

MBA (Rural Banking & Finance Management)

i. Introduction

Distance learning courses are becoming increasingly popular as a mode of education and are being utilized by professionals and students from around the world. Whether seeking professional development, new skills, or a career change, there are distance learning courses at many academic institutions around the world.

ii. Justification

The post graduate degree in Finance Management program gives a thorough understanding of all aspects of finance in the banking and or financial firm-capital budgeting, cash flow valuation, risk management, capita structure, dividend policy, mergers and acquisitions and more. The aspirant can also learn about global economics, investment decision and international corporate finance and thoroughly gain the Real-time portfolio analysis skills with investment perspective.

- iii. Duration** : Two years (Four semesters)
150 working days per semester, duration inclusive of Saturday
- iv. Eligibility** : Any UG Degree
- v. Medium of Instruction** : English
- vi. Personal Contact Programme (PCP)** : PCP: 10 classes
Every month on Saturday and Sunday of second week
6th month – Final Examinations
A minimum attendance of 60% is compulsory
- vii. Fees Structure** : Rs.11,000/- per Semester

viii. Course content

- I SEMESTER** : ODL-MBA-601 - Principles of Management
ODL-MBA-602 - Organizational Behaviour
ODL-MBA-603 - Production & Materials Management
ODL-MBA-608- Statistics for Management
- II SEMESTER** : ODL-MBA-605 - Marketing Management
ODL-MBA-606 - Management Accounting
ODL-MBA-607 - Managerial Economics
ODL-MBA-609 - Financial Management

Santhi P
31-8-17
DIRECTOR
OPEN AND DISTANCE LEARNING
TAMIL NADU AGRICULTURAL UNIVERSITY
COIMBATORE - 641 003.

- III SEMESTER : ODL-MBA-618 - Financial Services
 ODL-MBA-619 - Project management and entrepreneurship development
 ODL-MBA-611 - Research Methodology for management
 ODL-MBA-610 - Human Resource Management32r
- IV SEMESTER : ODL-MBA-620 - Capital and Commodity Market Analysis
 ODL-MBA-614 - Business Law
 ODI.-MBA-613 - Intellectual Property Management
 ODL-MBA-621 - Corporate Financing
 ODI.-MBA-617 - Project Work

ix. Outcome of the Programme

Distance learning courses are becoming increasingly popular as a mode of education and are being utilized by professionals and students from around the world. The post graduate degree in Banking and Finance Management program gives a thorough understanding of all aspects of finance in the banking and or financial firm and capital budgeting, cash flow valuation, risk management, capital structure, dividend policy, mergers and acquisitions and more.

x. Course wise Syllabus

ODL-MBA-601 - PRINCIPLES OF MANAGEMENT

Unit I Nature of Management

Definition, Process and Scope of Management. Roles and Levels of Manager, Development of Management Thought: Early Management Approaches, Modern Management Approaches.

Unit II Planning

Types of Plans, Steps and Process of Planning, Managing By Objectives (MBO). Strategies and Policies, Decision-Making under Certainty and under Uncertainty Conditions, Decision Tree, Group-Aided Decisions, Creativity.

Unit III Organizing and Staffing

Concept and Process, Authority and Power, Responsibility and Accountability, Centralization and Decentralization, Manpower Planning, Job Analysis, Description and Specification, Recruitment, Training and Development.

Unit IV Direction

Leadership Qualities and Styles, Motivation, Communication Process, Channels and Barriers to Communication.

Unit V Controlling

Process, Setting Objectives, Establishing Standards, Measuring Performance, Control Techniques, Coordination Techniques, Social Responsibility and Social Audit.

References:

- Koontz and O'Donnell, 1995, **Principles of Management**, Mc Graw -Hill Book Co., New York.
- Massie, J.L., 1995, **Essentials of Management**, Prentice Hall of India Pvt. Ltd., New Delhi.
- Prasad, L.M. 1998, **Principles and Practices of Management**, Sultan Chand and Sons Educational Publishers, New Delhi.
- Rao, V.S.B. and P.S. Narayana, 1998, **Principles and Practices of Management**, Konark Publishing Pvt. Ltd. New Delhi.
- Tripathy, P.C, and P.N. Reddy, 2000, **Principles of Management**, Tata McGraw-Hill Publications, New Delhi.

ODL-MBA-602 - ORGANIZATIONAL BEHAVIOUR

Unit I Introduction to Organizational Behaviour

Meaning, Nature, Types and Importance, Basic Functions, Roles and Skills in Organizations- Models for Analyzing Organizational Phenomena- Diversity in Organizational Behaviour. Motivation -Types, Theories and Importance of Motivation in Organizational Development.

Unit II Interpersonal Process in Organizations

Group Process in Organizational Behaviour - Characteristics, Organizational Structure, Group Decision Making, and Group Tasks- Managerial Perspectives in Organizational Behaviour. Conflict - Nature, Type, Sources, Goal Conflict, Stress Conflict, Resolution Strategies and Managing Conflicts, Group Dynamics - Types, Importance, Group Formation, Stages of Group Development and Group Performance.

Unit III Organizational Culture, Power and Politics

Nature, Importance, Emerging Issues in Organizational Culture and Managing Organizational Culture, Organizational Commitment - Meaning, Outcomes and Guidelines to Enhance Organizational Commitment, Power and Politics - Meaning, Nature, Types and Uses of Power in Organization, Distinction among Power, Authority and Influences-Political Perspectives of Power in Organizations.

