

MM-101C
FUNDAMENTALS OF MANAGEMENT

Course Objective:

Objective of this course is to help the students gain understanding the functions and responsibilities of the manager, provide them tools and techniques to be used in the performance of managerial job, and enable them to analyze and understand the environment of the organization.

Examination Scheme:

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).

Course Content:

- 1 **Concept of Management:** Introduction to Management & Organizations, Functions and Responsibilities of Managers, Fayol's Principles of management, Management thought; the Classical School, The Human Relations School, Systems theory, Contingency Management Developing Excellent Managers.
- 2 **Planning:** Nature and purpose of planning process, principles of Planning, Types of planning, Advantages and Limitation of planning.
- 3 **Concept and Nature of Objectives:** Types of Objectives, Importance of Objectives, Setting objectives, Management by Objective (MBO) benefits and weaknesses of MBO.
- 4 **Strategies and Policies:** Concept of Corporate Strategy, formulation of strategy, Types of strategies, Types of policies, principles of formulation of policies, Decision Making Process, Individual Decision Making Models.
- 5 **Organizing:** Nature and Purpose of Organizing, Bases of Departmentation, Span Relationship, Line Staff Conflict, Bases of Delegation, Kind of Delegation and Decentralization, methods of Decentralization.
- 6 **Controlling:** Concept and Process of Control, Control Techniques. Human Aspects of Control, Control as a feedback system, feed forward Control, Preventive Control, Profit and loss Control, Control through Return on investment, the use of Computer of Controlling & Decision making, the challenges created by IT a Control tool.
- 7 **New era of Management:** Managing in a borderless world, international business environment, economic, legal-political, socio-cultural environments, trade-alliances, MNCs, Valuing diversity, its dimensions and attitudes, minority-challenges, glass-ceilings, gender issues in management.

Text Readings: Latest Edition

1. Harold Koontz, O'Donnell and Heinz Wehrich, "Essentials of Management" New Delhi, Tata McGraw Hill.
2. R.D. Agrawal, "Organization and Management" New Delhi, Tata McGraw Hill.
3. Stephen Robbins "Management" 8th Ed. New Delhi Pearson.
4. **The New Era of Management (India Edition) by Richard L. Daft**

Suggested Reading: Latest Edition

1. Harold Koontz, Heinz Wehrich, "Management: A Global Perspective" New Delhi Tata mcGrow hill.
2. Robert Krietner, "Management" Houghton Mifflin CO.
3. Stephen Robbins "Management" 8th Ed. New Delhi Pearson.

MM-102C
BUSINESS MATHEMATICS AND STATISTICS

Course Objective

The objectives of the course are to equip the students with the mathematical and statistical techniques and their application to business problems. The emphasis will be on the concepts, application and cases rather than derivations.

Examination Scheme:

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 two theory questions out of which a student will be required to do any one. Section B will be of 48 marks and have five numerical/cases out of which a student will be required to do any four.

Course Contents

PART I – BUSINESS MATHEMATICS

1. Sets, Functions, and Progressions (with specific applications to compounding and discounting techniques)
2. Implications of Limit of Functions, Continuity of a function of one variable.
3. Differentiation concepts: Applications of differentiation in economic and managerial problems like marginal analysis, elasticity, Maxima and Minima.
4. Integration Concepts: Economic application, consumer surplus and producer surplus.
5. Determinants and Matrices with Business application: Types of matrices, operations on matrices, ad joint matrix, inverse matrix, elementary row operations. Solution of simultaneous linear equations using matrices, input/output analysis.

PART II – BUSINESS STATISTICS

- 1 Introduction to Statistics: Introduction to Measurement of Central Tendency and Variations.
- 2 Probability Theory and Probability Distributions: Concepts, additive, multiplicative, conditional probability rules, Baye's Theorem, Binomial, Poisson and Normal distributions- their characteristics and applications
- 3 Time Series: Time Series and its Components, Analysis, Models of Time Series, Methods of Studying Components of Time Series: Measurement of trend , Measurement of seasonal variations Measurement of cyclic variations
- 4 Correlation & Regression: Correlation (Karl Pearson's and Spearman's Coefficient), Methods of computing simple correlation and regression.
- 5 Statistical Decision Theory: Decision making process, Decisions under Uncertainty and Decisions under Risk.

