1.1: Management and Organizational Behavior

Unit – I:

Managers and Management – Meaning – Role of managers – Processes of management – Historical roots of contemporary management practices.

Unit – II:


Unit – III:

Foundations of planning – Types of plans – Approaches to planning – Planning in dynamic environment. Organizational designs and structures – traditional and contemporary organizational designs. Organizational culture and ethical behavior – factors shaping organizational culture – creating an ethical culture.

Unit – IV:


Unit – V:


Suggested Books:

1. Jennifer George and Gareth Jones “Understanding and Managing Organizational Behavior”, Published by Pearson Education Inc.
4. Dipak Kumar Bhattacharya, ”Organizational Behavior, Concepts and Applications”, Oxford
9. Arun Kumar and N. Meenakshi, ”Organizational Behavior, A modern approach”, Vikas
15. RS Dwivedi, “Human Relations and Organizational behavior”, Macmillan.
1.2: Managerial Economics

Unit – I: Nature & Scope of Managerial Economics:


Unit – II: Demand & Supply Analysis:


Unit – III: Production and Cost Analysis:


Unit – IV: Market Structure and Modern Pricing Practices:


Unit – V: Macro economics & Business:


Suggested Books:

1.3: Financial Accounting and Analysis

Unit – I:
Meaning & Definition of financial accounting–Scope of accounting science–Accounting as a business information system; Accounting concepts and conventions, their implications on accounting system; Double entry system–recording business transactions–Classification of accounts–accounting process–Accounting cycle–Primary entry (Journal proper)–Ledger posting preparation of trial balance, suspense account; Accounting equation–Static and Dynamic view.

Unit – II:


Unit – III:

Unit – IV:
Funds flow analysis–Concept of funds flow–Statement of changes in working capital–Funds from business operations–Statement of sources and uses of funds–Advantages of funds flow analysis–Cash flow statement–Accounting standard 3 (AS3).

Unit – V:
Accounting standards–their rationale and growing importance in global accounting environment–IAS-IFRS-US GAAP; Human resource accounting concept and importance – Valuation of human resources – Economic value approach, non monetary valuation methods – Human resource group value; Balanced score card – Methodology of BSC.

Suggested Books:
1.4: Marketing Management

Unit – I: Basics:
Marketing, Market, Marketing Management. Tasks, Philosophies, Marketing Mix-expanded Marketing Mix, Marketing Program and Marketing Strategy, Managing marketing effort, Global marketing, Marketing Environment - Company’s Micro and Macro Environment - Interface other functional areas

Unit – II: Market Segmentation:

Unit – III: Marketing Programme:

Unit – IV: Consumer Markets:

Unit – V: Marketing Organization and Control:

Suggested Books:

1.5: Statistics for Management

Unit – I:

i. Introduction to Statistics-Overview, origin and development and Managerial Applications of statistics, Measures of Central Tendency, Dispersion, Skewnes and Kurtosis.


iii. Baye’s theorem and its applications.

Unit – II:

i. Probability Distribution-Random Variable (RV), Expectation and Variance of a RV. Probability distribution function, properties, Continuous and Discrete Probability distribution functions.

ii. Discrete Probability distributions: Binomial Distribution, Properties and applications; Poisson distribution, Properties and applications.


Unit – III:

i. Sampling Theory-The basics of sampling-Sampling procedures-Random and Non-Random methods-Sample size determination-Sampling distribution, Standard Error, Central Limit Theorem.


iii. Large Sample tests-Test for one and two proportions, Test for one and two means, Test for two S.D.’s.

Unit – IV:

i. Small Sample Tests- t-Distribution-properties and applications, testing for one and two means, paired t-test.

ii. Analysis of Variance-One Way and Two Way ANOVA (with and without Interaction).

iii. Chi-Square distribution: Test for a specified Population variance, Test for Goodness of fit, Test for Independence of Attributes.

Unit – V:

i. Correlation Analysis-Scatter diagram, Positive and Negative correlation, limits for coefficient of correlation, Karl Pearson’s coefficient of correlation, Spearman’s Rank correlation, concept of multiple and partial Correlation.

ii. Regression Analysis-Concept, least square fit of a linear regression, two lines of regression, properties of regression coefficients.

iii. Time Series Analysis-Components, Models of Time Series–Additive, Multiplicative and Mixed models; Trend analysis-Free hand curve, Semi averages, moving averages, Least Square methods.

Suggested Books:

1.6: Business Law and Environment

Unit - I: Law of Contracts:

Unit - II: Law relating to Special Contracts:

Unit - III: Companies Act:

Unit - IV: Consumer Protection Law:

Unit - V: Business Environment:

Suggested Books:
1.7.1: Information Technology Applications for Business

Unit – I: Information Systems for Business

Unit – II: Information Technology Infrastructure.

Unit – III: Information Systems Planning and Development.
Systems Planning - Traditional system development lifecycle (SDLC) - alternate methods for system development-dataflow analysis- system development outside the system- Data Base Concepts- Definition-Advantages, Disadvantages – Normalization – Types of Data Bases – Definition of Distributed Databases.

Unit – IV: Information Systems Application.

Unit – V: Computer Security.

Suggested Books:

1. Turban, Rainer and Potter, "Introduction to Information Technology", John & Wiley Sons.
1.7.1.1: Information Technology - LAB

1. **MS-EXCEL**

   **Unit – I: Introductory concepts of MS-EXCEL spreadsheet:**

   **Unit II: Data And Graphical Options:**
   Filling a Series, Sorting data, querying of data. Working with graphs and charts.

   **Unit III: Advanced Options of MS-EXCEL:**
   a) Statistical tools – use statistical functions such as average, Standard Deviation, ANOVA, etc. b) Financial Tools – use of Financial Functions such as NPV, IRR etc. c) Date Functions d) Building Simple Macros.

2. **MS-ACCESS**

   **Unit IV – Introduction to MS-ACCESS:**

   **Unit V: Transfer of data between Excel & Access.**

**Suggested Books:**

2. Paul Cornell, "Accessing & Analyzing DATA with MS-EXCEL”.