MBA 101 : PRINCIPLES & PRACTICE OF MANAGEMENT

UNIT I
Social Responsibility of Managers and Ethics in Managing.

UNIT II
Introduction to Functions of Management

UNIT III
Staffing: Concept, System Approach, Manpower Planning, Job Design, Recruitment & Selection,
Training & Development, Performance Appraisal
Directing: Concept, Direction and Supervision.

UNIT IV

Suggested Reading:
UNIT I
Introduction to Economics; Nature and Scope of management economics, Significance in decision-making and fundamental concepts. Objectives of a firm.

UNIT-II
Supply Analysis; Law of supply, Supply elasticity; Analysis and its uses for managerial decision making.
Production concepts & analysis; Production function, Single variable-law of variable proportion, Two variable- Law of returns to scale. Cobbs –Douglas production function
Cost concept and analysis, Short-run and long-run cost curves and its managerial use.

UNIT-III
Market equilibrium and average revenue concept.
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-IV
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.

Suggested Readings:
1. Damodaran Suma – Managerial Economics (Oxford 2006)
5. Atmanand – Managerial Economics (Excel Books, 2007)
UNIT- I
Introduction to Accounting Introduction and Scope of Accounting, Meaning, Scope, Functions,
Importance, Advantages, Disadvantages of Financial, Cost and Management Accounting,
Relation between Financial, Cost and Management Accounting, Concept Conventions and

UNIT-II
Financial Statements and Financial Analysis Financial Statements and Financial Analysis:
Meaning, Objectives, Preparation of Final Account – Profit & Loss Account, Balance Sheet (with
problems & adjustments), Comparative & Common Size Statement, Ratio Analysis, Trend
Analysis.

UNIT- III
Financial Analysis & Introduction to Emerging Dimensions in Accounting Statement of Changes in
Cash Flow Statement – Meaning, Significance, Limitations, Preparation as per AS-3 (direct &
indirect method). Introduction to International Financial Reporting Standards (IFRSs), Price Level
Accounting & Human Resource Accounting.

UNIT-IV
Cost Analysis, Control and Profit Planning Concept Elements and Classification of Cost,
Methods and Techniques of Costing, Marginal Costing and Break-Even Analysis, Advantages &
Disadvantages of Cost-Volume Profit Analysis. Concept of Responsibility Accounting & Corporate
Governance.
Control and Profit Planning Budgeting and Budgetary Control – Concept, Types, Advantages,
Disadvantages, Preparation of Budget – Sales, Flexible, Cash Budget, Production Budget,
Concept of Zero Based Budgeting and Performance Budgeting, Standard Costing and Variance
Analysis-Material and Labour

Suggested Reading:
1. S.N. MAHESHWARI, Corporate Accounting
2. I.M. PANDEY, Management Accounting, VIKAS Publishing
3. SHASHI K. GUPTA, Management Accounting, KALYANI PUBLICATION
MBA 104 : ORGANISATIONAL BEHAVIOUR

UNIT I

UNIT II
Attitude: Concept, Process and Importance, Attitude Measurement. Attitudes and Workforce Diversity
Personality: Concept, Nature, Types and Theories of Personality Shaping, Determinants, Traits, Major Personality Attributes Influencing O.B
Learning: Concept and Theories of Learning.

UNIT III
Motivation: Theories of Motivation, Early and Contemporary views
Leadership: Style and Theories of Leadership-Trait, Behavioural and Situational Theories
Analysis of Interpersonal Relationship
Group Dynamics: Definition, Stages of Group Development, Group Cohesiveness, Formal and Informal Groups, Group Processes and Decision Making

UNIT IV
Organisational Power and Politics: Concept, Sources of Power, Distinction between Power, Authority and Influence, Dysfunctional Uses of Power
Knowledge Management & Emotional Intelligence in Contemporary Business Organisation
Conflict: Concept, Sources, Types, Functionality and Dysfunctionality of Conflict, Classification of Conflict Intra Individual, Interpersonal, Intergroup and Organisational, Resolution of Conflict, Meaning and Types of Grievance and Process of Grievance Handling.
Stress: Understanding Stress and its Consequences, Causes of Stress, Managing Stress.

Suggested Reading:
2. Luthans Fred - Organizational Behaviour (Tata Mc Graw Hill, 10th edition)
UNIT I
Role of statistics: Applications of inferential statistics in managerial decision-making; Measures of central tendency: Mean, median and mode and their implications; Measures of dispersion: Range, Mean deviation, Standard deviation, Coefficient of Variation (C.V.), Skewness, Kurtosis.

UNIT II
Time series analysis: Concept, Additive and Multiplicative models, Components of time series, Trend analysis: Least square method - Linear and non-linear equations, 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.
Correlation: Meaning and types of correlation, Karl Pearson and Spearman rank correlation.
Regression: Meaning, Regression equations and their application, Partial and multiple correlation & regression: An overview

UNIT III
Probability: Concept of probability and its uses in business decision-making; Addition and multiplication theorems, Bayes’ Theorem and its applications.
Probability Theoretical Distributions: Concept and application of Binomial, Poisson and Normal distributions

Unit IV
Techniques of association of attributes & testing

SUGGESTED READINGS
MBA 106 : BUSINESS ENVIRONMENT

UNIT-I
The concept of business environment, Significance and nature. Environment scanning: meaning, nature and scope, the process of environmental scanning, interaction between internal and external environments, Basic philosophies of capitalism and socialism with their variants, Concepts of mixed economy.

