



Name of the Program: - MASTER OF BUSINESS ADMINISTRATION (MBA), EXECUTIVE MASTER OF BUSINESS ADMINISTRATION (EMBA), MASTER OF BUSINESS STUDIES (MBS), MASTER OF BUSINESS MANAGEMENT (MBM), MASTER OF BANK MANAGEMENT (MBM), MASTER OF COMMERCE (M. COM.)

Program Duration: 10 Months (For Executives) and 1 Year Full Time study in two semesters.

Credits of the Program: Total 42 GEPEA Credits.

What is Business Administration, Business Studies, Business Management?

Globally recognized Distance/online/Part time MBA degree, Business Administration/ Studies, Business Management majors study how businesses function. MBA, MBS, MBM or M.COM qualified will learn business principles while strengthening their management and leadership skills, and they have a flexible curriculum that allows them to pursue a variety of careers. Broadly, Business Management is that branch of education which provides knowledge and training pertaining to planning, execution, supervision and analysis of a business enterprise. In this field of education, one learns about the establishment of a company or an organization, and various functional levels such as production, financial, administrative, human resources, sales & marketing and others.

Pursue your study whether in Business Administration or Business Studies, how should you decide?

Business administration tends to be a better fit if you are looking to start an entry-level business career but here isn't limited its benefits. If your career plans include management or operations — or if you're already fairly well-established in your career — you may be better suited for business studies or management.



Why Do MBA/EMBA?

The simplest answer to this question is – to fast track your career. Given the fact that we are inhabiting a world where there is a cut-throat competition in business world and job market, one needs to be equipped with managerial skills and leadership qualities to be able to contribute to the organization in more than one way. If you are an expert in a field, knowing how to manage a business will be an added advantage. MBA degree is the key assistant in setting up own business or in switching career. Listed below are a few advantages of MBA degree:

- Better Career Opportunities
- Higher Salary
- Developing Industry Network
- Develop Management Skills
- Develop Leadership Qualities
- Global Exposure of Business and Economy
- Entrepreneurial Skill Development

Career Options in Business Administration

Here is a sample list of some future choices to explore following studies in Business Administration. This list is not exhaustive but it provides a solid idea of what fellow graduates have gone on to do and what potential careers Business Administration degree can offer. Some options are more directly associated with specific areas of Business Administration than others. The sample list includes such as Author, Auditor, Administrative Associate, Accountant, Banker, Business Editor, Blogger, Brand Strategist, Broker, Business Ethics Advocate, Charity Coordinator, Community Developer, Corporate Trainer, Corporate Financier, Economist, Entrepreneur, Event Coordinator, Executive Assistant, Fundraising Planner, Financial Advisor, Financial Analyst, Industrial Relations Consultant, Journalist/Business Writer, Legal Assistant, Lobbyist, Marketing Director, Market Researcher/Analyst, Media Correspondent, Non-Profit Organization Director, Public Relations Representative, Recruiter, Retail Strategist, Risk Analyst, Social Program Director, Trader, Underwriter etc.

Syllabus Outline

Serial No.	Syllabus component	Assignment TMA (Tutor Mark Assignment) or Case Study	Board Questions (OBS = Open Book System) Exam.	MCQ (Multiple Choice Questions) 10 Questions (each @ 2 marks)
	MASTER OF BUSINESS ADMINISTRATION (MBA), EXECUTIVE MASTER OF BUSINESS ADMINISTRATION (EMBA), MASTER OF BUSINESS STUDIES (MBS), MASTER OF BUSINESS MANAGEMENT (MBM), MASTER OF BANK MANAGEMENT (MBM), MASTER OF COMMERCE (M. COM.)			
	Marks 100 Per Subject	45	35	20
1	<u>SEMESTER: 1</u> Principles & Practice of Management	<i>3 Credits</i>		
	i) The Role of Management ii) Functions of Managers iii) Levels of Management iv) Management Skills and Organizational Hierarchy v) Approaches to Management vi) Management Planning vii) Organizing, Staffing and Controlling	45	35	20

