

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



Syllabus

MBA (MS) 5 Years Integrated Course

Ist to VIth Semester

Batch 2018 -2023

Semester - V

Code	Subjects
IM-501A	Financial Management I
IM-503B	Operation Research
IM-506	Marketing Strategies
IM-511	Econometrics
IM-514	Indirect Taxes
IM-515	Project Management

IM- 501AFINANCIAL MANAGEMENT - I

Course Objective:

This course is designed to enhance the understanding of the fundamental concepts of finance with basic focus on time value of money, Cost of capital, Working capital, and Source of long-term funds etc.

Course Contents:

- 1. Financial Management: An Introduction**– Balance Sheet and Profit & Loss statements review, Concept and nature of financial management, financial manager's role, Finance function, Relationship of finance function with other disciplines.
- 2. Concept of Value:** Time preference for money, Compounding and discounting techniques.
- 3. Management Of Current Asset-I:** Concept and planning of working capital, Permanent and variable working capital, Determinants of working capital; Estimating working capital need, Working Capital finance.
- 4. Management Of Current Asset-II:** Management of receivable, Management of inventory (Brief overview).
- 5. Management Of Current Asset-III:** Management of cash. Introduction, Motives & objectives of holding cash, factors determining cash needs, Basic Strategies of cash management, Cash budgeting, Numerical Problems.
- 6. Sources Of Long Term Funds:** Capital market concept, Shares, Debentures and Term loans.
- 7. Cost Of Capital:** Significance of cost of capital, Concept of the opportunity cost of capital, Measurement of specific cost, Computation of overall cost of capital.

BOOKS

- Financial Management by Khan & Jain(5th edition), McGraw Hill Education Private Limited
- Financial Management by I. M. Pandey (10th edition), Vikas Publishing House Pvt Ltd.
- Fundamental of Financial Management; James C Van Horne & John M Wachowicz, Jr, Pearson Education
- Financial Management and Policy; James C Van Horne & Sanjay Dameja, (10th edition) Pearson Education

IM –503BOPERATION RESEARCH

Course Objective

The objective of the course is to understand the practical application of statistics and operation research concept in business and management.

Course Content

- 1. Meaning of Operation Research:** Characteristics of OR, Scope OR in management, Methodology of OR, Advantages and limitations of OR.
- 2. Replacement Theory:** Introduction, Replacement policy for equipment, which deteriorates with gradually, replacement of items that fail suddenly.
- 3. Decision Theory:** Introduction, Types of Decision Making Environment (risk, certainty, uncertainty) Concept of Decision Tree.
- 4. Queuing Theory:** Introduction, General structure of queuing system, Queuing Models (M/M/1 – Infinite population, M/M/K – Infinite population).
- 5. Inventory Management:** Introduction, Types of inventory, inventory Management system, Economic Order Quantity, Models and its application, selective control of inventory (ABC, VFD, etc.)
- 6. Theory of Games:** Introduction, Game models, Two-person zero sum games and their solution, Solution of $2 \times n$ and $m \times 2$ Games, Limitations of game theory.
- 7. Simulation:** Introduction, Process of Simulation, Monte Carlo Simulation, Simulation and its applications.

BOOKS

- Operations Research by J K Sharma
- Operations Research by V.K. Kapoor
- Quantitative Techniques in Management by N.D. Vohra

IM-506MARKETING STRATEGIES

Course Objectives:

To understand the strategic concepts and its role in the modern and innovative marketing planning. To build a strategic framework to sustain the competitive advantage. To help students to develop abilities and skills required for the strategy formulation and implementation under ever changing market scenario.

Course Contents:

1. **Introduction** to strategy, key elements of marketing strategy formulation, formulating the marketing strategy, competition and marketing strategy, factors influencing competitive success, Basic marketing strategies, strategic role of marketing manager, factors influencing company's marketing strategy, Difference between marketing strategy and marketing management.
2. **SWOT Analysis:** Mission, vision, formulation of policies, A framework for developing marketing strategy. **BCG Matrix:** Strategies to improve performance, sales volume and profitability, Understanding business portfolio through BCG matrix. **Marketing Strategies** of market leader, market challenger, market follower and market nicher, Porter's three generic strategies.
3. **Product Strategy:** Meaning, strategies for developing new products, Product life cycle, Strategies at various stages of PLC, Branding strategies.
4. **Pricing Policies and Strategies:** Meaning of price, pricing objectives, role and significance of price, factors affecting pricing, pricing strategies for new products, established products, price flexibility strategy, Product-line pricing strategy, Leasing strategy, price-leadership strategy, pricing strategy to build market share.
5. **Distribution (Place) Strategy:** Channel structure strategy, distribution scope strategy, multiple-channel strategy, channel modification strategy, channel-control strategy, conflict-management strategy.
6. **Promotion Mix Strategy:** Identify and understand the promotion mix variables, promotion objectives, strategies for developing promotional perspectives, Advertising strategies, Personal selling strategies.
7. **Case Studies:** minimum one on each units.

BOOKS

- Marketing Strategy by Vernon R. Stauble, Dryden Press.
- Marketing Management by Philip Kotler, Pearson Publication.
- Marketing Strategy and Management by Michael J. Baker, Palgrave Macmillan Publication
- Competitive Marketing Strategies by Norton Paley, Thorogood Publication.

