

THE PROGRAMME

The Master of Business Administration (MBA) is a Two Year Full Time Programme. The course structure of the programme is given hereunder

SEMESTER-I

T= Theory, P= Practical

Course Code	Course Title	Division of Marks			Duration of Exams
		Ext.	Int.	Total	
CP-101	Principles and Practices of Management	70	30	100	3 Hrs.
CP-102	Business Statistics	70	30	100	3 Hrs.
CP-103	Managerial Economics	70	30	100	3 Hrs.
CP-104	Business Environment	70	30	100	3 Hrs.
CP-105	Business Communication	70	30	100	3 Hrs.
CP-106	Financial Accounting	70	30	100	3 Hrs.
CP-107	Fundamentals of Computer and E-Commerce	70	30*	100	3 Hrs.
CP-108	Seminar		50**	50	

CP-101: Principles and Practices of Management

Max. Marks: 100

External: 70

Internal: 30

Time 3 Hours

Note: The Examiner will set the question paper in two parts encompassing the entire syllabus. Part A will comprise 10 short answer type questions of 5 marks each. Part B will comprise of 5 questions of 10 marks each. A student is required to attempt any eight questions from the part A and any 3 questions from part B.

Objectives: The objectives of the paper are to familiarize the students with basic management concepts and behavioural processes in the organization.

Course Contents:

Concepts of Management- Nature, Meaning, and Significance of Management, Managerial functions, Principles of Management, Managers V/s Entrepreneurs – Managers V/s Leaders – Guidelines for Managerial Excellence and success. Evolution of Management Thoughts-Traditional, Behavioral, Systems, Contingency and Quality viewpoints. **Planning:** Nature & Elements of Planning, Planning types and Models, Planning in learning organizations; Strategic Planning-an overview; Management by Objectives (MBO), SWOT Analysis, **Organizing and Staffing:** Nature of Organizing, , Basic issues in organizing – Work Specialization, chain of command Delegation, Decentralization, Span of Management, Line-staff Authority and Decentralization, Staffing Decisions – Authority and Responsibility Relationships, Decision Making Process, Models of Decision Making. **Directing and Controlling:** Nature of Evaluation Design and Problems – Appraising Techniques– Developing Compensation Plans, Direction, Co-ordination, Quantitative and Qualitative measures of Control, Feed back Management. System and Process of Controlling, Control techniques and information technology. Social Corporate Responsibility of Business.

Suggested Readings:

- 1 Robbins, S.P. Management Concepts, Pearson Education India, New Delhi. 2011
- 2 Koontz, Management: A Global and Entrepreneurial Perspective, 13th & Edition , McGraw Hill. 2012
Weilhrich
Cannice.
- 3 Jones and Contemporary Mangement , McGraw Hill. 2012
George.
- 4 Richard L. The New Era of Management, Cengage India 2012
Draft.
- 5 Mullins. Management and OB, 8th Edn. Pearson Education , 2011
- 6 Stoner, Jetal. Management, Prentice Hall of India., New Delhi
- 7 Koontz. Essentials of Management, Tata McGraw-Hill, 8th Ed., 2009
- 8 Chandan, J.S. Management Concepts and Strategies, Vikas Publishing House, 2005.

The list of cases and specific references including recent articles will be announced in the class.

CP-102: Business Statistics

Max. Marks: 100

External: 70

Internal: 30

Time 3 Hours

Note: The Examiner will set the question paper in two parts encompassing the entire syllabus. Part A will comprise 10 short answer type questions of 5 marks each. Part B will comprise of 5 questions of 10 marks each. A student is required to attempt any eight questions from the part A and any 3 questions from part B.

Objectives: The objective of this course is to make the students learn about the application of statistical tools and techniques for decision- making.

Course Contents:

Application of Probability and probability distributions in business decision making: probability Theory; Classical, relative and subjective probability, Addition and multiplication probability models; Conditional probability and Baye's Theorem. Probability Distributions: Binomial, Poisson, and Normal distributions: characteristics and applications.

