

MBA
Dual
I Semester
2017-2019

Marks				
Code No.	Name of Subject	External Marks	Internal Marks	Total
MBA-101	Management Practice & Organization Behavior	70	30	100
MBA -102	Managerial Economics	70	30	100
MBA -103	Management Accounting	70	30	100
MBA -104	Operations Research	70	30	100
MBA -105	Business Environment	70	30	100
MBA -106	Information Technology for Managers	70	30	100
MBA -107-A	Ecosystem & Environmental Management	70	30	100
MBA -107-B	Practice of yoga	70	30	100
MBA- 108	Business Practice - I	50	50	100
	Total	540	260	800

Regulations:

General Rules:

1. In Each paper, from the Code Nos. 101 to 107, 70% marks shall be for external examination & remaining 30% shall be for internal assessment.
2. Code No. 108, 50% marks shall be for external examination & remaining 50% shall be for internal assessment.
3. Internal assessment shall be based on Internal Test with the weightage of attendance in class, assignment and participation in SDPs.
4. No candidate shall be considered to have pursued a regular course of study unless he/she is certified by Head/ Dean of the department/ Faculty to have attended the Three-fourths of the total number of classroom sessions conducted in each paper. Any student not complying with this requirement will not be allowed to appear in the examination.

Span Period and Promotion:

- (a) The span period of the programme is four years from the date of registration in the programme.
- (b) The minimum marks for passing the examination for each semester shall be 40% in each paper and 50% in aggregate for all papers in each semester.
- (c) The degree shall be awarded as under to successful students on the basis of composite performance in all the papers of all semesters:

Students securing 60% and above	: I Division
All others	: II Division
- (d) A student, to be eligible for award of degree, has to clear all the papers offered during the two-year programme within the span period.
- (e) University may change the guidelines if required.
- (f) Students having due papers, on completion of the four semesters would be allowed to appear in the special summer semester examination to be held for allowing them to clear the due papers or to improve in papers with less than 50 % marks

MANAGEMENT PRACTICE & ORGANIZATION BEHAVIOR (MBA-101)

Course/Paper: MBA-101	MBA Semester-I
No. of Lecture Hrs/Week: 03	Internal Marks:30
Total No. of Lectures Hrs: 60	External Marks:70
No. of Tutorials Hrs/Weeks: 01	Exam Time: 3 Hrs

Section- A

UNIT-I

Introduction: Definition, Concept, Managerial Skills, Functions of Management, An overview of functional areas of management.

Schools of Management Thought: Scientific, Administrative, HR, Behavioral & System's approaches.

Planning: Concept, Steps in planning, Components of planning, Concept & process of Management by Objectives.

UNIT-II

Organizing: Concept of organization, Process of organizing, Forms of Organization Structure, Bases of Departmentation, Span of management.

Motivation and leadership: Concept, Characteristics and classification of motives, Theories of motivation by Maslow, Herzberg's two factor theory, Theory X, Y, and Z .Leadership – Concept, leadership skills and styles, Theories of leadership, Trait Theories, Behavioral Theories & Contingency Theories.

Controlling: Concept, Process, Traditional & Modern techniques of Control.

UNIT-III

Organizational Behavior: Concept & Definition of "Organization Behavior", Models of OB

Attitude: Concept & Nature, Measurement of Attitude.

Personality: Concept & Nature , Types – A & B Type Personality.

UNIT-IV

Analysis of Interpersonal skills & Group dynamics: Transactional analysis an overview, Johari window, Group Formal and informal groups and Dysfunctional group.

Organizational change: Concept, Organizational resistance to change, Measures to overcome resistance to change.

Management practices of: Narayan Murthy, Dhirubhai Ambani, Ratan Tata, Kiran Mazumdar-Shaw

Section-B

Case Study: Sufficient number of cases should be discussed in each unit.

MANAGERIAL ECONOMICS (MBA-102)

Course/Paper: MBA-102	MBA Semester-I
No. of Lecture Hrs/Week: 03	Internal Marks:30
Total No. of Lectures Hrs: 60	External Marks:70
No. of Tutorials Hrs/Weeks:01	Exam Time: 3 Hrs

Section- A

UNIT-I

Introduction: Nature and scope of managerial economics, Microeconomics and Macroeconomics (difference and interdependence), Objectives of business firm, Fundamental concepts of business decision Viz- Opportunity cost, Marginal principle, Incremental principle, Contribution, Equi-Marginal principle and Time perspective in decision making, Problem of scarcity & choice and its impact on managerial decision making.

