

## MBA (PT) SEMESTER-I

### MANAGEMENT & ORGANIZATIONAL BEHAVIOR

**Course Objective:** To understand the Fundamentals of Management and Behavioral aspects of individual and groups in an organization.

**Course outcomes:** Students will be able to understand a) Evolution of Management and contribution of Management thinkers b) the relevance of environmental scanning, planning and to take decisions, Organizing and controlling d) Individual and group Behavior e) Leadership and Motivation.

#### Unit – I:

**Introduction to Management:** The Management Process, Management Functions, kinds of managers, Managerial roles and skills.

Evolution of Management -Theories of Management - Classical, Scientific, Administrative, Behavioral, Management Sciences Theories; Systems and Contingency theory.

#### Unit – II:

**Planning and Decision Making: Planning and goal setting** – Organizational planning - Vision, Mission and goals, Types of plans, steps in planning process, Approaches to planning, Planning in Dynamic Environment.

Decision making process, types of decisions, decision making styles, Vroom's Participative decision making model.

#### Unit – III:

**Organizing and Controlling:** Organizational Structure, Principles of Organizing, Authority, Power and Influence, designing organizational structure. Mechanistic and organic structures, contemporary Organizational design and its challenges.

**Controlling:** The control process, controlling for organizational performance, types of control, financial controls, Balanced Scorecard, Bench Marking, Contemporary issues in controlling.

#### Unit – IV:

**Organizational Behavior: Individual and Group Behavior:** Importance of Organizational Behavior, Culture and diversity, personality theories, perception, formation of group behavior, classification of groups, group properties, group cohesiveness.

#### Unit – V:

**Leadership and Motivation:** Leadership traits, Leadership styles, Leadership theories, Power and Politics.

**Motivation:** Approaches to Motivation, Maslow's needs hierarchy theory, two factor theory of motivation, McGregor's theory, ERG theory, McClelland's needs theory, Valance Theory.

#### TEXTBOOKS:

1. Richard L. Daft, New Era of Management, Cengage Learning, 11e, 2017.
2. Afsaneh Nahavandi, Robert B. Denhardt, Janet V. Denhardt, Maris P. Aristigueta, Organizational Behaviour, Sage Publications, 2015.
3. Laurie J. Mullins, Management, and Organizational Behaviour, Pearson Publications, 9e.
4. Stephen P. Robbins, Timothy A. Judge, Neharika Vohra, Organizational Behavior, Pearson, 16 e, 2017.
5. Ramesh B. Rudani, Management and Organizational Behavior Tata McGraw hill, 2011.

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## MBA (PT) SEMESTER-I

### BUSINESS ECONOMICS

**Course Objective** To understand the Business, impact of Micro and Macro Economic Environment on business decisions.

**Course Outcome:** Students will be able to understand (a) Economic Principles in Business (b) Forecast Demand and Supply (c) Production and Cost Estimates (d) Market Structure and Pricing Practices (e) Economic Policies.

#### Unit-I:

**Introduction to Business Economics:** Definition, Nature and Scope, Relationship with other disciplines – business decision making process- The role of managerial economist- Basic economic principles – the concept of opportunity cost, Marginalism, Equi-marginalism, incremental concept, Time perspective, discounting principle, risk and uncertainty.

#### Unit-II:

**Theory of Demand and Supply:** Demand Analysis - demand function, law of demand, determinants of demand, types of demand. Elasticity of demand, types, Measurement and significance of Elasticity of Demand. Demand Forecasting, Need for Demand Forecasting, Methods of Demand Forecasting. Supply – Supply function, determinants of supply, law of supply, Elasticity of Supply.

#### Unit-III:

**Production and Cost Analysis:** Production function, Production function with one, two variables, Cobb-Douglas Production Function, Marginal Rate of Technical Substitution, Isoquants and Isocosts, Returns to Scale, Economies of scale - Innovations and global competitiveness. Cost concepts, determinants of cost, cost-output relationship in the short run and long run, short run vs. long run costs, average cost curves.