2	Business Ethics	<i>3 Credits</i>		
	<u>Part One Theoretical studies</u> 1 Introduction 1.1 The basic question of ethics 1.2 Why we have to study ethics 1.3 Other reasons for studying ethics 1.4 The reasons for studying business ethics 2 Introduction to Ethics 2.1 The meaning of the word 'ethics' 2.2 Ethics in the ethos 2.3 Ethics in morality 2.4 Autonomous, heteronomous, theonomous 2.5 Definition of ethics 2.6 Goals of ethical study <u>Business Ethics: Introduction to the Ethics of Values</u> 3 Ethics by Recognition Aims 3.1 System classification of ethics 3.2 Descriptive ethics 3.3 Normative ethics 3.4 Meta-ethics 3.5 Graphical depiction 4 Normative Ethics Schools 4.1 Ancient hedonism 4.2 Utilitarianism 4.3 Empiristic ethics 4.4 Ethics by norms or principles 4.5 Casuistic ethics 4.6 Situation ethics 4.7 Ethics of reckoning 4.8 Deontological ethics 4.9 Ethics of responsibility	45	35	20
3	Strategic Management The basics of strategy: Structure The levels and formulation of strategy Stakeholders Theory External Analysis Internal Analysis SWOT Analysis Generic Strategy Strategy Implementation	<i>3 Credits</i>		

4	Human Resource Management (HRM) Human Resources Management an Introduction 7 History of Human Resources Management 10 Functions of Human Resources Management 15 HR Policies and Procedures 24 Role of HR Executives 28 Challenges to HR Professionals 30 Strategic Human Resources Management 37 Introduction To International Human Resources Management 39	3 Credits		
5	Financial Management Chapter-1: Introduction to Financial Management 5 Chapter-2: Cost of Capital 25 Chapter-3: Operating and Financial Leverage 77 Chapter-4: Capital Budgeting 94 Chapter-5: Capital Budgeting Evaluation Techniques 112 Chapter-6: Capital Budgeting under Risk and Uncertainties 130 Chapter-7: Working Capital Management 165 Chapter-8: Cash Management and Marketable Securities 196 Chapter-9: Management of Receivables 223 Chapter-10: Inventory Management 244 Chapter-11: Capital Structure Theories 262 Chapter-12: Dividend Decisions 330 Chapter-13: Working Capital Financing 346	45 3 Credits	35	20
6	<u>SEMESTER: 2</u> Organizational Behavior (OB) Chapter: Organizational Behavior What Is Organizational Behavior? Why Organizational Behavior Matters? Chapter: Understanding people at work Chapter: Individual Attitudes and Behaviors Chapter: Theories of Motivation Chapter: Managing Stress & Emotions Chapter: Managing Groups and Teams Chapter: Conflict and Negotiations Chapter: Organizational Structure and Change Chapter: Organizational Culture	3 Credits		
7	Operations Management Strategy and Competitiveness The nature and role of operations management Balancing supply with demand Demand Management and Forecasting Capacity Planning and Management Process and Products Designing Processes Improving Processes Product Design The concept of quality Supply Chain Management Project Management Performance Measurement	3 Credits		

8	Marketing Management Marketing - An Introduction 7 Evolution of Marketing 12 Marketing Myopia 18 Marketing Dynamics 21 Significance of Marketing 26 Delivering Customer Values and Satisfaction 31 Business Components 33 Achieving Customer Satisfaction 37 Concept of Value 40 Attracting, Acquiring and Retaining Your Customers 44 Marketing Management Brief	<i>3 Credits</i>		
9	International Business Ethics in International Business 134 International Trade Theory 174 The Political Economy of International Trade 212 Foreign Direct Investment 248 Regional Economic Integration 282 The Foreign Exchange Market 322 The International Monetary System 352 The Global Capital Market 386 The Strategy of International Business 416 The Organization of International Business 446 Entry Strategy and Strategic Alliances 484 Exporting, Importing, and Countertrade 528 Global Production, Outsourcing, and Logistics 552 Global Human Resource Management 614 Accounting and Finance in the International Business 642 Adopting International Accounting Standards 669	<i>3 Credits</i>		
10	e-Business and e-Commerce 1.1 Introduction 1.2 e-business, e-commerce, types of application 1.3 Evolution and trend 1.4 Drivers of E-commerce 1.5 Characteristics 1.6 Business models, technology 1.7 Government Regulation	<i>3 Credits</i>		