Application of Sampling and sampling methods in business decision-making; Sampling and non-s Sampling errors; Law of Large Number and Central Limit Theorem; Sampling distributions and their characteristics.

Statistical Estimation and Testing; Point and interval estimation of population mean, proportion, and variance; Statistical testing of hypothesis and errors; Large and small sampling tests, Non—Parametric Tests: Chi-square tests; Sign tests; Wilcoxon Signed—Rank tests; Kruskal—Wallis test.

Statistical Quality Control : Causes of variations in quality characteristics, Quality control charts, - purpose and. logic; Constructing a control chart computing the control limits (X and R charts); Process under control and out of control, Warning limits; Control charts for attributes -fraction defectives and number of defects Acceptance sampling.

Data Analysis using software packages: Microsoft Excel and SPSS.

Suggested Readings:

1. Hooda, R.P. : Statistics for Business and Economics, Macmillan, New Delhi.
2. Heinz; Kohler : Statistics for Business & Economics,. Harper Collins; New York.
3. Heinz, LW : Quantitative Approach to Managerial Decisions, Prentice Hall, NJ.
4. Lawrence, B. Morse: Statistics for Business & Economics, Harper Collins, NY.
5. Levin, Richard I and David S Rubin : Statistics for Management Prentice Hail, Delhi.
6. Watsnam Terry J. and Keith Parramor: Quantitative Methods in Finance international, Thompson Business Press, London.

The list of cases and specific references including recent articles will be announced in the class.

CP-103: Managerial Economics

Max. Marks: 100

External: 70

Internal: 30

Time 3 Hours

Note: The Examiner will set the question paper in two parts encompassing the entire syllabus. Part A will comprise 10 short answer type questions of 5 marks each. Part B will comprise of 5 questions of 10 marks each. A student is required to attempt any eight questions from the part A and any 3 questions from part B.

Objectives: The objectives of this course is to acquaint the students with concepts and techniques used in Micro—Economic Theory and to enable them to apply this knowledge in business decision- making. Emphasis is given to changes in the nature of business firms in the context of globalization.

Course Contents:

Nature and Scope of Managerial Economics. Basic concepts of economic used in managerial decision making; Objective of a firm: Wealth, profit and sales maximization.

Demand function: Elasticity of demand and its significance in Managerial decision-making; Consumer equilibrium-utility and indifference curve approach; Price, income and substitution effects; Fundamentals of demand estimation and forecasting.

Short-run and long-run production functions; Cost curves and economics of scale; Price and output determination under perfect competition, monopoly, monopolistic competition, and oligopoly; Pricing strategies and tactics.

National Income— Alternative concepts, measurement and determination of National income; Inflation—types, measurement and control: Monetary and Fiscal Policies.

Currency flows and exchange rate determination

Suggested Readings:

1. Peterson, Lewis, Managerial Economics, Prentice Hall of India, N. Delhi.
2. Salvatore, Managerial Economics in Global Economy; Thomson learning; Bombay.
3. EF. Brigham And J,L. Pappas, Managerial Economics, Dryden Press, illinois.
4. Dwivedi, D.N. Managerial Economics, Vikas Publishing House, New Delhi.
5. Mebta, P.L. Managerial Economics, Sultan Chand, New Delhi.

The list of cases and specific references including recent articles will be announced in the class.

CP-104: Business Environment

Max. Marks: 100

External: 70

Internal: 30

Time 3 Hours

Note: The Examiner will set the question paper in two parts encompassing the entire syllabus. Part A will comprise 10 short answer type questions of 5 marks each. Part B will comprise of 5 questions of 10 marks each. A student is required to attempt any eight questions from the part A and any 3 questions from part B.

Objectives: This course primarily aims at sensitising towards overall business environment within which any organisation operates. The same will help the students in understanding how any business can avail the opportunities and overcome the threats existing for it in the uncontrollable external environment.

Business Environment

- Meaning and Nature.
- An in-depth analysis of various micro and macro environmental factors influencing firm.

Policies and Acts Influencing Business in India-

- Industrial Policy
- Monetary and Fiscal Policy
- EXIM Policy
- Competition Act
- FDI Policy

International Economic Linkage

- WTO and its impact on Indian Business
- Prominent Economic Groupings and their relevance.

