

Title of Programme: Diploma in Management

I. Programme's Mission & Objectives

This programme aims;

- To equip the learners with an in-depth understanding of all required theoretical, conceptual, intra-personal and inter-personal skills necessary for a career in management.
- To conceptualize the practical hands-on experiences of the learners which they have collected via in-service.

II. Relevance of the program with HEI's Mission and Goals:

The programme has been developed to provide a theoretical framework to the learners who are already engaged in in-service activities in various areas of Management Education. This programme shall allow the learners, who are well versed with the practical implications of managerial activities and are interested to enhance their abilities to exercise them, to expand the horizon of theoretical framework of management principles. This programme is serving as an important tool for fresh graduates and current working professional to get an insight about managerial applications and to practice them effectively. Thus, the Programme has been fulfilling the University's objective to provide professional education to the distant learners of Uttarakhand.

III. Nature of prospective target group of learners:

The programme shall also be useful for the professionals who want to advance and improve in their current job profile. Further, the programme is also for young aspirants who wish to enhance their professional skills with a sound management qualification.

Accordingly, the target learners of the programme are;

- Graduates
- Businessmen
- Budding Entrepreneurs
- Working Professionals


IV. Appropriateness of programme to be conducted in Open and Distance Learning mode to acquire specific skills and competence:

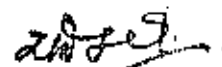
Development of the said programme is based upon the norms and standards specified for management education. This provides understanding of various aspects of management principles and their practices, managerial skills, research skills, and other characteristics, which are required to manage ever-changing requirements of business environment. Adequate attention is also being paid to the application of knowledge, self awareness among learners and development of problem solving, and decision making skills. The programme offered by the School is useful and geared to fulfill identified gaps in the corporate and business world.

V. Instructional Design :

Instructional design is a scientific system that includes the principles of the effective design and implementation of a programme. In distance learning, instructional design has its own relevance. The successful distance learning design incorporates the unique learning requirements of adult learners. Prior to the development of the courses, curriculum assessment has been done and access devices and pedagogical tools have been applied for making curriculum. The contents of each course are divided into Blocks and Units. The entire study material is divided into small and manageable booklets to facilitate distance learners. For self assessment of learners Self Check Exercises are provided to recapitulate, consolidate and evaluate what they have learnt so far before moving on to the next stage. Further, various theories and models are referred for designing effective instructional events, some are specified as under;

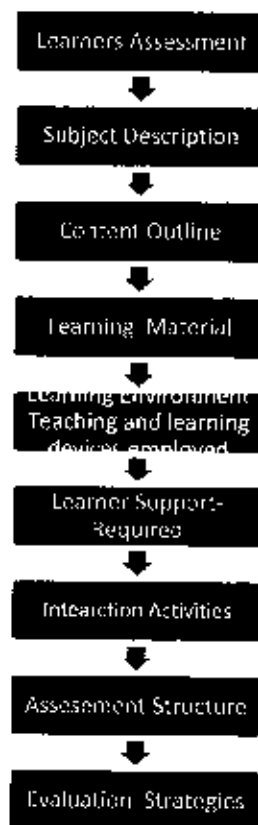
- Learning objectives




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- Self Check Exercises with Answers
- Reinforcing activities
- Small chunks of learning through learning modules.
- Modular Structure
- Statement of Objectives
- Indepth learning
- Hint Answers
- References
- Real World Contexts/Cases
- Real World Examples
- Self Appraisal Exercises
- School's Blog for enhanced learning

The programme has been developed on the basis of the following sequential steps:



VI. Procedure for admissions, curriculum transaction and evaluation:

Admission

Admission to Diploma in Management is allowed on the basis of score obtained in the entrance-test being conducted for the purpose.

The written test assesses Reasoning ability, Comprehension and vocabulary, General knowledge, Numerical Ability, Data Interpretation and Current Awareness to check preparedness of a learner to undertake a subject like management studies.

