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Program: MBA WP

Semester: First

Course: Principles of Management

Course Code: 11.501

Objectives:

- Demonstrate an understanding of effective management principles as outlined in selected text.
- Apply effective management strategies, principles and techniques.
- Demonstrate research and analytical skills by using both human and technological resources.
- Demonstrate the ability to communicate effectively.

Unit I

Management and its various functions: Definition, nature, scope and function of management, organizational objectives, management by objective. Managerial ethics: need, importance, classification and ethical dilemma, corporate social responsibility: concept, need, and strategies. Evolution of management thoughts and Thinkers: Scientific Management, General administrative theories, Quantitative approach, Behavioral approach, Systems approach, Contingency approach.

Unit II

Planning: Nature, Scope and objectives of planning, types of Plans, steps in planning, Business forecasting. Concept, importance, benefits, limitations and process of Management by Objectives. Strategic management: Nature, importance, purpose, types, process and major kinds of strategies. Decision making: Importance, types, process of Decision making
Organizing: nature, importance, process, formal & informal organizations, organization chart, organizing principles, span of management: factors determining effective span, Graicunas Formula

Unit III

Departmentation: Definition, Departmentation by function, territory, product/service, customer group and Matrix organization. Line & Staff concept. Authority: definition, types, responsibility and accountability. Delegation: Definition, steps in delegation, obstacles to delegation and their elimination. Centralization Vs De-Centralization.
Staffing: definition, manpower management, factors affecting staffing, Job design, selection process, techniques, performance appraisal, Communication: importance, process, barriers and breakdown of communication.

Unit IV

Controlling: control process, types, barriers to control making, control techniques: budget and non-budgetary control devices, Modern management techniques: an overview of various latest techniques: Business process Re-engineering, business outsourcing, benchmarking, total quality management .

Suggested Reading:

1. *Essentials of Management, Harold Koontz & Weirich: (Tata McGraw Hill)*
2. *Principles & Practices of Management, L.M. Prasad ,S.Chand*
3. *Management, Stephen Robbins, INS Pub.*
4. *Management, Stoner Freeman & Gilbert Jr - Prentice Hall of India, 6th Edition*
5. *Principles of management- Ramasamy.T Himalaya Publishing House 8th edi*

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Program: MBA WP

Semester: First

Course: Quantitative Methods

Course Code: 11.502

Course Objectives:

- Identify the source of a quantifiable problem, recognize the issues involved and Produce an appropriate action plan
- Distinguish between different mathematical techniques and applications
- Translate a problem into a simple mathematical model to allow easier
- Understanding and to aid problem solving

Unit I

Introduction to statistics: meaning, scope, importance and limitations, applications of inferential statistics in managerial decision-making. Analysis of data: source of data, collection, classification, tabulation.

Measures of Central tendency: Arithmetic, weighted, geometric mean, median and mode.

Measures of Dispersion: Range, Quartile deviation, Mean deviation, Standard deviation Coefficient of variation.

Unit II

Probability: Probability, Axioms of Probability, Conditional Probability, Baye's Theorem. Probability Distributions: Random Variables, Probability Distribution, Binomial Distribution, Poisson distribution, Continuous Random Variables, Normal Distribution, Mathematical Expectation, Moments, Moment generating function and Characteristic function.

Unit III

Sampling & Sampling Distributions:

Concept and definitions, sampling, probability samples and non-probability samples, relationship between sample size and errors, simple numerical only.

Hypothesis Testing: Sampling theory; Formulation of Hypotheses; Application of t-test, F-test and Chi-Square test, techniques of association of attributes & testing. Test of significance for small sample.

Unit IV

Time Series Analysis-Mathematical Model, Variations Trend, Methods of measuring Secular Trend, Measurement of seasonal.

Correlation and Regression analysis: Correlation, Rank correlation meaning, application of regression analysis, difference between correlation & regression analysis, regression equations.

Suggested Reading:

1. *Business Mathematics*, Kashyap Trivedi ((2010)), 1st edition, Pearson Education.
2. *Mathematics for Management*, Raghavachari. M. ((2004)), McGraw Hill Education.
3. *Gupta & Gupta, An Introduction to Statistical Methods*, Vikas Publications.
4. *Practical Business Math: An Applications Approach*, Tuttle Michael, D. (2008), 8th Edition, Prentice Hall.

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Program: MBA WP

Semester: First

Course: Managerial Economics

Course Code: 11.503

Course Objective:

- Understand the roles of managers in firms
- Understand the internal and external decisions to be made by managers
- Analyze the demand and supply conditions and assess the position of a company
- Design competition strategies, including costing, pricing, product differentiation, and market environment according to the natures of products and the structures of the markets.
- Analyze real-world business problems with a systematic theoretical framework.

UNIT I

Managerial Economics: Introduction to Managerial Economics and Fundamental concepts: Nature, Scope, Definitions of Managerial Economics, Contribution and Application of Business Economics to Business. Micro vs. Macro Economics.

