



BARKATULLAH UNIVERSITY, BHOPAL

Proposed M.B.A. (Full Time) Course curriculum: Batch 2016-18

FIRST YEAR SEMESTER I

1.	CP - 101	Management Concepts & Practices	100
2.	CP - 102	Quantitative Methods	100
3.	CP - 103	Managerial Economics	100
4.	CP - 104	Communication Skills	100
5.	CP - 105	International Business Environment	100
6.	CP - 106	Accounting For Managers	100
Total Marks			600

SEMESTER II

7.	CP - 201	Organisational Behaviour	100
8.	CP - 202	Human Resource Management	100
9.	CP - 203	Financial Management	100
10.	CP - 204	Marketing Management	100
11.	CP - 205	Research Methodology	100
12.	CP - 206	Project Management	100
Total Marks			600

SECOND YEAR SEMESTER III

13.	CP - 301	Business Policy & Strategic Analysis	100
14.	CP - 302	Management Information System & Decision Support System	100
15.	CP - 303	Specialisation - I, Paper - I	100
16.	CP - 304	Specialisation - I, Paper - II	100
17.	CP - 305	Specialisation- 2, Paper - I	100
18.	CP - 306	Specialisation- 2, Paper - II	100
Total Marks			600

SEMESTER IV

19.	CP - 401	Comprehensive Viva	100
20.	CP - 402	Business Legislation	100
21.	CP - 403	Entrepreneurship Development & Management	100
22.	CP - 404	Specialisation - I, Paper - III	100
23.	CP - 405	Specialisation - I, Paper - IV	100
24.	CP - 406	Specialisation - 2, Paper - III	100
25.	CP - 407	Specialisation - 2, Paper - IV	100
Total Marks			700
Total Marks			2500

DISTRIBUTION OF MARKS

Sem. - I 600 Sem. - II 600 Sem. - III 600 Sem. - IV 700
Total Marks (2500)

EXTERNAL EVALUATION IN EACH PAPER OF 80 MARKS

Sec. A (4*8) 32 Marks Sec. B (3*16) 48 Marks Total - 80 Marks

INTERNAL EVALUATION IN EACH PAPER OF 20 MARKS

Mid Term Test - 50% Seminar - 30% Class Performance - 20%



BARKATULLAH UNIVERSITY, BHOPAL

Proposed M.B.A. (Full Time) Course curriculum: Batch 2016-18 **List of Specialisations Papers w.e.f. Session 2017-19**

Students are required to study all core papers and opt any two-specialization area in MBA Sem. III & Sem. IV

SPECIALISATIONS

MARKETING MANAGEMENT

FSM - 1	Consumer Behaviour
FSM - 2	Advertising Management
FSM - 3	Sales & Distribution Management
FSM - 4	Service Marketing

RETAIL MANAGEMENT

FSR - 1	Retail Concepts and Practices
FSR - 2	Marketing Concepts in Retail Management
FSR - 3	Management of Retail Operations
FSR - 4	Retail Merchandising and Supply Chain Management

HUMAN RESOURCE MANAGEMENT

FSO - 1	Management Of Industrial Relations
FSO - 2	Management Training And Development
FSO - 3	Human Resource Planning And Development
FSO - 4	Compensation Management

FINANCIAL MANAGEMENT

FSF - 1	Security Analysis And Investment Management
FSF - 2	Working Capital Management
FSF - 3	Management Of Financial Services
FSF - 4	Strategic Corporate Finance

BANKING AND FINANCIAL SERVICES MANAGEMENT

FSB - 1	Management of banking and Insurance Institutions
FSB - 2	Financial Planning & Wealth Management
FSB - 3	Financial Institutions & Markets
FSB - 4	Financial Risk Management



BARKATULLAH UNIVERSITY, BHOPAL

M.B.A. (Full Time) Course curriculum

Students are required to study all core papers and opt any two-
specialization area in MBA Sem. III

SPECIALISATIONS

MARKETING MANAGEMENT

FSM - 1	Consumer Behaviour
FSM - 2	Advertising Management

RETAIL MANAGEMENT

FSR - 1	Retail Concepts and Practices.
FSR - 2	Marketing Concepts in Retail Management.

