

MANONMANIAM SUNDARANAR UNIVERSITY
TIRUNELVELI
PG COURSES – AFFILIATED COLLEGES

Course Structure for MBA
(Choice Based Credit System)
(with effect from the academic year 2016-2017 onwards)

Sem.	Sub./ Pr. No.	Subject status	Subject Title	Hrs/ week	Cre dits	Marks				
						Maximum			Passing minimum	
						Int.	Ext	Tot.	Ext.	Tot
I	1	Core - 1	Management Theory, Process and Organizational Behavior	6	4	25	75	100	38	50
	2	Core - 2	Accounting for Management	6	4	25	75	100	38	50
	3	Core - 3	Business Environment & Law	6	4	25	75	100	38	50
	4	Core - 4	Managerial Economics	6	4	25	75	100	38	50
	5	Elective	Quantitative Techniques for Management	6	4	25	75	100	38	50
		Subtotal		30	20	-	-	-	-	-

MANAGEMENT THEORY, PROCESS AND ORGANIZATIONAL BEHAVIOUR

UNIT – I

Definition of Management: The Management Functions – Management skills – Process of Management – Manager's Role and Functions – The Nature and Purpose of Planning – Types of Plans – Steps in Planning- The Planning Process – Strategies--Objectives – Nature of Objectives, Management by Objectives – Strategy and Policies – Decision Making – Making Planning Effective. – Case Study.

UNIT – II

The Organizing Process – Departmentation – Line and Staff Relationship – Centralization and Decentralization, Staffing: Nature of Staffing – Recruitment and Selection of Managers -Training and Development of Managers – Appraisal of Managers – Case Study.

UNIT - III

Introduction to Organizational Behavior – Individual Level Concepts – Values- Beliefs- Attitudes –Perception- Group Behavior –Power -Politics-Conflict-System Level Concepts – Different Structures – Components of Work – Design- policies – Culture- Leadership in Organization- Nature of Leadership – Leadership traits- Autocratic Vs Democratic leaders – Leadership theories. – Case Study.

UNIT – IV

Directing – Steps in Directing, Motivation: The concept of Motivation – Foundations of Motivation– Content perspectives on Motivation – Process Perspectives on Motivation Reinforcement Perspective on Motivation – Job Design for Motivation – Motivational Programs - Case Study.

UNIT – V

Controlling – the Importance of Control – Control Techniques and Methods- Characteristics of Effective Control – Quality Circles – Technology Enhanced Management- Social Responsibility – Managing Innovation – Case Study.

References:

1. Tim Hannagan, Management Concepts and practices, Macmillan India Ltd., 1977
2. Hellriegel, Jackson and Slocum, Management: A Competency – Based Approach, South Western 9th edition, 2002.
3. Stewart Black and Lyman W. Porter, Management – Meeting New Challenges, Prentice Hall 2000
4. Koontz, Essentials of Management, Tata McGraw Hill, 5th Edition 2001.
5. Raja Justus and Sathya Kumar- Principles of Management, Vijay Nicole Imprints Private Limited, Chennai, 2011.
6. Aswathappa .K. - Organizational Behavior, Text, Case Study and Games, Himalaya Publishing House, 2010

ACCOUNTING FOR MANAGEMENT

UNIT – I

Accounting – Definition- Purpose-GAAP – standards – Preparation of Final Accounts – Rules – Journals – Ledgers – Trial Balance – Trading and Profit and Loss Account – Balance Sheet- Depreciation methods- Financial Reporting in India.

UNIT – II

Costing – Purpose – Utility- Elements of Cost Sheet- Cost Determination – Cost Accounting Systems (Job Costing, process Costing) - Allocation of Overheads- Absorption Costing – Marginal Costing – Application.

UNIT – III

Budgeting and Budgetary Control – Definition – Purpose – Types – Procedure - Advantages- Capital Budgeting – Definition – Purpose – Methods- Applicability – Flexible Budgeting – Zero Based budgeting

UNIT – IV

Standard Costing and Variance Analysis – Materials – Labor – Overhead – Sales – Profit – Analysis and Reporting of Variances.

