

UNIVERSITY OF ENGINEERING AND MANAGEMENT, JAIPUR

Lecture-wise Plan

Subject Name: **Marketing Management**
Year: **1st Year**

Subject Code: **MB207**
Semester: **2ND**

| Module Number | Topics | Number of Lectures |
|----------------------|--|---------------------------|
| 1 | Introduction: Fundamentals of Marketing – need, want, demand, value, exchange, transaction, competition; Definitions of marketing; Evolution of marketing concepts(orientations); Marketing Mix – 4Ps and their sub-elements. Strategic Marketing Planning: Corporate level strategies – SWOT Analysis; Product-Market Grid; Marketing Plan – its nature and content | 8L |
| 2 | Marketing Environment: Major components of the microenvironment and macro-environment Marketing Research: Role of marketing research in marketing decision making; Sources of market information, Overview of the methods of primary and secondary research | 7L |
| 3 | Market Segmentation, Targeting and Positioning: Concepts of market segmentation and targeting; Various bases for segmentation (consumer and industrial); Differentiation and Positioning strategies Consumer Behaviour: A framework of consumer decision making process, overview of major factors influencing consumer behavior Product: Product Classification, Service – characteristics and expanded service mix elements; Product Line, Product Mix; Product Life Cycle and marketing strategies at different stages of PLC; New Product Development | 14L |
| 4 | Branding and Packaging: Purpose of branding; Characteristics of good brand name, brand naming strategies; Brand equity; Branding strategies; Purpose of Packaging; Types of Packaging – primary, secondary, shipping packages Pricing: Procedure for price setting; Pricing objectives; Cost and demand consideration; Pricing methods; Modifying the price; Pricing Strategies and Tactics | 7L |

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| 5 | <p>Marketing Channels: Importance of Marketing intermediaries; Types of intermediaries and their functions; Levels of marketing channels; Channel flows and functions; Channel design decisions; Network Marketing</p> <p>Promotion: Elements of Promotion Mix (advertising, sales promotion, personal selling, direct marketing, PR and publicity) – characteristics and their relative strengths and weaknesses; Concept of Integrated Marketing Concept</p> <p>The Selling Process: Steps of selling process:</p> <p>Demand Forecasting: Basic concepts of market potential, Sales potential and Sales forecast; Purpose and methods of sales forecasting</p> | 6L |
| Total Number Of Hours = 42 L | | |

UNIVERSITY OF ENGINEERING AND MANAGEMENT, JAIPUR

Lecture-wise Plan

Subject Name: **Business Economics-II**
Year: **1st Year**

Subject Code: **MB201**
Semester: **2ND**

| Module Number | Topics | Number of Lectures |
|----------------------|--|---------------------------|
| 1 | <p>Circular Flow of Income and Concepts of Macro Aggregates: Core concepts of business cycle and phases; National Income Accounting, Three methods of measuring GDP/GNP, concepts in open and closed economy</p> <p>Theory of Income Determination: Simple Keynesian Model: closed economy, concepts of consumption and investment as addition to capital stock, private autonomous expenditure multiplier, introducing the Government – fiscal policy – Government expenditure multiplier, Tax Rate Multiplier, Balanced Budget Multiplier, Extension: Paradox of Thrift (Multiplier Analysis – both mathematical and graphical methods to be discussed.)</p> <p>Introduction of money and asset market: IS-LM: Fiscal policy and monetary policy, comparison of crowding out effects. Introduction to foreign trade : export and import multipliers</p> | 12L |
| 2 | <p>Inflation and Unemployment: Concepts of inflation – demand pull and cost push, Stabilization policies, introduction to Philips curve as relation between inflation and unemployment.</p> <p>International Linkages: Concepts of Balance of Payments; alternative exchange rate systems – fixed, flexible and managed float; Comparative Advantage as basis for trade; tariff and non-tariff barriers.</p> | 9L |
| 3 | <p>Planning, Growth and Development :A brief introduction to Indian Planning system, Planning and Marketisation, Imperative and Indicative Planning</p> <p>Concepts of Growth and Development, understanding of required rate of savings through incremental capital- output ratio, required money supply growth with income elasticity of money demand,</p> | 14L |

