

## Syllabus Semester – I

### MANAGEMENT CONCEPTS AND PRACTICES

Course code :CP101

Max. Marks :80

Min. Pass Marks :32

#### Course Objectives: Course Objectives

1. To help the students gain understanding of the functions and responsibilities of managers.
2. To provide them tools and techniques to be used in the performance of the managerial job.
3. To enable them to analyze and understand the environment of the organization.
4. To help the students to develop cognizance of the importance of management principles.

#### Courses Content

- Unit I** Management, Objectives, Overview, Process Functions, Skills and Roles, Nature and Significance of Management and Society (Environment)
- Unit II** Evolution of Management Thought-Taylor, Fayol, Etton Mayo, PC Bernard, Likert and Webber , Contingency & System Approach (Theories of Management): Recent Trends and Future Challenges of Management.
- Unit III** Planning- Concept, Importance, Types and Process, Strategic Management Overview and Process: MBO, Decision Making-Concept, Process, Types, Techniques and Importance.
- Unit IV** Organizing- Principles, Structure, Process, Importance, Organizational Design, Departmentation, Span of Control Delegation, Decentralization Staffing - Meaning, Scope, Features: Steps and Process.
- Unit V** Directing and Controlling – Motivation, Morale and Productivity Leadership, Controlling-Nature, Process and Techniques, Coordination.

#### Course Outcome(s)

At the end of the course the students should be able to:

- CO1** Define<sup>1</sup>management theories and concepts in practice and describe management evolution and how it will affect future managers.
- CO2** Demonstrate<sup>2</sup> the roles, skills and functions of management.
- CO3** Utilize<sup>3</sup> the knowledge to diagnose and solve organizational problems and develop optimal managerial decisions.
- CO4** Illustrate<sup>3</sup> the functions of management in context to business organizations.
- CO5** Interpret<sup>2</sup> social responsibility and ethics ideologies to create sustainable organization.

#### Suggested Readings:

1. Koontz O Donnel: Principles of Mgt.

2. Stoner J Management, New Delhi Prentice hall of India
3. Rao and Krishna: Management Text and Cases, Excel Books
4. L. M. Prasad- Principles and Practices of Management, Sulatn Chand & Sons

## QUANTITATIVE METHODS

**COURSE NO. CP: 102**

**Max. Marks (Ext. Exam): 80**

**Min. Pass Marks : 32**

### **COURSE OBJECTIVES:**

1. The objective of the course is to make the students familiar with some basic statistical and Probability.
2. The main focus, however, is in their applications in business decision making.
3. To enhance the analytical capability of students by using concepts of mathematics and statistics which help in business decision making.
4. Create understanding of mathematical and statistical tools which aid in strategic as well as tactical managerial decision making.

### **COURSE CONTENTS:**

- Unit – I** Statistical basis of managerial decision: Frequency distribution and graphic representation of frequency distribution, Measures of Central Tendency – Mean, Median, Mode, Requisite of ideal measures of Central techniques, Merits, Domestic of Mean, Median Mode and their managerial application.
- Unit – II** Dispersion Measures of dispersion range, Quartile Deviation, Mean Deviation, Standard Deviation, Coefficient of variation, Skewness, Kurtosis.
- Unit – III** Probability Introduction, Basic Terminologies. Probability distribution – Basics of Sampling and requirement of sampling, Binomial distribution, Poisson distribution, Normal distribution and their application in business decision making.
- Unit – IV** Correlation and regression analysis – Karl Pearson’s coefficient of correlation, rank correlation, repeated ranks, spears man’s rank correlation, regression equation, Regression coefficient,.
- Unit – V** Time Series analysis and forecasting - Components of Time Series, Additive and Multiplicative Models, Trend Forecasting by Graphical method, Moving Averages & Least Square methods. Decision making under Uncertainty & Risk. Introduction to Statistical Software’s. Basics of SPSS.

**Course Outcome:** Student will be able to apply statistical tools to support the managerial decision making.

**CO1** Give student a basic understanding on Mathematics and Statistics and their application in

Business Decisions.

**CO2** Would be able to formulate a problem, think creatively and properly synthesize information

and derive a solution using quantitative methods.

