

Shri G. S. Institute of Technology and Science, Indore  
Department of Management Studies

SHRI G.S. INSTITUTE OF TECHNOLOGY AND SCIENCE, INDORE  
DEPARTMENT OF MANAGEMENT STUDIES

**MBA Scheme (2016-2017)**

(Choice Based Credit System)

MBA FIRST YEAR (2YDC) (First Semester)

S No	Sub. Category	Sub. Code	Subject	L	P	Credits	End Term Marks		CW Marks	Total
							Th	P		
1	CC	MBA1001	Fundamentals of Management	4	-	3	60	-	40	100
2	CC	MBA1002	Accounting for Managers	4	-	3	60	-	40	100
3	SSC	MBA1003	Business and Economic Environment	4	-	3	60		40	100
4	CC	MBA1004	Organization Behaviour	4	-	3	60	-	40	100
5	CC	MBA1005	Operations Management	4	-	3	60	-	40	100
6	CC	MAA1101	Mathematics & Statistics for Managers	4	-	3	60	-	40	100
7	SSC	HUA1102	Business Communication	4	-	3	60	-	40	100
8	CC	CTA1103	IT for Managers	4	-	3	60	-	40	100
9	EGC	CTA1901	IT Lab	-	2	2	-	30	20	50
10	EGC	MB_____	GD/PI Lab	-	2	2	-		50	50
11		MBA1999	Comprehensive Viva	-	-	4	-	100	-	100
<b>Total</b>				<b>32</b>	<b>4</b>	<b>32</b>	<b>480</b>	<b>130</b>	<b>390</b>	<b>1000</b>

CC - Core Courses, SSC - Soft Skill Courses, EGC - Elective Generic Courses

**MASTER OF BUSINESS ADMINISTRATION :  
CURRICULUM FOR FULL-TIME COURSE  
(Under Choice Based Credit System)**

**MBA FIRST YEAR  
FIRST SEMESTER**

**SUBJECT CODE**

**LIST OF SUBJECTS**

1

**MBA 1001**

**FUNDAMENTALS OF MANAGEMENT**

**MBA 1002**

**ACCOUNTING FOR MANAGERS**

Shri G. S. Institute of Technology and Science, Indore  
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<b>MBA 1003</b>	<b>BUSINESS AND ECONOMIC ENVIRONMENT</b>
<b>MBA 1004</b>	<b>ORGANIZATION BEHAVIOR</b>
<b>MBA 1005</b>	<b>OPERATIONS MANAGEMENT</b>
<b>MAA 1101</b>	<b>MATHEMATICS AND STATISTICS FOR MANAGERS</b>
<b>HUA 1102</b>	<b>BUSINESS COMMUNICATION</b>
<b>CTA 1103</b>	<b>IT FOR MANAGERS</b>
<b>CTA 1901</b>	<b>IT LAB</b>
<b>MBA_____</b>	<b>GD/PI LAB</b>
<b>MBA 1999</b>	<b>COMPREHENSIVE VIVA</b>

# Shri G. S. Institute of Technology and Science, Indore

## Department of Management Studies

### **MBA1001 : FUNDAMENTALS OF MANAGEMENT**

**COURSE OBJECTIVE:** The objective of this course is to help the students gain understanding of principles and concepts of Management and functions & 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 marks out of a maximum of 40 marks for the internal performance of the students. The semester examination will be worth 60 marks. Semester examination may have five questions. Each question may have 4 parts i.e. a, b, c, d out of which student will have to attempt one part out of (a) or (b) and one part out of (c) or (d). The question paper may contain a compulsory case/practical question.

#### **COURSE CONTENTS:**

**1. Concept of Management:** Functions and Responsibilities of Managers, Fayol's Principles of Management, Management Thought - The Classical School, The Human Relations School, Systems Theory, Contingency Management., Case Studies.

**2. Planning, Concept and Nature of Objectives :** Nature and Purpose of Planning, The Planning Process, Principles of Planning, Types of Planning, Advantages and Limitations of Planning, Types of Objectives, Importance of Objectives, Setting Objectives, Management by Objectives (MBO), Benefits and Weaknesses of MBO, Case Studies.

**3. Strategies and Policies:** Concept of Corporate Strategy, Formulation of Strategy, Types of Strategies, The Strategic Planning Process, The TOWS Matrix, The Portfolio Matrix, Three Generic Competitive Strategies by Porter, Effective Implementation of Strategies, Types of Policies, Principles of Formulation of Policies, Decision Making Process , Case Studies.

**4.Organizing:** Nature and Purpose of Organizing, Bases of Departmentation, Span of Management, Determinants of Span of Management, Line and Staff Relationship, Line-Staff Conflict, Bases of Delegation, Kinds of Delegation, Delegation and Decentralization, Methods of Decentralization.

**5. Controlling:** Concept and Process of Control, Control Techniques, Control as a Feedback System, Feed Forward Control, Preventive Control, Profit and Loss Control, Control Through Return on Investment, The Use of Computer for Controlling and Decision Making, The Challenges Created by IT as a Control Tool, Managing in a borderless world, Valuing diversity, its dimensions and attitudes, minority-challenges, glass-ceilings, gender issues in management., Case Studies.

#### **TEXT READINGS:**

1. R. D. Agrawal, Organization and Management, New Delhi, Tata McGraw Hill, 1982
2. L.M Prasad, Management, Sultan Chand & Sons, 2007
3. S.K. Mandal, Management: Principles and Practice, Jaico Publishing house, 2011
4. Robbins, Stephens , Fundamentals of Management, Pearson Education,2009

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#### **SUGGESTED READINGS:**

1. Richard L. Daft, The New Era of Management ,Cengage Learning India Private Limited, 2012
- 2.Griffin Ricky W., Management Principles & Applications,Cengage Publications ,2012
3. Stoner James A.F., Management Principles & Applications, Pearson Education, 2003

Shri G. S. Institute of Technology and Science, Indore  
Department of Management Studies

**MBA1002: ACCOUNTING FOR MANAGERS**

**COURSE OBJECTIVE:** Objective of this course is to acquaint participants with the basic concepts of financial, management accounting and cost accounting.

