

Institute of Management Studies
Devi Ahilya Vishwavidyalaya
MBA (Financial Management) Semester 1
Course Scheme

S.No	CODE	COURSE NAME	CREDIT S	NATURE
SEMESTER I				
1	MS5C-501	Management Principles and Practices	3	Compulsory
2	MS5C-503	Quantitative Methods	3	Compulsory
3	MS5C-505	Financial Accounting and Reporting	3	Compulsory
4	MS5C-507	Indian Financial System	3	Compulsory
5	MS5C-509	Micro Economics	3	Compulsory
6	MS5C-511	Business Ethics and Management by Indian Values	3	Compulsory
7	MS5C-513	IT Applications for Business	3	Compulsory
8	MS5C-515	Managerial Communication	3	Electives select any one
9	MS5C-517	Managerial Creativity and Innovation	3	
10	MS5C-551	Comprehensive Viva Voce	3	Virtual Credit

INSTITUTE OF MANAGEMENT STUDIES			
M.B.A. (Financial Administration) Semester I			
Subject Name	MANAGEMENT PRINCIPLES AND PRACTICES	Subject Code	MS5C-501
		Total Credits	03
Subject Nature: COMPULSORY			
Course Objective:			
<ol style="list-style-type: none"> 1. To expose the students to basic concepts of management. 2. To enable them to gain appreciation for emerging ideas, techniques, procedures and practices in the field of management. 3. To highlight professional challenges that managers face in various organization. 			
Learning Outcome:			
At the end of the course learners will be able to;			
<ol style="list-style-type: none"> 1. Interpolate various managerial skills, roles, functions and levels. 2. Acquire the knowledge of Management Process, theories and structure. 3. Engage in management functions: Planning, organizing, staffing, directing and controlling 4. Explore role of IT in management functioning. 			
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.			
NOTE : One case or caselet to be discussed in each unit			
Course Contents			
UNIT –I Concept of Management	<ol style="list-style-type: none"> 1.1 Nature and Purpose of Management 1.2 Managing: Science or Art? 1.3 The Evolution of Management Thoughts 1.4 The Function of Manager: Planning, Organizing, Staffing, Leading and controlling. 1.5 Theories: Classical, Human relations and Contingency 1.6 System approach to Management Process. 		
Unit-2 Planning and Strategies	<ol style="list-style-type: none"> 2.1 Nature and Purpose of Planning 2.2 Planning process, Principles of Planning 2.3 Types, Advantages, Limitations and Steps in Planning 2.4 Objectives, Management by Objectives. 2.5 Strategies, Policies and Planning Premises 2.6 Strategic Planning Process (TOWS Matrix, Porters Generic Competency) 2.7 Forecasting 2.8 Decision Making, Models, Managerial decision making process 		

<p>Unit-3 Organising</p>	<p>3.1 Nature, Purpose and Principles of Organising 3.2 Formal and Informal Organisation, Organization Levels and the Span of Management. 3.3 Structure and Process of Organisation. 3.4 Departmentation 3.5 Line and Staff Authority, Conflict 3.6 Decentralization of Authority and Methods 3.7 Delegation of Authority and Kinds 3.8 Organization Charts.</p>
<p>Unit- 4 Directing and Staffing</p>	<p>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, 4.4 Knowledge worker</p>
<p>Unit-5 Controlling</p>	<p>5.1 Concept and Process of Control, Control Techniques 5.2 Human Aspects of Control, Control as a Feedback System, Feed Forward Control, Preventive Control 5.3 Profit and Loss Control, Control Through Return on Investment 5.4 Major Controlling Techniques: Budgetary and Non-Budgetary Control Devices, 5.5 The Use of Computer for Controlling and Decision Making, The Challenges Created by IT as a Control Tool</p>
<p>Unit-6 Contemporary Management Issues and its Challenges</p>	<p>6.1 Cross cultural issues in management-Diversity and the new work force, Organization ethics and social responsibility 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.</p>

Learning Resources:

Text Books:

- 1.1. Stephen P. Robbins and Mary Coulter, 'Management', Prentice Hall of India
- 2.2. Harold Koontz, Heinz Wehrich and Mark V Cannice, 'Management -A global perspective
- 3.3. P.Subba Rao, Principles of Management, Himalaya Publishing
- 4.4. Mukherjee, Principles of Management and Organizational behavior, Tata McGraw Hill
- 5.5. K.Aswathappa, Organizational Behaviour, 5Ed, Himalaya Publishers, 2001.
- 6.6. Sridharan Bhat ,Management and Behavioural Process, Text and Cases, Himalaya Publishers
- 7.7. L.M.Prasad, Principles and Practice of Management, 7Ed, S.Chand Publishers, 2007.

