

+1. MANAGEMENT PROCESSES AND ORGANIZATIONAL BEHAVIOUR

Course Code: MBA-101

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Objectives

A study of this course will help in understanding management principles and why employees behave the way they do, and also thereby predict how they are going to behave in the future. It is important to understand the diversity of societal culture and its bearings on the culture of an organization.

Contents:

Unit I: Management Processes -Planning, Organising, Directing, controlling, coordinating, span of control, centralization Vs decentralization

Unit II: Introduction to Organisation Behaviour, Historical perspective

Unit III : Foundations of individual Behaviour- Personality, perception, attitudes, values and job satisfaction, learning, Motivation- concepts and applications

Unit IV: Foundations of Group Behaviour – Groups, team building, conflicts and negotiations, communication, leadership, power and politics, Stress

Unit V: Dynamics of organization – types of organization, organization structure, culture and climate, organization change and development, organization effectiveness, QWL, International OB

Note: Psychometric instruments are used for 3, 4 & 5 to enable the students to carry out an objective Self-Appraisal.

Text Books:

1. K.Aswathappa, Organisation Behaviour Text,Cases and Games, , Himalaya Publishing House.
2. Organisation Behaviour – by S.S.Khanka , S.Chand , New Delhi – 2003

Reference Books :

1. Fred Luthans, Organisation Behaviour, McGraw Hill
2. Hell Riegel, Slocum and Woodman, Organisation Behaviour, South Western, Thomson Learning, 9th Edition,
3. R.S. Dwivdi, Human Relations and Organizational Behaviour, Mc Millan India Ltd., 5th Edition.
4. Staw, B.M. Psychological Dimensions of Organizational Behaviour, 2nd Edition, Engle Wood Cliffs, Prentice Hall 1995.

- 5 .Stephen P. Robbins, Organizational Behaviour, 9th Edition, Pearson Education, New Delhi, 2002.
6. Steven L. Mc Shane, Mary Ann Von Glinow, Organizational Behaviour, Tata McGraw Hill.
7. Hersey & Blanchard :Management of Organisational Behaviour,8th Edition,PHI, 2002.
8. Udai Pareek, Understanding Organisational behavior, Oxford University Press

2. STATISTICS FOR MANAGEMENT

Course Code: MBA-102

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Objectives

This course is aimed at introducing the statistical concepts which would enable students to take better business decisions. A greater emphasis will be on the use of packages especially MS EXCEL, to compute and interpret the statistical data. The course would be administered using both lectures and tutorials to give the students a hands-on experience with simulated real life business situation.

Contents:

Unit I: Probability: Introduction to probability theory: events and their probabilities, subjective probabilities; continuous and discrete distributions: Binomial, Poisson, Normal, and exponential distributions; Expected values, averages and standard deviations. Conditional Probability – Bayes’ theorem.

Unit II: Correlation, Regression Analysis: Correlation coefficient – Rank Correlation coefficient – Regression lines,

Unit III: Sampling distribution : Estimation and Hypothesis, Sampling Distribution concepts, Introduction to sampling distributions, concepts – sample size — Hypothesis – Testing of Proportion and Mean - Methods of sampling – Concepts of sampling and non- sampling errors – Standard error- Type I and Type II error in Hypothesis testing

Unit IV: Parametric Analysis –. Chi Square Test – Goodness of Fit – Relationship between variables - t test

Unit V: Analysis of variance – one-way and two-way classification

Text Book:

1. P.R. Vittal, Quantitative techniques, Margham publications
2. T N Srivatsava,Shailaja rego,Statistics for managers TATA MC GRAW HILL

3. Statistical tools for managers using MS EXCEL

Reference Books:

1. Green & Tull, Market Research, Prentice Hall
2. Amir D. Aczel, Complete Business Statistics, 5th ed., Irwin McGraw Hill, 2001
3. Hooda R.P, Statistics for Business and Economics, 2nd ed., Mc Millan India
4. Richard I .Levin & David S .Rubin, Statistics For Management ,7th ed., PHI
5. Dr. P.N. Arora and Mrs. S. Arora, Statistics for management, S. Chand & Company Ltd.
6. S. C. Gupta, Fundamentals of statistics, Himalaya publishing house.

3. ECONOMICS FOR MANAGERS

Course Code: MBA-103

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Objectives:

This course is intended to provide an introduction to basic principles of microeconomics - its application to business decisions, and important macro-economic issues such as the national income and accounting, determinants of long run economic growth, trade balance & financial flows. Graphs would be used to explain various principles.

