

MBA SEMESTER - I

Course Title: Management Perspectives

Maximum Marks: 100 Marks

Course No.: PSMB TC101

Semester Examination: 60 Marks

Minimum Contact hrs.: 45

Internal Assessment: 40 Marks

Duration of Examination: 3 hours

Total Credits: 4

OBJECTIVES

The objective of the course to familiarize the participants with the basic concepts, processes and current issues in management and thus to enhance their understanding of how organizations function and the complex relationship existing within the organization and processes of management.

UNIT-I

The management process and the nature of managerial work; the evolution of management. Current and emerging management thought: Approaches to management; the manager's complex environment; Professionalization of management in India. The nature and process of decision-making. Decision making models: Groups and decision-making analytical aids in decision making.

UNIT-II

Nature, purpose and framework of Planning: types of plans. The nature of objectives and MBO; Strategies, Policies and Planning Premises. Nature and purpose of organizing; Determinants of organization structure; Basic Departmentation; Line and staff concept, New approaches in organization design; Downsizing and its implications; Span of management; Authority relationships; Delegation and decentralization; Organization Climate; Organizational change Creativity and innovation.

UNIT-III

Direction as a management process: its significance and main elements; Coordination-its importance and techniques; Nature, scope and concept of management control system; control techniques; Information resource management; Behavioral implications of management control.

UNIT-IV

Knowledge management; Total quality management; Business process re-engineering; New people management; management of productivity; Organizing new ventures; Comparative management in selected countries; International management and MNCs; Corporate Governance; Theory of constraints: Issues and concerns.

Note for the paper setting:

The Question Paper shall contain two parts A and B. In Part A the Paper Setter will be required to set Ten Short Answer questions (of two marks each) from any part of the Syllabus. In part B, a

total of Six Long Answer questions (of ten marks each) will be set selecting at least one question from each unit of the Syllabus. Part A shall be compulsory and in Part B the Candidates will be required to attempt any four questions out of six.

Suggested Readings:

Koontz and O'Donnel	:	Essentials of Management
G.R.Terry	:	Principles of Management
Koontz and Weihrich	:	Management: A Global Perspective Management: Tasks and Responsibility
Peter F. Drucker	:	Responsibility
Brtan & Thakur	:	Management Today - Principles & Practices
Study Material	:	

Course Title: Principles of Marketing
Course No.: PSMBTC102
Minimum Contact hrs.: 45
Duration of Examination: 3 hours
Total Credits: 4

Maximum Marks: 100 Marks
Semester Examination: 60 Marks
Internal Assessment: 40 Marks

OBJECTIVES

The course aims to introduce the fundamental concepts of marketing and its role in an organization. the students will be able to understand the context of marketing environment, consumer behavior issues and strategies to build a customer centric organization.

UNIT-I

Importance and Scope of Marketing; Core Marketing Concepts; Marketing Management Philosophies; Marketing and Customer Value; Customer Perceived Value; Marketing Plan; Marketing Mix; Marketing Intelligence System; Marketing Environment; Marketing Research Process; Marketing Productivity.

UNIT-2

Understanding Consumer Behavior; Consumer Decision Making Process; Factors influencing Consumer Buying Decisions; Business Marketing; Types of Business Customers; Business Buying Process.

UNIT-3

Market Segmentation; Bases of Segmentation - Consumer Markets and Business Markets; Selecting Target Markets; Competitor Analysis; Competitive Strategies for Market Leaders, Challengers and Followers; Customer Centric Orientation.

UNIT-4

Role of Brands in Marketing; Brand Equity Models; Building, Measuring and Managing Brand Equity; Brand Strategy; Brand Positioning Strategy; Differentiation Strategy; Product Life Cycle Marketing Strategies.

Note for Paper Setter

The question Paper shall contain two parts A and B. In Part A Setter will be required to set Ten Short Answer question (of two marks each) from any part of the Syllabus. IN part B, a total of Six Long Answer questions (of ten marks each) will be set selecting at least one question from each unit of the Syllabus. Part A shall be compulsory and in Part B the Candidate will be required to attempt any four questions out of six.

Recommended Books

- Marketing Management- A South Asian Perspective by Philip Kotler, Kevin Lane Keller, Abraham Koshy and M Jha, 14th Edition, Pearson (2014), India.
- MKTG - A South Asian Perspective by CW Lamb, J F Hair, Dheeraj Sharma, C McDaniel, Cengage Learning, India (2012)
- MM - A South Asian Perspective by Dawn Iacobucci, Avinash Kapoor, Cengage Learning (2011)
- Marketing Management by Dr. K Karunakaran, Himalaya Publishing House.

