



St. Xavier's College (Autonomous)

Department of Management Studies
BMS
Semester 4

Syllabus

June 2019 onwards

COURSE: CMS0401
RESEARCH METHODS IN BUSINESS
[60 LECTURES]

Learning Objectives:

- This program aims to educate the student about the importance of market research in business. It not only focuses on the scope of MR but also aims at helping the students to understand the accurate and comprehensive method of conducting a complete MR program. Company based MR projects would also give the students a feel of the market, problems faced during research and analysis and it would also add value to their learning.

Unit number	Topics	No. of lectures
I	<p>Fundamentals of Research- definition, Objectives and Significance , types of research- basic, applied, historical, descriptive, exploratory, experimental, ex-post-factor and case study approach</p> <p>Approaches to research-</p> <p>a) Quantitative approach</p> <p style="padding-left: 20px;">I. inferential</p> <p style="padding-left: 20px;">II. experimental</p> <p style="padding-left: 20px;">III. simulation</p> <p>b) Qualitative Approach</p> <p style="padding-left: 20px;">I. ethnographic</p> <p style="padding-left: 20px;">II. phenomenological</p> <p style="padding-left: 20px;">III. field research</p> <p>importance of research in management decisions:- various areas of research in business</p> <p>a) marketing research</p> <p>b) government policies</p> <p>c) social relationship</p> <p>d) Planning and operational problems of research in business</p>	15
II	<p>Research process:- Selecting the topic, defining the research problem, objectives of research, literature survey, sample design, data collection, execution of project, analysis of data and hypothesis testing, generalization and interpretation and preparation of research report.</p> <p>Features of good research design</p> <p>Research design: meaning, need, features of good research design, types of research design</p> <p>a) for exploratory research</p> <p>b) for descriptive research</p> <p>c) for causal research studies</p>	15
III	<p>Hypothesis :- Meaning, importance and types, Formulation of hypothesis and testing of hypothesis. Type 1 & Type 2 Error</p> <p>Chi- square test, correlation co-efficient, regression analysis, T-Test , Z-Test, ANOVA- Random Block Design. Kolmogorov-Smirnov Test.. McNemar Test.</p> <p>Sampling</p> <p>Meaning, Sample and sampling, essentials of good sample, sample size,</p>	15

	<p>methods of sampling:-</p> <p>a) Probability sampling, cluster sampling stratified sampling, multi stage sampling.</p> <p>b) non- probability sampling:- purposive sampling, quota sampling, convenience sampling</p> <p>Scaling Techniques- Measuring Attitudes</p>	
IV	<p>Sources and Methods of data collection</p> <p>Primary and secondary data</p> <p>a) primary sources:-</p> <p>I. Questionnaires</p> <p>II. Interviews</p> <p>III. Observation</p> <p>IV. Group discussions/ Brainstorming / Focus group discussions</p> <p>b) Secondary Sources</p> <p>data Processing tabulation – data analysis and Interpretation</p> <p>Report Writing – layout of research report</p> <p>Ms - Excel (For project work)</p> <p>Data entry (data view and variable view)</p> <p>Working on – edit, view, data, transform</p> <p>Analysis : statistics/graph</p>	15

Continuous Internal Assessment:

Project work (Group) : Detailed Market Research Study with a minimum of 300 respondents on any research based topic as approved by the professor. The project will run concurrently with the course work so that the students learn the correct techniques of conducting a market research study.

The data will be analysed with the help of statistical tools that is taught during the course work. 40 marks will be divided as follows:

- i. Report : 20 marks**
- ii. Group Viva: 20 marks**

Reference Books:

Sr. No.	Title	Author	Publisher
1	Research methodology – methods and techniques	C R Kothari	New Age International
2	Research methodology	O R Krishnaswamy	Himalaya Publishing house
3	Business Research methods	Donald R Cooper & Pamela R Schindler	
4	Research methods in Business	Nandagopal/ Rajan	Excel
5	Research methods for Business – A skill building Approach	Uma Sekaram	
6	Research Methods	Donald H McBurney	CRC Press
7	Statistics for Management	T Levin and Reuben	Prentice Hall
8	Research methods for management	Dr S Shajahan	Jaico

