M.B.A ELECTIVE PAPERS FOR CPOP-SDE

1. GENERAL

1. EVENTS MANAGEMENT
2. MICRO-FINANCE : PERSPECTIVES AND OPERATIONS
3. TRAINING AND DEVELOPMENT – ENHANCING COMMUNICATION AND LEADERSHIP SKILLS
4. INTERNATIONAL BUSINESS

1. EVENTS MANAGEMENT

Unit I
Introduction - Definitions and frameworks - Categories and typologies - Historical contexts and precedents - Characteristics of events - The market demand for events - Introduction - Size and scope of the events market - Determinants and motivations - The structure of demand for events.


Unit II: Managing Events
MAKING A START: Introduction - Getting organized - Event feasibility: finding and testing an idea - The screening process - Progressing the idea. EVENTS PLANNING: Introduction - The planning process - Objectives, environmental search and information-gathering - Demand and operational planning - Financial planning - Marketing planning - Getting it together

Unit III: FINANCIAL MANAGEMENT AND THE BUDGET
Introduction - Objectives and financial planning - Creating a budget - The detailed budget - Who spends what - Other sources of income - Sponsorship and public funding. THE EVENT: Creating the ambience

Unit IV: MARKETING AND PUBLIC RELATIONS FOR EVENTS
Introduction - The target market - How to influence the target market - The marketing plan - Marketing for a new event - Marketing for repeat events and new editions. MANAGING THE EVENT AS A PROJECT: Introduction - The event as a project - Risk management - Legalities and insurance - Systems set-up and ticketing - Operational activities

Unit V: THE ORGANIZATION MANAGER AND THE TEAM
Introduction - Organization - Organizational effectiveness - Staffing: professional or volunteer - Factors influencing the number and type of staff - Finding staff - Running the event on the day. CLOSE-DOWN, EVALUATION AND LEGACIES: Introduction - Close-down Evaluation - Divestment and legacies.
REFERENCES:

2. MICRO–FINANCE: PERSPECTIVES AND OPERATIONS

**Unit I**

**Unit II**
Current Debates and Challenges for Micro-Finance: An Overview; State Interventions in Rural Credit in India; NABARD and SHG – Bank Linkage Programmes; Constraints in Mainstreaming of MFIs; Governance and the Constitution of the Board of various Forms of MFI’s; Micro-Finance versus Informal Sources of Lending; Micro-Finance Delivery Methodologies; Legal and Regulatory Framework.

**Unit III**
Micro-Finance in India: Present and Future; Some innovative and Creative Micro-Finance Models; Impact of Micro-Finance; Emerging Issues; Impact Assessment and Social Assessment of MFIs

**Unit IV**

**Unit V**
Revenue Models of Micro-Finance: Profitability, Efficiency and Productivity; Risk Management; Basics of Banking

REFERENCES:
1. Indian Institute of Banking & Finance “Micro-Finance Perspectives and Operations” – Mcmillan India.
3. TRAINING AND DEVELOPMENT - ENHANCING COMMUNICATION AND LEADERSHIP SKILLS

Unit I
Introducing to training: Understanding training-understanding “soft” skills-Communication, Management and Leadership-Training Process-how adults learn-general laws of learning-andragogy versus pedagogy-learning styles-domains of learning-how to conduct a needs assessment-how to assess needs without a comprehensive needs assessment process-analyze a training task-prepare a task analysis.

Unit II
Developing objectives and designing curriculum-How to write training objectives-design curriculum-teach a skill-How to make every lesson successful-internal sources of training material-external sources of training material-processing external materials-sample training content outlines-lecturing-conducting experiential activities-facilitating group discussions-selecting the best training methods.

Unit III
Using Technology and Presentational Aids in training-Purposes for using presentational Aids-Strategies for Using Presentational Aids-Types of Presentational Aids-Computer-Generated Visual Presentations-Internet as a Presentational Aid-Purpose of training plans-preparing to write a training plan-training plan formats-practical training planning tips-testing the training plan.

Unit IV

Unit V

REFERENCES:
4. INTERNATIONAL BUSINESS

UNIT - I
Introduction and Overview

UNIT - II
Country Factors

UNIT - III
The Global Trade and Investment Environment
The Revised Case for Free Trade - Development of the World Trading System - WTO & development of World trade - Regional grouping of countries and its impact.