UNIT – V

Target costing – Definition – Procedure – Implementation- Advantages- Life Style Costing- Definition – Importance – Activity Based Costing – Definition – Procedure – Implementation – Advantages.

References:

1. Management Accounting, M.Y. Khan and P.K. Jain
2. S.P. Jain and K.L. Narang - Financial and Management Accounting, Kalyani Publishers, Chennai, 2009
3. S.P. Gupta, - Management Accounting (Tools and Techniques) –Sahithya Bhawan, Agra, 2006
4. S.N. Maheshwari – Management Accounting and Financial Control, Sultan Chand and Sons, New Delhi
5. S.P. Iyengar – Principles of Management Accounting, Sultan Chand and Sons, New Delhi
6. Hingorani and Ramanathan- Management Accounting, Sultan Chand and Sons, New Delhi.

BUSINESS ENVIRONMENT & LAW

UNIT – I Business Environment

Basic Concepts, Internal and External Environment, Components of Environment – Present Indian Scenario , Strategies for Corporate Growth, Globalization of Indian Corporate Sector, Competition and Efficiency- Basic Indicator of Economic Development, National Income and GDP, Foreign Trade and Balance of Payment, Money Supply – India's Natural Resources, Land, Water, Mineral and Renewal Resources – Indian Economic Planning, Five Year Plans – Case Study.

UNIT – II Industrial and Regulatory Environment

Synergy between Government and Business, Agriculture, Infrastructure, Informatics, Human Resource and Core Competence, Labor Management Relations, Social Responsibility and Consumer Interface – Industrial Policy and Performance, Impact of Industrial Policies, Liberalization and Deregulation – Public Sector in India, Process of Privatization, Disinvestment, Reform of Public Enterprises – Indian Constitution, Federal System of Government, Directive Principle of State Policy, Fundamental Rights and Duties- Regulatory Role of Government, Tariff Commission, MRTP, FEMA, Trade Practices Commission – Indian Fiscal Policy, Chelliah Committee Report, Tax Reforms – Capital Market in India – Inflation, Employment, PDS – Agricultural policy in India – Case Study

UNIT – III Social Responsibility and Technology Environment

Business Ethics and Corporate Governance – Unemployment and Manpower Policy – Planning for Poverty Alleviation – Defining Technology and Technology Transfer – Quality Assurance Technology Transfer – Energy Resources of Management, Energy Conservation, Energy Sources – Energy Conservation V s Energy Efficiency – Case Study.

UNIT – IV Legal Environment

Patents Act, 1970 – Copy Right Act 1957 – Trade and Merchandise Marks Act 1958, 1999 – Customs Act, 1962 – Finance Act, 1994

UNIT –V Business Law

Contracts – Offer – Acceptance, consideration, capacity of contract – Sale of goods, Agency and Partnership

References:

1. Raj Agarwal 2002, Business Environment New Delhi, Excel Books.
2. K. Aswathappa, Business Environment, New Delhi HPH.
3. Adrian Palmer and Bob Hartley, The Business Environment-McGraw Hill Education.
4. Francis Cherunilam, Business Environment, Himalaya Publishing House, Delhi.
5. Ion Brooks, Jamie Weatherston, Graham Wilkinson, International Business Environment, Pearson Education Ltd.
6. B. Hiriappa, Business Environment.
7. Mercantile Law – N. D. Kapoor
8. World Trade Report, WTO Annual Report.

MANAGERIAL ECONOMICS

UNIT – I Introduction to Managerial Economics

Definition, Scope and Managerial Economics- Interdisciplinary approach to Managerial Economics – Circular Flow of Economic Activity, nature of the Firm, Economics and Decision Making, Economic Models Demand Theory and Analysis Individual and Market Demand, Elasticity, Advertising, Utility, Indifference Curves and Maps, the consumers Budget constraints, Utility Maximization Demand Forecasting Supply Concepts, Market Equilibrium – Case Study

UNIT – II Production and Costs

Basic concepts in Production Theory – The Production Function, Economics of Scale and Scope –Production in the short run, short run cost relationships – Production Isoquants, Isocost curves, Returns to Scale, Relationship between short run and long run costs, cost of capital. Capital Budgeting Decisions: Various Tools