Unit IV Organizational Communication and Organizational Change

Organizational Communication - Nature, Methods, Process, Types of Communications, Managing Communications and Importance of Communications in Organizational Development. Organizational Change - Meaning, Forces For Organizational Change, Stages of Organizational Change-Task and Technological Change, Group and Individual Change.

Unit V Goal setting, Ethics and Case analysis

Goal Setting- Theoretical Background of Goal Setting, Broader Perspectives of Goal Setting, Impact of Goal Setting and Techniques Associated With Goal Setting, Ethics and Ethical Behaviour In Organizations- Meaning, Impact on Ethics on Bottom Line, Outcomes, Harassment, Pay and Promotion, Discriminations and Employee Privacy Issues.

References

- Lesikar, R.V., and J.D.Pettit, JR., 1989, **Business Communication**, Library of Congress, USA.
- Luthans,F. 1998, **Organizational Behaviour**, Tata Me Graw Hill Publishing Company, New Delhi.
- Mamoria, C.B. 1989, **Personnel Management**, Himalaya Publishing House, Bombay.

Gopalakrishnan, P and Sundaresan, M. 1992. **Materials Management - An Integrated Approach**, Prentice Hall of India., New Delhi.

Lal, A.B., 1990. **Inventory Models and the Problems of Price Fluctuations**, Shree Publishing House, Bombay.

Richard, B Chase, Nicholas J., Aquilano and F. Robert Chacobs, 1999, **Production and Operations Management- Manufacturing and Service**, Tata McGraw-Hill Publishing Company Ltd, New Delhi.

Richard, B Chase, Nicholas J., Aquilano and F. Robert Chacobs, 2004. **Production and Operations Management for Competitive Advantage**, Mc Graw Hill/Irwin Series, New Delhi.

Verma, M.M. 1990, **Materials Management**, Sultan Chand and Sons, Educational Publishers, New Delhi.

ODL-MBA-608 - STATISTICS FOR MANAGERS

UNIT I Introduction to Statistics

Business Statistics - Meaning and Scope – Collection of Data – Primary and Secondary Data – Methods of Collecting Primary Data – Classification of Data – Diagrammatic Representation – Bar and Pie Diagrams – Graphical Representation – Histogram, Frequency Polygon, Ogives – Measures of Central Tendency – Measures of Dispersion – Coefficient of Variation – Skewness – Kurtosis.

UNIT II Probability Theory and Distributions

Trial, Event, Sample Space – Types of Events – Definition of Probability – Axioms on Probability – Conditional Probability – Addition and Multiplication Theorem – Mathematical Expectation – Properties – Distributions – Binomial, Poisson and Normal Distribution – Properties.

UNIT III Correlation, Regression and Sampling Theory

Correlation – Definition and Types of Correlation – Scatter Diagram – Karl Pearson Coefficient of Correlation – Rank Correlation – Regression – Simple Regression – Regression Equations – Sampling Theory – Population, Sample and Sampling Distribution – Concept of Standard Error – Methods of Sampling – Judgment, Quota, Random, Stratified, Systematic and Cluster Sampling – Central Limit Theorem (Statement Only).

UNIT IV Testing of Hypothesis

Hypothesis – Null and Alternative Hypothesis – Level of Significance – Test Statistic – Types of Error – Critical Region – Test of Significance for Large Samples – Means, Proportions Test – Small Samples – Student - t Test, F Test, Chi -Square Test – Analysis of Variance (ANOVA) – One Way Classification – Two Way Classification.

UNIT V Time Series Analysis and Statistical Quality Control

Meaning and uses of Time Series Analysis – Components of Time Series – Secular Trend, Seasonal, Cyclical and Irregular Variations – Methods of measuring trend – Simple Average, Moving Average, Weighted Average – Exponential Smoothing – Introduction to Statistical Quality Control – Types of Causes – Uses of Control charts – Control Charts for Variables – Mean and Range Chart – Control Chart for Attributes – P chart, np chart, C chart.

ODL-MBA-606 - MANAGEMENT ACCOUNTING

UNIT I Financial Accounting

Financial Accounting – Concepts and Conventions – Limitations – Financial Accounting Vs Management Accounting – Accounting Records – Financial Performance and Financial Positions Statements – Depreciation Accounting.

UNIT II Management Decision Statements

Fund Flow Statements – Cash Flow Statements – Ratio Analysis – Accountants and Computers.

UNIT III Cost Accounts

Cost Accounting – Nature of Cost Accounting- Concepts and Classification – Cost Sheet.

UNIT IV BEP Analysis

Marginal Costing Techniques - Break Even Point - P/V Ratio – Make or Buy Decision - Accept Or Reject an Order.

UNIT V Budgets and Standard Costs

Budgetary Control and Methods. Standard Costing – Material, Labour and Overhead Variances.

References

Gupta R.L. and M. Radhashwami, 2003. **Advanced Accountancy**, Sultan Chand and Sons, New Delhi

Maheswari S.N., 2002. **Cost Accounting (Problems and Theory)**, Mahavir Publication, New Delhi.

Maheswari S.N., 2003. **Fundamentals of Accounting**, Vikas Publishing House, New Delhi.

Maheswari S.N., 2003. **Management Accounting & Financial Analysis**, Sultan Chand & Sons, New Delhi

Pandey I.M., 2002. **Financial Management**, Vikas Publishing House, New Delhi.

Shukla M.C, Grewal T.S. and S.C.Guptha, 2005. **Advanced Accounts**, S. Chand & Co. New Delhi

ODL-MBA-607 - MANAGERIAL ECONOMICS

Unit I Introduction to Managerial Economics

Scope of Managerial Economics and Other Disciplines. Basic Economic Concepts in Decision-Making. Distinction between Micro and Macroeconomics. Utility Theory.

