|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Code** | **Course Name** | **No. of Credits** | **Contact Hours** | **Marks** |
| **MB 101** | **Business Economics I** | 4 | 40 | 100 |
| **MB 102** | **Business Communication** | 4 | 40 | 100 |
| **MB 103** | **Management Information** | 4 | 40 | 100 |
|  | **Systems I** |  |  |  |
| **MB 104** | **Organizational Behaviour I** | 4 | 40 | 100 |
| **MB 105** | **Quantitative Methods I** | 4 | 40 | 100 |
| **MB 106** | **Fundamentals of Accounting** | 4 | 40 | 100 |
| **MB 107** | **ISS & VA\*** | 4 | 40 | 100 |
| **MB 108** | **Business Laws** | 4 | 40 | 100 |
|  | **Total** | **32** | **320** | **800** |

COURSE STRUCTURE FOR MBA

FIRST SEMESTER

**Course Description**

**Course Name: BUSINESS ECONOMICS**

**Course Code: MB101**

**Course Credit-4**

**L-T: 3-1**

**Course Objectives:**

The objectives of this course will be to emphasize on application of basic economics principles and topics such as demand analysis, forecasting, cost analysis, production and pricing under different market situations and pricing practices etc.

**Course Outcomes:**

At the end of the course students are able to:

1. Acquire basic concepts on managerial economics, both theory and application.

2. Apply quantitative techniques in analyzing the managerial economic problem in order to arrive at an appropriate solution

3. Exhibit appropriate managerial decisions under .given resource constraints and objectives of the firm

**Course Contents:**

**Unit I**

Introduction: Managerial Economics: Meaning, Nature, Scope, & Significance. Uses of Managerial Economics. Role and Responsibilities of Managerial Economist. Relationship of Managerial Economics with Statistics, Accounting and Operations Research. The Basic process of decision making. fundamental Concepts of Managerial Economics Opportunity Costs, Incremental Principle, Time perspective, Discounting and Equi Marginal principles.

**Unit II**

Demand analysis: Law of Demand, Exceptions to the taw of Demand, Elasticity of Demand - Classification of Price, Income & Cross elasticity, Advertising and promotional elasticity of demand. Uses of elasticity of demand for Managerial decision making, Measurement of elasticity of demand. Law of supply, Elasticity of supply, Demand forecasting: Meaning & Significance, Methods of demand forecasting

**Unit III**

Cost Analysis and Profit Analysis: Concepts, Types of cost, Cost curves, Cost - Output Relationship in the short run and in the long run, LAC curve. Basic concepts of profits, Theories of profits, Profit maximization, Profit planning, Cost volume profit relationships and breakeven analysis.Production analysis: Concepts, production function with one variable input Law of Variable Proportions. Functions with 2 variable inputs and Laws of returns to scale. Indifference Curves, ISOQuant's & ISO Cost line, Economies & Diseconomies of scale

**Unit IV**

Market structure and pricing practices: Perfect Competition, Features, Determination of price under perfect competition. Monopoly: Features, Pricing under monopoly. Price Discrimination, Monopolistic Competition: Features, Pricing Under monopolistic competition, Product differentiation. Oligopoly: Features, Kinked demand Curve, Cartels, Price leadership

**Unit V**

Theory of the Firm: Firm and Industry, Forms of Ownership, Objectives of the firm, alternate objectives of firm, Managerial theories: Baumol's Model, Marris's Hypothesis, Williamson's Mo del. Behavioral theories: Simon's Satisfying Model, Cyert and March Model. Agency theory

**Books:**

1) Samulelson and Nordhaus (2013), Micro Economics, 19TH Edition,McGrawHill. Chapter 1-14

2) Atmanand (2012), Managerial Economics, 2ndEdition, Excel Books. Chapter 7-21

3) Truett, Lila J. Truett, Dale B. (2004), Managerial economics: analysts, problems, cases, 8th Edition., John Wiley and Sons, New Jersey

4) D.N. Dwivedi (2008), Managerial Economics, P' Edition,Vikas Publishing House, Noida.

**Course Description**

**Course Name: Business Communication**

**Course Code: MB102**

**Course Credits: 4**

**L-T Scheme: 3-1**

**Course Objectives:**

The objective includes teaching students in the different forms of verbal and non-verbal communication and how to overcome barriers. This module further teaches how to carry on with different forms of internal and external communication within a workplace.

**Course Outcomes:**

1. Understand the theory and logic behind the forms of communication.
2. Analyzing the factors responsible for poor communication
3. Communication channels and how they help to improve
4. Become more efficient in terms of workplace communication
5. Handling different forms of written communication
6. Learn to use tools properly to execute work at workplace.
7. Reports, Memos and MOMs with their proper utilization.