**CO3** Would be trained in analysis of quantitative information and computational skills.

**CO4** Well versed with relevant quantitative tools used in day-to-day business situations.

**CO5** Able to successfully apply learning of mathematics and statistics to build a successful career.

**SUGGESTED READINGS:**

1. Gupta, S.P. and Gupta M.P. 'Business Statistics'. New Delhi, Sultan Chand, 1997.
2. Levin Richard I and Rubin David S. 'Statistics for Management'. New Jersey, Prentice Hall Inc., 2008.
3. Kapoor V.K., 'Operation Research' . New Delhi, Sultan Chand. 2013
4. Kiran Pandya and Smruti Bulsari , 'Spss in Simple Steps', Dreamtech Press, 2011.

# MANAGERIAL ECONOMICS

**COURSE NO. CP: 103**

Max. Marks (Ext. Exam): 80

Min. Pass Marks : 32

## **Course Objectives:**

1. To acquaint the students with concepts and techniques used in Micro- Economic Theory
2. Introduce students to Macro -Economic theories and to enable them to apply this knowledge in business decision making.

## **COURSE CONTENTS:**

- Unit – I** Introduction to Managerial Economics - Nature and Scope of Managerial Economics, Application of Economics in Managerial Decision Making, Theories of firm
- Unit – II** Theories of Demand - Meaning of Demand, Law of Demand, Cardinal and Ordinal Approach of Consumer's Equilibrium, Elasticity of Demand, Demand forecasting
- Unit – III** Theories of Production and Cost – Long run and Short run Production functions, Laws of returns to scale, cost curves, break-even analysis; Economies & Diseconomies of Scale
- Unit – IV** Theories of Market Structure – Types of Market structure, Price and output decision under different market structures, price discrimination
- Unit – V** Macro Economics–Concepts of National Income, Measurement of National Income, Money Supply and Monetary Policy, Fiscal Policy, Concept of Inflation, WPI, CPI, Consumption Function.

## **Course Outcomes:**

- CO-1 Understand importance of decision making process**
- CO-2 Understand the demand pattern, determinants and can forecast the demand**
- CO-3 Apply theories related to production and cost**
- CO-4 Evaluate various types of markets and their related pricing pattern**
- CO-5 Understand important terms related to macroeconomic scenario**

## **Suggested Readings:**

1. Adhikary, M. 'Business Economics', New Delhi Excel books 2000.
2. Chopra, O. P. 'Managerial Economics', New Delhi Tata Mc Graw Hill 1985
3. Damodaran S ' Managerial Economics', Oxford University Press
4. Dwivedi D.N., 'Managerial Economics', Vikas Publication.
5. Varshney R.L. & Maheshwari R.L., 'Managerial Economics'.
6. Koutsoyiannis, A. 'Modern Micro-Economics', New York, Macmillan, 1991

## **INTERNATIONAL BUSINESS ENVIRONMENT**

**COURSE NO. CP: 104**

Max. Marks (Ext. Exam): 80  
Min. Pass Marks : 32

### **OBJECTIVES:**

- The primary Objectives of this course is to acquaint the students with emerging global trends in the business environment.To help the students to understand the international business environment.
- To enable them to make decisions in the corporate world regarding international business .
- To enable them to analyze and understand the international business environment.
  - To help the students to understand the international business environment.

### **COURSE CONTENTS:**

Unit – I: International Business: An Overview – Types of International Business; the External Environment. The Economic and Political Environment, the Human Cultural Environment.

Unit – II: Balance of Payments, WTO and its importance for Indian Business, International Monetary Fund (IMF), World Bank (IBRD).

Unit – III: Exchange rate determination, instruments of payment (open account ,bill of exchange, letter of credit), Foreign Institutional Investors (FII), Foreign Direct Investment (FDI),

Unit – IV: Regional Blocks; UNCTAD, Export Management; Global Competitiveness.Euro-Currency.

Unit – V: Fiscal and non fiscal barrier, (tariff and non tariff barrier)Globalization, Human Resource Development.

