

**Institute of Management Studies  
Devi Ahilya Vishwavidyalaya  
MBA (Disaster Management 2years)  
Semester 1  
Course Scheme**

<b>Code</b>	<b>Subject</b>		<b>Credit</b>
MS5B-501	Management Principle and Practices	Compulsory	3
MS5B-503	Business Ethics and Management by Indian Values	Compulsory	3
MS5B-505	Principles of Disaster Management	Compulsory	3
MS5B-507	Business Accounting	Compulsory	3
MS5B-509	IT Applications for Business	Compulsory	3
MS5B-511	Quantitative Methods	Compulsory	3
MS5B-513	Managerial Economics	Compulsory	3
MS5B-515	Managerial Communication	<b>Electives Generic (Select Any One)</b>	3
MS5B-517	Creativity and Innovation		
MS5B-551	Comprehensive Viva	Virtual Credit	3*
	<b>Total Credits</b>	<b>24 + 3*=27</b>	

<b>INSTITUTE OF MANAGEMENT STUDIES</b>			
<b>M.B.A. (Disaster Management) SEMESTER I</b>			
<b>Subject Name</b>	<b>MANAGEMENT PRINCIPLES AND PRACTICES</b>	<b>Subject Code</b>	<b>MS5B-501</b>
		<b>Total Credits</b>	<b>03</b>
<b>Subject Nature: DISCIPLINE SPECIFIC COURSE</b>			
<b>Course Objective:</b>			
<ol style="list-style-type: none"> <li>1. To expose the students to basic concepts of management.</li> <li>2. To enable them to gain appreciation for emerging ideas, techniques, procedures and practices in the field of management.</li> <li>3. To highlight professional challenges that managers face in various organization.</li> </ol>			
<b>Learning Outcome:</b>			
At the end of the course learners will be able to;			
<ol style="list-style-type: none"> <li>1. Interpolate various managerial skills, roles, functions and levels.</li> <li>2. Acquire the knowledge of Management Process, theories and structure.</li> <li>3. Engage in management functions: Planning, organizing, staffing, directing and controlling</li> <li>4. Explore role of IT in management functioning.</li> </ol>			
<b>Examination scheme:</b>			
The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems.			
<b>Note:</b> One Case / caselet to be discussed in each Unit			
<b>Course Contents</b>			
<b>UNIT –I Concept of Management</b>	<ol style="list-style-type: none"> <li>1.1 Nature and Purpose of Management</li> <li>1.2 Managing: Science or Art?</li> <li>1.3 The Evolution of Management Thoughts</li> <li>1.4 The Function of Manager: Planning, Organizing, Staffing, Leading and controlling.</li> <li>1.5 Theories: Classical, Human relations and Contingency</li> <li>1.6 System approach to Management Process.</li> </ol>		
<b>Unit-2 Planning and Strategies</b>	<ol style="list-style-type: none"> <li>2.1 Nature and Purpose of Planning</li> <li>2.2 Planning process, Principles of Planning</li> <li>2.3 Types, Advantages, Limitations</li> <li>2.4 Objectives, Management by Objectives.</li> <li>2.5 Strategies, Policies and Planning Premises</li> <li>2.6 Strategic Planning Process (TOWS Matrix, Porters Generic Competency)</li> <li>2.7 Forecasting</li> <li>2.8 Decision Making, Models, Managerial decision-making process</li> </ol>		
<b>Unit-3 Organising</b>	<ol style="list-style-type: none"> <li>3.1 Nature, Purpose and Principles of Organizing</li> <li>3.2 Formal and Informal Organization, Organization Levels and the Span of Management.</li> <li>3.3 Structure and Process of Organization.</li> <li>3.4 Departmentation</li> <li>3.5 Line and Staff Authority, Conflict</li> <li>3.6 Decentralization of Authority and Methods</li> </ol>		