Unit II Demand Analysis

Demand- Types, Analysis, Determinants, Elasticity, Demand Function, Derivation of Market Demand and Forecasting, Theories of Demand and their Applications.

Unit III Production and Cost

Production Function-Least Cost Combination of Inputs, Factor Productivities and Returns to Scale- Managerial Uses of Production Function, Cost Analysis- Concept of Cost and Its Types, Cost Output Relationship in Short and Long Period, Supply Curve.

Unit IV Pricing Analysis

31-8-17
DIRECTOR
OPEN AND DISTANCE LEARNING
TAMIL NADU AGRICULTURAL UNIVERSITY
COIMBATORE - 641 003.

Pricing Analysis - Market Structures, Price Determination under different Market Situations, Price Discrimination, Selling Costs, Product Differentiation, Various Pricing Methods, Transfer Pricing and Break Even Analysis, Profit Planning - Factor Markets and Factor Prices

Unit V National Income Analysis

National Income Analysis -Techniques of Social Accounting, Theories of Income, Output and Employment: Classical Keynesian theory, Theory of Trade Cycles-Concept and Causes of Trade Cycles, Measures to Control Trade Cycles, Macro Economic Policy-Monetary and Fiscal, Theories of Inflation- Causes and Control of Inflation.

References

Graig Petersen, H., and W.Chris Lewis, 1990, **Managerial Economics**, Maxwell and W.Chris Lewis Macmillan Publishing Company, New York.

Koutsoyiannis,A., 1989, **Modern Micro Economics**, Mac Millan Press Ltd, London

Mote, V.L., Samuel Paul and G.S.Gupta, 1990, **Managerial Economics - Concepts and Cases**, Tata McGraw-Hills Publishing Company, New Delhi,

Metha, P.L., 1999, **Managerial Economics - Analysis, Problems and Cases**, Sultan Chand and Sons, New Delhi.

Mc Guigan, James R., R. Charles Moyer and Fredrick H. de B. Harris, 1993, **Managerial Economics**, West Publishing Company, New York.

Paul.G.Keat and Phillip K.Y.Young, 2003, **Managerial Economics**, Pearson Education, New Delhi.

ODL-MBA-609 - FINANCIAL MANAGEMENT

Unit I An Overview

Scope of Finance – Finance Functions - Financial Goals – Key Activities of Financial Management
Forms of Business Organization – The Indian Financial System.

Unit II Working Capital Management

Working Capital Policy – Cash Management - Credit Management – Inventory Management – Working Capital Financing.

Unit III Capital Budgeting

Basics of Capital Budgeting – Time Value of Money – Investment Appraisal Criteria, The Cost of Capital – Risk Analysis in Capital Budgeting.

Unit IV Long Term Financing

Sources of Long-Term Finance – Raising Long Term Finance – Financial Institutions- Venture Capital Financing.

Unit V Corporate Valuation and Restructuring

Corporate Valuation – Forecasting the Free Cash Flow – Estimating the Continuing Value.
Corporate Restructuring - Mergers and Acquisitions - Spin-Offs and Split-Ups - Privatization - Joint Ventures.

References

DIRECTOR
OPEN AND DISTANCE LEARNING
TAMIL NADU AGRICULTURAL UNIV
COIMBATORE - 641 001

Chandra. Prasanna. 2004. Financial Management. Tata McGraw-Hill Publishing Company, New Delhi,
Khan M.Y and P.K.Jain 2004. Financial Management Text, Problems and Cases, Tata McGraw - Hill Publishing Company, New Delhi,
Pandey.L.M, 2000. Financial Management, Vikas Publishing House Pvt Ltd., New Delhi.
Richard A.Brealey. 2003. Principles of Corporate Finance. Tata McGraw-Hill Publishing Company, New Delhi,
Rustagi. R.P. 2001. Financial Management. Galgotia Publishing Company, New Delhi.

ODL-MBA-618 - FINANCIAL SERVICES

Unit I - Introduction to Financial Services

Introduction to financial services - banking system in India-commercial banks - NABARD - Co-operative banks-Priority sector services

Unit II - Micro Finance and e-Banking

Micro credit and SHGs - E. banking-RTGS - non - banking financial institutions - FDI in India

Unit III - NPA Management and Factoring Services

Non-Performing Assets (NPA) and its management - factoring services - Introduction to insurance - IRDA-DICGC

Unit IV - Insurance

Types of insurance - life and non-life insurance - Risk management in insurance - insurance evaluation and management process

Unit V - Mutual Funds and Market Instruments

Mutual funds - leasing and hire purchase - capital markets - primary and secondary markets - market instruments - money market and capital market instruments - stock exchange - SEBI

References

Khan, M.Y.2004. Financial Services. Tata Mc Graw Hill publishing compay Ltd., New Delhi
Justing paul and Padmalatha Suresh. 2007. Management of Banking and Financial Services Pearson Education, New Delhi
Anand Ganguly. 2006 Insurance Management. New Age International
Periswamy. P. 2006. Principles and Practice of Insurance. Himalaya publishing house. Mumbai
Niti Bhasin, 2006. Banking Developments in India. New Century publication. New Delhi

ODL-MBA-619 - PROJECT MANAGEMENT AND ENTREPRENEURSHIP DEVELOPMENT

Unit I

Concept, characteristics of projects, types of projects, project identification, and Project's life cycle. Generation and screening of ideas, steps involved in project management.