INSTITUTE OF MANAGEMENT STUDIES			
M.B.A. (Financial Administration) SEMESTER I			
Subject Name	QUANTITATIVE METHODS	Subject Code	MS5C-503
		Total Credits	03
Subject Nature: COMPULSORY			
Course Objective:			
<ul style="list-style-type: none"> ● To expose the students to the different statistical tools used by managers for effective decision making. through real life examples and cases 			
Learning Outcome:			
At the end of the course learners will be able to;			
<ol style="list-style-type: none"> 1. Interpret and Organise the data to get solutions to managerial issues. 2. Attain mathematical and statistical skills for the management processes. 			
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.			
NOTE : One case or caselet to be discussed in each unit			
Course Contents			
UNIT –I Sets, Functions, and Progressions	1.1. Sets, Functions, and Progressions 1.2 Functions, 1.3 Progressions (with specific applications to compounding and discounting techniques)		
Unit-2 Determinants and Matrices	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.		
Unit-3 Introduction to Statistics	3.1 Introduction to Statistics: 3.2 Introduction to Measurement of Central Tendency 3.3 Introduction to Measurement of Variations 3.4 Role of Statistics in Business Decision Making 3.5 Skewness and Kurtosis		

Unit- 4 Probability Theory and Probability Distributions	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
Unit -5 Correlation & Regression	5.1 Correlation (Karl Pearson's and Spearman's Coefficient), 5.2 Methods of computing simple regression.
Unit-6 Time Series	6.1 Time Series and its Components, 6.2 Models of Time Series 6.3 Methods of Studying Components of Time Series: Measurement of trend, Measurement of seasonal variations Measurement of cyclic variations
Unit – 7 Statistical Decision Theory	7.1 Decision making process 7.2 Decisions under Uncertainty and Decisions under Risk

Text Reading: Latest Editions

1. J.K. Sharma, "**Mathematics for Management and Computer Applications**", New Delhi, Galgotia Publication,
2. S. Saha, "**Business Mathematics and Quantitative Techniques**", Calcutta, Central Book Agency.
3. Richard I. Levin and D.S. Rubin, "**Statistics for Management**", New Delhi: Prentice Hall of India.
4. S. P. Gupta, "**Statistical Methods**", New Delhi, Sultan Chand and Sons.
5. D. C. Sancheti and V. K. Kapoor, "**Statistics: Theory, Methods and Applications**", New Delhi: Sultan Chand and Sons.
6. D.N. Elhance, Veena Elhance and B. M. Aggrawal, "**Fundamentals of Statistics**", Allahabad: Kitab Mahal.

INSTITUTE OF MANAGEMENT STUDIES			
MBA (Financial Administration) Semester I			
Subject Name	FINANCIAL ACCOUNTING & REPORTING	Subject Code	MS5C-505
		Total Credits	03
Subject Nature: Compulsory			
Course Objective: <ul style="list-style-type: none"> • To acquaint participant with the basic process of financial accounting and to have an insight into financial reporting function. 			
Learning Outcome: At the end of the course students should be able to; <ul style="list-style-type: none"> • Develop an understanding of the Concepts of Accounting, Double Entry system and other accounting systems, maintaining the ledger accounts and preparation of Trial Balance. • Finalized the accounting of an individual • Utilize corporate final accounts Knowledge. • Prepare of final accounts. • Maintain and report under the companies Act. 2013 			
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. More Practical Question – Minimum - 3 / Less Theory – Minimum 2 (Out of Overall Choice)			
NOTE : One case or caselet to be discussed in each unit			
Course Contents			
UNIT –I Introduction to Accounting:	1.1 Meaning of Accounting, Generally accepted Accounting principal (GAAP), Concept & Need for US GAAP 1.2 Importance of International accounting standards, Basic differences between US and Indian GAAP, Concepts Convention, 1.3 Concept of Double Entry System of Accounting, Rules for Debit and Credit Entries, types of accounts, 1.4 Journalizing the transactions, posting entries in Ledger Accounts, and preparation of trial Balance.		
Unit-2 Preparation of Final Accounts:	2.1 Differentiation between Capital and Revenue Expenditure and receipt 2.2 Manufacturing and Trading Account, Profit and loss Account Balance Sheet with adjustment entries.		

