

FACULTY OF ECONOMICS & BUSINESS

SYLLABUS

FOR

Interdisciplinary Course

(Under Credit Based Continuous Evaluation Grading System)

(UNIVERSITY BUSINESS SCHOOL)

Examinations: 2014-15



GURU NANAK DEV UNIVERSITY

AMRITSAR

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INTERDISCIPLINARY COURSES
(Faculty of Economics & Business)

Scheme of Interdisciplinary Course

Semester for which course is being offered. (Odd/Even)	Name of ID Course	ID Course Code	Credits of ID Course
Odd	Principles and Practices of Management	UBS-001	4
	Business Environment	UBS-002	4
Even	Functional Management	UBS-051	4
	Entrepreneurship and Business Strategy	UBS-052	4

INTERDISCIPLINARY COURSES
(Faculty of Economics & Business)

University Business School (UG & PG)

Paper UBS-001: Principles and Practices of Management

Sem- Odd

Credits 4-0-0

Text
<p>Management: Management Functions, Mintzbergs Managerial Roles and a Contemporary Model of Managing, Management Skills; Importance of Customers to the Managers Job; Importance of Innovation to the Managers Job; Importance of Sustainability to the Managers Job.</p> <p>History of Managerial Thought: Early Management, Classical Approach, Behavioral Approach, Quantitative Approach, Contemporary Approaches</p> <p>Decision Making: The Decision-Making Process; Managers Making Decisions: Rationality, Bounded rationality, The Role of intuition, The Role of Evidence Based Management; Types of Decisions and decision making conditions; Decision making styles: Linear-Nonlinear Thinking Style Profile, Decision-Making Biases and Errors.</p>
<p>First Minor Test : One Hour</p>
<p>Designing Organizational Structure: Work Specialization, Departmentalization, Chain of Command, Span of Control, Centralization and Decentralization, Formalization. Mechanistic and Organic Structures; Traditional Organizational Designs: Simple Structure, Functional Structure, Divisional Structure.</p> <p>Controlling: The Control Process; Tools for Measuring Organizational Performance: Feed forward/Concurrent/Feedback Controls, Financial Controls, Balanced Scorecard, Information Controls, Benchmarking of Best Practices.</p>
<p>Second Minor Test : One Hour</p>
<p>Motivation: Meaning; Early Theories of Motivation: Maslows Hierarchy of Needs Theory, Mc Gregors Theory X and Theory Y, Herzbergs Two-Factor Theory, Three-Needs Theory; Contemporary Theories of Motivation: Goal-Setting Theory, Reinforcement Theory, Designing Motivating Jobs, Equity Theory, Expectancy Theory.</p> <p>Leadership: Meaning; Early Leadership Theories: Leadership Trait Theories, Leadership Behavior Theories; Con-tingency Theories of Leadership: The Fiedler Model, Hersey and Blanchards Situational Leadership Theory, Path-Goal Model; Contemporary Views of Leadership: Transformational-Transactional Leadership, Charismatic-Visionary Leadership, Team Leadership.</p>
<p>Final Examination: Three Hours.</p>

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Suggested Readings:

1. Harold Koontz and Heinz Weihrich, Essentials of Management: An International Perspective, New Delhi, McGraw-Hill, 2010.
2. Richard L Daft, The New Era of Management, New Delhi, Thomson, 2007.
3. Jon L Pierce and Donald G Gardner, Management and Organizational Behaviour, New Delhi, Thomson, 2007.
4. Stephen P Robbins, Mary Coulter and Neharika Vohra, Management, New Delhi, Pearson , 2011
5. Sekaran, Uma, Organizational Behaviour: Text and Cases, New Delhi, Tata McGraw Hill, 2007.
6. Steven L. McShane, Mary Ann Von Glinow, Radha R Sharma, Organisational Behaviour, New Delhi, Tata McGraw Hill, 2007.
7. Paul Hersey, Kenneth H Blanchard, Devwey E Johnson, Management of Organizational Behaviour: Leading Human Resources, New Delhi, Pearson Education, 2002.
8. Philip Sadler, Leadership, New Delhi, Kogan Page, 2004.

INTERDISCIPLINARY COURSES
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Paper UBS-002: Business Environment

Sem- Odd

Credits 4-0-0

Text
<ul style="list-style-type: none"> • Business Environment: Meaning of Business, Nature of Modern Business, Environment of Business: Internal and External Environment. • Economic Reforms: Liberalisation, Privatisation, Globalisation and its Impact on Indian Economy • Economic Systems : Concept, Types : Capitalist system/Market economy, Socialist system and Mixed Economy
First Minor Test : One Hour
<ul style="list-style-type: none"> • Nature of Indian Economy : As an Underdeveloped, Developing and Mixed Economy • Social Responsibility of Business: Concept, Rationale of Social Responsibility and Barriers of Social Responsibility. • Consumer Protection : Need, Consumer Protection Act, 1986 (with amendments), The Environment Protection Act, 1986.
Second Minor Test : One Hour
<ul style="list-style-type: none"> • Disinvestment of Public Enterprises: Rationale, Objectives and Implications. • Introduction to Foreign Trade: Concept of Balance-of-Payments, Balance-of-Trade. • Monetary and Fiscal Policies. • MNCs: Advantages and Disadvantages of MNCs, Role of MNCs in the development of Indian Economy.
Final Examination : Three Hours

Suggested Readings:

1. Francis Cherunilam, Business Environment: Himalya Publishing House, New Delhi, 2013.
2. K. Aswathappa, Essentials of Business Environment, Himalya Publishing House, 2013.
3. Paul Justin, Business Environment – Text and Cases, Tata McGraw Hills Publishing Com. Ltd., New Delhi, 2013.
4. Mishra and Puri, Economic Environment of Business (With Case Studies), Himalya Publishing House, 2013.
5. Ruddar Dutt and KPM Sundaram, Indian Economy, S. Chand and Company Ltd., New Delhi, 2012.
6. P.K. Ghosh and G.K. Kapoor, Business Policy and Environment, Sultan Chand and Sons, Delhi.
7. A.C Fernando, Business Environment, Pearson Publication, New Delhi, 2011.