UNIT - IV
Foreign Direct Investment: Introduction - Foreign Direct Investment in the World Economy - Horizontal Foreign Direct Investment - Vertical Foreign Direct Investment. Benefits and advantages to host and home countries.
The Global Monetary System

UNIT - V
The Strategy and Structure of International Business
Mode of Entry and Strategic Alliances: Introduction - Entry Modes - Selecting and Entry Mode - Strategic Alliances - Making Alliances Work.

REFERENCES:
2. HUMAN RESOURCE

1. STAFFING IN ORGANIZATIONS
2. CROSS CULTURAL MANAGEMENT

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1. STAFFING IN ORGANIZATIONS

Unit I

Unit II

Unit III

Unit IV
Final match-employment contracts-job offers-job offer process-new employee orientation and socialization-legal issues.

Unit V

REFERENCES :

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2. CROSS CULTURAL MANAGEMENT

UNIT-I
Introduction A multi-layered subject area Non-cultural explanations the centrality of ethics Changing nature of the world Defining culture Levels of analysis Dealing with the ecological fallacy, Culture change convergence and divergence Interpreting culture profiles Changing natures of National culture Organisational culture National and organisational culture – similarities Non-cultural explanations, Understanding models of culture A twenty – first century view Contributions of Geert Hofstede The Chinese Value Survey Criticisms of Hofstede’s work Issues in cross-cultural studies: Evaluation of various models Cultural differences in communication style

Unit-II
Conceptualising culture – the way forward Approaches existing and new methods to study culture Emerging theoretical approaches of culture Convergence, divergence, globalization and cross-cultural management Localizing cross-cultural issues cross-cultural social relations in the workplace, Culture and organisation structure various models of organizational structure Contingent factors, Culture and the contingency approach Impact of culture on structure, Contemporary and emerging structures Culture and structure – a complex area

Unit-III
Intercultural communication The need for awareness Stereotyping in communication Barriers to intercultural communication Mixed messages and non-verbal communication Enhancing intercultural communication Cross-cultural theory and communication Chinese culture Levels of communication, Leadership and cross cultural issues – Approaches to leadership Project GLOBE Evaluation of Project GLOBE The institutional level Emerging twenty – first century approaches to leadership

Unit-IV
Motivation and cross cultural issues exchange Are the needs universal contextual or local Self – actualization and cross cultural perspectives, content approach Job characteristics Needs and job characteristics models Orientations to work across cultures Other ‘process’ models of motivation, Globalised motivational strategies Intercultural competencies, training and ethics Overcoming culture shock Intercultural competencies cultural awareness Cross-cultural training – other considerations The effectiveness of cross-cultural training The ethical dimension Ethics and the cross-cultural manager Gender issues and ethics Dealing with ethical dilemmas Non-negotiable moral issues

Unit-V
Culture and human resource management International HRM in context Culture and human resource management Culture and the functional areas of HRM home country host country third country employment and the issues based on culture The effect of culture Comparing cultures Cultural values Cross-cultural management in ‘new’ forms of organization, Diversity and synergy – the future of cross-cultural management Non-managerial approaches Universalism or relativism? Continuous change Strategies to manage work force across culture and the implications
REFERENCES:
1. Ray French Cross cultural Management in work organizations Universities press (India) Private Limited 2008. (Recommended text)

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3. FINANCE & INVESTMENT

1. INVESTMENT BANKING
2. INDIAN FINANCIAL SYSTEM
3. FINANCIAL DERIVATIVES
4. INTERNATIONAL MONETARY SYSTEM

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1. INVESTMENT BANKING

Subject Description:
Investment Banking brings out a complete exposure to the financial services offered by an investment banker. The coverage includes techniques, analysis and regulation

Goals:
To enable the students to learn about the business of the investment banker

Objectives:
On successful completion of the course the student should have:
Understood the basic services offered by an investment banker
The need and uses of various techniques in each service
The regulations pertaining to each service

Unit -1
Emergence and Role of Capital Market – Capital Market segments -Fundamental concepts of Equity-Debt securities – Depository Receipts – Corporate Bonds – Structure of the Primary Market – Investment routes in Primary Market for Institutional investors – Future Directions of Primary Market

Unit -2

Unit – 3

Unit – 4
Unit -5

References
2. T.Sundar Rajan, Merchant Banking,

2. INDIAN FINANCIAL SYSTEM

Subject description: Indian Financial System brings out the basic understanding of the financial system in India namely types of instruments, services, uses and regulators.