**Course Contents:**

**Unit 1**

**Verbal Communication** – Target group profile, Barriers of Communication, Listening, Feedback Presentation Skills, Use of Aids, Public Speaking, Practice Presentation, Non Verbal Communication **Written Communication** – Stages of Writing, Composing Business Messages, Preparing Notes, Style, Punctuation, Using simple words, Proof Reading

**Report Writing** – Report Planning, Types of Reports, Developing an outline, Nature of Headings, Ordering of Points, Logical Sequencing, Graphs, Charts, Executive Summary, List of Illustration

**Unit 2**

**Internal Communication –** Circulars, Notices, Memos, Agenda and Minutes

**External Communication –** Resume/CV, Using Facsimiles (Fax), Electronic Mail, Handling Mail

**Writing Business Letters** – Formats, Styles Types – Request, Enquiry, Placing Order, Instruction, Action, Complaint, Adjustment, Sales, Reference, Good News & Bad News, Acknowledgement

**Books:**

1. Blundell J. A & Middle N. M. G.: Career – English for the Business and Commercial World, Oxford University Press. .
2. Kaul , Asha - Effective Business Communication, Prentice Hall.
3. Raman, M & Singh, P - Business Communication, OUP
4. Rizvi, M. Ashraf - Effective Technical Communication, Tata McGraw Hill
5. Taylor, Shirley - Communication for Business, 4th Edn.-Pearson Education.

**Course Description**

**Title of Course: Management Information** **Systems-I**

**Course Code: MB103**

**Course Credits: 4**

**L-T Scheme: 3-1**

**Course Objectives:**

This course helps students see the connection between information systems (IS) and business performance. The use of information and communication technologies (ICT) by individuals and organizations dominates the business world. There is a fundamental change going on in the way that organizations run businesses and interact with each other.

**Course Outcomes:**

At the end of the course, you will be able to:

1. Explain basic concepts for IT/IS management

2. Discuss organizational, business and strategic issues surrounding IT/IS, and

3. Analyze and evaluate uses of strategic IT/IS in practice.

**Course Contents:**

**Unit 1**: **Management Information System (MIS):** Definition, Characteristics, Subsystems of MIS (Activity and Functional subsystems), Structure of MIS; Reasons for failure of MIS. Understanding Major Functional Systems: Marketing & Sales Systems, Finance & Accounting Systems, Manufacturing & Production Systems, Human Resource Systems, Inventory Systems; their sub systems, description and organizational levels.

**Unit 2: Decision Support Systems (DSS):** Definition, Relationship with MIS, Evolution of DSS, Characteristics, classification, objectives, components, applications of DSS.

**Unit 3: ERP, CRM, SCM : ERP(Enterprise Resource Planning):**

Concepts of ERP, architecture of ERP, Generic modules of ERP, Applications of ERP, concept of XRP (extended ERP), Features of commercial software like SAP, Oracle Apps, MS Dynamics NAV, Peoplesoft.

**CRM (Customer Relationship Management):** Concepts of CRM, Features of CRM (acquisition and retention), Features of commercial software like I2-Rhythm, SIEBEL

**SCM (supply Chain Management):** Concepts of SCM, drivers of SCM, inbound & outbound, Definition, brief description and applicability of: eProcurement, eTailing, eLogistics, eCollaboration, eIntegration, Case studies for ERP, CRM, SCM

**Unit 4: Database Management Systems (DBMS) [e.g. MS-Access/ Oracle/ MS SQL Server / MySQL etc.]:** What is a DBMS. Need for using DBMS. Concepts of tables, records, attributes, keys, integrity constraints, 3-schema architecture, data independence, SQL: DDL & DML concepts, SQL commands [ANSI standard].

**Unit 5: Data Warehousing and Data Mining**

Concepts of Data warehousing, data mart, meta data, multidimensional modeling, Online Analytical Processing (OLAP), Online Transaction Processing (OLTP), Knowledge Management System (KMS),

Active Knowledge Management Server (AKMS) Features of commercial software like Informatica, Data mining concepts, knowledge discovery v. data mining, data mining applications.

Case studies on data warehousing / data mining

**Unit 6: Outsourcing**

Concepts of BPO, KPO, Business Process Outsourcing: Concept & Application, Advantages & Disadvantages, Types of outsourcing, Resource Requirements, Technical framework of automated outsourcing, Documentation: contracts, Service Level Agreements (SLA), Non-disclosure Agreements (NDA), Other Applications – Remote Transaction Processing.

