

CHHATTISGARH SWAMI VIVEKANAND TECHNICAL UNIVERSITY, BHILAI (C.G.)



SYLLABUS

[EFFECTIVE FROM THE SESSION: 2011-2012]

MASTERS OF BUSINESS ADMINISTRATION (PART TIME)



CHHATTISGARH SWAMI VIVEKANANDA TECHNICAL UNIVERSITY

MBA SEMESTER I (PART TIME)

Board of Studies: Management

Sl. No.	Subject Code	Subject	Periods Per Week			Scheme of Examination			Total Marks	Credits
			L	T	P	ESE	CT	TA		
1	636111 (36)	Management Concepts & Processes	3	1	0	80	10	10	100	4
2	636112 (36)	Quantitative Techniques in Management	3	1	0	80	10	10	100	4
3	636113 (36)	Behavioral Science	3	1	0	80	10	10	100	4
4	636116 (36)	Managerial Economics	3	1	0	80	10	10	100	4
5	636115 (36)	Accounting for Managers	3	1	0	80	10	10	100	4
		Total	15	5	0	400	50	50	500	20

L – Lecture, T- Tutorial; ESE – End Semester Examination, CT – Class, Test, TA – Teacher’s Assessment

CHHATTISGARH SWAMI VIVEKANAND TECHNICAL UNIVERSITY, BHILAI

MBA SEM I 636111(36): MANAGEMENT CONCEPTS & PROCESSES
CREDITS: 4 LECTURE SCHEME: (L-3; T-1; P-0) Min. No. of CTs: 2

OBJECTIVES

The objective of this paper is to familiarize the student with basic management concepts and behavioral processes in the organization.

COURSE CONTENTS

UNIT I	⇒ Introduction: Concept, nature, scope and importance of Management, Principles of management, PODSCORB (functions of management). ⇒ Development of Management Thought: Scientific Management Movement; Administrative Movement; Human-Relations Movement; Decision-Science Movement; Systems Movement; Contingency Movement; external and internal environment.
UNIT II	⇒ Planning: Concepts, Objectives, Goals Components and Steps involved in the planning process; MBO, Motivation, Introduction to Forecasting techniques and Strategy formulation, Michael Porter's competitive analysis.
UNIT III	⇒ Organizing: Principles; Centralization; Decentralization; Delegation; Employee empowerment; Span of Control; Departmentation; Authority; Responsibility; Accountability; Bureaucracy and Adhocracy. ⇒ Motivation: Theories of motivation, and types of motivation.
UNIT IV	⇒ Staffing: Line and Staff Authority, Organizational structure, Different types of organizational structures. ⇒ Directing and Coordinating: Assumptions in directing, Principles of Directing, Leadership and its types; Corporate social responsibility; Value chain management.
UNIT V	⇒ Controlling: Nature, scope, functions, steps and process; Controlling techniques; Cost Benefit Analysis, New Approaches in management.

The examination paper will include question from each unit. The list of cases / specific references including recent articles will be announced and discussed in the class.

TEXT BOOKS

- John R. Schermerhorn, JR., *Management*, Wiley India, 10th edition, 2006
- Stephen P. Robbins, *Organization Theory, Structure, Design and Application*, PHI, New Delhi, 2005.
- Stoner and Freeman, *Management*, Prentice Hall, N. Delhi.

REFERENCE BOOKS

- Koontz, O' Donnell Wechrich, *Principles of Management*, McGraw Hill, New York.
- Peter F. Drucker, *The Practice of Management*, Allied Publishers.
- Chuck Williams, Chinmay Kulshrestha, "MGMT- A South Asian Prospective, 4LTR series" Cengage Learning, India Edition

SUGGESTED READINGS

- Massie, *Essentials of Management*, AITBS, New Delhi.
- Terry and Franklin, *Principles of Management*, AITBS, New Delhi.
- Agrawal, R.D. *Organization and Management*- TMH, New Delhi
- Harold Koontz, et.al., *Management*, McGraw Hill, New York
- Robbins and Dinzo, *Fundamentals of Management*, 2002, Pearson India.

