

**MBA Full Time
MBA I Semester**

FT-101C PRINCIPLES & PRACTICE OF MANAGEMENT

FT-102C QUANTITATIVE TECHNIQUES

FT-103C ACCOUNTING FOR MANAGERS

FT-104C IT & E-BUSINESS FUNDAMENTALS

FT-105C BUSINESS ENVIRONMENT

FT-106C ORGANIZATION BEHAVIOUR

FT-107C BUSINESS COMMUNICATION

FT-108C MANAGERIAL ECONOMICS

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FT-101 C PRINCIPLES AND PRACTICE OF MANAGEMENT

COURSE OBJECTIVE

The course is aimed at delivering an insight in to the field of management. The course aims at explaining various concepts of management and contemporary management practices, highlighting the functions and responsibilities of the manager, making the students aware about professional challenges faced by the managers and acquainting the students with the tools and techniques that are used for handling the challenges of managerial jobs along with an understanding of the work environment.

EXAMINATION SCHEME

Student shall be evaluated on two components: 20 internal and 80 end semester examination. There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluation will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical)

Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.

COURSE OUTCOMES

After studying the course, the students would be able to gain:

- CO 1. Understanding of various management concepts functions and practices .
- CO 2. Understanding of the role of managers .
- CO 3. Learn about integrating management practices in work environment.
- CO 4. Enhance their decision-making through the use of analytical skills of management.

COURSE CONTENTS

UNIT I

Concept of Management Concept and Nature of Management, Functions and Responsibilities of Managers, Management Thoughts - Fayol, Taylor & Weber's Contribution to Management, The Classical School, the Human Relations School, Systems Theory, Contingency Management, Developing Excellent Managers.

UNIT II

Planning and Concept of Objectives Nature and Purpose of Planning, The Planning Process, Principles of Planning, Types of Planning, Advantages and Limitations of Planning, Objectives (Nature and Types), MBO (Process, benefits and limitations).

UNIT III

Strategies and Policies Strategic Planning (Concept, Types and Process) and its Models

4. Management Theory and Practice - P. Subba Rao, Mumbai: Himalya Publication House Pvt. Ltd, Latest Edition.
5. Management - Robert Krietner. Houghton Mifflin CO. Latest Edition.

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UNIT II

Differentiation concepts: Derivatives of algebraic function, derivatives of sum, difference, product and quotient (algebraic functions), Maxima and Minima- Concept and Uses.
Applications of differentiation in economic and managerial problems.

UNIT III

Integration Concepts: Elementary integration for algebraic functions, Simple definite integrals for algebraic functions, Economic Application, Consumer Surplus and Producer Surplus.

UNIT IV

Matrices and Determinants with Business application: Matrices, Types of matrices, operations on matrices, Adjoint of matrix, Inverse of a matrix, Elementary row operations. Solution of simultaneous linear equations, Input/Output analysis.

PART II – BUSINESS STATISTICS

Statistical Preliminaries-

Measures of Central Tendency: Mean, Median, Mode.

Measures of Dispersion: Dispersion – Range - Quartile deviations, Mean deviation, Standard Deviation -Properties of standard deviation, Coefficient of Variance.

(Students should be familiar with the concepts but there will be no questions from preliminaries in the examination).

UNIT V

Probability and Probability Distributions: Introduction - Definition of probability, Introduction to Probability Distributions - Discrete probability distributions - Continuous probability distributions (Binomial Distribution, Poisson Distribution, Normal Distribution).

UNIT VI

Correlation Analysis: Introduction, Correlation - Causation and Correlation - Types of Correlation -Measures of Correlation - Scatter diagram - Karl Pearson's correlation coefficient, Probable Error, Spearman's Rank Correlation Coefficient.

UNIT VII

Regression Analysis - Concept, Least Square Method for Linear and Non-Linear Equations. Solving two lines of Regression and properties of Regression coefficients

UNIT VIII

Time Series Analysis: Components of Time series. Additive and multiplicative models. Measurement of trend by moving averages and by least square methods. Construction of seasonal indices by sample averages and ratio to moving averages

UNIT IX

Statistical Decision Theory: Decision making process. Decisions under Uncertainty and Decisions under Risk.

