

**INSTITUTE OF MANAGEMENT STUDIES**  
**Devi Ahilya University, INDORE**  
**Institute of Management Studies**  
**Devi Ahilya Vishwavidyalaya Indore**  
**MBA (Marketing Management) MS5D**  
**Semester I**  
**Batch 2017-19**

**Programme Objectives:**

1. To empower students with a 360degree exposure of marketing as a unique yet integral functional area of business management.
2. To impart in-depth knowledge of the varied functionalities of marketing to ensure global employability of students.
3. To encourage and to empower students with requisite knowledge, skills and abilities to start their own ventures.

**Semester I**

<b>S. No.</b>	<b>Code</b>	<b>Subjects</b>	<b>Credits</b>
1	MM101C	Fundamentals of Management	3
2	MM102C	Quantitative Methods	3
3	MM103C	Organisational Behaviour	3
4	MM104C	Business Accounting	3
5	MM105C	Marketing Management	3
6	MM106C	Business Ethics & Management by Indian Values	3
7	MM107C	IT for Business Applications	3
8	MM108C	Business Communication	3
9	MM109C	Comprehensive Viva-voce	3
		<b>Total Credits</b>	<b>27</b>

<b>INSTITUTE OF MANAGEMENT STUDIES</b>			
<b>M.B.A. (MARKETING MANAGEMENT)</b>			
<b>Batch 2017-19</b>			
<b>Semester - I</b>			
<b>Subject Name</b>	<b>FUNDAMENTALS OF MANAGEMENT</b>	<b>Subject Code</b>	<b>MM-101C</b>
		<b>Total Credits</b>	<b>03</b>
<b>Subject Nature: CORE</b>			

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<b>Course Objective:</b>		
<ul style="list-style-type: none"> <li>• To expose the students to the different functions performed by managers, the roles they have to perform for those functions, and the knowledge and skills they have to develop for the roles through real life examples and cases;</li> <li>• To provide the necessary foundation for all other courses based on management practices across the world</li> </ul>		
<b>Learning Outcome:</b>		
At the end of the course students should be able to;		
<ol style="list-style-type: none"> <li>1. Define management and explain how management differs according to level and whether a manager is a line manager or an enabling role.</li> <li>2. Briefly describe and contrast four models of management; rational, goal, scientific, human relations, open systems</li> <li>3. Describe and attain some elementary level of skills in the main management processes; planning, organizing, decision making and control.</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>Class Room Contact Sessions</b>
<b>Unit-1 Management Concept and Theories</b>	<b>1.1.</b> Concept and Nature of Management. <b>1.2.</b> Role and Responsibility and Functions of Manager. <b>1.3.</b> Managerial Skill and Organization Hierarchy. <b>1.4.</b> Evolution of Management Thoughts – (Classical School, Taylor, Fayol & Weber's Contribution) <b>1.5.</b> Neoclassical Theory (Elton Mayo Contribution) Modern Theory (Contingency & System Approach)	<b>07</b>
<b>Unit-2 Planning</b>	<b>2.1.</b> Nature and Purpose of Planning. <b>2.2.</b> Types of Planning. <b>2.3.</b> Planning Process. <b>2.4.</b> Nature and Objectives, MBO; Process, Benefits and Limitations.	<b>08</b>
<b>Unit-3 Strategies, Policies and Planning</b>	<b>3.1.</b> Nature and Process of Planning. <b>3.2.</b> Strategies Planning Process. <b>3.3.</b> TOWS Matrix. Porter's Model <b>3.4.</b> Porter's Generic Competency Model. <b>3.5.</b> Planning & Forecasting.	<b>08</b>
<b>Unit-4 Organizing</b>	<b>4.1.</b> Nature and Purpose of Organizing, <b>4.2.</b> Organizational Design & Types. <b>4.3.</b> Organizational Structure; Departmentalization. <b>4.4.</b> Line/Staff Authority & Decentralization, Delegation.	<b>09</b>
<b>Unit-5 Controlling</b>	<b>5.1.</b> Concept and Process of Control. <b>5.2.</b> Control Techniques. <b>5.3.</b> Human aspects of Controlling.	<b>08</b>