	3.7 Delegation of Authority and Kinds 3.8 Organization Charts.
<b>Unit- 4 Directing and Staffing</b>	4.1 Concept, Importance and elements of Directing 4.2 Direction Process, Principles of effective direction 4.3 Definition of Staffing,an overview of Staffing Function
<b>Unit-5 Controlling</b>	5.1Concept and Process of Control, Control Techniques 5.2Human Aspects of Control, Control as a Feedback System 5.3Profit and Loss Control, Control Through Return on Investment 5.4Major Controlling Techniques: Budgetary and Non-Budgetary Control Devices 5.5The Use of Computer for Controlling and Decision Making, The Challenges Created by IT as a Control Tool
<b>Unit-6 Contemporary Management Issues and its Challenges</b>	6.1 Cross cultural issues in management-Diversity and the new work force. 6.2 New ways of managing the workforce-Neuro managing, Globalization and its complexity 6.3 Service economy, Management communication and technology, Knowledge management and knowledge economy.
<b>Learning Resources:</b>	
<b>Text Books:</b>	
<ol style="list-style-type: none"> <li>1.1. Stephen P. Robbins and Mary Coulter, 'Management', Prentice Hall of India</li> <li>2.2. Harold Koontz, Heinz Wehrich and Mark V Cannice, 'Management -A global perspective</li> <li>3.3. P.Subba Rao, Principles of Management, Himalaya Publishing</li> <li>4.4. Mukherjee, Principles of Management and Organizational behavior, Tata McGraw Hill</li> <li>5.5. K.Aswathappa, Organizational Behaviour, 5Ed, Himalaya Publishers, 2001.</li> <li>6.6. Sridharan Bhat ,Management and Behavioural Process, Text and Cases, Himalaya Publishers</li> <li>7.7. L.M.Prasad, Principles and Practice of Management, 7Ed, S.Chand Publishers, 2007.</li> </ol>	

<b>INSTITUTE OF MANAGEMENT STUDIES</b>			
<b>M.B.A. (Disaster Management) SEMESTER I</b>			
<b>Subject Name</b>	<b>BUSINESS ETHICS AND MANAGEMENT BY INDIAN VALUES</b>	<b>Subject Code</b>	<b>MS5B-503</b>
		<b>Total Credits</b>	<b>03</b>
<b>Subject Nature: VALUE ADDED COURSE</b>			
<b>Course Objectives:</b>			
<ul style="list-style-type: none"> <li>● To acquaint the students with ethics and Indian ethos along with its relevance to managerial decision making.</li> <li>● To provide the necessary theoretical and conceptual foundation of ethics and ethical behavior in organizations.</li> <li>● To promote an understanding of Indian values and value system in detail and its universal applicability in understanding human behavior.</li> </ul>			
<b>Learning Outcomes:</b>			
At the end of the course learners will be able to;			
1. Analyze nature and purpose of business ethics and differentiate from corporate social responsibility.			
2. Apply various concepts of Indian ethos and apply in business situation and decision making.			
3. Apply self-management at work place			
<b>Examination scheme:</b>			
The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems.			
<b>Note: One Case / caselet to be discussed in each Unit</b>			
<b>Course Contents</b>			
<b>UNIT –I</b> Nature and purpose of Ethics, Ethical Norms.	<b>1.1</b> Concept and Nature of Ethics- Business Ethics <b>1.2</b> Role and purpose of Ethics for business <b>1.3</b> Ethical Norms and Principles for business		
<b>Unit-2 Theories of Business Ethics</b>	2.1 Different Theories of Business Ethics 2.2 Business Ethics and Corporate social Responsibility 2.3 Nature of Utilitarian view of Business Ethics		
<b>Unit-3 Corruption and Whistle blowing</b>	3.1 Nature and types of Corruption in India 3.2 Method and means of checking corruption in India 3.3 Whistle blowing		
<b>Unit- 4 Indian Ethos</b>	4.1 Management and Culture, Management is Culture bound (Discussion) 4.2 Concept and Nature of Indian Ethos for Management 4.3 Fivefold debts (Pancha Rina) v/s Corporate Social Responsibility (Discussion)		
<b>Unit -5 Sources of Indian Ethos and Management</b>	5.1 Representative Sources of Indian Ethos in Management Vedas, Shastras, Smritis, Puranas, Upanishads 5.2 Ramayana, Mahabharata- Special Reference to Bhagwat Geeta 5.3 Arthashastra, Ramcharitmanas, Panchatantra, Hitopadesh 5.4 Guru Granth Sahib, Teachings of Buddha and Mahaveer 5.5 The Holy Bible, The Holy Quran (Should they be included in Indian Ethos: Discussion) 5.6 Kabir, Rahim, Ramkrishna Paramhansa, Swami Vivekananda, Local folk songs, idioms and folk tales		