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w.e.f. Academic year 2019-20

TEXT READINGS

1. J.K. Sharma, "Mathematics for Management and Computer Applications", Galgotia Publication, Latest Edition.
2. R. K. Ghosh and S. Saha, "Business Mathematics and Statistics", New Central Book Agency, Latest Edition.
3. Bharat Jhunjhunwala, "Business Statistics", S. Chand Publications, Latest Edition.
4. Anderson, "Statistics for Business & Economics", Cengage Learning, India, Latest Edition.
5. Ajay Goel and Alka Goel, "Mathematics and Statistics", Taxmann's Publication, Latest Edition.
6. David Levine, T. Krenbil, P.K. Viswanathan, "Business Statistics", Pearson Education, Latest Edition.
7. R.P. Gupta and Pratibha Gupta, "Business Mathematics", Galgotia Publication, Latest Edition.
8. R.S. Bhardwaj, "Mathematics and Statistics for Business", Excel Book Publication, Latest Edition.
9. S.C. Gupta, "Business Statistics", Himalaya Publication House, Latest Edition.
10. T.N. Srivastava, "Statistics for Management", TMH, Latest Edition.

SUGGESTED READINGS

1. J. N. Kapur and H. C. Saxena. "Mathematical Statistics", New Delhi, Sultan Chand and Company Ltd., Latest Edition.
2. R. Jayprakash Reddy and Y. Mallikaryanna Reddy, "A Text book of Business Mathematics", New Delhi, Ashish Publishing House, Latest Edition.
3. K. B. Dutta, "Matrix and Linear Algebra", New Delhi, PHI Learning, Latest Edition.
4. D. C. Sancheti and V. K. Kapoor, "Statistics: Theory, Methods and Applications", New Delhi: Sultan Chand and Sons, Latest Edition.
5. D.N. Elhance, Veena Elhance and B. M. Aggrawal, "Fundamentals of Statistics", Allahabad: Kitab Mahal, Latest Edition.

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FT-103C ACCOUNTING FOR MANAGERS

COURSE OBJECTIVES

The objective of this course is to acquaint the students with the basic concept of Financial, Cost, and Management Accounting and further to develop understanding of Accounting for Managers for Decision Making.

EXAMINATION SCHEME

Student shall be evaluated on two components: 20 internal 80 end semester examination.

There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 20 marks will consist of four theory questions out of which students will be required to attempt any two questions. Section B, worth 60 marks will have six numerical/practical problems out of which a student will be required to attempt any four questions.

Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.

COURSE OUTCOMES

After the completion of the course the students should be able to

CO1. Get acquainted with with the basic concept of Finance, Cost, and Management Accounting.

CO2. Prepare financial statements in accordance with Generally Accepted Accounting Principles.

CO3. Develop critical thinking skills to analyze financial data as well as the effects of differing financial accounting methods on the financial statements.

CO4. Demonstrate the ability to communicate accounting data effectively, as well as the ability to provide knowledgeable recommendations.

COURSE CONTENTS

Part I: Financial Accounting

UNIT I

Basic Accounting Concepts and Fundamental Conventions. Accounting Standards – IND, AS and IFRS.

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UNIT II

Concept of Double Entry System, Basic knowledge of Accounting Process: Journal, Ledger, Trial Balance, Implications of GST.

UNIT III

Depreciation and its importance in Decision Making, Straight Line Method and Written Down Value Method.

UNIT IV

Preparation of Final Accounts with Adjustments.

Part II: Cost Accounting

UNIT V

Need for Cost Information, Cost Objective, Elements of Cost and Classification of Costs, Cost Control and Cost Reduction.

UNIT VI

Managerial Uses of Unit Costing, Contract Costing, Process Costing.

Part III: Management Accounting

UNIT VII

Basic Management Accounting Concepts, Relationship with Financial Accounting and Cost Accounting.

UNIT VIII

Standard Costing and Variance Analysis, Budgeting and Budgetary Control – Fixed, Flexible and Cash Budget.