UNIT –II

Analysis of demand- Concept of utility (Total & Marginal), Law of diminishing marginal utility, Cardinal and ordinal utility approach, Consumer's equilibrium (one commodity & two commodity case), Indifference curve (meaning, nature, properties and conditions).

Law of demand, Analysis of market demand, Demand function, Determinants of demand, Elasticity of demand : Price elasticity of Demand, Cross Elasticity of Demand , Income Elasticity of Demand

Uses of elasticity in decision making.

Demand Forecasting – meaning , application, forecasting techniques.

Supply Concepts – Law of supply, determinants of Supply , Elasticity of Supply-techniques of measurements.

UNIT –III

Theory of cost- Introduction, Cost concepts, Cost output relationship in the short run and in the long run, Economies and Diseconomies of scale.

Theory of production- Introduction, Production function, Short run laws of production, Production with one variable input, Long-term law of production, Production with two variable inputs.

Producer's Equilibrium – Meaning, conditions – TR/TC approach, MR and MC approach.

Revenue concepts in different markets: behavior of TR/AR/MR in perfect competitive markets and imperfectly competitive markets.

UNIT-IV

Market structure and pricing decisions - Introduction, Market structure and pricing decisions, Price and output determination under Perfect competition, Price determination under pure Monopoly and price discrimination, Pricing and output decision under Monopolistic competition. Pricing and output decision under Oligopoly.

Pricing Strategies: Full cost pricing, product line pricing, price skimming, penetration pricing, transfer pricing, dual pricing

Section-B

Case Study: Sufficient number of cases should be discussed in each unit.

MANAGEMENT ACCOUNTING (MBA-103)

Course/Paper: MBA-103	MBA Semester-I
No. of Lecture Hrs/Week: 03	Internal Marks:30
Total No. of Lectures Hrs:75	External Marks:70
No. of Tutorials Hrs/Weeks:02	Exam Time: 3 Hrs

Section – A

UNIT-I

Accounting: Meaning, Objectives, Users ,principles, concepts, conventions, Assumptions. Terminology of Accounting, accounting cycle and accounting equation.

Accounting cycle : Terminology of Accounting cycle and Accounting Equation.

UNIT-II

Rules of debit–credit functions: Recording transactions in a general journal, Posting journal entries to general ledger accounts

Depreciation: Meaning, Causes and methods SLM and WDV, Trial balance, Profit & Loss A/c (With Adjustment) and Balance sheet.

UNIT –III

Financial statement analysis: Ratio analysis- types and calculation, comparative and common size financial statement, Preparation and calculation of Fund flow and Cash flow statement (Accounting Standard- 3 Revised)

Basic cost concept: Cost sheet, Cost- marginal costing and Cost volume-decision making: Selection of product mix, Key factor problems, make or buy decisions, one and two factor.

UNIT-IV

Budgetary planning and control: Nature, Objectives ,difference between Budget Budgeting and Budgetary control, Sales, Cash budget and Flexible budget.

Section –B

Case study: Sufficient number of cases & numerical problems should be discussed in each unit.

Note: In the Examination at least 75% weightage will be given to numerical or application oriented questions.

OPERATIONS RESEARCH (MBA-104)

Course/Paper: MBA-104	MBA Semester-I
No. of Lecture Hrs/Week: 03	Internal Marks:30
Total No. of Lectures Hrs:75	External Marks:70
No. of Tutorials Hrs/Weeks:02	Exam Time: 3 Hrs

Section A

UNIT-I

Introduction to Quantitative Techniques: Concept model building for business decisions, Role and scope of models in business and industry.

Matrix: Definition of a matrix, Types of matrices, Algebra of matrices (Addition, Subtraction & Multiplication), Transpose, Ad joint and inverse of a matrix, Solve linear equations by using matrices.

UNIT-II

Linear Programme: Problem formulation, Methods of solution- Graphical, Simplex including Big M., Elementary ideas about Duality & Integer programming (Theory only), an introduction to use of MS Excel to solve LPP.

UNIT-III

Decision Theory: Decision making under uncertainty- Criterion of Laplace, Optimistic, Pessimistic, Hurwicz, Savage, Decision making under risk- Criterion of Maximum likelihood & Expectation, Decision Tree-Applications, Decision making in a competitive situation, An introduction to use of MS Excel to solve decision theory.