<p><b>Unit-6</b> <b>Values for Indian Managers</b></p>	<p>6.1 Values v/s Skills, Value System 6.2 Values and Purity of Mind 6.3 Indian Values and Wisdom relevant to modern management 6.4 Work Ethics &amp; Ethics in Work 6.5 Life Goals or Purusharthas, Professionalism and Karma Yoga 6.6 Management of the Self and Workplace Spirituality.</p>
<p><b>Unit 7</b> <b>Models of Motivation and Leadership</b></p>	<p>7.1 Models of motivation and Leadership in Indian thoughts, Examples from scriptures 7.2 Guna Theory, Karma Theory and Sanskar Theory</p>
<p><b>Learning Resources: (latest Editions of the books and material)</b></p> <ol style="list-style-type: none"> <li>1. A.C Fernando, Business Ethics: An Indian Perspective, Pearson</li> <li>2. Weiss, Business Ethics Concept &amp; Cases, Cengage Learning</li> <li>3. Velasquez, Business Ethics, Concepts &amp; Cases, PHI</li> <li>4. Murthy, Business Ethics, Himalaya Publishing House</li> <li>5. Al Gini, Case Studies in Business Ethics, Pearson Education.</li> <li>6. Shashtri J.L., Ancient Indian Tradition and Mythology, Motilal Banarsidas, New Delhi</li> <li>7. F. Max Muller, Sacred Books of East, Motilal Banarsidas, New Delhi</li> <li>8. S.K. Chakraborty, Ethics in Management-Vedantic Approach, New Delhi, Oxford India Ltd.,</li> </ol>	

<b>INSTITUTE OF MANAGEMENT STUDIES</b>			
<b>M.B.A. (Disaster Management) SEMESTER I</b>			
<b>Subject Name</b>	<b>PRINCIPLES OF DISASTER MANAGEMENT</b>	<b>Subject Code</b>	MS5B-505
<b>Subject Nature: CORE</b>			
<b>Course Objective:</b> The objective of this course is to help students understand the kinds and types of disasters and also the process of its mitigation and rehabilitation			
<b>Learning Outcome:</b> The objective of this course is to help students understand the kinds and types of disasters and also the process of its mitigation and rehabilitation.			
<b>Examination scheme:</b> The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems			
<b>Note:</b> One Case / caselet to be discussed in each Unit			
<b>. Course Contents</b>			
<b>Unit –I</b>	<b>Introduction to Disaster and Disaster Management:</b> Disaster definition, types, their variation, causal factors, disaster management concept, Disaster Management cycle and developmental considerations. <b>Disaster Prevention and Mitigation:</b> Primary and secondary prevention, objectives, means of emerging management actions, mitigation, objectives and various mitigation measures.		
<b>Unit-2</b>	<b>National Disaster Management Framework:</b> National Vision, High Powered Committee report, Road Map of Disaster Management. <b>Natural Disasters and Management</b>		
<b>Unit-3</b>	<b>Coping with Tsunami and floods</b> <b>Earthquake Mitigation</b>		
<b>Unit- 4</b>	<b>Climate Change and Disasters</b> <b>Man-made Disasters and Management</b>		
<b>Unit -5</b>	<b>Coping with Man-made disasters</b> <b>Awareness and Motivation</b>		
<b>Unit-6</b>	<b>Training in Disaster Management</b>		
<b>Learning Resources:</b> <b>Text Books:</b> <ol style="list-style-type: none"> <li>1. Disaster Management : Text and Case Studies - DBN Murthy, Deep and Deep Publication, New Delhi, 2007.</li> </ol>			

<b>INSTITUTE OF MANAGEMENT STUDIES</b>			
<b>M.B.A. (Disaster Management) SEMESTER I</b>			
<b>SUBJECT NAME</b>	<b>BUSINESS ACCOUNTING</b>	<b>SUBJECT CODE</b>	MS5B-507
		<b>TOTAL CREDITS</b>	<b>03</b>
<b>SUBJECT NATURE:</b> Skill Enhancement			
<b>COURSE OBJECTIVE:</b> To acquaint participant with the basic concept of Financial Accounting and Cost Accounting.			
<b>LEARNING OUTCOME:</b> At the end of the course students should be able to; <ol style="list-style-type: none"> <li>1. Understand basics of double entry system and other accounting system, basic of accounting, maintaining of accounting books as per accounting cycle and preparation of trial balance.</li> <li>2. Finalize Accounting Statements of Individuals.</li> <li>3. Understand basic of Cost Accounting and related decision criteria.</li> </ol>			
<b>EXAMINATION SCHEME:</b> The faculty member will award internal marks out of 40 based on three assessments of 20 marks each, of which best two will be considered. The end semester examination will be worth 60 marks consisting of two sections A and B respectively. Section A will be of 12 marks and have <b>two</b> theory questions out of which a student will be required to do any <b>one</b> . Section B will be of 48 marks and have <b>five</b> numerical/cases out of which a student will be required to do any <b>four</b> .			
<b>Note:</b> One Case / caselet to be discussed in each Unit			
<b>COURSE CONTENTS</b>			
<b>UNIT –I Introduction to Accounting</b>	<ol style="list-style-type: none"> <li>1.1. Accounting Evolution, Significance,</li> <li>1.2. Accounting Principles, Concepts &amp; Conventions, GAAP, Overview of International Accounting Standards,</li> <li>1.3. Accounting Equation,</li> <li>1.4. Concept of Capital and Revenue,</li> <li>1.5. Types of Accounts,</li> <li>1.6. Rules of Debit and Credit.</li> </ol>		
<b>Unit-2 Accounting Cycle</b>	<ol style="list-style-type: none"> <li>2.1. Recording of Transactions – Preparation of Journal, Ledger, Trial Balance and Closing Entries including Numericals.</li> <li>2.2. Preparation of Financial Statements: Trading and P &amp; L Account and Balance Sheet - Concepts, Format of P&amp;L A/C and Balance Sheet with Adjustments (Vertical &amp; Horizontal Formats), including Numericals.</li> </ol>		
<b>Unit-3 Treatment of Depreciation</b>	<ol style="list-style-type: none"> <li>3.1. Concept, Meaning, Nature, Causes of Depreciation and Other Related Terms.</li> <li>3.2. Methods of Depreciation: SLM and WDV Methods including Numericals.</li> </ol>		
<b>Unit- 4 Introduction to Cost Accounting</b>	<ol style="list-style-type: none"> <li>4.1. Understanding and Classifying Cost, Elements of Cost, Component of Total Cost, Classification of Costs and Format,</li> <li>4.2. Preparation of Cost Sheet and Tender including Practical and Numericals.</li> </ol>		

