

**Institute of Management Studies**  
**Devi Ahilya Vishwavidyalaya,**  
**Indore**



**Syllabus**  
**M.B.A. (Full Time)**  
**Batch 2023 - 2025**



**Institute of Management Studies**  
**Devi Ahilya Vishwavidyalaya**  
**Takshashila Campus, Khandwa Road,**  
**Indore- 452001, Madhya Pradesh**  
**Website: <http://www.ims.dauniv.ac.in/>**

# **MBA (Full Time) 2 YEARS**

**Batch 2023-2025**

**PROGRAMMECODE:MS5A**

## **PROGRAMME OBJECTIVES**

<b>S.No.</b>	<b>Particulars</b>
1.	To prepare the students in such a way so that they become capable and confident business professionals at the end of the program.
2.	To equip the students with the concept and methods of business enabling them to plan, design and carry out business plans / strategies.
3.	To enable students, understand concepts, tools and skills for business research and analysis and its application in the efficient conduct of business.
4.	To enable the students to gain acumen, insight and through knowledge relating to the various aspects of business and economy.
5.	To enable the students to develop the ability to take rationale and informed decisions by taking into consideration the different perspectives and their outcomes related to business.

## Programme Outcomes MBA (Full Time)

The MBA (Full Time) students are expected to exhibit following set of knowledge, skills, values and attitudes:

**PO1: Business Environment and Domain Knowledge:** Management graduates will be able to improve their awareness and knowledge about functioning of local and global organizations. They will be able to understand how to develop new businesses and enterprises, identify potential business opportunities, and explore entrepreneurial opportunities.

**PO2: Critical thinking and Problem Solving:** Graduates will have competencies in quantitative and qualitative techniques helping them to solve critical business problems at both operational and strategic level. They will develop a thought process which will help them to critically analyze the situations and derive optimum solutions.

**PO3: Cross-Cultural Understanding:** Graduates will be able to develop skills which will help them to work in organizations having employees from varied cultures and also developing cultural quotient among them.

**PO4: Social Responsiveness and Ethics:** Graduates will develop responsiveness towards contemporary market needs and explore ethical solutions that are not detrimental to the physical, psychological or social health of stakeholders. They will learn to handle ethical dilemmas. They will be able to identify opportunities for social entrepreneurship, design sustainable business solutions and demonstrate ethical standards in managerial decisions.

**PO5:**

**Effective Communication:** Graduates will exhibit competence in business communication, supported by effective use of appropriate technology, logical reasoning and articulation of ideas. Graduates will develop effective oral and written communication skills and become competent in digital communication.

**PO6: Leadership and Teamwork:** Graduates are expected to collaborate and lead teams across organizational boundaries and demonstrate leadership qualities, maximizing the usage of diverse skills of team members in the related context.

**MBA Full Time  
2023 -2025  
Course Scheme**

<b>S. No.</b>	<b>CODE</b>	<b>COURSE</b>	<b>CREDIT</b>
1	MS5A-501	Management PrinciplesandPractices	3
2	MS5A-503	MarketingManagement–I	3
3	MS5A-505	OrganizationBehavior	3
4	MS5A-507	ManagerialEconomics	3
5	MS5A-509	QuantitativeMethods	3
6	MS5A-511	Accounting for Managers	3
7	MS5A-513	IT for Business Application	3
8	MS5A-515	ManagerialCommunication	3
9	MS5A-551	Comprehensive Viva	3 Virtual Credit

<b>INSTITUTE OF MANAGEMENT STUDIES</b>			
<b>M.B.A. (FULL TIME) Semester I</b>			
<b>Subject Name</b>	<b>Management Principles and Practices</b>	<b>Subject Code</b>	<b>MS5A-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>Course Contents</b>			
<b>UNIT –I Concept of Management</b>	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.		
<b>Unit-2 Planning and Strategies</b>	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		
<b>Unit-3 Organizing</b>	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. 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.		
<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>	5.1 Concept and Process of Control, Control Techniques 5.2 Human Aspects of Control, Control as a Feedback System 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
<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.