HUMAN RESOURCE

MANAGEMENT FINANCIAL MANAGEMENT

FSO - 1	Management Of Industrial Relations
FSO - 2	Management Training And Development

FSF - 1	Security Analysis And Investment Management
FSF - 2	Working Capital Management

BANKING AND FINANCIAL SERVICES MANAGEMENT

FSB - 1	Management of banking and Insurance Institutions.
FSB - 2	Financial Planning & Wealth Management



BARKATULLAH UNIVERSITY BHOPAL

SEMESTER III

CP- 301	Business Policy & Strategic Analysis	100
CP- 302	Decision Support System & Management Information System	100
CP-303	Specialisation – 1, Paper- I	100
CP-304	Specialisation – 1, Paper- II	100
CP-305	Specialisation- 2, Paper- I	100
CP-306	Specialisation- 2, Paper- II	100
	TOTAL	600



BARKATULLAH UNIVERSITY BHOPAL

Syllabus for MBA (Full Time) Semester-III

Business Policy and Strategic Analysis

COURSE NO. CP-301

Max. Marks (Ext. Exam): 80

Min. Pass Marks : 32

The objective of this course is to develop a holistic perspective of enterprise, critical from the point of view of top executives.

Course Contents

- UNIT-I** business policy as a field of study: general management point of view, vision, mission, objectives and policies
- UNIT-II** environmental analysis and internal analysis, SWOT analysis
- UNIT-III** Tools and techniques for strategic analysis; Impact Matrix, The experience curve, BCG Matrix, GEC Model
- UNIT-IV** Industry analysis, concept of value chain
- UNIT-V** Framework for Analysing Competition; competitive advantage of a firm

SCHEME OF EXAMINATION;

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

PATTERN FOR EXTERNAL EVALUATION:

Sec. A. (Short Answers) 4 Out of 8 $4 \times 8 = 32$ Marks

Sec. B (Essay type & case) 3 Out of 5 $3 \times 16 = 48$ Marks

SUGGESTED READINGS:

1. Pearce J A, Robinson R B, "Strategic Management", AITBS Publishers
2. Rao Vsp 7 Krishana Hari, "Strategic Management Text And Cases", Excel Books New Delhi
3. Kazmi Azhar, "Strategic Management And Business Policy", Third Edition, McGraw Hill
4. Rao Appa C Et AL., "Strategic Management And Business Policy Text And Cases", Excel Books
5. Mital Amita, "Cases In Strategic Management", McGraw Hill
6. Davis Fred R, "Strategic Management Concepts And Cases", Twelfth Edition PHI



BARKATULLAH UNIVERSITY BHOPAL

Syllabus for MBA (Full Time) Semester-III

Financial Management

Decision Support Systems and Management Information System

COURSE NO. CP-302

Max. Marks (Ext. Exam):80

Min. Pass Marks :32

Objectives:

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-I** Management Information System: basics; System Concepts; System entropy; Subsystems basics, decomposition / simplification; System types; Value of Information
- UNIT-II** Frame works major trends and applications of information technology; System Analysis & Design; Systems Development Methodologies SDLC & Prototype approach; Case Study.
- UNIT-III** Managerial Decision Making: Decision basics; Decision types; Certainty, Uncertainty, Risktaking, Decision making process; problem solving techniques; DSS Overview.
- UNIT-IV** 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-V** 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 $4 \times 8 = 32$ Marks

Sec. B (Essay type & case) 3 Out of 5 $3 \times 16 = 48$ Marks

Suggested Readings

1. Keen, Peter G. W. : Decision Support System an Organisational Perspective. Addison-Wesley Pub.
2. Theierauff, Robert J. Decision Support System for- effective planning. Prentice Hall- 1982
3. Krober, Donald W., and Hugh. J. Watson Computer Based Information System New York, 1984
4. DavisL, Michael W. A management approach- Macmillan Publishing Company, Prantice Hall, New Jersey, 1988
5. Andrew P. Decision Support System Engineering Sage, John Wiley & Sons, New York, 1991
6. Leod, Raymond Me JR Management information systems Macmillan Publishing Company, New York 5th Edition- 1993
7. Turban, Efrain Decision Support & Expert Systems Management Perspective Macmillan Publishing Company, New York, 1988

The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course.