<b>Unit -5 Standard Costing, Variance Analysis and Budgetary Control</b>	<b>5.1.</b> Meaning of Standard Cost & Variance, Cost Variance – Determination of Direct Material Variance, Direct Labor Variance, Sales Variance and Control of Variance, including Numericals. <b>5.2.</b> Types of Budgets. <b>5.3.</b> Relationship of Standard Costing and Variance Analysis with Budgetary System including Numericals.
<b>Unit-6 Contemporary Issues in Accounting</b>	<b>7.1.</b> Concept of Inflation Accounting, <b>7.2.</b> Human Resources Accounting.
<p><b>Learning Resources:</b></p> <p><b>Text Books: Latest Edition of-</b>  R. L. Gupta, and V. K. Gupta, “<b>Principles of Accountancy</b>”, Sultan Chand &amp; Sons.  S. N. Maheshwari, “<b>Introduction to Accounting</b>”, Vikas Publishing House, New Delhi.  S. N. Maheshwari, “<b>Cost Accounting, Theory and Problems</b>”, Vikas Publications, New Delhi.</p> <p><b>Reference Books: Latest Edition of-</b>  S. P. Iyengar, “<b>Cost Accounting</b>”, Sultan Chand &amp; Sons.  Robert N. Anthony and James S. Reece, “<b>Accounting Principles</b>”, A.I.T.B.S. Pub. and Distributions, New Delhi.  R. P. Rastogi, “<b>Graded Problems and Solutions in Financial Management</b>”, Galgotia Publication, New Delhi.</p>	

<b>INSTITUTE OF MANAGEMENT STUDIES</b>			
<b>M.B.A. (Disaster Management) SEMESTER I</b>			
<b>Subject Name</b>	<b>IT APPLICATION FOR MANAGERS</b>	<b>Subject Code</b>	<b>MS5B-509</b>
		<b>Total Credits</b>	<b>03</b>
<b>Subject Nature: GENERAL ELECTIVE I</b>			
<b>Course Objective:</b> The objective of this course is to help the student acquire the basics of Information Technology and e-Business Fundamentals. The subject course is to help students to understand the management aspect of E-commerce Technological Environment.			
<b>Learning Outcome:</b> At the end of the course learners will be able to; <ol style="list-style-type: none"> <li>1. Apply Information Technology in business</li> <li>2. Acquire practical knowledge about MS Word, MS Excel , MS Power point and application and use of Statistical test</li> <li>3. Use of Management Information System (MIS) at various levels of management</li> <li>4. Identify with the concepts of Blockchain and Cryptocurrency.</li> </ol>			
<b>Examination scheme:</b> The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems.			
<b>Note:</b> One Case / caselet to be discussed in each Unit			
<b>Course Contents</b>			
<b>UNIT –I Introduction to Computers</b>	1.1 Hardware: Input/output devices, storage devices and memory. 1.2 Software: System and Application Software, Compilers, Interpreters and Assemblers 1.3 Languages: Levels of languages, generation and their features 1.4 Internet: Concepts & Services, Hardware and software requirements, type of Internet connections 1.5 Operating Systems WINDOWS XP: Basic Operations, utilities and features.		
<b>Unit-2 Application Software (MS- Office</b>	2.1 MS Word: word basics, formatting text and documents, introduction to mail merge & macros. 2.2 MS Excel: Excel basics, rearranging worksheets, working with graphics, Using worksheet as databases, automating “what-if” projects. 2.3 MS PowerPoint : PowerPoint basics, and important features, creating presentations 2.4 MS Access: Database creation, screen/form design, report generation		