**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. (FULL TIME) SEMESTER 1			
SUBJECT NAME	MARKETING MANAGEMENT-I	SUBJECT CODE	MS5A-503
		TOTAL CREDITS	03
<b>SUBJECT NATURE: DISCIPLINE SPECIFIC COURSE</b>			
<b>Course Objective:</b>			
<ol style="list-style-type: none"> <li>To familiarize the students with marketing concepts and practices.</li> <li>To acquaint them with the challenges of marketing environment and competition;</li> <li>To expose them to the elements of marketing mix; and develop their capacity to understand marketing applications</li> </ol>			
<b>Learning Outcome:</b>			
At the end of the course learners will be able to;			
<ol style="list-style-type: none"> <li>Identify core concepts of marketing and the role of marketing in society.</li> <li>Collect and analyze consumer and market data to make informed decisions.</li> <li>Formulate branding and integrated marketing communications plan that include value propositions.</li> <li>Propose effective solutions to customers' needs.</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>Course Contents</b>			
<b>Unit - 1 Marketing Concepts</b>	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.		
<b>Unit - 2 Marketing Environment, and Research</b>	2.1 Scanning the Marketing Environment. 2.2 Marketing Information System 2.3 Marketing Research Process 2.4 Applications of Marketing Research		
<b>Unit - 3 Consumer Behavior</b>	3.1 Understanding Consumer Behavior - Concept and Applications 3.2 Factors Influencing Buying Behavior, 3.3 Buying Decision Process		
<b>Unit-4 Market Segmentation, Targeting, Positioning</b>	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.		
<b>Unit - 5 Marketing Strategies</b>	5.1 Developing Marketing Strategies 5.2 Understanding Marketing Mix		
<b>Unit - 6 Product Decisions</b>	6.1 Objectives, 6.2 Product classification, 6.3 Product-Mix, 6.4 Product life cycle strategies		
<b>Learning Resources:</b>			
<ol style="list-style-type: none"> <li>Philip Kotler, and Gary Armstrong, " <b>Principles of Marketing</b>", Latest Edition, Pearson Education.</li> <li>Philip Kotler, Kelvin Lane Keller, Abraham Koshy, Mithileshwar Jha "<b>Marketing Management - A South Asian Perspective</b>" –New Delhi: Pearson Education.</li> </ol>			
<b>Reference Books:</b>			
<ol style="list-style-type: none"> <li>Willam J. Stanton, Michael J. Etzel and Bruce J. Walker, Ajay Pandit "<b>Marketing Concepts and Cases</b>", Tata Mc Graw Hill.</li> </ol> Rajan Saxena, <b>Marketing Management</b> , , Tata McGraw Hill			

**INSTITUTE OF MANAGEMENT STUDIES (DAVV) INDORE****M.B.A. (FULL TIME) SEMESTER I**

<b>Subject Name</b>	<b>ORGANIZATION BEHAVIOUR</b>	<b>Subject Code</b>	<b>MS5A-505</b>
		<b>Total Credits</b>	<b>03</b>

**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;

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 administering 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 / case let to be discussed in each Unit

**Course Contents**

<b>UNIT –I Introduction</b>	1.1 Definition, concept, need and importance of OB 1.2 Nature and scope of OB 1.3 OB models
<b>Unit-2 The Individual Behaviour</b>	2.1 <b>Personality:</b> Determinants and attributes 2.2 <b>Perception:</b> Factors influencing perception, process, Attribution theory 2.3 <b>Learning:</b> Concept, Theories of learning 2.4 <b>Attitude:</b> Concept and types, cognitive dissonance theory
<b>Unit-3 Motivation</b>	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.
<b>Unit- 4 Group Behaviour</b>	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
<b>Unit -5 Emotional Intelligence and Leadership</b>	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 5.3 Contingency theories: Fiedler's model, SLT theory, LMX theory Path goal theory 5.4 Emotional Intelligence – Framework 5.5 EI Implications for an individual and managerial effectiveness.
<b>Unit-6 Dynamics of OB (Culture, Change, and Stress Management)</b>	6.1 Organizational Change: forces of change, resistance to change Lewin's change management model 6.2 Concept, Relationship of Culture with OB and Levels of organizational culture. Analyzing, managing and changing organizational culture, Implications for managers at national and global levels 6.3 Work stress: Understanding stress, Potential sources consequences and coping strategies