The entrance-test has questions from the following areas-

1. Reading/Writing Comprehension- 20%
2. Numerical Ability/Data Interpretation- 30%
3. Logical/Mental Ability- 30 %
4. Current Awareness- 20%

The duration of entrance test is of 2:30 hours and it contains Multiple Choice (objective type) Questions (MCQs)

The duration of entrance test is of 2:30 hours and has Multiple Choice (objective type) Questions.

The short listing of candidates may be done according to pass marks attained in the entrance test. Further, direct admission is given to the applicants who have qualified MAT and CAT examination with valid score.

Eligibility	Duration (Yrs)		SILM	Mode of Exam (Annual/Sem)	Year/Sem	Details of Fees							
	Min	Max				Programme	Project/Workshop	Exam	Practical	Viva-Voce	Identity Card	Learner Welfare	Degree Fee
<p>50% Marks at graduate or post-graduate level or 45% at graduate or post graduate level along with 2 years' of supervisory/managerial/professional/teaching experience after completing graduation or post-graduation (even if the degree has been obtained in ODL mode or as a private student). (5% relaxation for reserved category)</p> <p>Admission through entrance test conducted by the University / MAT / CAT score</p>	1	3	English	SEMESTER	I	15000	-	900	-	50	100	-	16050
					II	-	750	-	-	-	300	1050	

Curriculum Transaction

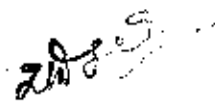
DIM programme consist of 11 courses in all. Each course comprises of six credits. The total credits of the programme are 66.

The programme therefore comprises of Foundation or Core Courses required for developing acumen towards management practices.

First Semester

- MS 101 Principles of Management and Organization Behaviour
- MS 102 Accounting for Managers
- MS 103 Managerial Economics
- MS 104 Quantitative Techniques in Management
- MS 105 Business Environment
- MS 106 IT and MIS





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Second Semester

- MS 107 Marketing Management
- MS 108 Human Resource Management
- MS 109 Financial Management
- MS 110 Research Methodology
- MS 111 International Business

Evaluation

Learners are evaluated on the basis of term end examination and one assignment per course. The assignment is submitted to the concerned learner support centre. The components of evaluation for each course include the following:

- a. Assignments 20 % weightage
- b. End-term examination 80 % weightage

VII. Requirement of the laboratory support and Library Resources:

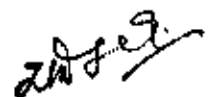
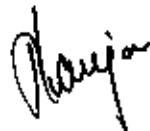
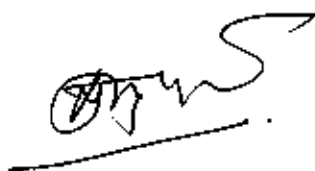
A well equipped library having sufficient number of books and resource material to supplement the learners and faculty requirements are needed. Further, for the programme it is essential that every study centres should have sufficient computers with proper internet connectivity to support learners requiring IT facilities.

VIII. Cost estimate of the programme and the provisions:

Cost Estimation		
Particulars	Details	Amount (in Rs.)
INSTRUCTIONAL SERVICES		
Development of In-house SLM	Payment to course writers	1610000
	Payment to Editors	732000
	Total Cost	2342000

IX. Quality assurance mechanism and expected programme outcomes :

The Department reviews its programme time to time through its expert committee and Board of Studies' meetings to enhance the standard of its curriculum and instructional design. The Board of Studies and Expert Committee comprise of renowned academicians and practitioners who design, review and update the course curriculum and the study material accordingly.



Diploma in Management

Course Code-MS 101

Course Name-Principles of Management and Organizational Behaviour

Credits-6

Course Objective- The objective of this course is to acquaint the student with the fundamentals of management concepts and its application in organizations. Further, this course enables learners to understand the intricacies of group and individual behaviour and help students to apply the concept of team building, leadership, managerial effectiveness and conflict resolutions in business organisations.