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	<b>5.4. USE of IT in Controlling.</b>	
<b>Unit-6 Decision Making</b>	<b>6.1. Decision Making.</b> <b>6.2. Nature, Types &amp; Scope of Managerial Decision Making Process</b> <b>6.3. Models of Decision Making</b> <b>6.4. Certainty in Decision Making</b>	<b>05</b>
	<b>TOTAL CLASSROOM CONTACT SESSIONS</b>	<b>45</b>
<b>Learning Resources:</b>		
<b>Text Books:</b>		
<ol style="list-style-type: none"> <li>1. Horold Koontz, O'Donnell and Heinz Weihrich, "Essentials of Management" New Delhi, Tata McGraw Hill, Latest Edition.</li> <li>2. R.D. Agrawal, "Organization and Management" New Delhi, Tata McGraw Hill Latest Edition.</li> </ol>		
<b>Reference Books:</b>		
<ol style="list-style-type: none"> <li>1. Horold Koontz, Heinz Weihrich, "Management: A Global Perspective" New Delhi Tata McGraw hill, Latest Edition.</li> <li>2. Robert Krietner, "Management" Houghton Mifflin CO. Latest Edition.</li> <li>3. Stephen Robbins "Management" 8th Ed. New Delhi Pearson Latest Edition.</li> </ol>		

<b>INSTITUTE OF MANAGEMENT STUDIES</b>			
<b>M.B.A. (MARKETING MANAGEMENT)</b>			
<b>Batch 2017-19</b>			
<b>Semester I</b>			
<b>Subject Name</b>	<b>QUANTITATIVE METHODS</b>	<b>Subject Code</b>	<b>MM-102C</b>
		<b>Total Credits</b>	<b>03</b>
<b>Subject Nature: INTERDISCIPLINARY</b>			
<b>Course Objective:</b>			
<ul style="list-style-type: none"> <li>• To expose the students to the different statistical tools used by managers for effective decision making. through real life examples and cases;</li> <li>• To provide the necessary foundation for all other courses.</li> </ul>			
<b>Learning Outcome:</b>			
At the end of the course students should be able to;			
<ol style="list-style-type: none"> <li>1. Interpret the data to get solutions to the problems in the corporate world.</li> <li>2. Classify, present the data as per the requirements of the practicing managers.</li> <li>3. Describe and attain some elementary level of mathematical and statistical skills for the management processes; planning, organizing, decision-making and control.</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.			

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<b>Course Contents</b>		<b>Class Room Contact Sessions</b>
<b>Unit-1 Sets, Functions, and Progressions</b>	<b>1.1.</b> Sets, Functions, and Progressions, <b>1.2.</b> Functions, <b>1.3.</b> Progressions (with specific applications to compounding and discounting techniques)	<b>08</b>
<b>Unit-2 Determinants and Matrices</b>	<b>2.1.</b> Determinants and Matrices Types of Matrices, <b>2.2.</b> Operations on Matrices, <b>2.3.</b> Adjoint Matrix and Inverse Matrix, <b>2.4.</b> Solution of Simultaneous Linear Equations using Matrices, <b>2.5.</b> Input / Output Analysis.	<b>07</b>
<b>Unit-3 Introduction to Statistics</b>	<b>3.1.</b> Introduction to Statistics, <b>3.2.</b> Introduction to Measurement of Central Tendency, <b>3.3.</b> Introduction to Measurement of Variations.	<b>06</b>
<b>Unit-4 Probability Theory and Probability Distributions</b>	<b>4.1.</b> Probability: Concepts, <b>4.2.</b> Additive and Multiplicative Theorem, <b>4.3.</b> Conditional Probability, Baye's Theorem, <b>4.4.</b> Binomial, Poisson and Normal Distributions - Their Characteristics and Applications.	<b>08</b>
<b>Unit-5 Correlation &amp; Regression</b>	<b>5.1.</b> Correlation (Karl Pearson's and Spearman's Coefficient), <b>5.2.</b> Methods of computing simple regression.	<b>06</b>
<b>Unit-6 Time Series</b>	<b>6.1.</b> Time Series and its Components, <b>6.2.</b> Models of Time Series, <b>6.3.</b> Methods of Studying Components of Time Series: Measurement of Trend, Measurement of Seasonal Variations Measurement of Cyclic Variations.	<b>06</b>
<b>Unit-7 Statistical Decision Theory</b>	<b>7.1.</b> Decision making process <b>7.2.</b> Decisions under Uncertainty and Decisions under Risk	<b>04</b>
<b>TOTAL CLASSROOM CONTACT SESSIONS</b>		<b>45</b>