**Learning Resources:****Text Reading:** Latest Edition

1. Stephen P. Robbins, Timothy A Judge, Neharika Vohra, "Organizational Behavior", Pearson Education.
2. Nishant Uppal and Sujit Shekhar Maharana, "Contemporary Organizational Behavior", Wiley Publications.
3. Fred Luthans, "Organizational Behavior", New York, McGraw Hill.
4. John W Newstrom: Organizational Behavior, Mc Graw Hill
5. Kavita Singh: Organizational Behaviour Text and Cases, Pearson
6. Margie Parikh Rajen Gupta: Organizational Behaviour, Mc Graw Hill.
7. Udai Pareek, Understanding Organizational Behaviour, Oxford Higher Education.
8. M.N. Mishra, Organizational Behavior, Vikas Publishing House.

<b>INSTITUTE OF MANAGEMENT STUDIES</b>			
<b>MBA(FULL TIME)- SEMESTER I</b>			
<b>Subject Name</b>	<b>MANAGERIAL ECONOMICS</b>	<b>Subject Code</b>	<b>MS5A-507</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 / case let to be discussed in each Unit			
<b>Course Contents</b>			
<b>UNIT 1 Introduction to economics and managerial economics;</b>	<b>Content</b> 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.		
<b>UNIT 2 Fundamental concepts:</b>	2.1 Incremental reasoning, Marginal analysis, Equimarginal 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>	<b>3.1</b> – Concept, Determinates & Types of Demand. Utility and its types, law of Diminishing Marginal utility. <b>3.2</b> Demand Function, Law of Demand. Elasticity of Demand Price, Income, Cross, <b>3.3</b> Advertising & price expectation. Demand Forecasting		
<b>UNIT 4 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>	5.1Price determination under perfect competition. 5.2Monopoly and Price Discrimination, Monopolistic Competition, 5.3Oligopoly – kinked demand curve, cartel formation, 5.4price leadership.
<b>UNIT 6 Profit:</b>	6.1 Meaning, types and theories of profit, 6.2profit planning – break even analysis.
<b>Unit 7:Introduction to National Income</b>	National Income Concepts - Models of National Income Determination - Economic Indicators - Technology and Employment - Issues and Challenges – Business Cycles – Phases Management of Cyclical Fluctuations - Fiscal and Monetary Policies.

**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****M.B.A. (FULL TIME) SEMESTER I**

<b>Subject Name</b>	<b>QUANTITATIVE METHODS</b>	<b>Subject Code</b>	<b>MS5A-509</b>
		<b>Total Credits</b>	<b>03</b>

**Subject Nature: GENERAL ELECTIVE II****Course Objective:**

- 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;

1. Interpret and Organize 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.

**Course Contents**

<b>UNIT –I Sets, Functions, and Progressions</b>	1.1. Sets, Functions, and Progressions 1.2 Functions, 1.3 Progressions (with specific applications to compounding and discounting techniques)
<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 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
<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 Methods of Studying Components of Time Series: Measurement of trend, Measurement of seasonal variations Measurement of cyclic variations 6.4 Introduction to Fibonacci Series
<b>Unit – 7 Statistical Decision Theory</b>	7.1 Decision making process 7.2 Decisions under Uncertainty and Decisions under Risk
<b>Text Reading: Latest Editions</b>	

1. J.K. Sharma, "**Mathematics for Management and Computer Applications**", Galgotia Publication.
2. M Raghavachari, "Mathematics for Management", Tata McGraw Hill.
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.N. Elhance, Veena Elhance and B. M. Aggrawal, "**Fundamentals of Statistics**", Allahabad: Kitab Mahal.