11	<p>Specialization: From the below list of Specialization Subjects students should take at least 2 subjects for MBA/MBS/MBM/M.COM. (Honors) in order to complete his/her Master of Business Administration Degree. For example:</p> <p>Banking/Finance/Accounting</p> <ul style="list-style-type: none"> • Banking Management • Banking and Insurance • Foreign Exchange Management • Asset Management • Mutual Fund Management • Finance Management • Investment Analysis Management • Risk & Insurance Management • Taxation Management • Investment Management • International Finance Management • Takeover & Acquisition Management • Corporate and Finance Management • Equity Research Management • Audit Management • Cost and Management Accounting • Business Mathematics and Statistics <p>Note: i) From the above Banking, Finance, Accounting subjects student should select at least 2 subjects for the completion of MBA/ EMBA/ MBS/MBM/COM. Program. ii) Dual Major also can be taken if students would like to pursue his MBA/EMBA/MBS/MBM/M.COM in two major areas. For the above specialization areas students may choose his second major subject.</p>	3 Credits each x 2 Subjects = 6 Credits		
12	Project/Thesis/Case Studies	6 Credits		
	<p>Student have to take a Project/Thesis/Case studies as per their major subject in order to complete his/her MBA/EMBA/MBS/MBM/M.COM.</p> <p>For case Project/Thesis, respective students should submit 35 to 45 (A4 Size) pages long report. <i>Course Tutor or Concern Authority will assign/fix Project/ Thesis Topic or Title with consultation with respective student.</i> For Case Studies, respective students should submit case studies answer script in written form to the GEPEA within stipulated time frame. <i>Concern Authority will assign case studies question paper in time.</i></p>			
	<p>TOTAL CREDITS FOR MBA/ EMBA/ MBS/ MBM/M.COM. PROGRAM = 10 Subjects @ 3 Credits each + Specialization 2 Subjects @ 3 Credits each (6 Credits) + Project/Thesis/Case Studies @ 6 Credits (In Total 42 Credits for MBA/ EMBA/ MBS/ MBM/M.COM. Program)</p>			

LIST OF SPECIALIZATIONS

General

- General Management
- Business Administration

Economics

- Microeconomics
- Macroeconomics
- Managerial Economics

HR (Human Resources)

- Human Resource Management
- Personal Management
- Public Administration
- Corporate Law
- Corporate Training
- Labour Law

Industries/Production

- Operation Management
- Industrial Management
- Production Management
- Project Management
- Total Quality Management
- Plant Operations
- Inventory

Hotel/Tours & Travels

- Hotel Management
- Hospitality Management
- Travel & Tourism Management
- Transport Management
- Aviation

Purchase/Logistics

- Material Management
- Supply chain Management
- Logistics Management

Marketing

- Marketing Management
- International Marketing
- Marketing Research
- Strategic Marketing
- Sales Management
- Export Management
- International Trade
- Foreign Trade
- Industrial Marketing
- Retail Management
- Business Marketing

BPO/Call center

- BPO Management
- Customer Relationship Management
- Customer Care Management
- Call center Management

Banking/Finance/Accounts

- Banking Management
- Foreign Exchange Management
- Asset Management
- Mutual Fund Management
- Finance Management
- Investment Analysis Management
- Risk & Insurance Management
- Taxation Management
- Investment Management
- International Finance Management
- Takeover & Acquisition Management
- Corporate and Finance Management
- Equity Research Management
- Audit Management
- Cost and Management Accounting

Advertising/Media/Communication

- Advertising Management
- Communication Management
- Information Management
- Mass Communication
- Media Management
- Portfolio Management
- Public Relationship Management
- Telecom Management

Architecture

- Architectural Management
- Construction Management
- Interior Management

Software/Hardware

- Software Project Management
- SAP Consultancy Management
- Software Management
- Information Technology
- E-Business System
- Cyber Law Management
- Hardware Management
- E-commerce
- Networking Management
- DBMS

Textiles

- Fashion Management
- Textile Management

Exclusive

- Rural Management
- Environmental Management
- Family Business Management
- School Management
- Shipping Management
- Safety Management
- Event Management
- Packaging Management
- Entrepreneurship Management

- Agriculture Management
- Strategic Management
- Energy Management
- Risk Management
- Intellectual Property Rights
- Petroleum Management
- Library Management

COURSE MATERIAL

Besides using the traditional books GEPEA has also modernized the learning process by providing students with online portal consisting of –

- **Study Materials (Soft copies)** – PDF of books are provided to students making studies nomadic & convenient. GEPEA Department of Students Affairs will assign Study Materials via Email or other methods after registration and admission.
- The focal point of **GEPEA** study materials is enhancing Practical Education. **GEPEA** Kit provided to applicants is a world full of practical scenarios, explanation in terms of facts rather than theoretical phrases. Customized to be self-explanatory & easy to understand.
- **Faculty Guidance** – GEPEA panel of intellectuals guide students personally with regards to any query through email about any concept in the notes provided, being the author of the same.

EXAMINATION

GEPEA Professionals are given the privilege to answer exams from any examination center in the world along with the freedom to pick the exam schedule for the same, as time permits in the particular examination months of GEPEA. Students are allotted 2 modes of examinations – Home Based/Center Based.