Course Title: Legal Aspects of Business

Maximum Marks: 100 Marks

Course No.: PSMBTC103

Semester Examination: 60 Marks

Minimum Contact hrs.: 45

Internal Assessment: 40 Marks

Duration of Examination: 3 hours

Total Credits: 4

OBJECTIVES

The course objective is to provide working knowledge of business laws and company law and their practical application in Management

UNIT I

Forms of Business, Business Laws in India, The Indian Contract Act, 1872, Definition of a Contract and its essentials, Formation of a valid Contract - Offer and Acceptance, Consideration,

Free consent, Legality of object, Discharge of a Contract by performance, Breach, Damages for breach of a contract, Quasi contracts. Special Contracts Contract of Indemnity and Guarantee, Contract of Bailment and Pledge, Contract of Agency.

UNIT II

Sale of Goods Act, 1930 Definition of a Contract of Sale, Essentials, Agreement to sell, Conditions and Warranties, Doctrine of Caveat Emptor, Right of Unpaid Seller against the Goods, Remedies for Breach. The Negotiable Instrument Act, 1881 Definition and characteristics, Kinds of negotiable instruments, Transfer of Negotiable instrument. Discharge from Liability, Dishonour & Crossing of Cheque.

UNIT III

The Companies Act, 1956, Nature and Formation of a Company, Kinds of Companies, Characteristics, Memorandum of Association, Doctrine of Ultravires, Articles of Association, Rule of constructive notice, Doctrine of Indoor Management Prospectus, Winding up. The Consumer Protection Act, 1986 Aims and Objectives of the Act, Redressal Machinery under the Act, Procedure for complaints under the Act, Remedies, Enforcement of orders and Penalties.

UNIT IV

The Information Technology Act, 2000, E-filing, Digital Signature, Electronic Governance, Data Protection, Penalties and Offences, , Concept of Cyber Crime, Protection of Cyber Consumers in India. The Right to Information Act, 2005 Right to know, Salient features of the Act, Designation of Public Information officer, Request for obtaining information, Duties of a PIO, Exemption from disclosure of information, Partial disclosure of information, Appellate Authorities, Penalties, Jurisdiction of courts.

Note for the paper setting:

The question Paper shall contain two parts A and B. In Part A the Paper Setter will be required to set Ten Short Answer questions (of two marks each) from any part of the Syllabus. In part B, a total of Six Long Answer questions (of ten marks each) will be set selecting at least one question from each unit of the Syllabus. Part A shall be compulsory and in Part B the Candidate will be required to attempt any four questions out of six.

References

- Legal Aspects of Business: Akhileshwar Pathak, Tata Megraw Hill
- Business Law- Kuchhal M.C. , Vikas Publication
- Business Legislation for Management : M. C. Kuchhal and Deepa Prakash, Vikas Pub.
- Business Law: Dr. Ashok Sharma, V. K. Publication
- Business Law : P. C. Tulsian, Tata Megraw Hill

- Elements of Mercantile Law : N. D. Kapoor, Sultan Chand and Sons.
- Principles of Mercantile Law: Avtar Singh , Eastern Book Company

Course Title: Managerial Economics
 Course No.: PSMBTC104
 Minimum Contact hrs.: 45
 Duration of Examination: 3 hours
 Total Credits: 4

Maximum Marks: 100 Marks
 Internal Assessment: 40 Marks
 Semester Examination: 60 Marks

OBJECTIVES

The objective of this foundation course is to impart basic knowledge of the concepts and tools of economic analysis and their application to business decisions to acquaint participants with the main features of aggregate economic system.

UNIT-I Introduction of Managerial Economics;

Demand Theory and Analysis; Business and Economic Forecasting; Elasticity of Demand. The Production Function-Production with one Variable Input, Production with two Variable Inputs; Production with two Variable Inputs; Economies of Scale and Scope.

UNIT-II Cost Theory and Analysis

The Economic Concept of Cost; Production and Cost; Short-run and Long-run Cost Functions; Estimating Cost Functions-Short-run and long-run Cost Functions..