UNIT IX

Introduction to Corporate Accounting – Issue of Shares and Debentures

TEXT READINGS

1. P.C. Tulsian, Financial Accounting, Pearson, Latest Edition.
2. S.N. Maheshwari, Introduction to Accountancy, New Delhi, Vikas Publishing House, Latest Edition.
3. Hansen, Management Accounting, Cengage Learning, India, Latest Edition
4. M.Y Khan, P.K Jain, Management Accounting-Text, Problems & Cases, Mc Graw Hills, Latest Edition.
5. N. Ramchandran and Ramkumar Kakani, Financial Accounting for Management, New Delhi, Tata-Mac Graw-Hill, Latest Edition.

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6. Paresh Shah, Basic Financial Accounting for Management, New Delhi, Oxford University Press, Latest Edition.
7. Anthony Robert N., Hawkins David F., Merchant Kenneth N., Accounting Text and Cases, Tata McGraw Hill Publication, New Delhi, Latest Edition.
8. O.S. Gupta and Pankaj Kothari, Accounting for Managers, New Delhi, Frank Bros. & Co., Reprint, Latest Edition.
9. Banerjee, Financial Accounting, PHI, Latest Edition.
10. M.N. Arora, Cost Accounting: Principle & Practices, Vikas Publishing House, Latest Edition.
11. Dr. S. P. Gupta, Management Accounting, Sahitya Bhawan Publication, Latest Edition.

SUGGESTED READINGS

1. Paresh Shah, Management Accounting, 1st edition, Oxford University Press, Latest Edition.
2. John Wild, Financial Accounting Information for Decisions, New Delhi, Tata-Mac Graw-Hill, Latest Edition.
3. James Jambalvo, Managerial Accounting, Wiley India, Latest Edition.
4. S.N. Maheshwari and S. K. Maheshwari, A Text Book of Accounting for Management. New Delhi, Vikas Publishing House, Latest Edition.
5. Louderback, Managerial Accounting, Cengage Learning, India.
6. S.K. Bhattacharyya, Accounting for Managers, Vikas Publishing House Pvt. Ltd, Latest Edition.
7. Rajesh Kothari, Abhishek Godha, Management Accounting, Concepts and Applications, Macmillan India Limited, Latest Edition.
8. Grewal, T.S., Double Entry Book-Keeping, Sultan Chand, New Delhi, Latest Edition.

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FT-104 C IT & E-BUSINESS FUNDAMENTALS

COURSE OBJECTIVES

The objective of this course is to help the student acquire the basic knowledge of Information Technology and e-Business Fundamentals. The subject course is to help students to understand the management aspect of E-commerce Technological Environment.

EXAMINATION SCHEME

Student shall be evaluated on two components: 20 internal and 80 end semester examination. There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluation will be considered as internal marks.

The semester examination carrying 80 marks will have 30 marks for ^{Extensive} viva-voce, 50 marks for written examination that will have theory and practical problems. 7 to 8 questions will be asked out of which students will be required to attempt any 5 questions.

COURSE OUTCOMES

After the completion of the course the students should be able

- CO1. To understand basics of Information Technology and E-Business fundamentals.
- CO2. To gain knowledge of Computer fundamentals and applications of MS-Office in business.
- CO3. To have awareness of E-business, Cyber security threats & other related issues.
- CO4. To Learn optimum uses of e-resources like websites, search engines, shopping sites, etc.

COURSE CONTENTS

UNIT I

Introduction to Computer: Hardware: Input /- output devices, storage devices and memory. Software: System and Application Software, Compilers, Interpreters and Assemblers Computer Languages: Levels of languages, generation and their features Internet Concepts & Services, Hardware and software requirements, type of Internet connections Operating Systems WINDOWS XP: Basic Operations, utilities and features

UNIT II

Application Software (MS-Office)

1. MS Word: word basics, formatting text and documents, introduction to mail merge & macros.
2. MS Excel: Excel basics, rearranging worksheets, working with graphics, using worksheet as databases, automating "what-if" projects.

