

GURU NANAK DEV ENGINEERING COLLEGE, LUDHIANA
Dept. Of Business Administration

No. MBA _____

Date: - _____

To
Controller of Examination,

MST-II

Date Sheet

Date	Time	MBA-I	MBA-II
18/10/16	10:30AM-12:00PM	QT (MBA-15104)	-----
	02:30-4:00PM	BC (MBA-15106)	SSLW (MBA-15961)
19/10/16	10:30AM-12:00PM	PPM (MBA-15101)	CLE (MBA-15302)
	02:30-4:00PM	IT (MBA-15107)	T & D (MBA-15962)
20/10/16	10:30AM-12:00PM	ME (MBA-15105)	MFS (MBA-15922)
	02:30-4:00PM	OB (MBA-15102)	Adv. Mgt. (MBA-15902)
21/10/16	10:30AM-12:00PM	Ac. Mgt. (MBA-15103)	CB (MBA-15901)
	02:30-4:00PM	---	SAPM (MBA-15921)
22/10/16	10:30AM-12:00PM	---	AOR (MBA-15301)

MBA-1st Year

Paper Code	Title of the Paper	Syllabus for MST -II
MBA-15101	Principles and Practice of Management	<p>Unit II Planning: Importance, types of plans, and process of planning, business forecasting. Concept, importance, benefits, limitations and process of Managing by Objectives. Strategic management: Nature, importance, purpose, types, process and major kinds of strategies. Decision-Making: Importance, types, steps and approaches, Decision Making in various conditions, decision tree.</p> <p>Unit III Organizing: Concept, types, structure and process of organization, Bases of departmentation, Line & Staff concept; problems of use of staff & ways to avoid line-staff conflict. Authority & power:-concept, responsibility and accountability. Delegation: concept, importance, factors affecting delegation, Reasons for failure and ways to make delegation effective, Span of Management. Coordination: Concept, importance, difficulties and techniques to ensure effective coordination.</p>
MBA-15102	Organizational Behavior	<p>Unit-II Motivation: Definition, Process and Nature of Motivation, Early Theories of Motivation, Application of Motivation Concept. Job Satisfaction: Nature & Significance of Job satisfaction, Leadership: Theories of Leadership; Leadership in Indian Culture; Nature & Significance of Leadership; Leadership traits & Skills; Types of Leadership. Transactional Analysis, Life Position, Johari Window Model.</p> <p>Unit-III Foundations of Group Behavior: Nature & Concept of Group Formation, Stages of Group Formation. Teams Difference between Group & Team. Group Decision Making: Meaning & Nature; Decision making process in groups; Decision Making Styles; Advantages & disadvantages of Decision Making; Techniques of Decision Making.(Including first 6 articles).</p>
MBA-15103	Accounting for Management	<p>Syllabus: Unit-III: Standard Costing/ Variance Analysis Unit-IV: Human Resource Accounting, Target Costing, Kaizen Costing, Activity Based Costing , Inflation Accounting (to the extent covered in the class),</p>

MBA-15104	Quantitative Techniques	<p>Index Number: Definition, and methods of construction, tests of consistency, base shifting, splicing and deflation, problems in construction and importance of index number.</p> <p>Sampling and Sampling Distribution: Concept and definitions, census and sampling, probability samples and non-probability samples, relationship between sample size and errors, simple numerical only. Hypothesis Testing: Sampling theory; Formulation of Hypotheses; Application of Z-test, t-test</p>
MBA-15105	Managerial Economics	<p>Unit-II Demand Analysis and Theory of Production: Law of Demand: Meaning, Determinants, Exceptions, Bandwagon and Snob effects, Demand function, Application of demand analysis in managerial decision making. Elasticity of Demand: Meaning, Types & Degree of elasticity of demand, Methods of measuring price elasticity of demand, Factors determining the elasticity of demand, Demand Forecasting: Importance, Scope, Techniques of forecasting. Theory of Production: Production function, Short run and Long run production, Analysis, Isoquants, Optimal combination of inputs, Application in managerial decision making.</p> <p>Unit-III Theory of Cost and Market Structure: Cost Analysis: Cost Concepts and Determinants of cost, Traditional and Modern Theory of Cost: Long run and Short run, Economy of scale, Revenue Curve, Market Structure: Price Output Decision under Perfect Competition, Monopoly, Monopolistic and Oligopoly Competition, Application in Managerial Decision Making.</p>
MBA-15106	Business Communication	Unit-2nd –Developing Listening Skill, & Unit- 3rd
MBA-15107	Information Technology for Management	<p>Unit –II Computer Software: Computer Network & Communication: Network types, network topologies, network communication devices, physical communication media, network protocol (TCP/ IP), internet and its applications: E-mail, TELNET, FTP, World Wide Web, internet chatting.</p> <p>Unit –III Personal Productivity Software: Word Processing: Editing Features, Formatting Features, Saving, Printing, Table Handling, Page Settings, Spell-Checking, Macros, Mail-Merge, and Equation Editors. Spreadsheet : Workbook, Worksheets, Data Types, Operators, Cell Formats, Freeze Panes, Editing Features, Formatting Features, Creating Formulas, using Formulas, Cell References, Replication, Sorting, Filtering, Functions, Charts and Graphs. Presentation Graphics Software: Templates, Views, Formatting Slide, Slides with Graphs, Animation, Using Special Features, Presenting Slide Shows.</p>

