



# ITM UNIVERSITY

UPARWARA, NEW RAIPUR

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*Syllabus for*

**MASTER OF BUSINESS ADMINISTRATION**

**EFFECTIVE FROM THE SESSION: 2012-2013**

**Semester –I**



# ITM UNIVERSITY, NEW RAIPUR

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## Master of Business Administration

### *Semester –I*

*List of subject for Academic Session 2012 – 13.*

<i>Serial No.</i>	<i>List of Subjects</i>
1.	<b>Principles of Management</b>
2.	<b>Managerial Economics</b>
3.	<b>Financial Accounting</b>
4.	<b>Environment Management</b>
5.	<b>Quantitative Techniques</b>
6.	<b>Business Legislation</b>
7.	<b>Communication Skills- I</b>
8.	<b>Computers for Managers</b>



# ITM UNIVERSITY, RAIPUR

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## Master of Business Administration

Subject: Principles of Management

Semester-I

### Unit I

Introduction - Nature, function, definition and importance of management, Definition, nature, purpose and scope of management, Functions of a manager, an overview of planning, organizing, staffing leading and controlling. Is management a science or art?

### Unit II

Development of Management Thought - Scientific management; Contribution of Taylor, Fayol, Mary Follet, Elton Mayo; Hawthorne experiments, Contingency approach, Indian heritage in production and consumption. Management and administration, Management as a profession, Professionalism of management in India, Management ethics and management culture, Skills required of manager, Classification of skills, Methods of skills development.

### Unit III

Management Planning - Concept of planning, objectives, Nature, Types of plan, Stages involved in planning, Characteristics of a good plan, Importance, Limitations of planning, Making planning effective, Strategic planning in Indian Industry, MBO. Decision Making - Concept, characteristics of decisions, Types of decisions, Steps Involved in decision making, Importance of decision making, Methods of decision making, Committee Decision Making.

### Unit IV

Organisation - Concepts, Principle of organization, Importance, Features of good organization structure, Types of Organisation structure. Authority, Responsibilities and Accountability, Delegation of Authority Barriers to effective delegation, Span of control.



## **Unit V**

Coordination & Direction Concept - Importance and need for coordination, Principles of coordination, Methods of achieving effective coordination; Meaning of direction, Importance and Principles of direction, Characteristics of good directives.

## **Unit VI**

Control - Concept, planning-control relationship, process of control -setting objectives, establishing standards, measuring performance, correcting deviations. Brief review of Traditional Techniques & Modern Techniques of Control; Human response to control; Dimensions or Types of Control - (a) Feed forward control (b) Concurrent Control (Real Time Information & Control), (c) Feedback Control v) Techniques of Control.

### **Books for reading:**

1. Essentials of Management, Harold Koontz & Heinz, Weihrich, 5th Tata McGraw Hill.
2. Principles and Practice of Management, L M Prasad, Sultan Chand & Chand.

### **Suggested Readings:**

1. Management Stoner, Freeman, Gilbert Jr. ,6th ,Prentice Hall.
2. Management (A Global Perspective), Heinz Weihrich & Harnold Koontz, 10th Tata McGraw Hill.
3. A Dictionary of Business 3ed. By Elizabeth Martin – Oxford.
4. Fundamentals of Management, Robins ,3rd Pearson Education Asia.
5. Management, 6e, Stoner, Pearson Education Asia.



# ITM UNIVERSITY, RAIPUR

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## Master of Business Administration

Subject: Managerial Economics

Semester-I

### Unit I

Introduction to Managerial Economics: Definition, Nature and Scope of Managerial Economics, Application of Economics to Business Decision, Relationship of Economics with various areas of Management and OR; role of managerial economist.

### Unit II

Demand and Supply Functions –Theory of Demand: Demand Analysis, Elasticity of demand, types and significance of Elasticity of Demand. Demand estimation – Marketing research approaches to demand estimation. Need for forecasting, forecasting techniques. Supply Analysis – Supply function, the Law of Supply, Elasticity of Supply. Practical Problems on Demand curve and Demand Function.