Unit II

Sarika P
31/8/19
DIRECTOR
OPEN AND DISTANCE LEARNING
TAMIL NADU AGRICULTURAL UNIVERSITY
COIMBATORE - 641 003.

Project feasibility - market feasibility, technical feasibility, financial feasibility, and economic feasibility, social cost-benefit analysis, project risk analysis, Project financing and venture capital funding, financial appraisal / evaluation techniques - discounted/non-discounted cash flows.

Unit III

Network Methods: Meaning, Network Analysis, Requirements for Network Analysis, Critical path Method (CPM), Programme Evaluation and Review Technique (PERT), Project scheduling and resource allocation, Project implementation; Cost over run, Project control and information system, project monitoring and project evaluation.

Unit IV

Entrepreneurship, Significance of entrepreneurship in economic development, qualities of entrepreneur, entrepreneurship development programs and role of various institutions in developing entrepreneurship, life cycles of new business.

Unit V

Environmental factors affecting success of a new business, reasons for the failure and visible problems for business, Ethics in Entrepreneurship Developing effective business plans Procedural steps in setting up of an industry, Legal issues in agribusiness.

Reference

1. Chandra P. 2005. Project Management. Tata McGraw Hill.
2. Gupta, C.B., N.P.Srinivasan; Entrepreneurship Development in India. Sultan Chand & Sons. New Delhi. 2000
3. Goel B.B. 2000 Project Management. Deep & Deep Publications Pvt. Ltd, New Delhi
4. Hisrich RD & Nagarajan K. 2005. Project Management. New Age.
5. 6, 23
6. Nandan H. 2007. Fundamentals of Entrepreneurship Management. Prentice Hall.
7. Ramamoorthy VE. 2005. Textbook of Project Management. MacMillan

ODL-MBA-611 - RESEARCH METHODOLOGY FOR MANAGEMENT

Unit I Introduction to Research in Management Decision Making

Research- Meaning and Its Importance in Management Decision Making- Approaches to Research Quantitative and Qualitative Research, their Merits, Demerits, Appropriateness and Integration, Research Process Problems Identification, Objectives, Hypotheses Formulation and Testing, Research Design – Exploratory, Depth Interviews, Focus Group Interviews, Descriptive Research Experimental – Causal Research.

Unit II Data Requirement and their Collection

Data Collection - Sources of Data and their Types, Data Collection - Variability Methods - Paired Comparisons, Ranking Methods and Rating Methods, Quantitative Judgment Methods - Direct Judgment Method and Fractionation, Interviews - Structured and Unstructured Interviews, Questionnaire, Preparation of Interview Schedules – Interviewing - Measurement Errors - Word Association Test, Thematic Apperception, Experimentation.

Unit III Sampling Design

Sampling Procedures - Probability - Simple Random Sampling, Systematic Sampling, Stuffy Sampling, Cluster Sampling and Non-Probability Sampling Procedures - Quota Sampling, Judgment Sampling, Convenient Sampling, Snowball Sampling and Determining Sample Size.

Unit IV - Measurement and Scaling Techniques

Meaning, Level of Measurement - Nominal, Ordinal, Interval and Ratio - Validity and Reliability of Measurement - Scaling Techniques - Thurstone's Scaling Method, Semantic Differential Scaling, Summated Scale, Q Sort Techniques and Differential Scale

Unit V Analysis of Data & Report Writing

Preparation of Data For Analysis- Quantitative Analysis of Data - Hypotheses Testing - Parametric and Nonparametric Tests - Statistical Interference - Univariate and Multivariate Analysis - Multiple Regression, Cluster Analysis, Factor Analysis, Discriminant Analysis, Conjoint Analysis - Qualitative Research - Analysis - Focus Group Discussion - Rapid Appraisal Techniques - Case Studies, Report Writing.

References

- Aaker, David A, 1995, **Marketing Research**, John Wiley and Sons , New York.
- Burns, Alvin C., 1995, **Marketing Research**: Prentice Hall, , Englewood Cliffs
- Dhondyal, 1997, **Research Methodology in Social Sciences and Essentials of Thesis Writing**, Anman Publishing House, New Delhi.
- Gupta, S.L , 2003, **Marketing Research**,: Excel Books. New Delhi
- Kothari, C.R. 1997, **Research Methodology - Methods and Techniques**, Wishwa Prakashan, New Delhi.
- Paul E. Green, Donald S. Tull and Gerald Albaurn, 1998. **Research for Marketing Decisions**, Prentice Hall of India Pvt. Ltd., New Delhi.
- Rao, V.K. 1993, **Research Methodology in Commerce and Management**, Stearling Publishers Pvt. Ltd., New Delhi
- Sharma, D D 1997. **Marketing Research: Principles, Applications and Cases**, Sultan Chand, New Delhi.

ODL-MBA-610 - HUMAN RESOURCE MANAGEMENT

Unit I Introduction to Human Resource Management

Human Resource Management - Introduction, Meaning and Scope-Human Resource Functions and Environmental Influences- Human Resource Planning - Integrated Strategic Planning, Human Resource Planning At Different Levels, Future Personal Needs- Creating Highly Talented Personnel-Human Resource Demand Forecast-Human Resource Plan Implementation, Control and Review Mechanisms.

Unit II The Process of Job Analysis

Job Analysis and Job Design-Meaning and Definitions of Job Analysis and Job Design-Description, Specification and Uses of Job Analysis-Information Gathering and Information Processing-Impact of Recent Developments on Job Design and Analysis.