UNIT – III Market Structure

Perfect Competition: Characteristics of the market, Equilibrium Price, Losses and the Shut down Decision, Evaluation of Perfect Competition Monopoly: Characteristics, Measurement and Determination of Market Power Imperfect Competition: a) Monopolistic: Characteristics, profit maximization prices and outputs in the short run and long run, Evaluation of monopolistic completion b) Oligopoly: Characteristics, price rigidity (The Kinked Demand Model) Cartel and Collusion; price leadership – Case Study

UNIT – IV Pricing Decisions

Price Discrimination, Pricing of Multiple Products, Product Bundling, Peak Load Pricing, Cost plus Pricing and Other Pricing Theories, Role of Rent, Wage and Labor Unions Price determination, Pricing in Global Integration Profit Management: Meaning – Forms – Profit Theories- Profit Policies: Profit Maximization, Alternative Profit Policies – Profit Planning and Forecasting through Break Even Analysis: Uses, Limitations – Case Study

UNIT – V Macroeconomic Analysis for Business Decision Making

Overview, National Income, Consumption and Investment, Monetary and Fiscal Policies, Inflation, Business Cycles, Unemployment and such other factors affecting Macroeconomic activity – Case Study.

References:

1. P.L. Mehta – Managerial Economic Analysis, Problems and Case Study, Sultan Chand & Co. Ltd., 2001
2. Peterson and Lewis: Managerial Economics, 4th Edition Prentice Hall, 2004
3. Dholakia and Oza: Microeconomics for Management Students, 2nd Edition Oxford University press.
4. Raja Justus and Sathya Kumar – Business Economics, Humming Words Publishers, Faridabad, 2011
5. Varshney R and Maheswari K L – Managerial Economics, Sultan Chand 2000
6. G.S. Gupta – Managerial Economics, Tata McGraw Hill 1990.

MSU/2016-17/PG -Colleges/MBA/Semester -I/Elective -1

QUANTITATIVE TECHNIQUES FOR MANAGEMENT

UNIT – I

Set Theory – Set Operations through Venn Diagrams – Relations- Functions – Linear and Non-Linear – Graphical Representations of Functions – Series – Arithmetic and Geometric- Concepts of Interest/Annuities – Materials – its Applications

UNIT – II

Basic Concept of Differentiation – Integration – Optimization concepts – Use of Differentiation for Optimization of Business Problems – Maxima and Minima of Function of two variables matrices and applications in business.

UNIT – III

Introduction to Statistics: Meaning–Use of Statistics in Business and Industries – Classification and Tabulation of Data – Statistical Series – Frequency Distribution – Classification and Tabulation of Data – Statistical Series – Frequency Distribution – Rules for Tabulation – Types of Tabulation – Measures of Central Tendency- Measures of Dispersion – Skewness – Kurtosis – Moments.

UNIT – IV

Probability – Definitions- addition and multiplication rule (only statements) – Bayes's theorem- simple business application problems – Probability, distribution – Theoretical probability distributions – Binomial, Poisson and Normal – Simple problems applied to business.

UNIT – V

Basic Concept of Index Number – Simple and weighted index number – concept of weights- Types of Index Numbers – Business Index Number – Time Series Variations in time trend, cyclical, seasonal and random – use of time series of business and forecasting.

References:

1. Murry R. Spiegel – Theory and Problems of Statistics – Schaums Outline Series – McGraw Hill Book Co- New York
2. Quazi Zameeruddin, V.K. Khanna, S.K. Bhambhani – Business Mathematics – Vikas Publication House Pvt Ltd
3. Levin and Rubin- Statistics for Management – Tata McGraw Hill – New Delhi
4. S.P. Gupta – Statistical Methods – S. Chand Publications – New Delhi.
5. John Curran and Roger Slater – Quantitative Techniques for Managerial Decisions – 2nd Edition, New Age International Ltd.
6. D.C. Sancheti and V.K. Kapoor, Statistics (Theory, Method and Application), Sultan Chand & Sons, New Delhi.