



**Program:** MBA  
**Semester:** First  
**Course:** Principles of Management  
**Course Code:** 11.501

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## Course Objective

- Demonstrate an understanding of effective management principles as outlined in selected text.
- Apply effective management strategies, principles and techniques.
- Demonstrate research and analytical skills by using both human and technological resources.
- Demonstrate the ability to communicate effectively.

## Unit I

Management and its various functions: Definition, nature, scope and function of management, organizational objectives, management by objective. Managerial ethics: need, importance, classification and ethical dilemma, corporate social responsibility: concept, need, and strategies.

Evolution of management thoughts and Thinkers: Scientific Management, General administrative theories, Quantitative approach, Behavioral approach, Systems approach, Contingency approach.

## Unit II

Planning: Nature, Scope and objectives of planning, types of Plans, steps in planning, Business forecasting. Concept, importance, benefits, limitations and process of Management by Objectives. Strategic management: Nature, importance, purpose, types, process and major kinds of strategies. Decision making: Importance, types, process of Decision making

Organizing: nature, importance, process, formal & informal organizations, organization chart, organizing principles, span of management: factors determining effective span, Graicunas Formula

## Unit III

Departmentation: Definition, Departmentation by function, territory, product/service, customer group and Matrix organization. Line & Staff concept. Authority: definition, types, responsibility and accountability. Delegation: Definition, steps in delegation, obstacles to delegation and their elimination. Centralization Vs De-Centralization.

Staffing: definition, manpower management, factors affecting staffing, Job design, selection process, techniques, performance appraisal, Communication: importance, process, barriers and breakdown of communication.

## Unit IV

Controlling: control process, types, barriers to control making, control techniques: budget and non-budgetary control devices, Modern management techniques: an overview of various latest techniques: Business process Re-engineering, business outsourcing, benchmarking, total quality management .

## Suggested Reading:

1. *Essentials of Management, Harold Koontz & Weirich: (Tata McGraw Hill)*
2. *Principles & Practices of Management, L.M. Prasad ,S.Chand*
3. *Management, Stephen Robbins, INS Pub.*
4. *Management, Stoner Freeman & Gilbert Jr - Prentice Hall of India, 6th Edition*
5. *Principles of management- Ramasamy.T Himalaya Publishing House 8th edition*



**Program:** MBA  
**Semester:** First  
**Course:** Managerial Accounting  
**Course Code:** 11.506

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### Course Objective:

- Identify and describe terms associated with managerial accounting.
- Prepare and interpret statement of cash flows.
- Analyze a firm's financial activities using financial statement analysis tools.
- Identify and describe the three costs associated with a manufactured product.
- Apply the tools of cost-volume-profit analysis, the budget process, differential analysis, and capital investment analysis to solve problems of an internal business nature

### Unit I: Unit I: Introduction to Financial Accounting

Introduction; Scope and Objectives; Branches of Accounting; Accounting Principles and Standards. Capital Expenditure; Revenue Expenditure; Deferred Revenue Expenditure; Capital Receipts

### Unit II: Financial Accounting Framework

Journalizing Transactions: Recording of Transaction, Advantages of Journal, Classification of Accounts and its Rules, Compound Entries; Ledger: Introduction, Posting and its Rules; Trial Balances: Trial Balance Preparation, Errors Disclosed by Trial Balance, Methods of Allocating Errors in Trial Balance. Income Statements: trading account, Profit and Loss Statement; Balance Sheet; Final Accounts: Adjustments.

### Unit III: Depreciation & Error and their Rectification

Meaning, definition, obsolescence, depletion, amortization, fluctuation, causes of depreciation, factors affecting depreciation, methods of providing depreciation, accounting treatment, fixed and reducing installment system their advantages and change in method.

Types of errors, rectification of errors of omission, errors of commission, compensating errors, errors of principle, errors in the subsidiary books.

### Unit IV: Concept of Management and cost Accounting

Principles, Functions and Scope of Management Accounting; its Limitations; Management Accountant: Functions; Basic Cost Concepts; Components of Total Cost; Elements of Cost and Cost Sheet; Methods, Systems and Techniques of Costing.