**EXAMINATION SCHEME:**

The faculty member will award marks out of a maximum of 40 marks for the internal performance of the students. The semester examination will be worth 60 marks. Semester examination may have five questions. Each question may have 4 parts i.e. a, b, c, d out of which student will have to attempt one part out of (a) or (b) and one part out of (c) or (d). The question paper may contain a compulsory case/practical question.

**COURSE CONTENTS:**

- 1. Introduction to Accounting:** Meaning of Accounting, conventions, double entry system of accounting, rules for debit and credit entries types of accounts, journalizing the transactions, posting entries in ledger accounts, triple column cash book, preparation of trial balance, trading account, P&L account, balance sheet, adjustment entries, bank reconciliation, depreciation, WDV and SLM, preparation of final accounts
- 2. Introduction to Cost Accounting:** Nature, role, scope, concept of cost centers and cost units, classification of cost by nature and behaviors, essentials while establishing a cost system, elements and managerial uses of unit cost, batch cost, job order costs, contract cost, process cost, joint product cost and by-product cost., preparation of cost sheet
- 3. Cost Management:** Understanding difference between cost reduction and control meaning, advantages and limitations of budgetary controls, types of budget, concept of total cost management
- 4. Cost Analysis for Decision Making and Standard Costing:** Make or buy decisions, accept or reject decisions, process costing, concept of standard costing, concept of variance, calculating material, labor and overhead variance.
- 5. Recent Developments:** Understanding basic difference between GAAP and IFRS, importance of international accounting standards, understanding concept and importance of (IA) inflation accounting and (HRA) human resources accounting, Calculation of IA and HRA

**TEXT READINGS:**

1. S. N. Maheshwari, "A textbook of Accounting for managers", Vikas Publishing House, New Delhi, 2008
2. Jawharlal, Accounting for managers, 5<sup>th</sup> edition, Himalaya publication, New Delhi, 2012
3. S. N. Maheshwari, "Cost Accounting, Theory and Problems", 12<sup>th</sup> edition 2014, Vikas Publications, New Delhi

**SUGGESTED READINGS:**

1. Management Accounting / Hansen, Don, R., 8<sup>th</sup> edition 2006, Thomson south western USA
2. Ramachandran, N, Financial Accounting for Management, 3<sup>rd</sup> edition 2013, McGraw Hill Education
3. Tulsian,P.C, Financial Accounting New Delhi, 2<sup>nd</sup> edition 2014, McGraw Hill Education

# Shri G. S. Institute of Technology and Science, Indore

## Department of Management Studies

**COURSE OBJECTIVE:** Objective of this Course is to help the students to analyze and understand economic environment.

### EXAMINATION SCHEME:

The faculty member will award marks out of a maximum of 40 marks for the internal performance of the students. The semester examination will be worth 60 marks. Semester examination may have five questions. Each question may have 4 parts i.e. a, b, c, d out of which student will have to attempt one part out of (a) or (b) and one part out of (c) or (d). The question paper may contain a compulsory case/practical question.

### COURSE CONTENTS:

- 1. Business Environment:** Components and Significance of Business Environment, Factors effecting environment of Business, SLEPT analysis – Social environment and its impact on purchasing and consumption; Legal factors influencing business environment; Economic factors and its components; Political stability and sovereignty and its impact on the returns of business; and Technology effects on internationalizing the business activities
- 2. Sectors of Indian Economy and Business Environment:** Sectors of Indian economy, industrial policy and its review, contribution and trends of various sectors in national income and economy, economic institution, public; private; joint; and cooperative sectors, monetary policy, fiscal policy, trends and structure of Indian import and export, FDI, FII, inflation measures, five year plans since independence.
- 3. Global Economic Environment:** International economic integration, international trading blocks, their objectives, WTO ,GATT, G5, G20, BRICS etc, International Vs Inland trade, international trade theories, balance of payments – concept and trends, trade barriers , free trade vs. protection, country evaluation and selection.
- 4. Regulation and Promotion of Business in India:** Indian banking system, tax system in India (VAT,GST,STT,CTT) insurance regulatory and development agency, Telecom regulatory authority of India, SEBI, FMS, FICCI and CII, MSME.
- 5. Money and Capital Markets in India:** Public financing in India, Budget, deficit financing and zero base budgeting, money market and capital market of India, non-banking finance companies, special financial institutions –UTI, ICICI; IFCI; IDBI, merchant banking, mutual funds, stock exchanges, Micro-finance.

### TEXT READINGS:

1. Datt Ruddar & Sundaram K.P.M., Indian Economy, S Chand & company Ltd.
2. Cheruneelam Fransis, Business Environment, Himalaya publication
3. Palwar, Economic Environment of Business, PHI, New Delhi

### SUGGESTED READINGS:

1. Sundaram K.P.M., Money Banking and International Trade, S Chand & Sons
2. Avid W. Conklin, Cases in Environment of Business, Sage Response Book

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## Department of Management Studies

**COURSE OBJECTIVE:** Objective of this course is to enable students to comprehend Human Behavior in organizations so that they improve their managerial effectiveness on .

### **EXAMINATION SCHEME:**

The faculty member will award marks out of a maximum of 40 marks for the internal performance of the students. The semester examination will be worth 60 marks. Semester examination may have five questions. Each question may have 4 parts i.e. a, b, c, d out of which student will have to attempt one part out of (a) or (b) and one part out of (c) or (d). The question paper may contain a compulsory case/practical question.

### **COURSE CONTENTS:**

**1. Foundations of Individual, Organizational and Group Behavior:** OB Models, Personality: Determinants and Attributes, Values, Job Attitudes. Defining and Classifying Groups, Group Structure and Processes, Process of Group formation, Group Decision Making, Group v/s Team, Team Effectiveness, and Decision Making.