CHHATTISGARH SWAMI VIVEKANAND TECHNICAL UNIVERSITY, BHILAI

MBA SEM I 636112 (36): QUANTITATIVE TECHNIQUES IN MANAGEMENT

CREDITS: 4 LECTURE SCHEME: (L-3; T-1; P-0) Min. No. of CTs: 2

OBJECTIVES

The objective of the course is to make the students familiar with some basis statistical techniques which are required in making business decisions.

COURSE CONTENTS

UNIT I	<p>⇒ Overview of Mathematical basis of Managerial Decision; Scope, importance and limitations of statistics.</p> <p>⇒ Basic Mathematics: Simultaneous Equations; Surds & Indices; A.P. & G.P. (n^{th} term, sum of n terms and mean); Matrices and Determinants (Meaning, Types, Inverse, and Cramer's Method).</p>
UNIT II	<p>⇒ Data Presentation Methods: Tables and Charts. Frequency Distributions and Analysis: Measures of Central Tendency (Mean, Median and Mode), Measures of Dispersion (Quartile Deviation, Mean Deviation, Standard Deviation), Measures of Symmetry (Skewness and Kurtosis).</p>
UNIT III	<p>⇒ Probability: Objective and Subjective Probability; Conditional Probability; Bayes' Theorem and Inverse Probability; Theoretical Distributions: Binomial, Poisson and Normal.</p>
UNIT IV	<p>⇒ Sampling: Concept, Central limit theorem. Hypothesis Testing (Type I and Type II errors); z-test (One-tailed and two tailed test); z-test for mean and proportion; Student's t-test (One tailed and two-tailed, paired and unpaired test).</p> <p>⇒ Simple Correlation and Regression: Simple correlation (Karl Pearsons and Spearman's Correlation); Simple Linear Regression.</p>
UNIT V	<p>⇒ Index Number (Un-weighted index: Base Year Index and Relative Index).</p> <p>⇒ Time Series Analysis and Forecasting: Trend Analysis (Free Hand Method, Semi average method and Moving Average Method).</p>

The examination paper will include question from each unit. The list of cases / specific references including recent articles will be announced and discussed in the class.

TEXT BOOKS

- D.N. Elhance, Fundamentals of statistics, Kitab Mahal.
- Suranjan Saha, Practical Business Mathematics and Statistics, TMH.
- Basic Business Mathematics: Sultan Chand and Sons, New Delhi
- Richard I. Levin and David S. Rubin, Statistics for Management (Seventh Edition), Prentice Hall of India, New Delhi.

REFERENCE BOOKS

- Gupta, S. P. and Gupta, M.P, Business Statistics, Sultan Chand and Sons, New Delhi, 1997.
- Kapoor, V. K., Essentials of Mathematics for Business and Economics, Sultan Chand and Sons, New Delhi, 199.
- Kazmier, L. J and Pohl, N. F, Basic Statistics for Business and Economics, McGraw Hill, New York.
- Black, Business Statistics for Contemporary Decision Making, 5ed, ISV, John Wiley.

SUGGESTED READINGS

- Elhance D.N., Fundamentals of Statistics, Kitabmahal.
- Hooda R.P., Statistics, Macmillan
- S.M. Shukla and S.P.Sahai, Statistics (Sahitya Bhavan Publication).

CHHATTISGARH SWAMI VIVEKANAND TECHNICAL UNIVERSITY, BHILAI

MBA SEM I 636113 (36): BEHAVIORAL SCIENCE

CREDITS: 4 LECTURE SCHEME: (L-3; T-1; P-0) Min. No. of CTs: 2

OBJECTIVES

The objective of the course is to familiarize the student with basic concepts in individual and group behavior.