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| 4 | <p>Economic Crisis of India in Late '80s and Road to Liberalization – Economic crisis, Economic Reforms commencing from 1991, understanding of Macroeconomic Stabilization and Structural Reforms, Monetary and Fiscal Policy Reforms– Composition of Indian money market, Components and Instruments of Monetary policy, Concepts and Management of Deficits, New Industrial Policy and Labour Reforms –Issues of privatization, Disinvestment and divestment, industrial sickness, labour market reforms-some conceptual issues, safety net for labour</p> | 4L |
| 5 | <p>Banking and Capital Market Reforms- Banking structure in India, Banking sector reforms Composition of Indian capital market, SEBI and Capital Market Reforms Trade Policy Reforms –major components of trade policy reforms, idea of FEMA, current and capital account convertibility.</p> | 3L |
| Total Number Of Hours = 42 L | | |

UNIVERSITY OF ENGINEERING & MANAGEMENT, JAIPUR

Course Description

Course Name: ORGANIZATIONAL BEHAVIOUR-II

Code: MB202

Course Credit-4

L-T: 3-1

Module-I(20hrs)

1. **Organization:** Mission, Goals, Characteristics, Types, Structure & Design-Elements, Designs by Function, Product, Location, Matrix; Virtual Organisation, Learning Organisation, Mechanistic and Organic Models; Determinants of an Organization Structure-Strategy, Size, Technology & Environment
2. **Managerial Perspectives on Organizational Behaviour:** Management Functions, Managerial Roles, Skills, Challenges and Effectiveness
3. **Organizational Culture:** Culture and its Characteristics, Types of Cultures, Western and Oriental Organization Cultures, Indian Organization Culture, Culture Change
4. **Group Behaviour:** Characteristics of Group, Types of Groups, Stages of Development, Group Decision-making, Organizational Politics, Cases on Group Decision-making

Module-II (20hrs)

5. **Communication in Organization :** Purpose, Process, Channels and Networks, Barriers, Making Communication Effective, Transactional Analysis (TA), Cases on Communication
6. **Leadership Styles:** Leadership Theories ,Leadership Styles, Skills and Influence Processes, Leadership and Power, Examples of Effective Organizational Leadership in India, Cases on Leadership
7. **Conflict in Organization:** Sources of Conflict, Types of Conflict, Conflict Process, Johari Window, Conflict Resolution, Cases on Conflict Resolution.
8. **Organizational Change and Development:** Meaning, Process, Resistance to Change, OD Meaning, Process, Interventions: Sensitivity Training, Survey Feedback, Process Consultation, Team Building, Inter-group Development

Book

1. Shukla, Madhukar-Understanding Organizations-Organizational Theory and Practice in India, Prentice Hall.

UNIVERSITY OF ENGINEERING & MANAGEMENT, JAIPUR

Lecture-wise Plan

Subject Name: QUANTITATIVE METHODS–II
Year: 1st Year

Subject Code-MB-203
Semester: Second

| Module Number | Topics | Number of Lectures |
|----------------------|---|---------------------------|
| 1. | | 12L |
| | Probability distributions Discrete distributions - Binomial, Poisson Continuous distributions - Uniform, Exponential, Normal, Log Normal | 4 |
| | Sampling Methods and Sampling Distributions Statistics and Parameter Types of sampling - random and non-random sampling distributions - conceptual basis; standard error; sampling from normal populations; Central Limit Theorem; relationship between sample size and standard error; Finite Population Multiplier | 4 |
| | Estimation Point Estimation – properties of estimators; the method of moments and the method of maximum likelihood Interval Estimation –basic concepts; interval estimates and confidence interval; calculation of interval estimates of mean and proportion from large samples; interval estimation using the t-distribution; determining the sample size in estimation | 4 |
| 2. | Descriptive Statistics | 28L |
| | Hypothesis Testing Basic Concepts– Null and Alternative Hypotheses; Type I and Type II errors; the p – value; the significance level; power of a test One Sample Tests– hypothesis testing of means when the population standard deviation is known and when it is unknown; hypothesis testing of proportions for large samples Two Sample Tests– tests for difference between means – large sample sizes and small sample sizes; test for difference between proportions – large sample sizes; testing difference between means with dependent samples | 4 |
| | Chi-square and Analysis of Variance Chi-square as a test of (a) independence and (b) goodness of fit ANOVA –basic concepts; the F distribution and the F statistic; inferences about a population variance; inferences about two population variances | 4 |
| | Non-parametric tests Basic concepts, The Sign Test, The Signed-Rank Test, Rank Sum Tests– The Mann-Whitney U Test; The Kruskal-Wallis Test, Tests based on runs Rank Correlation Kolmogorov-Smirnov Test | 4 |
| 3 | Time series and Forecasting | 16 |

