

Gautam Buddha University, School of Management, Greater Noida
Programme: Integrated - MBA (5 Years: 2013-18)

Course: Financial Management- I (MB-207)

Instructor:	Dr. Rakesh Kumar Srivastava	Year/ Sem:	2 nd (2012-17)/ 3 rd
Email:	rakesh@gbu.ac.in	Phone:	0120-2346159
Area:	Finance and Economics	Credit:	3
Sessions:	Forty Five	Each Session:	60 Minutes

Introduction:

In current scenario, managers play a dynamic role in modern corporate world. Increased corporate competition, volatility in stock market, increase in inflation and interest rates, changes in legal environment, including tax laws & ethical concerns and technological changes, have impact on various financial decisions in day to day life. As a result Corporate Finance has acquired more vital strategic role in today's world. This subject is designed to impart required knowledge and equip students with all important techniques and tools to take real world decisions.

Aims and Objectives:

- To help the students gain a thorough understanding about the process and system of Financial Management in an organization, its necessity, structure, goals and scope.
- To gain insights for financing decisions and to make students aware of the various long-term and short-term sources of finance along with concept of value and return, valuation of Bonds and Shares, risk and return, cost of capital and Financial & operating leverage

Pedagogy:

A mix of Classroom instructional methods will be used like lectures, case analysis and exercises. The efforts would be made to strengthen the conceptual knowledge and application through cases and exercises. Special Emphasis will be given to help the students to develop analytical ability to analyze corporate decisions. This will be done with the help of practical exercises. Case and Exercises will be announced separately.

Evaluation Scheme:

Attendance	: 05 marks
Class Participation	: 05 marks (Including Exercises, learning & sharing etc.)
Class Tests/Quizzes	: 10 marks (5 + 5)
Presentation	: 05 marks
Mid-Sem	: 25 marks
End Sem	: 50 marks
TOTAL	: 100 marks

Suggested Readings:

Text Book: Pandey I. M. - *Financial Management* (10th Edition, 2011, Vikas Publishing) [**IMP**]

Reference Readings

- Prasanna Chandra- *Fundamentals of Financial Management* 8th Edition, 2011, (TMH,) [**PC**]
- Van Horne, James C., & Wachowicz Jr., John M. *Fundamental of Financial Management*, (13th Edition), Prentice Hall of India
- Parrino Robert, Kidwell David, *Fundamentals of Corporate Finance*, Wiley India Ed. 2011
- Khan M Y and Jain P K, *Financial Management* 6e, McGraw Hill

Session Plan: 45 sessions (Each session of 60 minutes)

TOPICS TO BE COVERED	SESSIONS	REFERENCE
Introduction, Concept of finance, Goals of firm; Corporate Governance; Functions of Finance Manager in Modern Age, Agency Problem	1-3	IMP Ch 1 and VH Ch 1 PC Ch 2
Business, Tax and Financial Environments	4-5	VH, Ch 2/ PC Ch 3
Concept of Value and Return: Time value of money Future Value, Present Value, Annuity Capital Recovery, Growing Annuity Multi-period Compounding	6-10	IMP Ch 2 and VH Ch 3 PC Ch 6
Valuation of Securities; Shares and Bonds	11-15	IMP Ch 3 PC Ch 7
Risk and Return Types of Risk, Risk-Return Trade off Variance & Standard Deviation	16-20	IMP Ch 4 PC Ch 8
Introduction to Indian Financial System: Functions of Money Market & Capital market; Financial Assets, Markets, Intermediaries Financial Market Returns Public Issue & Private Placement of shares, Role & Functions of Regulators	21-23	PC Ch 2 KJ Ch 21 & PC Ch 18
Long-term Sources of Finance, Equity Shares, Preference Shares, Debentures and Bonds	24-27	IMP Ch 20 PC Ch 17
Convertible Debentures and warrants	28-30	IMP Ch 21 & PC Ch 31
Raising Long Term Finance	31-32	PC Ch 18
Short-term Sources of Finance, Trade Credit, Bank Credit, Commercial Paper, Certificate of Deposits, Factoring	33-35	IMP Ch 31 & 28 PC Ch 27
Cost of Capital: Concept, Cost of equity share, preference share and retained earnings Cost of debentures and Overall/weighted average cost	36-38	IMP Ch 9 PC Ch 14
Leverage : Operating and Financial Leverage, Total/combined Leverage	39-41	IMP Ch 14
Presentations and Revision	42-45	---

Gautam Buddha University
School of Management
Greater Noida
Integrated MBA (Sem III)
Course Name: Business and Society

Course Code: MB 211

Instructor: Dr. Kavita Singh
Email: kavita@gbu.ac.in
Area : Strategic Management& Entrepreneurship