Unit-3 Depreciation:	2.3 Concept & Necessity of Depreciation, Advantages and disadvantages of depreciation 2.4 Methods of Depreciation SLM and WDV, Numerical on SLM and WDV methods of depreciation, Tax aspects of Depreciation.
Unit- 4 Financial Reporting	4.1 Concept of Financial Reporting, Legal provisions of Companies Act, 1956 and Income Tax Act, 1961 in this regard. 4.2 Importance and Advantages of Financial Reporting 4.3 A brief introduction of various tools used for corporate and Non- corporate Financial reporting.
Unit -5 Financial Statements of Company	5.1 Preparation of Company Final Accounts except managerial remuneration. 5.2 Adjustments in preparation of final accounts especially in profit and loss appropriation account.
Unit-6 Recent Issues in Accounting	6.1 Recent Developments in Accounting 6.2 Concept of Inflation Accounting, Human resources accounting, Forensic Accounting.

Learning Resources:

Text Books:

Text Reading: Latest Editions

1 R.L. Gupta, V.K. Gupta, V.K. Gupta “ Principles of Accountant” Sultan Chand & Sons,.

2 S.N. Maheshwari “Introduction to Accounting” Vikas publishing House new Delhi.

3 S.N. Maheshwari “Cost Accounting, Theory and Problems” Vikas publishing House New Delhi. 4 Sukl and Grewal ,”Company accounts” SahityaBhawan Publication

Reference Books:

1 Robert N Anthony and James S Recee, An Accounting Principles New Delhi A.I.T.B. Publishers and Distribution.

2 R.P. Rastogi, “Graded Problems and Solutions in Financial Management”. Galgotia Publication New Delhi.

M.B.A. (Financial Administration) Semester – I			
		Subject Code	MS5C-507
Subject Name	Indian Financial System	Total Credits	03
Subject Nature: COMPULSORY			
Course Objective: To explain various aspect of corporate finance, environment of financial and capital markets in which they operate and also to give characteristic features of corporate liability and asset management with view to have a balanced capital structure.			
Learning Outcome: After studying this syllabus the learner should be able to: <ul style="list-style-type: none"> • Develop the understanding of concept and role of Indian and global financial system and various regulatory institutions in managing the financial system. • Re-examine various types of markets, instruments and their operations with their significance. • Discuss the role and nature of various financial institutions. • Demonstrate features of instruments available in financial system. 			
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 Live case study/ caselets based on current economic affairs and practical problems compulsory.			
NOTE : One case or caselet to be discussed in each unit			
Course Contents			
UNIT –I Introduction to Indian And Global Financial System	1.1 Introduction to Indian Financial System 1.2 Introduction to Global Financial System 1.3 Structure of Indian Financial System 1.4 Characteristics of Indian Financial System 1.5 Organization of Indian Financial System		
UNIT-2 Financial Markets	2.1 Functioning of Financial market 2.2 Purpose of financial market 2.3 Global financial market Roles and responsibilities 2.4 Importance of Financial Markets.		

UNIT-3 Money Market	3.1 Introduction to Money Market, need importance and market players 3.2 Money Market Instruments 3.3 Evolution of Money Market in India 3.4 Call Money Market, Commercial Paper, Certificates of Deposit, Gilt Edged Securities Market (Dated Securities), Treasury Bills (Repurchase Agreement).
UNIT- 4 Capital Market	4.1 Primary Market - Introduction, Public Issue, of Book Building Process, Unlisted Companies, 4.2 Role of SEBI in Primary Market, 4.3 Intermediaries involved and their Role in Primary Market, 4.4 Issues of Prospectus, Dematerialization. 4.5 Secondary Market - Introduction, 4.5 History and Growth of Stock Markets in India, 4.6 Stock Market Indices, Determinants of a Stock Index Methods of Index Construction, 4.7 Popular Indian Indices, Major U.S. Indices, Advantages of Stock Exchange, Type of Broker in Stock Exchange, 4.8 Trading Mechanism on a Stock Exchange, Insider Trading, and Insider Defined.
UNIT -5 Security Exchange Board Of India (SEBI)	5.1 Security Exchange Board of India (SEBI) - Introduction 5.2 Activities of SEBI, 5.3 SEBI & Primary Market, 5.4 SEBI & Secondary Market, SEBI & Mutual Funds, 5.5 SEBI and Takeover Norms
UNIT-6 Reserve Bank of India	6.1 Establishment of RBI 6.2 Organization and Management 6.3 Main Role and Functions of RBI 6.4 Monetary Policy of RBI
UNIT-7 Development Financial Institutions in India	7.1 Industrial Credit & Investment Corporation of India Ltd. (ICICI) - Functions/Services offered by ICICI, 7.2 Industrial Finance Corporation of India (IFCI) - Products & Services, Industrial Development Bank of India (IDBI) - History and Growth. 7.3 National Bank for Agriculture & Rural Development (NABARD), Small Industries Development Bank of India (SIDBI), Schemes, 7.4 EXIM Bank of India, Export Services, Development Banks 7.5 Future Ahead, The Role of Development Banks & Impact of Liberalization.