Unit III Recruitment

Meaning, Definition, Purpose and Importance of Recruitment-Strategic, Tactics, Sources and Techniques-Selection, Tests, Interviews and Placement, Introduction, Employees Training, Methods, Procedure and Evaluation-Internal and External Recruitment -Orientation, Purpose, Evaluation and Problems.

Unit IV Wage and Salary Administration


DIRECTOR
OPEN AND DISTANCE LEARNING
TAMIL NADU AGRICULTURAL UNIVERSITY
COIMBATORE - 641 003.

Wages and Salary, Incentives and Fringe Benefits-Reward System, Wage Differentials and Mechanisms of Wage and Salary Administration-Perquisites, Non-Monetary Benefits-Remuneration Plans and Business Strategy.

Unit V Employee Welfare

Meaning, Definition and Types of Welfare Activities-Merits and Demerits of Welfare Measure - Welfare Facilities by the Government, Trade Unions, and Voluntary Agencies -Approaches to Labour Welfare – Public Relation Theory, Functional Theory and Social Theory - Administration of Welfare Facilities, Promotion and Transfers.

References

Arya, P.P. and B.B.Tandon, 1998. **Human Resource Development**, Deep and Deep Publications, New Delhi.

Debi S. Saini and Sami, A.Khan, 2000. **Human Resource Management**, Sage Publications, New Delhi.

Edwin B.Flippo, 1984. **Personnel Management**, McGraw Hill International Editions, New York.

Manoria, C.B. 1989. **Personnel Management**, Himalaya Publishing House, Bombay.

Monappa Arun and Mirza Saiyadain, 1996. **Personnel Management**, Tata McGraw Hill Publishing Company Ltd., New Delhi.

Srivasta, 1997. **Human Resource Planning**, Institute of Applied Manpower Research, New Delhi.

Subba Rao, P. 2004. **Essentials of Human Resource Management and Industrial Relations**, Himalaya Publishing House, New Delhi.

ODL-MBA-620 - CAPITAL AND COMMODITY MARKET ANALYSIS

Unit I Introduction to Capital Markets

Management of Stock Exchanges in India - Evolution - Regulation and Supervision - Role of SEBI - Membership, Listing, Types of Exchanges - national, Regional, Local, Social Responsibility of exchanges - Corporate Governance and Stock Exchange Management of Mutual Funds, Study of functions of BSE and NSI, Role of RBI as controller of Money Market, Market of new issues - Need for floating capital - Public Offer Private Placement - Rights Issue - Equality and Debt - Recent trends in public issues, NRIs and FHS - Concept - Investment Portfolio - Role of Foreign Investment - Foreign Direct Investment - Collaboration - Guidelines of Government of India for FHS, Analysis of Financial statement - Need for following International Standards of Accounting, Trading in Security - Securities contract Regulations Act, 1956 - Companies Act, 1956, FEMA.

Unit II - Capital Markets: Nature, Types of Instruments and their valuation

Instruments of Trading - Need for planning and development for financial instruments- Government and Corporate Securities, Trading Methods - Trading Ring, Online Trading/ Carry Forward Systems - risk management - Investor Protection, Government Securities Market - Government Debt Instruments - Short Term and Long Term Instruments - Trading in Debt Instruments - Gilt Edged Market, Securities Market Indicators - Sensex - Study of fixation of indices, Interest rates - Role of Interest rate in determining value of security - Interest rate and its influence on money market and capital market, Indian Depository System - Need - Paperless Trading - Benefits - Need for educating investors Derivatives trading in stock markets, NIFTY Futures and Options investment Analysis, Need for savings financial and real savings - Importance of household savings - Shifts in Savings and investment, Financial Systems in India - Money Market - Debt Market - Capital Market - Need for correlating them - Bullion Market and Foreign Exchange Market, security Market Analysis - Valuation of Shares and securities - Methods of Valuation, Investment Avenues - Objectives of investors - Characteristics of investments - Risk Return relationship - Classes of instruments

Investment portfolio for average household. Security Pricing - Influencing factors - Valuation - Constant Growth Model - Book value - Liquidity Value - Intrinsic Value - Market Price - Bond Valuation.

Unit III - Introduction to Commodity Markets

History and Evolution of commodity markets.. Spot, forward and futures Market. Options, Derivative markets, managing market price risk, Hedging, Speculation, Arbitrage, Swaps - Concepts of open interest, close out, Mark to Market practice, Margins and its types. Strategies using options to hedge risks.

Unit IV - Commodity Exchanges

Important global and Indian commodity exchanges. Regulation of Indian commodity exchanges. Sources of commodity market information, Forward Market Commission (FMC) and its role, Multi commodity Exchange Limited (MCX), National Multi Commodity Exchange (NMCE), National Commodity & Derivatives Exchange Limited (NCDEX), Risk in commodity trading, importance and need for risk management measures. Transaction and settlement, Role of brokers/members and intermediaries, exchanges, trading strategies, Role of banks of warehousing in commodity markets. Foreign Exchange, FDI, FII in Commodity markets. Factors influencing spot and future markets, supply, demand, trade and global market integration

Unit V - Fundamental Analysis and Technical Analysis

Fundamental Analysis, Demand and Supply, Volume, Taxes, Weather Conditions, OPEC Reports, Reserves for future Reports Announcements, Employment Bureau, Crude Stock positions, Housing Demand, Influence of Middle East Disturbances on crude prices. Technical Analysis, Cbart Reading, Candle Stick Charts (Doji, Marbozu, Hammer), Pie Charts, Line Charts, Bar Charts, Histogram, Moving Averages, Exponential, Simple Weighted Average.

