleppner, Otto. Advertising procedure. New J Englewood Cliffs, New Jersey, Prentice Hall Inc.
5. Ogilvy, David Ogilvy on Advertising London, Longman.
6. Sengupta, Subroto, Brand Positioning, Strategies for Competitive Advantages, New Delhi, Tata McGraw-Hill Publishing company Ltd.

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BARKATULLAH UNIVERSITY, BHOPAL

Revised Syllabus for MBA (Full Time) Semester-III
With Effect from Session 2019-20

FINANCIAL MANAGEMENT "SECURITY ANALYSIS AND INVESTMENT MANAGEMENT"

Course No. FSF - 1

Max Marks : 80
Min. Pass Marks : 32

COURSE 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.

COURSE CONTENTS:

- NIT 1: Investment Categories, Various types of Investment Options -- Operations of Indian Stock Market.
- NIT 2: Government Securities; Non-Security Forms of Investment; Real Estate Investment; Investment Instruments of the Money Market.
- NIT 3: Mechanics of Investing; Markets and Brokers; Investment Companies; Market Indices and Return, Cost of Investing in Securities, Listing of Securities.
- NIT 4: Valuation theories of Fixed and income Securities; valuation of Shares – Theories.
- NIT 5: Stock market Analysis – Fundamental and Technical Approach, Efficient Market Theory: Recent Developments in the Indian Stock market.

SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 Marks

PATTERN FOR EXTERNAL EVALUATION:

Part A: (Short Answers)	4 out of 8	4x8 = 32 Marks
Part B: (Essay Type and Cases)	3 out of 5	3x16 = 48 Marks

SUGGESTED READINGS:

1. Amiling, Frederic, Investment, Englewood Cliffs, New Jersey, Prentice Hall Inc.
2. Bhalla, V K Investment Management: Security Analysis and Portfolio Management, New Delhi, S Chand.
3. Fischer, Donald E. and Jordan, Ronald J. Security Analysis and Portfolio Management, New Delhi Prentice Hall of India.
4. Fuller, Russell J. and Farrell, James L. Modern investment and Security Analysis. New York, McGraw Hill.
5. Haugen, Robert H. modern Investment Theory. Englewood Cliffs, New Jersey, Prentice Hall Inc.
6. Huang, Stanley S.C. and randall, Maury R. Investment Analysis and Management. London, Allyn and bacON, London.
7. Sharpe, William F. etc Investment, New Delhi, Prentice Hall of India.
8. Investment Analysis and Management, Prasanna Chandra, Tata McGraw-Hill Publishing company Ltd.
9. Investment Management, Preeti Singh, Himalaya Publication, New Delhi.

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BARKATULLAH UNIVERSITY, BHOPAL

Syllabus for MBA (Full Time) Semester-III
With Effect from Session 2019-20

FINANCIAL MANAGEMENT **"WORKING CAPITAL MANAGEMENT"**

Course No. FSF - 2

Max Marks : 80

Min. Pass Marks : 32

COURSE OBJECTIVE:

The course will enable the student to manage activities in the area of working capital in an enterprise and help the students to do advance study in the field of financial-management through detailed analysis of financial statements, liquidity crises, cash optimization, credit analysis etc. The student will learn how to apply sound techniques for managing inventory.

COURSE CONTENTS:

- NIT 1: Principles of Working Capital Management: Concept and Importance of Working Capital, Types of Working Capital, Determinants of Working Capital, Principles of Working Capital Management Policy, Estimating Working Capital Requirements.
- NIT 2: Accounts Receivables Management: Meaning, Cost of Maintain Receivables, Factors influencing size of Receivables. Formation and Execution of Credit Policy (Credit Standard, Credit Period, Cash Discount, Collection Efforts)
- NIT 3: Management of Cash-Motives of holding Cash, Managing Cash Flows, Cash Management Models, Investment of Surplus Funds, Calculating operating cycle.
- NIT 4: Inventory Management: Meaning and nature of Inventory, Purpose and benefits of Holding Inventory, Inventory Management Techniques – Determining Stock Levels and Safety Stocks, EOQ, VED and ABC Analysis, Just in time Inventory, Classification & Codification and Valuation of Inventories.
- NIT 5: Working Capital Financing. Sources of Working Capital Finance, Determining the Working Capital Financing Mix, New Trends in Financing of Working Capital by Banks.

SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 Marks

PATTERN FOR EXTERNAL EVALUATION:

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|--------------------------------|------------|-----------------|
| Part A: (Short Answers) | 4 out of 8 | 4x8 = 32 Marks |
| Part B: (Essay Type and Cases) | 3 out of 5 | 3x16 = 48 Marks |

SUGGESTED READINGS:

1. Bhalla, V.K: Working Capital Management: Text and Cases, New Delhi, Anmol Pub (P) Ltd.
2. Bhattacharya Hrishikesh, " Working Capital Management – Strategies and Techniques", PHI Learning Pvt. Ltd.
3. Mishra Anil, Rangrajan, Krish, "Working Capital Management", Excel Books.
4. Pandey J.M., "Financial Management" Ninth Edition, Vikas Publishing House.
5. Jain P.K. & Khan M.Y., "Financial Management & Policy", Prentice Hall.
6. Chandra Prasanna, "Financial Management-Theory & Practice", Tata McGraw Hill.

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BARKATULLAH UNIVERSITY, BHOPAL

Revised Syllabus for MBA (Full Time) Semester-III
With Effect from Session 2019-20

HUMAN RESOURCE MANAGEMENT **"MANAGEMENT OF INDUSTRIAL RELATIONS"**

Course No. FSO-1

Max Marks : 80
Min. Pass Marks : 32

COURSE OBJECTIVE:

The primary objective of industrial relations is to maintain and develop good and healthy relations between employees and employers or operatives and management. This course will enhance the students' capability to understand the process of managing positive Industrial Relationship thereby help resolve conflict between employees.

COURSE CONTENTS:

- UNIT 1: Industrial Relations: Significance, Objectives, Scope, Approaches, Principles of good industrial relations, Role of State, Employers and the Unions in industrial relation.
- UNIT 2: Trade Unionism and Industrial Relations: Labour movement, Trade union movement, Development of trade unionism in India, Functions and problems of trade unions, Legal Framework of Industrial Relation.
- UNIT 3: Industrial Disputes: Causes, Forms, Industrial relations Mechanism in organisation, Works committee, Conciliations, Voluntary arbitration, Adjudication, Employee Discipline, Definition, Causes of indiscipline, Code of conduct, Grievance, Causes, Guidelines for grievance handling.
- UNIT 4: Worker's Participation in Management: Meaning Significance, Forms, Collective Bargaining, Significance, Principles, Process, Growth and development, Composition and functions, Wage Policy- Objectives and Administration.
- UNIT 5: Employee health, safety and security: Significance, Programmes, Employee Counseling: Significance, Types and Process, Conflict management: Types of conflict episode, management of conflict, Quality circle: Objectives, Techniques, Employee relations & technological change.

SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 Marks

PATTERN FOR EXTERNAL EVALUATION:

Sec A: (Short Answers)	4 out of 8	4x8 = 32 Marks
Sec B: (Essay Type and Cases)	3 out of 5	3x16 = 48 Marks

SUGGESTED READINGS

-) Kochan, T.A. & Ktz Henry, Collective Bargaining and Industrial Relations, Homewood, Illinois, Richard D Irish.
-) Mamkoottam, K Trade Unionism, Myth and Reality, New Delhi, Oxford University Press.
-) Niland J R etc. The Future of Industrial Relations, New Delhi, Sage Publication.
-) People, T S & Radgers, G. Labour Institutions and Economic Development in India, Geneva, ILO.
-) Ramaswamy, E. A., The Rayan Spinners the Strategic Management of Industrial Relations, New Delhi, Oxford University Press.
-) Virmani, B.R., Participative Management vs. Collective Bargaining, New Delhi, Vision Books.
-) Webb. Sidney & Webb., Beatrice, Industrial Democracy, Melbourne, Longman.
-) C.S. Venkat Ratnam, Industrial Relations Oxford.
-) B.D. Singh, Industrial Relations, Excel Books.