### Unit III

Production & Cost Analysis - Production & Production Function: Concept, Forms of production function, Law of variable Proportions, Returns to scale. Cost concept, Short term and long term cost. Average cost curves, cost output relationship, Cost curves, Economies & Diseconomies of scale. Practical Problems on estimation of production function – Cobb-Douglas production function.

### Unit IV

Market Structure and Pricing practices: Features and Types of different competitive situations - Price-Output determination in Perfect competition, Monopoly, Monopolistic competition and Oligopoly both the long run and short run. Pricing philosophy – Pricing methods in practice: Price discrimination, Practical Problems on pricing.



## **Unit V**

National Income: basic concept-measurement of national income concept of GDP & GNP –Methods of measuring national income-net output method, income determination theorem, concept of equilibrium income, factors determining level of income factor income method, expenditure method; Practical Problems on computation of national income. Concept of multiplier accelerator.

## **Unit VI**

Business cycles & Stabilization - Concept, Causes & Impact of business cycle , Policy; Inflation & deflation- types, causes, effects remedial measures; Monetary and Fiscal policy- meaning, scope and instruments; Factors determining economic environment of business.

*NB: Numerical shall be based on Unit II, Unit III, Unit IV, Unit V only.*

## **Books for Reading**

1. Managerial Economics by Geetika, Piyali Ghosh, Purba Roy Choudhury Tata McGraw-Hill Education.
2. Managerial Economics by Suma Damodaran Oxford University Press.

## **Suggested Readings:**

1. Managerial Economics, P. L. Mehta, Sultan Chand & Sons, New Delhi.
2. Managerial Economics, D.N.Dwidevi, Vikas Publishing House Pvt. Ltd.
3. Managerial economics in a Global economy, Dominick Salvatore, Thomson learning Press.
4. Managerial Economics, Suma Damodran, 2006, Oxford University Press, New Delhi.
5. Indian Economy, Mishra & Puri, 2007, Himalaya Publishing House.
6. Managerial Economics, Suma damodaran, Oxford University Press.
7. Mathematical Methods and Economic Theoory, Anjan Mukerji, Oxford University Press.



# ITM UNIVERSITY, RAIPUR

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## Master of Business Administration

Subject: Financial Accounting  
Semester-I

### Unit I

Introduction to Accounting: Introduction of financial accounting, Importance, Objectives and Principles of Accounting, Concepts and conventions, and The Generally Accepted Accounting Principles (GAAP), Accounting Process- Journal and ledger, Trial Balance, Classification of capital and revenue expenses, preparation of subsidiary book – cash book (single and double column), other subsidiary books. Reconciliation between bank pass book and cash book.

### Unit II

Valuation of goodwill and shares: Concept and nature of Goodwill, factors responsible for goodwill, methods of determining Goodwill – Based on Simple Profit (Purchase of number of years, Capitalisation of Simple profit), Based on Super profit (Number of years purchase, sliding scale valuation method, capitalisation method and annuity method), Valuation of shares – Net Assets Method, Yield Method, Earning Capacity Method (Overall rate of Return Method), Fair Value Method.

### Unit III

Accounting of Non – profit making institutions: Introduction of non – profit making institutions, features of receipt and payment account, income and expenditure account and difference between the two, preparation of final accounts of non – profit making institutions.

### Unit IV

Final Account of Joint Stock Companies - Final Accounts of Joint Stock Companies – contents, and preparation of Trading and Manufacturing, Profit and Loss Account, Profit and Loss Appropriation Account and Balance sheet with adjustment.



## **Unit V**

Financial Analysis-I: Statement of Changes in Working Capital, Funds from Operations, paid cost and unpaid costs. Distinction between cash profits and book profits. Preparation and analysis of cash flow statement and funds flow statement.

