PERIYAR UNIVERSITY
SALEM -11

PERIYAR INSTITUTE OF DISTANCE EDUCATION
(PRIDE)

REGULATIONS AND SYLLABUS

(MASTER OF BUSINESS ADMINISTRATION)
FINANCIAL MANAGEMENT

(STUDENTS ADMITTED FROM 2014- 2015 ONWARDS)
REGULATIONS

1. ELIGIBILITY FOR ADMISSION:
   Candidates for admission to the first year of the Master of Business Administration degree course shall be required to pass to Bachelor's Degree of any discipline in any Recognized University.

2. DURATION OF THE COURSE:
   The course shall extend over a period of two academic years / calendar years. The subjects of study shall be in "accordance with the syllabus prescribed from time to time.

3. SUBJECTS OF STUDY:
   The total number of subjects of study will be 16 out of which 15 will be compulsory and the remaining 1 will be electives / project.
   The candidates shall take 8 subjects in the First year and the remaining subjects / project in the second year.
   All subjects carry a maximum of 100 marks each. The project carries 100 marks. There will be no viva voce examination on project.

4. SCHEME OF EXAMINATION:
   In each Examination for the written paper, 25% of marks shall be awarded by the continuous internal assessment and 75% of marks by external valuation, by the University. Each examination for the written paper shall be of 3 hours duration and carry 75 marks.
   The distribution of examination shall be as follows:

FIRST YEAR:

1.1 Principles of Management
1.2 Managerial Economics
1.3 Managerial Communication
1.4 Legal Environment of Business
1.5 Organizational Behavior
1.6 Business policy & Strategic Management
1.7 Financial and Management Accounting
1.8 Research Methodology
Second Year

1.9 Production Management
1.10 Financial Management
1.11 Human Resource Management
1.12 Marketing Management
1.13 Working Capital Management
1.11. International Financial Management
1.12 Merchant Banking and Financial Services

Elective: 1.13 Project work/Investment Management

1. The Project Guide should MBA / M.Phil / with two year of Teaching Experience in the concern syllabus and approval must be obtained from the Director PRIDE

2. The copy of the approval must be enclosed in the project at the time of submission of the projects.

3. Other conditions will apply as per PRIDE rules and regulations
Question Paper Pattern (Common to all Theory Exams)

Duration: 3 hrs.  Total Marks: 75

PART-A (5x 5 = 25 Marks)

Answer all questions each answer not to exceed one page

1.  (a) Question from Unit-I  or
    (b) Question from Unit-I

2.  (a) Question from Unit-II  or
    (b) Question from Unit-II

3.  (a) Question from Unit-III  or
    (b) Question from Unit-III

4.  (a) Question from Unit-IV  or
    (b) Question from Unit-IV

5.  (a) Question from Unit-V  or
    (b) Question from Unit-V

PART-B (5 x 10 = 50 Marks)

Answer all Questions each answer not to exceed four pages

6.  (a) Question from Unit-I  or
    (b) Question from Unit-I

7.  (a) Question from Unit-II  or
    (b) Question from Unit-II

8.  (a) Question from Unit-III  or
    (b) Question from Unit-III

9.  (a) Question from Unit-IV  or
    (b) Question from Unit-IV

10. (a) Question from Unit-V  or
     (b) Question from Unit-V1.1
1.1. PRINCIPLES OF MANAGEMENT

UNIT-1- Introduction
Definition and Meaning - Introduction - characteristics of Management - Scope and functional areas of management - Level Management and Administration.

UNIT-II - Planning

UNIT-III - Organizing
Organizing and staffing - Nature - Principles - Types - Departmentation - Committees - Centralization Vs Decentralization of authority and Responsibility - Span of control - MBO and MBE - Staffing process.

UNIT-IV - Directing

UNIT-V - Co-ordination and Control
Co-ordination and Control - Meaning - Need - Principles effective Co-ordination - Problems - importance of Control - Span of Control.

Reference Books:
2. C.B, Gupta, Business organization and Management, Sultan Chand & sons.
1.2 MANAGERIAL ECONOMICS

UNIT-I


UNIT-II


UNIT-III


UNIT-IV

Profit – Meaning and nature – Profit policies – Profit planning and forecasting – Cost volume profit analysis – Investment analysis.

UNIT-V


Reference Books:

1. Gupta G. S.- Managerial Economics

1.3 MANAGERIAL COMMUNICATION
UNIT-I
Role of Communication in Business - Main forms of Communication in Business - Communication process - Coding and decoding - Non-verbal symbols - Verbal symbols - Seven communication roadblocks.

UNIT-II
Active listening - Anatomy of poor listening - Contributors to poor listening - Anatomy of poor speaking - Good listening - Logical Traps.

UNIT-III
Business presentation - Features of good presentations - Planning, Structuring and Delivering presentations - Handling questions - Coping with nervousness. Procedure for reduce wastage, call a meeting - Conducting meetings - minutes.

UNIT-IV
Business letters - Stationery - Format and layout - E-mail - Presenting mail - Commonsense and etiquette. Report Writing - Parts of a report - Qualities of a good report - Improving writing skills.

UNIT-V

Reference Books:
1.4 LEGAL ENVIRONMENT OF BUSINESS

UNIT-1

UNIT-II
Contracts of Indemnity and Guarantee - Contract of Bailment and Pledge - contract of Agency.

UNIT-III

UNIT-IV
Indian Partnership Act - Nature of Partnership - The Negotiable Instruments Act, 1881.

UNIT-V

Reference Books:
1.5 ORGANISATIONAL BEHAVIOUR

UNIT-I

UNIT-II
Personality - Types of Personality - Theories of Personality - Perception - Perceptual Process - Perception and its application in Organizations.