UNIT II

Consumer Behavior and Demand Analysis: Cardinal Utility Approach, Diminishing Marginal Utility, Law of Equi-Marginal Utility. Ordinal Utility Approach, Indifference Curves, Marginal Rate of Substitution. Demand Theory: Theory of Demand, Law of Demand, Movement along vs. Shift in Demand Curve, Elasticity of demand Concept & Measurement of Elasticity of Demand, Factors Affecting Elasticity of Demand, Income Elasticity of Demand, Cross Elasticity of Demand, and Advertising Elasticity of Demand.

UNIT III

Theory of Production & Cost Analysis Decisions: Meaning and Concept of Production, Factors of Production and Production function, Fixed and Variable Factors, Law of Variable Proportion (Short Run Production Analysis), Law of Returns to a Scale (Long Run Production Analysis) through the use of ISO QUANTS. Cost Analysis Decisions: Concept of Cost, Cost Function, Short Run Cost, Long Run Cost, Economies and Diseconomies of Scale, Explicit Cost and Implicit Cost, Private and Social Cost.

UNIT IV

Market Analysis: Pricing Under Perfect Competition, Pricing Under Monopoly, Control of Monopoly, Price Discrimination, Pricing Under Monopolistic Competition, Pricing Under Oligopoly.

Suggested Readings:

1. *Economics*, P. Samuelson, W. Nordhaus. (2009) 18th Edition, McGraw Hill Education.
2. *Managerial Economics*, Dwivedi, D.N (2008), 7th edition, Vikas Publishing House.
3. *Managerial Economics in a Global Economy*, Salvatore. D. ((2006)), 6th edition, Oxford University Press.
4. *Microeconomics for Managers*, David Kreps. (2009). 1st edition, Viva Books Pvt. Ltd.
5. *Managerial Economics*, H. Craig Petersen and Sudhir K. Jain ((2006), 4th edition, Pearson Education.
6. *Economics*, David C. Colander (2008) 8th ed. McGraw Hill Education.
7. *Managerial Economics* By Yogesh Maheshwari.
8. *Comprehensive Economics* By S.A. Siddiqui,

Program: MBA WP

Semester: First

Course: Organizational Behavior

Course Code: 11.508

Course Objective:

- List and define basic organizational behavior principles, and analyze how these influence behavior in the workplace.
- Analyze individual human behavior in the workplace as influenced by personality, values, perceptions, and motivations.
- Outline the elements of group behavior including group dynamics, communication, leadership, power & politics and conflict & negotiation.
- Understand your own management style as it relates to influencing and managing behavior in the organization systems.

Unit 1: Introduction to OB

Organization Behaviour: Definition, Importance, Scope, Fundamental Concepts of OB, Evolution of Organizational Behaviour; Contributing Disciplines to the OB Field: Psychology, Sociology, Anthropology, and Political Science.

Unit 2: Behavior of Individuals

Nature of Organizational Behavior; Learning: Basic Nature of Learning, Theories, Classical Conditioning, Reinforcement; Individuals and Physical Ability; Perception: Importance, Factors influencing Perception, Interpersonal Perception Types, Personality: Types, Factors Affecting Personality, Theories, Measures of Personality. Motivation; Motivational Factors; Motivational Theories; Applications of Motivation in Organizations; Leadership: Meaning, Importance, Trait, Behavioural and Contingency Theories – Leadership Styles, Leaders Vs Managers

Unit 3: Group Dynamics

Types of Groups; Group Structure; Groups and Teams; Stages of group Development; Group Decision Making Techniques; Understanding Work Teams; Types of Teams; Group Dynamics, Power and Politics – Sources Of Power – Power Centers , Organizational Politics.

Unit 4: Organizational Dynamics

Introduction, Nature and Functions of Organizational Culture; Conflict: functional vs Dysfunctional conflict, Sources, Types of conflict, Individual, Group, Organizational conflict and conflict resolution.

Suggested Reading:

1. *Organizational Behaviour* by Stephen P. Robbins & Tim A. Judge, Publisher: Prentice Hall of India Private Limited
2. *Organizational Behaviour* by Fred Luthans, Publisher: McGraw Hill
3. *Organizational Behaviour* by Aswathappa K, Publisher: Himalaya Publishing House
4. *Principles of Management* by T. Ramasamy, Publisher: Himalaya Publishing House
5. *Organizational Theory* by Mary Jo Hatch, Publisher: Oxford University Press

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Program: MBA WP

Semester: First

Course: Business Law and Ethics

Course Code: 11.510

Course Objectives:

- To give understanding on ethics and moral standards of business
- Students understand the basic legal knowledge of Contract
- It gives balancing the rights, duties, claims and expectations arising in the process of transferring of property from one person to another i.e of buyers and sellers.
- It gives basic understanding of company Act 2013
- It aims at providing a rich fund of contemporary knowledge, time tested principles, basic concepts, emerging ideas, evolving theories, latest technique, ever changing procedures & practices in the field of Business Law

Unit 1: Nature and importance of ethics and moral standards; corporations and social responsibilities, scope and purpose of business ethics; Ethics in business functional areas; industrial espionage; solving ethical problems; governance mechanism

Unit 2: Indian Contract Act – 1872 General Principles of Contract Act-Introduction, Essentials of a valid contract, Agreement and contract, Types of contracts, Proposal and Acceptance, Capacity to contract, Free consent, performance and discharge of a contract, remedies on breach of a contract.