BARKATULLAH UNIVERSITY BHOPAL

Syllabus for MBA (Full Time)
Semester-III & IV (Specialisation)

Marketing Management **Consumer Behaviour**

COURSE NO. FSM-1

Max. Marks (Ext. Exam):80

Min. Pass Marks :32

OBJECTIVES

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

COURSE CONTENTS

- UNIT-I** Introduction to Consumer Behaviour; Consumer Behaviour and Marketing Strategy; Consumer Involvement and Decision Making.
- UNIT-II** Information Search Process; Evaluative Criteria and Decision Rules; Consumer Motivation; Information Processing and Consumer Perception.
- UNIT-III** Consumer Attitude Change; Influence of Personality and Self Concept on Buying Behaviour.
- UNIT-IV** Psychographics and Lifestyle; Reference Group Influence; Diffusion of innovation and Opinion Leadership Family Decision Making.
- UNIT-V** 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 $4 \times 8 = 32$ Marks

Sec B: (Essay type & Case) 3 out of 5 $3 \times 16 = 48$ Marks

SUGGESTED READINGS

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.
6. Schiffman, L. G and Kanuk, L. I. Consumer Behaviour, New Delhi, Prentice Hall of India, 1994.

The list of cases and specific references including recent articles and reports will be announced in the class at the time of launching of the course.



BARKATULLAH UNIVERSITY BHOPAL

Syllabus for MBA (Full Time) Semester-III & IV (Specialisation)

Marketing Management Advertising Management

COURSE NO. FSM-2

Max. Marks (Ext. Exam):80

Min. Pass Marks :32

OBJECTIVES

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-I** Advertising's Role in the Marketing Process; Legal Ethical and Social Aspects of Advertising; Process of Communication – Wilbur Schramm's Model, Two Step Flow of Communication.
- UNIT-II** Theory of Cognitive Dissonance and Clues for Advertising Strategists: Stimulation of Primary and Selective Demand – Objective Setting and market positioning; Dagmar Approach –Determination of Target Audience.
- UNIT-III** Building of Advertising Programme –Message, Headlines, Copy, Logo, Illustration, Appeal, Layout, Campaign Planning; Media Planning; Budgeting.
- UNIT-IV** Evaluation – Rationale of Testing Opinion and Aptitude Test, Recognition, Recall, Experimental Designs; Advertising Organisation – Selection Compensation and Appraisal of an Agency; Electronic Media Buying Advertising campaign.
- UNIT-V** Advertising V/s Consumer behaviour; Sales Promotion – Role of Creative Strategies; Advertising–Retail, National, Cooperative, Political, International, Public Service Advertising.

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 & Case) 3 out of 5 3x16=48 Marks

SUGGESTED READINGS

1. Aaker, David A. etc. Advertising Management, 4th ed. New Delhi, prentice Hall of India, 1985.
2. Belch, George E. and Belch, Michael A. Introduction to Advertising and Promotion 3rd ed. Chicago, Irwin, 1995.
3. Borden, William H. Advertising New York, John Wiley, 1981.
4. Hard, Norman the practice Oxford, Butterworth Heinemann, 1995
5. Kleppner, Otto. Advertising procedure. New J Englewood Cliffs, New Jersey, Prentice Hall Inc., 1986
6. Ogilvy, David Ogilvy on Advertising London, Longman, 1983.
7. Sengupta, Subroto, Brand Positioning, Strategies for Competitive Advantages, New Delhi, Tata McGraw Hill, 1990.

The list of cases and specific references including recent articles and reports will be announced in the class at the time of launching of the course.



BARKATULLAH UNIVERSITY BHOPAL
Syllabus for MBA (Full Time) Semester-III & IV (Specialisation)

Retail Management
Retail Concepts and Practices

COURSE NO. FSR-1

Max. Marks (Ext. Exam):80

Min. Pass Marks :32

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.