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| | Variations in time series; trend analysis; cyclical, seasonal and irregular variations; consideration of all four components of a time series Time Series analysis in freacasting8. Multivariate data analysis (demonstration of software package) Basicconcepts Types of multivariate techniques Factor Analysis Multiple Regression Analysis Discriminant Analysis Cluster Analysis | |
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Assignment:

Module-1:

1. What is sampling method which involves separating the population in to clusters, then selecting random samples from the clusters?
2. Suppose that a researcher conducted a study of student morale in a middle school. The researcher wanted to generalize the results to all middle school students in the district. Under which of the following conditions would ecological generalizability have been threatened?
3. What are the methods of sampling?
4. What is the random sampling method?
5. What is a simple random sample?
6. What is a sample panel?

Module-2:

1. A mileage test is conducted for a new car model, the "Pizzazz." Thirty (n=30) random selected Pizzazzes are driven for a month and the mileage is carefully measured in each. The mean mileage for the sample is 28.6 miles per gallon (mpg) and the sample standard deviation is 2.2 mpg. Estimate a 95% confidence interval for the mean mpg in the entire population of Pizzazzes (you might need to round your answer a little bit to agree with mine).
2. Determine the test statistic for testing the null hypothesis that the population mean is 27 mpg ($H_0: \mu = 27$ vs $H_a: \mu \neq 27$)
3. A Type II error is made when
 - a. the null hypothesis is accepted when it is false.
 - b. the null hypothesis is rejected when it is true.
 - c. the alternate hypothesis is accepted when it is false.
 - d. the null hypothesis is accepted when it is true.
 - e. the alternate hypothesis is accepted when it is true.
4. A recent USA TODAY/CNN/Gallup Poll showed that most American people support Bush's efforts in the Middle East peace process. The poll of 2000 adults was conducted and 1243 people said they supported Bush's efforts.
 - a) Find a 95% confidence interval for p, the fraction of Americans who support Bush's efforts $\hat{p} = 1243/2000 = 62.15\%$ then use the CI formula for a proportion
 - b) Perform the hypothesis test $H_0: p = 0.6$ versus $H_a: p > 0.6$. $\alpha = .05$ $\hat{p} = .6215$ $z = \frac{.6215 - .6}{\sqrt{.6(.4) / 2000}} = 1.52$ We reject the null hypothesis if $T > 1.64$ and since its not, we fail to reject the null hypothesis.

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Lecture-wise Plan

5. A random sample of 100 voters in a community produced 59 voters in favor of candidate A. The observed value of the test statistic for testing the null hypothesis $H_0: p = 0.5$ versus the alternative hypothesis $H_a: p \neq 0.5$ is?

7. Paul's housemate Miranda is trying to convince Paul to get a piercing. Paul is very sensitive to popular opinion, however, and will only get one if "everyone else is doing it". Of course, everyone is unrealistic, so Paul will settle on getting the piercing if Miranda can show that more than 60% of people at Harvard have one. Miranda wastes no time in taking a sample of 60 people from Adam's House and performing the appropriate hypothesis test. Her sample revealed 44 people who admitted to having a piercing.
 - (a) Test the hypothesis $H_0: p = 0.6$ versus $H_a: p > 0.6$. Will Paul end up getting a piercing? $t = \frac{.44 - .60}{\sqrt{(.60)(.40)/60}} = -2.05$. Since $t < 1.64$ we reject the null and conclude that more than 60% of students have piercings.
 - (b) Do you have any criticisms of Miranda's sample? The people sampled were all from Adam's House so it's not clear that we can extend our results to all the Harvard students.

8. A random sample of 1,562 undergraduates enrolled in marketing courses was asked to respond on a scale from one (strongly disagree) to seven (strongly agree) to the proposition: "Advertising helps raise our standard of living." The sample mean response was 4.27 and the sample standard deviation was 1.32. Test the following hypothesis $H_0: \mu = 4$ $H_A: \mu \neq 4$ create decision rule?

