

COURSE CURRICULUM

MASTER OF BUSINESS ADMINISTRATION

(PART TIME PROGRAMME)

SEMESTER – FIRST

SESSION -2009

VNS INSTITUTE OF MANAGEMENT

BARKATULLAH UNIVERSITY, BHOPAL

PRINCIPLES AND PRACTICES OF MANAGEMENT

Course No – 101

Max Marks Ext. Exam : 70

Min. Pass Marks (40%) : 28

Objective: The objective of this course is to introduce the concepts and process of modern management as applied to an organisation tracing back to the stage of development from its inception to date.

COURSE CONTENTS:

Introduction to Management: Necessity and role of organization: Definition and functions of management – Planning, organising, Staffing, Leading, Controlling, Budgeting and other functions of management.

Evolution of Management Theory: Classical Management theories, The Behavioral School. The Human Relations Movement, The Contingency Approach. System Approach to management. Development of management thought in East..

Planning & Strategic Management: Planning process, concept of Strategy its levels: Decision making process - Tools and Techniques, (Case Study)

Authority, Delegation and Decentralisation : - Authority, Power and influence, line and staff

Authority, delegation – barriers to delegation: Decentralization - factors affecting decentralization.

Control: The control process,. Types of Control methods, Designing Control Systems.

Recent Trends: Cross cultural management with reference to American, European, Japanese and Indian Management, (Case Study).

SCHEME OF EXAMINATION:

Total Marks: (Internal 30, External 70) = 100 Mark

PATTERN FOR EXTERNAL EVALUATION

Sec. A (Short answers) 4 out of 8 4x7 = 28 Marks

Sec . B (Essay type and case) 3 out of 5 3x14 = 42 Marks

REFERENCE BOOKS:

1. J. F. Stoner & Freeman : Principles of Management
2. Koontz and O' Donnel : Principles of Management
3. Pasck and Athos : Art of Japanese Management
4. S. K. Chakraborty : Development of Management Skills
5. Tripathi and Keddy : Management .

MANAGERIAL ECONOMICS

Course No – 102

Max Marks Ext. Exam : 70

Min. Pass Marks (40%) : 28

Objective: This course would familiarize students with the concepts and theories of economics as applied to business firm to help management decision making at the level of a firm.

COURSE CONTENT

Objectives of the firm: Profit maximisation, Sales maximisation.

Demand analysis: Types of demand: Determinants of demand. Elasticity of demand, demand function demand forecasting methods (Case Study)

Production: Production function, Isoquants, Isocosts, Least cost input combination, Law of variable proportion, Return to scale, Marginal revenue productivity.

Competition: market structure and types: different types of competition – monopoly, oligopoly.

Pricing: Price determinations price function, pricing under different conditions, price discrimination pricing of joint products. Pricing methods in practice. (Case Study).

SCHEME OF EXAMINATION:

Total Mark : (Internal 30, External 70) = 100 Mark

PATTERN FOR EXTERNAL EVALUATION

0Sec. A (Short answers) 4 out of 8 4x7 = 28 Marks

Sec . B (Essay type and case) 3 out of 5 3x14 = 42 Marks

REFERENCE BOOK:

1. Joel Dean : Managerial Economics
2. Paul & V.L. Mote : Managerial Economics
3. D. N. Dwivedi : Managerial Economics
4. R. L. Varshney & K. L. Maheshwari : Managerial Economics

QUANTITATIVE TECHNIQUES

Course No – 103

Max Marks Ext. Exam : 70

Min. Pass Marks (40%) : 28

Objective: This course would acquaint the students with the tools of quantitative methods in business and industry. The focus is on simple and practical techniques.

COURSE CONTENT

Nature and significance of data: collection and tabulation of data, frequency distribution.

Measures of central tendency: Arithmetic Mean, Median and Mode

Dispersion: Characteristics and measures, Range, Mean deviation and Standard deviation.

Skewness and kurtosis: Characteristics and measures, Moments

Correlation: Types, Karl Pearson, Coefficient, Rank Correlation method.

Regression: Linear and Non Linear, Coefficients of regression, Partial & Multiple.

Probability: Types, Simple, Space, Statistical, independence and dependence events, Distributions Binomial Poisson, Exponential and Normal, (Case study)

Analysis of Variance:

Tests of Significance & Decision Theory: Sampling, Distribution, Normal test T- test, F- test and Chi Square test.