Text Reading : Latest Edition

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.

MM-103C
ACCOUNTING FOR MANAGERS

Course Objective

Objectives of this course are to acquaint participant with the basic concept of financial, management accounting and cost.

Examination Scheme:

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 two theory questions out of which a student will be required to do any one. Section B will be of 48 marks and have five numerical/cases out of which a student will be required to do any four

Course Contents

- Unit I** Introduction to Accounting: evolution, significance, accounting principles, concepts & conventions, GAAP, overview of international accounting standards, accounting equation, capital and revenue, types of accounts, rules of debit and credit
- Unit II** Recording of Transactions – journal, ledger and trial balance. preparation of financial statement – Trading and P & L Account and balance sheet- concepts, format of P&L A/C and balance sheet. (vertical & horizontal), numericals.
- Unit III** Depreciation : SLM and WDV methods ,Concept of Inflation Accounting, Human resources Accounting.
- Unit IV** Introduction to cost accounting: understanding and classifying cost, elements of cost, component of total cost, classification of costs and format & preparation of cost sheet, numerical.
- Unit V** Standard costing and variance analysis: meaning of standard cost & variance, cost variance, direct material variance, direct labour variance, sales variance and control of variance, numerical, overview of zero based budgeting
- Unit VI** Marginal Costing– meaning and difference between absorption costing and marginal costing, marginal cost, utility of marginal costing and its limitations, segregation of semi variable cost.
- Unit VII** An overview of following: nature of managerial decision making -decisions regarding make or buy, accept a special order, drop a product line, replacement of assets.

Text Readings

- R.L. Gupta, V.K. Gupta, “**Principles of Accountancy**”, Sultan Chand & Sons, 6th Edition, 1996.
S.N. Maheshwari, “**Introduction to Accounting**”, Vikas Publishing House, New Delhi: III Edition, 2001.
S N Maheshwari, “**Cost Accounting, Theory and Problems**”, Vikas Publications, New Delhi: III Edition 2000.

Suggested Readings : Latest Edition

1. S.P. Iyengar, “**Cost Accounting**”, Sultan Chand & Sons.
2. Robert N. Anthony and James S. Reece, “**Accounting Principles**”, New Delhi: A.I.T.B.S. Pub. and Distributions.
3. R.P.Rastogi, “**Graded Problems and Solutions in Financial Management**”, Galgotia Publication, New Delhi.

MM-104C

IT FOR MANAGERS

Course Objective

The objective of this course is to help students to understand the basics of Information Technology, Computer Hardware, Software, Applications, Databases, Internet and related issues section B of the subject course is to help students to understand the basics of Information Systems, and issues related to Design and Development of Information Systems.

Examination Scheme:

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).

Course Content

PART- A

1. 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. Number System: Introduction to number system, binary, decimal, hexadecimal and their inter conversions and their uses in computer system.

Internet: Concepts & Services, Hardware and software requirements, type of Internet connections

2. Operating Systems

WINDOWS XP: Basic Operations, utilities and features.

UNIX: Introduction, features and basic commands (like: pwd, cp, cd, rm, mv, ls, cat, mkdir, ch mod, rmdir, who, who am i, banner, date, kill, etc.).