## **Unit VI**

Issue of Shares and Debentures: Entries for Issue of shares, forfeiture and re-issue of forfeited shares. Issue of shares at Discount and premium. Issue and Redemption of Debentures: Meaning, issue of debentures for cash and other than cash, treatment of discounts and losses on issue, meaning of redemption, redemption out of capital and profits.

## **Books for Readings**

1. Financial Accounting by Mukerjee and Haneef, Tata McGraw-Hill Education.
2. Financial Accounting For Management by Ramachandran/ Kakan, Tata McGraw-Hill Education.

## **Suggested Readings:**

1. Dr.S.N. Maheshwari and Dr.S.K. Maheshwari: Financial Accounting, Vikas, 2009.
2. Gokul Sinha: Financial Statement Analysis, PHI, 2009.
3. Ambrish Gupta: Financial Accounting Management An Analytical Perspective, Pearson Education-2009.
4. Jawaharlal: Accounting for Management, HPH,2008.
5. Stice & Stice: Financial Accounting Reporting & Analysis, Cengage, 7/e, 2008.
6. Financial Accounting for management, Gupta, Pearson Education Asia.
7. Management Accounting, Bhattachryya, Pearson Education Asia.
8. Financial Accounting by Rajasekaran V. Pearson Education India.





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## Master of Business Administration

Subject: Environment Management

Semester-I

### Unit I

Introduction to Environment Management - Definition, Scope & importance, Need for public awareness- institution in environment, Fundamentals– sustainable development, Unsustainable to sustainable development. Natural resources - Renewable and non renewable resources, and associated problems, Role of an individual in conservation of natural resources; equitable use of resources for sustainable life cycles.

### Unit II

Ecosystem & Biodiversity - Concept of an Ecosystem , ecosystem degradation, resource utilization; Structure & functions of an ecosystem-producers, consumers and decomposers; Ecological succession; food chains, food webs and ecological pyramids; Ecosystem types – characteristics features, structure and functions of forest, grassland, desert and aquatic ecosystems, Industrial Ecology and Recycling Industry. Introduction- biodiversity at genetic, species and ecosystem levels; Bio-geographic classification of India; Value of diversity– Consumption use value, Productive use value, Social, Ethical, Moral, aesthetic and optional value if diversity; India as mega-diversity nation.

### Unit III

Human population & environment - Global population growth, variations among nations. Population explosion, Family welfare Programmes-methods of sterilization; Urbanization, Environment & human health-climate and human health, infectious diseases, water related diseases, risk due to chemicals in food, Cancer and environment. Human rights –Equity, Nutrition and health rights, intellectual property rights (IPRS), HIV/AIDS; Women and children Welfare; Information technology in environment and human health. Application of carbon rating and its uses.



#### **Unit IV**

Environment Pollution: Soil, Water, Marine, Noise, Thermal & Nuclear Pollution- Introduction, impact on health, environment and industry, measures of control, individual contribution. Green House Effect, Global Warming, Acid Rain, Rain Water Harvesting, Ozone Layer depletion.

#### **Unit V**

Social issues and environment - Construction of dams: problems and concerns of resettlement, rehabilitation of affected people; Environmental ethics– issues and possible solutions, resource consumption patterns and need for equitable utilization; Equity disparity in western and eastern countries; Urban and rural equity issues; Need for gender equity; Public awareness–Using an environmental calendar of activities. Environmental Economics- Estimation of Costs and Benefits- Cost-Benefit Analysis.

#### **Unit VI**

Environment legislation & Institutions - Environmental (protection) Act, The water (prevention and control of Pollution); The wild life protection Act; Forest conservation Act; Issues involved in enforcement of environmental legislations; Environment Impact Assessment; Environmental Auditing; Clearance/Permission for establishing Industry. Ministry of Environment and Forest, Central Pollution Control Boards, State Pollution Control Boards, Local Bodies- their scopes, organizational and functional issues.

#### **Books for Reading**

1. Environmental Management, Marilyn R Block ,Routledge Francis Group.
2. Environmental Management- Bala Krishnamoorthy, PHI Learning.