IM- 511 -ECONOMETRICS

Course Objective

The Objective Of The Course Is To Acquaint Students With Basics Of Econometrics And Create A Base For Advance Econometrics & Forecasting.

Course Content

1. **Meaning And Methodology Of Econometrics:** Nature & Scope of Econometrics. The Nature of Regression Analysis
2. **Two Variables Linear Regression Model:** Basics of Two Variable Regression Analysis. Estimation and Hypothesis Testing.
3. **Extension of The Two Variables Linear Regression Model:** Multiple Regression Model, Estimation and Inferences.
4. **Nature, Consequences, Detection and Remedial Measures:** Heteroscedasticity, Autocorrelation, Multicollinearity.
5. **Regression on Dummy Variable:** Regression on qualitative variables, Shift in model and change of slope, Deseasonalisation of data
6. **Dynamic Econometrics Models:** Autoregressive and Distributed Lag Models.
7. **Time Series Econometrics:** Stationarity of Financial Time series, Cointegration test.

BOOKS

- Gujrati: - Basic Econometrics - Tata Mcgraw Hills
- Koutsoyiannis: - Theory of Econometrics – Palgrave publications
- Madnani: - Theory of Econometrics – Oxford & IBH Publications.

IM- 514 INDIRECT TAXES

Course Objective: To acquaint students with various provisions of Indirect taxation laws after implementation of Goods and Service Tax Act, 2017. Level of Knowledge required is Working Knowledge.

Course Contents:

- 1. Goods and Services Tax Act, 2017:** Introduction of GST:- Fundamentals of GST ,Constitution [101st Amendment] Act, 2016 , What is GST, Advantages of GST, Need for GST in India, One Nation - One Tax, Dual GST Model, Introduction of Central Goods and Services Tax Act, 2017 (CGST), State Goods and Services Tax Act, 2017 (SGST), Union Territory Goods and Services Tax Act, 2017 (UTGST) , Integrated Goods and Services Tax Act, 2017, (IGST) Goods and Services Tax Network [GSTN] ,GST Council, Important Definitions under CGST Law.
- 2. Levy and Collection of Tax :-** Meaning of Supply , Scope of Supply, Composite and Mixed Supplies , Levy and Collection, Composition Levy, Person Liable to pay GST. Time of Supply and Value of Supply.
- 3. Input Tax Credit :-** Introduction and Meaning of Input Tax Credit , Eligibility to avail Input Tax Credit (ITC)
- 4. Registration, Accounts and Records under GST:-** Introduction, Persons not liable for Registration , Compulsory Registration in Certain Cases, Procedure for Registration , Cancellation of Registration , Revocation of Registration, Tax Invoice Credit and Debit Notes, Accounts & Records, Audit under GST, Types of Audit, Compulsorily Audit , Period for Retention of Accounts.
- 5. Payment of Tax and Returns under GST:-** Computation of Tax Liability and Payment of Tax, Interest on Delayed Payment of Tax, Furnishing of Returns , First Return , Revision of Returns , Penalty and Late Fee.
- 6. Refund-** Manner of processing of refund claim, interest payable on delayed refund, cases in which refund on import duty/export duty is made, principle of doctrine of unjust enrichment.
- 7. GST: Customs:-**Origin & Introduction of custom Duty, Types of Custom duty, Exemption from custom duty, valuation of goods (imported & exported) , levy of custom duty. Introduction to Custom Procedures (Import Procedures and Export Procedure), Brief outline to baggage, Warehousing, Duty Drawback.

Suggested Readings:-

1. Study Material: Material issued by ICAI and the Institute of Cost Accountants of India.
2. Indirect Taxes, GST Ready Reckoner-V.S. Datey
3. Basics of GST by Taxmann
4. Websites: www.icmai.comwww.icai.org

IM- 515PROJECT MANAGEMENT

Course Objective:

To acquaint students with project management method and to develop skills on project planning, analysis implementation and control.

Course Contents:

1. **Project Management:** Introduction, Concept and need of Project Management, Types of Project, Project Management in Current Scenario.
2. **Project Planning and Phases:** Need and importance, phases of capital budgeting, project analysis facts, resource allocation framework (investment strategies, portfolio planning tools, and interface between strategic planning and capital budgeting), Generation and Screening of Project Ideas.
3. **Project analysis:** Market and demand analysis, (Including demand forecasting) Technical Analysis and Financial Analysis (Cost of Project, working capital requirement & its financing).
4. **Project Selection:** Project cash flows, Time value of money, cost of capital, Appraisal criteria and analysis of Risk.
5. **Project Management and Control:** Project Organizations, Planning and Control of project & human aspects of project management, Project control tools (Gantt Charts, Line off Balance)
6. **Network techniques for Project Management:** Basic concepts of networks, line estimation and determination of critical path (for both PERT and CPM models), network cost systems and activity crashing.
7. **Project Review:** Need for reviews, initial review, performance evaluation, abandonment analysis, evaluating the capital budgeting systems.

BOOKS

- Maylor, Harvey: Project Management
- Red F Parviz F: Project Estimating and cost management
- Nevendorf Steve: Project Management
- Royer Paul S.:Project Risk Management
- Goel BB: Project Management
- Patel M.Bhavesh: Project Financing
- Rampal M.K. and Gupta S.L.: Project Report Writing