

**Institute of Management Studies
Devi Ahilya Vishwavidyalaya
MBA (Full Time) Semester 1
Course Scheme**

| S.No | CODE | COURSE NAME | CREDITS |
|-------------------|-------------|---|----------------|
| SEMESTER I | | | |
| 1. | MS5A-501 | Management Principles and Practices | 3 |
| 2. | MS5A-503 | Marketing Management – I | 3 |
| 3. | MS5A-505 | Organisation Behaviour | 3 |
| 4. | MS5A-507 | Managerial Economics | 3 |
| 5. | MS5A-509 | Business Accounting | 3 |
| 6. | MS5A-511 | Managerial Communication | 3 |
| 7. | MS5A-513 | Business Ethics and Management by Indian Values | 3 |
| 8. | MS5A-515 | IT Applications for Business | 3 |
| 9. | MS5A-551 | Quantitative Methods | 3 |

| INSTITUTE OF MANAGEMENT STUDIES | | | |
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| M.B.A. (FULL TIME) Semester I | | | |
| Subject Name | MANAGEMENT PRINCIPALS AND PRACTICES | Subject Code | MS5A-501 |
| | | Total Credits | 03 |
| Subject Nature: DISCIPLINE SPECIFIC COURSE | | | |
| 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 / caselet to be discussed in each Unit | | | |
| Course Contents | | | |
| UNIT –I Concept of Management | 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 | 2.1 Nature and Purpose of Planning 2.2 Planning process, Principles of Planning 2.3 Types, Advantages, Limitations 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 | | |
| Unit-3 Organizing | 3.1 Nature, Purpose and Principles of Organizing 3.2 Formal and Informal Organization, Organization Levels and the Span of Management. 3.3 Structure and Process of Organization. | | |

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| | <p>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> |
| Unit- 4 Directing and Staffing | <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</p> |
| Unit-5 Controlling | <p>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</p> |
| Unit-6 Contemporary Management Issues and its Challenges | <p>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.</p> |
| <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.</p> | |

| INSTITUTE OF MANAGEMENT STUDIES | | | |
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| M.B.A. (FULL TIME) SEMESTER 1 | | | |
| SUBJECT NAME | MARKETING MANAGEMENT-I | SUBJECT CODE | MS5A-503 |
| | | TOTAL CREDITS | 03 |
| SUBJECT NATURE: DISCIPLINE SPECIFIC COURSE | | | |
| CourseObjective: <ul style="list-style-type: none"> • TheobjectiveofthecoursearetoequipthestudentwiththeconceptandmethodsofMarketing. • Thestudentwillbeabletoplan,designandcarryoutmarketingusingthetechniquesdiscussed. | | | |
| LearningOutcome: At theend ofthecoursestudentsshouldbeableto; <ol style="list-style-type: none"> 4. Helptogetabasicunderstandingofmarketingconcepts. 5. Developskillsfor marketing. Attainsomeelementarylevelofknowledgeofsalesandmarketing. | | | |
| 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 / caselet to be discussed in each Unit | | | |
| Course Contents Sessions | | | |
| Unit - 1 Marketing Concepts | 1.1 Understanding and Defining Marketing 1.2 Customer Value, Satisfaction, Customers Delight, and Loyalty 1.3 Conceptualizing Tasks and Philosophies of Marketing Management, 1.4 Value chain. | | |
| Unit - 2 Marketing Environment, and Research | 2.1 Scanning the Marketing Environment. 2.2 Marketing Information System 2.3 Marketing Research Process 2.4 Applications of Marketing Research | | |
| Unit - 3 Consumer Behaviour | 3.1 Understanding Consumer Behavior - Concept and Applications 3.2 Factors Influencing Buying Behavior, 3.3 Buying Decision Process | | |
| Unit-4 Market Segmentation, Targeting, Positioning | 4.1 Market segmentation 4.2 Levels of market segmentations, 4.3 Patterns, procedures, requirement for effective segmentation, 4.4 Market Targeting 4.5 Developing a positioning strategy. | | |
| Unit - 5 Marketing Strategies | 5.1 Developing Marketing Strategies 5.2 Understanding Marketing Mix | | |