### Suggested Readings:

1. *Accounting for Management, Maheshwari. S.N (2009). 2nd Edition. Sultan Chand & Sons*
2. *BASIC Accounting, M.Y.Khan and P.K.Jain (2010) 5th Edition, Tata Mc Graw Hill.*
3. *Accounting Theory and Practice, Glautier. M.W.E. And Underdown B. (2010). Financial Times/ Pearson*
4. *Management Accounting, M.A. SAHAF- S.chand*
5. *Comprehensive Accountancy By S.A.Siddiqui*



**Program:** MBA

**Semester:** First

**Course:** Quantitative Methods

**Course Code:** 11.502

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### Course Objective:

- Identify the source of a quantifiable problem, recognize the issues involved and
- Produce an appropriate action plan
- Distinguish between different mathematical techniques and applications
- Translate a problem into a simple mathematical model to allow easier
- Understanding and to aid problem solving
- Extrapolate from data the important trends in order to forecast as accurately as
- Possible
- Employ appropriate mathematical tools to solve problems

### Unit I

Probability: Probability, Axioms of Probability, Conditional Probability, Baye's Theorem. Probability Distributions: Random Variables, Probability Distribution, Binomial Distribution, Poisson Distribution, Continuous Random Variables, Normal Distribution, Mathematical Expectation, Moments, Moment generating function and Characteristic function.

### Unit II

Sampling & Sampling Distributions.

### Unit III

Time Series Analysis-Mathematical Model, Variations Trend, Methods of measuring Secular Trend, Measurement of seasonal.

### Unit IV

Regression and Correlation , Rank correlation.

### Suggested Reading:

1. *Business Mathematics*, Kashyap Trivedi ((2010)), 1st edition, Pearson Education.
2. *Mathematics for Management*, Raghavachari. M. ((2004)), McGraw Hill Education.
3. *Business Math*, Cleaves S. Cheryl, and Hobbs. Margie. J (2008), 7th Edition, Prentice Hall.
4. *Practical Business Math: An Applications Approach*, Tuttle Michael, D. (2008), 8th Edition, Prentice Hall.
5. *Probability & Statistics: R. A. Johnson (Miller & Freund's, PHI)*



**Program:** MBA  
**Semester:** First  
**Course:** Managerial Economics  
**Course Code:** 11.503

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## Course Objective:

- Understand the roles of managers in firms
- 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.

## UNIT I

**Managerial Economics:** Introduction to Managerial Economics and Fundamental concepts: Nature, Scope, Definitions of Managerial Economics, Contribution and Application of Business Economics to Business. Micro vs. Macro Economics.

## UNIT II

**Consumer Behavior and Demand Analysis:** Cardinal Utility Approach, Diminishing Marginal Utility, Law of Equi-Marginal Utility. Ordinal Utility Approach, Indifference Curves, Marginal Rate of Substitution.

**Demand Theory:** Theory of Demand, Law of Demand, Movement along vs. Shift in Demand Curve, Elasticity of demand Concept & Measurement of Elasticity of Demand, Factors Affecting Elasticity of Demand, Income Elasticity of Demand, Cross Elasticity of Demand, and Advertising Elasticity of Demand.

## UNIT III

**Theory of Production & Cost Analysis Decisions:** Meaning and Concept of Production, Factors of Production and Production function, Fixed and Variable Factors, Law of Variable Proportion (Short Run Production Analysis), Law of Returns to a Scale (Long Run Production Analysis) through the use of ISO QUANTS.

**Cost Analysis Decisions:** Concept of Cost, Cost Function, Short Run Cost, Long Run Cost, Economies and Diseconomies of Scale, Explicit Cost and Implicit Cost, Private and Social Cost.

## UNIT IV

**Market Analysis:** Pricing Under Perfect Competition, Pricing Under Monopoly, Control of Monopoly, Price Discrimination, Pricing Under Monopolistic Competition, Pricing Under Oligopoly.