UNIT-III Market Structure

Perfect Competition and Monopoly; Determination of Price and Output under Perfect Competition, Monopoly, Monopolistic competition, Oligopoly; Price Rigidity: The Kinked Demand Model; Discriminating Monopoly; Market Structures and Barriers to Entry.

UNIT-IV Pricing of Goods and Services

Pricing of Multiple Products; Product Bundling, Peak-Load Pricing, Cost-plus, Pricing or Mark-up Pricing; Cyclical Pricing; Other Pricing Practices; Macro Economics: Business Cycles; Monetary and Fiscal Policies: Consumption Function; National Income; Inflation.

Note for Paper Setter.

The question Paper shall contain two parts A and B. In Part A the Paper Setter will be required to set Ten Short Answer questions (of two marks each) from any part of the Syllabus. In part B, a total of Six Long Answer questions (of ten marks each) will be set

selecting at least one question from each unit of the Syllabus. Part A shall be compulsory and in Part B the Candidate will be required to attempt any four questions out of six.

Suggested Readings

- Dean, Joel: Managerial Economics
- Duncan, McDougall: Macro Economics
- Varshney and Maheshwari: Managerial Economics
- Brigham, Eugene and Pappas, James: Managerial Economics
- Dwivedi, D.N.: Managerial Economics
- Peterson, Lewis and Jain: Managerial Economics
- Chopra. P.N.: Business Economics

Course Title: Accounting for Managers
Course No.: PSMBTC105

Maximum Marks: 100 Marks
Internal Assessment: 40 Marks
Semester Examination: 60
Marks

Minimum Contact hrs.: 45
Duration of Examination: 3 hours
Total Credits: 4

OBJECTIVES

The basic objective of this course is to enable the management students to update their knowledge of accounting concepts and techniques and also to enhance skills in utilizing the accounting and financial information in the process of managerial decision - making.

UNIT-I Introduction

Financial accounting: Concept, importance and scope, Accounting concepts, conventions and Generally Accepted Accounting Principles (GAAP), Preparation of Journal, Ledger and Trial Balance.

UNIT-II Final Accounts

Concepts and methods of Depreciation including straight line method, Diminishing balance method. Preparation of Final Accounts - Manufacturing Accounts, Trading & Profit and Loss A/C and Balance sheet. Adjustment in Final accounts.

UNIT-III Cost Accounting and Budgetary Control:

Cost Accounting: Concept, need, importance and scope, Preparation of Cost Sheet with element-wise classification of various costs. Marginal costing and Absorption costing their difference. Concept & utility of CVP analysis in business decision making. Standard costing and variance analysis - Material Variance and Labour Variance.

UNIT-IV Management Accounting and Financial Analysis:

Management Accounting - Concept, need, importance and scope. Financial Analysis-Ratio Analysis and Du-Pont Analysis, Preparation of Funds flow statement and Cash flow statement. Budget and Budgetary control including Performance Budgeting and Zero Based Budgeting.

Note for Paper Setter.

The question Paper shall contain two parts A and B. In Part A the Paper Setter will be required to set Ten Short Answer questions (of two marks each) from any part of the Syllabus. In part B, a total of Six Long Answer questions (of ten marks each) will be set selecting at least one question from each unit of the Syllabus. Part A shall be compulsory and in Part B the Candidate will be required to attempt any four questions out of six.

Books Recommended:

- Accounting Principles Anthony R.N. and Reece, 6th ed., Homewood, Illinois, Richard D. Irwin, 1995.
- Accounting for Management Bhattacharya, S.K and Dearden J., New Delhi, Vikas, 1996. Text and Cases.
- Financial Accounting Heitger, L.E and Mautlich, Serge, New York, Mc-Graw Hill, 1990.
- Management Accounting Hingorani, N.L and Ramanathan, A.R., 5th ed., New Delhi, Sultan Chand, 1992

Course Title: IT Applications in Management
Course No.: PSMBTC106
Minimum Contact hrs.: 45
Duration of Examination: 3 hours
Total Credits: 4

Maximum Marks: 100 Marks
Internal Assessment: 40 Marks
Semester Examination: 60 Marks

OBJECTIVES

The objective of course is to familiarize the students with the basic concepts of Computer Systems and Information Technology

UNIT-I

Evolution of Information Technology, Indian Computing Environment, computer applications in Business, IT enabled Services, current and Emerging Trends in IT, IT and Innovation, Process Modelling and digital convergence.