Block I Introduction to Management

Unit I Concept and Nature of Management

Unit II Development of Management Thoughts

Unit-III Management Functions and Skills

Unit IV Emerging Horizons of Management

Unit V Management Practices across the World

Block II Functions of Management

Unit VI Planning

Unit VII Forecasting and Decision Making

Unit VIII Organizing

Unit IX Staffing

Unit X Directing

Unit XI Controlling

Block III Individual Behaviour

Unit XII Introduction to Individual and Organizational Behaviour

Unit XIII Attitudes

Unit XIV Personality; Measurement and Development of Personality

Unit XV Perception, factors influencing perception

Unit XVI Learning

Block IV Motivation and Leadership

Unit XVII Motivation

Unit XVIII Leadership

Unit XIX Power and Political Behavior

Unit XX Stress

Unit XXI Group Dynamics

Block V Organizational Behaviour

Unit XXII Organizational Climate and Culture

Unit XXIII Organizational Conflict

Unit XXIV Organizational Change

Unit XXV Organizational Development

Suggested Readings-

1. Koontz O. Donald - Principles of Management, Tata McGraw Hill, New Delhi.
2. L.M. Prasad - Principles and Practices of Management, Sultan Chand & Sons, New Delhi.
3. V.S.P. Rao & V.Harikrishnan - Management-Text and Cases, Excel Books, New Delhi.

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4. Koontz, H and Wehrlich, H, Management, New York. McGraw.
5. Stoner, J. etc., Management. 6th ed., New Delhi. Prentice Hall of India
6. Dr. Harpreet Singh and Parampal Singh – Principles and Practices of Management, Kalyani Publishers, Delhi
7. S. P. Robbins ,Organizational Behaviour, Prentice Hall
8. Fred Luthans ,Organizational Behaviour, McGraw Hill
9. J. W. Newstrom & K. Davis, Organizational Behaviour, McGraw Hill.
10. Hellriegel, Slocum and Woodman, Organisational Behavior, South-Western, Thomson Learning, 9th edition, 2001.
11. Archana Tyagi, Organizational Behaviour, Excel Books.
12. Madhukar Shukla ,Understanding Organizations – Organizational Theory & Practice in India, Prentice Hall

Course Code-MS 102

Course Name-Accounting for Managers

Course Credits-6

Course Objective- To enable student to acquire the skills necessary to use, interpret and analyse accounting data and to make them acquainted with decision making capability for effective financial control in an organisation.

Block I Introduction to Accounting

- Unit I Introduction to Accounting
- Unit II Accounting Principles
- Unit III Forms and Types of Accounting
- Unit IV Double Entry System

Block II Accounting Process

- Unit V Journalizing and Posting
- Unit VI Trial Balance
- Unit VII Final Accounts

Block III Cost Accounting

- Unit VIII Introduction to Cost Accounting
- Unit IX Standard Costing and Variance Analysis
- Unit X Process costing and Single and Output Costing
- Unit XI Activity-Based Costing and Service Costing

Block IV Management Accounting

- Unit XII Introduction to Management Accounting
- Unit XIII CVP Analysis
- Unit XIV Budgeting
- Unit XV Responsibility and Human Resource Accounting

Block V Analysis of Financial Statements

- Unit XVI Financial Analysis
- Unit XVII Interpretation of Financial Statements
- Unit XVIII Ratio Analysis
- Unit XIX Statement of Changes in Financial Position-I
- Unit XX Statement of Changes in Financial Position-II

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Unit XXI Accounting and Financial Information System

Suggested Readings-

1. Maheshwari, S.N. "Introduction to Accounting", Sultan Chand and Sons, Delhi.
2. Maheshwari, S.N. "Advanced Accounting", Sultan Chand and Sons, Delhi.
3. Lal Jawahar, "Management Accounting", Tata McGraw Hill, New Delhi.
4. Khan and Jain, "Theory and Problems of Management and Cost Accounting", Tata Mc Graw Hill, New Delhi.
5. Chandra, Prasanna, "Financial Management: Theory and Practices", Tata Mc Graw Hill, New Delhi.
6. Bhattacharya, S.K. and Dearden, John, "Accounting for Management", Vikas Publishing House.

Course Code-MS 103

Course Name- Managerial Economics

Course Credits-6

Course Objective- The objective is to give students grounding in the basic understanding of economic environment and tools for better analysis of economic situations and thus helping in decision making.