- Question papers would be drafted by **GEPEA** panel of veteran professors which would be TMA (Tutor Mark Assignment), OBS (Open Book System) and MCQ study pattern. A single course will consist 100 marks based on these three pattern of exam types. In each program will consist a major (Thesis Research) course or theory in order to complete the respective Diploma Program.
- This unique & novel methodology teaches a student how to assess business situations and make decisions based upon those assessments, allowing students to display their potential.
- In case of home based/distance learning exams question paper would be emailed to the students, which they would have to answer & courier back to GEPEA office or GEPEA directed authority in the respectable exam slab.
- Candidate also has the option of appearing for Center Based Examination wherein they would have to visit one of the many GEPEA exam centers & complete answering the exam in the duration of 3 hours which wouldn't be an open book examination.

CASE STUDY METHOD & STUDY MATERIAL:

Today communication systems have advanced so much that it is much easier, convenient and quicker to gain expertise via online distance learning. GEPEA offer potential students the opportunity to study through an autonomous online distance learning program. This means that people who can't get traditional further education can still achieve what they want and get their qualifications through Online Distance Learning. That gives the opportunity for a much wider range of people to get the qualifications that they want. Today, thanks to technological advances, higher education is more readily available to those who want it.

GEPEA is an institute of excellence offering widest range of autonomous programmes in the field of Business Management and different Professional Training education. In response to the rapidly changing economic environment and the process of globalization, the Academy has made sustained efforts to bring an international perspective to all its wide range of areas and activities.

BENEFITS AND FETURES:

- (i) **Flexible Programs & Curriculum:** You can earn and study at the same time! From GEPEA International Curriculum, Flexibility is the biggest advantage of distance learning courses. This stands true especially if you are a working professional. Not everyone has the luxury of taking their own time to finish their studies. For those who had to take a break from studies to start working, such courses are a boon and provide the opportunity to pursue higher education.
- (ii) **Saves Time & Energy:** You save up a lot of time and energy on commuting. You can stay at any place and pursue a course that is available at GEPEA. Or you might be based out of a remote village or town which does not have enough options for higher studies. Distance learning courses eliminate these obstacles.
- (iii) **MCQ, Case Based Learning:** MCQ, A Case-based approach engages students in discussion of specific situations, typically real-world examples of Africa Asia, Europe and International companies. Allowing the students to put their theoretical knowledge to practice.
- (iv) **Study at your own Pace:** Not everyone has the same pace of learning. Some students pick up things fast, others need time to grasp a concept. One of the biggest advantages of distance learning is that you can study at a pace that is comfortable for you.
- (v) **Saves Money:** These courses are almost always cheaper as compared to their on-campus counter-parts. You also cut down on the costs incurred while commuting etc.
- (vi) **Personal Fulfillment:** An MBA is the key to unlocking both a professionally and personally rewarding future. Education is the foundation upon which you can build lifelong business and personal achievements. The GEPEA MBA program is designed to enrich your personal life, as well as to keep you informed about a constantly changing industry.
- (vii) **Convenient:** You can submit your assignment with the click of a button or simply drop it off at a post-office! It's sometimes as simple as that!
- (viii) **24X7 Access to Study Material & fellow Students:** This is the best way to study if you are comfortable with internet and technology. You can access your study material online whenever you want and also clear doubts, exchange views and discuss with your virtual class-mates!
- (ix) **Study any Topic You Want:** Since you'd already have all your books/online study material with you, you can pick up any topic/chapter that interests you and tackle that first! This way your interest in the subject is sustained.
- (x) **Higher Level of Self-Confidence:** The knowledge gained through our Correspondence MBA program will enhance your effectiveness in your current position and help define your future career path. It will sharpen your skills in critical business areas, giving you the self-confidence you need to become a leader in your profession.
- (xi) **Specialization:** We provide more than 80 specializations which allow students to gain additional knowledge and background on specific business top.

ACCREDITATIONS AND RECOGNITIONS:

ITQSM Accredited & International Partnered Professional Academies.

GEPEA has proudly claimed the Excellence in Online Distance Learning Award presented by its Governing Body Really Matters as a token of appreciation for providing top notch education to professionals globally. This solely proclaims that GEPEA is one of the best Professional Academy in the field of online distance learning.

PROFESSIONAL FACULTIES:

GEPEA Faculty members are highly professional, qualified & experienced. Professors provide substantial assistance through 24*7 web support. Each & every query regarding studies, assignments, cases, projects, research are resolved on time & responded with clear, relevant answers on par with syllabus. They update themselves from time to time about the changing market scenario & syllabus. Thus working professionals have chance to get resourceful information by interacting with professors through web-support from time to time. Timely communication & assistance is key to our successful association with our students & our professors believe in same.

GEPEA (Global Educational & Professional Excellence Academy)

*In case any query, please feel free to contact us via E-Mail:
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www.gepea.education*