3. Application Software (MS-Office XP 2003)

Word processing using MS Word

Understand interface of Microsoft Word

- Formatting (Index, Tab, bullet, numbering, etc.); Adding images, comments, symbols, diagrams
- Adding header and footer, adding, Changing Case, Text Direction, Rearranging Text into Columns ;Mail Merge
- Columns text (Tables, pictures, etc.) ;Importing and exporting data and files

Spreadsheets using MS Excel

- Understand interface of Microsoft Excel ;Entering data (numeric, text, date, time, comments)
- Editing (update values, copying, moving, drag & drop, delete / insert rows & columns)
- Formatting (text style, text orientation, increase/decrease width of columns and rows)
- Changing Chart and Data Series ;Charts (bar, pie, line, etc.)
- Value Axis Scaling and Formatting Lines ;Consolidating Data ;Creating Automatic Subtotals.
- Using Pivot Tables and Pivot Charts ;11.Using Analysis Tool – Goal Seek and Solver

Presentations using Power Point

- Understand the interface of Power Point; Creating presentations using Wizards
- Creating blank presentation; Various type of views and their uses
- Applying templates on presentations; Applying color schemes on presentations
- Implementing Slide Transactions and Custom Animations; OLE Concepts

Database Creation Using Access

- Creating tables (Understanding fields, data types, range etc.) ; Establishing relationships
- Creating Tables using Wizard; Creating Tables using Data View
- Creating Select Queries; Designing queries with QBE Grid
- Creating other types of queries (Cross tab, update etc.); Creating forms using wizards and Toolbar
- Inserting data in tables using forms ;Validating Forms ;Creating Reports for table data

PART- B

1. **Introduction to Information Systems**: Definition, Information Systems and Society, A Business as a System, Information Processing Concepts, Information Systems Concepts, and Recognizing Information Systems.
2. **Types of Information Processing Systems**: Overview of Six Major Types of Systems: Transaction Processing Systems, Office Automation Systems, Knowledge Work Systems, Management Information Systems, Decision Support Systems, and Executive Support Systems.
3. **The Information Systems Environment**: The Systems Development Life Cycle: The SDLC – Recognition of Need, Feasibility Study, Analysis, Design, Implementation, and Considerations for Candidate Systems and The Role of System Analyst.
4. **System Analysis and Design**: System Planning and Initial Investigation, Information Gathering, The Tools of Structured Analysis - DFDs, Data dictionary, Decision Trees, and Decision Tables, Feasibility Study, and Cost/Benefit Analysis. **System Design**: The Process Stage of Systems Design, Input / Output and Form Design, File Organization and Data Base Design, Programme Design.

Text Reading : Latest Edition

1. Suresh K. Basandra, “**Computers Today**”, Galgotia Publications Pvt. Ltd., New Delhi.
2. P.K. Sinha, “**Computer Fundamentals**”, BPB Publications, New Delhi.
3. Laurie Ulrich, “**Tech yourself Microsoft Office 2000 in 21 days**”, Techmedia, New Delhi.
4. Sumitabha Das, “**Unix Concepts and Applications**”, Tata McGraw Hill Pub. Co. Ltd., New Delhi.
5. Muneesh Kumar, “**Business Information Systems**”, Vikas Publishing House Pvt. Ltd., New Delhi.
6. James A. O’Brien, “**Management Information Systems**”, Galgotia Publications Pvt. Ltd., New Delhi.
7. Elias M. Awad, “**System Analysis and Design**”, Galgotia Publishing Pvt. Ltd., New Delhi.

Suggested Readings : Latest Edition

7. S. Jaiswal, “**Information Technology Today**”, Galgotia Publications Pvt. Ltd., New Delhi.
8. Alexis Leon & Mathews Leon, “**Fundamentals of Information Technology**”, Vikas Publishing House Pvt. Ltd., New Delhi.

MM-105C

BUSINESS COMMUNICATION

Course Objectives

The objectives of the course are to help the students acquire the basics of interpersonal communication and public speaking, so as to improve his communication skills and ability to understand others.

Examination Scheme:

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).