Lectures, Discussions, Presentations, Case studies, Group activities etc.

Text Books:

1. Vasant Desai, "Indian Financial System and Development", Himalaya Publication ,Latest publication
2. Bharti Pathak, "Indian Financial System" Pearson education.
3. M.Y. Khan, "Financial Services", Tata McGraw Hill.
4. B.S.Bhatia, G.S.Batra, "Management of Capital Markets, Financial Services and Institutions", Deep and Deep Publications.

Reference Books:

1. Machiraju H.R., "Merchant Banking", New Age International Pub.Ltd., Wiley Eastern Ltd.
2. J.C.Verma, "Venture Capital Finance In India", Response Books.
3. Dr. Brahmaiah, "Lease Financing", Himalaya Publication.

WebReferences:

www.rbi.org.in, www.shodhganga.com, www.questedustation.com, Supplementary Material:

Notes (soft copy), PPTs, NEWS Papers and Magazines

INSTITUTE OF MANAGEMENT STUDIES			
(Financial Administration) Semester I			
Subject Name	MICRO ECONOMICS	Subject code	MS5C-509
		Total Credits	03
Subject Nature: COMPULSORY			
Course Objective:			
<ul style="list-style-type: none"> • To help the students to analyze and understand micro economic environment • To explain the students various aspect of micro level economic activity and its analysis, know how micro level policy formulate and its implementation effectively executed. • To help the student to analyse how individual decision-makers, both consumers and producers, behave in a variety of economic environments also to understand basics of economics, relate it to the economic environment and their effect on business units and individuals. 			
Learning Outcome:			
At the end of the course students should be able to;			
<ul style="list-style-type: none"> • Develop the understanding of concept and role of Micro Economic system and various micro economic aspect of economy. • Re-examine various types of markets, instruments and their operations with their significance and its impact. • Discuss the role and nature of various micro economic principles. • Understand how micro economic analysis help and its significance • Describe the nature and scope of Micro Economics. • Apply the concept of Demand and Supply and their Elasticity in Decision making and how a consumer achieves equilibrium. • Gain knowledge about cost, revenue and production policies of a firm. • Demonstrate the different economic policies and theories in the various market. 			
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 compulsory			
NOTE : One case or caselet to be discussed in each unit			
Course Contents			

UNIT –I Introduction to microeconomics	1.1 Nature scope, characteristics and significance of micro economics. 1.2 Relationship of microeconomics with economics 1.3 operation research, 1.4 Decision making, statistics, accounting.
Unit-2 Fundamental concepts:	2.1 Incremental reasoning, Marginal analysis, 2.2 Equimarginal utility, time perspective, 2.3 consumer surplus, opportunity cost 2.4 time value of money 2.5 Theories of Firm – Managerial theories – Baumol and Williamson 2.6 Behavioral theories – Simon, Cyret and March.
Unit-3 Supply & Demand Analysis	3.1 Concept, Determinates & Types of Demand. 3.2 Utility and its types 3.3 law of Diminishing Marginal utility 3.4 Demand Function, Law of Demand. 3.5 Elasticity of Demand Price, Income, Cross, Advertising & price expectation. 3.6 Demand Forecasting.
Unit - 4 Production and cost Analysis	4.1 Meaning of production, production function 4.2 Short run and long run production analysis, Law of variable proportion 4.3 Isoquant curves and isocost lines , ridge lines , Equilibrium production , Expansion Path 4.4 Cost- meaning and types of cost 4.5 cost function -short run and long run cost function. 4.6 Economies and diseconomies of scale.
Unit -5 Pricing:	5.1 Market – types , essential 5.2 Price determination under perfect competition. 5.3 Monopoly and Price Discrimination 5.4 , Monopolistic Competition, 5.5 Oligopoly – kinked demand curve. 5.6 cartel formation, 5.7 price leadership.
Unit-6 Profit:	6.1 Meaning, types and theories of profit 6.2 profit planning 6.3 break even analysis
Unit-7 Micro-macro interrelations	7.1 Circular flow of economic activity, 7.2 National Income concepts 7.3 Concepts and Objectives of Private Business. 7.4 Meaning and Phases of Business Cycles: 7.5 Economic stabilization 7.6 Role of govt. in the economy.