**2. Learning, Perception and Motivation** Learning and Learning Theories, Perception- Factors affecting Perception and Cognitive Dissonance theory. Motivation: Needs, Contents and Processes; Maslow's Hierarchy of Needs, Herzberg's Two Factor theory, ERG theory, Vroom's Expectancy theory, Reinforcement theory and Behavior Modification.

**3. Leadership:** Trait theories, Behavioral theories-- Ohio State Studies, Michigan Studies, and Managerial Grid. Contingency theories-- Fiedler's Model, Hersey and Blanchard's Situational leadership theory, Leader-Member Exchange theory, Path Goal theory, Charismatic Leadership.

**4. Conflict and Negotiation:** Intra-individual Conflict, Interpersonal Conflict, Intergroup Conflict, Organizational Conflict, Transitions in Conflict Thought, Functional versus Dysfunctional Conflict, Conflict Process, Conflict Management Techniques, Negotiation process , Bargaining strategies ,Global implications

**5. Organizational Change , Stress Management and Organizational Cultures:** forces of Change, Resistance to Change, and Lewin's Three-Step Model, Stress Management—Potential Sources, Consequences and Coping Strategies for Stress, Definition of culture, Uniform Cultures, Relevance of Culture, Creating and Sustaining Culture, How Employees Learn Culture.

### **TEXT READING:**

1. Robbins, Judge , Sanghi —Organizational Behavior, Prentice Hall, New Delhi, 2009
2. K Aswathappa- Organizational Behavior,9<sup>th</sup> Edition, Himalaya Publications, 2012

### **SUGGESTED READINGS:**

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1. Newstorm and Davis- Organizational Behaviour, McGraw Hill; 11th Edition, 2004
2. Khanka -Organizational Behavior, S Chand & Co Ltd, 2006
3. Hitt, Miller and Colella- Organisation Behaviour , 3<sup>rd</sup> Edition, Wiley, 2010

**MBA1005 OPERATIONS MANAGEMENT**

# Shri G. S. Institute of Technology and Science, Indore

## Department of Management Studies

**COURSE OBJECTIVE:** The objective of this course is to help the students understand the concepts of production function, inventory control, quality control, purchasing and materials management, and application of technical models and techniques for solving production problems.

### **EXAMINATION SCHEME:**

The faculty member will award marks out of a maximum of 40 marks for the internal performance of the students. The semester examination will be worth 60 marks. Semester examination may have five questions. Each question may have 4 parts i.e. a, b, c, d out of which student will have to attempt one part out of (a) or (b) and one part out of (c) or (d). The question paper may contain a compulsory case/practical question.

### **COURSE CONTENTS:**

- 1. Introduction to Production and Operations Management:** Nature of Production / Operations Management, Production Function and Its Environment, Functions of Production/Operations Manager, Organization of Production Function, Evolution of operation management, Types of Production Systems.
- 2. Facilities and Layout Planning:** Product Selection and Design, Service Design, Process and Technology Selection, Location of Manufacturing / Service Facility - Quantitative and Qualitative Models, Product layout, Process Layout, Fixed Position and Group Layout, layout design: Relationship based and Load-Distance cost matrix..
- 3. Resources Requirement Planning and Sequencing:** Capacity Planning, Machines and Labour Planning (Computations of Number of Machines and Workers) and Learning Curve Application. Introduction to PPC, Production Activity Control for Mass Manufacturing. Rules for Batch Processing, Sequencing and Job Shop - n-Jobs on Single Machine, n-Jobs on Two/Three Machines (Johnson's Rule).
- 4. Quality Control:** Quality Control Function, Acceptance Sampling (Single Sampling, Double Sampling and Multiple Sampling), Statistical Process Control, Operating Characteristics Curve and Its Applications (for Attributes and Variables), Application of Control Charts (C-chart, P-chart, X and R charts), Quality Circles, Quality Improvements, Introduction to Six Sigma Quality Concept and Its Role in Quality Management, Cost of Quality .
- 5. Materials Management:** Management in Relation to Materials: Meaning, Definition, Areas, Objectives, Importance, Role of Materials Manager, Integrated Materials Management, Materials Planning, Materials Identification, Codification and Standardization **Maintenance and Replacement Models:** Preventive and break down maintenance, Single Equipment Replacement Model and Group Replacement. Replacement of items which deteriorate with time and items which fails suddenly.

### **TEXT READINGS:**

1. Chase Acquilino Operations Management, Tata MC Hills, India
2. Norman Gaither , Operations Management, Cengage publications, India
3. P. Gopalkrishnan and M. Sundaresan, Materials Management: Integrated Approach, Prentice Hall, New Delhi

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### **SUGGESTED READINGS:**

1. Donald W. Dobler, Lamer Lee Jr. & David N. Burt, Purchasing & Materials Management, Tata Mc Graw Hill, New Delhi
2. B. Mahadevan , Operations Management, Himalaya publications, India

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**MAA 1101: MATHEMATICS AND STATISTICS FOR MANAGERS**

**COURSE OBJECTIVE:** The objective of the course is to equip the students with the mathematical and statistical techniques and their application to business problems. The emphasis will be on the concepts and application rather than derivations.

**EXAMINATION SCHEME:**

The faculty member will award marks out of a maximum of 40 marks for the internal performance of the students. The semester examination will be worth 60 marks. Semester examination may have five questions. Each question may have 4 parts i.e. a, b, c, d out of which student will have to attempt one part out of (a) or (b) and one part out of (c) or (d). The question paper may contain a compulsory case/practical question.

**COURSE CONTENTS:**

- 1. Sets theory and probability:** Sets, Subsets, Types of Sets, Operations on Sets, Cartesian Product of Sets, Applications. Probability Theory: Concepts, Additive, Multiplicative, Conditional Probability Rules, Baye's Theorem
- 2. Determinants and Matrices with Business Application:** Types of Matrices, Operations on Matrices, Adjoint Matrix, Inverse Matrix, Elementary Row Operations. Solution of Simultaneous Linear Equations using Matrices, Input/ Output Analysis.
- 3. Introduction to Statistics:** Meaning and Definition of Statistics, Scope and Limitations of Statistics, Role of Statistics in Management Decisions, Measures of Central Tendency and Dispersion. Correlation and Regression
- 4. Probability Distributions:** Theoretical distributions - Binomial, Poisson and Normal Distributions. Their characteristics and applications.
- 5. Time Series and Statistical Decision Theory:** Time Series and Its Components, Analysis, Models of Time Series, Measurement of Trend, Seasonal Variations and Cyclic Variations. Introduction to Statistical Decision Theory, Decision Making Process, Decisions under Uncertainty and Risk, Decision tree.