Unit 3: Companies Act, 2013 Introduction, Types of Companies, Memorandum & Articles of Association, Prospectus, Meetings, Appointment and removal of directors& managers, Membership of a company, Issue of Capital, Amalgamation and Reconstruction

Unit 4: The Consumer Protection Act, 1986; Object – Rights of Consumers –Important Terms- Consumer Complaint – Consumer Protection Councils – Redressal Machinery – District Forum – State Commission – National Commission

Unit 5: Nature of Industrial Dispute. Causes of Industrial Dispute – Types of conflict Resolution – Statutory& Non-Statutory-Collective Bargaining – Meaning, Characteristics, Need, Importance, Process, Pre-requisites

Suggested Reading:

1. *Business Ethics - Manuel G. Velasquez*
2. *Business Ethics & Managerial Values-S.K.Bhatia*
3. *Corporate Social Responsibility - C. Gopalkrishna*
4. *Ethics in Business & Management-R.P.Banerjee*
5. *Kuchhal, M.C.& Vivek Kuchhal, "Business Legislation for Management", Vikas Publishing, House (P) Ltd., New Delhi*
7. *Chadha, R.,Chadha, S., "Corporate Laws", Mayur Paperbacks, New Delhi*
8. *Bansal, V. and Arora, A., "Corporate Law", Vikas Publishing, House (P) Ltd., New Delhi*
9. *Kumar, A., "Corporate Laws", Internatinal Book House (P) Ltd. 5. Gulshan, S.S.", Business Law", Excel Books*
11. *Bare Acts relating to the laws*
12. *Mercantile Law, Eighth Edition – MC Kuchhal, Vivek Kuchhal*
13. *Law of Contract & Specific Relief, Twelfth Edition - Avtar Singh*
14. *Company Law, Seventeenth Edition – Avtar Singh*

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Program: MBA WP

Semester: First

Course: Financial Reporting, Statements and Analysis

Course Code: 11.509

Course Objectives:

- Identify and describe terms associated with managerial accounting.
- Prepare and interpret statement of cash flows.
- Analyze a firm's financial activities using financial statement analysis tools.
- Identify and describe the three costs associated with a manufactured product.
- Apply the tools of cost-volume-profit analysis, the budget process, differential analysis, and capital investment analysis to solve problems of an internal business nature

Unit 1: Introduction to Financial Accounting

Introduction; Scope and Objectives; Branches of Accounting; Accounting Principles and Standards. Journalizing Transactions: Recording of Transaction, Advantages of Journal, Classification of Accounts and its Rules, Compound Entries; Ledger: Introduction, Posting and its Rules; Trial Balances: Trial Balance Preparation, Errors Disclosed by Trial Balance, Methods of Allocating Errors in Trial Balance. Profit and Loss Statement; Balance Sheet; Final Accounts: Adjustments.

Unit 2: Depreciation

Meaning, definition, obsolescence, depletion, amortization, fluctuation, causes of depreciation, factors affecting depreciation, methods of providing depreciation, accounting treatment, fixed and reducing installment system their advantages and change in method. Capital Expenditure; Revenue Expenditure; Deferred Revenue Expenditure; Capital Receipts; Income Statements:

Unit 3: Management accounting

concept, need, importance and scope; Principles, Functions and Scope of Management Accounting; its Limitations; Management Accountant: Functions; cash flow statement, fund flow statement, Budgetary control-meaning, need, objectives, essentials of budgeting, different types of budgets;

Unit 4: cost Accounting: Basic Cost Concepts; Components of Total Cost; Elements of Cost and Cost Sheet; Methods, Systems and Techniques of Costing. Standard costing and variance analysis (materials, labour): Marginal costing and its application in managerial decision making.

Suggested Readings:

1. *Accounting for Management, Maheshwari. S.N (2009). 2nd Edition. Sultan Chand & Sons*
2. *BASIC Accounting, M.Y.Khan and P.K.Jain (2010) 5th Edition, Tata Mc Grew Hill.*
3. *Accounting Theory and Practice, Glautier. M.W.E. And Underdown B. (2010). Financial Times/Pearson*
4. *Management Accounting, M.A. SAHAF- S.chand*
5. *Comprehensive Accountancy By S.A.Siddiqui*
6. *Jain S.P. and Narang K.L. Advanced Cost Accounting, Kalyani Publishers Ludhiana.*
7. *Khan M.Y. and Jain, P.K. Management Accounting, TMH, N. Delhi.*