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3. MS PowerPoint : PowerPoint basics, creating presentation MS Access: Database creation, screen/form design, report generation using wizard.

UNIT III

E-Business: Fundamentals, E-Business framework, E-Business application, Technology Infrastructure for E-Business. Mobile and Wireless computing fundamentals: Mobile computing, framework, wireless technology and switching method, mobile information access device, mobile computing application.

UNIT IV

E-Business Models: Elements of Business models, B2B, B2C models Payment Systems: Type of E-payment, digital token-based e-payment, smart card, credit card payment systems, risk on e-payment, designing e-payment

UNIT V

Security Environment: Security Threats, Technology Solutions, Client-server security, data and message security, document security, firewalls. Ethical Social and Political issues in ecommerce.

UNIT VI

Inter-organization Business: EDI application in business, EDI: legal, security, standardization and EDI, EDI software implementation, VANs (value added net work) Internet based EDI

UNIT VII

Online Marketing Concepts: Process, Marketing Communication, Marketing Tools. Future of Electronic-Business: Virtual Factory, Strategies for Electronic Business, Making Money on net, Web portals and vortals concepts. Introduction Search Engine Optimization

TEXT READINGS

1. Ravi Kalakotta & Whinston B., "Frontiers of E-Commerce", Pearson Education, Reprint, New Delhi, Latest Edition.
2. R. Kalakotta & M. Robinson, "E-Business: Roadmap for Success", Pearson Education Reprint. New Delhi, Latest Edition.
3. Rayudu C. S. e-Business, Himalaya Publishing House, Latest Edition.
4. Daniel Amor, "The E-Business (R) Evolution", PHI Learning. New Delhi, Latest Edition.
5. Hanson, E-Commerce & Web Marketing. Cengage Learning, India, Latest Edition
6. Kamlesh K. Bajaj & Debjani Nag, "E-Commerce", Tata McGraw Hills, New Delhi, Latest Edition.
7. Joseph. E-commerce. Indian Perspective, PHI. Latest Edition.
8. Murthy C. S. V. e-Commerce. Himalaya Publishing House, Latest Edition
9. Sinha and Sinha. Computer Fundamentals. BPB Publications. Latest Edition.
10. R.K. Taxali PC Software for windows Made Simple. Tata McGraw Hills. New Delhi, Latest Edition.
11. Sumitabha Das. Unix concepts and applications, Tata McGraw Hills, New Delhi, Latest Edition.

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FT-105 C BUSINESS ENVIRONMENT

COURSE OBJECTIVES

The course is aimed at delivering an insight into the field of business and environment surrounding it through the following objectives:

- To familiarize the students with the business environment prevailing in India and in the world to help them understand its implications to business.
- To acquaint the students with the emerging issues in business at National and International Level in the light of new economic policies.
- In today's dynamic world it is mandatory to have primary knowledge of the immediate environment in which business is conducted.
- With the dawn of liberalization, privatization and globalization it has become very important to get an insight in the work paradigms and international trade bodies which are updated time to time.

EXAMINATION SCHEME

Student shall be evaluated on two components: 20 internal and 80 end semester examination.

There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.

The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical)

Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.

COURSE OUTCOMES

After studying Business Environment Course, the students would be able to:

- CO 1. Enable the understanding of business and environment as one and separate entities.
- CO 2. Learn about different theories, approach style, modes of entry, various government initiatives and International bodies for Practical implication in the Indian context
- CO 3. In depth knowledge of economic policies, and changes made to them and reforms since independence
- CO 4. Integrate business environment principles and strategies into business practices (domestic and international) for growth and sustainability of economic environment

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COURSE CONTENTS

UNIT I

Business Environment: Concept, Significance and Nature of Business Environment; Elements of Environment -Internal and External, Type of Environment (Economic, Socio-Cultural, Political, Legal & Technological), Changing Dimensions of Business Environment. Problems and Challenges of Indian Business Environment .