	using wizard (Practical)
<b>Unit-3 E-Business Mobile and Wireless computing fundamentals</b>	3.1 E-Business Fundamentals, E-Business framework, E-Business application 3.2 Technology Infrastructure for E-Business. 3.3 Mobile computing framework, wireless technology and switching method 3.4 Mobile information access device, mobile computing application
<b>Unit- 4 Management Information systems</b>	4.1 Introduction to Management Information systems :Types of MIS, Capabilities, Complements, CCR Framework; Role of manager with respect to IT in an organization 4.2 Elements of Business models, B2B, B2C models 4.3 Type of E-payment, digital token-based e-payment 4.4 smart card, credit card payment systems 4.5 Risk on e-payment, Designing e-payment
<b>Unit -5 Security Environment</b>	5.1 Security Threats, Technology Solutions 5.2 Client-server security, data and message security 5.3 Document security, firewalls 5.4 Ethical Social and Political issues in ecommerce
<b>Unit-6 Inter-organization Business</b>	6.1 EDI application in business 6.2 EDI: legal, security, standardization 6.3 EDI software implementation 6.4 VANs (value added network) Internet based EDI
<b>Unit – 7 Online Marketing Concepts</b>	7.1 Marketing Communication 7.2 Marketing Tools 7.3 Virtual Factory, Strategies for Electronic Business, Making Money on net 7.4 Web portals and vortals concepts, Search Engine Optimization
<b>Unit – 8 Blockchain Management and Cryptocurrency</b>	8.1 Introduction to Blockchain and Cryptocurrency 8.2 Blockchain as an Asset and a Business 8.3 Commercial, technical, and public policy fundamentals of blockchain technology, distributed ledgers, and smart contracts 8.4 Current and potential blockchain applications in the financial sector
<b>Book Reference:</b>	
1. Ravi Kalakotta & Whinston B., “Frontiers of E-Commerce”, Pearson Education, Reprint 2009 New Delhi	
2. R. Kalakotta & M. Robinson, “E-Business: Roadmap for Success”, Pearson Education Reprint	

2009, New Delhi

3. Laudon and Traver. Ecommerce: Business Technology Society, 4TH Edition 2009 Pearson Education, New Delhi
4. Schneider, E-Commerce Strategy technology and implementation, 1st, edition, 2008, Cengage Learning, India
5. Elias M. Awad, Electronic Commerce, PHI Learning. 2009
6. Rayudu C. S. e-Business, 2007, Himalaya Publishing House.
7. Daniel Amor, "The E-Business (R) Evolution", PHI Learning, New Delhi,
8. Hanson, E-Commerce & Web Marketing, Cengage Learning, India, 1st edition, 2009
9. Kamlesh K. Bajaj & Debjani Nag, "E-Commerce", Tata McGraw Hills, New Delhi,
10. Joseph, E-commerce, Indian Perspective, PHI, 3RD Edition, 2009
11. Chaffey, E-Business & E-Commerce Management, 3rd edition, Pearson Edu, 2008
12. Murthy C. S. V., e-Commerce, 2007, Himalaya Publishing House
13. Parag Kulkarni & P.K. Chande, IT Strategy for Business, 1st edition Oxford University Press
14. Sinha and Sinha, Computer Fundamentals, BPB Publications
15. R.K. Taxali PC Software for windows Made Simple, Tata McGraw Hills, New Delhi
16. Sumitabha Das, Unix concepts and applications, Tata McGraw Hills, New Delhi