Block I Introduction to Managerial Economics

Unit I Basics of Managerial Economics

Unit II The Economy and its Basic Problems: Scarcity and Choices

Unit III Law of Demand and Supply

Unit IV Elasticity of Demand and Supply

Unit V Failure of the Market Economy and Role of the Government

Unit VI Cardinal Utility Theory

Unit VII Ordinal Utility Approach

Unit VIII Consumer's Surplus

Block II Supply Side Economics

Unit IX Theory of Production

Unit X Optimum Combination of Inputs

Unit XI Theory of Production Cost

Block III Market System

Unit XII Business Firms and Market Structure

Unit XIII Perfect Competition Market

Unit XIV Monopoly Market

Unit XV Monopolistic Competition Market

Unit XVI Oligopoly Market

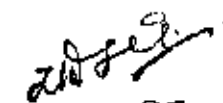
Block IV Basics of Macro Economics

Unit XVII The Circular Flow Model of the Economy

Unit XVIII National Income: Concept and Measurement

Unit XIX Theory of National Income Determination


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Unit XX Income Determination with Government and Foreign Trade
Unit XXI Theories of Aggregate Consumption
Unit XXII Keynesian Theory of Interest
Unit XXIII Investment Theory and Acceleration Principle
Unit XXIV Money and Banking

Suggested Readings-

1. H.L.Ahuja, "Business Economics: Micro & Macro", S. Chand & Sons, New Delhi.
2. M.Adhikari "Managerial Economics", Khosla Education Publishers, New Delhi.
3. O.P. Chopra, "Managerial Economics", Tata McGraw Hill, New Delhi.
4. Trivedi "Managerial Economics", Tata McGraw-Hill, 2002
5. Dwivedi "Managerial Economics", Vikas Publishing House Pvt Ltd, 6th edition, 2001.
6. Shappiro, Macro Economics, TMH
7. Christopher R Thomas & S Charles Maurice, Managerial Economics: Concepts and Applications; Eighth Edition, TMH

Course Name: Quantitative Techniques in Management

Course Code-MS 104

Course Credits: 6

Course Objective: The objective of this course is to provide students the knowledge of quantitative tools and their application in various decision making situations.

Block I Introduction to Statistics

Unit I Introduction to Statistics

Unit II Data-Types and Classification

Unit III Frequency Distribution and Graphical Representations

Unit IV Measures of Central Tendency

Unit V Measures of Dispersion

Block II Measurement of Variation, Correlation & Regression

Unit VI Measures of Skewness, Kurtosis and Moments

Unit VII Correlation

Unit VIII Regression Analysis and Properties of Regression Coefficients

Unit IX Times Series Analysis

Block III Probability & Distribution

Unit X Probability- Definition and Classification

Unit XI Laws of Probability

Unit XII Probability Distribution

Unit XIII Binomial Distribution

Unit XIV Normal and Poisson Distribution

Block IV Operations Research

Unit XV Linear Programming

Unit XVI Transportation Problem

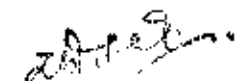
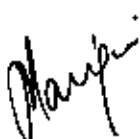

Unit XVII Assignment Problem

Unit XVIII Queuing Theory and Decision Theory

Unit XIX Replacement Theory and Sequencing Problems

Unit XX PERT and CPM

Suggested Readings-

UNIVERSITY OF JAMMU
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Date: _____

- 1- N.K. Chaddha, "Statistics for Behavioral and Social Sciences", Reliance Publishing House, New Delhi.
- 2- S.P. Gupta and N.P.Gupta-, "Business Statistics", Sultan Chand and Sons, New Delhi.
- 3- A.S. Narang, "Linear Programming and Decision Making", Sultan Chand and Sons, New Delhi.
- 4- K.S. Nagar, "Statistics", Meenakshi Publisher, Meerut.
- 5- C B Gupta "An Introduction to Statistical Methods", Vikas Publishing House Pvt Ltd , 1995
- 6- R.I. Levin & D.S. Rubin ,Statistics for Management , Prentice Hall/ Pearson Education
- 7- John E Freund, Mathematical Statistics, Prentice Hall.