**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.

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<b>M.B.A. (MARKETING MANAGEMENT)</b>			
<b>Batch 2017-19</b>			
<b>Semester I</b>			
<b>Subject Name</b>	<b>ORGANISATIONAL BEHAVIOUR</b>	<b>Subject Code</b>	<b>MM 103C</b>
		<b>Total Credits</b>	<b>03</b>
<b>Subject Nature: GENERIC</b>			
<b>Course Objective:</b>			
<p>This course aims to improve students understanding of human behavior in organization and the ability to lead people to achieve more effectively toward increased organizational performance. After completing this course, students should be able to:</p> <ol style="list-style-type: none"> <li>1. Understand individual behavior in organizations, including diversity, personality, attitude perception, learning and motivational theories.</li> <li>2. Understand group behavior in organizations, including group and team development leadership, conflict management</li> <li>3. Understand the organizational system, including organizational culture, change and stress management.</li> </ol>			
<b>Learning Outcome:</b>			
<ol style="list-style-type: none"> <li>1. Students will find keys to understand people</li> <li>2. Students can find the basis of individual and group behavior</li> <li>3. Students will develop various soft skills</li> </ol>			
<b>Examination Scheme:</b>			
<p>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 case(s).</p>			
<b>Course Contents</b>			<b>Class Room Contact Sessions</b>
<b>Unit-1 Introduction</b>	<b>1.1.</b> Definition, concept, need and importance of OB <b>1.2.</b> Nature and scope of OB <b>1.3.</b> OB models <b>1.4.</b> Case(s) on OB concepts to be discussed in class		<b>04</b>
<b>Unit-2 The Individual Behaviour</b>	<b>2.1. Personality:</b> Determinants and attributes <b>2.2. Perception:</b> Factors influencing perception, process, Attribution theory <b>2.3. Learning:</b> Concept, Theories of learning <b>2.4. Attitude:</b> Concept and types, cognitive dissonance theory <b>2.5. case(s)</b> on individual behavior to be discussed in class		<b>08</b>
<b>Unit-3 Motivation</b>	<b>3.1. Concept</b> <b>3.2. Early Theories:</b> Maslow's Hierarchy of Needs, Gregor's theory X and Y, Two factor theory of Herzberg <b>3.3. Contemporary theory of motivation:</b> Vrooms Expectancy Reinforcement theory <b>3.4.</b> One case on Motivation to be discussed in class		<b>05</b>

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<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 4.5. One case on Group behavior to be discussed in class.	<b>07</b>
<b>Unit-5 Leadership</b>	5.1. Nature and significance of leadership 5.2. Trait theories 5.3. Behavioural theories: Ohio studies, Michigan studies managerial grid 5.4. Contingency theories: Fiedler model, SLT theory, LMX theory Path goal theory 5.5. One case on leadership to be discussed in class	<b>08</b>
<b>Unit-6 Conflict</b>	6.1. Meaning of conflict, types, transition in conflict thoughts 6.2. Conflict Process 6.3. Conflict management Techniques 6.4. One case on conflict management to be discussed in class	<b>05</b>
<b>Unit-7 Dynamics of OB</b>	7.1. Organizational Change: forces of change, resistance to change Lewin's change management model 7.2. Work stress: Understanding stress, Potential sources consequences and coping strategies 7.3. Organizational culture: creating and sustaining culture 7.4. One case on change and stress management to be discussed in class	<b>08</b>
	<b>TOTAL CLASSROOM CONTACT SESSIONS IN HOURS</b>	<b>45</b>
<b>Learning Resources:</b> <b>Text Books:</b> 2. Fred Luthans, "Organizational Behaviour", New York, McGraw Hill. 3. Bill Scott, "The Skills of Communications", Jaico Publications, Bombay. 4. John W. Newstrom and Keith Davis, "Organizational Behaviour: Human Behaviour at Work" New Delhi, Tata McGraw Hill.  <b>Reference Books:</b> 1. Change Management – Murthy, C. S. V. 2. How to study an Organization – Prof. Giuseppe Bonaz.		

