

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

No. MBA _____

Date: - _____

To
Controller of Examination,

MST-III

Date Sheet

Date	Time	MBA-I	MBA-II
09/11/16*	10:30AM-12:00PM	-----	SSLW (MBA-15961)
	02:30-4:00PM	-----	T & D (MBA-15962)
15/11/16	10:30AM-12:00PM	QT (MBA-15104)	AOR (MBA-15301)
	02:30-4:00PM	OB (MBA-15102)	MFS (MBA-15922)
16/11/16*	10:30AM-12:00PM	ME (MBA-15105)	-----
	02:30-4:00PM	IT (MBA-15107)	-----
17/11/16	10:30AM-12:00PM	PPM (MBA-15101)	CLE (MBA-15302)
	02:30-4:00PM	BC (MBA-15106)	Adv. Mgt. (MBA-15902)
18/11/16	10:30AM-12:00PM	Ac. Mgt.(MBA-15103)	CB (MBA-15901)
	02:30-4:00PM	-----	SAPM (MBA-15921)

*Change in the date sheet is due to the placement drive for MBA-II on 16/11/16(as per notice no.PTP/2016/Gen./1606 dated:-4/11/16.

MBA-1st Year

Paper Code	Title of the Paper	Syllabus for MST -III
MBA-15101	Principles and Practice of Management	<p>Unit IV Control: Concept, importance, characteristics, planning-control relationship, process of control –setting objectives, establishing standards, measuring performance, correcting deviations, types, process and techniques of control, Comparative study: Comparative study of main features of Japanese Management and Z-culture of American Companies, Chinese Style Management, Modern management techniques: an overview of various latest techniques: Business process Re engineering, business outsourcing, benchmarking, knowledge management, total quality management process, McKinsey's 7-S Approach, E Business Management.</p>
MBA-15102	Organizational Behavior	<p>Techniques of Decision Making. Conflict Management: Definition of Conflict, transitions in Conflict thought; Functional Vs Dysfunctional Conflict; Conflict Process; Individual & Group Level Conflict; Conflict Management; Negotiations-Meaning & definition; Negotiations Process; Issues in Negotiations. Unit-IV Stress Management: Meaning and Concept of Stress, Stress in Organization, Management of Stress. Power and Politics in Organization: Nature & Concepts, Sources & Types of Power, Techniques of Politics. Organizational Change & Development: Meaning & Definition, Change Agents, Change Models, Resistance to Change. Learning Organization: Meaning & Definition, Creating a Learning Organization. Organizational Culture: Meaning & Concept, Cultural Differences & Business Ethics. Talent Management: Evaluations, Competency and Talent Management, Applications of Talent Management.</p>
MBA-15103	Accounting for Management	Unit-I & Unit-II of the syllabus.

MBA-15104	Quantitative Techniques	<p>Time Series Analysis: Meaning, Components and various methods of time series analysis Trend analysis: Least Square method - Linear and Non- Linear equations, Applications in business decision-making. Theory of Probability: Definition, basic concepts, events and experiments, random variables, expected value, types of probability, classical approach, relative frequency and subjective approach to probability, theorems of probability, addition, Multiplication and Bays Theorem and its application. Theoretical Distributions: Difference between frequency and probability distributions, Binomial</p>
MBA-15105	Managerial Economics	<p>Behaviour of Firms and Game Theory: Nash Equilibrium, Prisoner’ s Dilemma. Macro Economics: Concept of National Income: Conceptual Framework, Measure of National Income, Methods of Measurements, Phillips Curve, Okun’ s Law and Kuznets Curve, Classical Keynesian Theory, Investment Multiplier, Balanced Budget and Foreign Trade Multiplier, Business Cycle: Concepts, Causes, Measures to control through Fiscal and Monetary Policy, Inflation: Meaning, Types, Theories – Demand and Cost Push Inflation, Causes, Effects and Cures of Inflation Through Price, Demand and Income Policies.</p>
MBA-15106	Business Communication	Unit-4th
MBA-15107	Information Technology for Management	<p>Unit –III Personal Productivity Software: Macros, Mail-Merge, and Equation Editors. Spreadsheet: Workbook, Worksheets, Data Types, Operators, Cell Formats, Freeze Panes, Replication, Sorting, Filtering. Unit –IV Database Management System: Traditional File Concepts and Environment, Database Management Systems Concepts. MS Access: Creating Tables, Adding and Deleting Records, Querying: Creating, Saving and Editing; Joining Tables in Queries Forms: Creating and using forms, Reports: Creating and Printing Reports.</p>

MBA-2nd year

Paper Code	Title of the Paper	Syllabus for MST -III
MBA-15301	Applied Operations Research	<p>Unit I: Rules for drawing Network method , CPM and PERT Method, Application of CPM and PERT Method in project planning and control.</p> <p>Unit IV: Replacement problem : Replacement of assets that deteriorate with time, Replacement of apparatus which fails suddenly</p>
MBA-15302	Corporate Legal Environment	<p>Meetings, Accounts and Auditors, Amalgamation, reconstructions, arrangements and compromises Provision with respect to appointment and removal of Director, Meeting, Winding up by court</p> <p>Unit IV Taxation: Constitutional framework of taxation. Direct and indirect taxes. Basic features of Central excise, Customs, Central, state sales tax and VAT.</p>
MBA-15901	Consumer Behavior	<p>Consumer Decision Making: Process, Importance and role in marketing, Personal Influence and Opinion Leadership: Process of Opinion Leadership, Profile of Opinion Leader, Opinion leadership.</p> <p>Diffusion of Innovations: Diffusion Process, Adoption Process, Profile of Consumer Models of consumer decision-making. Consumer and Society: Consumerism, consumer protection, consumer right and consumer education, Consumer Impulsivity, E-Buying behavior, Influences on E-buying.</p>
MBA-15902	Advertising Management	<p>Unit – IV Measuring Advertising Effectiveness: stages of evaluations and various types of testing-Pre and Post testing of Advertising, Advertising agencies: history, role, importance, organizational structure, functions, selection of agency, client agency relationship, compensation strategies.</p>

MBA-15921	Security Analysis and Portfolio Management	Portfolio Management: Meaning, Importance and Approaches of Portfolio Management, Portfolio analysis, Portfolio evaluation and revision techniques. Portfolio theory: Markowitz Model, Capital Asset Pricing Model, Single-index model
MBA-15922	Management of Financial Services	Unit - IV Debt Securitization: Meaning, Features, Scope and process of securitisation. Factoring - Development of factoring types & importance, procedural aspects in factoring, financial aspects, prospects of factoring in India. Plastic Money - Concept and different forms of plastic money - credit and debit cards, pros and cons. Credit process followed by credit card organisations. Factors affecting utilization of plastic money in India.
MBA-15961	Social Security & Labor Welfare	Unit-4th
MBA-15962	Training & Development	Evaluation of Training and Development Programs, Criteria, Problem and Steps Involved in evaluation. Kirkpatrick Model of Evaluation, CIRO Model, Cost-Benefit Analysis of Training. ROI of training Principles and theories of Learning. Technology in training - CBT – Multimedia training – e-learning/online learning-distance learning.

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.**