Game Theory: Types of games, two person zero sum games, Pure & Mixed strategy method of solution.

UNIT –IV

Probability: Concept, Approaches, Additional & Multiplication theorem, Conditional probability.

Probability distributions- Binomial, Poisson, Normal.

Section B

Case Study: Sufficient number of cases practical problems should be discussed in each unit.

Note: In the Examination at least 75% weightage will be given to numerical or application oriented questions.

BUSINESS ENVIRONMENT (MBA-105)

Course/Paper: MBA-105	MBA Semester-I
No. of Lecture Hrs/Week: 03	Internal Marks:30
Total No. of Lectures Hrs:45	External Marks:70
No. of Tutorials Hrs/Weeks:00	Exam Time: 3 Hrs

Section-A

UNIT-I

Theoretical framework of Business Environment: Concept, Significant and nature of business environment, Elements of environment – Internal and External, Techniques of environmental scanning and monitoring, changing dimensions of business environment.

UNIT-II

Economic Environment of Business: Economic systems and Economic planning in India, formation & objectives of NITI Aayog, Types of indicators : GDP and concept of National Income , Inflation causes and remedial measures, Key features & role of Fiscal policy , Monetary Policy, Industrial Policy, New foreign trade policy, MSME in India.

UNIT-III

Political & Legal Environment in India: Indian Constitution- Fundamental rights and directive, principles and their influence on Indian Business, Introduction of Intellectual Property Rights, Fundamental duties FEMA

Social and Cultural Environment: critical elements of Social-cultural Environment, Social responsibility of business, Consumerism in India.

UNIT –IV

International Environment: Multinational Corporations, International financial institutions- WTO, World bank, IMF and their importance to India, Overview of India's foreign trade concept of balance of trade and payment and their impact, An overview of TRIP, TRIMS and the objectives of major regional groupings namely - NAFTA , ASEAN , EEC , & SAPTA,EU

Section-B

Case Study: Sufficient number of cases should be discussed in each unit.

INFORMATION TECHNOLOGY FOR MANAGERS (MBA-106)

Course/Paper: MBA-106	MBA Semester-I
No. of Lecture Hrs/Week: 2.5	Internal Marks:30
Total No. of Lectures Hrs:52	External Marks:70
No. of Tutorials Hrs/Weeks:01	Exam Time: 3 Hrs

Section A

UNIT-I

Introduction to computers- Definition, fundamental, technical and commercial classification of computer, characteristics of computer systems, types of Software, introduction to computer languages, compiler, interpreter and assembler. **Fundamental of Operating System-** Definition, various functions and types.

UNIT-II

Introduction to MS Office and Package: MS-Word – Introduction, Start MS Word, MS Word screen & its component, Editing a Document, Formatting text and Paragraph, Finding & Replacing Text, Template and Wizards, Spell Check and Mail Merge. **MS Excel:** Introduction, Start MS Excel, MS Excel screen & its component, Conditional Formatting, Use of different Charts and Graphs, Use of Function Library, Use of Sort & Filter command and Pivot Table.

MS Power Point and Miscellaneous Features of MS-Office Package: Creating presentation, Power Point views, Different animation effects, Use audio and video files, Use of different themes, Transition Effects and Slide Show. **Introduction to Other Features of MS-Office:** MS Outlook, MS Publisher, MS Access and its uses.

UNIT –III

Computer Network and Internet: Overview of Computer Network, Types of Computer Network, Network Topology (ring, star, meshed, hybrid) and its components (Servers, workstations, Hub, switches, cables and network interface card) **Overview of Internet and E-Commerce:** Architecture and functioning of Internet, Basic services over internet like WWW, FTP and Telnet. IP addresses, Internet Protocols, search engines. Comparison between traditional commerce and E-Commerce, Advantages and Disadvantages of e-commerce, Issues in implementing E-Commerce.

UNIT –IV

Computer Security: Introduction to Computer securities, Types of attacks, DOS attacks, virus, worms, identity theft, Snooping & Sniffing, Protection tools(Anti Virus) Firewalls, Protection, Brief Introduction to Cyber Laws

Database: Introduction to database, Components of Database System, Types of Database, Database properties, Database model, issues with Database, Scope & limitation with Database, Application of Database, role & responsibilities of DBA, challenges in Database implementation.