Goals:
To provide an in-depth idea about the financial environment in which the entire economy revolves

Objectives:
On successful completion of the course the student should have:
Understood the financial system of India thoroughly
How each and every institutions works
The regulatory system that governs the entire financial system

Unit-I

Unit-II

Unit–III
Unit–IV

Unit–V

References
2. R.M.Srivastava, Indian Financial System.

3. FINANCIAL DERIVATIVES

Subject Description: Financial Derivatives brings out the basic understanding of various derivatives instruments that are available in the market place and their uses.

Goals:
To enable students to learn the basics of derivatives market and instruments and the uses of it

Objectives:
On successful completion of the course the students should have:
Understood basics of derivatives market in equity, currency and commodity
How to use these instruments in real business environment
Regulations relating to these instruments

Unit -I
INTRODUCTION -Definition of derivative -Types – Forward Contracts – Futures Contracts - Options – Swaps - Differences between Cash and Future Markets- Risks in Derivatives- Regulations

Unit -II
FUTURES CONTRACT -Introduction to Futures- Trading mechanism - Clearing & settlement system- Pricing of futures-OPTIONS- Definition -Pricing of option- Specifications of Options- intrinsic Value and Time Value of Options- Differences between future and Option contracts

Unit -III
SWAPS -Definition of SWAP- Types of SWAP- Role of Financial Intermediary –Warehousing – Valuation of SWAP
Unit -IV
Bonds and FRNs – Credit Risk -Forward Contract- Introduction to forward- Forward rate agreement- Pricing of a FRA- Advantages and Disadvantages of FRA- Forward contract on Income & Non-income bearing securities

Unit -V
Derivative instruments in Commodity Market : Meaning , Regulatory framework , NCDEX system – computation of profit or loss , trading strategies - brief case studies , instruments available for trading, pricing commodity futures , trading mechanism , clearing and settlement system

References:

4. INTERNATIONAL MONETARY SYSTEM

Subject description: International Monetary System brings out the evolvement of monetary system across the globe.

Goals:
To enable the students to understand the forex rate movements and the theories behind those rate determination.

Objectives:
On successful completion of the course the students should have:
Understanding about collapse of fixed exchange rate system, Floating exchange rate-Fixed vs. Floating exchange rates and Exchange rate theories;
Ability to deal with Foreign Exchange Market, Exchange Rate Determination, Exchange rate theories-purchasing power parity and purchasing power disparity theory; and
Basic understanding about the multilateral financial institutions

Unit-I
Introduction- Gold Standard-Bretton woods system- collapse of fixed exchange rate system-
Floating exchange rate-Fixed vs. Floating exchange rates, dirty floating, crawling peg, mixed fixed- spot and forward exchange rates.

Unit-II
Exchange rate theories-purchasing power parity and purchasing power disparity theory- interest rate parity theory- Mundell-Fleming model-portfolio balance approach.

Unit-III
Foreign Exchange Market and Exchange Rate Determination - The monetary view of exchange Rate determination and the Balance of Payments.

Unit-IV

Unit-V
IMF (International Monetary Fund) – IBRD (World Bank)-European monetary system- EMU (European monetary Union) –objectives, characteristics, mechanics and evaluation for all the above.

References:
Reference Books
4. MARKETING

1. RURAL MARKETING
2. EXPORT MANAGEMENT

1. RURAL MARKETING

Unit-I

Unit-II
Rural Consumer Behaviour Challenges, models of consumer behaviour, Decision process, Buying behaviour pattern, diffusion of innovation, brand loyalty.

Unit-III

Unit-IV
Rural marketing strategies – Product strategy, pricing strategy, promotion & distribution strategies.

Unit-V

REFERENCES :


2. EXPORT MANAGEMENT

AIM : To help students acquire familiarity of the knowledge and process of export and import trade.

UNIT-I
Export - meaning - scope - functions - Role of export in economic development - Planning for export - market analysis:- market intelligence and market Research - market selection and entry strategies for export.
UNIT-II

UNIT-III

UNIT-IV
India's export performance - Problems in export trade- Export promotion - Need - Export promotion in India:- Institutional support for export promotion - Export promotion incentives - EPZ & FTZ, 100% EOU, Export houses, Trading houses - Star Trading houses - Project and consultancy export.

UNIT V

REFERENCES :
1. TAS Balagopal - Export management - Himalaya
2. Varshney & Battacharya - International Marketing Sultanchand & sons
3. Francis chernmilam - International Trade and Export management - Himalaya
5. S. Shivaramu - Export Marketing - Himalaya