SCHEME OF EXAMINATION:

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

PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Short Answers) 4 out of 8 $4 \times 8 = 32$ Marks.

Sec. B: (Essay type & case) 3 out of 5 $3 \times 16 = 48$ Marks.

SUGGESTED READING:

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, Pearson Education



BARKATULLAH UNIVERSITY BHOPAL
Syllabus for MBA (Full Time) Semester-III & IV (Specialisation)

Retail Management

Marketing Concepts in Retail Management

COURSE NO. FSR-2

Max. Marks (Ext. Exam):80

Min. Pass Marks :32.

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 behaviour 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.

SCHEME OF EXAMINATION:

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

PATTERN FOR EXTERNAL EVALUATION:

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

Sec. B: (Essay type & case) 3 out of 5 3 x 16 = 48 Marks.

SUGGESTED READING:

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.



BARKATULLAH UNIVERSITY BHOPAL
Syllabus for MBA (Full Time) Semester-III & IV (Specialisation)

Human Resource Management

Management of Industrial Relations

COURSE NO. FSO-1

Max. Marks (Ext. Exam): 80

Min. Pass Marks : 32

OBJECTIVES

Organizational efficiency and performance are intricately interlinked with industrial relations. This course is an attempt to appreciate the conceptual and practical aspects of industrial relations at the macro and micro levels.

COURSE CONTENTS

- UNIT-I** Industrial Relations Perspectives; Industrial Relations and the Emerging Socio-economic Scenario; Industrial Relations and the State.
- UNIT-II** Legal Framework of Industrial Relations; Role and Future of Trade Unions; Trade Union and the Employee; Trade Union and the Management.
- UNIT-III** Discipline and Grievance Management; Negotiation and Collective Settlements.
- UNIT-IV** Participative management and Co-ownership; Productive Bargaining and Gain Sharing.
- UNIT-V** Employee empowerment and Quality Management; Industrial Relations and 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 & Case) 3 out of 5 3x16=48 Marks

SUGGESTED READINGS

1. Kochan, T.A. & Katz Henry, *Collective Bargaining and Industrial Relations*, 2nd ed. Homewood, Illinois, Richard D Irish, 1988
2. Mamkootam, K *Trade Unionism, Myth and Reality*, New Delhi, Oxford University Press, 1982
3. Niland J R etc. *The Future of Industrial Relations*, new Delhi, Sage, 1994.4
4. Papola, T S & Rodgers, G. *Labour Institutions and Economic Development in India*, Geneva, ILO, 1992
5. Ramaswamy, E A *The Rayon Spinners The Strategic Management of Industrial Relations*, New Delhi, Oxford University Press, 1994
6. Virmani, B. R. *Participative Management vs. Collective Bargaining*, New Delhi, Vision Books, 1988.
7. Webb, Sidney & Webb., Beatrice, *Industrial Democracy*, Melbourne, Longman, 1987

The list of cases and specific references including recent articles and reports will be announced in the class at the time of launching of the course.



BARKATULLAH UNIVERSITY BHOPAL

Syllabus for MBA (Full Time) Semester-III & IV (Specialisation)

Human Resource Management Management Training and Development

COURSE NO. FSO-2

Max. Marks (Ext. Exam): 80
Min. Pass Marks : 32

OBJECTIVES

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 processes.

COURSE CONTENTS

- UNIT-I** Training Process – an overview; Role, Responsibilities and Challenges to Training Managers.
- UNIT-II** Organization and Management of Training Function; Training Needs Assessment and Action Research.
- UNIT-III** Instructional Objectives and Lesson Planning; Learning Process; Training Climate and Pedagogy.
- UNIT-IV** Developing Training Modules; Training Methods and Techniques; Facilities Planning and Training Aids; Training Communication.
- UNIT-V** Training Evaluation; Training and Development 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 & Case) 3 out of 5 3x16 = 48 Marks

