

MBA I

Semester

Syllabus

Subject Name	L	T	P	Credit
CSS050 – COMMUNICATION FOR BUSINESS	2	1	2	4

Objectives:

To equip the students with the necessary concepts, techniques and skills of communications to communicate with others, inspire them and enlist their activity and willing co-operation in the performance of their jobs.

Unit - I

Nature and Role of Business Communication: Introduction, Meaning, Definition, Function, Characteristics, Importance and Objectives of Communication, Different Forms of Communication and their importance, Media of Communication, Verbal, Non – verbal Communication, Formal – Informal Communication, and Barriers to Communication.

Unit – II**Business Correspondence**

Business Letters, Summary Writing, Advertising, Preparing a Press Release, Notices, Circulars, Memos, Agenda and Minutes, Email Etiquettes.

Unit – III

Report Writing: Objectives of the Report, Types of Report, Planning of Report, Developing an Outline, Nature of Headings, Logical Sequencing, Graphs, Charts and List of Illustration, Bibliography and References.

Unit – IV

EMPLOYABILITY AND CORPORATE SKILLS: Job Application, CV Writing, Interview Skills, Time management and Effective Planning, Decision Making, Teamwork, Preparing Proposals, Development of Leadership Qualities, Feedback Skills, Meetings, Preparing Presentation.

Unit – V

Soft Skills: Goal setting, Strategies to Achieve Goals, Stress Management, Positive Attitude, Negotiation Skills and Interpersonal Skills.

Outcomes:

- To have proficiency in written and verbal communication.
- To understand the dynamics of communication and correspondence.
- To have the ability to recognize and appreciate quality written pieces.

Text books:

1. Meenakshi Raman, Prakash Singh, Business Communication, Oxford University Press.
2. Communication for Science & Engineering, by Dr Binod Mishra & Sangita Mishra
3. Business Communication by Dr R.C. Sharma, Dr Neeta Sharam

Reference books:

1. Communication Skills, Satya Prakashan, K.K.Ramchandran; Lakshimi.K.K.Karthik
2. Business Communication; Fisher, D
3. Communication in Organisations; 2nd Edition, Jaico Publishing House, Delhi.

Communicative Language Lab: Laboratory session

Oral presentation, Book review, Article review, Movie review, Public speaking, Mock Interview, Group discussion,

Subject Name	L	T	P	Credit
MGT080 - Fundamentals of Business Management	3	0	0	3

Objectives:

- Discuss and communicate the management evolution and how it will affect future managers.
- Observe and evaluate the influence of historical forces on the current practice of management.
- To understand all the basic aspects of business management and its impact to the organization.
- Understand in depth the process of management's functions: planning, organizing, staffing, directing, and controlling.

Unit 1:

Evolution of Management Thought : Early Contribution, Taylor and Scientific Management, Fayol's Administrative Management, Bureaucracy Hawthorne Experiments and Human Relations, Social Systems Approach and Contingency Approach.

Unit 2:

Concept and Process of Management: Definition, Need, Concept and Nature of Management, Skills & Management Levels, Management vs Administration, Characteristics of Quality Managers in Present Competitive Environment.

Unit 3:

Planning: Nature, Scope, Objectives and Significance, Types of Planning, Process of Planning, Objective Setting- Concept, Types and Process of Setting, MBO- Concept and Process,
 Organizing- Concept, Forms of Organizational Structure, Departmentalization, Span of Control, Delegation of Authority, Decision Making, Principles of Organizational Designing.

Unit 4:

Staffing: Concept, System Approach, Manpower Planning, Job Design, Recruitment & Selection, Training & Development, Performance Appraisal.
 Directing: Concept; Directing vs Supervising

Unit 5:

Coordinating & Controlling: Concept, Type of Controls, Pre and Post Controls, An Integrated Control System, Developing a Quality Control System, Total Quality Control.

Outcomes:

- Demonstrate critical thinking when presented with managerial problems and express their views and opinions on managerial issues in an articulate way
- Understand the major internal features of a business system and the environment in which it operates.
- Identify and explain the importance of the management process and identify some of the key skills required for the contemporary management practice.
- Conduct topic and case analysis to apply theoretical concepts.
- Prepare and present structured presentations and reports.