**TEXT READINGS:**

1. J.K. Sharma, Mathematics for Management and Computer Applications, Galgotia Publication
2. D.N. Elhance, Veena Elhance , Fundamentals of Statistics, Kitab Mahal, 1964
3. R. K. Ghosh and S. Saha, Business Mathematics and Statistics, Calcutta, New Central Book Agency,2012

**SUGGESTED READINGS:**

1. J. N. Kapur and H. C. Saxena, Mathematical Statistics, S Chand and Company Ltd., 2013
2. Jayprakash Reddy and M. Reddy, A Text Book of Business Mathematics, Ashish Publishing House, 2004
3. K. B. Dutta, Matrix and Linear Algebra, Printice Hall of India, 2004



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**HUA 1102: BUSINESS COMMUNICATION**

**COURSE OBJECTIVE:** The objectives of the course are to enable the students acquire the basics of interpersonal communication and public speaking, so as to improve his/her communication skills and ability to understand others.

**EXAMINATION SCHEME:**

The faculty member will award marks out of a maximum of 40 marks for the internal performance of the students. The semester examination will be worth 60 marks. Semester examination may have five questions. Each question may have 4 parts i.e. a, b, c, d out of which student will have to attempt one part out of (a) or (b) and one part out of (c) or (d). The question paper may contain a compulsory case/practical question.

**1. Introduction:** Defining Communication, Process of Communication, Communication Model, Objectives of Communication, Principles of Effective Communication, Importance of Business Communication, and Importance of Feedback. 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

**2. Channels, Types and Forms of Communication:** Verbal, Non-verbal, Formal, Informal, Internal, External and Communication Networks. 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.

**3. Interpersonal Communication:** Transactional Analysis, Johari Window, Personality Types and Communication style. Contemporary Trends: Technology enabled Communication, Online etiquettes, Cell phone etiquettes, Introduction to Corporate Communication, Ethics in Business communication.

**4. 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 Résumés, Reports and Proposals, Drafting e-mails, memos.

**5. Negotiation Skills:** Basic principles, Process of Negotiation-Preparation, developing a Strategy, Getting Started, Building Understanding, Bargaining, Closing. Barriers of Negotiation, Essentials of Negotiation.

**Practicals:** Case analyses, discussion and presentation. □ Role plays. □ Group discussions □ Comprehension skills based on reading and listening using audio- visual media.

**TEXT READINGS:**

1. Chaturvedi, P.D. *Business Communication Concepts Cases and Application*. New Delhi: Pearson Edu., 2010.
2. Raman, M. and P. Singh. *Business Communication*. New Delhi: Oxford University Press, 2012.
3. Sinha, K. K. *Business communication*. New Delhi: Galgotia publication, 2010.

**SUGGESTED READINGS:**

1. Lehman. *Business Communication*. New Delhi: Cengage publication, 2012.
2. Nawal. *Business Communication*. New Delhi: Cengage publication, 2012.
3. Pal, Rajendra. *Essentials of Business Communication*. New Delhi: Sultan Chand, 2010.
4. Rai and Rai. *Business Communication*. New Delhi: Himalaya publication, 2014.
5. Sharma, R.C and Krishna Mohan. *Business correspondence and report writing*. New Delhi: Tata Mc Hills, 2010.

Shri G. S. Institute of Technology and Science, Indore  
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**CTA 1103: 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 issues related to Design and Development of Information Systems.

**EXAMINATION SCHEME:**

The faculty member will award marks out of a maximum of 40 marks for the internal performance of the students. The semester examination will be worth 60 marks. Semester examination may have five questions. Each question may have 4 parts i.e. a, b, c, d out of which student will have to attempt one part out of (a) or (b) and one part out of (c) or (d). The question paper may contain a compulsory case/practical question.

**COURSE CONTENTS:**

**COURSE CONTENTS:**

1. **Introduction to Computer:** Hardware-input/ output devices; Software-System and application software, Computer Languages
2. **Application Software**

**Word processing**

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

**Spreadsheets**

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**

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**

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

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## Department of Management Studies

**3. E- Business Fundamentals and Electronic Payment System:** E-Business Framework, E-Business Application, Network Infrastructure for E-Business. Implementation issues of E-Business, E-Business models. (B2B, B2C), Type of E-payment, Digital Token-Based E-payment, Smart Card, Credit Card Payment Systems, Risk on E-payment, Designing E-payment System, Role of Banking in Electronic Payment.

**4. Inter-Organization Management and E-business Standards :** EDI Application in Business, Standardization and EDI, EDI Software Implementation, VANs (Value Added Network), Internet Based EDI, Cyber Laws, Cyber Crimes and Frauds, Types and Tools of Hacking. Security and E-business: Client-server Security, Data and Message Security, Document Security, Firewalls.

**5. Introduction to Information Systems and Future of Electronic-Business:** Definition, Types of Information Processing Systems Transaction Processing Systems, Office Automation Systems, Knowledge Work Systems, Management Information Systems, Decision Support Systems, and Executive Support Systems, Mobile and Wireless Computing Fundamentals and Applications, Virtual Factory, Strategies for Electronic Business.

### **TEXT READING:**

1. P.K. Sinha, "Computer Fundamentals", BPB Publications, New Delhi.
2. Kalakotta, Ravi, Whinston, B., Frontiers of E-Commerce, New Delhi, Addison- Wesley
3. James A. O'Brien, "Management Information Systems", Galgotia Publications Pvt. Ltd., New Delhi.