UNIT	KNOWLEDGE	UNDERSTANDING	APPLICATION	TOTAL
I	7	3	-	10
II	6	4	6	16
III	5	4	7	16
IV	7	4	7	18
TOTAL	25	15	20	60

COURSE:CMS0402

FINANCIAL MANAGEMENT
[60 LECTURES]

Learning Objective:

- To help students to understand the technicalities with respect to the mobilization and deployment of funds by a business organization.
- To introduce them to the art and science of managing money
- To help them understand how financial management is interlinked with all other functions of business

Unit Number	Title	No. of lectures
I	<p>Introduction Meaning and scope of financial management Functions and objectives of financial management Changing role of finance manager</p> <p>Working Capital Management Definition-GWC and NWC(Explain Core Assets and Non Core Assets) Components of Working Capital Factors Determining Working Capital</p> <p>Receivables Management Meaning and Importance Credit policy variables Cases study on credit evaluation Methods of credit evaluation -Traditional and numerical credit scoring Monitoring and debtors- Techniques -DSO, Ageing Schedule, Collection Matrix</p> <p>Cash Management Motives of holding cash Strategies of cash management Cash Budget: Meaning and objectives Budgeting of receipts and payments- Trading, non trading and capital Preparation of monthly budget and finding out closing cash balance (Excl. financial statements to be made from the working capital estimation)</p>	15
II	<p>Cost of Capital and capital Structures</p> <p>Types of capital Debt Equity Retained Earnings</p>	15

	Preference Cost of capital for each type of capital Weighted cost of capital Marginal cost of capital Marginal cost of capital (w.r.t Expansion) Designing capital structure alternatives Types of leverages (Combined, Operating, Financial)	
III	Capital Budgeting Introduction, types of capital, sources of capital Evaluation of capital expenditure proposal from given cash flow, concept of present value Techniques of appraisal of investment proposal Payback period, Average rate of return Net present value method Profitability index method	15
IV	Business restructuring Importance Financial Implication Valuation Types of business restructuring Merger Amalgamation De-merger Other restructurings (Elementary accounting problems-testing fundamental knowledge only) Long term and short term sources of finance Traditional and modern instruments of finance including securitizations	15

Continuous Internal Assessment :

Mid semester test

Project Work- Assignment

Reference Books:

Sr. No.	Title	Author	Publisher
1	Financial Management	Chandra Prasana	Tata McGraw
2	Financial management	Khan, M and Jain,P	Tata McGraw
3	Financial management and policy	Jams, C	Prentice Hall of India
4	Financial Management	Pandey, I.M	Tata McGraw
5	Fundamentals f financial management	Horne,J., Walchowicz,J.	Prentice Hall of India
6	Investment management	Bhalla V	S.Chand
7	Financial Management	Diwan P	Pentagon

8	Financial Management	Bhalla V K	Amol
9	Financial Management	Kapur S	S.K.Publishers
10	Financial Management Handbook	Alexander Hamilton	Global books

COURSE:CMS0403

PRODUCTIVITY AND QUALITY MANAGEMENT [60 LECTURES]

Learning objectives:

- To give an adequate exposure to the product/service quality concept and the means to achieve it.
- To provide an overview of how company productivity can be improved.

Unit Number	Topic	No. Of Lectures
I	Concept of productivity and various ways/modes of calculating it Ways to improve productivity - Partial Productivity and Total Productivity - Simple direct problems relating to productivity, partial productivity and total productivity - Product and Service Quality dimensions - Characteristics of quality - Quality Assurance - Quality Circles - Elements of Total Quality System - Philosophies regarding Quality, namely, Deming and his contribution to quality, Dealing's 14 point for management, Philip B. Crosby's philosophy relating to quality, Juran's philosophy regarding quality - Cost of Quality	15
II	Suggestion Schemes Various type of wage, incentive plans - Total productivity maintenance - Job evaluation and job rotation - Learning curves- description, limitations and use to management - Simple problems on learning curves - Lateral thinking - Split grain theory - Work Study (Method study, Time and Motion study) - Work measurement problems on these topics.	15
III	Concepts of customer service in relation to right quality, right quantity etc. Total Quality Management- definition, basic concepts, eight building blocks, seven stages and pillars of TQM, seven deadly disasters and TQM in services - Introduction to "lean" thinking - Juran's trilogy- Mura, Mari and Muda - Kepner Trego model problem solving - Brainstorming - Delphi and nominal group techniques - Ergonomics - Single Digit Minute Exchange of Dies (SIMED) - Benchmarking.	15
IV	Holistic Quality Management Six Sigma- Features, Enablers, Goals, DMAIC/DMADV - Taguchi's Quality Engineering - Poka Yoke - National Productivity Council - JIDOKA - KANBAN - Ishikawa (Fishbone) diagram - ISO Standards regarding quality such as ISO 9000, QS 9000 and other emerging standards - Malcolm Bridge, National Quality Award, Deming Application Prize, TPIA Awards	15

