

MBA FULLTIME - SYLLABUS

Semester – I

Course Code	Paper	C/E	Credits	Marks
SM S 2101	Management Concepts and Organizational Behaviour	C	3	100
SM S 2102	Quantitative Methods	C	3	100
SM S 2103	Managerial Economics	C	3	100
SM S 2104	Business Environment	C	3	100
SM S 2105	Business Communication	C	3	100
SM S 2106	Financial Accounting	C	3	100
SM S 2107	Information Technology for Managers	C	3	100
	Managerial Skill Development	C	3 hrs/week	Non credit

SMS 2101 MANAGEMENT CONCEPTS AND ORGANIZATIONAL BEHAVIOUR

Objectives: The objective of this paper is to familiarize the student with basic management concepts and behavioural process in the organisation.

Module I: Nature and Evolution of Management:

Meaning and definition of Management, Evolution of management, systems and contingency approaches for understanding organisations, social responsibility of management.

Module II: Principles and Functions of Management

Principles and importance of Management, Universality of Management Principles, the Management process, Management Functions Skills and rolls in an Organization

Module III :Managing Individual Behaviour – I

Perception; Factors influencing perception, Attribution theory, applications in organisation. Learning: Theories of learning – Implications for performance and satisfaction. Motivation: Theories of Motivation – Implications for performance and satisfaction in organisations.

Module IV: Managing Individual Behaviour II

Personality; Concept, Theories, major personality attributes influencing O.B, Values attitudes and Job satisfaction.

Individual decision-making and problem solving – Emotional intelligence and its applications in O.B, Organisational Commitment.

Module V: Group Dynamics & Team Management

Understanding and Managing group process, characteristics of work group, work group behaviour and productivity. Teams in the Modern work place: Styles and skills in leadership and communication, Group decision making.

Suggested Readings

1. Koontz, H and Wehrich, H. Management 10th ed. New York, McGraw Hill, 1995
2. Luthans, F.Organizational Behaviour, 7th ed. New York, McGraw Hill, 1995
3. Robbins, S P Management 5th ed. New Jersey, Englewood cliffs, Prentice hall Inc. 1996
4. Robbins, S P Organizational Behaviour 7th ed. New Delhi, Prentice hall of India , 1996
5. Singh, Dalip Emotional Intelligence at work, Response books, Sage Publications, Delhi,2001.
6. Staw, B.M. Psychological Dimensions of Organizational Behaviour, 2nd Ed. Englowed Cliffs, New Jersey, Prentice hall Inc. 1995
7. Stoner, J. etc. Management 6th ed., New Delhi, Prentice hall of India, 1996

SMS 2102 QUANTITATIVE METHODS

Objective:

The objective of the course is to make the students familiar with some basic statistical and mathematical applications in business decision-making.

Module I:

Functions and Relations – differential calculus – optimization: Simple applications to economics and business – Integration – Rules, Standard Forms – Matrices: Basic concepts, addition, multiplication, inverse solutions of linear equations.

Module II :

Introduction to Statistics: Meaning and Definition, functions, scope and limitations – Collection and presentation of data, frequency distribution, measures of central tendency - Mean, Median, Mode, Geometric mean, Harmonic mean, Measures of dispersion - Range, Quartile Deviation, Mean Deviation, Standard Deviation

Module III

Correlation Analysis: Types of Correlation, Methods of Studying Correlation: Karl Pearson's Co-efficient of correlation, Rank Correlation

Module IV :

Index Numbers: Meaning of Index Numbers, Uses of Index numbers in the study of economic and business problems, Types of index numbers, Methods of constructing index numbers, Study of some index numbers in current use.

Module V :

Probability Theory: Probability – classical, relative, and subjective probability; Addition and multiplication probability models; Conditional probability and Baye's theorem., Probability Distributions: Binomial, Poisson and Normal Distribution.

Suggested Readings

1. Chandha N.K. – Statistics for Behavioural and Social Scientists.
2. Gupta S.P. and Gupta M.P. – Business Statistics
3. Levin Richard and Rubin David S.- Statistics for Management
4. Burton V.Dean, Maurice W. Sasieni & Shiv K. Gupta, Wiley - Mathematics for Modern Management.
5. V.Sunderasan and S.D. Jayaseelan – An introduction to Business Mathematics
6. Croxton & Cowden – Practical Business Statistics

SMS 2103 MANAGERIAL ECONOMICS

Course Objective

The objective of this course is to highlight the significance of economic concepts, principles and conditions to business decision making from a managerial perspective. The course aims to empower the students to use economic tools in analysing business situations.

Module I

Definition of managerial economics. Decision making and the fundamental concepts affecting business decisions – the incremental concept, marginalism, equimarginal concept, the time perspective, discounting principle, opportunity cost principle.

Module II

Utility analysis and the demand curve- Elasticity of demand – Demand forecasting .

Module III

The production function – Production with one variable input –Law of variable proportions- Production with two variable inputs –Production Isoquant-Iso cost Lines Estimating Production functions – Cost concepts and Break Even Analysis.