ODL-MBA-614 - BUSINESS LAW

UNIT I General Contracts

Introduction to Indian Legal System—Tiers of Redressal Administrative Tribunals - High Court and Supreme Court – Arbitration and Conciliation Procedures – Law of Contracts – Types of Agreements --Offer, Acceptance, Consideration, Legal Capacity, Consensus Ad Idem, Performance and Discharge.

UNIT II. Special Contracts

Law of Agency, Sale of Goods Act, Law of Partnership – Types of Partners, Kinds of Partnership, Legal Relations amongst the Partners, Rights and Duties and Dissolution of Partnership & Negotiable Instruments Act – Definition – Bill of Exchange, Promissory Note, Cheque – Holder and Holder in Due Course – Crossing.

UNIT III. Corporates - General

Companies Act, 1956 – Types of Companies – Formation –Memorandum and Articles of Association – Shares – Prospectus – Directors, Qualifications, Duties and Rights.

UNIT IV. Taxation

Santosh P
21-8-20
DIRECTOR
OPEN AND DISTANCE LEARNING
TAMIL NADU AGRICULTURAL UNIVERSITY
COIMBATORE - 641 003.

Ganguli, Prabhudha 2001. **Intellectual Property Rights - Unleashing the Knowledge Economy**. Tata Mc Graw hill India Private Limited, New Delhi.

Gupta, Anil, K.2003, **Rewarding Conservation of Biological and Genetic Resources and Associated Traditional Knowledge and Contemporary Grass Roots Creativity** . Indian Institute of Management , Ahemedabad.

Shahid Ali khan and Raghunath Mashelkar, 2004, **Intellectual Property and Competitive Strategies in the 21st Century**, Kluwer Law International, The Hague, Netherlands.

ODL-MBA-621 - CORPORATE FINANCING

Unit - I - Corporate Financial Management

An Overview of modern Financial Management, functions of financial management and goals of firm. Financial planning and Forecasting, Methods of raising finance - IPOs, FPOs, private placement - Stock Price Behaviour: Relevance of Efficient Market Hypothesis.

Unit II - Working Capital Management

Working Capital Management - Operating Cycle Concept - Need and determinants of Working Capital - Issues in Working capital Management - Approaches in financing working capital - Management of cash and marketable securities - Receivables Management - Analyzing the implication of changes in credit terms.

Unit III - Risk, Return and Options

Returns - Stand alone risk and Expected return - Risk in a portfolio context; Portfolio returns, Portfolio risk p Relation between risk and return - Capital Asset Pricing Model (CAPM) and Arbitrage Pricing Model (APT) - Markowitz diversification model and Sharpe single index model - Options - Put option, Call option and share - Determinants of option value.

Unit -IV - Capital Structure, Cost of Capital and Divided policy

Factors affecting the design of capital structure - Determinants of capital structure - Relevance and irrelevance of M.M. hypothesis in capital structure - Aspects, issues and determinants of dividend policy - Practical consideration in dividend policy, share Split.

Unit V - Mergers and Acquisitions and International Financial Management

Rationale for mergers - types of mergers - Internal and external change forces contributing to M&A activities - Theories of mergers - Industry life cycle and product life cycle analysis in M&A decision - Regulations of Mergers and Takeovers in India - Strategic approaches to M&A - SWOT analysis, BCG matrix - Corporate restructuring - methods - joint ventures - sell off and spin off - divestitures - equity carve out - leveraged buy outs (LBO) - management buy outs - master limited partnerships - employee stock ownership plans (ESOP) - International Financial Management - Foreign Exchange Market - Financing International operations.

Reference Books

Brigham, Eugene F and Joel P Houston, 2004, Fundamentals of Financial Management, Thomson, South Western, New Delhi

Ashwath Damodaran, Corporate Finance - Theory and Practice John Willey & Sons.

Randolph W.Westerfield Jeffrey Jaffe, 1998, Corporate Finance McGraw-Hill

John H. Cochrane, 2005, Asset Pricing Princeton University Press.

Patrick A. Gaughan, 2007. Mergers, Acquisitions, and Corporate Restructurings. Wiley.
Fred Weston, Kwang S Chung, Susan E Hoag - Mergers, Restructuring and Corporate Control -
Pearson Education, 4/e.

ODL-MBA-617 - Project Work

Santhi P
31-8-17
DIRECTOR
OPEN AND DISTANCE LEARNING
TAMIL NADU AGRICULTURAL UNIVERSITY
COIMBATORE - 641 003.

TAMIL NADU AGRICULTURAL UNIVERSITY
DIRECTORATE OF OPEN AND DISTANCE LEARNING, COIMBATORE – 641003

RULES AND REGULATIONS

III. PG Degree Programmes

I. Regulations

PG Degree Programme : Rules and Regulations for the ODL P.G. Degree programme (Under Semester System) at DODL, TNAU.

The Regulations provided herein shall apply to all ODL P.G. Degree Programmes offered by Directorate of ODL, TNAU, Coimbatore, for a duration of 2 years (4 Semesters) in English to candidates of Tamil Nadu, other parts of the India as well as other countries with minimum education qualifications of an under graduate degree as prescribed for the course **under semester system, in an academic year.**

2. Courses offered at DODL and eligibility for admission

10+2+3 system (10th, Plus two and bachelor's Diploma from recognized Universities).