### **SUGGESTED READINGS:**

1. Muneesh Kumar, "Business Information Systems", Vikas Publishing House Pvt. Ltd., New Delhi
2. Arora, Ashok. Management Information Systems–New Delhi

Shri G. S. Institute of Technology and Science, Indore  
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**CTA 1901: IT LABORATORY**

**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 issues related to Design and Development of Information Systems.

**EXAMINATION SCHEME:**

The faculty member will award marks out of a maximum of 20 marks for the internal performance and the end-term VIVA VOCE will be worth 30 marks

**COURSE CONTENTS:**

**Application Software**

**1. Word processing**

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

**2. Spreadsheets**

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

**3. Presentations**

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

**4. Database Creation**

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

**TEXT READING:**

1. P.K. Sinha, “**Computer Fundamentals**”, BPB Publications, New <sup>12</sup>Delhi.

2. James A. O’Brien, “**Management Information Systems**”, Galgotia Publications Pvt. Ltd., New Delhi.

# Shri G. S. Institute of Technology and Science, Indore

## Department of Management Studies

### MBA ....: GD/PI Lab

#### **COURSE OBJECTIVE:**

The objective of this course is to help students to develop soft skills and understand the basics of Communication. The course aims at enhancing oral and written expression ability of students. Analyze communication situations and audiences to make choices about the most effective and efficient way to communicate and deliver messages

- Deliver effective business presentations in contexts that may require either extemporaneous or impromptu oral presentations
- Provide feedback, accept feedback, and use feedback to improve communication skills
- Write business documents that are grammatically correct and use appropriate business style
- Develop effective interpersonal communication skills
- Use communication technology appropriately and effectively

#### **EXAMINATION SCHEME:**

The faculty member will award marks out of a maximum of 50 marks for the performance.

#### **COURSE CONTENTS:**

1. **Reading Ability:** Reading of Management Literature, Business magazines and Newspaper. Analysing from managerial perspective. Summary/ Synopsis writing.
2. **Listening Ability:** Listening Business news and Speeches from business People. Analysing their views and writing summary and synopsis.
3. **Group Discussions:** Involvement of students in group discussions, awareness of current topics. Enhance their oral communication skills. Etiquettes of group discussion.
4. **Personal interview:** Conducting mock interviews to prepare students for placement. Personal Interview ethics and etiquettes.
5. **Presentation Skills:** Preparing a presentation using LCD. Integrating graphs, figures and Videos for effective presentation.
6. **Written Communication:** Students write letters, memos, proposals, formal and informal reports, work plans, email evaluation, and progress reports.

#### **TEXT READING: LATEST EDITION**

1. Courtland L. Bovee's ,Business Communication Today, tenth edition, 2010, Pearson.
2. Pushp Lata, Kumar, Sanjay. Communication or collapse, PHI<sub>13</sub>
3. Kaul Asha, Effective Business Communication, PHI

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**MBA 1999: COMPREHENSIVE VIVA**

**COURSE OBJECTIVE:**

The objective of comprehensive viva-voce is to judge the overall development of the student during the MBA Programme.

**EXAMINATION SCHEME:**

Every student will be required to undergo comprehensive viva-voce at the end of first semester of MBA. A panel of examiners will conduct the comprehensive viva-voce examination. Comprehensive viva-voce will be of four virtual credits. The panel will award credit to the students.

**COURSE CONTENT:**

The viva-voce shall normally cover all the subjects taught in the first semester of MBA Program

Shri G. S. Institute of Technology and Science, Indore  
Department of Management Studies

SHRI G.S. INSTITUTE OF TECHNOLOGY AND SCIENCE, INDORE  
DEPARTMENT OF MANAGEMENT STUDIES

**MBA Scheme (2016-2017)**

(Choice Based Credit System)

**MBA FIRST YEAR (2YDC) (Second Semester)**

S No	Sub. Category	Sub. Code	Subject	L	P	Credits	End Term Marks		CW Marks	Total
							Th	P		
1	CC	MBA2001	Human Resource Management	4	-	3	60	-	40	100
2	CC	MBA2002	Research Methodology	4	-	3	60	-	40	100
3	CC	MBA2003	Marketing Management	4	-	3	60	-	40	100
4	CC	MBA2004	Financial Management	4	-	3	60	-	40	100
5	CC	MBA2005	Managerial Economics	4	-	3	60	-	40	100
6	SSC	MBA2006	Business Ethics & Management By Values	4	-	3	60	-	40	100
7	CC	MBA2007	Business Legislation	4	-	3	60	-	40	100
8	CC	MAA2101	Quantitative Decision Making	4	-	3	60	-	40	100
9	EGC	MBA2901	Research Methodology Lab	-	2	2	-	30	20	50
10	EGC	MBA_____	Excel Lab	-	2	2	-	-	50	50
11		MBA2999	Comprehensive Viva	-	-	4	-	100	-	100
<b>Total</b>				<b>32</b>	<b>4</b>	<b>32</b>	<b>480</b>	<b>130</b>	<b>390</b>	<b>1000</b>

CC - Core Courses, SSC - Soft Skill Courses, EGC - Elective Generic Courses

**MASTER OF BUSINESS ADMINISTRATION :  
CURRICULUM FOR FULL-TIME COURSE  
(Under Choice Based Credit System)**

**MBA FIRST YEAR  
SECOND SEMESTER 15**

**SUBJECT CODE**

**LIST OF SUBJECTS**

Shri G. S. Institute of Technology and Science, Indore  
Department of Management Studies

<b>MBA 2001</b>	<b>HUMAN RESOURCE MANAGEMENT</b>
<b>MBA 2002</b>	<b>RESEARCH METHODOLOGY</b>
<b>MBA 2003</b>	<b>MARKETING MANAGEMENT</b>
<b>MBA 2004</b>	<b>FINANCIAL MANAGEMENT</b>
<b>MBA 2005</b>	<b>MANAGERIAL ECONOMICS</b>
<b>MBA 2006</b>	<b>BUSINESS ETHICS AND MANAGEMENT BY VALUES</b>
<b>MBA 2007</b>	<b>BUSINESS LEGISLATION</b>
<b>MAA 2101</b>	<b>QUANTITATIVE DECISION MAKING</b>
<b>MBA 2901</b>	<b>RESEARCH METHODOLOGY LAB</b>
<b>MBA_____</b>	<b>EXCEL LAB</b>
<b>MBA 2999</b>	<b>COMPREHENSIVE VIVA</b>

**MBA 2001: HUMAN RESOURCE MANAGEMENT**

**COURSE OBJECTIVE:**

The objective of this course is to help the students develop an understanding of the dimensions of the management of human resources, with particular reference to HRM policies and practices in India.