Module IV

Market structure- Perfect and Imperfect competition-Monopoly, Duopoly Monopolistic competition - Pricing Methods.

Module V

National Income – Concepts-Gross Domestic Product , Gross National Product, Net National Product- Measurement of National Income , Savings, Investment, Business Cycles and Contracyclical policies.

Suggested Readings

1. Samual Paul, Mote and Gupta : Managerial Economics.
2. Paul Samuelson : Economics.
3. M.V. Pylee, K.C.Sankaranarayanan & Jose T.Payyappilly : Managerial Economics
4. Craig Petersen & Cris Lewis : Managerial Economics.
5. Adhikary, M. : Business Economics
6. Chopra O.P. : Managerial Economics
7. Dwivedi D.N. : Managerial Economics

SMS 2104 BUSINESS ENVIRONMENT

Objectives

The primary objective of this course is to enable the student to understand and scan the business environment so as to be in a position to take appropriate decisions in the context of a dynamic economy. This course lays emphasis on the major aspects of industrial, economic, financial and institutional environment and critically examines some of the important government regulations and policies which affect business organizations in India.

Module I:

Systems approach to business - the Physical, Legal, Socio-economic and Political Environment of business--Environmental Analysis--State and Economic Activities-Economic systems – Role of Public Sector in India.

Module II:

Nature of the Indian Economy-- Evolution of Industry in India –Some important industries of India: Cotton textile- Jute- Sugar- Rubber-based industries- Iron and Steel industry- Engineering industry- Chemical industry- New and emerging industries- Policy towards Small Scale Industry.

Module III:

Industrial Policy of the Government: Industrial Policy Resolutions/Statement - Main Provisions and their Impact on Industrial Development-- Industrial Licensing Policy in India. Industry –specific Policy of the Government of India with respect to : Power – Infrastructure – Drugs and Pharmaceuticals- Insurance – Information technology – Telecom – Automobile industry

Module IV:

Policy with respect to economic concentration, monopolies, and restrictive trade practices – Competition Law. Government Policy on Foreign Collaborations and Foreign Capital--FERA and FEMA. Developing Countries and Multinational Corporations--Globalisation and its impact.

Module V:

Development Banks-IFCI-ICICI-IDBI-SIDBI and other all-India financial institutions- SFCS.— Changing role of Development Banks.-- Monetary and Fiscal Policies & their impact on Business .

Suggested Readings

1. Adhikary,M: Economic Environment of Business, Sultan Chand & Sons, New Delhi.
2. Sengupta, N.K. : Government and Business in India, Vikas Publications, New Delhi.
3. Cherunilam, Francis: Business Environment ,Himalaya Publishing House, New Delhi.
4. Bhalla, V.K. and S. Shivaramu: International Business Environment and Business, Anmol, New Delhi.
5. Sivayya and Das, Indian Industrial Economy, S.Chand & Co Ltd, New Delhi.
6. Dutt and Sundharam, Indian Economy, S.Chand & Co Ltd, New Delhi.
7. Dewett, Varma and Sharma, Indian Economics, S.Chand and Co. Ltd., New Delhi.
8. Cherunilam, Francis: International Business, Prentice-Hall of India, New Delhi.
9. Govt.of India: Economic Survey

The list of cases and specific references including recent articles and reports will be announced in the class at the time of launching of the course.

SMS 2105 BUSINESS COMMUNICATION

Objective:

The course covers verbal, non-verbal, written and other forms of communication. The objectives of the course are to make the students familiar with the premises and principles of different ways and forms of communication in a business context and sharpen their communication skills.

Detailed Course Outline:

Module: I

Nature and scope of communication – need for effective communication - process and components of communication – barriers to communication – significance of listening in effective communication – different types and forms of communication

Module: II

Oral communication – different forms of and occasions for oral communication – role of non- verbal components in verbal communication - public speaking – business presentations - interviewing – conducting of meetings and conferences – telephoning – tone of courtesy – audience analysis.

Module: III

Written communication – need for and principles of persuasive writing – forms of written communication – letters and circulars – salutations and complimentary clauses – designing and drafting of letters and circulars.

Module: IV

Reports and reporting – essentials and types of reports – short, horizontal, upward, downward, formal and informal reports. Proposals – kinds and parts. Linguistic factors in business communication. Techniques of emphasizing. Legal aspects of business communication.

Module: V

Strategies for successful communication – technology and communication – traditional vs. technology enabled communication – visual aids.

Suggested Readings

1. Herta A. Murphy and others: Effective Business Communication
2. Louis E. Boone and others: Contemporary Business Communication
3. Bovee C. L., Thill J. V. & Barbara E. S: Business Communication Today
4. Sinha K. K: Business Communication
5. Raymond V. L.& John D. Petit Jr.: Business Communication – Theory and application
6. Kitty O. Locke: Business and Administrative Communication
7. Hatch Richard: Communicating in Business
8. Bowman J. P. & Bran chaw B. P: Business Communication: From process to Product.

SMS 2106 FINANCIAL ACCOUNTING

Objectives:

The purpose of the course is to develop an insight into the postulates, principles and techniques of Financial Accounting – the Language of Business- from the Managerial Perspective.