Text books:

1. Strydom, J et al (2011) Principles of Business Management, 2nd edition, OUP, Oxford.
2. Smith, C et al (2011) Remaking Management, CUP, Cambridge

3. Monahan, G (2000) Management Decision Making, CUP, Cambridge

4. Steers et al (2011) Managing Across Cultures, CUP, Cambridge

Reference books:

1. Kochan, T and Schmalensee, R (2003) Management, MIT Press

2. Keitner, R and Cassidy, C (2012) Principles of Management, 12th Edition, South Western College Publishing

Subject Name	L	T	P	Credit
MGT090 - Fundamentals of Accounting	3	1	0	4

Objectives:

Explain the concept and role of accounting and financial reporting in the modern market economy in the Indian as well as International context.
 Explain the regulatory framework for the operation of accounting activities,
 Understanding of basic accounting concepts, accounting principles and techniques of posting basic business changes.
 Explain the structure and content of financial statements.
 Understand the tools & techniques of the accounting to prepare financial statement.

Unit 1:

Overview: Accounting Concepts, Conventions and Principles; Accounting Equation, International Accounting Principles and Standards; Objectives of Accounting, Matching of Indian Accounting Standards with International Accounting Standards, an Introduction of IFRS.

Unit 2:

Financial Accounting process: Double Entry System of accounting, Journal; Ledger posting and Trial Balance, Preparation of Final Accounts, Profit & Loss Account, Profit & Loss Appropriation Account and Balance Sheet, Policies related with Depreciation,

Unit 3:

Analysis of Financial Statement: Need, Importance, techniques - Comparative financial statement, common Size, Trend Analysis

Unit 4:

Ratio Analysis- Liquidity Ratios, Profitability Ratios, Solvency Ratios, Activity Ratios, , Market Capitalization Ratios. Utility of various ratios for managerial decision making

Unit 5:

Cash Flow Statement: Various Cash and Non-cash transactions, Flow of cash, Difference between Cash Flow and Fund Flow, Preparation of Cash Flow Statement (AS-3) and its Analysis.

Outcomes:

Understand the concepts of financial accounting in the Indian as well as International Standard.

Understand the mechanics of financial accounting & practically apply the tools & techniques of preparing financial statement.

Develop the ability to use the fundamental accounting equation to analyze the effect of business transactions on an organization's accounting records and financial statements.

Prepare fund flow and cash flow statement for the organizations.

Text books:

1. Dr. S.N. Maheswari, Financial Accounting
2. Grewal and Shukla, Advanced Accounting

3. P.C. Tulasian, Pearson Editions, Introduction to Accounting

Reference books:

1. Jain & Narang. Financial Accounting
2. Accounting Standards - Institute of Chartered Accountants of India

Subject Name	L	T	P	Credit
MGT100 - Economics for Managers	3	1	0	4

Objectives:

- Understanding the basic concepts of managerial economics.
- Understanding the economic goals of the firms and optimal decision making.
- Understanding basic concepts of micro-macroeconomics.
- To gain an understanding of core economic principles and how they apply to a wide range of real-world issues.
- To master the theoretical and applied tools necessary to critique and create economic research.
- To learn how to articulate pragmatic, principles-based policies to enhance economic well-being and promote social justice.
- To become familiar with market equilibrium and the concept of inflation & deflation in the economy.

Unit 1:

Meaning & Importance of Managerial Economics: Economics, Microeconomics and Macroeconomics, Market Economies, Scope of ME, Importance of the study of ME, Major Functions of Managerial Economist.

Unit 2:

Demand Analysis: Law of Demand, Exceptions to the Law of Demand, Determinants of Demand. Elasticity of Demand - Price, Income, Cross and Advertising Elasticity; Uses of Elasticity of Demand for managerial decision making, measurement of Elasticity of Demand. Demand forecasting meaning, significance and methods.

Unit 3:

Supply and Production Analysis: Law of Supply, Exceptions, Supply Elasticity; Analysis and its uses for managerial decision making, Supply Curve, Factors that affect Supply. Equilibrium, Production concepts & analysis; Production function, single variable-law of variable proportion, two variable-Law of returns to scale. Cost concept and analysis, short-run and long-run cost curves and its managerial use.

