NATIONAL UNIVERSITY

Syllabus
Thesis Based In Campus MBA Program

Exam Code: 333

Three Semester M.B.A. Course
Effective from the Session : 2014–2015
National University  
Syllabus for Three Semester In Campus MBA Course  
Effective from the Session : 2014-2015  
Subject: MBA

First Semester

<table>
<thead>
<tr>
<th>Subject Code</th>
<th>Subject Title</th>
<th>Marks</th>
<th>Credits</th>
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<tbody>
<tr>
<td>2311</td>
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<tr>
<td>2312</td>
<td>Cost &amp; Management Accounting</td>
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<td>2313</td>
<td>Global Marketing &amp; Brand Management</td>
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<td>Management of Financial Institutions</td>
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<tr>
<td>2315</td>
<td>Financial analysis and Control</td>
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# National University
Syllabus for Three Semester MBA Course
Effective from the Session : 2014-2015

## Second Semester

<table>
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<th>Subject Code</th>
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<tbody>
<tr>
<td>2321</td>
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<td>2322</td>
<td>Theory and practice of International Business</td>
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<td>2323</td>
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# National University
Syllabus for Three Semester MBA Course  
Effective from the Session: 2014-2015

## Third Semester

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<thead>
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<th>Subject Code</th>
<th>Subject Title</th>
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<tbody>
<tr>
<td>2331</td>
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<td>2332</td>
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## First Semester

**Subject Code : 2311**  
**Marks : 100**  
**Credits : 4**  
**Class Hours : 60**  

**Subject Title :** Strategic Management

1. The strategic management process : An overview  
2. Strategy formulation : External analysis
3. Strategy formulation: Internal analysis
4. Building competitive advantage: Through functional-level strategy
5. Building competitive advantage: Through business-level strategy
6. Corporate strategy: Horizontal and vertical integration and strategic outsourcing
7. Corporate strategy: Diversification acquisition and internal new venture
8. Competitive strategies in different industry environment
9. Competing in foreign market.
10. Strategies in the global environment
11. Designing strategic control systems and organizational culture
12. Corporate culture and leadership: Keys to effective strategy execution

**Recommended Books:**

2. Charles W.L. Hill & Gareth R. Jones, Strategic Management: An Integrated Approach, All India Publishers
Subject Code : 2312  |  Marks : 100  |  Credits : 4  |  Class Hours : 60
Subject Title :  |  Cost & Management Accounting

1. Management accounting and business environment
2. Cost concepts, classification and statement of cost of good manufactured,
   Cost of goods sold & income statement.
3. Accounting for Material
4. Accounting for Labour
5. Accounting for Manufacturing overhead
7. Cost behavior: analysis and use
8. Cost-volume-profit relationships
9. Variable costing
10. Profit planning.

Recommended Books:

1. Garrison :  R.H. And Noreen, E.W. Managerial Accounting,
   Irwin, McGraw-Hill, Goston.
A. **Global Marketing**

1. **Global Marketing Management : Planning and Organization:** Planning for global markets, Alternative market entry strategies, Organizing for global competition.

2. **The Cultural Foundation:** The meaning of culture, culture across countries, culture & how to do business, culture & negotiations, the limits to cultural sensitivity.

3. **Global Segmentation & Positioning:** The global marketer’s mindset, global market segmentation, targeting segments, global product positioning, global STP strategies.

4. **Decisions on Global Product Policy:** Products and services for consumers and businesses, Product modification or standardization, Branding, Packaging, Brand name and trademark protection.

5. **Pricing Decision for Global Markets:** Pricing policy, Approaches to global pricing, Price escalation, Approaches to lessening price escalation, Counter trade as a Pricing Tool, Transfer pricing strategy, Price quotations, Administered pricing.

6. **Logistics and Channel Decisions for Global Markets:** The meaning and benefits of logistics, Different types of logistics and their uses in international marketing, Channel of distribution structures, Distribution pattern, Alternative middleman choices, Factors affecting choice of channels.

7. **Promotion Decision in Global Marketing:** The international world of advertising, pros & cons of global advertising, the global advertiser’s decisions

**Recommended Books :**


B. **Brand Management**
1. **Brands and Brand Management**: Definition of brand, Why do brands matter? Can anything be branded like networks, soft drinks and electrical equipment, Branding challenges and opportunities, Brand equity concept, Strategic brand management.

2. **Customer-Based Brand Equity and Brand Positioning**: Customer based brand equity, Brand equity, Brand knowledge, Sources of brand equity, Building a strong brand, Identifying & establishing brand positioning and guideline.

3. **Choosing Brand Elements to Build Brand Equity**: Criteria for choosing brand elements, Options and tactics for brand elements.

4. **Designing Marketing Programs to Build Brand Equity**: New perspectives on marketing, Product strategy, Pricing strategy, Channel strategy.