Year: 2014-15
Phone: 6164
Credit : Three

Introduction: Countless social and ethical issues frame relationship between business and various stakeholders including government and society. Recent rash of scandals involving major corporate giants throughout the world have brought to the attention of public and academia the need to analyse these issues. As corporate India struggles to find its social and ethical identity in national and global business environment that grows increasingly complex, managers are confronted with exceedingly difficult challenges in balancing their economic, legal, ethical and philanthropic responsibilities to the variety of stakeholder groups with which they interact. This course addresses these challenges from individual, organizational, managerial and societal perspectives. The material covered in this course will enable participants to deal more effectively with pressures and demands companies experience from a range of stakeholders in their external business environment, such as local communities, governments, pressure groups, suppliers and the media to name only a few.

Objectives: Specifically, the course will seek to

1. Provide an understanding of complex relationship between business and various components of its external environment.
2. Describe the *stakeholder approach* to business, society and ethics.
3. Introduce the concept of sustainable business management and *corporate social responsibility* in new and dynamic economy.
4. Discuss various non-market strategies to meet the demands of variety of stakeholders (internal and external).
5. Provide the students with an opportunity to gain an understanding of the importance of socially responsible strategies in sustainable business management practices.

Session Plan (*Each session of 60 minutes*)

Session 1-6. Business & Society- Inter-relationship.

Carroll, A.B., and Buchholtz, A.K. 2006. *Business and Society: Ethics and Stakeholder Management*. Thompson. Chapter 1 and Lawrence and Weber. 2010 *Business & Society: Stakeholders, Ethics, Public Policy*. Tata McGraw-Hill. Chapter 1.

Session 7-11. Corporate Social Responsibility.

Crane A, Matten D, Spence L.J. 2008: Corporate Social Responsibility: Readings and cases in a global context. Chapters 1, 2 & 3. Lawrence and Weber. 2010 *Business & Society: Stakeholders, Ethics, Public Policy*. Tata McGraw-Hill. Chapter 2 and 3.

Session 12-17. Corporate Citizenship: Responsibility, Responsiveness and Performance.

Carroll, A.B., and Buchholtz, A.K. 2006. *Business and Society: Ethics and Stakeholder Management*. Thompson. Chapter 2 and 3. And Lawrence and Weber. 2010 *Business & Society: Stakeholders, Ethics, Public Policy*. Tata McGraw-Hill. Chapter 4.

Session 18-21. Corporate Governance: Fundamental Issues.

Carroll, A.B., and Buchholtz, A.K. 2006. *Business and Society: Ethics and Stakeholder Management*. Thompson. Chapter 4.

Session 22-24. Group Presentations and Discussions

Session 25-28. Corporate Responsibility to Stakeholders.

Crane A, Matten D, Spence L.J. 2008: Corporate Social Responsibility: Readings and cases in a global context. Chapters 1, 2 & 3.

Session 29-32. Business and Ethics Management.

Carroll, A.B., and Buchholtz, A.K. 2006. *Business and Society: Ethics and Stakeholder Management*. Thompson. Chapters 7, 8, 9 & 10. And Lawrence and Weber. 2010 *Business & Society: Stakeholders, Ethics, Public Policy*. Tata McGraw-Hill. Chapter 5 & 6.

Session 33-36. External Stakeholders: Issues

Carroll, A.B., and Buchholtz, A.K. 2006. *Business and Society: Ethics and Stakeholder Management*. Thompson. Chapters 11 to 16. And Lawrence and Weber. 2010 *Business & Society: Stakeholders, Ethics, Public Policy*. Tata McGraw-Hill. Chapter 7,8,9,10,11.

Session 37-40. Internal Stakeholders: Issues

Carroll, A.B., and Buchholtz, A.K. 2006. *Business and Society: Ethics and Stakeholder Management*. Thompson. Chapters 2. And Lawrence and Weber. 2010 *Business & Society: Stakeholders, Ethics, Public Policy*. Tata McGraw-Hill. Chapters 15, 16, 17, 18, 19.

Session 41--43. Managing CSR

Crane A, Matten D, Spence L.J. 2008: *Corporate Social Responsibility: Readings and cases in a global context*. Chapters 1, 2, 3.

Session 44-45. Group Presentations and Discussions.

Textbook: Business & Society: Stakeholders, Ethics, Public Policy. Twelfth Edition. *Lawrence and Weber*. Tata McGraw-Hill. 2010.

Reference Books:

1. Carroll, A.B., and Buchholtz, A.K. 2006. *Business and Society: Ethics and Stakeholder Management*. Thompson.
2. Crane A, Matten D, Spence L.J. 2008: *Corporate Social Responsibility: Readings and cases in a global context*. Routledge.
3. Crane A and Matten D. 2008. *Corporate Social Responsibility*: Vol 1,2 & 3. Sage.
4. Crane, McWilliams, Matten, Moon & Siegel. 2008. *The Oxford Handbook of Corporate Social Responsibility*. Oxford.