<b>INSTITUTE OF MANAGEMENT STUDIES</b>			
<b>M.B.A. (Disaster Management) SEMESTER I</b>			
<b>Subject Name</b>	<b>QUANTITATIVE METHODS</b>	<b>Subject Code</b>	<b>MS5B-511</b>
		<b>Total Credits</b>	<b>03</b>
<b>Subject Nature: Ability Enhancement Compulsory Course</b>			
<b>Course Objective:</b>			
<ul style="list-style-type: none"> <li>● To expose the students to the different statistical tools used by managers for effective decision making. through real life examples and cases</li> </ul>			
<b>Learning Outcome:</b>			
At the end of the course learners will be able to;			
1. Interpret and Organize the data to get solutions to managerial issues.			
2. Attain mathematical and statistical skills for the management processes.			
<b>Examination scheme:</b>			
The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems.			
<b>Note: One Case / caselet to be discussed in each Unit</b>			
<b>Course Contents</b>			
<b>UNIT –I Sets, Functions, and Progressions</b>	1.1. Sets, Functions 1.2 Progressions – Arithmetic and Geometric Progressions		
<b>Unit-2 Determinants and Matrices</b>	2.1 Determinants and Matrices Types of matrices, 2.2 Operations on matrices, 2.3 Ad joint matrix and Inverse matrix, 2.4 Solution of simultaneous linear equations using matrices, 2.5 Input / Output analysis.		
<b>Unit-3 Introduction to Statistics</b>	3.1 Introduction to Statistics: 3.2 Measurement of Central Tendency 3.3 Measurement of Variations 3.4 Skewness and Kurtosis		
<b>Unit- 4 Probability Theory and Probability Distributions</b>	4.1 Probability: Concepts 4.2 Additive and Multiplicative Theorem 4.3 Conditional Probability, Baye’s Theorem, 4.4 Binomial, Poisson and Normal distributions- their characteristics and applications		
<b>Unit -5 Correlation &amp; Regression</b>	5.1 Correlation (Karl Pearson’s and Spearman’s Coefficient), 5.2 Methods of computing simple regression.		
<b>Unit-6 Time Series</b>	6.1 Time Series and its Components, 6.2 Models of Time Series 6.3 Components of Time Series: Measurement of trend, Measurement of seasonal variations Measurement of cyclic variations		

<p><b>Unit – 7</b> <b>Statistical Decision Theory</b></p>	<p>7.1 Decision making process 7.2 Decisions under Uncertainty and Decisions under Risk</p>
<p><b>Text Reading: Latest Editions</b></p> <ol style="list-style-type: none"> <li>1. J.K. Sharma, “<b>Mathematics for Management and Computer Applications</b>”, New Delhi, Galgotia Publication,</li> <li>2. S. Saha, “<b>Business Mathematics and Quantitative Techniques</b>”, Calcutta, Central Book Agency.</li> <li>3. Richard I. Levin and D.S. Rubin, “<b>Statistics for Management</b>”, New Delhi: Prentice Hall of India.</li> <li>4. S. P. Gupta, “<b>Statistical Methods</b>”, New Delhi, Sultan Chand and Sons.</li> <li>5. D. C. Sancheti and V. K. Kapoor, “<b>Statistics: Theory, Methods and Applications</b>”, New Delhi: Sultan Chand and Sons.</li> <li>6. D.N. Elhance, VeenaElhance and B. M. Aggrawal, “<b>Fundamentals of Statistics</b>”, Allahabad: Kitab Mahal.</li> </ol>	

<b>INSTITUTE OF MANAGEMENT STUDIES</b>			
<b>MBA(Disaster Management )- SEMESTER I</b>			
<b>Subject Name</b>	<b>MANAGERIAL ECONOMICS</b>	<b>Subject Code</b>	<b>MS5B-513</b>
<b>Subject Nature: DISCIPLINE SPECIFIC COURSE</b>			
<b>Course Objective:</b> Objective of this Course is to help the students analyze and understand economic environment.			
At the end of the course learners will be able to; <ol style="list-style-type: none"> <li>1. Analyze how buyers and sellers interact in a free and competitive market to determine prices and quantities of goods.</li> <li>2. Measure how changes in price and income affect the behavior of buyers and sellers.</li> <li>3. Use the concept of producer, consumer surplus, and total surplus to explain the outcomes of markets for individuals, firms, and society.</li> <li>4. Analyze how firms can use various pricing strategies to maximize profit.</li> <li>5. Evaluate macro-economic factors using various indicators.</li> <li>6. Utilize strengths and weakness of fiscal and monetary policy to determine an appropriate stabilization policy for a given macroeconomic situation</li> </ol>			
<b>Examination scheme:</b> The faculty member will award internal marks out of 40 based on three assessments of 20 marks each, of which best two will be considered. The end semester examination will be worth 60 marks consisting of two sections A and B respectively. Section A will be of 40 marks and have five theory questions out of which a student will be required to do any four questions. Section B will be of 20 marks and consist of numerical / case(s).			
<b>Note:</b> One Case / caselet to be discussed in each Unit			
<b>Content</b>			
<b>UNIT 1 Introduction to economics and managerial economics;</b>	1.1 Nature scope, characteristics and significance of managerial 1.2 Economics. Relationship of managerial economics with economics, operation research, 1.3 Decision making, statistics, accounting		
<b>UNIT 2 Fundamental concepts:</b>	2.1 Incremental reasoning, Marginal analysis, Equi marginal utility, time perspective, 2.2 consumer surplus, opportunity cost, time value of money 2.3 Theories of Firm – Managerial theories – Baumol and Williamson, Behavioral theories – Simon, Cyret and March		
<b>UNIT 3 Supply &amp; Demand Analysis</b>	3.1 – Concept, Determinates & Types of Demand. Utility and its types, law of Diminishing Marginal utility. 3.2 Demand Function, Law of Demand. Elasticity of Demand Price, Income, Cross, 3.3 Advertising & price expectation. Demand Forecasting		