Unit-8 Concepts, recent trends (overview only) in Indian Economy, of the following:	8.1 Monetary Policy and its importance. 8.2 Fiscal Policy and its relevance 8.3 Foreign Trade Policy and its significance 8.4 features

Learning Resources:

Text Books: Latest Editions

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

Suggested Books: Latest Editions

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

INSTITUTE OF MANAGEMENT STUDIES			
M.B.A. (FINANCIAL ADMINISTRATION) Semester I			
Subject Name	BUSINESS ETHICS AND MANAGEMENT BY INDIAN VALUES	Subject Code	MS5C- 511
		Total Credits	03
Subject Nature: COMPULSORY			
Course Objectives:			
<ul style="list-style-type: none"> ● To acquaint the students with ethics and Indian ethos along with its relevance to managerial decision making. ● To provide the necessary theoretical and conceptual foundation of ethics and ethical behavior in organizations. ● To promote an understanding of Indian values and value system in detail and its universal applicability in understanding human behavior. 			
Learning Outcomes:			
At the end of the course learners will be able to;			
1. Analyse 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.			
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.			
NOTE : One case or caselet to be discussed in each unit			
Course Contents			
UNIT –I Nature and purpose of Ethics, Ethical Norms.	1.1 Concept and Nature of Ethics- Business Ethics 1.2 Role and purpose of Ethics for business 1.3 Ethical Norms and Principles for business		
Unit-2 Theories of Business Ethics	2.1 Different Theories of Business Ethics 2.2 Business Ethics and Corporate social Responsibility 2.3 Nature of Utilitarian view of Business Ethics		
Unit-3 Corruption and Whistle blowing	3.1 Nature and types of Corruption in India 3.2 Method and means of checking corruption in India 3.3 Whistle blowing		
Unit- 4 Indian Ethos	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)
Unit -5 Sources of Indian Ethos and Management	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
Unit-6 Values for Indian Managers	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 & Ethics in Work 6.5 Life Goals or Purusharthas, Professionalism and Karma Yoga 6.6 Management of the Self and Workplace Spirituality.
Unit 7 Models of Motivation and Leadership	7.1 Models of motivation and Leadership in Indian thoughts, Examples from scriptures 7.2 Guna Theory, Karma Theory and Sanskar Theory
Learning Resources: (latest Editions of the books and material)	
<ol style="list-style-type: none"> 1. A.C Fernando, Business Ethics: An Indian Perspective, Pearson 2. Weiss, Business Ethics Concept & Cases, Cengage Learning 3. Velasquez, Business Ethics, Concepts & Cases, PHI 4. Murthy, Business Ethics, Himalaya Publishing House 5. Al Gini, Case Studies in Business Ethics, Pearson Education. 6. Shashtri J.L., Ancient Indian Tradition and Mythology, Motilal Banarsidas, New Delhi 7. F. Max Muller, Sacred Books of East, Motilal Banarsidas, New Delhi 8. S.K. Chakraborty, Ethics in Management-Vedantic Approach, New Delhi, Oxford India Ltd., 	

INSTITUTE OF MANAGEMENT STUDIES			
M.B.A. (FINANCIAL ADMINISTRATION) SEMESTER I			
Subject Name	IT APPLICATION FOR MANAGERS	Subject Code	MS5C-513
		Total Credits	03
Subject Nature: COMPULSORY			
Course Objective: 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.			
Learning Outcome: At the end of the course learners will be able to; <ol style="list-style-type: none"> 1. Apply Information Technology in business 2. Acquire practical knowledge about MS Word, MS Excel , MS Power point and application and use of Statistical test 3. Use of Management Information System (MIS) at various levels of management 4. Identify with the concepts of Blockchain and Cryptocurrency. 			
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.			
NOTE : One case or caselet to be discussed in each unit			
Course Contents			
UNIT –I Introduction to Computers	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.		
Unit-2 Application Software (MS- Office	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)		

Unit-3 E-Business Mobile and Wireless computing fundamentals	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
Unit- 4 Management Information systems	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
Unit -5 Security Environment	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
Unit-6 Inter-organization Business	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
Unit – 7 Online Marketing Concepts	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
Unit – 8 Blockchain Management and Cryptocurrency	8.1 Introduction to Block chain and Cryptocurrency 8.2 Block chain 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 block chain applications in the financial sector