Public Sector and SME Sector of India

- Public Sector in India - Rationale, Performance and Reforms
- Public- Private Partnership
- Small and Medium Enterprises- Significance, Problems and Government Support.

Current State of Business Environment in India

- Economic Reforms
- Liberalisation, Privatisation and Globalisation
- Balance of Payment Position and Trade Trends
- FDI Trends
- Emerging Sectors in Indian Economy.

Suggested Readings:

1. Sundram, KPM, Datt, G and Mahajan, A, Indian Economy, S Chand, 2012 Edition.
2. Misra, S.K and Puri, V.K, Indian Economy, Himalya Publisher, 27th Edition.
3. Worthington, I and Britton, C, The Business Environment, Prentice Hall, 5th Edition.
4. Cherunillam, F, A Course Book on Business Environment, Himalya Publishers, 1st Edition.
5. Daniel, JD and Radebangh,LH, International Business, Addison Wesley Publishing Company
6. Hill, CW, International Business, Tata Mcgraw Hill
7. Alhuwalia, IJ and Little, IMD, India's Economic Reforms and Development, Oxford University Press
8. Aswathapa, K, Business Environment, Excel Books Bedi, SK, Business Environment, Excel Books

The list of cases and specific references including recent articles will be announced in the class.

CP-105: Business Communication

Max. Marks: 100

External: 70

Internal: 30

Time 3 Hours

Note: The Examiner will set the question paper in two parts encompassing the entire syllabus. Part A will comprise 10 short answer type questions of 5 marks each. Part B will comprise of 5 questions of 10 marks each. A student is required to attempt any eight questions from the part A and any 3 questions from part B.

Objectives: The course is aimed at equipping the students with the necessary techniques and skills of communication to inform others inspire them and enlist their activity and willing cooperation in the performance of their jobs.

Course Contents:

Introduction and fundamentals of communication: Meaning, nature, scope, importance of communication; Communication process: Elements, barriers and gateways of effective communication; Models of communication process: Linear and non-linear models, Murphy model, Thill and Bovee model) and Berol's model of communication; Organizational communication: importance of communication in management, communication structure in communication and strategies for improving organizational communication;

Forms of business communication: Written business communication: Characteristics and purpose of business writing, The 3 x 3 writing process for business communication and factors influencing this process, Business letters and Reports, Principles of effective writing; Oral communication: principles and barriers of oral communication, Public speaking and Listening skills: Non-verbal communication: Body, space, para and time language.

Skills of Communication: Presentation, negotiation and interview skills; Business etiquettes; Ethics in business communication; Legal aspects of business communication: communication policy, defamation, invasion of privacy, misrepresentation and fraud.

Changing paradigms of business communication and New trends in business communication,

Suggested Readings:

1. Petett & Lesikar: Business Communication.
2. Petett & Lesikar: Essential of Business Communication.
3. Bowman, Joel and Branchaw, Bernadine P. : "Business Communication: From Process to Product", 1987, Dryden Press, Chicago.
4. Hatch, Richard : "Communication in Business", 1977, Science Research Associates, Chicago.
5. Murphy, Herta A and Peck, Charrles E. : "Effective Business Communications", 2nd ed., 1976, Tata McGraw Hill, New Delhi.
6. Pearce, C Glenn etc. : "Business Communications Principles and Applications", 2nd ed., 1988, John Wiley, New York.
7. Treece, Maira, "Successful Business Communications", 3rd ed., 1987, Allyn and Bacon, Boston.

The list of cases and specific references including recent articles will be announced in the class.

CP-106: Financial Accounting

Max. Marks: 100

External: 70

Internal: 30

Time 3 Hours

Note: The Examiner will set the question paper in two parts encompassing the entire syllabus. Part A will comprise 10 short answer type questions of 5 marks each. Part B will comprise of 5 questions of 10 marks each. A student is required to attempt any eight questions from the part A and any 3 questions from part B.

Objectives: The basic purpose of this course is to develop an insight of postulates, principles and techniques of accounting and application of financial and accounting information for planning decision—making and control.