**EXAMINATION SCHEME:**

The faculty member will award marks out of a maximum of 40 marks for the internal performance of the students. The semester examination will be worth 60 marks. Semester examination may have five questions. Each question may have 4 parts i.e. a, b, c, d out of which student will have to attempt one part out of (a) or (b) and one part out of (c) or (d). The question paper may contain a compulsory case/practical question.



# Shri G. S. Institute of Technology and Science, Indore

## Department of Management Studies

### **COURSE CONTENTS:**

**1. The Field of HRM:** An Overview of HRM, Concept, Functions of the HR department, Personnel to Human Resource shift, ASTD HRM Model, Structure of Human Resource Management, Role and Responsibilities of the Human Resource

**2. Acquisition of Human Resources:** Objectives, Policies and Process of Human Resource Planning, Job Analysis, Job Description, Job Specification, Job Design (Nature , Job Characteristics, Reengineering Jobs, Advantages and Disadvantages, Consequences), Recruitment, Selection, Induction, Promotion and Transfer.

**3. Human Resource Policies:** Administrative, Operational and Strategic Role of Human Resource, Formulation and Essentials of Sound Human Resource Policies, Concept of virtual organization , Flexi timings at work place. Case Studies

**4. Development of Human Resources:** Concept of Training and Development, Evaluation of Training and Performance Appraisal (Appraising Individual and Team Performance), Introduction to Career and Succession Planning. Case Studies

**5. Maintenance and Separation Processes:** Job Evaluation, Designing and Administering the Wage and Salary Structure, Compensation, Grievance Handling Procedure, Turnover, Retirement, Layoff, Retrenchment and Discharge, Mechanism of VRS, VRS in Public Sector and Private Sector. Case Studies

### **TEXT READINGS:**

1. DeCenzo, Robbins, Verhulst-Fundamentals of Human Resource Management,11<sup>th</sup> edition, Wiley, 2012
2. Haldar Uday Kumar, Human Resources Management, Oxford University Press, 2013
3. Dessler, Gary, Varkkey, Biju, Fundamentals of HRM,11<sup>th</sup> Edition, Pearson - Prentice Hall, India, 2009

### **SUGGESTED READINGS:**

1. Rao V S P, Human Resource Management, 3<sup>rd</sup> Edition, Excel Books India, 2007
2. P.Subba Rao, Essentials of Human Resource Management ,Himalaya Publications, India, 2010
3. Ashwathapa K, International Human Resources Management, Tata Mc-graw hill India, 2007

Shri G. S. Institute of Technology and Science, Indore  
Department of Management Studies

**MBA2002 RESEARCH METHODOLOGY**

**COURSE OBJECTIVES:** The objectives of the course are to equip the students with the concept and methods of Business Research. The students will be able to plan, design and carry out business research using scientific methods and prepare research report(s) / paper(s).

**EXAMINATION SCHEME:**

The faculty member will award marks out of a maximum of 40 marks for the internal performance of the students. The semester examination will be worth 60 marks. Semester examination may have five questions. Each question may have 4 parts i.e. a, b, c, d out of which student will have to attempt one part out of (a) or (b) and one part out of (c) or (d). The question paper may contain a compulsory case/practical question.

**COURSE CONTENTS**

**Prerequisites:** Student are suppose to have knowledge of Measures of Central Tendency, Measures of Dispersion, Simple Correlation and Regression Analysis. These concepts are taught to them in earlier semesters. **There will be no questions in examination from Prerequisites.**

1. **Introduction to Research Methods:** Role and objectives of business research, types of research and various research design (exploratory, descriptive, experimental and diagnostic research), research process: Overview, Problems encountered by researcher. Experimental research design will comprise of Completely Randomized Design, Latin Square Design and Factorial Design.
2. **Literature Review and Sampling:** Purpose of LR, LR methodology, Sources and Outcomes of LR. Theory and Design of Sample Survey, Census Vs Sample Enumerations, Objectives and Principles of Sampling, Types of Sampling, Sampling and Non-Sampling Errors
3. **Data Collection and Questionnaire:** Collection, Organization, Presentation, Analysis and Interrelation of Primary and Secondary Data. Measurement in research, measurement scales, sources of errors in measurement, Techniques of developing measurement tools, classification and testing (reliability, verification and validity) scales, Designing questionnaires and interviews
4. **Hypothesis testing and Data Analysis :** Parametric & Non-Parametric Tests, Testing and Interpretation sample tests for univariate and bivariate analysis using normal distribution, f-test, t-test, z-test, ANOVA, chi square test, Introduction and Applications of Multiple Regression, Factor Analysis, Cluster Analysis, Multidimensional Scaling, Discriminate, Canonical Analysis, Conjoint Analysis.
5. **Interpretations and Report Writing:** Meaning of interpretation, techniques of Interpretation, precautions in interpretation, significance of report writing, steps in report writing, layout of report and precautions in writing research reports, Limitations of RM, Philosophical issues in Research, Ethics and Research.