Master Degree Programme	Eligibility Criteria
MBA	Any degree
MBA	Any degree
M.Sc (Sugarcane Technology)	B.Sc. (Ag.) / Any degree with minimum of three years work experience in the relevant field.
M.Sc (Environmental Management)	B.Sc. (Ag.) / Any degree in Life sciences/ Any professional degree with minimum of three years work experience in the relevant field.

3. Definitions

3.1. Academic Year means a period consisting of two consecutive semesters including the inter-semester break as announced by the Director (ODL).

3.2. The study year shall be the first and second semesters following a student's admission.

3.3. Curriculum is a group of courses and other specified requirements for the fulfillment of the specific programme of ODL.

3.4. Curricula and syllabi Are a list of approved courses of P.G. Degree programme under ODL. Each course will be identified with ODL and three-letter subject code indicating the respective department which is offering the course, along with an ODL code. Three letter subject code

Model for PG Degree programme

Course ID	ODL-MBA-601 onwards ODL-ENS-601 onwards ODL-SCT-601 onwards
Candidate ID	ODL-MBA-05-001 onwards ODL-SCT-05-001 onwards

3.5. Course 'Course' is a teaching unit of a discipline to be covered within a semester as detailed in the curricula and syllabi issued by the University.

3.6. Personal Contact Programme: Personal contact programmes will be offered for the respective courses as **proposed by the DODL**, which offer the courses as part of the requirement to fulfill the course completion, based on its need as the case may be.

3.7. Duration of Semester: Duration of each semester is 150 days, including the day of practical examination but excluding the period of final theory examinations.

3.8. The Directorate will organize contact programme of ten days / semester (2 days / month @ 6 hours / day). Candidates has to attend a minimum of 6 days / semester. A minimum of 4 semesters is to be completed for the award of P.G. Degree programme under ODL.

4. System of Education

4.1. The duration of PG Degree programme is normally two academic year.

4.2. Course requirement: Each student has to complete required number of courses for PG Degree programme as per the details given below.

Master Degree Programme	Course requirement
MBA	16 courses + One Project work
MBA (RB&FM)	16 courses + One Project work
M.Sc (Sugarcane Technology)	14 courses – One Project work
M.Sc (Environmental Management)	14 courses – One Project work

5. Registration of Courses

5.1. All eligible candidates including the entrants shall register the requisite courses in the beginning of each semester. Registration will be done only through online.

A candidate permitted to register only one semester at a time.

5.2. Registration without fine: The courses prescribed for a semester shall be registered on the date fixed by the University. The registration shall be permitted by the DODL **upto 10 days inclusive of the date of registration without fine.**

5.3. Registration with fine: The late registration shall be permitted by the DODL upto 30 days inclusive of the date of registration with a late fine of **Rs.300 (Rupees Three Hundred only)** and **60 days inclusive of the date of registration with a late fee of Rs.500/- (Rupees Five hundred) only.**

The student concerned shall apply with proper reason to the DODL through the concerned Coordinator and get permission for the late registration of the course. Beyond the prescribed time limit, no student shall be permitted to register the course for the particular semester.

6. Tuition fee and other fees

6.1. In case of new admissions, the fees for the first semester are payable in advance failing which they will not be admitted.

6.2. In other cases, the fees are payable within seven working days including the date of registration from the commencement of the semester. If the seventh day happens to be a holiday, the next working day shall be the last due date for payment of fees without fine.

6.3. Semester fees once paid will not be refunded on any circumstances.

6.4. In default of full payment within seven working days, a fine of Rs.50/- for each day of default in respect of tuition fees alone will be collected. The students who fail to pay tuition fees "within 30 working days" of commencement of the semester will not be allowed to continue the programme.

6.5. Re-registration fee: Respective course semester fee (Mentioned in 7.3)

Late registration and Default in tuition fees (Mentioned in 5.3)

Revaluation / Re-totaling - Rs.400 per subject

Reappearance - Rs.400 per subject

(either theory / practical/both theory and practical)

7. Discontinuance and Readmission

7.1. The student who discontinues the first semester for genuine reasons with the permission of the Director, ODL, will be re-admitted in the first semester of the next year or in the second semester of the same year, with the approval of the Director, ODL.

7.2. A candidate may discontinue the studies temporarily on valid and genuine grounds with prior permission of the Director, ODL of the Institute. Grade 'E' will be awarded for all the courses registered. The student has to rejoin on payment of respective course semester fee with the permission of the DODL.

7.3. In case of revision of curricula and syllabi the candidate has to complete all the course work in the original syllabus in which the candidate has joined, by registering equivalent / special semester courses (or) the candidate has to forgo all the courses registered so far in the original curricula and syllabi and register all the courses from first semester in the new syllabus.

7.4. On no account a student who discontinued without written permission of the Director, ODL of the institute will not be readmitted for further studies.

8. Attendance Requirements: Each candidate is expected to maintain 60% per cent attendance in each course. A candidate who has not maintained a minimum of 60 % attendance of each course shall not be permitted to appear for both the practical and theory in the course concerned and 'E' "incomplete" will be awarded. The candidate must re-register for the course with the permission of the DODL when offered again.

9. Examinations

9.1. An examination schedule approved by the Director, DODL shall be final. The duration of final theory examinations will be for three hours.

9.2. A candidate must take up all the examinations prescribed for a course to become eligible for a pass in that course.

9.3. Late comer in Examinations: The candidates who are late by 30 minutes shall not be allowed to enter the examination hall. Similarly no candidate will be allowed to leave the examination hall within 30 minutes after the commencement of the examination.