#### Unit-IV:

**Market Structure and Pricing Practices: Classification of Market Structures** - Features - competitive situations - Price-Output determination under Perfect competition, Monopoly, Monopolistic competition and Oligopoly - both the long run and short run. Pricing Practices- Price Discrimination- Pricing Strategies- Pricing Over Product Life Cycle- Break Even Analysis.

#### Unit-V:

**Introduction to Business Environment:** Macro Economic Analysis (PESTEL MODEL); Industrial Policy of 1991 and recent developments, Fiscal Policy, Monetary Policy, Export - Import Policy, Foreign Direct Investment in India.

#### TEXTBOOKS:

1. H L Ahuja, Business Economics, S. Chand & Co, 13e, 2016.
2. Chaturvedi, Business Economics, International Book House, 2012.
3. Craig H. Petersen, W. Cris Lewis and Sudhir K. Jain, Managerial Economics, Pearson, 14e, 2014
4. Dominick Salvatore, Managerial Economics, Oxford Publications, 7e, 2012.
5. Justin Paul, Business Environment, Tata McGraw Hill, 2010
6. Francis Cherunilam, Business Environment Text & Cases, Himalaya Publications, 2012.

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## MBA SEMESTER-I

### BUSINESS LAW AND ETHICS

**Course Objective:** To understand the Legal and Regulatory Framework for doing business in India.

**Course Outcome:** Students will be able to understand a) Business Laws related to incorporating a company b) Importance of Ethics in Business c) Cyber Crime and Legal Aspects.

#### Unit – I:

**Companies Act, 2013:** Steps and procedure for incorporation of the company, Appointment of Directors, Powers, duties, & liabilities of Directors, Company Meetings, Resolutions, Winding-up of a Company.

#### Unit – II:

**Law of Contract:** Nature of Contract and Essential elements of valid contract, Offer and Acceptance, Consideration, Capacity to contract and Free Consent, Legality of Object. Unlawful and illegal agreements, Contingent Contracts, Performance and discharge of Contracts, Remedies for breach of contract. Contracts-II: Indemnity and guarantee, Contract of Agency, Sale of goods Act -1930: General Principles, Conditions & Warranties, Performance of Contract of Sale.

#### Unit – III:

**Negotiable Instruments Act - 1881:** Negotiable Instruments- Promissory Note, Bills of Exchange, & Cheque, and their definitions and characteristics, Types of endorsements, Holder-Holder in due course, Discharge of Parties. Introduction to Goods and Services Tax (GST).

#### Unit – IV:

**Business Ethics:** The Changing Environment: Business Ethics-why does it matter? ; Levels of Business Ethics-Five Myths about Business Ethics-can Business Ethics be taught and trained? stages of Moral development Kohlberg's study-carol Gilligan's Theory-Principles of Ethics.

#### Unit – V:

**Cyber Crime:** The Legal Landscape - Need for cyber laws in the Indian context - The Indian IT Act- challenges to Indian Law and cyber crime scenario in Indian – issues and Challenges in Cyber Crime.

#### TEXTBOOKS:

1. Ravinder Kumar, Legal Aspects of Business, 4e, Cengage Learning, 2016.
2. P.P.S.Gogna, Company Law, S.Chand, 2016.
3. RSN Pillai, Bagavathi, Legal Aspects of Business, S.Chand, 2016.
4. Akhileshwar Pathak, Legal Aspects of Business, Tata McGraw Hill, 3e, 2011.
5. Nina Godbole & Sunit Belapure, Cyber Security, Wiley India, 2012.

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## MBA SEMESTER-I

### BUSINESS RESEARCH METHODOLOGY

**Course Objective:** To understand the basic research methodology and apply the tools for interpretation of quantitative and qualitative data.

**Course Outcome:** Students will be able to understand a) Basics of Research Methodology and Research Design b) Data Collection methods and the tools for analysis and interpretation c) Importance of presentation of data analysis and report writing including referencing style.

#### Unit-I:

**Introduction** to Research - Types of Research, Research process-Conceptualization of variables and Measurement – Types and measurement of variables – Reliability and validity in measurement of variables- sources of error in measurement- Ethics in business research.