## Suggested Readings:

1. *Economics*, P. Samuelson, W. Nordhaus. (2009) 18th Edition, McGraw Hill Education.
2. *Managerial Economics*, Dwivedi, D.N (2008), 7th edition, Vikas Publishing House.
3. *Managerial Economics in a Global Economy*, Salvatore. D. ((2006)), 6th edition, Oxford University Press.
4. *Microeconomics for Managers*, David Kreps. (2009). 1st edition, Viva Books Pvt. Ltd.
5. *Managerial Economics*, H. Craig Petersen and Sudhir K. Jain ((2006), 4th edition, Pearson Education.
6. *Economics*, David C. Colander (2008) 8th ed. McGraw Hill Education.
7. *Managerial Economics* By Yogesh Maheshwari.
8. *Comprehensive Economics* By S.A.Siddiqui,



**Program:** MBA

**Semester:** First

**Course:** Computer Awareness for Managers

**Course Code:** 11.504

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**Course Objective:**

- understand the meaning and basic components of a computer system,
- Define and distinguish Hardware and Software components of computer system,
- Explain and identify different computing machines during the evolution of computer system,
- Gain knowledge about five generations of computer system,
- Explain the functions of a computer,
- Identify and discuss the functional units of a computer system,
- Identify the various input and output units and explain their purposes
- Understand the role of CPU and its components
- Understand the concept and need of primary and secondary memory
- Discuss the advantages, limitations and applications of computers

**Unit I-**

Introduction: Evolution of Computers, Characteristics, Classification Generations; Computer Architecture: Components of Computer Systems (I/O Devices); Computer Memory; Data Representation ; Introduction to Software: Relation Between Hardware and Software; Types of Software: System Software, Application Software; Software Development Life Cycle; Introduction to Algorithm; Flow chart

**Unit II-**

Operating System: Functions of OS, Evolution of Operating Systems : Serial Processing, Batch Processing, Multiprogramming; Types of Operating System; Operating System Techniques Multitasking, Multithreading, Multiprocessing; Some Popular Operating Systems: DOS (Disk Operating System), UNIX Operating System, Linux, Microsoft Windows, Microsoft Windows NT

**Unit III-**

Data Processing; File Management System: File Types, File Organization, File Utilities; Database Management System: Database Models, Main Components of a DBMS, Creating and Using a Database

**Unit IV-**

Basic Elements of a Communication System: Data Transmission Modes, Transmission Basics; Types of Data Transmission Media; Modems, Analog versus Digital Transmission; Need for Computer Communication Networks; Types of Network; Network Topologies; Network Protocol; The Future of Internet Technology; Internet Protocol; World Wide Web; E-mail; Search Engines

**Suggested Readings:**

1. *Fundamentals of Computers* by Rajaraman, Publisher: Prentice Hall of India, New Delhi
2. *Data Communication & Computer Network* by White, Publisher: Thomas Learning, Bombay
3. *Business Data Communication* by Shelly, Publisher: Thomson Learning, Bombay
4. *Computer Fundamentals* by B.Ram, New Age Int.
5. *Computer Fundamentals* by P.K Sinha, Priti Sinha, Publisher Kalyani Publishers, 2nd Edition, 2003.



**Program:** MBA

**Semester:** First

**Course:** Organizational Behaviour and Management Processes

**Course Code:** 11.505

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## Course Objective:

- List and define basic organizational behavior principles, and analyze how these influence behavior in the workplace.
- Analyze individual human behavior in the workplace as influenced by personality, values, perceptions, and motivations.
- Outline the elements of group behavior including group dynamics, communication, leadership, power & politics and conflict & negotiation.
- Understand your own management style as it relates to influencing and managing behavior in the organization systems.

### Unit 1: Introduction to Management and OB

Nature and Scope; Historical Evolution of Management Thought; Approaches and Systems of Management; Functions of Management: Planning, Organising, Staffing, Directing, Controlling; Roles of Manager; Skills of Manager. Evolution of Organizational Behaviour Nature of Organizational Behaviour (OB): Definition, Features, Purpose, Importance and its Difference from other Disciplines; Contributing Disciplines to the OB Field: Psychology, Sociology, Anthropology, and Political Science.