<b>M.B.A. (MARKETING MANAGEMENT)</b>			
<b>BATCH 2017-19</b>			
<b>SEMESTER I</b>			
<b>SUBJECT NAME</b>	<b>BUSINESS ACCOUNTING</b>	<b>SUBJECT CODE</b>	<b>MM-104C</b>
		<b>TOTAL CREDITS</b>	<b>03</b>
<b>SUBJECT NATURE: GENERIC</b>			
<b>COURSE OBJECTIVE:</b>			
To acquaint participant with the basic concept of Financial Accounting and Cost Accounting.			

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<b>LEARNING OUTCOME:</b>		
At the end of the course students should be able to;		
<ol style="list-style-type: none"> <li>1. Understand basics of double entry system and other accounting system, basic of accounting, maintaining of accounting books as per accounting cycle and preparation of trial balance.</li> <li>2. Finalize Accounting Statements of Individuals.</li> <li>3. Understand basic of Cost Accounting and related decision criteria.</li> </ol>		
<b>EXAMINATION SCHEME:</b>		
The faculty member will award internal marks out of 40 based on three assessments of 20 marks each, of which best two will be considered. The end semester examination will be worth 60 marks consisting of two sections A and B respectively. Section A will be of 12 marks and have <b>two</b> theory questions out of which a student will be required to do any <b>one</b> . Section B will be of 48 marks and have <b>five</b> numerical/cases out of which a student will be required to do any <b>four</b> .		
<b>CourseContents</b>		<b>Class Room Contact Sessions</b>
<b>Unit-1 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>08</b>
<b>Unit-2 Accounting Cycle</b>	<b>2.1.</b> Recording of Transactions – Preparation of Journal, Ledger, Trial Balance and Closing Entries including Numericals. <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), including Numericals.	<b>12</b>
<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 Numericals.	<b>05</b>
<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 Numericals.	<b>10</b>
<b>Unit-5 Standard Costing, Variance Analysis and Budgetary Control</b>	<b>5.1.</b> Meaning of Standard Cost & Variance, Cost Variance – Determination of Direct Material Variance, Direct Labor Variance, Sales Variance and Control of Variance, including Numericals. <b>5.2.</b> Types of Budgets. <b>5.3.</b> Relationship of Standard Costing and Variance Analysis with Budgetary System including Numericals.	<b>09</b>

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<b>Unit-6 Contemporary Issues in Accounting</b>	7.1. Concept of Inflation Accounting, 7.2. Human Resources Accounting.	<b>1</b>
<b>TOTAL SESSIONS</b>		<b>45</b>
<p><b>Learning Resources:</b>  <b>Text Books: Latest Edition of-</b>            R.L. Gupta, and V.K. Gupta, “Principles of Accountancy”, Sultan Chand &amp; Sons.            S.N. Maheshwari, “Introduction to Accounting”, Vikas Publishing House, New Delhi.            S. N. Maheshwari, “Cost Accounting, Theory and Problems”, Vikas Publications, New Delhi.</p> <p><b>Reference Books: Latest Edition of-</b>            S.P. Iyengar, “Cost Accounting”, Sultan Chand &amp; 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>		

<b>INSTITUTE OF MANAGEMENT STUDIES</b>			
<b>M.B.A. (MARKETING MANAGEMENT)</b>			
Batch 2017-19			
Semester I			
<b>Subject Name</b>	<b>MARKETING MANAGEMENT</b>	<b>Subject Code</b>	<b>MM-105C</b>
		<b>Total Credits</b>	<b>03</b>
<b>Subject Nature: CORE</b>			
<b>Course Objective:</b>			
<ul style="list-style-type: none"> <li>• The objectives of the course are to equip the students with the concept and methods of Marketing.</li> <li>• The students will be able to plan, design and carry out marketing using the techniques discussed.</li> </ul>			
<b>Learning Outcome:</b>			
At the end of the course students should be able to;			
<ol style="list-style-type: none"> <li>4. Help to get a basic understanding of marketing concepts.</li> <li>5. Develop skills for marketing.</li> <li>6. Attain some elementary level of knowledge of sales and marketing.</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>Class Room Contact Sessions</b>