UNIT II

Economic Planning & Development: Economic Environment: Nature of Economy, Structure of the Economy, Economic Conditions, Problems & Challenges of Indian Economy and Suggestions , NITI (National Institution for Transforming India)Ayog-Objectives and Strategy, Rural Development Efforts, NGO Sector in India ,Current Economic trends in India

UNIT III

Indian Financial System: Monetary and Fiscal Policy, Economic Planning with reference to last 3 Plans, Industrial Policy, Foreign Trade Policy, RBI, SEBI, Banks Reform, Inflation, Relevant Case Study.

UNIT IV

India & The World: Liberalization, Privatization ,Disinvestment & Globalization-Concept & Impact on India ,India's Export and Import ,EXIM Policy, Foreign Direct Investment in India -its impact on Indian economy.

UNIT V

International Trade: Balance of Payment-Concept, Disequilibrium in BOP, Methods of Corrections ,Trade Barriers and Trade Strategy, Free Trade vs. Protection, World Financial Environment: Foreign Exchange Market Mechanism, Exchange Rate Determination, and Euro Currency.

UNIT VI

Strategies for going Global: International Economic Integration, Country Evaluation and Selection, Foreign Market Entry Method, International Trading Blocks, Their Objectives, WTO Origin, Objectives, Organization Structure and Functioning, WTO and India, Impact of WTO and Indian Business.

UNIT VII

Multinational Corporations: Meaning and Dimensions. Globalization Stages. Foreign Market Entry Strategies. Pros and Cons of Globalization of Indian Business

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TEXT READINGS

1. Essentials of Business Environment – Latest edition, K Aswathapa, Himalaya Publishing House, Mumbai.
2. Indian Economy – Latest edition, S. K. Misra V. K. Puri, Himalaya Publishing House, Mumbai.
3. Business Environment – Latest edition, Francis Cherunilum, Himalaya Publishing house
4. D.N. Dwivedi, Managerial Economics, Vikas Publishing House, Latest Edition.

SUGGESTED READINGS

1. Justin Paul, **Business Environment: Text & Cases**, New Delhi, Tata McGraw Hill, Latest Edition.
2. Govt. of India, Latest Economic Survey.

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FT-106C ORGANIZATION BEHAVIOUR

COURSE OBJECTIVES

The Objective of this course is to help students to understand human behaviour in organizations so that they improve their managerial effectiveness.

EXAMINATION SCHEME

Student shall be evaluated on two components: 20 internal and 80 end semester examinations.

There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks. The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical)

Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.

COURSE OUTCOMES

After the completion of the course the students should be able to:

- CO1. Demonstrate an understanding of key terms, theories/ concepts and practices within the field of OB.
- CO2. Demonstrate competence in development and problem solving in the area of management.
- CO3. Analyze the key issues related to administrating the human elements such as Perception, Learning, Motivation, Leadership, Team Building and others.
- CO4. Know the meaning of terminology and tools used in managing employees effectively

COURSE CONTENTS

UNIT I

Foundations of Individual Behaviour: The organization and the individual: Personality Determinants and Attributes. Attitudes. Learning and Learning Theories. Perception OB models

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UNIT II

Motivation: Definition and concept, theories of motivation- Maslow's Hierarchy of Needs, Herzberg's Two Factor theory, ERG theory, Vroom's Expectancy theory, Equity theory, Reinforcement theory and Behaviour Modification

UNIT III

Foundations of Group Behaviour and Conflict Management and Negotiation: Defining and Classifying Groups, stages of group development, Group Structure, Group Processes, Group Dynamics, Group v/s Team, Team Effectiveness. Group and Intergroup Relations
Transitions in Conflict Thought, Functional versus Dysfunctional Conflict, Conflict Process, Conflict Management Techniques, Negotiation Process, Bargaining Strategies

UNIT IV

Emotional Intelligence and Leadership : Nature and Significance of leadership, leadership in different cultures, leadership theories and Styles: Trait theories, Behavioural theories-- Ohio State Studies, Michigan Studies, and Managerial Grid. Contingency theories-- Fiedler's Model, Hersey and Blanchard's Situational theory, Path Goal theory, Recent Development in Leadership Theory.

Emotional intelligence: Framework of Emotional Intelligence, EI implications for an individual and managerial effectiveness.