### Unit 2: Behavior of Individuals

Nature of Organizational Behavior; Learning: Basic Nature of Learning, Theories, Classical Conditioning, Reinforcement; Individuals and Physical Ability; Theories of Perception and Personality; Measures of Personality. Motivation; Motivational Factors; Motivational Theories; Applications of Motivation in Organizations;

### Unit 3: Group Dynamics

Types of Groups; Group Structure; Groups and Teams; Stages of group Development; Group Decision Making Techniques; Understanding Work Teams; Types of Teams; Group Dynamics and Organizational Politics. Leadership and Approaches to Leadership; Management and Leadership.

### Unit 4: Organizational Dynamics

Introduction, Nature and Functions of Organizational Culture; Conflict: functional vs Dysfunctional conflict, Sources, Types of conflict, Individual, Group, Organisational conflict and conflict resolution.

### Suggested Reading:

1. *Organizational Behaviour* by Stephen P. Robbins & Tim A. Judge, Publisher: Prentice Hall of India Private Limited
2. *Organizational Behaviour* by Fred Luthans, Publisher: McGraw Hill
3. *Organizational Behaviour* by Aswathappa K, Publisher: Himalaya Publishing House
4. *Principles of Management* by T. Ramasamy, Publisher: Himalaya Publishing House
5. *Organizational Theory* by Mary Jo Hatch, Publisher: Oxford University Press



**Program:** MBA  
**Semester:** First  
**Course:** Life Skills 1  
**Course Code:** 40M.101

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**COURSE OBJECTIVE-** To impart basic skills of Professional Communication in English through intensive practice to the Students, so as to enable them to function confidently & effectively in that Language in the Professional Sphere of their life

- The student must have some basic command of English so that the Student must be able to:
- Write reasonably & grammatically
- Understand (if not use) at least some 2500 general purpose words of English
- Use some 2000 (at least 1500) general-purpose words of English to express himself/herself in writing & 1500 such words to talk about day-to-day events & experiences of life.
- Understand slowly-delivered spoken material in Standard Indian English, and
- Speak reasonably clearly (if not fluently) on routine matters with his fellow Students, with proper word stress, intonation pattern, accent and perfect articulation

## LANGUAGE INITIATORS

### UNIT- I Basic Grammar

- Noun, Verb, Adverb, Adjective & Preposition
- Sentence
- Tense: Present ,Past & Future
- Voice
- Narration
- Concord
- English Modals
- Connectives
- Degree of Comparison
- Nominalization

### UNIT -2 Practice Exercise

- Re-Writing Sentences
- Gap Filling
- Common Errors
- Phrases & Idioms
- Homophones ( Commonly Confused Words)
- Vocabulary Building
- Word Quiz

### UNIT -3 Written Communication Skills

- Requisites of good sentence writing
- Effective sentence structure
- Sentence Building/ Sentence coherence
- Sentence Emphasis/theme
- Development of a paragraph
- Paragraph structure
- Principles of paragraph Writing
- Paragraph length/ coherence/ Division



## Unit -4 Etiquettes & Manners

- Dinning etiquettes
- Workplace etiquettes
- Professional Manners
- Social Etiquettes
- Group Behavior
- Tour & Travel Etiquettes

## Suggested Books & Readings:

- Monippally, Matthukutty. M. 2001. Business Communication Strategies. 11<sup>th</sup> Reprint. Tata McGraw-Hill. New Delhi
- Swets, Paul. W. 1983. The Art of Talking So That People Will Listen: Getting Through to Family, Friends and Business Associates. Prentice Hall Press. New York
- Lewis, Norman. 1991. Word Power Made Easy. Pocket Books
- Sen , Leena .Communication Skills ; Eastern Economy Edition
- Ghanekar , Dr. Anjali . Essentials of Business Communication Skills ; Everest Publishing House
- David Green . Contemporary English Grammar, Structure & Composition ; MacMillan
- Dictionary; Oxford
- Dictionary ; Longman