 **Books**

1. Dan W. Paterson, Introduction to Artificial Intelligence & Expert System, PHI./Pearson Education

2. Davis & Olson, Management Information System, Tata McGraw Hill

3. ISRD, Introduction to Database Management Systems, Tata McGraw Hill

4. Ivan Bayross : SQL & PL/SQL , BPB

5. Leon : ERP, Leon Tech Press

6. Loney & Koch: The Oracle 9i Complete Reference, Oracle Press

7. Mahadeo Jaiswal & Monica Mittal : Management Information Systems, OUP

**Course Description**

**Title of Course: Organizational Behavior-I**

**Course Code: MB104**

**Course Credits: 4**

**L-T Scheme: 3-1**

**Course Objectives:**

Students in this course learn to get accustomed to workplace and they understand how to keep going in this world called profession. This course teaches them to be more confident and the theories which talks about the basic survival within the professional world.

**Course Outcomes:**

1. Learning about organization
2. Personality development
3. Job satisfaction and factors responsible for the same
4. Motivation theories
5. Group behavior
6. Communication process
7. Organizational politics
8. Handling stress

**Course Contents:**

**Unit 1**: Organizational Behaviour: Definition, Importance, Historical Background, Fundamental Concepts of OB, Challenges and Opportunities for OB. Personality and Attitudes: Meaning of personality, Personality Determinants and Traits, Development of Personality, Types of Attitudes, Job Satisfaction. Perception: Definition, Nature and Importance, Factors influencing Perception, Perceptual Selectivity, Link between Perception and Decision Making. Motivation: Definition, Theories of Motivation Maslow’s Hierarchy of Needs Theory, McGregor’s Theory X & Y, Herzberg’s Motivation-Hygiene Theory, Alderfer’s ERG Theory, McClelland’s Theory of Needs, Vroom’s Expectancy Theory.

**Unit 2:**  Group Behaviour: Characteristics of Group, Types of Groups, Stages of Group Development, Group Decision Making, Communication: Communication Process, Direction of Communication, Barriers to Effective Communication. Leadership: Definition, Importance, Theories of Leadership Styles.

**Unit 3:** Organizational Politics: Definition, Factors contributing to Political Behaviour. Conflict Management: Traditional vis-a-vis Modern View of Conflict, Functional and Dysfunctional Conflict, Conflict Process, Negotiation – Bargaining Strategies, Negotiation Process.

**Unit 4:** Organizational Design: Various Organizational Structures and their Effects on Human Behaviour, Concepts of Organizational Climate and Organizational Culture.

**Books:**

1. Daft, R.L. : Organisational Theory and Design, Thomson
2. Fincham, R & Rhodes, P. : Principles of Organizational Behaviour, OUP
3. Hellriegel, D. Slocum Jr JW. , Woodman RW : Organizational Behaviour, Thomson
4. Luthans, Fred : Organizational Behaviour, McGraw Hill
5. Newstrom J. W. & Davis K. : Organizational Behaviour, McGraw Hill.
6. Robbins, S. P., Judge, T.A. & Sanghi, S. : Organizational Behaviour, Pearson
7. Shukla, Madhukar : Understanding Organizations – Organizational Theory & Practice in India, Prentice Hall

**Course Description**

**Course Name: QUANTITATIVE METHODS–1**

**Course Code: MB-105**

**Course Credits: 4**

**L-T Scheme: 3-1**

**Course Objectives:**

1. Key terms and notation used in financial applications of mathematics and statistics
2. The fundamentals of algebra and of calculus
3. Basic statistics - for example, the notations of random variable, expectation, estimation and testing
4. How to apply statistics, and mathematics, in the analysis of financial and accounting data.

**Course Outcomes:**

1. Use the basic mathematics required to undertake the fundamental types of calculation that will be required in the study of finance.
2. Demonstrate the principles of statistical analysis and their applications to financial data
3. Describe the different statistical methods which can be used to summarize and interpret financial data
4. Discuss the underlying assumptions in statistical modeling and the dangers of ignoring them.