UNIVERSITY OF ENGINEERING AND MANAGEMENT, JAIPUR

Lecture-wise Plan

Subject Name: Production and operation
Year: 1st Year

Subject Code: MB204
Semester: 2ND

| Module Number | Topics | Number of Lectures |
|----------------------|---|---------------------------|
| 1 | Introduction to Production Management: Production system; Types of production; Replanning and control functions; Relations with other departments; Efficiency of production planning and control. Plant Location and Layout: Choice and selection of plant location; Plant design; Plant layout; Product layout and process layout; Criteria for a good layout. | 12L |
| 2 | Plant Maintenance and Materials Handling: Types of maintenance – preventive, predictive and overhaul; Selection of good materials handling equipment; Methods of Materials handling. Materials Management: Need, scope and advantages; Materials Requirement Planning (MRP – I, MRP – II) and Budgeting | 9L |
| 3 | Inventory Planning and Control: EOQ Models – without shortage, with shortage, with price breaks; Effect of quantity discount; ABC, FSN and VED classification; Inventory control; Perpetual, Two-bin and Periodic Inventory System; Just In Time (JIT) system; Probabilistic Inventory Models (discrete and continuous cases) Scheduling : Gantt Chart, Johnson's Rule | 14L |
| 4 | Network Analysis: PERT/CPM techniques, Shortest path algorithms and their applications (Dijkstra's algorithm; Flloyd's algorithm, Kruskal's algorithm, Ford-Fulkerson method) Inspection and Quality Control: Types and criteria of inspection; Statistical Quality Control; Control Charts. | 4L |

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| 5 | <p>Total Quality Management(TQM) : Concept, features, need for TQM, Cost of quality, Kaizen, Kyodo, PDCA cycle, 7 QC tools, 5s concept, Quality circle. Total Quality in Service Sector</p> <p>Quality Management System : Quality Audit, Concepts of six sigma</p> <p>Purchase Management: Purchase Policy, Systems, Procedures; Vendor Selection; Negotiation; Vendor Development and Evaluation; Make or Buy decision; Legal aspects of purchasing.</p> <p>Work and method study, Case Studies</p> | 3L |
| Total Number Of Hours = 42 L | | |

UNIVERSITY OF ENGINEERING & MANAGEMENT, JAIPUR

Lecture-wise Plan

Subject Name: **Management Information Systems II**
Year: 1st Year

Subject Code: **MB205**
Semester: **Second**

| Module Number | Topics | Number of Lectures |
|----------------------|---|---------------------------|
| 1 | Management Information System (MIS): | 6L |
| | 1. Definition, Characteristics, Subsystems of MIS (Activity and Functional subsystems) | 1L |
| | 2. Structure of MIS; Reasons for failure of MIS. | 1L |
| | 3. Understanding Major Functional Systems: Marketing & Sales Systems, Finance & Accounting Systems, Manufacturing & Production Systems | 2L |
| | 4. Human Resource Systems, Inventory Systems; their sub systems, description and organizational levels. | 2L |
| 2 | Decision Support Systems (DSS): | 3L |
| | 1. Definition, Relationship with MIS | 1L |
| | 2. Evolution of DSS, Characteristics, classification | 1L |
| | 3. Objectives, components, applications of DSS. | 1L |
| 3 | ERP, CRM, SCM : | 12L |
| | 1. ERP (Enterprise Resource Planning): [a] Concepts of ERP, architecture of ERP, Generic modules of ERP, Applications of ERP, concept of XRP (extended ERP) [b] Features of commercial software like SAP, Oracle Apps, MS Dynamics NAV, Peoplesoft | 4L |
| | 2. CRM (Customer Relationship Management): [a] Concepts of CRM, Features of CRM (acquisition and retention) [b] Features of commercial software like I2-Rhythm, SIEBEL | 4L |
| | 3. SCM (supply Chain Management): [a] Concepts of SCM, drivers of SCM, inbound & outbound [b] Definition, brief description and applicability of: eProcurement, eTailing, eLogistics, eCollaboration, eIntegration. Case studies for ERP, CRM, SCM | 4L |
| 4 | Database Management Systems (DBMS): | 4L+6P |
| | 1. What is a DBMS. Need for using DBMS. Concepts of tables, records, attributes, keys, integrity constraints, 3-schema architecture, data independence. | 2L |