UNIT-II

Generations of programming languages, operating systems, Types of Software, Operation System, memory and storage, Input and output Devices and their mechanisms, flowcharts and system Modelling, phases of Information System, Traditional System Life Cycle, Prototypes, Application Packages, End User Involvement

UNIT-III

Approaches to computing in organizations, Telecommunications in Business, types of networks, Functions and components, protocols, IP Addresses, Bounded and unbounded medium Technologies, ISP, Web Server, Domain Names, Mail Server, SMTP, POP3 and IMAP4

UNIT-IV

Microsoft EXCEL, Introduction to Spread Sheet software, creation of spreadsheet, Applications using worksheets and workbooks, Sorting, Filtering, Validation, Consolidation, Graphics; Creating Charts; Formatting charts, labels, scaling etc, Error Checking, Formula Auditing; Various Mathematical and Statistical Functions, Other Formatting and Editing Functions, What-if analysis,

Note for Paper Setter.

The question Paper shall contain two parts A and B. In Part A the Paper Setter will be required to set Ten Short Answer questions (of two marks each) from any part of the Syllabus. In part B, a total of Six Long Answer questions (of ten marks each) will be set selecting at least one question from each unit of the Syllabus. Part A shall be compulsory and in Part B the Candidate will be required to attempt any four questions out of six.

Book Recommended:

Information Systems: The Foundation of Steven Alter, E-Business Pearson Education

Information Systems for Managers Ashok Arora & Akshay Bhatia, Excel Books

Introduction to Information Technology ITL Education Solutions, Pearson

Course Title: Quantitative Techniques

Course No.: PSMBTC107

Minimum Contact hrs.: 45

Duration of Examination: 3 hours

Total Credits: 4

Maximum Marks: 100 Marks

Internal Assessment: 40 Marks

Semester Examination: 60 Marks

OBJECTIVES

- To bring out application of business research methods and its usefulness in managerial decision making
- To expose the students with the various research techniques and the process of applying these techniques

UNIT - 1

Measures of Central Tendency; Arithmetic Mean, Median, and Mode; Measures of Dispersion: Standard Deviation: Coefficient of Variation; Correlation Karl Pearson Coefficient of Correlation; Spearman's Rank Correlation Method, probable Error

UNIT-II

regression Analysis, Simple Linear Regression Model; Regression Coefficients; regression Equations; Standard Error of Estimate, Coefficient of Determination, Concepts of Probability; Binomial Distribution and Poisson Distribution, Continuous Probability Distribution, Normal Distribution.

UNIT-III

Hypothesis- Introduction, Format and Types; Procedure of Hypothesis Testing; Errors in Hypothesis; Two tail and One-tail Test of Hypothesis; Tests of Significance for Attributes; Tests of Significance for Variables; Tests of Significance for Small Samples; t-distribution and its application.

UNIT-IV

Non-parametric tests; Chi-Square Distribution, Chi-Square Distribution Statistic, Goodness of Fit, Analysis of variance (ANOVA), One Way and Two Way

Note for Paper Setter.

The question Paper shall contain two parts A and B. In Part A the Paper Setter will be required to set Ten Short Answer questions (of two marks each) from any part of the Syllabus. In part B, a total of Six Long Answer questions (of ten marks each) will be set selecting at least one question from each unit of the Syllabus. Part A shall be compulsory and in Part B the Candidate will be required to attempt any four questions out of six.

Books Recommended:

Statistical Methods, S P Gupta, Sultan Chand Publication, Edition 2009

Business Statistics, J K Sharma, Pearson Education, 2nd Edition

Statistics for Managers Using Microsoft Excel, Levine Stephan Krehbiel, Berenson, PHI, Edition 2012

Business Statistics, G C Beri, Tata McGraw Hill, Edition 2012

Course Title: Organizational Behaviour

Course No.: PSMBTC108

Minimum Contact hrs.: 45

Duration of Examination: 3 hours

Total Credits: 4

Maximum Marks: 100 Marks

Internal Assessment: 40 Marks

Semester Examination: 60 Marks

OBJECTIVES

- Develop an understand of the dynamics of individual Behaviour at Individual, interpersonal, group and organizational levels;
- Acquire and sharpen such behavioural skills and attitudes as are desirable for improving personal and managerial effectiveness;
- Diagnose and make appropriate interventions in directing employees behavior towards achieving organizational goals.