9.4. The practical examination will be conducted in the last practical contact class of the respective courses by the Course Teachers and the statement of marks should be sent to the Director, ODL.

9.5. **Postponement of Final Examination:** Whenever Government declares holidays on the dates of final examinations due to unforeseen circumstances, the examinations that fall on the dates will be postponed to the dates after the last examination as per the original examination schedule.

9.6. A failing candidate in a subject shall reappear either for final theory or practical, as and when conducted.

9.7. The minimum mark to be secured for a pass for the successful completion of individual course is 50.0. A candidate should secure a minimum of 50% of the marks in theory and 50% in practical and aggregate of 50%.

10. Question paper setting and Evaluation

10.1. The Semester final theory question papers for all the courses will be set by the External Examiners.

10.2 Final Examinations:

A. **Theory:** The examinations will be conducted as per the schedule communicated by the Director, ODL. The valuation of the final theory papers will be done by the External Examiner nominated by the Controller of Examinations.

B. The practical examination will be conducted in the last practical contact class of the respective courses and the statement of marks should be sent to the Director, ODL, within 10 days by the concerned **course teachers** through the Director (ODL).

11. Evaluation of course work

11.1. The results of the course shall be indicated by the percentage of marks obtained in all the courses.

11.2. The following symbols may be used

- P - Pass
- E - Incomplete (Lack of 60% Attendance)
- F - Fail
- A - Absent for theory and/or practical assignment

11.3. Each course shall carry a maximum of 100 marks which may be distributed as follows:

A. Courses with theory and practical

Examination	Marks
Final Practical Examination	40
Final Theory Examination	60

I. Question pattern for 60 marks

1. Part A- (out of 12 / 10) - 1 mark (1x10=10 marks)
2. Part B - Short notes (out of 12 / 10) - 2 marks (2x10= 20 marks)
3. Part C - Essay type (out of 8 / 6) - 5 marks (5x6= 30 marks)

II. Evaluation pattern for practical examinations for 40 marks

- a. Procedure /Identification - 10 marks
- b. Viva-Voce - 5 marks
- c. Short notes - 5 marks
- d. Practical work - 20 marks

B. Courses with only practical (100 marks)

- a. Written part - 40 marks
- b. Procedure /Identification - 10 marks
- c. Experiments Demonstration - 20 marks
- d. Assignment - 10 marks
- e. Record - 10 marks
- f. Viva-voce - 10marks

C. Course with only theory – 100 marks

Question pattern for 100 marks

1. Part A- (out of 8 / 6) - 2 marks (2x6=12 marks)
2. Part B - Short notes (out of 12/10) - 4 marks (4x10=40 marks)
3. Part C - Essay type (out of 8 / 6) - 8 marks (8x6= 48 marks)

12. Re-Examinations

PG Degree Programme: The student is permitted to appear for the theory and practical exam **only three times excluding the regular examinations** within n+3 years (which includes the period of Degree programme).

Incase the student failed to secure pass in the three reexaminations permitted he/she has to re-register the course along with the juniors by paying the semester fee, attend the personal contact programmes and permitted to appear for re-appearance examinations as per the regular registration.

12.1. Re-Evaluation/Re-Total

A student can submit a request for revaluation or re-total in the prescribed format along with the fee to the Controller of Examinations through the Director, ODL within 30 days from the issue of class grade chart to the students from DODL. Submissions thereafter will not be considered.

13. Project Work

- Students are to submit the project work within the stipulated time mentioned by Director, ODL

- The student submitting the project work beyond closure of the semester has to pay the fine amount now and then fixed by the Director, ODL.
- The project work for MBA, M.Sc. (ENS), M.Sc. (SCT) will be evaluated.

14. Result Notification

14.1. After the completion of each semester, the student will be given the statement of marks by the Controller of Examinations through the Director, ODL.

14.2. The transcript will be prepared by the Controller of Examinations.

14.3. The result declaration proposal will be sent by the Director, ODL to the Registrar and the Controller of Examinations.

15. Malpractices in examination and conduct of students

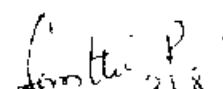
15.1. The Director (ODL) shall be responsible for dealing all cases of unfair means in assignments and examinations.

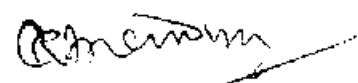
15.2. The invigilator or the course teacher concerned shall report to the DODL on the day of the occurrence of each case of unfair means with full details of the evidence and written explanation of the student concerned.

15.3. **Amending or Canceling the Result:** If it is established that the result of a candidate has been vitiated by malpractice, fraud or any other improper conduct and that the candidate has been a party to or connived at malpractice or improper conduct of another candidate, the Vice Chancellor shall have the powers at any time to amend the results of such a candidate and to make such declaration as the Vice Chancellor may deem necessary and to cancel the results of the candidate in such a manner as the Vice Chancellor may decide.

15.4. **Removal of Difficulties:** If any difficulty arises in giving effect to the provisions of these regulations, the Vice Chancellor may issue necessary orders which appear to him to be necessary or expedient for removing the difficulty.

Every order issued by the Vice Chancellor under this provision shall be laid before the Academic Council of the University immediately after the issuance. Notwithstanding anything contained in the rules and regulations, the Academic Council shall make changes whenever necessary.


 DIRECTOR
 OPEN AND DISTANCE LEARNING
 TAMIL NADU AGRICULTURAL UNIVERSITY
 COIMBATORE - 641 003


 REGISTRAR
 Tamil Nadu Agricultural University
 Coimbatore - 641 003