Contents: (to be changed from vrn)

Unit I: Firms- nature, rationale & objectives of firms, Economic Profit, Theory of Consumer Demand & Indifference Curves, Income effect & substitution effect of price changes, demand curve, law of demand, change in demand Vs change in quantity demanded, industry demand, short run Vs long run demand, Elasticity of Demand – price & income elasticity, cross elasticity, substitution elasticity, Demand Estimation – multiple regression, forecasting models.

Unit II: Production function, laws of Production, cost analysis, short and long run cost functions, Economies of Scale & Scope, Supply analysis, Elasticity of supply, Revenue Analysis.

Unit III: Product market structure, competition, barriers to entry, pricing in different markets – Perfect Competition, Monopoly, Discriminating monopoly, Monopolistic competition and Oligopoly, Administered prices – floor price & price ceiling, Dual pricing, Export pricing

Unit IV: Macroeconomics--National income accounting, methods of determining national income, GDP-measurement, Real GDP, Price Index & inflation, Consumption Function, saving, investment, goods-market equilibrium, Multiplier effect, Balance of Payments account

Unit V: Money –Demand, Elasticity, Velocity, IS-LM Model, Business Cycles, Inflation, unemployment, Monetary and Fiscal policy, Exchange rates – fixed & flexible and economic policy in the open economy, Government spending & its financing

Text Book :

1. S.Shankaran -- Managerial Economics – Margham Publications
2. Yogesh Maheshwari, Managerial Economics – Prentice Hall of India Limited, Delhi

Reference Books:

1. Mithani, D M, Managerial Economics – Theory & Applications, Himalaya Pub.
2. Mehta, P L, Managerial Economics – Analysis, Problems & Cases, Sultan Chand
3. Peterson, H. C and Lewis, W. C. Managerial Economics, 4th Ed, Prentice Hall
4. Abel & Bernanke, Macroeconomics, 4th ed, Pearson Pub

5. Froyen, Macroeconomics, 6th ed., Pearson Education
6. Spencer M.H., Managerial Economics, Text problems and Short Cases.
7. Dewett K.K., Modern Economic Theory, S. Chand & Company Ltd.

4. ACCOUNTING FOR MANAGERS

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Course Code: MBA- 104

Objectives:

This course aims at introducing basic accounting concepts, the system of recording and summarizing the effects of transactions on financial statements. Efforts will also be made to analyze and interpret the profitability and financial solvency of a business, the importance of internal control over cash, receivables, inventories, payables, liabilities and fixed assets.

Contents:

Unit I: FINANCIAL ACCOUNTS- Accounting definition- Principle concepts – Conventions – Accounting standards - Preparation of Financial statement: Trial balance- Trading & Profit and loss account

Unit II: COMPANY ACCOUNTS – Meaning of Company – Maintenance of books of accounts – Profit or loss before incorporation – Final accounts of Company – Alteration of Share Capital – Preferential allotment, Employee stock option – Buy back of securities

Unit III: ANALYSIS OF FINANCIAL STATEMENT - Financial statement Analysis- ratio analysis - Funds flow analysis – Cash flow analysis – Limitation

Unit IV: COST ACCOUNTING – cost Accounts – classification and Accounting of manufacturing costs – Cost accounting system - Budgets and Budgetary control – Marginal cost analysis, Cost Accounting – Elements of cost – Standard costing and variance analysis

Unit V: ACCOUNTING IN COMPUTERISED ENVIRONMENT – Significance of computerized Accounting system – codification and grouping of accounts – Maintaining the hierarchy of ledgers – Prepackaged Accounting Software.

Text book :

1. M.Y. Khan & P.K. Jain – Management Accounting, Tata McGraw Publishing Company Ltd.
2. S.K. Bhattacharya John Dearden – Accounting for Management Text and Cases Vikas Publishing House, New Delhi

Reference Books:

1. Carl S Warren, James M Reeves, Philip E Fess, “Financial Accounting” , Thompson, 2003

2. T.S. Reddy & Y. Hari Prasad Reddy – Financial and Management Accounting – Margham Publications, Chennai
3. Nhavesh M. SPaul, Cost Accounting or Management Accounting, Allied Publishers Ltd., New Delhi, 1997
4. S.P. Jain & K.L. Narang, Cost Accounting, Kalyani Publishers, Ludhiana, 1997
5. N.Ramachandran & Ramkumar – “Financial accounting for management – Tata McGraw hill
6. Mukherjee & Hanif – “Financial accounting”- Tata McGraw hill
7. N.M.Singhvi & Ruzbeh – “ Management accounting” – Prentice hall of india
8. M.A.Sahaf- “Management accounting”- Vikas publishers

5. LEGAL SYSTEMS IN BUSINESS

Course Code: MBA-105

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Objective:

To create the knowledge of Legal perspective and its practices to improve the business. Legal insight will be established in the business practices according to the situation of changing environment.