Gautam Buddha University School of Management Greater Noida

Integrated Master in Business Administration

Course: Business History (MB-215)

Instructor:	Princy Vij	Year/Sem:	2014-15, III
Email:	pvij@gbu.ac.in	Phone:	6167
Area:	Human Resource Management	Credit:	02
Department:	Business Management	Each Session:	60 Minutes

Introduction:

The term 'Business' in a broad sense encompasses all activities and transactions of goods and services with an eye on profit. However, the emphasis in this account is on such activities and exploits that defined the contours of Indian business from time to time – activities and exploits that set the tone, influenced the trends, and impacted the processes of transition. History, all history, after all is concerned with the process of change manifested in the shifting contours.

Objective:

The objective of this course is to focus on the modern period or that phase of Indian history which witnessed the shaping of the features and characteristics that distinguish Indian business today – during which period the country made the transition to an industrial economy. Interaction between Indian and European business was a critical factor in this development. While India did not blindly imitate the West, the manner in which Indians organized and managed their undertakings underwent a great deal of modification as a result of their interactions with the European companies – or independent businessmen who followed in their footsteps – which began to spread their tentacles into the Indian Ocean lands around the turn of the seventeenth century. As there was a considerable time lag before the Indian business world began to experience their impact this paper concentrates on post-1700 India.

Evaluation Scheme:

Regularity & Participation	05
Assignments	10
Presentations	10
Mid – Sem Exam	25
End-Semester Exam	50

Text Book: The Concise Oxford History of Indian Business, Dwinjendra Tripathi & Jyoti Jumani, Oxford, 2010

Reference Books

The Oxford History of Indian Business, Dwinjendra Tripathi, Oxford, 2007

Business Maharajas, Gita Piramal, Penguin Books, 1996

Session Plan: (Each session of 60 minutes)

Session No.	Contents
1	The Trade during Indus Valley Civilization
2	The Backdrop: Indian Business c. 1700
3 - 4	Merchants During the Imperial Crisis
5	Case Study – State Bank of India
6 - 8	Birth Pangs of Modern Industries
9-10	Rise of Industrial Elite
11	Case Study – Hotel Taj
12-13	Towards Maturity
14	Expatriates and Multinationals
15-16	During the War and After
17	Independence: A New Business Climate
18-19	Business in the Nehru Era
20-21	The License-Permit Raj
22-23	Aftermath of Liberalization
24-30	Business Profiles <ol style="list-style-type: none">1. Reliance Group2. Tata Group3. Aditya Birla4. R.P. Goenka5. Brij Mohan Khaitan6. Bharat & Vijay Shah7. Ratan Tata

Gautam Buddha University School of Management

Greater Noida

Programme: Integrated BBM+MBA
Course: Operations Research (Code: MB 209)

Instructor: Dr. Manisha Sharma
Email: manisha@gbu.ac.in
Department: Business Management
Sessions: 45

Year/Sem: 2014-15/III
Phone: 0120-2346156
Credit: 3
Each Session: 60 minutes

Introduction: Decision-making is a fundamental part of the management process and it pervades the activities of every business manager. Modern management is adopting and applying quantitative techniques to aid the process of decision-making in an ever increasing measure as an intelligent application of the appropriate tools can reduce an otherwise unwieldy and complex problem to one of manageable decisions. Operations Research is one such discipline of applying advanced analytical methods to help make better decisions. It is most often used to analyze complex real-world systems, typically with the goal of improving or optimizing performance.

Aims and Objectives:

The objective of the course is to:

1. Recognize those problems of society that are amenable to solution via operations research.
3. Formulate appropriate operations research models
4. Develop skills in structuring and analyzing problems
5. Introduce the quantitative analysis approach.

Pedagogy:

Class time will be used to expose various concepts and illustrate their applications to business situation. The emphasis in the class will be on learning by doing. Success(or failure) in this course will, therefore, to a large extent be determined by the amount of effort that you put in outside class.

Homework may be assigned and is due at the beginning of class on the designated submission date.

Learning Outcomes:

By the end of the course, it is expected that the students will be able to

1. Develop an exposure to use operations research in management.
2. Develop acquaintance with the intensive techniques and skills of operations research.
3. Evaluate the alternatives and choose the one that is optimal.
4. Determine the model to be used and the values of the parameters of the process.