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HUMAN RESOURCE MANAGEMENT **“MANAGEMENT TRAINING AND DEVELOPMENT”**

Course No. FSO-2

Max Marks : 80
Min. Pass Marks : 32

COURSE OBJECTIVE:

Training & development makes a significant contribution at organizational, group & individual level. This course teaches how to design, implement and evaluate formal organizational learning experiences that improve employees' performance, skills, competencies, and knowledge and lead to the attainment of organizational human resource objectives.

COURSE CONTENTS:

- UNIT 1: Training : Meaning of Training and Development, Basic concepts of training in an Organization, Role, Responsibilities & Challenges of Training managers.
- UNIT 2: Training Functions : Organization & Management of training Functions, Systematic Approach to Training, Training process, Training Need Assessment - Components of Training Need Assessment (Organizational, Task / Job Needs and Person Analysis), Classification of Training needs - Democratic needs, Diagnostic needs, Compliance needs, Analytical needs, Action Research.
- UNIT 3: Process of Learning in Training: Instructional Objectives & lesson Planning - 5E Instructional Model, Learning process, Learning Objectives (SMART) Training Climate & Pedagogy.
- UNIT 4: Training Modules: Developing training modules - Steps, Training methods & Techniques – On-the-job & Off-the-job Training methods, Facilities planning (Space & Design), Training Aids & Training Communication.
- UNIT 5: Training Evaluation: Principles, Criteria, Techniques, Tools, Levels & models for Training Evaluation. Training & development in India, ROI of training.

SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 Marks

PATTERN FOR EXTERNAL EVALUATION:

Part A: (Short Answers)	4 out of 8	4x8 = 32 Marks
Part B: (Essay Type and Cases)	3 out of 5	3x16 = 48 Marks

SUGGESTED BOOKS:

1. How to Plan & Design Training Program, Rae. Leslie, Gower Publishing Limited, Aldershot, United Kingdom.
2. Designing Delivering Training, David Simmonds, Excel Books New Delhi.
3. Training & Development, G. Pandu Naik, Excel Books New Delhi.
4. Training for Development all you need to know” R.K. Sahu, Excel Books New Delhi.
5. Training for Development, Rolf P Lynton and Udai Pareek, Vistaar Publications (A Division of SAGE Publications India Pvt. Ltd, New Delhi.
6. Training & Development, Dr. B Janakiraman, published by Biztantra New Delhi.
7. Managing the Training and Development Function, Allan D. Pepper, Gower Publishing Limited, Aldershot, United Kingdom.

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BARKATULLAH UNIVERSITY, BHOPAL

Syllabus for MBA (Full Time) Semester-III
With Effect from Session 2019-20

BANKING AND FINANCIAL SERVICES MANAGEMENT **"MANAGEMENT OF BANKING AND INSURANCE INSTITUTIONS"**

Course No. FSB-1

Max Marks : 80
Min. Pass Marks : 32

COURSE CONTENTS:

- UNIT 1: Commercial Banking, Banking Operations, Regulatory and Legal Framework, Commercial Bank's Financial Statements and Analysis, Other Lending Institutions.
- UNIT 2: Marketing and Distributions Channels Risk Management, NPA Management, Asset Liability Management, Managing Credit, and Liquidity & Interest rate risk, Managing Risk with loan Sales and Securitization
- UNIT 3: Commercial Banking, RBI, Regional Rural banks, Cooperative Credit, Development Banking, Investment Banking, Plastic Money, Modern Banking, Bancassurance.
- UNIT 4: Principle of Insurance-Meaning & nature of insurance, types of Insurance, Regulatory framework of Insurance Sector in India, Insurance Companies in India-LIC-working and Operations, GIC-working and operations, Insurance sector reforms.
- UNIT 5: Insolvency, Solvency Ratings and Solvency Regulations, Insurance Pricing, Commercial Insurance Contracts, Automobile Insurance, Life Insurance and Annuities, Retirement plans, Social Security.

CHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 Marks

ATTEN FOR EXTERNAL EVALUATION:

Sec A: (Short Answers) 4 out of 8 4x8 = 32 Marks
Sec B: (Essay Type and Cases) 3 out of 5 3x16 = 48 Marks

SUGGESTED READINGS:

- Iyenger, V., Introduction to Banking, Excel Book Publication, New Delhi.
Gulathi, N.C., Principles of Insurance Management, Excel Books Publication, New Delhi.
Vaughan, Fundamentals of Risk and Insurance, Wiley India Pvt. Ltd..
Skipper & Kwon, Risk Management and Insurance Perspectives in Global Economy, Wiley India Pvt. Ltd.
Gurusamy, Banking Theory law & Practice Tata McGraw-Hill Publishing Company Limited.
Life Insurance: Principles & Practice, Publisher Excel Books Publication.
General Insurance: Principles & Practice, Publisher Excel Books Publication.

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BANKING AND FINANCIAL SERVICES MANAGEMENT **“FINANCIAL PLANNING AND WEALTH MANAGEMENT”**

Course No. FSB-2

Max Marks : 80
Min. Pass Marks : 32

COURSE OBJECTIVE:

Financial Planning and Wealth Management are the buzz words in the finance industry & is one of the most prestigious and well paid professions in the financial services sector. The Financial Advisors are the latest breed of professionals worldwide who through their own entrepreneurial practices or while working with banks/ investment advisory companies prepare financial plans for their clients and help them achieve their financial goals. This course helps you to understand your financial goals and assists you in growing, managing and protecting your wealth with its comprehensive course structure.

COURSE CONTENTS:

- JNIT 1: Financial Planning Overview-define personal financial planning, wealth management, Financial planning Process, Concepts in economics and Finance.
- JNIT 2: Insurance Pricing and Premium-Risk Analysis, methods of handling Risk, Regulatory framework, Types of insurance products.
- JNIT 3: Retirement Planning-employee benefits and superannuation benefits, process, Provident funds and pension schemes, Regulations.
- JNIT 4: Traditional Investment Planning-fixed income instruments, Mutual Fund products, equity market, Derivatives, Commodities, Real Estates. Alternative Investment-art, antiques, Hedge Fund, Wealth Management-Process, Role of Wealth Manager.
- JNIT 5: Taxation Planning-Indian tax system, Indian direct Tax Structure, Tax compliance matters, Estate Planning-Overview, Process, methods.

SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 Marks

PATTERN FOR EXTERNAL EVALUATION:

Sec A: (Short Answers) 4 out of 8 4x8 = 32 Marks
Sec B: (Essay Type and Cases) 3 out of 5 3x16 = 48 Marks

SUGGESTED READINGS:

1. Introduction to Financial Planning, M/S Taxmann Publication Pvt.Ltd.
2. Managing and Marketing Financial Services, M/S Taxmann Publication Pvt.Ltd
3. Wealth Management by S.Timothy Kochis, by CCH,a Wolters Kluwer Business, W.Peterson AVE,Chicago-USA, IL.
4. Wealth Management,The new Business model,By major suresh Goel (Rtd) Global India Publication Pvt Ltd,New Delhi
5. 5 Insurance Products(including pension products), M/S Taxmann Publication Pvt.Ltd.
6. Mutual Funds(Products & Services), M/S Taxmann Publication Pvt.Ltd.
7. Dun & Bradstreet, Wealth Management,New Delhi:Tata Mc Graw Hills Publication.
8. The handbook of alternative investment,Darrell R.Jobman, Wiley Finance.