Book Reference:

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

INSTITUTE OF MANAGEMENT STUDIES (DAVV) INDORE			
MBA (FINANCIAL ADMINISTRATION) SEMESTER 1			
Subject Code	MANGERIAL COMMUNICATION	Subject Code	MS5C-515
Subject Nature	ELECTIVE		
Course Objective: To help the student acquire the theoretical and practical knowledge of oral, written and interpersonal skills of communication in business, so as to improve his managerial abilities			
Learning Outcomes: At the end of the course students should be able to; To identify objectives, analyze audiences, and choose the most effective structure and style for delivering strategically sound written and spoken messages in a dynamic and diverse business environment.			
Examination Scheme: 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).			
NOTE : One case or caselet to be discussed in each unit			
Course Contents			
Unit	Content		
Unit-1 Nature of Business Communication	1.1 Need, importance and purposes of communication in organizations 1.2 Elements and environment of communication 1.3 Models of communication 1.4 Forms and networks of organizational communication 1.5 Types of communication barriers and how to overcome them 1.6 Listening, types of listening and effective listening 1.7 Elements of effective communication		
Unit-2 Non-verbal Communication	2.1 Importance of appearance and how to use it as a tool in communication 2.2 Body language and oculesics 2.3 Paralanguage 2.4 Proxemics 2.5 Chronemics 2.6 Haptics 2.7 Using non-verbal tools (oral and written) to communicate effectively		
Unit-3 Presentations, Interviews, Group Discussions and Business	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		

Meetings	3.6 Writing a resume' 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, etiquettes and assertiveness in oral communication
Unit-4 Busin ess Writi ng	4.1 Types of business letters 4.2 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
Unit-5 Negotiation Skills	5.1 Need for negotiation 5.2 Process of negotiation 5.3 Barriers to negotiation and how to overcome them
Unit-6 Issues in Communicati on	6.1 Handling diversity (gender, culture, ethnicity, etc.) 6.2 Tolerance and acceptance of diversity 6.3 Emotional intelligence and its impact on communication 6.4 Social intelligence and its impact on communication 6.5 Ethics in communication.
Learning Resources: Text Books: M.Raman and P.Singh, Business Communication , latest edition, Oxford University Press, India. Reference Books: William V. Ruch, Business Communication , Maxwell Macmillan, New York. LaniArredono, The McGraw-Hill 36-Hour Course: Business Presentation , McGraw-Hill, New York. Bill Scott, The Skills of Communication , Jaico, Bombay. Ronald E. Dulek and John S. Fielden, Principles of Business Communication , McMillan, New York. Dalmer Fisher, Communication in Organizations , Jaico Publishing House, India. M. E. Guffy, Essentials of Business Communication , Thomson Publication. Shirley Taylor, Communication for Business , Pearson Education.	

INSTITUTE OF MANAGEMENT STUDIES**M.B.A. (Financial Administration) Semester I**

Subject Name	Managerial Creativity and Innovation	Subject Code	MS5C-517
		Total Credits	03

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:

- Identify challenges and create solutions.
- Create Commercial innovations
- 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)

NOTE : One case or caselet to be discussed in each unit

Course Contents

UNIT –I	1.1 Define and understand creativity, 1.2 Conceptualize innovation 1.3 design thinking process
Unit-2	2.1 Relationship between creativity , 2.2 Innovation and entrepreneurship 2.3 Barriers to creativity and innovation
Unit-3	3.1 Process and principles of design thinking , 3.2 Concept of Idea system 3.3 Importance of empathising in innovation
Unit- 4	4.1 Design thinking tools 4.2 Innovation strategies
Unit -5	5.1 Application of design thinking 5.2 New product development role of innovative ideas

Unit-6	6.1 Importance and management of knowledge, 6.2 Application of knowledge management in product development
Unit -7	7.1 Social Innovation –concept 7.2 Gap between actual and real situation in social innovation perspective 7.3 Understanding social innovation through case studies
Unit -8	8.1 Team structures and their role in Innovation. 8.2 Establishment of team structures to facilitate the process of innovation.
<p>E. Sickafus Unified Structured Inventive Thinking , Ntelleck1997 Kaplan :Introduction to TRIZ 1995 The Art of Inventing (and suddenly the inventor appeared) T Kelly : the art of Innovation Doubleday 2001</p>	