Unit 4:

Market Equilibrium: Market Structure: Perfect Competition, features, determination of price under perfect competition. Monopoly: Feature, pricing under monopoly, Price Discrimination. Monopolistic: Features, pricing under monopolistic competition, product differentiation. Oligopoly: Features, kinked demand curve, cartels, price leadership. Pricing Strategies; Price determination, full cost pricing, product line pricing, price skimming, penetration pricing.

Unit 5:

Inflation and Deflation: National Income; Concepts and various methods of its measurement, Inflation, types and causes, Business Cycle, Profit concept and major theories of profits; Dynamic Surplus theory, Risk & Uncertainty bearing theory and Innovation theory.

Outcomes:

- 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.

Make optimal business decisions by integrating the concepts of economics, mathematics and statistics.

Develop the ability to explain core economic terms, concepts, and theories.

Demonstrate the ability to employ the "economic way of thinking."

Apply economic theories and concepts to contemporary social issues, as well as formulation and analysis of policy.

Text books:

1. Managerial Economics - Economic Tool for Today's Decision Makers: Paul G. Keat, Philip K. Y. Young and Sreejata Banerjee, Pearson Education, 6th Ed., 2013.

Reference books:

1. Managerial Economics: Craig H. Petersen, W. Chris Lewis and Sudhir K. Jain, Pearson Education, 5th Ed., 2008.
2. Managerial Economics – Foundations of Business Analysis and Strategy: Christopher R. Thomas and S. Charles Maurice, McGraw Hills, 10th Ed., 2011.

Subject Name	L	T	P	Credit
MGT110 - Organization Behaviour	3	1	0	4

Objectives:

The objective of the course is to familiarize the students with the concept and theories underlying individual and group behavior in organizational context. To help in understanding the reciprocal relationship between the organizational characteristics and managerial behavior.

Unit 1:

Overview: Concept, Nature, Characteristics, Conceptual Foundation, Importance, Organizational Behaviour Models, Historical Development of OB, Relationship with Other Fields, Frameworks- Cognitive, Behaviouristic and Social Cognitive, Foundations of Individual Behavior- Personal and Environmental

Unit 2:

Psychological Variables and Communication : Personality - Structure, determinants, personality traits and OB. Perception - Perceptual process, Attribution, Errors in perception, Managing perception. Learning - Concept and Principles of learning, Attitudes - Formation, Factor, Changing Attitudes, Job Satisfaction. Value - types.

Unit 3:

Motivation and Stress – Meaning, types, Challenges, Importance, Content Theories and Process Theories. Applied Motivation Practices - Rewards, Job design, Socio Technical Systems OB Model, Empowerment, and Goal setting. Work Stress - Cause, Consequences, Coping Strategies.

Unit 4:

Leadership : Style and Functions of Leader, Transformational -Transactional, Charismatic-Visionary Leadership, Likert's Four Systems of Leadership and Managerial Grid.

Unit 5:

Organisational Conflict: Concept, classification, process and conflict resolution strategies; Organisational Culture: Concept, Process and Implications of Organisational Culture; Organisational Change: Concept, Nature, Kurt Lewin Theory of Change, Implementing Change, and Managing Resistance to Change.

Outcomes:

Describe human behavior and that of others in an organizational setting.
 Examine important aspects of group/team processes and manage them.
 Demonstrate ability to manage, lead and work with other people in the organization.

Text books:

1. Robbins Stephen P., Timothy A Judge, Seema Sanghi (2011). Organizational Behavior. Pearson Education India, Latest Edition.
2. Nelson and Cooper (2007). Positive Organizational Behavior. Sage Publication, Latest Edition.

Reference books:

1. Dwivedi R. S. (2001). Human Relations and Organizational Behavior: A Global Perspective. Macmillan, Latest Edition.
2. Greenberg Jerald and Baron Robert A. (2008). Behavior in Organizations. Pearson Prentice Hall, Latest Edition.
3. Hitt, Millar, Colella (2006). Organizational Behavior: A Strategic Approach. John Wiley and Sons, Latest Edition.

Subject Name	L	T	P	Credit
MGT120 - Statistics for Management	3	1	0	4

Objectives:

- To acquaint the students with basic mathematical tools used in management.
- To Guide students about the importance and utility of Statistics in Business.