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RETAIL MANAGEMENT **“RETAIL CONCEPTS & PRACTICES”**

Course No. FSR - 1

Max Marks : 80

Min. Pass Marks : 32

COURSE OBJECTIVE:

To provide the students with an exposure to Retail Management Concepts to help them develop skills and abilities required to manage Retail outlet.

COURSE CONTENTS:

- UNIT 1: Introduction to Retail Management, the concept of Retailing, Economic significance of Retailing, Nature, Scope, Functions of Retailers, Retailing scenario in India.
- UNIT 2: 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 3: Retail Formats, Retail Models and theories of retail development, the future of retailing.
- UNIT 4: Organization Designs and Structure in Retail, Human Resource Management in Retail.
- UNIT 5: Space Management, Factors Affecting Store Location, Retail Trade Area Analysis, Layout and Design.

SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 Marks

PATTERN FOR EXTERNAL EVALUATION:

Sec A: (Short Answers)	4 out of 8	4x8 = 32 Marks
Sec B: (Essay Type and Cases)	3 out of 5	3x16 = 48 Marks

SUGGESTED READINGS:

- Retailing Management Text and Cases, Swapna Pradhan. Tata McGraw-Hill Publishing company Ltd.
- Retail Management, Suja Nair, Himalya Publishing House.
- Retailing Management, Michael Levy, Barton Weitz and Ajay Pandit, McGraw Hill Education.
- Retail Management, A Strategic Approach : Barry Berman and Joel Evans, Pearson Education.
- Retail Marketing Management, David Gilbert, Pearson Education.
- Retail Management, Chetan Bajaj, Rajnish Tuli and Nidhi v Srivastava, Oxford University Press.
- Retailing Management, Vedmani, Gibson, Jaico Books.

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RETAIL MANAGEMENT

"MARKETING CONCEPTS IN RETAIL MANAGEMENT"

Course No. FSR - 2

Max Marks : 80
Min. Pass Marks : 32

COURSE OBJECTIVE:

To Enable Students to Understand the Relevance of Concepts of Marketing in Retail Management and also to Realize the Importance of Customer Relationship Management in Retailing.

COURSE CONTENTS:

- UNIT 1: The Retail Market Segmentation and its benefits, Targeted Marketing efforts, Positioning decisions and Consumer behaviour in retail marketing.
- UNIT 2: Merchandise Management, activities of a Merchandiser, Retail Merchandising Management Process, Evaluating Mercantile performance.
- UNIT 3: Supply Chain Management in Retailing, Technology in Retail, E-Tailing.
- UNIT 4: Retail Marketing Mix, Retail Pricing policies and techniques, Retail Communication mix, Role of Advertising, Sales Promotion, Public Relations and Personal Selling in Retailing
- UNIT 5: Customer Relationship Management, Building and Sustaining Relationship Management in retailing. Servicing the Retail Customer.

SCHEME OF EXAMINATION:

Total Marks: (Internal 20, External 80) = 100 Marks

PATTERN FOR EXTERNAL EVALUATION:

- Part A: (Short Answers) 4 out of 8 4x8 = 32 Marks
Part B: (Essay Type and Cases) 3 out of 5 3x16 = 48 Marks

SUGGESTED READINGS:

- Retailing Management Text and Cases: Swapna Pradhan. Tata McGraw-Hill Publishing company Ltd.
- Retail Management : Suja Nair, Himalya Publishing House.
- Retailing Management: Michael Levy, Barton Weitz and Ajay Pandit, Tata McGraw-Hill Publishing company Ltd.
- Retail Management – A Strategic Approach : Barry Berman and Joel Evans, Pearson Education.
- Retail Marketing Management: David Gilbert, Pearson Education.
- Retail Management – Chetan Bajaj, Rajnish Tuli and Nidhi v Srivastava, Oxford University Press.
- Retailing Management – Vedmani, Gibson, Jaico Books.