Course Contents

1. **Introduction:** Defining Communication, Process of Communication, Communication Model, Objectives of Communication, Principles of Effective Communication, Importance of Business Communication, and Importance of Feedback.
2. **Factors Affecting Communication:** Perception and Reality, Physical, Organizational, Psychological and Socio-cultural Barriers to Communication, Effective Listening- Types and Essentials of effective listening, Reading & Comprehension Strategies
3. **Channels, Types and Forms of Communication:** Verbal, Non-verbal, Formal, Informal, Internal, External and Communication Networks.
4. **Designing for Effective Communication:** Techniques of Oral Presentations, Communication approaches during Interviews, Understanding the Composition Process, Defining the Purpose, Analyzing the Audience, Establishing the main idea, Selecting the Appropriate Channel and Medium, Meeting Etiquettes.
5. **Interpersonal Communication:** Transactional Analysis, Johari Window, Personality Types and Communication style.
6. **Mechanism of Business Writing:** Approaches to writing-Direct, Indirect and Persuasive Styles, Cover Letters: Writing the Opening Paragraph, Summarizing the Key Selling Points, Writing the Closing Paragraph. Writing Résumé's, Reports and Proposals, Drafting e-mails, memos
7. **Negotiation Skills:** Basic principles, Process of Negotiation-Preparation, developing a Strategy, Getting Started, Building Understanding, Bargaining, Closing. Barriers of Negotiation, Essentials of Negotiation.
8. **Contemporary Trends:** Technology enabled Communication, online etiquettes, Cell phone etiquettes, Introduction to Corporate Communication, Ethics in Business communication.

Text Readings

1. William V. Ruch, **Business Communication**, Maxwell Macmillan, New York.
2. Lani Arredono, **The McGraw-Hill 36-Hour Course: Business Presentation**, McGraw-Hill, New York.
3. Bill Scott, **The Skills of Communication**, Jaico, Bombay.
4. Ronald E. Dulek and John S. Fielden, **Principles of Business Communication**, McMillan, New York.
5. Effective Technical Communication by M Ashraf Rizvi
6. Business Communication by Raman & Singh
7. M.Raman and P.Singh, **Business Communication**, latest edition, Oxford University Press, India.
8. D. Fisher, **Communication in Organizations**, latest edition, Jaico Publishing House, India.
9. M. E. Guffy, **Essentials of Business Communication**, latest edition, Thomson Publishers.
10. S. Taylor, **Communication for Business**, latest edition, Pearson Education.

MM-106C

BUSINESS ETHICS AND MANAGEMENT BY INDIAN VALUES

Course objectives

The objectives of this course are to help students gain an understanding of Business Ethics and application of Indian Values in Managerial Decision making.

Examination Scheme:

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).

Course Contents

Section A

PART – I BUSINESS ETHICS

1. The Nature and Purpose of Ethical Reflections : Introduction, Definition of Ethics, Moral Behaviour, Characteristics of Moral Standards.
2. Business Ethics : Mediating between Moral Demands and Interest, Relative Autonomy of Business Morality, Studies in Business Ethics, Role of Ethics in Business, Theory of Voluntary Mediation, Participatory Ethics.
3. Moral Responsibility : Introduction; Balanced Concept of Freedom, Individual Responsibility, Implications related to Modern Issues, Public Accountability and Entrepreneurial Responsibility, Moral Corporate Excellence, Corporate Responsibility.
4. Business Ethics and Individual Interest : Interest based Outlook, Impact of Interest on Moral Goals and Moral Principles, Utilitarian Views on Business Ethics, Enlightened Egoism.
5. Duty ethics in the Business Environment.
6. Theories of Virtue : Productive Practices and Team Motivation, Prospects of Virtues in Business Ethics and Management Theory.