<b>UNIT4 Production and cost analysis:</b>	4.1 Meaning of production, production function, short run and long run production analysis. 4.2 Isoquant curves and Isocost lines, Ridge lines, Equilibrium production, expansion path. 4.3 Cost – meaning and types of cost, cost function, short run and long run cost function. 4.4 Economies and diseconomies of scale. Law of supply
<b>UNIT 5 Pricing:</b>	5.1 Price determination under perfect competition. 5.2 Monopoly and Price Discrimination, Monopolistic Competition, 5.3 Oligopoly – kinked demand curve, cartel formation, 5.4 price leadership
<b>UNIT 6 Profit:</b>	6.1 Meaning, types and theories of profit, 6.2 profit planning – break even analysis.
<b>UNIT 7 Micro-macro interrelations,:</b>	7.1: Circular flow of economic activity, National Income concepts, Concepts and Objectives of Private Business. 7.2 Meaning and Phases of Business Cycles: Economic stabilization & Role of govt. in the economics

**Learning Resources:**

**Text Books:**

- P.L. Mehta – Managerial Economics, Sultan Chand, New Delhi.
- Mishra & Puri – Micro Economics, Himalaya Publishing House, New Delhi
- G.S. Gupta: Managerial Economics, Tata McGraw Hills, New Delhi
- Peterson & Lewis: Managerial Economics, Princeton Hall of India, New Delhi.

**Reference Books:**

- Koutsoyiannis – Modern Micro Economics, Macmillan Press, New Delhi
- Dr. Atmanand – Managerial Economics, Excel books, New Delhi
- Howard Davis – Managerial Economics, Macmillan Press, New Delhi
- D.N. Dwivedi – Managerial Economics, Vikas Publishing, New Delhi
- Hal Varian – Intermediate micro economics, Tata McGraw Hills, New Delhi

**Web References:** <http://ocw.mit.edu/courses/economics/>

**Supplementary Material:**

<b>INSTITUTE OF MANAGEMENT STUDIES</b>			
<b>M.B.A. (Disaster Management) SEMESTER I</b>			
<b>Subject Code</b>	<b>MANGERIAL COMMUNICATION</b>	<b>Subject Code</b>	MS5B-515
<b>Subject Nature</b>	<b>ABILITY ENHANCEMENT COMPUPLSORY COURSE</b>		
<b>Course Objective:</b> The objective of the course is to create awareness and sensitize management students towards the significance of effective communication skills and its role in business and to sensitize the students towards the imperative need for developing interpersonal and group communication and enable them to overcome the challenges in effective communication.			
<b>Learning Outcomes:</b> At the end of the course learners will be able to; <ul style="list-style-type: none"> <li>1. Reflect upon various communication styles and process.</li> <li>2. Examine key concepts of communication theory and practices including: verbal, nonverbal communication, communication barriers, listening skills, feedback, persuasive communication methods.</li> <li>3. Design and deliver compelling presentations and speeches.</li> </ul>			
<b>Examination Scheme:</b> The internal assessment will be of 40 marks based on three assessments of 20 marks each, out of which best two will be considered. The end semester examination will be worth 60 marks consisting of two sections A and B respectively. Section A will be of 40 marks and have theory questions. Section B will be of 20 marks and consist of case(s).			
<b>Note:</b> One Case / caselet to be discussed in each Unit			
<b>Course Contents</b>			
<b>Unit 1: Nature of Business Communication</b>	<b>1.1</b> Defining Communication and its objectives in a business setup, Distinguishing between Business Communication and General Communication. <b>1.2</b> Principles of Effective Communication <b>1.3</b> Models of communication <b>1.4</b> Forms and networks of organizational communication (Formal: Upward, Downward, grapevine; Informal and comparison) <b>1.5</b> Types of communication barriers and how to overcome them <b>1.6</b> Listening, types of listening and effective listening <b>1.7</b> Communication through Transactional Analysis(TNA) <b>1.7</b> Importance of Feedback and Critique <b>1.8</b> Role Play. Activities on TNA and Listening		
<b>Unit 2: Verbal and Non-Verbal Communication</b>	<b>2.1</b> Verbal Communication: significance of choice of words and style of communication, significance of Language as a tool for Communication. <b>2.2</b> Elements of Verbal Communication: Tone, Pitch, Pace, Pause, Stress, Power words <b>2.3</b> Nonverbal communication: Importance <b>2.4</b> Importance of appearance and how to use it as a tool in communication <b>2.5</b> Body language/Kinesics and Oculesics <b>2.3</b> Paralanguage <b>2.4</b> Proxemics <b>2.5</b> Chronemics <b>2.6</b> Haptics <b>2.7</b> Using non-verbal tools (oral and written) to communicate effectively <b>2.8</b> Cultural difference in verbal and non-verbal language with examples and live cases.		