**Course Outcome(s) :** At the end of the course the students should be able to:

- Co1 Explain type of international business . (Economic,Political,Social and Technological)
- Co2 Analysis of impact of changes in different environments.
- Co3 Understand Balance of Payment.
- Co4 Elaborate WTO, its function and importance in international trade.
- Co5 Able to explain the importance of IMF, IBRD in the development of world trade.
- Co6 Understand how payment takes place in international business.
- Co7 Illustrate Foreign exchange market and its working.
- Co8 Define the role of FII and FDI in the development of a country.

### **SUGGESTED READINGS:**

1. C Jeevanandam: Foreign exchange and risk mgmt. Sultan chand and sons.
2. K.Aswathappa , International Business Environmental and Business
3. Francis cherunilam.International business.Eastern economy edition.

## COMMUNICATION SKILLS

**Course No. CP : 105**  
**80**

**Max. Marks** :

**32**

**Min. Pass Marks** :

### **COURSE OBJECTIVES:**

1: To understand business communication strategies and principles for effective communication in domestic and international business situations. 2: To understand and appropriately apply modes of expression, i.e., descriptive, expositive, narrative, scientific, and self-expressive, in written, visual, and oral communication. 3: To develop the ability to research and write a documented paper and/or to give an oral presentation. 4 : To develop the ability to communicate via electronic mail, Internet, and other technologies for presenting business messages.

### **COURSE CONTENTS :**

- UNIT I : Communication : Meaning, nature, importance to managers, communication theories, elements of communication process, importance of feedback, Model of Communication, Barriers to effective communication.
- UNIT II : Types of Communication : Oral, Written & non verbal, Upward, Downward & Lateral: Speeches for different occasions; Interviews; Group Discussion; Conferences; Effective Listening; Grapevine communication.
- UNIT III : Written Communication : Letter Writing; Types of Business Letters; Do's & Don'ts of business letters.
- UNIT IV : Non – verbal Communication : Meaning and importance; Kinesics; Proxemics; Chronemics; Para-language; Artefacts
- UNIT V : Report Writing: Types and structure of reports, Drafting of reports. Strategies to develop effective communication skills – Do's & Don'ts of Public Speaking. Importance of Resume and Covering letter – Writing a Resume, essentials of drafting an effective resume.

### **Course Outcome :**

**CO1.** Apply business communication strategies and principles to prepare effective communication for domestic and international business situations.

**CO2.** Analyse ethical, legal, cultural, and global issues affecting business Communication.

**CO3.** Develop an understanding of appropriate organizational formats and channels used in business communications

**CO4.** Gaining an understanding of emerging electronic modes of communication.

**CO5.** Developing effective verbal and non verbal communication skills.

### **SUGGESTED READINGS :**

1. Rodriques, M.V., Effective Business Communication, Concept Publishing Company, Delhi, 2003.
2. Rayudo. C.S., Communication, Himalaya Publishing House, Delhi 2008.
3. Sinha, K.K., Business Communication, Galgoita Publishing Company, New Delhi, 2006.

4. Raymond V. Lesikar, John D. Pettit, Jr, Business Communication – Theory and Application, AITBS Publishers & Distribution, Delhi, 1999.
5. Herta A. Murphy, Herbert W. Hildebrandt, Jane P. Thomas, Effective Business Communication, Tata McGraw – Hill Publishing Company Limited, New Delhi, 2008.

## ACCOUNTING FOR MANAGERS

**COURSE NO. CP-106**

Max. Marks (Ext. Exam): 80  
Min. Pass Marks : 32

### **COURSE OBJECTIVES:**

1. This course will enable the students to combine practice and theoretical knowledge of financial accounting.
2. The students of this course will have the ability to identify and analyze financial accounting problems and opportunities in real life situations.
3. The utilization of financial and accounting information for planning decision-making and control.
4. The students of this course will be active learners and develop awareness of emerging trends in financial accounting.
5. The course will provide decision making skills to the students in the cost and variance analysis context.

### **COURSE CONTENTS:**

- Unit – I** Financial Accounting – Concept, Importance and Scope, Principles of Double Entry, Ledger Accounting, Preparation of Trial Balance.
- Unit – II** Preparation of Financial Statements – Profit and Loss Account and Balance Sheet; Depreciation Accounting.
- Unit – III** Financial Statement analysis – Comparative Statement; Common Size Statements; Ratio analysis, Cash flow and fund flow analysis.
- Unit – IV** Management Accounting – Concept; Needs, Importance; Basic Concept of Budget, Budgetary Control and Zero Base Budgeting.
- Unit – V** Cost Accounting – Records and Processes, Type of Cost, Cost Sheet, Basic Concepts of: Standard Costing and Variance Analysis.