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<b>Unit – 1 Marketing Concepts</b>	1.1.Customer Value and Satisfaction 1.2.Customers Delight 1.3.Conceptualizing Tasks and Philosophies of Marketing Management 1.4.Value chain 1.5. Scanning the Marketing Environment.	<b>07</b>
<b>Unit–2 Market Segmentation, Targeting, Positioning</b>	2.1.Market segmentations 2.2. Levels of market segmentations, patterns, procedures, requirement for effective segmentation 2.3Evaluating the market segments, selecting the market segments, 2.4. Tools for competitive differentiation 2.5.Developing a positioning strategy 2.6. Marketing Information System 2.7. Marketing Research Process.	<b>08</b>
<b>Unit–3 Product Decision</b>	3.1. Objectives, Product classification, 3.2. Product-Mix, 3.3. Product life cycle strategies, 3.4. Introduction and factors contributing the growth of packaging, 3.5.introduction of labeling.	<b>06</b>
<b>Unit– 4 Pricing Decision</b>	4.1.Factors affecting price, 4.2. Pricing methods and strategies.	<b>05</b>
<b>Unit –5 Distribution Decisions</b>	5.1.Importance and Functions of Distribution Channel, 5.2Considerations inDistribution Channel Decisions, 5.3.Distribution Channel Members.	<b>10</b>
<b>Unit–6 Promotion Decisions</b>	6.1.A view of Communication Process, 6.2. developing effective communication, 6.3.Promotion-Mix elements	<b>05</b>
<b>Unit – 7 Emerging Trends in Marketing</b>	7.1.An introduction to Internet Marketing 7.2.Multi level Marketing 7.3. Introduction of CRM & EVENT marketing.	<b>04</b>
	<b>Total Classes</b>	<b>45</b>

**Text Reading: Latest Editions**

1. Philip Kotler “**Principles of Marketing Management**”, New Delhi: Prentice Hall of India.
2. Philip Kotler, “**Marketing Management, Planning Analysis and Control**”, New Delhi, Pearson Education.
3. William L. Pride and O.C. Ferrell, “**Marketing Concepts and Strategies**”, Boston: HoughtonMifflin Co.
4. Marketing Management, Rajan Saxena, Tata McGrahill.

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**Devi Ahilya University, INDORE**

**M.B.A. (MARKETING MANAGEMENT)**

**Batch 2017-19**

**Semester I**

<b>M.B.A. (MARKETING MANAGEMENT)</b>			
<b>Batch 2017-19</b>			
<b>Semester I</b>			
<b>Subject Name</b>	<b>BUSINESS ETHICS AND MANAGEMENT BY INDIAN VALUES</b>	<b>Subject Code</b>	<b>MM-106C</b>
		<b>Total Credits</b>	<b>03</b>
<b>Subject Nature: INTERDISCIPLINARY</b>			
<b>Course Objectives:</b>			
<ul style="list-style-type: none"> <li>• To acquaint the students with ethics and Indian ethos along with its relevance to managerial decision making.</li> <li>• To provide the necessary theoretical and conceptual foundation of ethics and ethical behavior in organizations.</li> <li>• To promote an understanding of Indian values and value system in detail and its universal applicability in understanding human behavior.</li> </ul>			
<b>Learning Outcomes:</b>			
At the end of the course, students should be able to;			
7. Understand nature and purpose of ethics and ethical norms.			
8. What exactly business ethics is and how it is different from corporate social responsibility.			
9. Learn and apply important theoretical frameworks in business situation and decision making.			
10. Learn and understand various concepts of Indian ethos and how they impact various key business decisions.			
11. Understand importance of self-management and work place spirituality.			
<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>Class Room Contact Sessions</b>
<b>Unit-1 Nature and purpose of Ethics, Ethical Norms</b>	<b>1.1.</b> Concept and Nature of Ethics - Business Ethics <b>1.2.</b> Role and purpose of Ethics for business <b>1.3.</b> Ethical Norms and Principles for business		<b>03</b>
<b>Unit-2 Theories of Business Ethics</b>	<b>2.1.</b> Different Theories of Business Ethics <b>2.2.</b> Business Ethics and Corporate Social Responsibility <b>2.3.</b> Nature of Utilitarian view of Business Ethics		<b>03</b>
<b>Unit-3 Corruption and Whistle Blowing</b>	<b>3.1.</b> Nature and types of Corruption in India <b>3.2.</b> Method and means of checking corruption in India <b>3.3.</b> Whistle Blowing.		<b>03</b>