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| Unit - 6 Product Decisions | 6.1 Objectives, 6.2 Product classification, 6.3 Product-Mix, 6.4 Product life cycle strategies | |
| | TOTAL CLASSROOM CONTACT SESSIONS | 40 |
| <p>Learning Resources:</p> <ol style="list-style-type: none"> 1. Philip Kotler, and Gary Armstrong, " Principles of Marketing", Latest Edition, Pearson Education. 2. Philip Kotler, Kelvin Lane Keller, Abraham Koshy, MithileshwarJha “Marketing Management - A South Asian Perspective” –New Delhi: Pearson Education. <p>Reference Books:</p> <ol style="list-style-type: none"> 1. Willam J. Stanton, Michael J. Etzel and Bruce J. Walker, Ajay Pandit “Marketing Concepts and Cases”, Tata Mc Graw Hill. 2. RajanSaxena, Marketing Management, , Tata McGraw Hill | | |

| INSTITUTE OF MANAGEMENT STUDIES (DAVV) INDORE | | | |
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| M.B.A. (FULL TIME) SEMESTER 1 | | | |
| Subject Name | ORGANIZATIONAL BEHAVIOUR | Subject Code | MS5A-505 |
| | | Total Credits | 03 |
| Subject Nature: DISCIPLINE SPECIFIC COURSE | | | |
| Course Objective: Objective of this course is to help students to understand Human Behavior in organizations at cross cultural level so that they improve their managerial effectiveness. | | | |
| Learning Outcome: At the end of the course learners will be able to; <ol style="list-style-type: none"> 1. Demonstrate an understanding of key terms, theories/ concepts and practices within the field of OB. 2. Demonstrate competence in development and problem solving in the area of management. 3. Analyze the key issues related to administrating the human elements such as Perception, Learning, Motivation, Leadership, Team Building and others. 4. Know the meaning of terminology and tools used in managing employees effectively. | | | |
| 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 / caselet to be discussed in each Unit | | | |
| Course Contents | | | |
| UNIT –I Introduction | 1.1 Definition, concept, need and importance of OB 1.2 Nature and scope of OB 1.3 OB models | | |
| Unit-2 The Individual Behaviour | 2.1 Personality: Determinants and attributes 2.2 Perception: Factors influencing perception, process, Attribution theory 2.3 Learning: Concept, Theories of learning 2.4 Attitude: Concept and types, cognitive dissonance theory | | |
| Unit-3 Motivation | 3.1 Definition, concept and theories of motivation - Maslow's Hierarchy of Needs, Herzberg's Two Factor theory 3.2 ERG theory, Vroom's Expectancy theory, 3.3 Equity theory, Reinforcement theory and Behavior Modification. | | |
| Unit- 4 Group Behaviour | 4.1 Defining and classifying group 4.2 Group development, properties, structure, process 4.3 Group Dynamics: Group think, Group shift 4.4 Teams: Types, creating effective teams | | |
| Unit -5 Leadership | 5.1 Nature and significance of leadership, leadership in different cultures 5.2 Leadership theories and styles, Trait theories, Behavioral theories: Ohio studies, Michigan studies and managerial grid | | |

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| | <p>5.3 Contingency theories: Fiedler’s model, SLT theory, LMX theory Path goal theory.</p> |
| <p>Unit-6 Organizational Change and Conflict Management</p> | <p>6.1 Organizational Change: forces of change, resistance to change Lewin’s change management model 6.2 Meaning of conflict, types, transition in conflict thoughts 6.3 Conflict Process 6.4 Conflict management Techniques.</p> |
| <p>Learning Resources: Text Reading: Latest Edition</p> <ol style="list-style-type: none"> 1. Stephen P. Robbins, Timothy A Judge, Seema Sanghi “Organizational Behaviour”, Pearson Education 2. K. Aswathappa: Organisation Behaviour, Himalya publishing House 3. Fred Luthans, “Organizational Behaviour”, New York, McGraw Hill. 4. John W Newstrom: Organizational Behaviour, Mc Graw Hill 5. Kavita Singh: Organizational Behaviour Text and Cases , Pearson 6. Margie Parikh Rajen Gupta: Organizational Behaviour, Mc Graw Hill 2011 7. P G Aquinas: organizational Behavior, Excel books 8. Udai Pareek, Understanding Organizational Behavior, Oxford Higher Education, 2nd Edition, 2008 9. M.N. Mishra, Organizational Behavior, Vikas Publishing House, Reprint 2008 | |