Evaluation Scheme:

Class participation:	5%
Quiz:	10%
Assignments/Cases:	10%
Mid-Sem Exam:	25%
End-Sem Exam:	50%

Text Book:

Vohra, N.D.: Quantitative Techniques in Management, 3rd Ed., Tata McGraw Hill

Reference Books:

1. Render B., Ralph M. Stair Jr., Michael E. H.: Quantitative Analysis for Management, 8th Ed., Pearson Education
2. Anderson, Sweeney and Williams: An Introduction to Management Science, Thomson
3. Taha Hamdy A.: Operations Research: An Introduction, 7th Ed., Prentice Hall of India
4. Sharma, J.K.: Operations Research: Theory and Applications 4th Ed., Macmillan

Session Plan: (Each session of 60 minutes)

Session No.	Topics to be covered	Reading
1 - 7	Planning and Decision Making relative to Resource Allocation: Linear Programming: Formulation & Graphical Solution, Extreme Points and the Extreme Solutions Linear programming: Duality Analysis, Sensitivity Analysis and Interpretation of Solution Linear Programming Applications: Marketing Applications, Financial Applications and Production Management applications	Chap 2 (TB) Chap 2, 3 (RB2) Chap 4 (RB2)
8-13	Specially Structured Linear Programmes: Transportation Model: Initial Feasible Solution(N-W Corner Rule), Initial Feasible Solution(LCM), (VAM), Testing the Optimality, Unbalanced Transportation Problems, Prohibited Routes and Multiple Optimal Solutions Assignment Problems, Unbalanced Assignment Problems, Constrained Assignment Problems	Chap 5 (TB) Chap 6 (TB) Chap 7 (TB)
14-17	Extensions of Linear Programming: Integer Linear Programming: Graphical Solutions for an All-Integer Program, Applications involving 0-1 variables Goal Programming: Formulation and Graphical Solutions, Analytical Hierarchy Process, Establishing Priorities	Chap 8 (RB2) Chap 11 (RB1), Chap 7 (TB)
18-20	Sequencing of Jobs: Sequencing: Sequencing-n jobs on two machines, Sequencing-n jobs on three machines, Sequencing-n jobs on k machines, Sequencing-2 jobs on two machines	Chap 8 (TB)

21-23	Network Models: Shortest-Route Problem, Minimal Spanning Tree Problem, Maximal Flow Problem	Chap 9 (RB2)
24-27	Theory of Games: Game Models, Two-Person Zero-Sum Games, Solution of $2 \times n$ Games, Solution of $m \times 2$ Games, Solution of $m \times n$ Games	Chap 15 (TB)
28-33	Waiting Line Models: Structure of a Waiting Line System, Single-Channel Waiting Line Model with Poisson Arrivals and Exponential Service Times, Multiple-Channel Waiting Line Model, Economic Analysis of Waiting Lines	Chap 12 (TB1)
34	Case Problem: Airline Reservations	
35-39	Simulation Modeling: Risk Analysis, Simulation Modeling-Monte Carlo Simulation Simulation and Inventory Analysis, Waiting Line Simulation, Simulation Model for a Maintenance Policy Simulation with Spreadsheets	Chap 15 (RB1), Chap 17 (TB)
40	Case Problem: Personal Financial Planning	
41-45	Markov Processes: State and State Probabilities, Markov Analysis of Machine Operations, Markov Analysis- Equilibrium Conditions, Markov Analysis- Accounts Receivable Application	Chap 16 (RB1), Chap 13 (TB)



Gautam Buddha University School of Management Greater Noida

Integrated Master in Business Administration (5 Yrs)

Course: Economic Environment of Business (MB 213)

Instructor: Dr. Ombir Singh
Email: omvir.singh@gbu.ac.in
Department: Business Management
Sessions: 45 hours

Year/Sem: 2014-15/ III
Credit: 3
Each Session: 60 Minutes

Introduction:

In today's dynamic economic environment, effective managerial decision making requires timely and efficient use of information. Business Environment is a subject which deals with the internal as well as external environment of a firm. This is helpful to understand the factors under the influence of which a firm has to operate. The emphasis in this course will be on economic policies, social, political and technical environment of the country.

Aim & Objectives:

To make students acquainted with the concepts of the environment in which a business organisation operates. The course would make the student capable of analyzing and understanding the macroeconomic policies of the government and other non-economic factors and assess their impact on business. The focus will be on the emerging environment by way of a shift from a largely planned economy to a more market oriented policy regime in tune with global economy.

Pedagogy:

Entire course will be taught through lectures, discussions on recent changes in business environment, relevant test cases and reverse presentations.