**Text Readings: LATEST EDITION**

1. C. R. Kothari, "Research Methodology: Methods and techniques", Vishwa Prakashan, New Delhi
2. William G. Zikmund, "Business Research Methods", Dryden Press, Orlando.
3. Hair Anderson, Tatham and black, Multivariate data analysis, Pearson publications

**Suggested Readings: LATEST EDITION**

1. Asthana & Braj Bhushan, statics for social science, Prentice hall, India

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**MBA 2003: MARKETING MANAGEMENT**

**COURSE OBJECTIVE:** The objective of this course is 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.

**EXAMINATION SCHEME:**

The faculty member will award marks out of a maximum of 40 marks for the internal performance of the students. The semester examination will be worth 60 marks. Semester examination may have five questions. Each question may have 4 parts i.e. a, b, c, d out of which student will have to attempt one part out of (a) or (b) and one part out of (c) or (d). The question paper may contain a compulsory case/practical question.

**COURSE CONTENTS**

**1 Marketing Concepts:** Customer Value and Satisfaction, Customer Delight, Conceptualizing Tasks and Philosophies of Marketing Management, Value Chain, Scanning the Marketing Environment, Marketing Mix Elements, Difference between Marketing and Selling, Marketing and Corporate Strategy.

**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, Differentiation, ways of differentiation, Tool for Competitive Differentiation, Developing a Positioning Strategy.

**3. Product Decision:** Objectives, Product Classification Product-Mix, Product Life Cycle Strategies, Product Diffusion Process, Equity, Challenges, Repositioning, Branding, Packaging, Introduction of Labeling. New Product Development Process. Pricing Decision: Pricing Objectives, Demand Estimating, Pricing Decision framework, Pricing Methods and Strategies, Pricing Practices, Internet and Transfer Pricing.

**4. Distribution Decisions:** Importance and Functions of Distribution Channel, Design of Distribution Channel, Management of Channels, Distribution Channel Members, VMS and HMS, Wholesaling, Retailing, Promotion Decisions: Effective Communication, Tools of IMC, Marketing Communication Process, Promotion mix, Direct and Indirect Marketing,

**5. Emerging Trends in Marketing:** An Introduction to Internet Marketing, Multi Level Marketing, Introduction of CRM, Importance of CRM, CRM Process. E-Marketing, Green Marketing, Event Marketing, Types of Events, Sponsorship, Cause Related Marketing, Concept of Rural Marketing, Global Marketing, Marketing for Non Profit Organizations

**TEXT READINGS:**

1. Kotler, Philip, Principles of Marketing Management, New Delhi, Prentice Hall, India, 13 edn
2. Jain subash, Marketing Strategy: Planning, control, Cengage publication, India 2004
3. Pradhan, Marketing Management: A Case Book, Cengage publication, India, 2012

**SUGGESTED READINGS:**

1. William L. Pride and O.C. Ferrell, Marketing Concepts and Strategies, Houghton Mifflin Co., Boston 8th Edition, 1993
2. Czinkota, Michael R. Marketing Management, -Australia, 2005

Shri G. S. Institute of Technology and Science, Indore  
Department of Management Studies

**MBA 2004: FINANCIAL MANAGEMENT**

**COURSE OBJECTIVE:** The objectives of this course are to help the students learn the concepts, tools and skills of financial analysis and financial management, and application in the efficient conduct of business.

**EXAMINATION SCHEME:**

The faculty member will award marks out of a maximum of 40 marks for the internal performance of the students. The semester examination will be worth 60 marks. Semester examination may have five questions. Each question may have 4 parts i.e. a, b, c, d out of which student will have to attempt one part out of (a) or (b) and one part out of (c) or (d). The question paper may contain a compulsory case/practical question.

**COURSE CONTENTS:**

- 1. Introduction:** Concept, nature, scope, and objective of financial management, finance functions, long term and short term, sources of finance, concepts of profit and wealth maximization.
- 2. Ratio Analysis:** Liquidity, activity, profitability, solvency, leverage: operating, financial and combined leverages, leverage ratio analysis, interpretation of ratios with cases.
- 3. Capital Budgeting:** Time value of money, DCF and Non DCF methods for evaluating projects (PBP, ARR, NPV, IRR, PI)
- 4. Cost of Capital:** Cost of long term sources of finance, weighted average cost of capital., capital structure theories and significance of dividend, dividend policy, dividend theories.
- 5. Working capital Management and Statement of Changes In Financial Position:** Need, determinants and computation of working capital bank regulations, funds flow statement; total resource method, working capital method and cash method, concept of cash flow.

**TEXT READINGS:**

1. Pandey, I.M., "Financial Management", Vikas Publication House, New Delhi, 9<sup>th</sup> edition 2009
2. Khan, M.Y., Jain, P.K., "Financial Management", Tata Mc Graw Hill, New Delhi, 5<sup>th</sup> edition 2012
3. K Shashi Gupta, Financial Management, Kalyani Publisher, In dia, 3<sup>rd</sup> edition 2010

**SUGGESTED READINGS:**

20

1. Chandra, Prasanna, "Financial Management", Tata McGraw Hill, New Delhi, 7<sup>th</sup> edition 2008
2. P.V Kulkarni, Financial Management, New Delhi, 2006
3. Kishore, Ravi M., "Financial Management", Taxmann Publications, New Delhi, 7<sup>th</sup> edition 2009
4. Damodaran Aswath, "Corporate Finance", John Wiley Publication, 4<sup>th</sup> edition 2014

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Department of Management Studies

**MBA2005 MANAGERIAL ECONOMICS**

**COURSE OBJECTIVE:** Objective of this Subject is to help the students in establishing general principle behind managerial theories.

**EXAMINATION SCHEME:**

The faculty member will award marks out of a maximum of 40 marks for the internal performance of the students. The semester examination will be worth 60 marks. Semester examination may have five questions. Each question may have 4 parts i.e. a, b, c, d out of which student will have to attempt one part out of (a) or (b) and one part out of (c) or (d). The question paper may contain a compulsory case/practical question.