| INSTITUTE OF MANAGEMENT STUDIES | | | |
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| MBA(FULL TIME)- SEMESTER I | | | |
| Subject Name | MANAGERIAL ECONOMICS | Subject Code | MS5A-507 |
| Subject Nature: DISCIPLINE SPECIFIC COURSE | | | |
| Course Objective: 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"> 1. Analyze how buyers and sellers interact in a free and competitive market to determine prices and quantities of goods. 2. Measure how changes in price and income affect the behavior of buyers and sellers. 3. Use the concept of producer, consumer surplus, and total surplus to explain the outcomes of markets for individuals, firms, and society. 4. Analyze how firms can use various pricing strategies to maximize profit. 5. Evaluate macro-economic factors using various indicators. 6. Utilize strengths and weakness of fiscal and monetary policy to determine an appropriate stabilization policy for a given macroeconomic situation | | | |
| 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 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). | | | |
| Note: One Case / caselet to be discussed in each Unit | | | |
| Course Content | | | |
| UNIT 1 Introduction to economics and managerial economics | Content 1.1 Nature scope, characteristics and significance of managerial economics. 1.2 Relationship of managerial economics with economics, operation research, 1.3 decision making, statistics, accounting. | | |
| UNIT 2 Fundamental concepts: | 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 | | |
| UNIT 3 Supply & Demand Analysis | 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 | | |

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| <p>UNIT4 Production and cost analysis:</p> | <p>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.</p> |
| <p>UNIT 5 Pricing:</p> | <p>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.</p> |
| <p>UNIT 6 Profit:</p> | <p>6.1 Meaning, types and theories of profit, 6.2 Profit planning – break even analysis.</p> |
| <p>UNIT 7 Micro-macro interrelations :</p> | <p>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 econ.</p> |

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:

| INSTITUTE OF MANAGEMENT STUDIES | | | |
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| M.B.A. (FULL TIME) SEMESTER I | | | |
| SUBJECT NAME | BUSINESS ACCOUNTING | SUBJECT CODE | MS5A-509 |
| | | TOTAL CREDITS | 03 |
| SUBJECT NATURE: ABILITY ENHANCEMENT COMPULSORY COURSE | | | |
| COURSE OBJECTIVE: To acquaint participant with the basic concept of Financial Accounting and Cost Accounting. | | | |
| LEARNING OUTCOME: At the end of the course learners will be able to; 1. Practice accounting systems, basics of accounting, accounting books and preparation of trial balance. 2. Apply methods of accounting to analyze business situations and take decision. 3. Illustrate basics of Cost Accounting and related decision criteria. | | | |
| 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 consisting of two sections A and B respectively. Section A will be of 12 marks and have two theory questions out of which a student will be required to do any one . Section B will be of 48 marks and have five numerical/cases out of which a student will be required to do any four . | | | |
| Note: One Case / caselet to be discussed in each Unit | | | |
| COURSE CONTENTS | | | |
| UNIT –I Introduction to Accounting | 1.1. Accounting Evolution, Significance, 1.2. Accounting Principles, Concepts & Conventions, GAAP, Overview of International Accounting Standards, 1.3. Accounting Equation, 1.4. Concept of Capital and Revenue, 1.5. Types of Accounts, 1.6. Rules of Debit and Credit. | | |
| Unit-2 Accounting Cycle | 2.1. Recording of Transactions – Preparation of Journal, Ledger, Trial Balance and Closing Entries including Numerical. 2.2. Preparation of Financial Statements: Trading and P & L Account and Balance Sheet- Concepts, Format of P&L A/C and Balance Sheet with Adjustments (Vertical & Horizontal Formats), including Numerical. | | |
| Unit-3 Treatment of Depreciation | 3.1. Concept, Meaning, Nature, Causes of Depreciation and Other Related Terms. 3.2. Methods of Depreciation: SLM and WDV Methods including Numerical. | | |
| Unit- 4 Introduction to Cost Accounting | 4.1. Understanding and Classifying Cost, Elements of Cost, Component of Total Cost, Classification of Costs and Format, 4.2. Preparation of Cost Sheet and Tender including Practical and Numerical. | | |