Section B

CASE STUDY: Sufficient number of cases should be discussed in each unit.

Internal Evaluation will be done on the basis of practical file (MS-Word, MS-Excel & MS-Power Point) and internal test.

ECOSYSTEM & ENVIRONMENTAL MANAGEMENT (MBA-107-A)

Course/Paper: MBA-107-A	MBA Semester-I
No. of Lecture Hrs/Week: 03	Internal Marks:30
Total No. of Lectures Hrs:45	External Marks:70
No. of Tutorials Hrs/Weeks:00	Exam Time: 3 Hrs

Section-A

Unit- I

Environment Management: Fundamentals Sustainable Development, Implications growth, limits to growth, environment and business schools; Energy management: Fundamentals- Fossil Fuels use, Energy production and trade, Energy Balance.

Unit- II

Ecosystem Concepts: Basic Concepts and their application in Business, Industrial Ecology and Recycling Industry; Environmental Management System: EMS standards, ISO 14000. Environmental Auditing. Clearance/Permissions for establishing industry.

Unit- III

Environmental Management & Valuation: Environmental Accounting, Economics- Environmental Taxes shifts, Green Funding, Corporate Mergers, Environmental Ethics; Environmental Management Trade and Environmental Management, Debt and Environment, GATT/ WTO provisions; Environmental Laws: Acts, Patents, IPRS, Role of NGO'S , PIL.

Unit- IV

Pollution & Waste Management - Air, Water, Land Pollution, Trade in Wstes; Water, Forest & Biodiversity Management: Water Resources, Dams and their role; Forest products and Trade. Role of Biodiversity in International Trade; Approaches to Corporate Ethics; Bio-Ethics.

Section B

CASE STUDY: Sufficient number of cases should be discussed in each unit.

PRACTICE OF YOGA (MBA-107-B)

Course/Paper: MBA-107-B	MBA Semester-I
No. of Lecture Hrs/Week:02	Internal Marks:30
Total No. of Lectures Hrs: 60	External Marks:70
No. of Tutorials Hrs/Weeks:02	Exam Time: 3 Hrs

Section-A

UNIT-1

INTRODUCTION: Meaning Definition, Aims & Objectives Of Yoga, History & Type of Yoga, Benefits of Yoga.

UNIT-2

ASANA: Introduction of Asana, Type of Asana, Do's & Dont's of Asana, Benefits & Limitation of Asana.

UNIT-3

PRANAYAMA: Introduction of Pranayama , Type of Pranayama, Do's & Dont's of Pranayama, Benefits & Limitation of Pranayama.

UNIT-4

BANDHA & SHATKARMAS: Introduction of Bandha & Shatkarmas, Type of Bandha & Shatkarmas, Do's & Dont's of Bandha & Shatkarmas, Benefits & Limitation of Bandha & Shatkarmas.

Section B

CASE STUDY: Sufficient number of cases should be discussed in each unit.

BUSINESS PRACTICE- I (MBA-108)

Course/Paper: MBA-108	MBA Semester-I
No. of Lecture Hrs/Week: 00	Internal Marks:50
Total No. of Lectures Hrs:45	External Marks:50
No. of Tutorials Hrs/Weeks:03	Exam Time: 3 Hrs

(a) Case Study:

2 Cases 20 Marks each (10 Marks Oral + 10 Marks Written)

Two cases prescribed in the curriculum shall have to be analyzed by each student, wherein he shall have to give an oral presentation and shall also have to submit the written analysis as well.

(b) Industrial Review:

30 Marks (15 Marks Report+ 15 Marks Presentation)

the students has to prepare a report on anyone core economic industry of his/her choice

(c) Business Communication:

30 Marks (15 Marks Write up + 15 Marks Presentation)

Students has to give a brief write-up on following topics:

Significance and Meaning of Communication: Importance of effective communication in the modern business, communication process, type, nature scope and importance of business communication, Barriers to communication and how to overcome those barriers.

Network of Communication: type of formal communication-downward, upward, horizontal, Informal communication-grapevine chains, types of communication-face, teleconferencing, computer conferencing, telephone and voice mail.

Writing Skills: Dos & Don'ts of business writing: commercial letters: writing business reports.

Oral & Presentation skills: Importance of body language and grooming in presentation, formal dressing for presentation, preparation of visual aid, group presentation, delivery of content.