COURSE CONTENTS

UNIT I	⇒ Understanding Human Behavior, Conceptual framework for understanding individual behavior as an input-output system, Biological foundation of Behavior, The dynamics of people and Organization ⇒ <u>Comprehensive organizational behavior model; Determinants of organizational effectiveness; Biographical characteristics of individual behavior.</u>
UNIT II	⇒ Individual dynamics: Theory and application of Personality and Creativity, Attitudes and its components, Values, Emotional Intelligence.
UNIT III	⇒ Intra-Personal Processes: Theory and application of Learning, Motivation, Sensation and Perception, and Leadership. ⇒ Inter-personal Process: Analysis of Inter-personal relationships.
UNIT IV	⇒ Group Dynamics: Importance and Need for group formation, Intra-group and Intergroup processes and behavior, Team building and Development.
UNIT V	⇒ Transactional Analysis: Types and Methods. Types of Conflict, negotiation process and issues; Cooperation and Competition.

The examination paper will include question from each unit. The list of cases / specific references including recent articles will be announced and discussed in the class.

TEXT BOOK

- Robbins S.P., Organizational Behaviour, New Delhi, PHI.
- Davis Keith, Human Behaviour at Work, TMH, New Delhi

SUGGESTED READINGS

- Luthans Fred: Organizational Behaviour, TMH New Delhi
- Nelson, Quick, Khandelwal, Organizational Behavior, Cengage Learning.
- Singh, Dalip, Emotional Intelligence at Work, Response Books, Sage Publications, Delhi.
- Pareek Udai, Organisational Behaviour, Oxford, IBH, Mumbai
- Uma Shekharan, Organisation Behaviour, TMH, New Delhi.
- Greenberg & Baron, Behavior in Organization, 2004 Pearson India.
- L.M. Prasad, Behavioral Science,
- Chakraborty S.K Foundations of Managerial Work Contribution from Indian Thought, HPH, New Delhi.

CHHATTISGARH SWAMI VIVEKANAND TECHNICAL UNIVERSITY, BHILAI

MBA SEM I 636116 (36): MANAGERIAL ECONOMICS
CREDITS: 4 LECTURE SCHEME: (L-3; T-1; P-0) Min. No. of CTs: 2

OBJECTIVES

The objective of this course is to acquaint the participants with concepts and techniques used in micro-economic theory and to enable them to apply this knowledge in business decision making.

COURSE CONTENTS

UNIT I	⇒ Nature and Scope of Managerial Economics, Fundamental Concepts in Managerial Economics, Nature and Concept of Profit and Theories of Profit.
UNIT II	⇒ Theory of Demand, Law & Nature of Demand, Demand Determinants, Demand Forecasting, Demand Function, Elasticity of Demand, ⇒ <u>Supply, Law of Supply, Nature of Supply and Equilibrium.</u>
UNIT III	⇒ Cost analysis: Incremental cost, opportunity cost and marginal cost, short and Long run costs function. ⇒ Production analysis: Production function, Returns to scale, Input-Output Analysis.
UNIT IV	⇒ Price-output decisions under different market conditions: Perfect and Imperfect market. ⇒ Market structure: Monopoly, Oligopoly and Duopoly, Monopolistic Competition, Non-Price Competition, Price Discrimination, Product Differentiation.
UNIT V	⇒ Trade cycle ⇒ Economic forecasting for business: Concept of GNP, GDP, Inflation, WPI, CPI, Unemployment. ⇒ Concept and Measurement of National Income: Foreign exchange market, Balance of payments.

The examination paper will include question from each unit. The list of cases / specific references including recent articles will be announced and discussed in the class.

TEXT BOOKS

- Damodaran, "Managerial Economics", OUP, 2006.
- Boyes, The New Managerial Economics (Indian Adaptation), 2005 Edition, Wiley Publication, New Delhi.
- D.N. Dwivedi, Managerial Economics, Vikas Publication, New Delhi.