UNIT V

Organizational Culture and Organizational Change: Concept, Relationship of Culture with organizational behaviour, Levels of organizational culture, Analyzing, managing and changing organizational culture, Implications for managers at national and global level. Forces for Change, Resistance to Change. Approaches to managing organizational change.

UNIT VI

Time Management and Stress Management: Stress, Work Stress and its Management, Concept of Time Management, Barriers to Effective Time Management, Tools and Techniques for Effective Time Management.

TEXT READINGS

1. Stephen P. Robbins, Timothy A Judge, Seema Sanghi "Organizational Behaviour". Pearson Education, Latest Edition.
2. Nelson, Organisational Behaviour, Cengage Learning, India, Latest Edition.
3. R. S. Dwivedi, "Human Relations and Organizational Behaviour: A Global Perspective". Macmillan Latest Edition.
4. Jerald Greenberg and Robert A. Baron, Behaviour in Organisations, PHI Learning, Latest Edition.

5. Hitt, Millar, Colella, Organizational Behaviour A Strategic Approach, Wiley India, Latest Edition.

SUGGESTED READINGS

1. Fred Luthans, "Organizational Behaviour", New York, McGraw Hill, Latest Edition.
2. Udai Pareek, Understanding Organizational Behavior, Oxford Higher Education, Latest Edition.
3. John W. Newstrom and Keith Davis, "Organizational Behaviour: Human Behaviour at Work" New Delhi, Tata McGraw Hill, Latest Edition.
4. Jai B P Sinha, Culture and Organizational Behaviour, Sage Publication, Latest Edition.
5. Kavita Singh Organizational Behaviour Text and Cases, New Delhi, Pearson Education, Latest Edition.
6. M.N. Mishra, Organizational Behaviour, Vikas Publishing House, Reprint, Latest Edition.

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FT-107 C BUSINESS COMMUNICATION

COURSE OBJECTIVES

The objective of the course is

1. To create awareness and sensitize management students towards the significance of effective communication skills and its role in business
2. To acquire the basics of Business Communication
3. To hone up different skills of effective communication viz. listening, speaking, reading and writing of management students
4. To sensitize the students towards the imperative need for developing interpersonal and group communication and enable them to overcome to certain extent the challenges in effective communication with different stakeholders
5. To evaluate their skills on a comprehensive parameters of listening, speaking and writing

EXAMINATION SCHEME

Student shall be evaluated on two components. 20 internal and 80 end semester examinations.

There will be 20 marks for internal evaluation, three internal evaluations will be conducted out of which two will be written test and third will be assignment/ presentation/quiz/ class participation. Best two out of 3 evaluations will be considered as internal marks.



The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have six theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases (or cases/practical)



Note: Relevant Case Studies (at least two cases per unit) will be discussed compulsorily.

COURSE OUTCOMES

After the completion of the course the students should be able

- CO 1. To effectively communicate at both interpersonal and at organizational levels, with all the stakeholders of the organization
- CO 2. To converse effectively in the basic formats, and styles of business writing so that he/she will be thoroughly prepared to take part in real-world business situations
- CO 3. To respond appropriately in a confident and concise style (oral and written) in a given situation
- CO 4. To identify and apply effective usage of the requisite skill in a given business set-up

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COURSE CONTENTS

UNIT I

Basics of Communication: Define Communication and its objectives in a business set up, Distinguish between Business Communication and General Communication; Principles of Effective Communication; Process of Communication explained through various Models and its examples, Importance of Feedback and critique; Barriers to effective communication

UNIT II

Communication Networks: Channels of Communication: Formal - Upward, Downward, Lateral; Informal - Grapevine, Advantages and Disadvantages of grapevine; Comparing Formal and Informal Channels in various situations; Verbal Communication: significance of choice of words and style of communication, significance of language as an essential tool for communication; Non-Verbal Communication: Importance of non-verbal communication, Kinesics, Proxemics, Paralanguage; Cultural differences in Non-Verbal Behavior

UNIT III

Factors affecting Communication: Barriers to Effective Communication and ways to overcome them; Listening: Importance of Listening, Types of Listening, activities to develop listening Skills; Barriers to Listening and overcoming them, workshop on Understanding the relevance and effectiveness of communication through Transactional Analysis
(Activity –based)

UNIT IV

Business Writing: Basic patterns of business letters: Cover letters, Applications, Sales and Credit letters, etc.; Directness in good news and neutral situations; Indirectness in bad news and persuasive messages :E-mails, Memos and Circulars; Writing Reports and Proposals.