<b>Unit 3 Business Writing</b>	4.1 Types of business letters, Basic patterns of business letters. 4.2 Cover letters, Applications, Sales and Credit letters, etc. Structure and format of letters 4.3 Memorandums and circulars 4.4 E-mails 4.5 Text messaging 4.6 Report writing 4.7 Importance of written communication 4.8 Appropriate tone in business writing (Directness in good news and neutral situations. Indirectness in bad news and persuasive messages.)
<b>Unit 4 Resume Writing</b>	5.1 Types of Resumes: Chronological, functional, skill based, combination, targeted. 5.2 Tailoring of resume: its advantages and disadvantages 5.3 Significance of resume for internship and recruitment 5.4 Resume format, inclusions and presentation.
<b>Unit 5 Presentations, Interviews, Group Discussions and Public Speaking</b>	3.1 Preparation of content for presentation 3.2 Understanding the audience 3.3 Importance of rehearsals 3.4 Using visual aids in presentations 3.5 Handling questions 3.6 Preparation of Speech, Difference between Public speaking and Presentation. 3.7 Types of interviews 3.8 Preparation for an interview 3.9 Do's and don'ts during an interview 3.10 Understanding the group in a group discussion 3.11 Do's and don'ts in a group discussion 3.12 Meetings in business and its types 3.13 Notice and agenda 3,14 Minutes of a meeting 3.15 Mannerisms, etiquette and assertiveness in oral communication
<b>Unit 6 Issues in Communication</b>	6.1 Handling diversity (gender, culture, ethnicity, etc.) 6.2 Tolerance and acceptance of diversity 6.3 Social intelligence and its impact on communication 6.4 Ethics in communication
<b>Learning Resources:</b> <b>Text Books:</b> M.Raman and P.Singh, <b>Business Communication</b> , latest edition, Oxford University Press, India. <b>Reference Books:</b> William V. Ruch, <b>Business Communication</b> , Maxwell Macmillan, New York. Lani Arredono, <b>The McGraw-Hill 36-Hour Course: Business Presentation</b> , McGraw-Hill, New York. Bill Scott, <b>The Skills of Communication</b> , Jaico, Bombay. Ronald E. Dulek and John S. Fielden, <b>Principles of Business Communication</b> , McMillan, New York. Dalmer Fisher, <b>Communication in Organizations</b> , Jaico Publishing House, India. M. E. Guffy, <b>Essentials of Business Communication</b> , Thomson Publication. Shirley Taylor, <b>Communication for Business</b> , Pearson Education.	

**INSTITUTE OF MANAGEMENT STUDIES (DAVV) INDORE****M.B.A. (Disaster Management) SEMESTER I**

<b>Subject Name</b>	<b>Creativity and Innovation</b>	<b>Subject Code</b>	<b>MS5B-517</b>
		<b>Total Credits</b>	<b>03</b>

**Subject Nature: ABILITY ENHANCEMENT****Course Objective:**

- To develop the ability of systemic thinking
- To develop independence in professional world and in making business decisions

**Learning Outcome:**

- Ability to identify challenges and create solutions.
- Ability to make innovations commercial
- Define and reconstruct problems using design thinking

**Examination scheme:**

The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems.

Any One Internal – Practical Exam Based (20 M)

**Course Contents****Unit-1**

- Define and understand creativity,
- innovation
- Design thinking process

**Unit-2**

- Relationship between creativity
- innovation and entrepreneurship
- Barriers to creativity and innovation

**Unit-3**

- Process and principles of design thinking
- concept of Idea system ,
- Importance of empathizing