Course Contents: Financial Accounting - Concept, Importance and Scope. Generally accepted accounting principles, Preparation of Financial Statements with special reference to analysis of a Balance Sheet and Measurement of Business Income; Financial Statement Analysis; Ratio analysis- liquidity, solvency and profitability ratios. Funds Flow Analysis; Cash Flow Analysis
Cost Accounting - Nature & Scope of costing; Preparation of cost sheet; Marginal costing and absorption costing; Managerial application of marginal costing. Break even analysis; Responsibility Accounting • - Concept and Objectives. Responsibility Centers; Budgeting: Types of budgets & their preparation, performance budgeting and Zero based budgeting. Standard costing - organization and establishing a standard costing system. Variance Analysis- Classification of variances, Material cost. Labour cost, Overhead cost and sales variances; Inflation Accounting concept, impact of inflation on corporate financial statements; Human Resource Accounting - Concept and Approaches; IFRS-An introduction.
Accounting software: Tally.

Suggested Readings:

1. Anthoy R.N. & Reece J S. Accounting Principals. Ilomevwood Illinois. Richard D. Irwin. 1995
2. Batacharya S.K.& Dearden .1. Accounting for Management- Text and Cases. Vikas New Delhi 1996
3. Heitger LE and Matulich Serge Financial Accounting. McGraw Hill, New York. 1990
4. Horngren C T, Sundem G F and Stratton W. Introduction to Management Accounting. Prentice Hall of India New Delhi. 1994.
5. Khan M Y & Jain P K. Management Accounting. Tata McGraw-Hill, New Delhi.
6. Sahaf M A Management Accounting - Principles & Practice, New Delhi, Vikas Publishing House 2009.

The list of cases and specific references including recent articles will be announced in the class.

CP-107: Fundamentals of Computer and E-Commerce

Max. Marks: 100

External: 70

Practical Based Internal Assessment: 30

Time 3 Hours

Note: The Examiner will set the question paper in two parts encompassing the entire syllabus. Part A will comprise 6 short answer type questions of 5 marks each. Part B will comprise of 5 questions of 10 marks each. A student is required to attempt any four questions from the part A and any 3 questions from part B.

Objectives: The objective of the course is to acquaint the students with computers and concepts of E—Commerce.

Course Contents

Computer fundamentals: An introduction; Elements of Computer system; Generations of Computers, Computer languages; Compiler, Interpreter and Assembler, Number system, Components of systems: - Input-Output devices, Types of Memory. An Introduction to Operating System, Hardware and software, Computer Network: Analog and Digital Signals, Band width, Network Topology, Network Applications. Introduction to MS-Office: - MS-Word, MS-Excel, MS-Power Point and MS-Access.

Introduction to E-Commerce, Benefits, Impact of E-Commerce, Classification of E-Commerce, Application of E-Commerce Technology, Business Models, Framework of E-Commerce., Business to Business, Business to Customer, Customer to Customer.

Electronic Payment Systems: Online Electronic Payment Systems, Prepaid and Post Paid Electronic Payment Systems. Inter-organizational commerce & intra—organizational commerce, EDI, value-added network, digital library.

Suggested Readings:

1. Kienam : Managing Your E-Commerce Business, Prentice Hall of India, N. Delhi.
2. Kosiur: Understanding E—Commerce, Prentice Hall of India, N. Delhi.
3. Kalakota, Whinston, Frontiers of Electronic Commerce, Addison Wesley.
4. Schneider P. Grey, Perry T. James : E—Commerce, Thomson Learning, Bombay.
5. Shurety : E-business with Net Commerce (with CD), Addison Wesley.
6. Napier: Creating a Winning E-business, Vikas Publishing House, New Delhi.
7. Didar Singh : E-Commerce for Manager, Vikas Publishing House, New Delhi.
8. Whitely David : Electronic Commerce, TMH, N Delhi.
9. Electronic Commerce -Framework, technologies and Applications - Bharat Bhasker TMH Publications.

The list of cases and specific references including recent articles will be announced in the class.