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| <p>Unit -5 Standard Costing, Variance Analysis and Budgetary Control</p> | <p>5.1.Meaning of Standard Cost &Variance, Cost Variance – Determination of DirectMaterial Variance, Direct Labor Variance, Sales Variance and Control of Variance, including Numerical. 5.2.Types of Budgets. 5.3. Relationship of Standard Costing and Variance Analysis with Budgetary System including Numerical.</p> |
| <p>Unit-6 Contemporary Issues in Accounting</p> | <p>6.1.Concept of Inflation Accounting, 6.2. Human Resources Accounting.</p> |
| <p>Learning Resources: Text Books: Latest Edition of- R.L. Gupta, and V.K. Gupta, “Principles of Accountancy”, Sultan Chand & Sons. S.N. Maheshwari, “Introduction to Accounting”, Vikas Publishing House, New Delhi. S. N.Maheshwari, “Cost Accounting, Theory and Problems”, VikasPublications,New Delhi.</p> <p>Reference Books: Latest Edition of- S.P. Iyengar, “Cost Accounting”, Sultan Chand & Sons. Robert N. Anthony and James S. Recee, “Accounting Principles”, A.I.T.B.S. Pub. and Distributions, New Delhi. R.P.Rastogi, “Graded Problems and Solutions in Financial Management”, Galgotia Publication, New Delhi.</p> | |

| INSTITUTE OF MANAGEMENT STUDIES | | | |
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| M.B.A. (MARKETING MANAGEMENT) | | | |
| Batch 2021-22 | | | |
| Semester I | | | |
| Subject Name | MANAGERIAL COMMUNICATION | Subject Code | MS5D-509 |
| | | Total Credits | 03 |
| Subject Nature: ABILITY ENHANCEMENT | | | |
| Course Objective: | | | |
| <ul style="list-style-type: none"> • 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 Outcome: | | | |
| <ol style="list-style-type: none"> 1. 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 / caselet to be discussed in each Unit | | | |
| Course Contents | | | |
| 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 Meetings | 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 Writing a resume' | | |

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| | <p>3.7 Types of interviews</p> <p>3.8 Preparation for an interview</p> <p>3.9 Do's and don'ts during an interview</p> <p>3.10 Understanding the group in a group discussion 3.11 Do's and don'ts in a group discussion</p> <p>3.12 Meetings in business and its types</p> <p>3.13 Notice and agenda</p> <p>3.14 Minutes of a meeting</p> <p>3.15 Mannerisms, etiquettes and assertiveness in oral communication</p> |
| Unit-4 Business Writing | <p>4.1 Types of business letters</p> <p>4.2 Structure and format of letters</p> <p>4.3 Memorandums and circulars</p> <p>4.4. e-mails</p> <p>4.5 Text messaging</p> <p>4.6 Report writing</p> <p>4.7 Importance of written communication</p> <p>4.8 Appropriate one in business writing</p> |
| Unit-5 Negotiation Skills | <p>5.1 Need for negotiation</p> <p>5.2 Process of negotiation</p> <p>5.3 Barrier stone gotiation and how to overcome them</p> |
| Unit-6 Issues in Communication | <p>6.1 Handling diversity (gender, culture, ethnicity, etc.)</p> <p>6.2 Tolerance and acceptance of diversity</p> <p>6.3 Emotional intelligence and its impact on communication</p> <p>6.4 Social intelligence and its impact on communication</p> <p>6.5 Ethics in communication.</p> |
| <p>Text Reading: Latest Editions M.Ramanand P.Singh, Business Communication, latest edition, Oxford University Press, India. William V. Ruch, Business Communication, Maxwell Macmillan, New York. Lani Arredono, 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.</p> | |