MBA-2nd year

Paper Code	Title of the Paper	Syllabus for MST -II
MBA-15301	Applied Operations Research	<p>Unit III: Game Theory, Concept of game ; Two person zero sum game ,Pure and mixed strategy games ; saddle points ;oddment method ; Dominance Method and Graphical method for solving mixed strategy games. Sequencing Problem: Johnson’s algorithm for n jobs and two machines; n jobs three machines; two jobs and n machines problem.</p> <p>Unit I: Decision Making environment: Decision making under certainty, uncertainty and risk situations. Decision trees</p>
MBA-15302	Corporate Legal Environment	<p>Unit II Sale of Goods Act: Meaning, Formation of contract, Meaning of condition and warranties. Difference between Transfer of Property and Possession, Right of an Unpaid Seller Negotiable Instrument: Bills of Exchange, Promissory Note, Cheque and Rules Regarding the Crossing of Cheques. Dishonor of cheques and liability of banker and drawer. Law of Insurance: Fundamentals Elements of Insurance. Basic features of law relating to carriers (Air, Road, Rail and Shipping).</p> <p>Unit III Company Law Incorporation of companies Memorandum of Association and Articles of Association Membership of a company Prospectus, Issue of capital, Loans, investments, deposits and charges.</p>
MBA-15901	Consumer Behavior	<p>Unit II</p> <p>Determinants of Consumer Behavior: Motivation: Nature and Types of Motives, Dynamics of motivation, Motivational theories, Personality: Personality Theories Concept of Self image, Vanity. Consumer Perception: Concept, Elements and Dynamics of Perception, Consumer Imagery, Consumer Learning: Elements of learning, Consumer Learning Process, Behavioral and Cognitive Learning Theories. Family: Functions of family, Family decision making process, Family Life Cycle.</p>
MBA-15902	Advertising Management	<p>Unit – II-How advertising works: perception, cognition, affect, association, persuasion,behaviour, Use of research in advertising planning, Advertising Media; industry structure, functions, advantages and disadvantages of different types of media, Basic concept of media planning, media selection, Media Scheduling strategy, setting media budgets.UNIT-III-Planning and managing creative strategies, creative approaches, Building Advertising Program: Message, Theme, advertising appeals, Copywriting: Guidelines for copywriting, Copywriting for print, Audio, TV and outdoor media, Advertising layout: how to design and produce advertisements, Advertising Budget: nature and methods of advertising budget.</p>

MBA-15921	Security Analysis and Portfolio Management	Security Market Indexes: Uses of security market indexes, construction of stock market indexes- BSE & NSE, sectoral indices, comparison of indexes overtime...Securities and Exchange Board of India(SEBI) : objectives, functions, organization of SEBI, Role of SEBI in i)Primary markets ii) Secondary Markets, Impact of SEBI. Security analysis: Fundamental Analysis: International Environment: Global Economy Overview, Global Markets, Global Market and Indian Market Inter linkages. Economic Analysis: GDP, Fiscal Policy, Monetary Policy and Liquidity, Inflation, Interest Rate , Unemployment, Individual Savings, Domestic corporate Tax Rate, Balance of Trade. Industry Analysis: Tools for Industry Analysis, Cross Sectional Industry Performance over Time, Industry Life Cycle. Company Analysis: Analysis of Financial statements. Technical Analysis: Introduction, Basic Tenets of Dow Theory , Characteristic Phases of Bull and Bear Trends, Critical Appraisal of Dow theory, Different Types of charts, Concept of trend, Trend lines: support and resistance, Importance of Volume, Reversal Patterns, Continuation Pattern, Moving averages, other market indicators
MBA-15922	Management of Financial Services	Syllabus: Unit- II & Unit III of the Syllabus
MBA-15961	Social Security & Labor Welfare	Unit-2nd –Workman’s Compensation Act, 1923. - Maternity Benefit Act, 1961. & Unit-3rd .
MBA-15962	Training & Development	UNIT-II Types of Training & Development Methods, identification of job competencies – criteria for identifying training needs (person analysis – task analysis – organization analysis) Training and Development System, Training & Development Centers, Role of External Agency in Training and Development, Training for change, Resistance in Training. UNIT-III Developing Effective Trainers, Designing & Implementing Training Programs. Approaches to Management Development, Designing & Implementing Development Programmers, Team Building Exercises, Management Games, Simulations. Concepts of education – training and development – overview of training functions.

Note: All students must report at the examination venue 15 minutes before the commencement of the examination.

**Head,
Dept. of Business Administration,
Guru Nanak Dev Engg. College
Ludhiana.**