Course Name: Business Environment

Course Code-MS 105

Course Credits: 6

Course Objective: This course aims at providing the students the knowledge of basic framework and intricacies of Indian and International business environment.

BLOCK I Macro Economic Concepts and Macro Environment

- Unit I Contemporary Global and Indian Environment
- Unit II Consumerism and Business
- Unit III Macro Economic Environment and Modern Theories of Economic Growth
- Unit IV Aggregate Demand and Supply
- Unit V Inflation
- Unit VI Unemployment

Block II Economic Reforms and Industrial Policy

- Unit VII Economic Reforms in India
- Unit VIII Economic Planning in India and New Economic Policy
- Unit IX Industrial Policy and Industry Licensing

Block III Industrial Financial Institutions


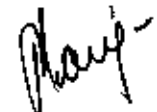
- Unit X Public Sector Enterprises and Small and Medium Enterprises
- Unit XI Industrial Financial Institutions: IDBI, IFCI, ICICI, IRBI, SFC
- Unit XII Institutions for Investment and Small Industry: UTI, LIC, GIC SSIDC, SIDBI and Commercial Banks

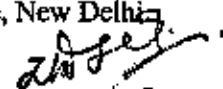
Block IV Foreign Polices and Globalization

- Unit XIII Foreign Trade: Theories, Issues and Modern Context
- Unit XIV FDI and FII
- Unit XV Foreign Exchange Rates and Foreign Exchange Markets
- Unit XVI Globalization, Liberalization and Privatization
- Unit XVII Regional Trading Blocks
- Unit XVIII World Trade and Emerging Environment

Suggested Readings-

1. Sundaram & Black, International Business Environment – Text & Cases, PHI, N.Delhi.
2. F.Chernilum, Business Environment, Himalaya Publishing house, New Delhi
3. Shaw, Business Ethics, Thomson Learning, Bombay.
4. Biswanath Ghosh, Economic Environment & Business, Vikas Publishing House, New Delhi
5. N.K.Sengupta, Government and Business, Vikas Publishing House, New Delhi.


 20/05/2019
 Head of Department
 Department of Management Studies
 Institute of Technology, Noida

6. K. Aswathappa, Business Environment for Strategic Management, Himalaya Publishing House, New Delhi
7. Govt. of India, Economic Survey (latest year).

Course Name- IT and Management Information System

Course Code-MS 106

Course Credits-6

Course Objective- The objective of the course is to familiarize the students with the basics of computer, its operations, processing and storage and utility of information technology in managerial applications.

Block I Introduction to Computers

Unit I Computers – An introduction

Unit II Components of Computer System and Indian Computing Environment

Unit III Generation of Computer

Unit IV Number System and Computer Arithmetic

Block II Hardware and Software

Unit V Types of Computers

Unit VI Input/ Output Units

Unit VII Hardware Troubleshooting

Unit VIII Operating System Concepts

Unit IX Software –Languages and Packages

Unit X Data Files

Blocks III Software Packages

Unit XI MS Office

Unit XII MS Excel

Unit XIII MS Power Point and MS Access

Unit XIV Management of Data Processing Systems in Business Organisations

Block IV Networking

Unit XV Introduction to Networking

Unit XVI Internet and Intranet

Unit XVII Basics of Information Security

BLOCK V Management Information System

Unit XVIII Introduction to MIS

Unit XIX Structure of MIS

Unit XX MIS Master Plan – Content and Description

Unit XXI Organizational Information Requirements Analysis and Resource Allocation stage

Unit XXII Limitations of MIS

Unit XXIII Development and Implementation of MIS

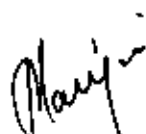
Unit XXIV Decision Support System

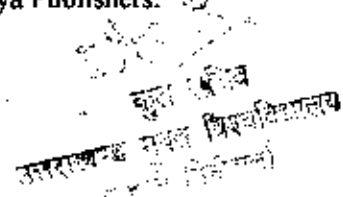
Unit XXV Management Information System –Problem and Suggestions

Suggested Readings-

1. Rajaraman, V., "Principles of Computer Programming", Prentice Hall of India, New Delhi.
2. Rajaraman, V., "Computer Fundamentals", Prentice Hall of India, New Delhi.
3. Murthy C.S.V., "Fundamentals of Computer Technology", Himalaya Publishers, Mumbai.
4. Saxena S., "A first course in computers", Vikas Publishing House Pvt. Ltd., 2003
5. Kakkar and Sharma, "An Introduction to Computer", Himalaya Publishers.