#### **Suggested Readings**

1. A text book of environmental by K M Agrawal, P K Sikdar, S C Deb||, published by Macmillan.
2. Environment management by N K Uberoi||, published by Excel Books.
3. Environment management by Dr. Swapan Deb||, published by Jaico Publishing House.
4. Environmental Studies by Rajagopalan- Pub. By Oxford.



5. Gupta & Dass - Environmental Accounting- (S. Chand & Co.).
6. Pandey, G. N. – Environment Management, Vikas Publishing House, New Delhi, 1997.
7. Mohanty, S. K. – Environmental & Pollution Law Manual, Universal Law Pub., New Delhi 1996.
8. Environment Management: Saxena H M Raut Publisher.



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## Master of Business Administration

Subject: Quantitative Techniques

Semester-I

### Unit I

Measures of Central Tendency and Dispersion - Arithmetic Mean, Median, Mode, Comparison of Mean, Median and Mode. Range, Quartile Deviation, Mean Deviation, Standard Deviation, Relative Dispersion: Coefficient of Variance.

### Unit II

Regression Analysis - Regression: Method of Least Squares, Regression Coefficient, Standard Errors of Estimate.; Uses and properties of regression coefficient.

### Unit III

Correlation Analysis – Karl Pearson's method, Coefficient of Determination, Rank Correlation. Uses & properties of correlation coefficient. Lag and lead in correlation, Correlation in grouped data; Concept of Covariance, multiple and partial; correlation.

### Unit IV

Time Series Analysis and Forecasting - Components of Time Series, Trend - Moving averages, semi-averages and least-squares, seasonal variation, cyclic variation and irregular variation, Index numbers, calculation of seasonal indices, Additive and multiplicative models, Forecasting, Non linear trend – second degree parabolic trends.

### Unit V

Probability and Statistical Decision Theory: Key concepts-Experiment, events, definition, subjective probability, set theory approach, Venn diagram, rule of addition, compound probability, Bayes's theorem, Bernoulli trials. Elements in decision making – acts, states of nature, decision making under certainty and



uncertainty. Decision Choice criteria – MAXIMIN, MAXIMAX, MINIMAX regret, EMV and EOL.

## **Unit VI**

Linear Programming and Problem formulation: Meaning of LPP and optimization, constraints and feasible region, Formulation of LPP for 2 and more variables, Determination of optimum solution by graphical method only.

### **Books for Reading**

1. Fundamentals of statistics, D.N. Elhance, Veena Elhance, Kitab Mahal.
2. Quantitative Techniques in Management, N.D. Vohra, TMH.

### **Suggested Readings**

1. Business Statistics, G. C. Beri (Tmh).
2. Quantitative Techniques In Management, N. D. Vohra (Tmh).
3. Quantitative Methods For Business, Anderson ( Thomson Learning Books).
4. Statistical Methods, S.P. Gupta (S Chand).
5. Levin Richard & Rubin David – Statistics For Management (Prentice Hall Of India).
6. Quantitative Methods – S Saha, S Mukherji (Central).
7. Fundamentals Of Business Statistics, Sharma, Pearson Education Asia.



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## Master of Business Administration

Subject: Business Legislation

Semester-I

### Unit I

Law of Contract -1872: Nature of contract and essential elements of valid contract, Offer and Acceptance, Consideration, Capacity to contract and free consent, Legality of object. Unlawful and illegal agreements, Contingent contracts, Performance and discharge of contracts, Remedies for breach of contract. Indemnity and guarantee.

### Unit II

The Companies Act 1956 - Definition & characteristics of a company, Kinds of Companies, Provisions relating to incorporation, : Memorandum of Association, Doctrine of ultra-vires, Articles of Association, Doctrine of indoor management & constructive notice, Concept of Prospectus. Company Meetings, Resolutions Concept of Prospectus. Role & duties of promoter, transfer and transmission; Management –Appointment of Directors, Powers, duties, & liabilities of Directors. Winding Up of the Company - Types of Winding up.