**Course Outcome** Students will be able to apply Accounting principles and techniques in their respective fields. The basic purpose of this course is to develop an insight of postulates, principles and techniques of accounting. Decision making skills to the students in the financial analysis context.

**CO1: Define** accounting process and fundamental accounting principles that underpin the development of financial statements.

**CO2: Demonstrate** and combine financial analysis with other information to assess the financial performance and position of a company.

**CO3: Utilize** the knowledge to diagnose and interpret and analyze financial statements.

**CO4: Illustrate** the functions of management accounting in context to business organizations.

**CO5: Interpret** concepts to analyze common business management problems from a financial perspective.

**SUGGESTED READINGS:**

1. Anthony R n and Reece, J. S. 'Accounting Principles', 6<sup>th</sup> ed. Homewood, Illinois Richard D, Irwin, 1995.
2. Bhattacharya S K and Dearden J. 'Accounting for Management'. Text and Cases. New Delhi, Vikas 1996.
3. Sharma & Gupta, 'Management Accounting' Kalyani Publication.
4. Pandey I. M. , 'Management Accounting', Vikas Publication.

**IT and E- Commerce**

**COURSE NO. CP-107**

Max. Marks (Ext. Exam): 80  
Min. Pass Marks : 32

**Course Objectives:**

1. Introduction to various software hardware and communication systems available in the industry
2. To familiarize students with office automation tools
3. To introduce students with data analytics concept and it applications

**COURSE CONTENTS**

- Unit -I** Introduction to Computers Basics, Introduction to Operating System- Features, Application Programs, Computer Networks (LAN, MAN, WAN), network hardware, reference model, Transmission mode, Transmission media (Guided, Unguided)
- Unit-II** Introduction to Information Systems-TPS, MIS, DSS, ERP, Introduction to Cloud Computing
- Unit –III** Office Automation applications – Word Processor (MS -Word), Spreadsheet (MS-Excel), Graphics & Presentation (MS-PowerPoint), Microsoft Access - Introduction to DBMS concepts
- Unit –IV** E-Commerce, Business Models in E-commerce, Need & importance of E-commerce, Applications of E-commerce
- Unit -V** Introduction to Data Analytics- Features, Tools, applications of data analytics

***Course Outcomes:***

**CO-1 Understanding the types of hardware and software components**

**CO-2 Introduction to the various information systems**

**CO-3 Learn working on office automation modules**

**CO-4 Understand the concept of e-commerce**

**CO-5 To introduce data analytics and business analytics**



**Suggested Readings:**

1. Working with MS Office-Tata McGraw Hill 2. Office 2007
2. Basic Computer Engineering, 2ed Sanjay Silakari, Rajesh K. Shukla
3. Fundamentals of Database Management System,- Renu Vig, Ekta Walo, Indian Society of Technical Education
4. Lucas, Henry C. Jr. (2017).*Information Technology for Management*(7<sup>th</sup> Ed).McGraw Hill Education.
5. Data and Computer Communications 8 Ed William Stallings Pearson Education, Inc

**MINOR PROJECT On**  
**CONTEMPORARY ISSUES IN MANAGEMENT**

**COURSE NO. CP-108**

Max. Marks : 100

Min. Pass Marks :40

**Objectives:**

*The objective of the course is to create awareness among the students towards the various contemporary issues in management and develop self learning skills.*

**Guidelines:**

- In the beginning of the semester various contemporary topics related to field of management will be announced in the class room.
- Each student will be allotted one topic.
- During semester all the students will collect material on the topic and prepare a write up under the guidance of faculty.
- At the end of semester all the students will present the written report and panel of experts appointed by the Institute will evaluate them on the basis of write up, and viva voce.
- This will be evaluated for 100 marks.

**Outcome :**

*Student will be advent with the various contemporary issues in management and they will develop self learning skills.*