Contents: (to be changed by ar)

Unit I : COMMERCIAL LAW - THE INDIAN CONTRACT ACT 1872

Definition of contract, essentials elements and types of a contract, Formation of a contract, performance of contracts, breach of contract and its remedies, Quasi contracts - Contract Of Agency: Nature of agency, Creation and types of agents, Authority and liability of Agent and principal: Rights and duties of principal and agents, termination of agency.

Unit II: COMMERCIAL LAW - THE SALE OF GOODS ACT 1930

Special contracts – sale of goods act 1930 – negotiable instruments act 1881, Types of negotiable instruments

Unit III: COMPANY LAW

Kinds of companies – formation & incorporation of a company – memorandum & articles of association – prospectus – Power, duties and liabilities of Directors– meetings– winding up of a company

Unit IV: INDUSTRIAL LAW

An Overview of Factories Act, 1948 – Employee Provident Fund & Miscellaneous Act, 1952 – Employee State Insurance Act, 1948, Payment of Wages Act, 1936

Unit V: INCOME TAX, CONSUMER PROTECTION ACT AND CYBER LAWS

Overview of Central Sales Tax 1956, Capital Gains, Central Excise Tax, Value Added Tax, Service Tax, The consumer protection act 1986, Consumer grievance redressal & machineries, IPR-Patents, Copyright, Trademarks , cyber laws

Text book :

1. N.D. Kapoor, “Elements of Mercantile Law”, Sultan Chand & Company, India, 2006.
2. P. K. Goel, Business Law for Managers, Biztantatara Publishers, India, 2008.
3. Akhileshwar Pathack, Legal Aspects of Business, 4th Edition, Tata McGraw Hill, 2009

Reference Books:

1. N.D. Kapoor, “Elements of Mercantile Law”, Sultan Chand & Company, New Delhi.
2. Sen & Mitra, Arun kumar sen & Jitendra kumar Mitra, “Commercial law & Industrial Law”, The World Press(p) Ltd, Kolkata.
3. P.P.S. Gonga, “ Mercantile Law”, S.Chand & Co, New Delhi.
4. Dr. Vinod K. Singhanian, “Direct Taxes Planning Management”.
5. Akhileshwar pathak – “ Legal aspects of business” – Tata McGraw Hill, 2007
6. D.Chandra Bose – “Business Law”—Prentice hall of India
7. G.K.Kapoor – “ Lectures on corporate and allied laws” – Sultan chand & sons

6. MARKETING MANAGEMENT

Course Code: MBA- 106

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Objectives:

This course is intended to bring about an awakening in students by emphasizing the all-pervasive & company-wide role of Marketing. Efforts will be made to use recent cases in illustrating the principles.

Contents:

Unit I: Introduction, Concepts of marketing, traditional and modern methods of marketing, selling and marketing, marketing environment, Marketing Segmentation and marketing Mix

Unit II: Consumer Behaviour, Marketing Research and Marketing information System, Positioning and differentiating the marketing offers

Unit III: Product mix, Levels of product, Branding, label, New product development, Price mix – determination of price, pricing methods and pricing strategies

Unit IV: Distribution - channels, physical distribution, logistics, and promotion Mix – advertising, sales promotion, personal selling, publicity, direct marketing

Unit V: Consumerism,. Services marketing, rural marketing, new developments in marketing, internet marketing – C2C, B2B, B2C, facebook, blogs, Twitter, green marketing, CRM, relationship marketing

Textbook:

1. Marketing Management by C B Gupta and Rajan Nair
2. Philip Kotler, Marketing Management (Millennium ed.,) New Delhi, Prentice Hall of India (P) Ltd., yr. 2001.

- 3 Rajan Saxena, Marketing Management, 2nd edition, New Delhi, Tata Mcgraw Hill Publishing Co.Ltd., yr. 2001.

Reference Books

1. William J. Stranton – Fundamentals of Marketing - McGraw Hill.
2. S.A. Sharlekar – Marketing Management – Himalaya Publishing Co.,
3. Boyd Walker –Marketing Management - McGraw Hill.
4. Berkoviz Kerin Hontley Rudelivs, MARKETING, 6th ed., New York, Mcgraw Hill, yr.2002.
5. Gony Armstrong, Philip Kotler, Marketing an Introduction 11th ed., Pearson Education Asia.
6. V.S. Ramasamy and S. Namakumari, Marketing Management, Planning, Implementation & control, New Delhi, Macmillan, yr. 2002.
7. Zikmundld' Amico, Marketing, 7th edition, Australia, South Western Thompson learning.
8. Srinivasan : Case Studies in Marketing,2ND edition,PHI ,2002.