Learning Outcomes:

After completing this course student should-

1. be acquainted with the concepts of Indian Business Environment
2. be able to apply economic concepts to various decision making in a business firm
3. develop skills to understand the macroeconomic environment of Indian Economy

Evaluation Scheme:

Class participation/Attendance	5%
Class Test/Quiz	10%
Assignment	5%
Presentation:	5%
Mid-Sem Exam:	25%
End-Sem Exam:	50%

Text Book: Francis Cherunilam, **Business Environment**, HPH

Reference Books

Saleem S, Business Environment, **Pearson Education**

S K Misra and V K Puri, **Economic Environment of Business**, HPH

K Aswathapa, **Essentials of Business Environment**, HPH

Francis Cherunilam, **Global Economy and Business Environment**, HPH

Bhole, L. M. **Financial Institutions and Markets: Structure, Growth and Innovations**. 4th.
New Delhi; Tata McGraw-Hill, 2007

R.R. Paul, **Monetary Economics**, Kalyani Publication, 2008.

Other Sources of Readings

Newspapers: The Economic Times, Business Standard, The Business Line

Business Magazines: Business Today, Business World, The Economist, The Economic and Political Weekly

Session Plan (*Each session of 60 minutes*)

Session No.	Contents
1-4	An Overview of Business Environment (I) A. Introduction to Business Environment B. Nature, Scope & Objectives C. Environmental Analysis & Forecasting D. Economic Environment <i>Readings</i> <i>Chapters: 1-4, Francis Cherunilam, Business Environment</i> <i>Chapter: I, Shaikh Saleem, Business Environment</i>
5 - 8	An Overview of Business Environment (II) A. Political & Governmental Environment B. Natural & Technological Environment C. Demographic Environment

	<p><i>Readings</i> <i>Chapters:5-7, Francis Cherunilam, Business Environment</i></p>
9 - 11	<p>Business & Society A. Societal Environment B. Social Responsibility of Business C. Consumer Rights, Consumerism & Business D. Corporate Governance</p> <p><i>Readings</i> <i>Chapters: 8-11, Francis Cherunilam, Business Environment</i></p>
12 - 14	<p>Industrial Policies & Regulations (I) A. Industrial Policy B. IDRA & Industrial Licensing C. Public, Private, Joint & Co-operative Sectors D. Privatization & Disinvestment</p> <p><i>Readings</i> <i>Chapters: 12-15, Francis Cherunilam, Business Environment</i></p>
15 - 17	<p>Industrial Policies & Regulations (II) A. Village & Small Industries B. Industrial Sickness C. Price & Distribution Controls</p> <p><i>Readings</i> <i>Chapters: 16-18, Francis Cherunilam, Business Environment</i></p>
18 - 22	<p>Industrial Policies & Regulations (III) A. Indian Company Law B. Patents & Trade Marks C. Competitive Policy & Law</p> <p><i>Readings</i> Chapters: 19-21, Francis Cherunilam, <i>Business Environment</i></p>
23 - 26	Class Assignment/Presentations
27 - 28	<p>The Financial System :An overview A. Monetary & Fiscal Policies B. Financial Market Structure C. Money & Capital Markets</p> <p><i>Readings</i> Chapters: 22-24, Francis Cherunilam, <i>Business Environment</i> Cahpter: 5, Shaikh Saleem, <i>Business Environment</i></p>
29 - 32	<p>Labour Environment A. Labour Legislations B. Labour Welfare and Social Security C. Industrial Relations</p>

	<i>Readings</i> Chapters: 28-30, Francis Cherunilam, <i>Business Environment</i>
33 - 36	Economic Planning and Development A. Planning in India B. Industrial Development Strategy <i>Readings</i> Chapters: 35-36, Francis Cherunilam, <i>Business Environment</i>
37 - 40	Global Environment A. Globalization B. International Investments C. Multinational Corporations D. Foreign Exchange Management Act <i>Readings</i> Chapters: 39-43, Francis Cherunilam, <i>Business Environment</i>
41 - 45	Class Presentations



Gautam Buddha University
School of Management
Greater Noida
Programme: MBA
Course: Cross – Cultural Management

Instructor: Dr. Samar-Raqshin

Batch / Semester-IIIrd

E-mail: samar@gbu.ac.in

Phone: 0120-2346165

Department: Business Studies

Credit: 2

Sessions: 30

Each Session: 60 Minutes

Introduction:

Interactions between countries are growing exponentially in the business environment of today- and Indian companies are going global in big way. Even if a company is not going global, it may be either buying or selling to foreign firms or subsidiaries of foreign firms. The international and multicultural work environments today provide new challenges to business managers. Many corporate in India are staffed or headed by nationals from other countries. The success of a professional working in the international arena is influenced by his multicultural sensitivity, and his ability to understand both the challenges and the opportunities that the global environment provides.

The goal of this course is to expose you to a way of thinking that increases your ability to understand the influence of culture on organizational practices. Students will also develop both behavioral and cognitive skills through roll-plays and other exercises.