SUGGESTED READINGS

1. Beunet, Roger ed. *Improving Training Effectiveness*. Aldershot, Gower, 1988
2. Buckley R & Caple, Jim. *The Theory & Practice of Training*. London, Kogan & Page, 1995
3. Lynton, R Parcek, U. *Training for Development*. 2nd ed. New Delhi, Vistaar, 1990
4. Pepper, Allan D. *Managing the Training and Development Function*. Aldershot, Gower, 1984
5. Rae, L. *How to Measure Training Effectiveness*. Aldershot, Gower, 1986
6. Reid, M A etc. *Training Interventions: Managing Employee Development*. 3rd ed. London, IPM, 1992
7. Senge, P. *The Fifth Discipline: The Art and Practice of the Learning Organization*. London, Century, 1992

The list of cases and specific references including recent articles and reports will be announced in the class at the time of launching of the course.



BARKATULLAH UNIVERSITY BHOPAL

Syllabus for MBA (Full Time) Semester-III & IV (Specialisation)

Financial Management

Security Analysis and Investment Management

COURSE NO. FSF-I

Max. Marks (Ext. Exam): 80

Min. Pass Marks : 32

Objectives

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

- UNIT-I** Investment – Return and Risk; Operations of Indian Stock Market; New Issue Market; Listing of Securities; Cost of Investing in Securities.
- UNIT-II** Mechanics of Investing; Markets and Brokers; Investment Companies; Market Indices and Return
- UNIT-III** Security Credit Ratings; Objectives of Security Analysis; Investment Alternatives; Valuation Theories of Fixed and Variable income Securities; The Return to Risk and the Investment Decision.
- UNIT-IV** Government Securities; Non-Security Forms of Investment; Real Estate Investment; Investment Instruments of the Money Market.
- UNIT-V** 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:

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

Sec B: (Essay type & Case) 3 out of 5 3x16 = 48 Marks

Suggested Readings

1. Amling, Frederic. Investment, Englewood Cliffs, New Jersey, Prentice Hall Inc., 1983
2. Bhalla, V K. Investment Management: Security Analysis and Portfolio Management., 8th ed. New Delhi, S Chand, 2001
3. Fischer, Donald E. and Jordan, Ronald J. Security Analysis and Portfolio Management. 6th ed. New Delhi Prentice Hall of India, 1995
4. Fuller, Russell 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
6. Huang, Stanley S. C. and Randall, Maury R. Investment Analysis and Management. London, Allyn and Bacon, London, 1987
7. Sharpe, William F. etc Investment. New Delhi, Prentice Hall of India, 1997
8. Investment Analysis and Management, Prasanna Chandra, Tata McGraw Hill
9. Investment Management, Preeti Singh, Himalaya Publication

The list of cases and specific references including recent articles and reports will be announced in the class at the time of launching of the course.



BARKATULLAH UNIVERSITY BHOPAL

Syllabus for MBA (Full Time) Semester-III & IV (Specialisation)

Financial Management

Working capital management

COURSE NO. FSF-2

Max. Marks (Ext. Exam): 80

Min. Pass Marks : 32

- UNIT-I:** 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 requirement.
- UNIT-II:** 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)
- UNIT-III:** Management of Cash-Motives of holding Cash, Managing cash Flows, Cash Management Models, Investment of Surplus Funds, Calculating operating cycle.
- UNIT-IV:** 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.
- UNIT-V:** 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:

Sec. A: (Short Answers)	4 out of 8	4×8	= 32 Marks.
Sec. B: (Essay type & case)	3 out of 5	3×16	= 48 Mark

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", Second Edition, Phi Learning Pvt. Ltd.
3. Mishra Anil, Rangarajan, Krish, "Working Capital Management", First Edition, Excel Books
4. Pandey I.M., " Financial Management ", Ninth Edition , Vikas Publishing House.
5. Jain P.K., Khan M.Y., "Financial Management", Fifth Edition, Tata McGraw-Hill Publications, New Delhi
6. James C. Van Horne "Financial Management & Policy", Twelfth Edition, Prentice Hall
7. Chandra Prasanna, "Financial Management – Theory & Practice", Ninth Edition, Tata McGraw Hill