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7. ENTREPRENEURSHIP

Course Code: MBA- 107

Objectives:

To explain the Key ingredients to be a successful entrepreneur. To appreciate the value of entrepreneurship in daily life. To understand th e impact of Social & Environmental issues in starting up of a new venture. To develop entrepreneurial culture & provide opportunity to build analytical & practical skills

UNIT I: Competing Theories of Entrepreneurship: Definition of entrepreneurship, Characteristics of entrepreneurship, A conception model, Types of Businesses – Definition of SSI,MSI, MSE, Ancillary,

UNIT II: Understanding Entrepreneurship, Growth of a Business Idea , Intellectual Property ,Family Business , Doing Business in India , Entrepreneurial Support
 Entrepreneurs and emergence of Indian Entrepreneurs – Traits of successful entrepreneurs – Entrepreneurs Vs Managers - -Entrepreneurial Development Program – Entrepreneurial Development Institute (EDI)

UNIT III : Maintenance of Records - Ledgers, Documentation, formalities - Legal aspects in establishing and maintenance of Small Business Strategic Management in Small Business - Financial Management in Small Business – Working capital management - Marketing Management in Small Business – Selling to Government, Industries, Institutions and Consumer market - Production Management in Small Business - Human Resource Management in Small Business.

UNIT IV: Mobilizing Resources - Buying a Business , Entrepreneurial Finance , Making a Business Plan Operations and Management - Managing Operations , Human Resource Management , Entrepreneurial Marketing, New Product Development , E-Business , Networking ,Project Management

UNIT V: Growth and Social Responsibility - Growth , Exit Strategies , Social Responsibility, Ethics in Business Institutions Supporting Small Business Enterprises – SIDBI, IDBI, SIPCOT, TIIC, TCO, SIDCO, NSIC, TDA ,Export Promotion council, etc. Intellectual Property , Family Business, Doing Business in India , Entrepreneurial Support , Women Entrepreneurs Sickness in Small Business Enterprise

Text book : add two books

1. **Rajeev roy – Entrepreneurship , Oxford university press**

References:

1. Donald F. Kurato, Richard M . Hodgetts – Entrepreneurship in the New Millennium, Cengage Learning India Pvt Ltd,Chennai.
2. Prasanna Chandra, Projects - Planning, Analysis, Selection, Implementation and Reviews, Tata Mc Graw-Hill Publishing Company Limited, 1996.

8. SOFT SKILLS-I (Advanced Computing Skills)

Course Code: MBA-S-101

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Objectives:

The major objectives of introducing the Computer Skills course are to impart training for students in Microsoft Office and its different components like MS word, MS Excel, MS Access, Power point etc., and also familiarize with the Tally Package at two levels based on their knowledge and exposure. The course is highly practice and application oriented with hands-on working on the various software packages.

Contents:

1.Word Processing - Formatting – paragraph and character styles, templates and wizards, table and contents and indexes, cross referencing ; Tables and columns – creating manipulating and formatting; Mail Merge, Labels and Envelopes

2.Spreadsheets - Workbook- Building, modifying, navigating; Worksheet – Auto fill, copying and moving cells , inserting and deleting rows, printing; Formulas and functions- Troubleshooting formulas, Functions and its forms like database, financial,

logical, reference, mathematical and statistical – Databases- creating, sorting, filtering and linking

3. Presentations – Power point – exploring, creating and editing slides, inserting tables and charts – Special effects – Clip Art, creating and drawing shapes, inserting multimedia content – Presentations – planning, animation, handouts, slideshow

4.Databases – Access- Components, creating a database and project, import and exporting, customizing; Tables – creating and setting fields; Queries – types, creating, wizards – Reports – creating and layout, *Information management* – Outlook – starting , closing, contacts, tool bars, file management;

5. Internet - E-email, Reading, composing, responding, attachments, signature, junk mail; tasks – screen, sorting creating , deleting , assigning , updating; scheduling – calendar

Reference Books

1. Working in Microsoft Office ; Ron Mansfield, Tata McGraw Hill
2. Microsoft Excel 2007; Guy Hart Davis, Tata McGraw Hill

Examination: 1. Internal could be based on theory and/or Practicals
2. External based on theory.

Organizational behavior is the study of what an individual thinks feels or does in and around an organisation, both individual and in group. It investigates people's emotions and behavior, behavior and performances in a team, systems and structures of organisations. Stephen Robins defines organizational behavior as a "field of study that investigates the impact that individuals, groups, and structure have on an organization for the purpose of applying such knowledge improving an organization's effectiveness". Applying Behavior Analysis in Organizations: Organizational Behavior Management. David A. Wilder. Florida Institute of Technology. Florida Institute of Technology. Organizational behavior management (OBM) is the application of behavioral principles to individuals and groups in business, industry, government, and human service settings. equipment and processes, knowledge and skills, and consequences. On the basis of employee or.