### Unit III

Negotiable Instruments Act 1881: Negotiable Instruments- Promissory Note, Bills of Exchange, & Cheque, and their definitions and characteristics, Types of endorsements, Holder- Holder in due course, Discharge of Parties. Procedure to be followed in case of dishonour of cheques.

### Unit IV

Indian Partnership Act 1932:-Definition of partnership, types of partnership, formation of partnership, registration of partnership, kinds of partners, rights and liabilities of partners, minor's status in a partnership firm, dissolution of partnership firm. Requirements in a partnership deed Limited Liability Partnership Act 2008.



## **Unit V**

Information Technology Act 2000 Object and Scope of the IT Act Scope of the Act  
Digital Signature - Digital Signature Certificate Electronic Governance Electronic  
Records Certifying Authorities Penalty & Adjudication.

## **Unit VI**

Consumer Protection Act, 1986 Definitions of Consumer, Complainant, Goods,  
Service - Meaning of Consumer Dispute, Complaint - Unfair Trade Practices -  
Restrictive Trade Practices Rights of Consumers Consumer Disputes Redressal  
Agencies

## **Books for Reading**

1. N.D.Kapoor Mercantile Law, Sultan chand & Sons, 2009.
2. Dr.O.P.Gupta Business Regulatory Framework, Sahtiya Bhawan.

## **Suggested Reading**

1. Akhileshwar Pathak: Legal Aspects of Business, TMH, 3/e, 2009.
2. K.R. Bulchandani: Business Law for Management, , Himalaya, 2008.
3. Kuchal: Business Law, Vikas, 2009.
4. Tulsian: Business Law, TMH, 2008.
5. N.D.Kapoor: Mercantile Law, Sultan Chand & Sons, 2009.
6. S.N.Maheshwari & Maheshwari: Business Law and Regulation, Himalaya, 2008.
7. Business Law, Seth, Pearson Education Asia.



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## Master of Business Administration

Subject: Communication Skills- I

Semester-I

**Course Objectives:** *Guide students in enhancing their skills in written as well as oral Communications, through theoretical inputs and practical exercises. This course will help students in understanding the principles & techniques of business communication and familiarize them with the terminologies and complexities of business communications*

### UNIT I

Communication Fundamentals: Meaning and importance of communication in business, Types of communication: formal and informal and their characteristics, Essentials of effective business communication, Channels of communication, their effectiveness, limitations, Barriers of communication, approaches to effective Communication.

### UNIT II

Communication Process: Interpersonal perception, selective attention, feedback, variables, listening, barriers to listening, persuasion.

### UNIT III

Types of Communications: Verbal: Elements of Punctuation, Emphasis, Use of quotations and anecdotes in Oral Presentation, Group Discussion and Speech; Non-verbal: Open and Closed features, Appearance, Gestures, Postures, Eye contact, Proxemics, Expressions & kinesics, Cultural Conventions, Meta-messages, Emotive Intelligence.

### UNIT IV

Forms of Communication: Written Communication: Principles of Effective Written Communication; Effective notes taking, Strategies to improve reading skills,





Speech Writing, Creative Writing. Oral Communication: Speaking skills, Public Speaking, Effective Listening, Strategies for Communicating in Teams.

## **UNIT V**

Exercises for Oral Communications: Individual and Group Presentations, Extempore, Role Playing, Debates and Quiz.

## **UNIT VI**

Exercises for Written Communications: Essay writing, Poster Making, Writing an Advertisement Copy, Slogans, Captions, & preparing Press notes.

### **Books for Reading**

1. Raman & Singh – Business Communications- Oxford University Press.
2. Raymond V Lesikar, Jhon D Pettit and Mary E Flatley - Lesikars Basic Communication - Tata Mc Graw Hill.