REFERENCE BOOKS

- Truett & Truett, "Managerial Economics", John Wiley & Sons, 8th edition, Singapore, 2004.
- Samuelson & Nordhus, "Economics", Tata McGraw-Hill Edition, 16e, New Delhi, 1998
- Petersen, Lewis and Jain, "Managerial Economics", Pearson Education, New Delhi, 2006.

SUGGESTED READINGS

- Adhikary, M. Business Economics., New Delhi, Excel Books.
- Baumol, W.J. Economic Theory and Operations Analysis, New Delhi, Prentice Hall Inc.
- Chopra, O.P., Managerial Economics, New Delhi, Tata McGraw Hill.
- Keat Paul G & Philips K.Y. Young, Managerial Economics, Prentice Hall, New Jersey.
- Koutsoyiannis, A. Modern Micro Economics, New York, Macmillan.
- Sloman, J., Economics for Business, 3rd Edition, Pearson Education.
- Paul, G. Keat, Managerial Economics: Economic Tools for Today Decision Maker, 6th Edition, Pearson Education.
- Abel, A.B., Beranake, B.S., Macroeconomics, 7th Edition, Pearson Education.
- Mehta, P.L., Analysis, Problems and Cases, Sultan Chand and Sons, New Delhi
- Hirschey, Managerial Economics, Cengage

CHHATTISGARH SWAMI VIVEKANAND TECHNICAL UNIVERSITY, BHILAI

MBA SEM I 636115 (36): ACCOUNTING FOR MANAGERS
CREDITS: 4 LECTURE SCHEME: (L-3; T-1; P-0) Min. No. of CTs: 2

OBJECTIVES

The objective of this course is to develop an insight of postulates, principles and techniques of accounting and utilization of financial and accounting information for planning, decision-making and control.

COURSE CONTENTS

UNIT I	⇒ Financial Accounting: Concepts and conventions, accounting equation, importance and scope. Preparation of Journal, ledger and Trial balance.
UNIT II	⇒ Preparation of Financial statements: Profit and loss Account and Balance sheet in compliance with Part II and Part I of schedule VI of companies' act 1956 respectively..
UNIT III	⇒ Cost Accounting: Concepts, need, importance and scope, Stores ledger accounting (FIFO, LIFO, WAM), Stock estimation (EOQ), unit and output costing, cost sheet, tender.
UNIT IV	⇒ Costing Methods: Process costing, contract costing.
UNIT V	⇒ Costing Techniques: Marginal costing, standard costing and absorption costing.

The examination paper will include question from each unit. The list of cases / specific references including recent articles will be announced and discussed in the class.

TEXT BOOKS

- Anthony Robert N., Hawkins David F., Merchant Kenneth A., - *Accounting: Text and cases*, 12th edition-2007, Tata McGraw Hill

REFERENCE BOOKS

- Williams, Haka & Bettner – Financial & Managerial Accounting – *The basis for business decisions*, 13th edition, Tata McGraw Hill
- Warren Carl S., Reeves James M., Fess Philip E., - Financial and Managerial Accounting, Publisher: South-Western College.
- Horngren Charles T., Datar Srikant M., Foster George - Cost Accounting, 11th Edition , Publisher: Prentice Hall.

SUGGESTIONS READINGS

- Anthony R. N. and Reece J.S. Accounting Principles, Homewood, Lllinois , Richard D. Irwin.
- Bhattacharya S.K. and Dearden J. Accounting for Management : Text and Cases. New Delhi, Vikas.
- Heitger, L E and Matulich, Serge. Financial Accounting . New York , McGraw Hill.
- Hingorani, N L. and Ramanathan , A.R. Management Accounting , New Delhi , Sultan Chand .
- Vij. Madhu Financial and Management Accounting . New Delhi , Anmol Publications.
- Koplán & Atkinson, Advance management Accounting, 2004, Pearson India.
- J.M. Gowda, Management Accounting, Himalaya Publishing House
- Dr. S.M. Shukla, Advance Accounting, Sahitya Publication.