Continuous Internal Assessment:

Mid semester test

Project Work- Presentation

Reference Books:

Sr. No.	Title	Author	Publisher
1	Productivity Techniques	SrinivasGondhalkar and UdaySalunkhe	Himalaya Publishing House
2	Productivity Techniques	Gerard Leone and Richard D Rahn	Jaico Book House
3	TQM: Text with cases	John S Oakland	Butterworth-Heinemann
4	Total Productivity Management- A systematic and quantitative approach to compete in quality, price and time	David J Sumanth	St.Lucie Press
5	The five pillars of TQM: How to make total quality management work for you	Bill Creech	Dutton/Plume
6	Six Sigma for dummies	Craig Gygi, Neil DeCarlo	Bruce Williams
7	Fundamentals of quality control and improvement	AnitavaMitra	Pearson Education, India
8	Productivity Management: Text and Cases	Chen Gordon K.C and McGrath R	Dryden Press

COURSE:CMS0404

COOPERATIVES AND RURAL MARKETS [60 LECTURES]

Learning Objectives

- The main objective of this paper is to highlight the characteristics of rural markets, changing pattern of rural demand in India and its implications on the various marketing strategies of business organizations. It also focuses on the agricultural sector and the various initiatives taken by the government in improving the lives of farmers in the country.
- A study of the co-operative sector also highlights the need for co-operatives in India and how the concept has led to the development and progress in the socio-economic condition of the Indian people.

Unit Number	Topic	No. Of Lectures
I	The concept of cooperation, historical background, principles, objectives, characteristics, types of cooperatives Formation of Co-operatives (Urban Co-operative banks, Credit Cooperative Societies, Housing Co-operative Societies, Labour Cooperative Societies, APMC) Role of Cooperatives- Social and Economic development, Role of Local Leadership, Competition from Non Cooperative Organisations. Role of NABARD- State Government, RBI (Urban Banks Dept.), Federations	15
II	Legislations influencing cooperatives, Intent and Scope of Maharashtra State Cooperative Societies Act 1960, MSCS Rules 1961, Consumers Protection Act 1986, Case Studies: Lijjat, KVIC, Amul, National Dairy development Board, Sugar cooperatives, Labour Cooperatives Challenges before cooperatives, strategy to face the challenges, future of cooperatives in India	15
III	Definition and Scope of rural markets, Rural versus urban markets, Rural marketing environment, Rural consumer profile, Consumer Behaviour, Rural Marketing Mix Rural Market Segmentation, Targeting and positioning, Marketing of consumer durables, rural sales force management	15
IV	Agricultural Produce Marketing, Importance, Problems, Lines of improvement, Regulated markets Quality Orientation, Standardization and grading Role of financial institutions in agricultural marketing, innovative marketing techniques and recent trends in rural markets Impact of globalization on Indian Markets, e-choupal, commodity markets (importance)	15

Continuous Internal Assessment:**Mid semester test****Project Work- Presentation**

Reference Books:

Sr.No.	Title	Author	Publisher
1	Rural Marketing	TP Gopaldaswamy	Vikas Publishing
2	Management of Cooperatives	Ramakishen	Jaico Publishing
3	Rural Marketing	Krishnamoorthy	Himalaya Publishing
4	Rural Marketing	Ramakishen	Jaico Publishing
5	Marketing of Agricultural produce in India	AP Gupta	Vora and Co.
6	Rural Marketing	Badi and Badi	Himalaya Publishing
7	New dimensions of cooperative management	Kamath	Himalaya Publishing
8	Cooperative management and Administration	Goel B	Deep and Deep

UNIT	KNOWLEDGE	UNDERSTANDING	APPLICATION	TOTAL
I	7	3	-	10
II	6	4	4	14
III	7	4	7	18
IV	7	4	7	18
TOTAL	27	15	18	60

COURSE :CMS0405
BUSINESS ENVIRONMENT
[60 LECTURES]

Learning Objectives

- To reflect the volatility of the business environment
- To understand how external factors influence business in a major way.
- To enable students to place every issue related to business in its proper perspective and make a sound decision to solve problems.