**Course Contents:**

**Unit 1**:**(Mathematics)**

1. Set theory – Concepts and business applications.Functions –basic concepts,
2. Different types and applications Functions –basicconcepts, different types and applications
3. Derivatives (single variable) –basic working rules; applications to optimization problems and curve sketching
4. Partial derivatives –basic working rules and applications to optimization
5. Constrained optimization – use and interpretation of the Lagrange multiplier
6. Fundamentals of convexity and concavity and idea about their usage
7. Concept of integration and working rules; application to business and economic problems
8. Matrices and their applications
9. Combinatorics – Principles of counting; Permutations and Combinations; Inclusion-Exclusion principle
10. Probability and its applications inbusiness and economics

**Unit 2:(Descriptive Statistics)**

1. Scope, functions and limitations of statistics
2. Collection and presentation of data– Tabular and diagrammatic representation, Frequency distribution, relative frequency,cumulative frequency; Bar graphs and pie charts; Histogram.
3. Measures of Central tendency – Mean, Median, Mode, Percentiles, Quartiles
4. Measures of Dispersion – Range,Interquartile range,Mean deviation, Mean Absolute deviation, Standard deviation, Variance, Coefficient of Variation.
5. Measures of shape and relative location; Skewness and Kurtosis; Chebyshev's Theorem
6. Simple correlation and regression analysis

**Books:**

1. Aczel – Complete Business Statistics (6thedition);
2. TMH Anderson, Sweeny and Williams –Statistics for Business and Economics (9thedition); Thomson Learning
3. Raghavachari, M–Mathematics for Management; TMH Sharma,
4. J.K - Business Statistics, Pearson Education.

**Course Description**

**Course Name: Fundamentals of Accounting**

**Course Code: MB-106**

**Course Credit-4**

**L-T: 3-1**

**Course Objectives:**

This course provides students an understanding of company formation, issue of shares and debentures, procedure for issue, oversubscription, under subscription, fundamental concepts of Accounting, Preparation of Financial Statements, depreciation accounting methods, Accounting standards & IFRS, ratio analysis, cash flow statement, comparative, common size financial statements and trend analysis.

**Course Outcomes:**

At the end of the course students are able to:

1. Acquire basic concepts on managerial economics, both theory and application.

2. Apply quantitative techniques in analyzing the managerial economic problem in order to arrive at an appropriate solution

3. Exhibit appropriate managerial decisions under .given resource constraints and Objectives of the firm.

**Course Contents:**

**Unit I**

**Introduction to Financial Accounting –** Concepts – Conventions – Importance and scope – Accounting Principles– Double entry system – Brief overview of accounting cycle – introduction to Balance Sheet and Income Statement.

**Accounting for Fixed assets** – Introduction – Valuation of Fixed assets – principles and norms of standard accounting treatment (AS 10)

**Unit II**

**Depreciation –** Methods – Accounting – Importance

**Revenue Recognition** - Introduction -Definitions -Sale of Goods -Rendering of Services -The Use by Others of Enterprise Resources Yielding Interest-Royalties and Dividends -Effect of Uncertainties on Revenue Recognition - accounting standard (AS 9)

 **Unit III**

**Provisions** – Doubtful Debt – Bad Debt – Importance – Provisions – Reservations – Accounting Treatments

**Financial Statements –** Introduction to Corporate Final Accounts as per Schedule VI of Companies Act 1956. Income Statement – Interpretation of Annual Reports.

**Unit IV**

**Cost Accounting** : key terms, cost concepts, classifications, total cost components, cost accounting and management accounting, cost accounting and financial accounting.

**Unit V**

**Elements of Cost** : Materials (Purchasing, Storekeeping, Issue, Pricing & Control); Labour (Costing & Control) ; Overheads ( Analysis, Distribution and Control, Treatment of Special Items ).

**Books:**

1. Bhattacharyya, Ashis K.: Financial Accounting for Business Managers, PHI
2. Gupta: Financial Accounting for Management, Pearson education
3. Narayanaswamy, R : Financial Accounting, PHI
4. Ramchandran, Kakani: Financial Accounting for managers, Tata McGraw-Hill
5. Shah : Basic Financial Accopunting For management, OUP

**Course Description**

**Course Name: INDIAN SOCIAL STRUCTURE AND VALUES & ETHICS IN BUSINESS**

**Course Code: MB107**

**Course Credit-4**

**L-T: 3-1**

**Course Objectives:**

1. To understand Business Ethics as an ethical relationship with organizational stakeholders.
2. To know the nature and types of Indian society.
3. To familiarize with the socio-economic problems.

**Course Outcomes:**

1. Explain the rationale why corporations are now attempting to engage in issues beyond the conventional role of wealth generating entities.
2. Give examples of how socially responsible initiatives are now being presented in marketing strategies in key industries such as IT and consumer products.

**Course Contents:**

**Unit I**

Nature and Types of Indian Society - Demographic Profile (Population, Language, Religion, Culture), Agrarian Society, Industrial Society, Tribal Society.

Social Stratification - Caste System, Class Structure, Minority Groups, Scheduled Caste/Tribe,

Other Backward Communities, Weaker Sections.