PART - II MANAGEMENT BY INDIAN VALUES

1. Management, Culture and Ethos - Role and Significance of Ethos in Managerial Practices, Is Management Culture Bound? (Discuss) .
2. Sources of Indian Ethos in Management : Vedas, Shastras, Smrities, Puranas, Upnishads, Ramayan, Mahabharat, Arthashastra, Ramcharitamanas, Panchatantra, Hitopadesh, Guru Granth Sahib, Teachings of Buddha and Mahaveer, the Holy Bible, the Holy Quran. (Why should Holy Bible and Quran be also included amongst sources of Indian Ethics in Management; Discussion) etc. – examples and models from the above texts.
3. Models of Leadership and Motivation in Indian Thoughts, Examples from Scriptures.
4. Human Behaviour – Indian Thoughts, Guna Theory, Sanskara Theory.
5. Karma Theory, Nishkama Karma Yoga and Professionalism.
6. Personal and Managerial Effectiveness in Indian Thoughts - Management of the Self – Management of body, thoughts and emotions; Interpersonal and Group Effectiveness.
7. Cultural Heritage of India and its relevance for Modern Management : Concept of ‘Pancha - Rina’ (five- fold debts) and Corporate Social Responsibility, Four – fold Life Goals (Purusharth Chatushtaya) and Business, Sanskaras Values Vs. Skills – Supremacy of Values over Skills (Discussion), Role Vs. Self.
8. Work Place Spirituality.

Section B

Cases in Business Ethics and Management by Indian Values.

Suggested Readings : Latest Edition

1. A.C Fernando, **Business Ethics: An Indian Perspective**, Pearson.
2. Weiss, **Business Ethics concept & cases**, Cengage Learning.
3. Velasquez, **Business Ethics, Concepts & Cases**.
4. Murthy, **Business Ethics**, Himalaya Publishing House.
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.,
9. Swami Jitatmananda, **Indian Ethos for Management**, Rajkot, Ramakrishna Ashrama.
10. Swami Someswarananda, **Indian Wisdom for Management**, Ahmedabad, AMA.
11. Swami Rangnathananda, **Universal Message of the Bhagvad Gita**, Vol. 1 , 2 and 3, Caicuna Advaita Ashrama.
12. Peter Brately “The Essence of Business Ethics”, New Delhi, Prentice Hall of India.
13. William K. Frankena, “ Ethics:”, New Delhi, Prentice Hall of India.
14. Norman E. Bowle and Ronald F. Duska, “Business Ethics”, New Jercy, Prentice Hall Inc.
15. Swami Someshwarananda, “Business Management Redefined- the Gita Way”, Mumbai Jaico Publishing House.
16. Swami Jitemananda, “ Indian Ethos for Management, Rajkot, Ramkrishna Ashrama.
17. S.K. Chakraborty, “ Management Transformation by Values”, New Delhi, Sage Publication.
18. S.K. Chakraborty, “ Management by Values”, New Delhi, Oxford University Press.
19. Ahmadabad Management Association (AMA), “Ancient Indian Wisdom for Self Development”, Ahmedabad.
20. Narayana, “ Transformation to Transcendence- Breakthrough Ideas for Leadership in the New Millennium”, Ahmadabad AMA.
21. Ahmadabad Management Association (AMA), “Inspiration from Indian Wisdom for Management”, Ahmedabad.
22. Ahmadabad Management Association (AMA), “Ancient Indian Wisdom for Motivation”, Ahmedabad.
23. Text of Holy Bible and Quran .
24. G. Narayana, “ The Responsible Leader- A Journey Through Gita”, Ahmadabad, AMA.

MM-107C

MARKETING MANAGEMENT

Course Objectives

The objectives of this course are to provide the students exposure to modern marketing concepts, tools, and techniques, and help them develop abilities and skills required for the performance of marketing functions.