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<b>Unit-4 Indian Ethos</b>	4.1. Management and Culture, Management is Culture bound (Discussion) 4.2. Concept and Nature of Indian Ethos for Management 4.3. Sources of Indian Ethos in Management and problems in understanding them	<b>03</b>
<b>Unit-5 Representative Sources of Indian Ethos and Management</b>	5.1. 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	<b>10</b>
<b>Unit-6 Values for Indian Managers</b>	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	<b>04</b>
<b>Unit-7 Human Behavior</b>	7.1. Models of motivation and Leadership in Indian thoughts, Examples from scriptures 7.2. Guna Theory, Karma Theory and Sanskar Theory.	<b>08</b>
<b>Unit-8 Work Ethics and Models of Motivation and Leadership</b>	8.1. Work Ethics & Ethics in Work 8.2. Life Goals or Purusharthas, Professionalism and Karma Yoga	<b>03</b>
<b>Unit-9 Indian Heritage and Corporate Social Responsibility</b>	9.1. Five-fold debts (Pancha Rina) v/s Corporate Social Responsibility (Discussion)	<b>02</b>
<b>Unit-10 Management of the Self and Workplace Spirituality</b>	10.1. Management of the Self and Workplace Spirituality.	<b>06</b>
<b>TOTAL CLASSROOM CONTACT SESSIONS</b>		<b>45</b>
<b>Learning Resources: (Latest Editions of the Books and Material)</b>		
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		

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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.,

<b>INSTITUTE OF MANAGEMENT STUDIES</b>			
<b>M.B.A. (MARKETING MANAGEMENT)</b>			
<b>Batch 2017-19</b>			
<b>Semester I</b>			
<b>Subject Name</b>	<b>IT FOR BUSINESS APPLICATION</b>	<b>Subject Code</b>	<b>MM-107C</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 get a thorough update of Information Technology used in Business Organizations.</li> <li>To develop understanding of managerial aspects to use Information Technology effectively and efficiently.</li> <li>To develop capability to integrate different but related aspects of Information Technology.</li> <li>To develop a view of IT Management, especially, for a large organization.</li> <li>To appreciate IT Management as an independent and important field of work, different from IT for Management.</li> <li>To develop conceptual understanding about latest developments in the field of information Technology and the impact of IT in managing a business.</li> <li>To learn to use Information Technology to gain competitive advantage in business.</li> <li>To learn from, with a view to emulate, entrepreneurial ventures in e-Commerce and m-Commerce.</li> </ul>			
<b>Learning Outcome:</b>			
<ul style="list-style-type: none"> <li>The student will be able to apply the basic IT tools for managerial decision-making.</li> <li>The student will be able to apply data management tools in corporate organizations.</li> <li>The student will be able to work in MIS enabled organizations.</li> <li>The student will be able to communicate using internet facilities.</li> </ul>			
<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>Class Room Contact Sessions</b>
<b>Unit-1 Over View of Computer</b>	Data , Information , Hardware , Software , Operating Systems, Computer Language, Number Systems		<b>08</b>

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<b>Unit-2 Application Software Management</b>	Overview of General Purpose Application Software : Word processing, Spread Sheet , Business Presentation such as Software Suites, Messaging, Groupware, Commercial and Corporate software tools – (Assignment & Presentation)	<b>08</b>
<b>Unit-3 Data Management</b>	Database Concepts and Development - Types of Databases – Application Development thru DBMS (Project work / Case Studies)	<b>04</b>
<b>Unit-4 Networking Management</b>	Networking Trends – Internet Basics – Intranet and Extranet – Overview of Networking, Networking types, Networking media, Networking software, Networking architecture and Networking protocols.	<b>04</b>
<b>Unit-5 System Software Management</b>	Overview of Operating Systems, Network Management Programs, Database Management Programs, Servers, System Utilities, Performance and Security Monitors, System Development Programs. Managerial considerations in selection, maintenance, controlling, replacement of Software.	<b>04</b>
<b>Unit-6 Management Information Systems</b>	Need, Purpose and Objectives - Data, Information, Knowledge – Types of Information Systems - Information as a strategic resource - Use of information for competitive advantage. Business Intelligence and Analytics - Group Decision Support Systems – Executive Information Systems - Executive Support Systems – Geographical Information Systems - Expert Systems and Knowledge Based Expert Systems, DSS, Artificial Intelligence. (Project / Case Studies)	<b>06</b>
<b>Unit-7 Digital firm Perspective</b>	Information System Development Life Cycle - All phases , System Analysis , System Design, MIS Model for a digital firm – Organization Structure for digital firm – E-Business Models and Applications ( Project / Case Studies)	<b>04</b>
<b>Unit-8 Security Management</b>	Information Security and Control - Quality Assurance -Ethical and Social Dimensions - Intellectual Property Rights as related to IT Services / IT Products. Types of Computer Crime – Cyber Law - Security Defenses – System Controls and Audit. (Assignment / Case Studies)	<b>04</b>
<b>Unit-9 Latest Trends in IT</b>	Mobile computing, Cloud Computing, Mobile Computing etc. Data Warehousing and Data Mining	<b>03</b>
<b>TOTAL CLASSROOM CONTACT SESSIONS</b>		<b>45</b>