UNIT - 1

Conceptual framework for understanding human behavior in organizations and the major variables influencing it; Historical development of Organizational Behaviour; Contemporary Challenges and Opportunities in Organization Behaviour; International Dimensions of Organizational Behaviour; managing across cultures.

UNIT-II

Understanding and managing individual behaviour: Individual differences and work behavior. personality, Perception, Attitudes and Learning. Self Growth and interpersonal effectiveness: The Johari Window Model. Transactional Analysis: Ego states, Life positions, Transactions.

UNIT-III

Group processes and behavior: Individual and the group. Teams: nature and effectiveness, Team building, Group conflict and Resolution strategies. Organization culture: nature, creating and maintaining a culture. Organization Change, effectiveness and development.

UNIT-IV

The organization in relation to its environment: Culture Society and Organizations. Power and Politics; bases of power, power tactics, political strategies for attaining power in organizations. Work motivation: Theories and approaches; Leadership: Approaches and styles, Leader effectiveness;

Note for Paper Setter.

The question Paper shall contain two parts A and B. In Part A the Paper Setter will be required to set Ten Short Answer questions (of two marks each) from any part of the Syllabus. In part B, a total of Six Long Answer questions (of ten marks each) will be set selecting at least one question from each unit of the Syllabus. Part A shall be compulsory and in Part B the Candidate will be required to attempt any four questions out of six.

Suggesting Readings:

- Robbins, Judge and Vohra (2011): Organizational Behaviour, Pearson Education, New Delhi.
- Adler, N.J. (2007): International Organizational Behavior, Cengage Learning, New Delhi.
- Neelu Rohmetra and Anil Gupta, "Cross-Cultural Management: Practice and Research", PRIMUS BOOKS, New Delhi, 2014
- Luthans Fred (2008): Organization Behaviour (11th Ed), Tata Mc Graw Hill, New Delhi.
- Hodgetts, R., Luthans, F. & Doh, J. (2005): International Management (6th Ed.), Tata Mc Graw Hill, New Delhi.
- Neelu Rohmetra, Bhanu Pratap Singh and Vishal Sharma, "Business Dynamics: Contemporary Issues and Challenges", Excel Books, New Delhi, 2014
- Hofstede, G. (2001): Culture's Consequences (2ndEd). Sage, New Delhi.
- Neelu Rohmetra and J.R, Dhotra, "Strategic Thought in the New Age Management", EXCEL BOOKS, New Delhi, 2006.

- Hofstede, G., Hofstede, G.J. & Minkov, M. (2010), Cultures and Organizations: Software of the Mind (3rd Ed.), McGraw0Hill, USA.
- Neelu Rohmetra, Bhanu Pratap Singh and Vishal Sharma "Sustainable Business Pratices", EXCEL BOOKS, New Delhi, 2014
- Kast and Resoneweig, Organization and Management-A System and Contingency Approach.
- Neelu Rohmetra and Anuradha Sharma, "Emotional Intelligence in the Telecom Sector: Strategy, Communication and Motivation Connect", Lambert Academic Publishing, 2012
- Hearsay and Blanchard, Management of Organization Behaviour- Utilizing Human Resources Prentice Hall of India, New Delhi.
- Ivacevich andMatterson, Organization Behaviour and Management, Business Publication Inc Plan Texas.
- Neelu Rohmetra, "Cultural Paradigm in Managing People and Organisations", EXCEL BOOKS, New Delhi, 2005
- Newstrom and Keith Davis, Organization Behaviour at work, Tata MC Graw Hill, New Delhi.
- Tyagi, Archana Oanization Behaviour - Text, Cases, Games, Himalaya Publishing House, Mumbai.
- Neelu Rohmetra, Vipin Gupta and Dinesh Sharma, "Transformative Organizations Across Globe, Response Books, SAGE INDIA, New Delhi, 2004,
- Nelson, Debra L. and Quick and James Camp bel, Organizational Behaviour: foundation Realities and challenges, Thomson: South Western College publishing
- Neelu Rohmetra "Human Resource Development in the changing context - Challenges and Opportunities", ANMOL PUBLICATIONS PVT. LTD., New Delhi, 2005.
- Slocum, John W. Jr and Hellriegel, Don, Fundamentals or Organizational Behaviour, Thomson: South Western College Publishing.
- Neelu Rohmetra and Dinesh Sharma, "Management Perspectives in the New Age: Strategy, Markets and People", EXCEL BOOKS, New Delhi, 2011