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| | 2. SQL: DDL & DML concepts, SQL commands [ANSI standard]. | 2L |
| 5 | Data Warehousing and Data Mining: | 5L |
| | 1. Concepts of Data warehousing, data mart, meta data, multidimensional modeling | 1L |
| | 2. Online Analytical Processing (OLAP), Online Transaction Processing (OLTP), Knowledge Management System (KMS), Active Knowledge Management Server (AKMS) | 1L |
| | 3. Features of commercial software like Informatica | 1L |
| | 4. Data mining concepts, knowledge discovery v. data mining, data mining applications. | 1L |
| | 5. Case studies on data warehousing / data mining | 1L |
| 6 | Outsourcing | 4L |
| | 1. Concepts of BPO, KPO | 1L |
| | 2. Business Process Outsourcing: Concept & Application, Advantages & Disadvantages, Types of outsourcing | 1L |
| | 3. Resource Requirements, Technical framework of automated outsourcing. | 1L |
| | 4. Documentation: contracts, Service Level Agreements (SLA), Non-disclosure Agreements (NDA). Other Applications – Remote Transaction Processing. | 1L |
| Total Number Of Hours = 34L+6P | | |

Faculty In-Charge

HOD, CSE Dept.

UNIVERSITY OF ENGINEERING AND MANAGEMENT, JAIPUR

Lecture-wise Plan

Subject Name: Human Resources Management

Subject Code: MB206

Year: Ist

Semester: IInd

Module-I (20 hrs)

| UNITS/CHAPTERS | Lectures detail | LEARNING OUTCOME | SUGGESTED READING/ REFERENCES |
|---|--|---|--|
| 1. Human Resource Management : | 1 Scope and Coverage, Structure and functions of HR Department | During the study of this unit, student would come to know about the theory and application of human resource management, the broad range of influences acting on human resource management. | Agarwala T. - Strategic Human Resource Management, OUP Aswathappa, K. - Human Resource Management, Tata McGraw Hill |
| | 2 Role of HR manager | | |
| 2. Human Resource Planning : | 1 Supply and Demand Forecasting methods | During the study of this unit, student would come to know about the human resources planning and policies through its information system. | Jyothi P. & Venkatesh, D.N. - Human Resource Management, OUP VSP Rao HRM Excel publication |
| | 2 Manpower Inventory | | |
| | 3 Career Planning | | |
| | 4 Succession Planning | | |
| | 5 Personnel Policy | | |
| | 6 Human Resource Information System (HRIS) | | |
| 3. Recruitment and Selection : | 1 Process, Sources, | The recruitment process is explained in detail and practical aspects of the employees related to job is covered. | Pattanayek, B. - Human Resource Management, PHI |
| | 2 Methods of selection, | | |
| | 3 Interviewing Method, | | |
| | 4 Skills and Errors | | |
| 4. Human Resource Development : | 1 HRD Policy and Programmes | This unit covers the training and development of human capital of the organization. | VSP Rao HRM Excel publication |
| | 2 Assessment of HRD Needs | | |
| | 3 HRD Methods : Training | | |
| | 4 HRD Methods : Non-Training | | |
| 5. Performance Appraisal Systems : | 1 Purpose, Methods, Appraisal instruments, | This unit emphasis on the knowledge of performance assessment methods, improvements and resultant in terms of employee service condition reviews. | VSP Rao HRM Excel publication |
| | 2 3600 Appraisal HR Score Card | | |
| | 3 Errors in appraisal, Potential Appraisal | | |
| | 4 , Appraisal Interview | | |

Module-II (20 hrs)

| UNITS/CHAPTERS | Lectures detail | LEARNING OUTCOME | SUGGESTED READING/ REFERENCES |
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| 6.Compensation Management | 1 Wages - Concepts, Components; | This unit shall explain about the wages and benefits of | Ramaswamy, E.A. - Managing Human |
| | 2 Wages - Concepts, | | |