**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. Niranjan 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.

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6. Management Information Systems by Jaiswal and Millal, Oxford University Press
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<b>INSTITUTE OF MANAGEMENT STUDIES</b>			
<b>M.B.A. (MARKETING MANAGEMENT)</b>			
<b>Batch 2017-19</b>			
<b>Semester I</b>			
<b>Subject Name</b>	<b>BUSINESS COMMUNICATION</b>	<b>Subject Code</b>	<b>MM-108C</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>			
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.			
<b>Examination Scheme:</b>			
The internal assessment will be of 40 marks based on three assessments of 20 marks each, out of which best two will be considered. The end semester examination will be worth 60 marks consisting of two sections A and B respectively. Section A will be of 40 marks and have theory questions. Section B will be of 20 marks and consist of case(s).			
<b>Course Contents</b>			<b>Class Room Contact Sessions</b>
<b>Unit-1 Nature of Business Communication</b>	<b>1.1.</b> Need, importance and purposes of communication in organizations  <b>1.2.</b> Elements and environment of communication  <b>1.3.</b> Models of communication	<b>10</b>	

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	<p>1.4. Forms and networks of organizational communication</p> <p>1.5. Types of communication barriers and how to overcome them</p> <p>1.6. Listening, types of listening and effective listening</p> <p>1.7. Elements of effective communication</p>	
<b>Unit-2 Non-verbal Communication</b>	<p>2.1. Importance of appearance and how to use it as a tool in communication</p> <p>2.2. Body language and oculesics</p> <p>2.3. Paralanguage</p> <p>2.4. Proxemics</p> <p>2.5. Chronemics</p> <p>2.6. Haptics</p> <p>2.7. Using non-verbal tools (oral and written) to communicate effectively</p>	<b>07</b>
<b>Unit-3 Presentations, Interviews, Group Discussions and Business Meetings</b>	<p>3.1. Preparation of content for presentation</p> <p>3.2. Understanding the audience</p> <p>3.3. Importance of rehearsals</p> <p>3.4. Using visual aids in presentations</p> <p>3.5. Handling questions</p> <p>3.6. Writing a resume'</p> <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</p> <p>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>	<b>10</b>
<b>Unit-4 Business Writing</b>	<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>	<b>08</b>

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	<p>4.6.Report writing</p> <p>4.7.Importance of written communication</p> <p>4.8.Appropriate tone in business writing</p>	
<b>Unit-5 Negotiation Skills</b>	<p>5.1.Need for negotiation</p> <p>5.2.Process of negotiation</p> <p>5.3.Barriers to negotiation and how to overcome them</p>	<b>04</b>
<b>Unit-6 Issues in Communication</b>	<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>	<b>06</b>
	<b>TOTAL CLASSROOM CONTACT SESSIONS</b>	<b>45</b>
<p><b>Text Reading: Latest Editions</b>  M.Raman and P.Singh, <b>Business Communication</b>, latest edition, Oxford University Press, India.  William V. Ruch, <b>Business Communication</b>, Maxwell Macmillan, New York.  Lani Arredono, <b>The McGraw-Hill 36-Hour Course: Business Presentation</b>, McGraw-Hill, New York.  Bill Scott, <b>The Skills of Communication</b>, Jaico, Bombay.  Ronald E. Dulek and John S. Fielden, <b>Principles of Business Communication</b>, McMillan, New York.  Dalmer Fisher, <b>Communication in Organizations</b>, Jaico Publishing House, India.  M. E. Guffy, <b>Essentials of Business Communication</b>, Thomson Publication.  Shirley Taylor, <b>Communication for Business</b>, Pearson Education.</p>		

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