6. Gordon B Davis & Margrethe H Olson : Management Information Systems- Conceptual Foundations, Structure and Development , Tata McGraw- Hill
7. Efraim Turban & Jay E Aronson : Decision Support Systems and Intelligent Systems, Pearson Education
8. Kelkar, Management Information System, PHI
9. Arora & Bhatia, Management Information System, Excel Books
10. Stair, Principles of Information System, 6th ed, Thomson Learning

Course Name: Marketing Management

Course Code-MS 107

Course Credits: 6

Course Objective: This course aims at introducing the concept of marketing and developing analytical skills for problem solving in marketing applications.

Block I: Introduction to Marketing.

- Unit I: Introduction to Marketing
Concept, Nature, Scope and Significance of Marketing.
- Unit II: Evolution of Marketing.
- Unit III: Introduction to Marketing Process.
- Unit IV: Marketing Mix and Marketing Organisation.
- Unit V: Marketing Environment.
- Unit VI: Marketing Research.

Block II: STP Concept and Consumer Behaviour

- Unit VII: STP Concept and Market Segmentation.
- Unit VIII: Target Market.
- Unit IX: Differentiation and Positioning Strategy.
- Unit X: Consumer Behaviour.
- Unit XI: Product and Product Life-Cycle.

Block III: Product Packaging & Pricing

- Unit XII: Branding.
- Unit XIII: Packaging.
- Unit XIV: Pricing.
- Unit XV: Distribution Channels.
- Unit XVI: Decision Making for Effective Distribution Channel's.
- Unit XVII: Promotion: Concept and Significance.

Block IV: Promotion Mix & Sales Promotion.

- Unit XVIII: Promotion Mix.
- Unit XIX: Sales Promotion.
- Unit XX: Sales Forecasting.
- Unit XXI: Sales Force Management.
- Unit XXII: Salesmanship.

Suggested Readings-

1. Philip Kotler, Principles of Marketing, Pearson Education.
2. Mc Daniel, Lamb & Hair, Introduction to Marketing, Thomson (8th edition), Stanton, Fundamentals of Marketing, TMH.
3. Subhash C Jain, Marketing: Planning & Strategy, Thomson (7th edition)

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4. G.Armstrong and P. Kotler, Marketing: An Introduction, Pearson Education.
5. Philip Kotler, Marketing Management: Analysis, Planning & Control, Pearson.
6. S .S. Sherlekar, "Marketing Management", Himalaya Publishing House.
7. S. Neelamegham, "Indian Cases in Marketing", Vikas Publishing House Pvt Ltd., New Delhi
8. P.K. Mishra, P.S. Das and J.R.Das: Marketing Management, Alok Publication (2nd Edition)
9. S.C. Mehta, "Marketing Environment, Concepts and Cases", Tata McGraw Hill, New Delhi.
10. Rajana Saxena, "Marketing Management", Tata McGraw Hill, New Delhi 2004.

Course Name: Human Resource Management

Course Code-MS 108

Course Credits: 6

Course Objective: The objective of this course is to sensitize students to the various facets of managing people, to create an understanding of the various policies and practices of human resource management, to facilitate learning and application in organizational context.