Aims and Objectives:

The course aims at fulfilling the following objectives:

- To introduce the concept Organizational Culture
- To develop an understanding of various cultures across the globe.
- To learn to manage cultural diversity.

Outcomes:

By the end of the semester, student will have a firm understanding about the Cultural diversity and cross – cultural management techniques. Student will come to know how to adjust in varied cultural environment.

Pedagogy:

Entire course will be taught through lectures, relevant cases and assignments will be given to supplement the learning.

Evaluation Scheme:

Attendance	: 05 Marks
Class test	: 10 Marks
Assignments, Project, Presentations	: 10 Marks
Mid – Sem	: 25 Marks
End – Sem	: 50 Marks
Total	: 100Marks

Text Book:

- Adler, N. (2008) International Dimensions of Organizational Behavior (5th edition) Prentice Hall.

Suggested Readings:

- Understanding Cross- Cultural Management: Browaeys and Price, 2008
- Adler, N. (2008) International Dimensions of Organizational Behavior (5th edition) Prentice Hall.
- Organizational Behavior: Robbins, Judge & Sanghi, 2009.
- Cross- Cultural Management: Essential Concepts, Second Edition: R. Wayne Pace, SAGE Publications, Inc; 2008.

Session Plan: *(Each session of 60 minutes)*

Session No.	Topics To Be Covered
1-5	Introducing culture: <ul style="list-style-type: none"> ➤ Concept and nature of culture ➤ Constituents of Culture

	<ul style="list-style-type: none"> ➤ Values and its role in forming Culture ➤ Case Study
6-12	<p>Cultural Diversity across nation:</p> <ul style="list-style-type: none"> ➤ Hofstede Model of Cultural Diversity ➤ Trompenaars model of Cultural Diversity ➤ Strategy from managing business across Cultures ➤ Western vs Eastern Philosophies of Management ➤ Case Study
13-16	<p>Impact of Culture on Organizations:</p> <ul style="list-style-type: none"> ➤ Meaning, Nature and Concept of Organizational Culture ➤ Culture and Management ➤ How Culture Differences Affect Organizations ➤ Case Study
17-21	<p>Leveraging Cultural Diversity:</p> <ul style="list-style-type: none"> ➤ Managing Multicultural Team ➤ Leading Globally ➤ Motivating people from around the world ➤ Multinational decision making ➤ Managing Multiculturalism in Organizations.
22-26	<p>Cross – Culture Communication and Negotiation:</p> <ul style="list-style-type: none"> ➤ Concept and process ➤ Communication with different cultures ➤ Communication flow within organization ➤ Managing cross-culture Negotiations ➤ Case Study
27-30	<p>Managing Global Managers:</p> <ul style="list-style-type: none"> ➤ Managing Cross-Culture transitions ➤ Portable life ➤ Global careers





Gautam Buddha University School of Management

Greater Noida

Programme: Integrated MBA

Course: Cost and Managerial Accounting (MB-205)

Instructor	: Dr. Dinesh K Sharma	Year/ Sem	: 2014-15, III
Email	: dinesh@gbu.ac.in	Phone	: 6154
Department	: Business Management	Credit	: 3
Sessions	: Forty Five	Each Session	: 60 Minutes

Introduction: During the past two decades organizations have faced dramatic changes in their business environment. Technological innovations, deregulations and explosion of international commerce have made business environment highly competitive to meet customer demands. Further competing successfully in today's highly competitive environment, importance of right decision at the right time cannot be ignored. Management Accounting provides the relevant information to the concern managers for taking the decisions on the basis of contemporary information. In the industry, Management Accounting is not only being utilized for scorekeeping of the past performance but also as a major information provider for the managerial decision-making. Earlier, Management Accountants operated in a staff capacity, usually separated from the managers for whom they provided information and reports. Whereas now these days, Management Accountants serve as Internal Business Consultant, working side-by-side in cross-functional teams with managers from all areas of the organization.

Aims and Objectives: This course focuses on how cost information can be useful for the managers to choose strategy, to communicate and to determine how best to implement it. The content of this course also inform that how managers use cost information to coordinate and control across the different business functions of the organization.

Pedagogy: Entire course will be taught through classroom teaching, relevant cases and discussions.

Learning Outcomes: After completing this course student should be able to understand that how cost information supports planning, controlling and decision making process of the organization.