Module: I

Need for Accounting – different forms of accounting - financial accounting. Nature, scopes & functions of financial accounting. Systems of financial accounting- concepts and conventions – Generally Accepted Accounting Principles (GAAP) – Accounting Standards – terms and concepts in accounting – stages in accounting.

Module: II

Financial books - journalizing – posting – balancing – preparation of trial balance – adjustment for transactions in transit - rectification of errors – adjusting and closing entries – For profit and Not – for profit organizations – Different forms of business organizations (based on capital and ownership) – differences in books of accounts maintained – legal requirements. Preparation of Final Accounts in respect of Soletradership and Partnerships.

Module: III

Not – for profit organizations – receipts and payments account – income and expenditure account – balance sheet.

Module: IV

Preparation of final accounts of Joint Stock Companies (simple problems) – schedules and annexure. Latest trends in reporting.

Module: V

Reading the financial statements – limitations of financial accounting & financial statements – need for and tools and techniques of analyzing financial statements – ratio analysis.

Suggested Readings

1. Anthony R. N. and Reece J. S.: Accounting Principles
2. Heitger L. E. & Matulich Serge: Financial Accounting
3. Gupta R. L. Advanced Accounting
4. Jain S. P. & Narang K. L. Advanced Accountancy
5. Nair N B. Advanced Accountancy – Volume I & II
6. Charles T. Horngren: Principles of Financial and Management Accounting
7. Bhattacharya S K and Dearden J. Accounting for Management – Text and Cases

SMS 2107 INFORMATION TECHNOLOGY FOR MANAGERS

Objective:

This core course offered with the aim of familiarizing the students with different technologies used in information gathering, storage, processing, transfer and communication and their use in the design and operation of different types of information systems and their management.

Module I Fundamentals of computers

Evolution of Computing Machines, Input/Output devices, Microprocessors, binary number system, generation of computers and programming languages – Algorithms and Flowcharting – Branching and looping algorithms - Hardware and Software, Classification of software - Operating systems (including salient features of Dos, Windows and UNIX). PC Architecture, Commonly used PC software for word - processing, spreadsheet and database applications, MS Word, MS-Excel, for statistical analysis of data, MS Access, MS PowerPoint,.

Module II Networking of computers . LAN, WAN, Enterprise - wide networks, Internet technologies, WWW and Internet uses. E- mail, Electronic payment systems, Electronic Fund Transfer (EFT) and Electronic Data Interchange (EDI). Websites and design principles their uses. WAP, Bluetooth, VPN. Client/Server applications using PCs. E-commerce and m-commerce

Module III Information Systems for Management Decision Support

Concepts of Data, Information and knowledge. Concepts of Database Management Systems, Processing of data using computers. Storage and Retrieval of massive data on computers. MIS, EIS, Phases in software Systems Life Cycle. Decision Support Systems, Knowledge Based Systems., Concepts of RDBMS,

Module IV Application of Information systems in Use in Business

Use of Information systems in Business and their advantages. Application areas, problems Packages for Accounting and Finance, Operations research packages, Introduction to Simulation packages. ERP Software and Features of HR Module, Marketing and Sales Module, Finance module, Manufacturing module, Materials management module, maintenance module. Concepts of SCM, CRM, BPR

Module V Computerisation - Prospects and Problems

Information Technology as a strategic tool for achieving competitive edge in Business and Industry. Infrastructure Requirement, Selection of Hardware and Software, Implementation and transition problems. skills-upgradation and re-deployment of staff as a result of computerization. Implementing issues, opportunities, challenges, problems. and managing change. IT outsourcing, Cyber crimes and cyber laws. Computer viruses, Digital Signature, Cryptography

Suggested Readings:

1. Computers : Technology, Applications and Social Implications (with BASIC & PASCAL),.
2. A First course in Data Processing, J. Daniel Couger & Fred R.McFadden, Wiley.
3. David, van Over, Foundations of Business Systems, Forth Worth, Dryden 1992.
4. Automating Managers: the implications of IT for Managers, John Moss Jones, Pinter, London 1990.
5. Operating Manuals of MS DOS, WINDOWS, UNIX, MS Office etc
6. Various Computer magazines like Computer World, PC Quest etc.
7. Estrada Susan, Connecting to Internet, OReiley, 1993

MANAGERIAL SKILL DEVELOPMENT

(Non-Credit Course)

Objectives

To equip the students with the needed attitudinal and practice skills required to function as and eloquently as possible in their professional and personal lives, in the constantly changing life situation..

Module 1

Group Dynamics: Introduction and concept clarification, Role and contribution of Kurt Levin.

Module 2

Clarification between Training, learning and Education

Module 3

O.D. Interventions

Module 4

Personality Evaluations for fixing Training content

Module 5

Training/Exercises in the following: Team Building/Team Management, Assertive and Effective Presentation, Understanding individual behaviour in group, exercise in group discussion, Leadership training, Interpersonal skill development, Training in etiquettes, manners, body language, Training in goal setting, planning and time management.

Analytical and Decision making skills, Transaction analysis, T-group training, Johari window, Case analysis process.

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