Unit Number	Topic	No. Of Lectures
I	Constituents of Business Environment, Political ideology, economic policy, legal system, level of technology, competition, social and cultural factors	15
II	Evolution of Business Environment in India: Pre British Period, British Period, From Independence to Indira Gandhi Era, Rajiv Gandhi and Chandra Shekhar Period, Post 1990- Liberalisation and globalisation of Indian economy	15
III	International Business Environment Globalisation International treaties and impact on Indian Economy Challenges for Indian Economy	15
IV	India's response to the Evolving Business Environment Government policies since the year 2000 Global Capital Flows, Banking and Capital Markets, Investment Opportunities for Indian Industry, Response of Indian Industrialists	15

Continuous Internal Assessment:

Mid semester test

Project Work-Presentation

Reference Books:

Sr. No.	Title	Author	Publisher
1	Business Environment	Cherunilam F	Himalaya Mumbai
2	Essentials in Business Environment	Aswathappa	Himalaya Mumbai
3	Business Environment	Raj Aggarwal	Excel Books, Delhi
4	Business Environment	Mathew M	RBSA, Jaipur
5	Strategic Planning for Corporate Ramaswamy	V McMillian	New Delhi

	Knowledge	Understanding	Application
Unit I	06	05	
Unit II	04	03	04
Unit III	06	06	07
Unit IV	06	06	07
TOTAL	22	20	18

COURSE:CMS0406

BANKING, INSURANCE AND CAPITAL MARKETS

[60 LECTURES]

Learning Objectives:

- To provide basic understanding about the Banking, Insurance and other financial services and to help students understand the concept of risk management in respect to the above two industries.

Unit Number	Topics	No. Of. Lectures
I	<p>Overview of Indian Banking Sector and Central Banking Concept Structure of Indian banking Sector Sources of funds for a Bank Various deposit products</p> <p>Types of bank financing – fund based and non fund based Cash, credit, bank overdraft, term loan, demand loan, export /import financing, rural/farm lending etc</p> <p>Bank guarantee Introduction to NPAs and its management Classification of NPAs and recovery strategy</p> <p>Central Banking Concept Functions and roles of RBI Money creator Credit regulator Supervision of banking sector</p> <p>Reforms in Indian Banking Narsimha Committee I & II Fundamentals of Investment Banking Fund based and fee based services</p> <p>Innovations in Banking, E- banking Introduction to NBFC – role and classifications</p>	15
II	<p>Insurance – Basic principles of insurance Significance of insurance to business Reasons for slow growth of Insurance business in India</p> <p>Types of Insurance Life, fire, marine, crop/agriculture insurance Bancassurance</p> <p>Policy servicing and claim settlement Nomination and assignment Surrender and paid up value of policy Procedure to take life insurance policy Claim settlement under life insurance policy</p>	15

III	Special Purpose Institutions – NABARD, SIDBI Inclusive Banking Trade Finance BASEL Global Banking	15
IV	Capital Markets Primary Markets IPO and Book Building Process Secondary Markets Role of SEBI Intermediaries of Capital Markets Approach to capital markets for wealth creation	15

Continuous Internal Assessment:

Mid semester test

Project Work- Presentation

Reference books:

Sr. No.	Book	Author	Publisher
1	Risk management and Insurance	Trushmann, Gustavian, Hoyt	
2	Modern Communication Banking	H.R. Machiraju	New Age Int.
3	Elements of Banking and Insurance	Sethi and Bhatia	Prentice Hall
4	Indian Financial System	M Y Khan	TMG
5	Indian Financial System	BharatiPathak	Pearson
6	Financial institutions and Market	L.M. Bhole	TMG
7	Retail banking	Raghu Palat	Cortland Rand
8	Indian Economy	K.P.M. Sundarain	S. Chand
9	Banking Theory and Practice	K. C. Shekhar LekshmyShekhar	19e, Vikas Publishing House
10	Central banking in developing countries	AnandChandavarkar	

	Knowledge	Understanding	Application
Unit I	06	05	
Unit II	04	03	04
Unit III	06	06	07
Unit IV	06	06	07
	22	20	18