**INSTITUTE OF MANAGEMENT STUDIES****M.B.A. (FULL TIME)****SEMESTER I**

<b>SUBJECT NAME</b>	<b>ACCOUNTING FOR MANAGERS</b>	<b>SUBJECT CODE</b>	<b>MS5A-511</b>
		<b>TOTAL CREDITS</b>	<b>03</b>

**SUBJECT NATURE: ABILITY ENHANCEMENT COMPULSORY COURSE****COURSE OBJECTIVE:**

To acquaint participant with the basic concept of Financial Accounting, Cost Accounting and Management 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 management 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**.

**COURSE CONTENTS**

<b>UNIT –I Introduction to Accounting</b>	<b>1.1.</b> Accounting Evolution, Significance, <b>1.2.</b> Accounting Principles, Concepts & Conventions, GAAP, Overview of International Accounting Standards, <b>1.3.</b> Accounting Equation, <b>1.4.</b> Concept of Capital and Revenue, <b>1.5.</b> Types of Accounts, <b>1.6.</b> Rules of Debit and Credit.
<b>Unit-2 Accounting Cycle</b>	<b>2.1.</b> Recording of Transactions – Preparation of Journal, Ledger, Trial Balance, Closing Entries Subsidiary Books, Types of cash Books including Numerical. <b>2.2.</b> 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), Opening Entries including Numerical.
<b>Unit-3 Treatment of Depreciation</b>	<b>3.1.</b> Concept, Meaning, Nature, Causes of Depreciation and Other Related Terms. <b>3.2.</b> Methods of Depreciation: SLM and WDV Methods including Numerical.
<b>Unit- 4 Introduction to Cost Accounting</b>	<b>4.1.</b> Understanding and Classifying Cost, Elements of Cost, Component of Total Cost, Classification of Costs and Format, <b>4.2.</b> Preparation of Cost Sheet and Tender including Practical and Numerical.
<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 Numerical. <b>5.2.</b> Types of Budgets. <b>5.3.</b> Relationship of Standard Costing and Variance Analysis with Budgetary System including Numerical.

**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”, Vikas Publications, New Delhi.

**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.

**INSTITUTE OF MANAGEMENT STUDIES****M.B.A. (Full Time)  
Semester I**

<b>Subject Name</b>	<b>I.T for Business Application</b>	<b>Subject Code</b>	<b>MS5A-513</b>
		<b>Total Credits</b>	<b>03</b>

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

- To get a thorough update of Information Technology used in Business Organizations.
- To develop understanding of managerial aspects so as to use Information Technology effectively and efficiently.
- To develop capability to integrate different but related aspects of Information Technology.
- To develop a view of IT Management, especially, for a large organization.
- To appreciate IT Management as an independent and important field of work, different from IT for Management.
- To develop conceptual understanding about latest developments in the field of information Technology and the impact of IT in managing a business.
- To learn to use Information Technology to gain competitive advantage in business.
- To learn from, with a view to emulate, entrepreneurial ventures in e-Commerce and m-Commerce.
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**Learning Outcome:**

- The student will be able to apply the basic IT tools for managerial decision making.
- The student will be able to apply data management tools in corporate organizations.
- The student will be able to work in MIS enabled organizations.
- The student will be able to communicate using internet facilities.

1.

**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.

**Course Contents**

<b>UNIT –I Over View of Computer</b>	Concept of Data, Information and Information Technology and its applications in Business and Management, Computer System, Hardware, Software, Operating Systems, Computer Language.
<b>Unit-2 Application Software Management</b>	Word processing using MS Word, Spread Sheet using MS Excel, Business Presentation using Power Point.
<b>Unit-3 Networking Management</b>	Internet Basics – Intranet and Extranet – Overview of Networking, Networking components, Definitions: Standards and Protocols.