Statistical Quality Control: Logic, Control chart, Sequential Sampling.

SCHEME OF EXAMINATION:

Total Mark : (Internal 30, External 70) = 100 Mark

PATTERN FOR EXTERNAL EVALUATION

0Sec. A (Short answers) 4 out of 8 4x7 = 28 Marks

Sec . B (Essay type and case) 3 out of 5 3x14 = 42 Marks

REFERENCE BOOK:

1. Recharad I. Levin : Statistics for Management
- 2- S. P. Gupta : Statistical Methods
- 3- Richard Levin & others : Quantitative Approach to Management
4. Bat & Cox : Statistical Analysis for Management Decision
- 5- C. R. Kothari : Quantitative Techniques

ACCOUNTING FOR MANAGERS

Course No – 104

Max Marks Ext. Exam : 70

Min. Pass Marks (40%) : 28

Objective: The basic objective of the course is to develop an insight into the procedures, principle and techniques of accounting and utilize the financial and cost accounting information for the purpose of planning

COURSE CONTENT

Concepts of Management Accounting System: Financial accounting systems, Management accounting, sub -systems, Relationship between these sub – systems.

Financial Accounting Sub- Systems: Concepts of financial system, principles of double entry, Ledger accounting, proforma and preparation of profit and loss account balance sheet (Case study)

Depreciation Accounting: Nature, advantage, causes of depreciation, objectives and methods of depreciation replacement of assets.

Procedure of raising share capital and debt capital: Issue, allotment, receipt and refund of capital (basic concepts)

Determination of Cost: Cost concept, elements, techniques and classification of cost.

Introduction and concept of standard costing and marginal costing (Case study)

Preparation of cost reconciliation statement.

SCHEME OF EXAMINATION:

Total Mark : (Internal 30, External 70) = 100 Mark

PATTERN FOR EXTERNAL EVALUATION

0Sec. A (Short answers) 4 out of 8 4x7 = 28 Marks

Sec . B (Essay type and case) 3 out of 5 3x14 = 42 Marks

REFERENCE BOOK:

1. John Dearden & S. K. Bhattacharya : Accounting for Management
- 2- R. L. Gupta : Advanced Accountancy
- 3- R. R. Gupta & V. S. Gupta : Advanced Accountancy
4. Shukla & Grewal : Advanced Accountancy
5. Anthony R. M. : Management Accountancy Principles
6. Jain and Narang : Elements of Accountancy

BUSINESS COMMUNICATION

Course No – 105

Max Marks Ext. Exam : 70

Min. Pass Marks (40%) : 28

Objective: The main objective of this paper is to teach the students the importance of communication in business to develop the art of their communication skills both oral & written.

COURSE CONTENT

Communication: Definition, nature, importance to managers, communication theories and process, symbolic interactionism, information theory, interaction theory, elements of communication process, importance of feed back.

External Barriers: Psychological barriers, mechanical barriers, making communication effective, communication methods, oral media, written media, non verbal communication.

Oral Communication: Speeches for different occasions, Guidelines, Listening value problems and guidelines, Interviews, Types of information, (Case study)

Professional Interview: Interview process, Problem, Guidelines, Group Discussion, Purpose and problem of guidelines. Conference, Responsibilities of chairman and participants, Effective use of non verbal communication.

Written communication: Writing techniques and guidelines – Letter writing, Basic principles, purpose, types of business letters, Handling negative ideas effectively. Report writing, types of reports, structure of reports, Drafting of reports, (case study)

SCHEME OF EXAMINATION:

Total Mark : (Internal 30, External 70) = 100 Mark

PATTERN FOR EXTERNAL EVALUATION

0Sec. A (Short answers) 4 out of 8 4x7 = 28 Marks

Sec . B (Essay type and case) 3 out of 5 3x14 = 42 Marks

REFERENCE BOOK:

1. Jerry C. Woffered, A. Gerloft & C. Cumins : Organisational Communication
2. Haston sandberg & Mills : Effective speaking in Business
3. George L. Mornisey :Effective Business and Technical Presentation
4. Raymand Lesikar :Business Communication, Theory & Practice
5. Rodrieque: :Effective Business Communication