5. **Integrating Marketing Communication to Build Brand Equity**: Information processing model of communication, Marketing communication options, Developing integrated marketing communication programs.


Recommended Book:

Subject Code : 2314  |  Marks : 100  |  Credits : 4  |  Class Hours : 60
Subject Title : Management of Financial Institutions

1. Nature of Financial Institutions and Its Importance
2. Financial Service Industry and Financial Markets
3. Risk of the Balance Sheet
4. Credit and Portfolio
5. Loan Sales and Asset Securitization
6. Liquidity
7. Liability and Liquidity Management
8. Market Risk Measurement and Management
9. Off Balance Sheet Risk Management of Other Risk
10. Bank Performance Measurement

Recommended Books:

Subject Code : 2315  |  Marks : 100  |  Credits : 4  |  Class Hours : 60
Subject Title :  Financial Analysis and Control

Course contents:
2. Accounting Information
3. Financial Equilibrium
4. Free cash flow and Sustainable Growth
6. Cross-sectional analysis of FSA-Criteria used to select peer groups, Aggregation options in cross-sectional analysis, Industry Comparisons of financial Ratio
7. Time-Series analysis of FSA-Issues & Approaches
8. Earnings Management and Smoothing
9. Analysis of Financial Statement
10. A Synthesis-Adjusted Financial Ratio
12. Credit Rating Score; LRA analysis-assessment of business risk
13. Financial Control-Corporate governance and Financial control; Control system for social and economic management; Financial control of portfolio management decisions

Recommended Books:
1. Business Analysis & Valuation Using Financial Statement, 2nd ed; Palepu, Bernard & Healy; South-Western, 2000
Second Semester:

<table>
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<th>Subject Code : 2321</th>
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<tbody>
<tr>
<td>Subject Title :</td>
<td>Research Methods</td>
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</tbody>
</table>

1. Fundamental of Research  
2. Basic Concepts and Issues in Research  
3. Research process  
4. Designing a Study  
5. Sampling and Sample Design  
6. Data Collection : Tools and Techniques  
7. Statistical Tools in Research  
8. Reliability and Validity in Managements  
9. Hypothesis  
10. Developing Proposal and writing Report  
11. Data Analysis  
12. Monitoring and Evaluation  

**Recommended Books:**

1. Cooper, Donald R. and Schindler, Pamela S. *Business Research Methods* Irwin  
1. Introduction to international business
2. An overview of globalization
3. International trade theory
4. The political economy of international trade
5. Foreign direct investment (FDI)
6. The political economy of FDI
7. Regional economic integration
8. Negotiations and diplomacy in international business
9. The foreign exchange market
10. The international monetary system
11. The global capital market
12. The strategy of international business
13. Entry strategy and strategic alliances.

**Recommended Books:**

1. Foundation of information systems in business: organizational, technical, psychological and behavioral
2. Computer based information systems, user requirements, analysis and specification of systems requirement
3. E-business: How business use information systems
4. Achieving competitive advantage with information systems
5. Managing knowledge and enhancing decision making
6. Telecommunications, the internet and wireless technology
7. Foundation of business intelligence – data based and information management
8. Ethical and security issues in information systems

**Recommended Books:**
1. Laudon K, c and Lane P. Laudon, Management Information Systems: Managing the Digital Firm, Prentice Hall India
Third Semester:

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<tbody>
<tr>
<td>2331</td>
<td>100</td>
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</table>

**Subject Title**: Econometrics

1. Introduction to forecasting;
2. Review of basic statistical concepts, Exploring data patterns and choosing a forecasting technique;
3. Moving averages and smoothing methods;
4. Time Series and their Components;
5. Stationarity, autocorrelation and partial autocorrelation;
6. Properties of an AR (I) model;
7. Properties of an MA(I) model;
8. ARMA model;
9. Lag operator & eigenvalues analysis;
10. Seasonal ARMA & ARIMA models;
11. Unit root test I: concept & test strategies;
12. Forecasting & forecast evaluation;
13. ARCH models I: concept, symmetric volatility models, asymmetric volatility models

**Recommended Books:**

Subject Code : 2332  |  Marks : 100  |  Credits : 4  |  Class Hours : 60
Subject Title : Corporate Governance

1. Corporate Governance;
2. Stakeholders’ interests;
3. Impact of size;
4. Key people: chairman, board of directors, executives and non-executive directors;
5. Future influences;
6. New approaches to corporate governance: golden rules, strategic process, internal and external analysis, stakeholder analysis, formulating strategy and implementation; legal framework.

Recommended Book:


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Subject Code : 2338  |  Marks : 200  |  Credits : 8  |  Class Hours :
Subject Title : Thesis

Subject Code : 2339  |  Marks : 50  |  Credits : 2  |  Class Hours :
Subject Title : Viva-voce