**Unit II**

Socio-Economic Problems - Population, Poverty, Illiteracy, Unemployment, Child Labour, Alcoholism, Narcotic addiction, Occupational Disease, Malnutrition, Insurgency, Terrorism, Crime, Project Affected Persons.

Industrialism and Social Change - Effects on Community, Impact on Family Structure and Roles of Male & Female, Family Economy, Child Care, Aged in the Family, Quality of Life.

**Unit III**

 Social Integration - Constitutional Safeguards, Legal Approach, Inequality Removal Programmes, Voluntary Approach by NGOs, Role of Politicians, Role of Govt, Role of Business Houses, Rural Development Programmes, International Neighbours, Rehabilitation and Resettlement of Project Affected Persons. Values - Importance, Sources of Value Systems, Types, Values, Loyalty and Ethical Behaviour, Values across Cultures.

**Unit IV**

Business Ethics - Nature, Characteristics and Needs, Ethical Practices in Management. Indian Values and Ethics - Respect for Elders, Hierarchy and Status, Need for Security, Non - Violence, Cooperation, Simple Living high Thinking, Rights and Duties, Ethics in Worklife, Attitudes and Beliefs.

**Unit V**

Corporate Social Responsibility (CSR) - Obligations under Law, Environmental Protection, Fair Trade Practices, Health and Well-being of Under-privileged People, Social Welfare and Community Development Activities .Ethics and Corporate Excellence - Code of Ethics in Business, Strategies of Organizational Cultur Building, Customer Care, Care of the Employees as per Statutes.

**Books:**

1. Beteille, Andre - Society and Politics in India, OUP
2. Chakraborty, S. K. - Values and Ethics for Organisations, OUP
3. Fernando, A.C. - Business Ethics - An Indian Perspective, Pearson
4. Gupta, Dipankar - Social Stratificaiton, OUP.
5. NCERT - Text Book on Indian Society
6. Srinivas, M. N.- Social Structure and Caste and Other Essays, OUP.

 **Course Description**

**Course Name: Business Laws**

**Course Code: MB-108**

**Course Credits: 4**

**L-T Scheme: 3-1**

**Course Objectives:** The objective of this course is to familiarize the students with the basics of legal environment of business with a stress on application of law on business transaction with reference to the case laws.

**Course Outcomes:** During the study of this unit, student would come to know about the position of laws of the land and their effects on society or public and how they affect the business scenario. On completion of the module students will be able to: Analyze sets of facts presented in the form of problem questions, identify and examine the relevant law and provide answers on the application of the law to the facts. Present and critically discuss the content of legal rules, answer essay questions on the evolution of the law of contract and assess the state of the law. students shall be able to understand Definitions of certain terms.

**Course Contents:**

**Unit I**

**Concept of Law**- Society, State and Law, Enforcebility of Law, Mercantile Law.

**Indian Contract Act, 1872**– Contract defined, Elements of valid contract, Classification of contracts, Offer andacceptance, Consideration, Capacity to contracts, Free consent, Legality of object and consideration, Illegal agreements, Termination of contracts, Breach of contract, Indemnity and guarantee, Laws of agency.

**Unit II**

**Negotiable Instruments Act, 1881** – Definition and characteristics of different types of negotiable instruments, Parties to a negotiable instrument and their capacity, Dishonour of cheques, Discharge from Liability, Crossing of cheques,Bank drafts and Banker’s cheques.

**Unit III**

**Sale of Goods Act, 1930**– Classification of goods, Conditions & Warranties, Passing of ownership rights, Rights ofan unpaid seller, Remedies for breach of Contract of Sale of Goods.

**Companies Act, 1956**– Nature and kinds of companies, Formation, Memorandum, Articles, Prospectus, Capital – shares, debentures, borrowing powers, minimum subscription,Appointment of Directors; Winding up of companies.

**Unit IV**

**Consumer Protection Act, 1986**– Salient features and objectives of the Consumer Protection Act, 1986, DifferentConsumer redressal Forums, Composition and jurisdiction of district, state and National forum, Mode of complaints, Procedures for disposal of complaints, Penalty.

**Unit V**

**Laws relating to**- Patents, Trade marks, Competition, Copyright, Packaging, Fair Trade Practices, Shops andEstablishments, Cyber Laws, Banking Regulation, Insurance Regulation.

**Books:**

1. 1. H.K. Saha Ray- Law of Contracts – Eastern Law Book House
2. 2. P. P. S. Gogna : A Textbook of Business Law, S. Chand & Co.

 3. Commercial Law- Bharat Law House, New Delhi

1. 4. M. S. Pandit & S. Pandit : Business Law, Himalaya Publishing.
2. 5. K. R. Bulchandani : Business Law, Himalaya Publishing.