<b>Unit -4 Information Systems Calcification</b>	Need, Purpose and Objectives - Data, Information, Knowledge – Types of Information Systems - Information as a strategic resource - Use of information for competitive advantage. Decision Support Systems Executive Support Systems - Expert Systems and Knowledge Based Expert Systems. (Project / Case Studies)
<b>Unit – 5 Information System development</b>	Information System Development Life Cycle - All phases, System Analysis, Structured Analysis Tools, System Design, Input-Output and process design consideration. Project / Case Studies)
<b>Unit-6 E Business Models, Security Issues</b>	E-Business Models and Applications, Information Security and Control Dimensions. Types of Computer Crime, IT ACT, Security Defenses – System Controls and Audit. (Assignment / Case Studies)
<b>Unit -7 Latest trends in IT</b>	Mobile computing, Cloud computing, Data Warehousing and Data Mining. Social Media Evolution in Business Functions, Convergence of applications and technology.

**Text Reading: Latest Editions**

1. Management Information System Obrien, Marakas, Behl 9<sup>th</sup> Edition Tata McGraw Hill
2. Management Information Systems W S Jawadekar, 4<sup>th</sup> Edition Tata McGraw Hill
3. IT system Management by Rich Schiesser
4. Enterprise Computing by Alan R. Simpson
5. Computer Applications In Management (With Cd ), Dr. Niranjana Shrivastava ,Wiley India Pvt. Limited,
6. Management Information Systems by Jaiswal and Millal, Oxford University Press
7. Business Information Systems, 5<sup>th</sup> edn: Technology, Development and Management for the E-Business: Author Paul Bocij, Andrew Greasley, Simon Hickie ,Pearson Education Limited,
8. Management Information Systems by C.S.V. Murthy
9. Management Information System by Davis and Olson, Tata McGraw Hill

## INSTITUTE OF MANAGEMENT STUDIES

**M.B.A. (Full Time)**

**Semester I**

<b>Subject Name</b>	<b>MANAGERIAL COMMUNICATION</b>	<b>Subject Code</b>	<b>MS5A -515</b>
		<b>Total Credits</b>	<b>03</b>
<b>Subject Nature: ABILITY ENHANCEMENT</b>			
<b>Course Objective:</b>			
<ul style="list-style-type: none"> <li>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.</li> </ul>			
<b>Learning Outcome:</b>			
<p>At the end of the course students should be able to;</p> <p>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.</p>			
<b>Examination Scheme:</b>			
<p>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).</p>			
<b>Course Contents</b>			
<b>Unit-1 Nature of Business Communication</b>	Need, importance and purposes of communication in organizations Elements and environment of communication Models of communication Forms and networks of organizational communication Types of communication barriers and how to overcome them Listening, types of listening and effective listening Elements of effective communication		
<b>Unit-2 Non-verbal Communication</b>	Importance of appearance and how to use it as a tool in communication Body language and oculesics Paralanguage Proxemics Chronemics Haptics Using non-verbal tools (oral and written) to communicate effectively		
<b>Unit-3 Presentations, Interviews, Group Discussions and Business Meetings</b>	Preparation of content for presentation Understanding the audience Importance of rehearsals Using visual aids in presentations Handling questions Writing a resume Types of interviews Preparation for an interview Do's and don'ts during an interview Understanding the group in a group discussion Do's and don'ts in a group discussion Meetings in business and its types Notice and agenda Minutes of a meeting		

	Mannerisms, etiquettes and assertiveness in oral communication
<b>Unit-4 Business Writing</b>	Types of business letters Structure and format of letters Memorandums and circulars e-mails Text messaging Report writing Importance of written communication Appropriate tone in business writing
<b>Unit-5 Negotiation Skills</b>	Need for negotiation Process of negotiation Barriers to negotiation and how to overcome them
<b>Unit-6 Issues in Communication</b>	Handling diversity (gender, culture, ethnicity, etc.) Tolerance and acceptance of diversity Emotional intelligence and its impact on communication Social intelligence and its impact on communication Ethics in communication.

**Text Reading: Latest Editions**

M. Raman and 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.