

# **INTERNATIONAL INSTITUTE OF PROFESSIONAL STUDIES DAVV, INDORE**



# **Syllabus**

**MBA (MS) 5 Years Integrated Course  
I<sup>st</sup> to VI<sup>th</sup> Semester**

**Batch 2018 -2023**

### **Semester-III**

<b>Code</b>	<b>Subject</b>
IM-301C	Marketing Management
IM-302	Management Accounting
IM-310B	Language Proficiency-II (French)
IM-314	Managerial Economics
IM-315	Business Statistics II
IM-316	RDBMS

## IM 301CMARKETING MANAGEMENT

### Course Objective

The objective of the course is to understand market move and strategies and how to have USP for the Organization.

### Course Contents

1. **Marketing Concepts:** Customer Value and Satisfaction, Customers Delight, Conceptualizing Tasks and Philosophies of Marketing Management, Value chain,BCG Matrix,
2. **Scanning the Marketing Environment:** Purpose of studying marketing environment, Macro- environment ,Micro- environment, Internal environment
3. **Market Segmentation, Targeting, Positioning:** Market segmentations, levels of market segmentations, patterns, procedures, requirement for effective segmentation, evaluating the market segments, selecting the market segments, tool for competitive differentiation, developing a positioning strategy.
4. **Marketing Research:** Meaning andMarketing Research Process.
5. **Consumer Behaviour:** Meaning, Factors affecting buying behavior, Process of consumer buying behavior
6. **Elements of Marketing Mix:** - Product Decision: Objectives, Product classification, Product-Mix, Product life cycle strategies, equity, challenges, repositioning branding, introduction and factors contributing the growth of packaging, introduction of labeling. Pricing Decision: Factors affecting price, pricing methods and strategies. Distribution Decisions: Importance and Functions of Distribution Channel, Considerations in Distribution Channel Decisions, Distribution Channel Members. Promotion Decisions: A view of Communication Process, developing effective communication, Promotion-Mix elements.
7. **Emerging Trends in Marketing:** An introduction to Internet Marketing, Multi level marketing, Rural marketing, Green marketing, CRM & EVENT marketing.

### BOOKS

- Philip Kotler “**Principles of Marketing Management**”, New Delhi: Prentice Hall of India, Millennium Edn. 1999.
- Willam J. Stanton, Michael J. Etzel and Bruce J. Welker, “**Fundamentals of Marketing Management**”, New York: Mc Graw Hill, 10<sup>th</sup> Edn., 1995.
- Philip Kotler, “**Marketing Management,Planning Analysis and Control**”, New Delhi, Prentice Hall of India, 9<sup>th</sup> Edn., 1998.

## IM-302 MANAGEMENT ACCOUNTING

### Course Objective

This course aims at developing an understanding of the principles of Management accounting and examining the role of management accounting in the planning and control functions of management applicable to a variety of business situations.

### Course Contents

1. **Management Accounting-Introduction:** -The Nature of Management Accounting, Function of Management Accounting, Financial, Cost & Management Accounting, Need, objectives and importance, Introduction to financial Statement, Balance sheet, Profit & Loss account, Relationship between Balance sheet and Profit & Loss account.
2. **Financial Analysis-I:** -User of Financial Analysis, Types of ratios, Liquidity Ratio, Activity Ratio, Profitability Ratio, Leverage Ratio, Comparative statement analysis, Inter firm analysis
3. **Financial Analysis-II:**-Fund flow statements, Concepts and its preparation, Cash flow statements, Concepts and its preparation.
4. **Cost Volume Profit Analysis**
5. **Budgetary Control** -Meaning, types and purpose of budget, Preparation of budgets, Budget administration, Essentials and advantage of budgeting
6. **Standard Costing and Variance Analysis** -Concept and types of cost standards, Components of standard C", Material Labour and overhead standards, Utility and limitation of standard costing, Significance of Variance analysis, Variance computation.
7. **Recent trends in management account:** -Nature of responsibility accounting, Requirement of effective responsibility accounting, Cost control through responsibility accounting, Management Reporting.

### BOOKS

- Management accounting a planning & approach by I.M Pandey, Vikas Publishing House Pvt. Ltd. (Third Revised Edition)
- Management Accounting by M.Y.Khan & P.K.Jain, Tata Mc Graw Hill Pvt. Ltd.
- Managerial Accounting by Louderback & Holmen, Thomson/South-Western

## IM- 310BLANGUAGE PROFICIENCY-II (FRENCH)

### **Objectives:**

1. Our first objective consist of the following:  
Linguistic: To learn basic French grammar and vocabulary  
Communication: To enable students to introduce oneself and converse spontaneously in given social settings.  
Civilization: To introduce some aspects of France, its people and culture.
2. Our second objective is to emphasize and develop four linguistic skills which further enhance the course: (i) Written and Oral expression (ii) Written and oral comprehension

### **Story:** A spring time in Paris and an adventure in Burgundy:

- Lesson 1: Meeting and introducing each other
- Lesson 2: Striking a friendship
- Lesson 3: Expressing one's likes and dislikes
- Lesson 4: Expressing agreement and disagreement
- Lesson 5: Expressing surprise
- Lesson 6: A country side house
- Lesson 7: Lunch at Broussace

### **Vocabulary:** Profession and nationalities

- Day-to-day life and hobbies
- Physical and psychological descriptions
- Cardinal numbers
- Lodging and getting food
- Clothes and colors

### **Grammar:** Definite and Indefinite Articles

- Gender and no. of nouns and adjectives
- Masculine and feminine forms
- Interrogative and negative forms
- Conjugation of verbs in present tense
- Portative articles
- Demonstrative and Possessive adjectives

### **Phonetics**

- Intonation
- Linking words
- Oral and nasalized vowel sounds
- Semi vowels

**Communication**

Meeting and getting to know each other

Inviting someone and replying

Describe people

Giving order and expressing obligation

Requesting and ordering

**Civilization**

Paris: Monuments and Public places

The life of four Parisians from different professions

The French Region: The Burgundy

Daily Life in Countryside

## **IM-314 Managerial Economics**

### **Course Objective**

Management students are expected to understand and apply the concept of economics, especially for decision making of firm with reference to various functional area of modern management.