UNIVERSITY OF ENGINEERING AND MANAGEMENT, JAIPUR

Lecture-wise Plan

Subject Name: Human Resources Management

Subject Code: MB206

Year: Ist

Semester: IInd

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| | | Components continue... | workers. | Resources, OUP |
| | 3 | System of Wage Payment, | | |
| | 4 | Fringe Benefits, Retirement Benefit. | | |
| 7. Industrial Relations in India : | 1 | Parties; Management and Trade Unions, | This unit equips the student with legal implication arising during employment and the legal remedy available in India . | Saiyadain, M.S - Human Resource Management : Tata McGraw Hill |
| | 2 | Industrial Disputes : Trends, Collective Bargaining | | |
| | 3 | Settlement Machineries, Role of Government | | |
| | 4 | Labour Policy in India | | |
| 8. Workers' Participation in Management : | 1 | Concept, Practices and Prospects in India, | This unit explains the result of legal remedy, resulting which workers participation in management. | Mondal Sabari & Goswami Amal - Human Resource Management: Vrinda Publications |
| | 2 | Quality Circles and other Small Group Activities. | | |
| 9. Discipline Management : | 1 | Misconduct, | This unit covers the grievance and misconduct procedures as per law. | VSP Rao HRM Excel publication |
| | 2 | Disciplinary action | | |
| | 3 | Domestic Enquiry | | |
| | 4 | Grievance Handling | | |
| 10. Strategic HRM : | 1 | Meaning, Strategic HRM vs Traditional HRM | This unit covers the strategic part of human resources management and e-developed concepts in management of HCM. | Aswathappa, K. - Human Resource Management, Tata McGraw Hill |
| | 2 | SHRM Process | | |
| | 3 | Nature of e-HRM | | |
| | 4 | e-Recruitment & Selection | | |
| | 5 | e-Performance Mgmt | | |
| | 6 | e-Learning | | |

Faculty In-Charge

HOD, MBA Dept.

UNIVERSITY OF ENGINEERING AND MANAGEMENT, JAIPUR

Lecture-wise Plan

Subject Name: Financial Management
Year: 1st Year

Subject Code: MB207
Semester: 2ND

| Module Number | Topics | Number of Lectures |
|----------------------|--|---------------------------|
| 1 | Introduction : Introduction to Financial Management - Goals of the firm - Financial Environments.. Time Value of Money : Simple and Compound Interest Rates, Amortization, Computing more than once a year, Annuity Factor. Valuation of Securities : Bond Valuation, Preferred Stock Valuation , Common Stock Valuation, Concept of Yield and YTM. | 12L |
| 2 | Risk & Return: Defining Risk and Return, Using Probability Distributions to Measure Risk, Attitudes Toward Risk, Risk and Return in a Portfolio Context, Diversification, The Capital Asset Pricing Model (CAPM) Cost of Capital : Concept , Computation of Specific Cost of Capital for Equity - Preference – Debt, Weighted Average Cost of Capital – Factors affecting Cost of Capital | 9L |
| 3 | Working Capital Management : Overview, Working Capital Issues, Financing Current Assets (Short Term and Long Term- Mix), Combining Liability Structures and Current Asset Decisions, Estimation of Working Capital. Cash Management : Motives for Holding cash, Speeding Up Cash Receipts, Slowing Down Cash Payouts, Electronic Commerce, Outsourcing, Cash Balances to maintain, Factoring. | 14L |
| 4 | Accounts Receivable Management : Credit & Collection Policies, Analyzing the Credit Applicant, Credit References, Selecting optimum Credit period. Capital Budgeting : The Capital Budgeting Concept & Process - An Overview, Generating Investment Project Proposals, Estimating Project, After Tax Incremental Operating Cash Flows, Capital Budgeting Techniques, Project Evaluation and Selection - Alternative Methods, Operating & Financial Leverage : Operating Leverage, Financial Leverage, Total Leverage, Indifference Analysis in leverage study. | 4L |
| 5 | Capital Structure Determination : Concept of Capital Structure, Legal Requirements, Factor affecting Capital Structure, Theories of Capital Structure like N.I. Approach, NOI Approach, Traditional Approach, M-M Approach. Dividend Policy : Passive Versus Active Dividend | 3L |

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| | Policy ; Factors influencing Dividend Policy, Dividend Stability, Stock Dividends and Stock splits, Dividend Theories like Gordon's Model, Walters Model, M-M Approach and Residual Approach, Legal Consideration of Paying Dividends. | |
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| Total Number Of Hours = 42 L | | |
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