Block I Introduction to HRM

Unit I Introduction to HRM

Unit II HRM-Significance and Objectives

Unit III Human Resource Planning

Unit IV Job Analysis and Job Design

Block II- Recruitment and Selection

Unit V Recruitment and Sources of Recruitment

Unit VI Selection-Process and Methods of Selection

Unit VII Induction and Placement

Unit VIII Promotions and Transfers

Unit IX Human Resource Development

Block III- Training and Performance Management

Unit X Training –Need and Objectives

Unit XI Training Methods and Techniques

Unit XII Evaluation of Training Programmes

Unit XIII Performance Appraisal

Unit XIV Compensation Management

Block IV-Industrial and Labour Relations

Unit XV Industrial Relations

Unit XVI Trade Unions

Unit XVII Collective Bargaining

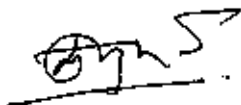
Unit XIX Management of Grievances and Industrial Disputes

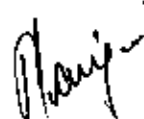
Unit XVIII International Human Resource Management

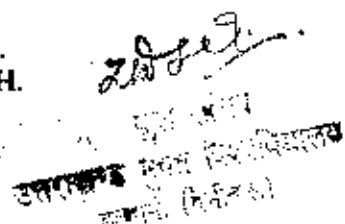
Unit XIX Contemporary Issues in Human Resource Management

Suggested Readings:

1. C.S. Venkat Ratnam & B.K.Srivastava, Personnel Management & Human Resource, TMH.
2. V.S.P. Rao, Human Resource Management, Excel Books.
3. W. F. Cascio, Managing Human Resources, TMH.
4. D. Bhattacharya, Human Resource Management, Excel Books.
5. Aswathapa, Human Resource & Personnel Management, TMH.







6. Gomez Mejia, Balkin & Cardy, Managing Human Resources, Pearson.
7. Mathis and Jackson, Human Resource Management, Thomson.
8. C.B Mamoria, Personnel Management, Himalaya.
9. P. Jyothi & D.N. Venkatesh, Human Resource Management, Oxford.

Course Name: Financial Management
Course Code-MS 109
Course Credits: 6
Course Objective:

Block I Introduction to Financial Management

- Unit I Introduction to Financial Management**
- Unit II The Mathematics of Finance**
- Unit III Risk and Return**
- Unit IV Indian Financial System**
- Unit V Sources of Long Term Finance and Short Term Finance**
- Unit VI Valuation of Securities**

Block II-Financing Decisions

- Unit VII Cost of Capital**
- Unit VIII Capital Structure**
- Unit IX Theories of Capital Structure**
- Unit X EBIT- EPS analysis and Leverage**

Block III- Long Term Investment Decisions

- Unit XI Capital Budgeting Concept & Process - An Overview**
- Unit XII Estimating Project after Tax Incremental Operating Cash Flows**
- Unit XIII Capital Budgeting Techniques**
- Unit XIV Issues in Capital Budgeting**

Block IV Current Assets Management

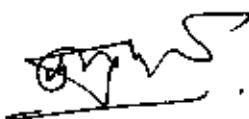
- Unit XV An Overview of Working Capital Management**
- Unit XVI Cash Management**
- Unit XVII Inventory Management**
- Unit XVIII Receivables Management**

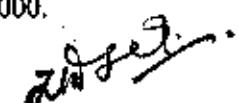
Block V Dividend Decisions

- Unit XIX Dividend Policy-An Introduction**
- Unit XX Dividends-Issues and Types**
- Unit XXI Dividend Theories**
- Unit XXII Contemporary Issues in Finance**

Suggested Readings:

1. Basic Financial Management: M.Y. Khan and P.K. Jain, New Delhi, TMH 2000.
2. Financial Management: I.M. Pandey.
3. Financial Management: Theory and Practices- Prasanna Chandra.




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4. Financial Management: Khan and Jain.
5. Corporate Financial Management: Arnold Alen, London, Pitman 1998.
6. Corporate financial management: Emery Douglas R, Pearson Education Asia, 1997.
7. Indian corporate financial management: Vijay Gopalan E., Bombay: Himalaya, 1997.

Course Name: Research Methodology

Course Code-MS 110

Course Credits: 6

Course Objective: The objective of the course is to provide students the fundamentals of research in business situation and its application. Also this paper acquaints the students with latest tools and techniques of analysis and its presentation.