UNIT V

Resume Writing : Types of resumes viz. Chronological, Functional/ Skill-based, Combination and Targeted; Understanding the advantages and disadvantages of the same; tailoring the content to suit the requirements; Significance of writing resumes for internship and recruitment purposes;
(Handout based)

UNIT VI

Presentation Skills: Preparing for and conducting Presentations, Designing and delivering online Presentations; Interviewing and being interviewed; Group Discussions; Speeches and Public Speaking, Situation specific role plays as relevant to the discipline
(Assignment based)

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UNIT VII

Reading Comprehension: Understanding the significance of reading and comprehension; Understanding the value of significant reading to develop the ability to comprehension and critical insight; Developing language proficiency and enhance vocabulary and grammar (Handout based)

TEXT READINGS

1. Penrose, Business Communication for Managers, Latest edition, Cengage Learning, India
2. P.D. Chaturvedi, Business Communication Concepts Cases & Applications, Latest edition, Pearson Education.
3. Raymond V. Lesiker, Business Communication – Connecting in a Digital World, McGraw Hill Education, Latest edition, New Delhi.
4. Debashish & Das, Business Communication, PHI, , Latest edition.
5. Courtland L. Bovee Business Communication Today, Latest edition.
6. Agarwal Rohini, Business Communication Organization and Management, New Delhi: Taxmann Publication, Latest edition.

SUGGESTED READINGS

1. Asha Kaul, Business Communication, Latest edition, PHI Learning
2. Courtland L. Bovee, Techniques of Writing Business Letters, Memos and Reports, Jaico Publishing House, Latest edition.
3. Krizan, Effective Business Communication , Latest edition, Cengage Learning, India.
4. Madhukar. Business Communication, Vikas Publishing House, Latest edition.
5. Sushil Bahl, Business Communication Today, Response Books, Reprint , Latest edition.
6. Meenakshi Raman & Prakash Singh Business Communication, Oxford Higher Education Latest edition.

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UNIT II

Demand Theory: Concept of Demand, Factors affecting demand, Demand Functions, Price of commodity and demand, shift in demand curve, Income and demand, Income and substitution effects, other factors affecting demand, demand forecasts. Laws of Supply, Elasticity of Demand.

UNIT III

Production and Costs: Fixed and Variable inputs, Short and long run fixed and variable proportions, returns to scale, Causes of increasing and decreasing returns to scale, Cost curve, choosing the least cost input combination.

UNIT IV

Theory of Firm and Market Structures: Modern Theories of Profit, Profit Maximization, Sales Maximization, Organizational Slack, Ownership and Control, Perfect Competition, Monopoly, Oligopoly, Imperfect Competition.

UNIT V

Macroeconomics for Management: Determinants of GNP/GDP, Consumption Saving and Investment, Inflation, Trade Cycles, Monetary Policy, Fiscal Policy.

UNIT VI

New Economic Policy-1991: Liberalization, Privatization, Globalization, Impact on business and impact of global shocks (general discussion on Global Financial Crisis and demonetization).

TEXT READINGS

1. D.N. Diwedi, "Management Economics", Vikas Publications, Latest Edition.
2. Adhikari M., "Managerial Economics", N.D. Khalsa Pub, New Delhi, Latest Edition.
3. Baumol W. "Economic Theory and Operations Analysis", Latest Edition
4. David J.R. & Chang Simen, "Managerial Economics". Prentice Hall, New Delhi, Latest Edition
5. H.C. Petersen - Managerial Economics. Latest Edition.

SUGGESTED READINGS

1. G.S. Gupta. "Managerial Economics" TMH. New Delhi. Latest Edition

A. S. Singh
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