MBA-FA 201

Business Communication

Unit I: Meaning and process of communication, Different objectives of communication, Media of communication, Sharpening the tools of business communication, Barriers of effective communication.

Unit II: Developing oral communication skills – Pronunciation, Phonetics, consulting dictionaries, Listening skills, Making effective presentation, Conducting Meetings, Telephonic conversation.

Unit III: Developing written communication skills, Building up vocabulary, Correctness in grammar and punctuation, Structure and lay out of letters (Sales, credit collection etc.), Tenders, memorandum, Notices, Agenda minutes.

Unit IV: Basic negotiation skills: Interviews – How to face and how to conduct – case studies, work Atmosphere and dealing disciplinary matter, Negotiation Skills.

Unit V: Report Writing: Types of reports, Editing a report – Summarizing reports, Making the précis and its importance.

Book Recommended:

2. Effective English communication - Krishna Mohan & Meenakshi Raman
3. Practical communication skills - Edited by Chrissie Wright
4. Fittman Business Terms Phrases and Abbreviations –
5. Prentice – Hall Encyclopedic dictionary of Business
**FUNDAMENTAL OF FINANCIAL MANAGEMENTS**

**UNIT-I**

**UNIT-II**


**UNIT-III**

**UNIT-IV**

**UNIT-V**

**Suggestive Readings:**

1. Sharma, & Gupta - Financial Management
2. I. M. Pandey - Financial Management
3. S. N. Maheshwari - Financial Management


Unit – III Industrial Environment – Industrial Policy (Recent), IDRA Act 1951, The Planning Machinery, Industrial Development during five years plans – Achievements and Impediments, Industrial Sickness, MRTP Act 1969 (as amended up to date).


Unit – V Technological and Ecological Environment – Choice of appropriate technology, Technology transfer-status of technology in India, Role of MNCs in India an Economy, Problem of pollution and its control, Role of business and management in controlling pollution.

Suggested Reading:
1. Khera, S.S.
2. Cherunilam, F.
3. Adhikari, M.
4. K. Aswathapa
5. Ghosh, P.K., Kapoor & G.K.
6. Dwijendra Tripathi
7. Kohli and Restura

: Government and Business
: Business Environment
: Economic Environment of Business
: Essential of Business Environment
: Business Society
: Business Politics in India
: Business Environment
OPERATIONS RESEARCH

Section I : Nature, Significance and purpose of operation research, Basic Concept and definition; Methodology of operation research; Types of Models

Linear Programming: Introduction to linear programming, Graphical, Simplex Methods; Duality problems.

Statistical Decision Theory; Meaning and Scope; Decision Framework; Decision under certainty and uncertainty; Decision three; Game theory and two-person Zero-Sum Game (Pure and Mixed strategies).

Network Analysis & Allocation Models: Network analysis; Introduction; Time Estimates in network analysis; Critical path method. PERT, System of three time estimates. Transportation and Assignment Problems

Queuing, Inventory Control And Replacement Problems: Queuing Theory-Basic components of queuing system, Assumption in queuing theory, problems relating to model (m/m/1). (FCFS). (Without Proof) Inventory control – Economic order quantity; problem relating to models with uniform rate of demand with and without shortages (without proof). Elements of replacement theory – problems relating to replacement of equipment that deteriorates with time (with and without change in money value).

Suggestive Readings:

1. Operation Research  V. KKapoor
ORGANIZATIONAL BEHAVIOUR

Introduction: Organization and organization behaviour, Key determinants of behaviour in organization, Goals, elements, and focus of O.B. and Contribution of other disciplines to O.B. O.B. models and their implementation

Biological Foundations of Human Behaviour
Personality: Concept, Determinants, effect of personality on behaviour, Personality traits, theories and test of personality,
Learning: Definition, theories, shaping and learning curves,
Attitudes: Concept, characteristics, functions and formation of attitude; measurements of attitude, cognitive dissonance theory

UNIT-III Group Dynamics: Concept, characteristics types, Stages of group development, Group behaviour models, group cohesiveness, group norms, group think and group shift. Work Teams: Group Vs Teams, types creating high performance teams, turning individuals into team players.

UNIT-IV Organizational Power Structure And Leadership Patterns:-
Power: Meaning and types, Distinctive between power, authority and influence, contingency approaches to power
Leadership: Meaning, trades of an effective leadership, leadership behaviour, types of leaders, managerial grid, theory of leadership, Emerging trends of leadership.

UNIT-V Organization Change And Development:
Organizational change: Definitions, Goals of OC, Forces for change, resistance to change, overcoming resistance and managing organizational change.
Organizational Development: Concept, Values, Technique, Organizational Culture and Climate, Organizational effectiveness, management of stress and conflict in organizations.

Suggestive Readings:-
1- L.M. PRASAD - ORGANISATIONAL BEHAVIOUR
2- P. ROBINS - ORGANISATIONAL BEHAVIOUR
ConSUMER BEHAVIOUR AND MARKETING RESEARCH: Concept of consumer behavior, buying
process, Study of consumer behavior and motivational Research, marketing information system,
Marketing research, its types, nature and scope, role and methods of conducting marketing research.

PRODUCT MANAGEMENT: Nature and scope of product policy decision, Product mix, Product
line and product life cycle. Product planning and development, Process of developing new products,
Product diversification, Product improvement, Product dropping, Branding and trade marks.

UNIT-IV  PRODUCT PRICING: Concept, Nature and scope of product policy decision, Price policy
consideration, objectives and strategies of pricing, selling below cost, Price dumping, Price
discrimination, Resale - Price maintenance, Government regulation of pricing.

UNIT-V  PROMOTION & DISTRIBUTION MANAGEMENT: Decision relating to channels of distribution,
different channels of distribution, choice of channels, management of physical distribution, a study of
promotion mix, advertising sales promotion, public relations and personal selling.

SUGGESTIVE READINGS:

1. Kotler: Marketing Management
2. Gandhi: Marketing Management
3. Sontakki: Marketing Management