| INSTITUTE OF MANAGEMENT STUDIES | | | |
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| M.B.A. (FULL TIME) Semester I | | | |
| Subject Name | BUSINESS ETHICS AND MANAGEMENT BY INDIAN VALUES | Subject Code | MS5A- 513 |
| | | Total Credits | 03 |
| Subject Nature: VALUE ADDED COURSE | | | |
| 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. 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 | | | |
| 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 / 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) | | |

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| <p>Unit -5 Sources of Indian Ethos and Management</p> | <p>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> |
| <p>Unit-6 Values for Indian Managers</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 & Ethics in Work 6.5 Life Goals or Purusharthas, Professionalism and Karma Yoga 6.6 Management of the Self and Workplace Spirituality.</p> |
| <p>Unit 7 Models of Motivation and Leadership</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>Learning Resources: (latest Editions of the books and material)</p> <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 | | | |
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| M.B.A. (FULL TIME) SEMESTER I | | | |
| Subject Name | IT APPLICATION FOR MANAGERS | Subject Code | MS5A-515 |
| | | Total Credits | 03 |
| Subject Nature: GENERAL ELECTIVE I | | | |
| 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 / 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, types 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 | 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 | | |

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| computing fundamentals | 3.4 Mobile information access device, mobile computing application |
| Unit- 4 Management Information systems & Security Environment | 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 ,smart card, credit card payment systems 4.5 Risk on e-payment. 4.6 Introduction to Block chain and Crypto currency 4.7 Block chain as an Asset and a Business 4.8 Client-server security, data and message security 4.9 Document security, firewalls. |
| Unit-5 Inter-organization Business | 5.1 EDI application in business 5.2 EDI: legal, security, standardization 5.3 EDI software implementation 5.4 VANs (value added network) Internet based EDI |
| Unit – 6 Online Marketing Concepts | 6.1 Marketing Communication 6.2 Marketing Tools 6.3 Virtual Factory, Strategies for Electronic Business, Making Money on net 6.4 Web portals and vortals concepts, Search Engine Optimization. |
| Book Reference: | |
| <ol style="list-style-type: none"> 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 | | | |
|--|---|----------------------|-----------------|
| M.B.A. (FULL TIME) SEMESTER I | | | |
| Subject Name | QUANTITATIVE METHODS | Subject Code | MS5A-551 |
| | | Total Credits | 03 |
| Subject Nature: GENERAL ELECTIVE II | | | |
| Course Objective: | | | |
| <ul style="list-style-type: none"> ● To expose the students to the different mathematical and 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; | | | |
| 1. Interpret and Organize the data to get solutions to managerial issues. | | | |
| 2. Attain mathematical and statistical skills for solving the management problems | | | |
| 3. Apply statistical tools for managerial decision making | | | |
| 4. Understand the concepts of probability for better understanding of the real world situations | | | |
| 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 / caselet to be discussed in each Unit | | | |
| Course Contents | | | |
| UNIT –I Sets, Functions, and Progressions | 1.1. Sets, Functions 1.2 Progressions– Arithmetic and Geometric Progressions | | |
| 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 Measurement of Central Tendency 3.3 Measurement of Variations 3.4 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. | | |

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| Unit-6 Time Series | 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. | |
| Unit – 7 Statistical Decision Theory | 7.1 Decision making process 7.2 Decisions under Uncertainty and Decisions under Risk. | |
| | TOTAL CLASSROOM CONTACT SESSIONS | 40 |
| <p>Text Reading: Latest Editions</p> <ol style="list-style-type: none"> 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, VeenaElhance and B. M. Aggrawal, “Fundamentals of Statistics”, Allahabad: Kitab Mahal. | | |