#### Unit-II:

**Research design** - Research Problem- purpose of Research design, Types of Research Design- Experimental research design, Research Design for cross sectional, longitudinal studies, Research design for action research – Characteristics of the good research design. Data Collection Methods & Tools: Types of Data, Sources and Instruments for data, Guidelines for questionnaire, Sampling and its application.

#### Unit-III:

**Univariate and Bivariate techniques for data Analysis:** Tabulation and Diagrammatic representation of data, Cumulative frequency table, Descriptive statistics, Measures of Central Tendencies, Dispersion, Skewness and Kurtosis. Cross tables, scatter plot, Correlation, Bivariate regression.

#### Unit –IV:

**Multivariate techniques for data analysis:** Multiple regression analysis, Discriminant analysis, Exploratory Factor Analysis. Introduction to Structural Equation Modeling, Cluster Analysis and Conjoint Analysis.

#### Unit-V:

**Report writing and Presentation of Results:** Introduction, Importance of Report writing, Types of Research Reports, Report Preparation and presentation, Report structure, Report formulation, Guides for effective documentation, Research Briefings. Referencing styles and citation in Business Management Research. Ethics in business research.

#### TEXTBOOKS:

1. Jon C Carr , AtanuAdhikari, Mitch Griffin , Barry J. Babin, Business Research Methods Cengage Learning, 2012.
2. Prahalad Mishra, Business Research Methods, Oxford University Press, 2015.
3. S. Sreejesh, Sanjay Mohapatra, Anusree, Business Research Methods: An Applied Orientation, Springer International Publishing, 2014.
4. Donald R Cooper , Pamela S. Schindler, Business Research Methods Tata McGraw Hill, 2013.
5. Deepak Chawla, Neena Sondhi, Research Methodology concepts and cases, Vikas Publications, 2e 2016.

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## MBA SEMESTER-I

### FINANCIAL ACCOUNTING AND ANALYSIS

**Course Objective:** To prepare, analyze, interpret the financial statements for business decision making.

**Course Outcome:** Students will be able to understand a) Principles of Accounting, Accounting Process b) Inventory Valuation c) Preparation, Analysis and Interpretation of Financial Statements.

#### Unit-I:

**Introduction to Accounting:** Importance, Objectives and Principles, Accounting Concepts and conventions, and The Generally Accepted Accounting Principles (GAAP), their implications on accounting system; Double entry system–recording business transactions–Classification of accounts–  
–Accounting cycle.

#### Unit-II:

**The Accounting Process:** Overview, Books of Original Record; Journal, ledger, Trial Balance, Classification of capital and revenue expenses, Final Accounts with adjustments. Valuation of fixed assets -Tangible vs. Intangible assets. Depreciation, Methods of depreciation–their impact on measurement of business Accounting.

#### Unit-III:

**Inventory Valuation:** Methods of inventory valuation and valuation of goodwill, methods of valuation of goodwill .Accounting from incomplete records, advantages and disadvantages of single entry and double entry system and the differences between the two, preparation of accounts, and ascertainment of profit from incomplete records, Accounting Treatment as per the statement of affairs method and calculation of missing figures.

#### Unit-IV:

**Financial Analysis-I:** Statement of Changes in Working Capital, Funds from Operations, paid cost and unpaid costs. Distinction between cash profits and book profits. Preparation and analysis of cash flow statement and funds flow statement.

#### Unit-V:

**Financial Analysis-II:** Analysis and interpretation of financial statements, Horizontal Analysis and Vertical Analysis of Company, Financial Statements, Liquidity, leverage, solvency and profitability ratios – Du Pont Chart –Accounting Standards Issued by ICAI- Focus on importance of Standards to give a general view on Financial Accounting practices, International Financial Reporting Standards (IFRS).

#### TEXTBOOKS:

1. Dhanesh K.Khatri, Financial Accounting & Analysis, Tata McGraw-Hill Publishing Limited, New Delhi, 2015.
2. S.N. Maheshwari ,S.K. Maheshwari, Financial Accounting, 5e, Vikas Publishing House, 2013.
3. V. Rajasekharan, R. Lalitha , Financial Accounting & Analysis, Pearson Education, New Delhi, 2015
4. Paresh Shah, Basic Financial Accounting for Management, Oxford University Press, New Delhi, 2014.

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