Evaluation Scheme :

Internal : 40 Marks External : 60 Marks

Course Contents

1. **Marketing Concepts:** Customer Value and Satisfaction, Customers Delight, Conceptualizing Tasks and Philosophies of Marketing Management, Value chain, scanning the Marketing Environment.
2. **Market Segmentation, Targeting, Positioning:** Market segmentations, levels of market segmentations, patterns, procedures, requirement for effective segmentation, evaluating the market segments, selecting the market segments, tool for competitive differentiation, developing a positioning strategy.
3. Marketing Information System and Marketing Research Process.
4. **Product Decision:** Objectives, Product classification, Product-Mix, Product life cycle strategies, equity, challenges, repositioning branding, introduction and factors contributing the growth of packaging, introduction of labeling.
5. **Pricing Decision:** Factors affecting price, pricing methods and strategies.
6. **Distribution Decisions:** Importance and Functions of Distribution Channel, Considerations in Distribution Channel Decisions, Distribution Channel Members.
7. **Promotion Decisions:** A view of Communication Process, developing effective communication, Promotion-Mix elements.
8. **Marketing Strategies for Leaders, Challengers, Followers and Nichers:** Expanding to market, defining market share, expanding market share, defining the strategic object and openness, choosing a goal attacking strategies, market follower strategies.
9. **Emerging Trends in Marketing:** An introduction to Internet Marketing, Multi level Marketing, and Introduction of CRM & EVENT marketing.

Text Readings : Latest Edition

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.

Suggested Readings : Latest Edition

1. William L. Pride and O.C. Ferrell, “**Marketing Concepts and Strategies**”, Boston: Houghton Mifflin Co.
2. Marketing Management, Rajan Saxena, Tata McGrahill New Delhi.

FT-108C MANAGERIAL ECONOMICS

Course Objective:

Objective of this Course is to help the students analyze and understand economic environment.

Examination Scheme:

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 numerical / case(s).

Course Contents

1. **Introduction to economics and managerial economics:** Nature scope, characteristics and significance of managerial economics. Relationship of managerial economics with economics, operation research, decision making, statistics, accounting.
2. **Fundamental concepts:** Incremental reasoning, Marginal analysis, Equimarginal utility, time perspective, consumer surplus, opportunity cost, time value of money Theories of Firm – Managerial theories – Baumol and Williamson, Behavioral theories – Simon, Cyret and March.
3. **Supply & Demand Analysis** – Concept, Determinates & Types of Demand. Utility and its types, law of Diminishing Marginal utility. Demand Function, Law of Demand. Elasticity of Demand Price, Income, Cross, Advertising & price expectation. Demand Forecasting.
4. **Production and cost analysis:** Meaning of production, production function, short run and long run production analysis. Isoquant curves and Isocost lines, Ridge lines, Equilibrium production, expansion path. Cost – meaning and types of cost, cost function, short run and long run cost function. Economies and diseconomies of scale. Law of supply.
5. **Pricing:** Price determination under perfect competition. Monopoly and Price Discrimination, Monopolistic Competition, Oligopoly – kinked demand curve, cartel formation, price leadership.
6. **Profit:** Meaning, types and theories of profit, profit planning – break even analysis.
7. **Micro-macro interrelations,** Circular flow of economic activity, National Income concepts, Concepts and Objectives of Private Business. Meaning and Phases of Business Cycles: Economic stabilization & Role of govt. in the economy.
8. **Concepts, recent trends (overview only) in Indian Economy, of the following:** Monetary Policy, Fiscal Policy, Foreign Trade Policy, Exchange Rate Policy.

Text Books : Latest Edition

- 1 P.L. Mehta – Managerial Economics, Sultan Chand, New Delhi.
- 2 Mishra & Puri – Micro Economics, Himalaya Publishing House, New Delhi
- 3 G.S. Gupta: Managerial Economics, Tata McGraw Hills, New Delhi
- 4 Peterson & Lewis: Managerial Economics, Princeton Hall of India, New Delhi.

Suggested Books: Latest Edition

- A. Koutsoyiannis – Modern Micro Economics, Macmillan Press, New Delhi
1. Dr. Atmanand – Managerial Economics, Excel books, New Delhi
 2. Howard Davis – Managerial Economics, Macmillan Press, New Delhi
 3. D.N. Dwivedi – Managerial Economics, Vikas Publishing, New Delhi
 4. Hal Varian – Intermediate micro economics, Tata McGraw Hills, New Delhi