BARKATULLAH UNIVERSITY BHOPAL

Syllabus for MBA (Full Time) Semester-III & IV (Specialisation)

Banking and Financial Services Management

Management of Banking and Insurance Institutions

COURSE NO. FSB-1

Max. Marks (Ext. Exam): 80

Min. Pass Marks :32

- UNIT-I:** Commercial Banking, Banking Operations, Regulatory and Legal Framework, Commercial Bank's Financial Statements and Analysis, Other lending Institutions.
- UNIT-II:** 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-III:** Commercial Banking, RBI, Regional Rural banks, Cooperative Credit, Development Banking, Investment banking, Plastic Money, Modern Banking, Bancassurance.
- UNIT-IV:** 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-V:** Insolvencies, Solvency Ratings and Solvency Regulations, Insurance Pricing, Commercial Insurance Contracts, Automobile Insurance, Life Insurance and Annuities, Retirement plans, Social security.

SCHEME OF EXAMINATION:

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

PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Short Answers)	4 out of 8	4×8	= 32 Marks.
Sec. B: (Essay type & case)	3 out of 5	3×16	= 48 Mark

Suggested Readings:

- Iyenger, V. 2008. Introduction to Banking. Excel Books, New Delhi.
- Gulathi, N C, 2007. Principles of Insurance Management. Excel Books, New Delhi.
- Vaughan. 2008. Fundamentals of Risk and Insurance. Wiley India Pvt Ltd. 9 Ed.
- Skipper & Kwon, 2008. Risk Management and Insurance Perspectives in Global Economy. Wiley India Pvt Ltd.
- Vaughan. Essentials of Insurance: A Risk Management Perspective. Wiley India Pvt Ltd.
- Gurusamy. Banking Theory Law & Practice Tata McGraw-Hill Publishing company Ltd.
- Harrington. Risk Management & Insurance. Tata McGraw-Hill Publishing company Ltd.
- Sethi & Bhatia. 2008. Elements of Banking and Insurance. PHI Learning Private Limited.
- Revathy Sriram, et al 2008. Core Banking Solution: Evaluation of Security and Controls. PHI Learning Private Ltd
- Gulati, Neelam, Principles of Insurance Management, Publisher Excel, ISBN, 81-7446-536-1.
- Life Insurance: Principles & Practice, Publisher Excel, ISBN 9788131507506.
- General Insurance: Principles & Practice, Publisher Excel, ISBN 978813150751



BARKATULLAH UNIVERSITY BHOPAL

Syllabus for MBA (Full Time) Semester-III & IV (Specialisation)

Banking and Financial Services Management

Financial Planning and Wealth Management

COURSE NO. FSB-2

Max. Marks (Ext. Exam): 80

Min. Pass Marks :32

- UNIT-I:** Financial Planning Overview-define personal financial planning, wealth management, Financial planning Process, Concepts in economics and Finance.
- UNIT-II:** Insurance Pricing and Premium-Risk Analysis, methods of handling Risk, Regulatory framework, Types of insurance products.
- UNIT-III:** Retirement Planning-employee benefits and superannuation benefits, Process, Provident funds and pension schemes, Regulations.
- UNIT-IV:** Investment Planning-fixed income instruments, Mutual Fund products, equity market, derivatives, commodities, real estates and other investment. Wealth management-process, Role of wealth Manager, cases on wealth management.
- UNIT-V:** 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	4 x 8	32 Marks
Sec. B: (Essay type & case)	3 out of 5	3 x 16	48 Mark

SUGGESTED READINGS:

- Introduction to Financial Planning, 2nd edn., 2007 M/s. Taxmann Publication Pvt. Ltd.
- Managing and Marketing Financial Services, 2nd edn., 2007 M/s. Taxmann Publication Pvt. Ltd.
- Wealth Management by S.Timothy. Kochis, 2007 Edition ISBN – 13: 978-0-8080-8949-0 By CCH, a Wolters Kluwer Business, 4025 W. Peterson AVE, Chicago - USA II - 60646-6085 [http :](http://)
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