INTERDISCIPLINARY COURSES
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Paper UBS-051: Functional Management

Sem- Even

Credits 4-0-0

Text
<p>Management – Meaning, Nature; Tasks and responsibilities of a professional manager; Managerial skills. Management as a Profession; Challenges Faced by Modern Managers.</p> <p>Human Resource Management – Meaning, Nature, Scope, Objectives and Functions of HRM, Need and Importance of Human Resource Planning, Factors affecting HRP. Meaning and objectives of Job Analysis. Difference between Recruitment and Selection. Employee Retention- Meaning and Concept.</p>
<p>First Minor Test : One Hour</p>
<p>Marketing Management – Meaning , Importance, Scope, Philosophies. 4 P’s of Marketing. Concept of Market Segmentation and Basis of Segmenting Consumer Markets. Meaning of Relationship and Holistic Marketing.</p> <p>Corporate Social Responsibility- Meaning, Importance , Advantages and Disadvantages.</p> <p>Production Management – Importance of Production Management, Types of Production Systems, Difference between Products and Services.</p>
<p>Second Minor Test : One Hour</p>
<p>Accounting – Principles, Conventions and Concepts .</p> <p>Analysis of Income Statement: Components, Format, Profitability Ratios.</p> <p>Analysis of Balance Sheet : Components, Format, Liquidity Ratios.</p> <p>Financial Management</p> <p>Financial Goals -Profit vs. Wealth Maximization</p> <p>Basic Finance Decisions -Investment, Financing, Liquidity and Dividend.</p> <p>Instruments of Finance: Long Term and Short Term.</p>
<p>Final Examination: Three Hours</p>

Suggested Readings:

1. Harold Koontz, and Heinz Weihrich, *Essentials of Management: An International Perspective*, New Delhi, McGraw-Hill, 2013.
2. Richard L Daft, *The New Era of Management*, New Delhi, Thomson, 2013.
3. Stephen P Robbins, Mary Coulter and Neharika Vohra, *Managemnt*, New Delhi, Pearsons , 2013
4. Garrison, Ray H. and Eric W.Noreen: *Management Accounting*, Richard D.IrwlN Chicago, 2013
5. Aswathappa, K., *“Human Resource Management”, Text and Cases*. New Delhi, Tata McGraw – Hill, 2013
6. Durai, Pravin, *“Human Resource Management,”* New Delhi, Pearson, 2013.
7. Kotler, Philip; Keller, Kevin; Koshey, Abraham; and Jha, Mithileshwar; *Marketing Management: South Asian Perspective*. 13th Edition. Pearson Education, New Delhi, 2013.
8. Chandrara, Prasanna: *Financial Management*, Tata McGraw Hill, Delhi, 2013
9. *Operations Management Theory & Practice*, B. Mahadevan, Pearson Education, 2013.
10. *International Financial Statement Analysis*, CFA Institute Investment Series, John Wiley and Sons.

INTERDISCIPLINARY COURSES
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University Business School (UG & PG)
Paper UBS-052: Entrepreneurship and Business Strategy

Sem – Even

Credits 4-0-0

Text
<p>Fundamentals of Entrepreneurship: Nature, Entrepreneurial process. Entrepreneurs: Functions, Types, Traits, difference between managers and entrepreneurs. Creativity and Innovation: creativity process, barriers to creativity, developing individual creativity, enhancing organizational creativity, common sources of new venture ideas. Motivation: concept, theories- Maslow's theory, McClelland theories.</p>
<p>First MINOR test: 1 hour</p>
<p>Ethics and Social Responsibility of an Entrepreneur. Role of Entrepreneurship in Economic Development. Role of government towards entrepreneurial development Entrepreneurial decision making. Setting Up a Small Business Enterprise; Business Plan: Elements, Preparation. Sources of finance: Debt/Equity Financing, Support from banks and other financial institutions, venture capital.</p>
<p>Second MINOR test: 1 hour</p>
<p>Strategic Management: Meaning, levels of strategy. Corporate Vision, Mission, Objectives and goals Process of Strategy formulation Environment analysis: External and Internal - SWOT analysis, Porter's five forces model, PEST, Value chain analysis, Resource based view, McKinsey's 7s Framework, Generic strategies.</p>
<p>Final Examination: 3 hours</p>

Suggested readings:

1. Hisrich, Robert D, Peters, Michael P, Manimala, M. J., and Shepherd, D. A., *Entrepreneurship*, Tata McGraw Hill, Delhi.
2. Desai, Vasant, *The dynamics of Entrepreneurial Development and Management*, Himalaya Publishing House, Mumbai.
3. Kumar, Arya, *Entrepreneurship*, Pearson.
4. Nag, A, *Strategic management*, Vikas Publishing
5. Chandrasekaran, N., and Ananthanarayanan, P.S., *Strategic Management*, Oxford University Press.
6. Zimmerer, Thomas, *Essentials of entrepreneurship and small business*, Pearson/Prentice Hall.
7. Step by Step Guide For Starting a Business, available at smallb.in