UNIT-III

UNIT-IV
Group Dynamics - theories of Groups - Group cohesiveness - Group role - Group decision making techniques - Group conflict.

UNIT-V

Reference Books:
1.6 BUSINESS POLICY AND STRATEGIC MANAGEMENT

UNIT-I

UNIT-II

UNIT-III

UNIT-IV

UNIT-V

Reference Books:

5. Thomas L. Wheeien, J.David Hunger, Concepts of Strategic Management and Business Policy, Pearson Education.
1.7 FINANCIAL AND MANAGEMENT ACCOUNTING

UNIT-I

UNIT-II

UNIT-III

UNIT-IV

UNIT-V
Marginal Costing and Profit planning - Cost Volume Profit Analysis - Break even analysis.

Reference Books:

4. Dr. S.N. Maheswari - Financial Management Accounting - Sultan Chand and sons, New Delhi.
6. Dr. VR. Palanivelu University Sconce press New Delhi.
1.8 RESEARCH METHODOLOGY

UNIT-I
Nature and significance of management research - Concepts of social science research - Stages in research process - Research Design - Hypothesis.

UNIT-II
Kinds of data - Methods of data collection - Sampling techniques - Survey method - Case Study - Interview techniques - Interview schedule - Questionnaire - Data processing - Report writing.

UNIT-III

UNIT-IV
Testing of hypotheses - Procedure for hypothesis testing - Chi-square test - t test - F test - Limitations of the tests of hypotheses.

UNIT-V
Analysis of Variance (ANOVA) - Setting up ANOVA table - One way and two way ANOVA - Analysis of covariance - Non-parametric tests - Multivariate techniques.

Reference Books:

1. Wilkinson St. Bhandarkar - Methodology and Techniques of Social Research
2. Kothari C.R - Research Methodology: Methods and Techniques
4. Gupta S.P - Statistical Methods
5. Uma Sekaran - Research Methods for Business.
2.1 PRODUCTION MANAGEMENT

UNIT-I
Production Management - Definition - Production System - Difference between services and goods production - Historical development of production management - Product design - Steps - Designing for the customer.

UNIT-II

UNIT-III
Capacity planning - Concepts - Economies of scale - The Experience curve - Determining capacity requirements - Enterprise resource planning - Production scheduling - Nature and Importance of work centers.

UNIT-IV
Materials management - Materials requirement planning - Master production schedule - Purchase management - Vendor selection - Methods - JIT system - Inventory control — Purposes - Inventory models - EOQ models (without shortages) - Break models.

UNIT-V

Reference Books:
2.2 FINANCIAL MANAGEMENT

UNIT-1

UNIT-II
Capital Expenditure Evaluation - Methods and Appraisals - Pay back period, simple and Discounted - Net Present value, Internal Rate of Return - Accounting Rate of Return and Profitability Index - Capital rationing.

UNIT- III
Cost of Capital - Importance, Measurement of specific cost - Computation of Overall Cost of Capital - Capital structure - Determinants and theories.

UNIT-IV

UNIT-V

Reference Books:
6. Dr. VR Palanivelu Sultan chands suns Ltd New Delhi.
2.3. HUMAN RESOURCE MANAGEMENT

UNIT-I

UNIT-II
The Concept of best-fit employee: Importance of Planning -Forecasting - Internal and external sources. Selection process screening.

UNIT-III
Training and executive development; Training Needs - Types of training methods, purposes, benefits resistance.

UNIT-IV
Sustaining employee interest; Compensation plan - Reward - Motivation - Theories of motivation.

UNIT-V

Reference Books:
2.4 MARKETING MANAGEMENT

UNIT-1
Markets and marketing - Scope of Marketing - Fundamental concepts, trends and tasks - Marketing and customer value - Nature and contents of a marketing plan.

UNIT-II

UNIT-III

UNIT-IV
Product Characteristics and Classification - Product and brand relationships - Developing Pricing Strategies and Programmes - Setting and Adapting the Price.

UNIT-V
Role of Marketing Communication - Developing Effective Communication - Deciding and managing Marketing Communication Mix - Advertising versus Promotion - Direct Marketing and Interactive Marketing - New Product Development Process.

Reference Books:
1. Philip Kotler and Kevin Lane Keller; Marketing Management, Prentice Hall India.
2. Kotler and Armstrong; Principles of Marketing, Prentice Hall India.
3. V.S. Ramaswamy and S.Namakumari; Marketing Management, Macmillan India.
2.5 WORKING CAPITAL MANAGEMENT

Unit – I

Unit – II Working Capital Management

Unit III Cash Management

Unit – IV Inventory Management

Unit – V Receivable Management

Reference Books
2. Financial Management Dr.S.N.Muhesvran
UNIT I

UNIT II
International Monetary System – Gold standard – IMF and World Bank Exchange Rate mechanism – factors influencing exchange rate – Purchasing power parity and Interest Rate parity theorems.

UNIT III
Foreign Exchange Market – Transactions – Spot, Forward, Futures, Options And Swaps – Arbitrage and speculation in Foreign exchange market.- Exchange arithmetic, Spread, premium and Discount.

UNIT IV
Foreign Exchange Exposure – managing transaction, translation and operating Exposure – Techniques for covering the foreign exchange risk - Internal and external techniques of risk.

UNIT V

Reference Books:
4. Adrian Buckley, Multinational Finance, PHI
2.7 MERCHANT BAKING & FINANCIAL SERVICES

Unit I

Unit II

Unit III

Unit IV
2.8 INVESTMENT MANAGEMENT

Unit – I: Investment Objectives and Risk


Unit – II: Investment Avenues


Unit III: Stock Markets in India


Unit – IV: New Issue Market


Unit-V- Securities and Exchange Board of India (SEBI)


Reference Books