UNIT-II
Overview of political, Socio-cultural, Legal, Technological and Global environment, An introduction to MRTP, FEMA, SEBI Act, Consumer Protection Act, The changing dimensions of these laws and their impact on business.

UNIT-III
Philosophy and strategy of planning in India; Industrial Policy in recent years; Policy with regard to small scale industries; the monetary policy and fiscal policy, Stock Exchange-BSE-NSE. Depository system in India (options, futures and derivatives) RBI role and functions, Banking structure reforms; Narasimhan committee recommendations, Financial sector reforms.

UNIT-IV
E-Banking in India-objectives, Trends and practical uses-Recent technological developments in Indian Banking (ATM, Debit and Credit Cards, EMI, EFT)
Consumerism, Social responsibility of business enterprises, New Economic Policy, Globalisation, EXIM policy, FDI policy, Multinational Corporation (MNCs) and Transnational Corporations (TNCs), Global Competitiveness.

Suggested Readings:

UNIT I
Basic Concepts of Computers: Introduction and definition of computer. Functional components of a computer system—(Input unit, CPU, Memory and output unit). Types of memory and memory hierarchy, Functioning inside a computer: Characteristics, Advantages and limitations of a computer, Classification of computers.

Essential Components of Computer
Hardware: (a) Input devices—keyboard, Printing devices, Voice speech devices, Scanner, MICR, OMR, Barcode reader, Digital camera etc. (b) Output devices—Visual Display Unit, printers, plotters etc. (c) Storage Devices—Magnetic storage devices, Optical storage devices, Flash Memory etc.
Software: Introduction, Types of software with examples, Introduction to languages, Compiler, Interpreter and Assembler.
Operating System: Definition, Functions, Types and Classification, Elements of GUI based operating system—Windows—Use of menus, Tools and commands of windows operating system.

UNIT II
Use of MS-Office: Basics of MS-Word, MS-Excel and MS-PowerPoint, Application of these softwares for documentation and making reports, Preparation of questionnaires, Presentations, Tables and reports (Practical)
Database Management System: Overview of DBMS, Components of DBMS, Recent trends in database, RDBMS.

UNIT III
Computer Networks: Overview of Computer Network, Types of computer networks (LAN, WAN and MAN), Network topologies, Components of computer networks (servers, workstations, network interface cards, hub, switches, cables, etc.)
Internet: Overview of Internet, Architecture & Functioning of Internet, Basic services over Internet like WWW, FTP, Telnet, Gopher etc., IP addresses, ISPs, URL, Domain names, Web Browsers, Internet Protocols, Search engines, e-mail, Web browsing, Searching, Downloading & uploading from Internet.

UNIT IV
E-commerce: Introduction, Comparison between Traditional commerce and E-commerce, Advantages & disadvantages of e-commerce, Buying & Selling on Internet, Issues in Implementing Electronic Commerce.
Applications of Information Technology: Information Technology (IT) applied to various functional areas of management, such as Production / Operations, Marketing, Human Resource, Finance and Materials Management.

Suggested Readings
4. Leon - Fundamentals of Information Technology, (Vikas)
5. Kakkar DN, Goyal R - Computer Applications in Management
MBA 108: COMMUNICATION FOR MANAGEMENT

UNIT I
INTRODUCTION: Role of communication, Defining and classifying communication, Purpose of communication, Process of communication, Importance of communication in management, Communication structure in organization, Barriers & gateway in communication, 7 C's of communication.

EMPLOYMENT COMMUNICATION:
Writing CVs, Group discussions, Interview, Types of interview, Candidates preparation, Interviewers preparation; Impact of Technological Advancement on Business Communication; Communication networks, Intranet, Internet, E-mails, SMS, teleconferencing, Videoconferencing

UNIT II
ORAL COMMUNICATION
What is oral Communication, Principles of successful oral communication, Two sides of effective oral communication, Effective listening, Non-verbal communication, Body language, Paralanguage.

WRITTEN COMMUNICATION
Purpose of writing, Clarity in writing, Principles of effective writing, Writing technique, Electronic writing process.

UNIT III
BUSINESS LETTERS AND REPORTS
Introduction to business letters, Types of business letter, Layout of business letter, Writing memos, What is a report purpose, Kinds and objectives of reports, Writing reports
CASE METHOD OF LEARNING
Understanding the case method of learning, Different types of cases, Overcoming the difficulties of the case method, Reading a case properly (previewing, skimming, reading, scanning), Case analysis approaches (systems, behavioral, decision, strategy), Analyzing the case, Dos' and don'ts for case preparation

UNIT IV
PRESENTATION SKILLS
What is a presentation: Elements of presentation, Designing a presentation, Advanced visual support for business presentation, Types of visual aid, Appearance & Posture, Practicing delivery of presentation.

GROUP COMMUNICATION

SUGGESTED READINGS
2. Rajendra Pal - Business Communication (Sultan Chand & Sons Publication).