Block I Introduction to Research Methodology

Unit I Research and its Relevance for Management

Unit II Nature and Scope of Research Methodology

Unit III Research Process and Review of Literature

Unit IV Problem Formulation and Statement of Research Objectives

Unit V Research Designs

Unit VI Hypothesis – Formulation and Testing

Block II Methods of Data Collection

Unit VII Types and Sources of Data

Unit VIII Methods of Data Collection

Unit IX Research Designs

Unit X Attitude Measurement and Motivational Research Techniques

Unit XI Survey Research-Scaling Techniques

Unit XII Sampling and Sampling Distributions

Unit XIII Sampling Types and Errors

Block III- Analysis of Data

Unit XIV Data Analysis and Interpretation

Unit XV Statistical Tools in Data Analysis

Unit XVI Multivariate Data Analysis

Unit XVII Factor Analysis

Unit XVIII Use of Statistical Softwares

Block IV -Report Writing and Presentation

Unit XIX Intricacies of Report Writing-I

Unit XX Intricacies of Report Writing-II

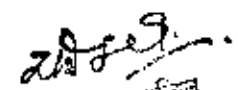
Unit XXI Presentation of a Report

Suggested Readings-

1. Donald R.Cooper and Ramcis S.Schindler, Business Research Methods, Tata McGraw Hill Publishing Company Limited, New Delhi, 2000.
2. C.R.Kothari Research Methodology, Wishva Prakashan, New Delhi, 2001.
3. Uma Sekaran, Research Methods for Business, John Wiley and Sons Inc., New York, 2000.






 पूरक केंद्र
 उत्तराखण्ड मुक्त विश्वविद्यालय
 देहरादून

Course Name: International Business

Course Code-MS 111

Course Credits: 6

Course Objective: The objective is to impart knowledge and skill of analysis of operational processes of business between two or more nations.

Block I International Business: An Overview

Unit I International Business: Introduction, Evolution and Drivers

Unit II International Business- Modes, Entry, Approaches and Types

Unit III Role of International Institutions in IB

Unit IV Balance of Payments

Unit V Multinational Corporations

Block II- International Trade and Environment

Unit VI Theories of International Trade

Unit VII Instruments of International Trade Policy

Unit VIII Development of the World Trading System

Unit IX International Business Environment

Unit X International Financial Environment

Block III- Strategies of International Business

Unit XI Global Strategies

Unit XII Technological Strategy

Unit XIII Global Alliances, Mergers and Acquisitions

Unit XIV International Marketing Strategies

Unit XV International Human Resource Management and Strategies

Unit XVI International Investment and Financing Strategies

Unit XVII Management of Exchange Rate and Interest Rate Risk

Block IV Emerging Scenario in International Business

Unit XVIII Regional Economic Grouping

Unit XIX Assets Protection and Multilateral Settlements

Unit XX Preferential Trade Agreements

Unit XXI Contemporary Issues in International Business

Suggested Readings:

1. John. D.Daniels and Lee H.Radebaugh, 'International Business', Pearson Education Asia, New Delhi, 2000.
2. Richard M.Hodgetts and Fred Luthans, 'International Management', Tata McGraw Hill, New Delhi, 2003.
3. Charles W.L.Hills, 'International Business', Tata McGraw Hill, New Delhi, 2005.
4. Francis Cherunilam, 'International business', wheeler publication
5. V.Sharan 'International Business', Pearson Education
6. Anand K.Sundaram and I. Stewart Black, 'The International Business Environment', Prentice Hall of India, New Delhi, 2001.
7. Michael R.Czinkota, Ilkka A.Ronkainen and Michael M.Moffett, 'International Business', Thompson, Asia, Bangalore, 2003.
8. Don Ball and Wendell McCulloch, 'International Business', Irwin McGraw Hill, New York, 1999.
9. Roger Bennett, 'International Business', Pitman publishing, New Delhi, 2000.
10. Vyuptakeshgaram, 'International business', Pearson Education, New Delhi, 2006.
11. Justin Paul - International Business - Prentice Hall of India, 2007



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