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**Program:** MBA  
**Semester:** First  
**Course:** Principles of Management  
**Course Code:** 11.501

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### Course Objective

- 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, GraicunasFormula

### 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*

**Program:** MBA  
**Semester:** First  
**Course:** Financial Reporting, Statements and Analysis  
**Course Code:** 11.509

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**Course Objective:**

- 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.*

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**Program:** MBA

**Semester:** First

**Course:** Quantitative Methods

**Course Code:** 11.502

**Course Objective:**

- 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

**Semester:** First

**Course:** Managerial Economics

**Course Code:** 11.503

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**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  
**Semester:** First

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**Course:** Computer Application for Business  
**Course Code:** 11.507

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**Course Objective:**

- understand the meaning and basic components of a computer system,
- Define and distinguish Hardware and Software components of computer system,
- Explain and identify different computing machines during the evolution of computer system,
- Gain knowledge about five generations of computer system,
- Explain the functions of a computer,
- Identify and discuss the functional units of a computer system,
- Identify the various input and output units and explain their purposes
- Understand the role of CPU and its components
- Understand the concept and need of primary and secondary memory
- Discuss the advantages, limitations and applications of computers

**Unit I-**

Introduction: Evolution of Computers, Characteristics, Classification Generations; Computer Architecture: Components of Computer Systems (I/O Devices); Computer Memory; Data Representation ; Introduction to Software: Relation Between Hardware and Software; Types of Software: System Software, Application Software; Software Development Life Cycle; Introduction to Algorithm; Flow chart

**Unit II-**

Operating System: Functions of OS, Evolution of Operating Systems : Serial Processing, Batch Processing, Multiprogramming; Types of Operating System; Operating System Techniques Multitasking, Multithreading, Multiprocessing; Some Popular Operating Systems: DOS (Disk Operating System), UNIX Operating System, Linux, Microsoft Windows, Microsoft Windows NT

**Unit III-**

Data Processing; File Management System: File Types, File Organization, File Utilities; Database Management System: Database Models, Main Components of a DBMS, Creating and Using a Database

**Unit IV-**

Basic Elements of a Communication System: Data Transmission Modes, Transmission Basics; Types of Data Transmission Media; Modems, Analog versus Digital Transmission; Need for Computer Communication Networks; Types of Network; Network Topologies; Network Protocol; The Future of Internet Technology; Internet Protocol; World Wide Web; E-mail; Search Engines

**Suggested Readings:**

1. *Fundamentals of Computers* by Rajaraman, Publisher: Prentice Hall of India, New Delhi
2. *Data Communication & Computer Network* by White, Publisher: Thomas Learning, Bombay
3. *Business Data Communication* by Shelly, Publisher: Thomson Learning, Bombay
4. *Computer Fundamentals* by B.Ram, New Age Int.
5. *Computer Fundamentals* by P.K Sinha, Priti Sinha, Publisher Kalyani Publishers, 2nd Edition, 2003.

**Program: MBA**

**Semester: First**

**Course: Organizational Behavior**

**Course Code: 11.508**

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**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**

**Program:** MBA  
**Semester:** First  
**Course:** Life Skills 1  
**Course Code:** 40M.101

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**COURSE OBJECTIVE-** To impart basic skills of Professional Communication in English through intensive practice to the Students, so as to enable them to function confidently & effectively in that Language in the Professional Sphere of their life

- The student must have some basic command of English so that the Student must be able to:
- Write reasonably & grammatically
- Understand (if not use) at least some 2500 general purpose words of English
- Use some 2000 (at least 1500) general-purpose words of English to express himself/herself in writing & 1500 such words to talk about day-to-day events & experiences of life.
- Understand slowly-delivered spoken material in Standard Indian English, and
- Speak reasonably clearly (if not fluently) on routine matters with his fellow Students, with proper word stress, intonation pattern, accent and perfect articulation

## LANGUAGE INITIATORS

### UNIT- I Basic Grammar

- Noun, Verb, Adverb, Adjective & Preposition
- Sentence
- Tense: Present ,Past & Future
- Voice
- Narration
- Concord
- English Modals
- Connectives
- Degree of Comparison
- Nominalization

### UNIT -2 Practice Exercise

- Re-Writing Sentences
- Gap Filling
- Common Errors
- Phrases & Idioms
- Homophones ( Commonly Confused Words)
- Vocabulary Building
- Word Quiz

### UNIT -3 Written Communication Skills

- Requisites of good sentence writing
- Effective sentence structure
- Sentence Building/ Sentence coherence
- Sentence Emphasis/theme
- Development of a paragraph
- Paragraph structure
- Principles of paragraph Writing
- Paragraph length/ coherence/ Division

#### **Unit -4 Etiquettes & Manners**

- Dinning etiquettes
- Workplace etiquettes
- Professional Manners
- Social Etiquettes
- Group Behavior
- Tour & Travel Etiquettes

#### **Suggested Books & Readings:**

- Monippally, Matthukutty. M. 2001. Business Communication Strategies. 11<sup>th</sup> Reprint. Tata McGraw-Hill. New Delhi
- Swets, Paul. W. 1983. The Art of Talking So That People Will Listen: Getting Through to Family, Friends and Business Associates. Prentice Hall Press. New York
- Lewis, Norman. 1991. Word Power Made Easy. Pocket Books
- Sen , Leena .Communication Skills ; Eastern Economy Edition
- Ghanekar , Dr. Anjali . Essentials of Business Communication Skills ; Everest Publishing House
- David Green . Contemporary English Grammar, Structure & Composition ; MacMillan
- Dictionary; Oxford
- Dictionary ; Longman