### **Course Content**

- 1. Introduction** - Managerial economics – Meaning, definitions, importance, Significance, scope of managerial economics, Related disciplines & managerial economics.
- 2. Demand concept-** Demand: - Concept, Types, Function, Cardinal Utility Approach, Ordinal Approach, Law of Diminishing managerial utility, Elasticity of Demand, Demand Forecasting
- 3. Production function** - Production Analysis, Law of variable Proportion, Return to scale, Isoquants & least cost combination of inputs.
- 4. Cost concept** - Cost: - Concept & Types, Short Run and Long run cost Analysis
- 5. Market Structure:-** Price determination under different markets: - Perfect competition, Monopoly, Monopolistic competition, Oligopoly
- 6. Theory of firm:** -- Managerial theory of firm: Profit and Sales Maximization, Managerial Discretion.
7. Minimum three case studies based on above syllabus.

### **BOOKS**

- Modern Micro Economics - Koutsoyiannis
- Managerial Economics Peterson & Levis
- Principles of Economics by Karle Case & Ray C fair
- Managerial Economics - P.L. Mehta
- Micro Economics – Sundaram & Vaish

## IM-315 Business Statistics –II

### Course Objective:

Learn Application of Statistics in Research, estimations, making decision, develop forecasting techniques.

### Course Content

- 1. Regression Analysis:** Introduction, Types of Regression Models, Methods to determine Regression Coefficients.
- 2. Index Number:** Introduction, Types of Index Numbers, Characteristics and Uses of Index Numbers, Methods for construction of Price Indexes, Applications of Index Numbers.
- 3. Time Series Analysis:** Introduction, Objective of Time Series Analysis, Time Series Pattern, Components of Time Series, Time Series Model.
- 4. Interpolation and Extrapolation:** Introduction, Assumptions, uses; Methods- Graphical and Algebraic Methods. Application in business decision making
- 5. Testing of hypothesis:** Introduction, One-sample and Two-sample test of hypothesis, Format/Rationale/Direction of hypothesis.
- 6. Parametric test & Non-Parametric Test:** Introduction, One-Tailed and Two Tailed Test, Type-I and Type-II error. T-test, F-test (ANOVA) and Z-test. Introduction to Nonparametric Statistics, Chi-Square
- 7. Statistical Quality Control:** Introduction, Types of quality control charts, application in quality management (Six Sigma) and acceptance sampling.

### Books Recommended:-

- Business Statistics:- S.C. Gupta and Indra Gupta, Himalaya Publishing
- Statistics:- S.P. Gupta
- Business Statistics:- J.K. Sharma, Pearson Publishing
- Statistics:- Sancheti and Kapoor, S. Chand



# IM 316 RELATIONAL DATABASE MANAGEMENT SYSTEM

## Course Objective

The course is designed to provide knowledge about the design and implementation of database management system with reference to modern tools and techniques used in operation of business processes. The course provides an insight of a database design, development issues and its application.

## Course Content

- 1. Introduction of DBMS:** -Concepts and features of DBMS, Data, Database, DBMS concept, component of DBMS, physical and logical views, advantages and disadvantages, concept of RDBMS, Database administrator, Database user, characteristics of database approach, database systems, database architecture.
- 2. Data Models:** -Conceptual Model, Heirchical Data Model, Network Data Model, Relational Data Model, Object Oriented Model, schemes and instances, DBMS architecture/3-tier architecture/ANSI-SPARC architecture, data independence and interfaces, database languages, procedure for database access, database structure.
- 3. ER Model and Normalization:** - E.R. Model, 1NF, 2NF, 3NF, 4NF, basic terminology related to ER- model, Notation used in ER-Diagrams, Strong and weak entity sets, generalization, specialization and aggregation, translating your ER-Model into relational model.
- 4. SQL:** -Parts Of SQL, Data Types Used In SQL, Arithmetic & Logical Operators, SQL Conditional Clause DDL, DML,DCL Commands, terminology related to relational model, types of keys, Relational integrity rules, Codd's rules, views and their purpose.
- 5. Database Creation:** -Creating Tables, Insert Record Entries & Key Constraints, Creating Views And Indexing, Update, Delete Edit Command Functions, AVG, Min, Max ,Count ,Sum Operations, Query, Sub-Query & Nested Query, rollback, commit and save point, Indexes in SQL, group by and having clauses, subqueries.
- 6. Data Resource Management:**-Data Independence & Data Constraints, Centralized & Decentralized Database , Data Warehousing, Distributed Database.
- 7. Data Analysis And Technique** -Data Planning & Analysis, Data Mining, DBA (Database Administrator), OLAP

## BOOKS

- Theory Lecture: A. Silberschatz, H.F. Korth, "Database System Concepts", MGH Publication.
- Practical Lecture: Introduction To SQL By Ivan Bayross
- C.J. Date, "Introduction To Database Systems".
- B.C.Desai, "Introduction To Database Systems", BPB Publication.
- Rajiv Chopra, "Database Management Systems", S. Chand & Company Ltd.