### **Suggested Readings**

1. McGraith – Basic Managerial Skills for all Prentice Hall of India – 6th Edition 2002.
2. Raymond V. Lesikar, John D. Pettit and Mary E. Flatley – Lesikars Basic Communication Tata McGraw Will 8th Edition, 1999.
3. Krizan et al (2010). Effective Business Communication, Cengage Learning.
4. Scot, O. (2009). Contemporary Business Communication, Biztantra, New Delhi.
5. Diwan & Aggarwal Business Communication Excel.
6. Communication Skills, Sanjay Kumar, Oxford University Press.
7. Skills Development for Business and Management students, Oxford University Press.
8. Guide to Interpersonal Communication, Pearson Education Asia.
9. Guide to Managerial Communication, Pearson Education Asia.



# ITM UNIVERSITY, RAIPUR

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## Master of Business Administration

Subject: Computers for Managers

Semester-I

**Course Objective:** *To provide a foundation for understanding information technology in modern context as well as to provide the skills necessary for solving a range of information based problems in competitive business environment. The Course offers a range of learning from basics to advanced knowledge in the field of Information as applied to business*

### Unit I

Introduction to Computers: Types of Computer systems, Basic Computer operations, Networks: Internet, Intranet and Extranet Applications, Functional units of Computers, Practical data processing application in business, and Computer applications in various areas of business.

### Unit II

The Software: Software types, Systems Software, Classification of Operating System, Application Software, Introduction to Programming Language, Types of Programming Languages. Introduction to Microsoft Office, working with MS Word, MS Excel, MS Power point, Data Base, Data Base Management System.

### Unit III

Internet, Security and E-Commerce: Introduction, History and Core features of the Internet, Internet Applications, Internet and World Wide Web, Extranet and E-mail, Mobile Computing, Electronic Commerce, Types of E-Commerce and their utilities.

### Unit IV

Management Information Systems: Introduction to MIS, Principles of MIS, Characteristics, functions, structure & Classification of MIS, information for decisions; strategic importance of MIS, MIS in Manufacturing, Marketing, Finance



Human Resource Management, Materials & Project Management; ERP: CRM and Supply Chain management. Managers and Decision making, Decision support systems: for Individuals, groups and Enterprise, Intelligent Support Systems.

### **Unit V**

Managing Knowledge: Introduction to Knowledge Management, Organizational Learning and Memory, knowledge management activities, Approaches to Knowledge management, Information Technology in Knowledge Management, knowledge Management Systems implementation, Roles of people in knowledge management, Managerial Issues in Knowledge Management.

### **Unit VI**

Corporate Performance Management and Business Intelligence: A framework of Business Intelligence: Concepts and Benefits, Business Analytics: Online analytical processing reporting and querying, Data Text Web mining and Predictive Analytics, Data Visualization, Geographical Information Systems and virtual reality, Real time business intelligence and competitive Intelligence, Business Performance Management Scorecards and Dashboards.

### **Books for Reading**

1. Information Technology for Management, B Muthukumaran, Oxford University Press.
2. Lucas, H. C. Jr. (2004). Information Technology For Management. (7th ed.). New Delhi: TMH.
3. S. Sudalaimuthu, S.Anthony Raj. 2008, —Computer Application in Business||, Himalaya Publishing House.

### **Suggested Readings**

1. Turban, McLean, Wetherbe 2003, Information technology for Management, John Wiley & Sons.
2. S. Sudalaimuthu, S.Anthony Raj. 2008, —Computer Application in Business||, Himalaya Publishing House.
3. O'Brien, J.A. (2004). Management Information Systems: Managing IT in the Business Enterprise. (6th edition) Prentice Hall.



4. Lucas, H. C. Jr. (2004). Information Technology For Management. (7th ed.). New Delhi: TMH.
5. Jaiswal & Mittal, (2010), Management Information Systems, Oxford University Press.
6. V. K. Narayanan, Managing Technology and Innovation for Competitive Advantage, 1/e, Pearson Education.
7. Information Technology for Management, B Muthukumaran, Oxford University Press.