Evaluation Scheme:

Class Test & Class Participation	10
Attendance	05
Assignments & Presentation	10
Mid-Sem Exam	25
End-Sem Exam	50
Total	100

Suggested Readings:

Text Book:

Managerial Accounting- James Jiambalvo (John Wiley & Sons Pte Ltd, Second Edition) (JJ)

Reference Books:

1. Cost Accounting - Charles T. Horngren, Srikant M. Datar, George Foster (Indian Subcontinent Edition), Published by Pearson Education (HG)
2. Introduction to Management Accounting - Charles T. Horngren, Gary L. Sundem and William O. Stratton (Pearson Education or PHI)
3. Managerial Accounting- Ronald W. Hilton (Tata McGraw- Hill)
4. Management and Cost Accounting – Collin Drury (Thomson Learning)
5. Managerial Accounting- Jerry J. Weygandt, Donald E. Kieso and Paul D. Kimmel (John Wiley & Sons Pte Ltd)
6. Advanced Management Accounting Text, Problems and Cases – Jawahar Lal (S. Chand)
7. Management Accounting for Decision Making – Mamta Shah (Ane Books)

Session Plan: (Each session of 60 minutes)

Part (I)	Cost Information: Cost Accumulation & Cost Assignment
Sessions (1-2)	
Topic	Accounting Information, Cost Management & Decision Making
Readings	JJ – Chap 1; HG – Chap 1 and Reading Material
Sessions (3- 6)	
Topic	Cost Classification
Readings	JJ – Chap 2; HG – Chap 2 and Reading Material
Sessions (7-8)	
Topic	Flow of Cost & Cost Sheet
Readings	JJ – Chap 2; HG – Chap 2 and Reading Material
Sessions (9-10)	
Topic	Job Costing: Actual Costing & Normal Costing
Readings	JJ – Chap 2; HG – Chap 4 and Reading Material
Sessions (11-13)	
Topic	Process Costing , Transferred in Cost in Process Costing
Readings	JJ – Chap 3; HG – Chap 16 and Reading Material
Sessions (14-17)	Project Assignment
Topic	Activity Based Costing & Activity Based Management
Readings	JJ – Chap 6; HG – Chap 5 and Reading Material
Part (II)	Cost Information for Planning and Control
Sessions (18-20)	
Topic	Master Budget, ABB & Responsibility Accounting
Readings	JJ – Chap 10; HG – Chap 6 and Reading Material
Sessions (21-22)	
Topic	Cash Budget & Sensitivity Analysis
Readings	JJ – Chap 10; HG – Chap 6 and Reading Material
Sessions (23-27)	
Topic	Cost Volume Profit Analysis
Readings	JJ – Chap 3; HG – Chap 3 and Reading Material
Sessions (28-31)	
Topic	Variable Costing & Absorption Costing
Readings	JJ – Chap 5; HG – Chap 9 and Reading Material
Sessions (32-36)	
Topic	Relevant Information and Production Decisions
Readings	JJ – Chap 7; HG – Chap 11 and Reading Material
Sessions (37-42)	
Topic	Relevant Information and Pricing Decisions
Readings	JJ – Chap 8; HG – Chap 12 and Reading Material
Sessions (43-45)	
Topic	Student Project Presentations



Gautam Buddha University School of Management Greater Noida

Programme: 5 years Integrated MBA, 3rd Semester

Course: Marketing Management-I

Code: MB 203

Instructor: Dr. Naveen Kumar
Email: naveen@gbu.ac.in
Department: Business Management
Sessions: 45

Year/Sem: 2014-15, 3rd Sem
Phone: 2346160
Credit: Three
Each Session: 60 Minutes

Introduction:

All business activities should aim at recognizing and satisfying customer wants and needs effectively. A marketing program starts with idea generation for a product and ends only when customers' wants have been completely satisfied. It might run well beyond the sale of the product, to ensure customer satisfaction and encourage repeat business. Marketing has become an inherent part of our lives and permeates every aspect of our day-to-day existence. Activities such as watching television, listening to the radio, reading the newspaper, buying grocery items – they are all dependent on marketing. Marketing focuses on satisfying human and social needs and wants, and helps companies transform private and social needs into profitable business opportunities. Marketing Management helps students understand the marketing management process and the nature of strategic planning in a marketing organization. It discusses different ways in which marketing programs can be developed and put into action.

Aims and Objectives:

The focus of the course is on building up a managerial perceptual frame work for decisions related to Marketing Functions. The objective of the course is to make students familiar with the basic elements of Marketing analysis and planning and include the recent concepts and trends in marketing.

Pedagogy:

The pedagogy will be a mix of lectures, experience sharing, real life case discussion, assignments and industry/research based projects. In addition to the reading materials, additional readings and cases will be distributed in the class from time to time. Students are also expected to prepare and analyze all the cases as class participation is very important.

Learning Outcomes:

At the end of the course it is expected that the Students will be

- Proficient to understand and appreciate the concept of marketing in theory and practice.
- To evaluate the environment of marketing and develop a feasible marketing plan(process)
- To understand and apply the STP of marketing (Segmentation, targeting, Positioning)
- To understand and appreciate the concept of marketing strategy formulation and implementation.
- Develop skills in product and pricing strategy.
- Familiarize with designing and managing Integrated Marketing Communications and enhance problem solving and decision making abilities in these areas.
- Devising strategies for entry into the global market.
- Providing a platform for presenting and defending their own case recommendations and critically examining and discussing others recommendations too.