Unit 1:

Role of statistics: Applications of statistics in managerial decision-making; Phases of a statistical study, Presentation of data to convey meaning - Tables, Graphs and Frequency Distribution, Measures of central tendency: Mean, Median and Mode and their implications.

Unit 2:

Measures of Dispersion and skewness: Range, Mean deviation, Standard deviation, Coefficient of Variation, Skewness, Kurtosis.

Unit 3:

Time Series Analysis: Concept, Additive and Multiplicative models, Components of time series. Trend analysis: Least Square method, Linear and Non-Linear equations, Exponential shooting method, Applications in business decision-making.

Index Numbers: Meaning, Types of index numbers, Uses of index numbers, Construction of Price, Quantity and Volume indices, fixed base and Chain base methods

Unit 4:

Correlation: Meaning and types of correlation, Karl Pearson and Spearman rank correlation.

Regression: Meaning, Regression equations and their application

Unit 5:

Probability: Concept of probability and its uses in business decision-making; Addition and multiplication theorems; Probability Theoretical Distributions: Concept and application of Binomial; Poisson and Normal distributions

Outcomes:

- Demonstrate understanding of basic statistical concepts
- Structure business problems in a mathematical form
- Apply the statistical concepts learnt to other business concepts and
- Validate mathematical/statistical statements relating to economics, business and finance

Text books:

1. Anderson, Sweeney, William, Camm,(2014). Statistics for Business and Economics.Cengage Learning. Latest Edition.
2. Gupta S. P. (2014).Statistical Methods.Sultan Chand and Sons.Latest Edition.
3. Das, N.G. (2008). Statistical Methods. M. Das and Co.Kolkata.Latest edition.

Reference books:

1. Aczel and Sounderpandian (2008). Complete Business Statistics. Tata-McGraw Hill. Latest Edition.
2. Levin and Rubin (2008). Statistics for Management. Dorling Kindersley Pvt Ltd. Latest

Subject Name	L	T	P	Credit
MGT130 - E-Commerce	1	0	2	2

Objectives:

Understanding the concept and detailed knowledge of E-commerce to the students.

To Guide students about various aspects of E - Commerce Fundamentals

To introduce to the new window for expanding Business with the use of E-commerce process

Unit 1:

Introduction to e-Commerce: Introduction, E-commerce or Electronic Commerce- An Overview, Electronic Commerce – Cutting edge, Electronic Commerce Framework. Evolution of E-commerce: Introduction, History of Electronic Commerce, Advantages and Disadvantage of E-commerce, Roadmap of e-commerce in India

Unit 2:

Network Infrastructure: Introduction, Network Infrastructure- An Overview, The Internet Hierarchy, Basic Blocks of e-commerce, Networks layers & TCP/IP protocols, The Advantages of Internet, World Wide Web

E-commerce Infrastructure: Introduction, E-commerce Infrastructure-An Overview, Hardware, Server Operating System, Software, Network Website

Unit 3:

Managing the e-Enterprise: Introduction, e-Enterprise, Managing the e-Enterprise, E-business Enterprise, Comparison between Conventional Design and E-organization, Organization of Business in an e-Enterprise

Unit 4:

e-Commerce Process: Models: Introduction, Business Models, E-business Models Based on the Relationship of Transaction Parties, e-commerce Sales Life Cycle (ESLC) Model

Unit 5:

Electronic Payment Systems: Electronic Payment Systems, Electronic Cash, Smart Cards and Electronic Payment Systems, Credit Card Based Electronic Payment Systems, Risks and Electronic Payment Systems

Outcomes:

Understand the various elements of E-Commerce

To be able to use & apply the E-Commerce tools efficiently

To understand the legal aspects of E- Commerce.

Text books:

1. Bajaj Kamblesh and Nag Debjani (2005). E – Commerce. Tata McGraw Hill, New Delhi. Latest Edition.
2. Schneider (2015). E-commerce (2015). Cengage Learning. Latest Edition.

Reference books:

1. Hansom and Kalyanam (2007). E-commerce and web marketing. Cengage Learning. Latest Edition.

2. Chaffey (2008). E-business and e-commerce management. Pearson Education. Latest Edition.
3. Kalakota Ravi (1999). Frontiers of e-commerce. Pearson Education. Latest Edition.