Evaluation Scheme:

Quiz (surprise)	05 Marks
Assignment Submission	05 Marks
Class participation/Attendance	05 Marks
Project Preparation and Presentation	10 Marks
Mid-Sem Exam	25 Marks
End-Sem Exam	50 Marks
Total	100 Marks

Text Books:

(KK) Karunakaran K, Marketing Management, Current Edition, Himalaya Publication.

Suggested Readings:

1. Kotler P, Keller, Koshy and Jha : Marketing Management, 13th Edition, Pearson Education.
2. Ramaswamy & Namakumari, Marketing Management, Planning, Implementation & control, McMilan, India, Third Edition.
3. Michael, Bruce & William, Marketing Concept and cases, McGraw-Hill, New Delhi, Thirteenth Edition.
4. Sherlekar S, "Marketing Management", Himalaya Publishing House, Mumbai.
5. Maurice & Mondell & Larry Rosenberg - Marketing: Prentice Hall of India Ltd. New Delhi.
6. Mohammad Amanatullah: Principles of Modern Marketing. Kalyani Publications New Delhi.
7. William J, Stanton and Charles Futrell, Fundamentals of Marketing, Tata McGraw Hill, New York.

Session Plan: (Each session of 60 minutes)

Session	Topic(s)	Reading(s)
1-4	Introduction to Marketing Nature, Scope and Importance, Definition and Evolution of Marketing, Core Marketing concepts, Marketing as a Function, Marketing Management, Marketing orientation or concepts, Customer Relationship Management, Marketing Process, Developing the Marketing Mix, The role of Marketing Mix in Marketing Planning and Marketing Strategy, choosing the optimum Marketing Mix	KK Ch. 1
5-7	Understanding the Marketing Environment Scanning the Environment, Meaning and Concepts, Microenvironment, Macro Environment, Responding to the Environment	KK Ch. 2
8	Case Study	
9-12	Market Segmentation, Targeting and Positioning What is Market Segmentation, Need for segmentation, Benefits of segmentation, Bases of segmentation, Segmenting consumer markets and Business Markets, Target Marketing, Positioning	KK Ch. 3
13	Case Study	
14-17	Buyer Behavior(Consumer Behavior) What is Buyer Behavior, Meaning and Importance, Buyer Behavior Models, Buying characteristics influencing Buyer Behavior, Buying Motives, Buying Decision Making Process, types of Buyer Behavior, Stages in the Buying Decision Process, Business Markets and Buying Behavior, Characteristics of organizational Markets, Buying Decision of organizational Buyer, Factor influencing organization Buyers, Organizational Buying Process Case Study	KK Ch. 4
18	Case Study	
19-22	Marketing Research Introduction to Marketing Research, Objectives, scope and Importance, Characteristics of a Good Research, the marketing research process, Applications and limitations of Marketing research, Ethics in Marketing research	KK Ch. 5
23-26	Demand Measurement and Sales Forecasting Meaning and Importance, Measures of Market Demand, Major concepts in Demand Measurement, Steps in Forecasting, Methods of Sales Forecasting, Limitations	KK Ch. 6
27	Case study	
28-31	Personal Selling and Sales Force Management Role of sales person, Salesmanship, Knowledge Needs of Successful sales Persons, AIDS theory of Selling, Steps in Personal Selling Process, Direct marketing, Sales Force Management	KK Ch. 14

32-34	Marketing Planning Levels of Planning-Scope of Strategic, tactical and operational marketing planning, Basic Elements of Strategic Planning, Product-Market Growth Matrix, The BCG Matrix, Steps in Marketing Planning, Components of the Marketing Plan, Marketing Organization, Evolution of Modern Marketing Organization, Types of organization, Evaluation and control, Marketing Audit, Features of Marketing Audit	KK Ch. 16
35	Case Study	
36-39	Marketing Communications Components of Promotion Mix, Integrated Marketing Communications(IMC), the IMC Process, Promotion Mix Strategies-Push and Pull, Factors Determining Promotion Mix, Developing Effective Advertising Programmes, Sales Promotion, consumer Sales promotion, trade Promotions, Public Relations, Popular Advertising Campaigns Case Study	KK Ch. 13
40-43	New Horizons in Marketing The Future Belongs to Holistic Marketing, The 4 As Framework and Customer Focus, Brand-building Implications for the Present and the Future, Experiential Marketing, Emotional Marketing	KK Ch. 23
44	Case Study	
45	Presentations and Discussions	