**COURSE CONTENTS:**

1. **Introduction:** Nature and scope, characteristics and significance of managerial economics. Relationship of managerial economics with distinguishing disciplines, micro and macro economics and their interdependency, economic systems, central economic problems, production possibility curve, Incremental and marginal analysis. **Consumer Behaviour:** laws of demand and supply, determinants of demand and supply, demand analysis through utility analysis, law of DMU and EMU, consumer's equilibrium and its relations with price and income, indifference curve approach to consumer's equilibrium, elasticity of Demand and its various concepts, determinants and significance of demand elasticity.
2. **Production:** Production function, Laws of return to variable proportions, Stages of production, Law of returns to scale, Producer's equilibrium and expansion path, Economies of scale. **Cost and profit:** Cost and its various concepts – economic; opportunity; private; and social costs, Cost function, Short run and long run costs, Cost interrelations, Break even analysis and its applications, Profit concepts and theories.
3. **Pricings and markets:** Equilibrium price, Perfect competition, Monopoly, Monopolistic, and Oligopoly competition, Price discrimination, Kinked demand curve, Cartel formation, Price leadership.
4. **National income and employment:** Concepts and measurement of national income, Money supply measures, Functions of money, Theories of value of money, Central and commercial banks and their functions.
5. **Macro economics:** Business cycles, inflation – causes and effects, Philips curve, Monetary Policy, Fiscal Policy, monetary and fiscal measures of controlling inflation and unemployment. **Economics of development:** Economic development and economic growth, Factors of economic growth, Rostow's stages of economic growth, Keynesian theory and its application to underdeveloped countries.

**TEXT BOOKS:**

1. P.L. Mehta – Managerial Economics, Sultan Chand, New Delhi.
2. Jhingan M.L.– Micro Economic theory, Vrinda Publication
3. Peterson & Lewis: Managerial Economics, Princeton Hall of India, New Delhi.

**SUGGESTED BOOKS:**

1. A. Koutsoyiannis – Modern Micro Economics, Macmillan Press, New Delhi
2. Dr. Atmanand – Managerial Economics, Excel books, New Delhi
3. Howard Davis – Managerial Economics, Macmillan Press, New Delhi

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4. Hal Varian – Intermediate micro economics, Tata McGraw Hills, New Delhi

**MBA 2006: BUSINESS ETHICS AND MANAGEMENT BY VALUES**

**COURSE OBJECTIVE:** The objective of this course is 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 marks out of a maximum of 40 marks for the internal performance of the students. The semester examination will be worth 60 marks. Semester examination may have five questions. Each question may have 4 parts i.e. a, b, c, d out of which student will have to attempt one part out of (a) or (b) and one part out of (c) or (d). The question paper may contain a compulsory case/practical question.

**COURSE CONTENTS:**

- 1. The Nature and Purpose of Ethical Reflections:** Introduction, Definition of Ethics, Moral Behavior, Characteristics of Moral Standards, 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, Cases Studies
- 2. Moral Responsibility:** Introduction, Balanced Concept of Freedom, Individual Responsibility, Implications Related to Modern Issues- Public Accountability and Entrepreneurial Responsibility, Moral Corporate Excellence, Corporate Responsibility, Cases Studies
- 3. Business Ethics and Individual Interest:** Interest based outlook, Impact of Interest on Moral Goals and Moral Principles, Utilitarian Views on Business Ethics, Enlightened Egoism, Duty Ethics in the Business Environment, Productive Practices and Team Motivation; Prospects of Virtues in Business Ethics, Cases Studies
- 4. The Sources of Indian Values and Ethos:** Introduction to Vedas, Sashtras, Smrities, Purans, Upanishads, Mahabharata, Valmikee Ramayana, Gurugranth Sahib, Quran, and Bible, Teachings of Buddha and Mahaveer, The Models of Leadership and Motivation in Indian Thoughts, Cases Studies
- 5. Indian Heritage and Productivity:** The Guna Theory, The Karma Theory, The Sanskara Theory, Nishkam Karma Yoga, Personal Effectiveness and Managerial Effectiveness in Indian Thoughts, Management of Self, Productive Efficiency and Spirituality, Competition and Cooperation, Business Environment and Applications of Indian Ethos, Cultural Heritage of India and its Relevance for Management, Cases Studies

**TEXT READINGS:**

1. S.K. Mandal, Ethics in Business and Corporate Governance, Tata McGraw Hills Education, 2010
2. S. K. Chakraborty, Management by Values, Oxford University Press, 1991
3. S. S. Khanka, Business Ethics and Corporate Governance, S. Chand, 2014

**SUGGESTED READINGS:**

1. Peter Pratley, The Essence of Business Ethics, New Delhi, Prentice Hall of India, 1997.
2. Murthy C.S.V., Business Ethics, APH Publishing Corporations, 2003
3. Gogate S.B., Human Values & Professional Ethics, Vikas Publishing House, 2010
4. Singh Anand, Business Ethics & Indian Value System (Text & Cases), 2001

# Shri G. S. Institute of Technology and Science, Indore

## Department of Management Studies

### **MBA 2007: BUSINESS LEGISLATION**

**COURSE OBJECTIVE:** The objective of this course is to acquaint the students various laws, which are to be observed in performing the day-to-day business. Here the emphasis will be on the different latest provisions of the law and on how these can be used in the best interest of the organization without violating them rather than cases.

#### **EXAMINATION SCHEME:**

The faculty member will award marks out of a maximum of 40 marks for the internal performance of the students. The semester examination will be worth 60 marks. Semester examination may have five questions. Each question may have 4 parts i.e. a, b, c, d out of which student will have to attempt one part out of (a) or (b) and one part out of (c) or (d). The question paper may contain a compulsory case/practical question.

#### **COURSE CONTENTS:**

- 1. The Indian Contract Act 1872:-** Essentials of a valid Contract, void & voidable agreements, Contingent Contracts, Performance of Contracts, Quasi Contracts, Breach of Contracts & its Remedies, Indemnity, Guarantee, Bailment & Pledge
- 2. Indian Partnership Act 1932:-** Nature of Partnership, Relations of Partners and with third Persons, Minor as a partners, Incoming and outgoing partners, Dissolution. Indian Sales of goods Act 1930 (Essentials only).
- 3. The Negotiable Instruments Act 1881:-** Nature & Types, Negotiation & liability, Presentment, Discharge from liability, Dishonor of Negotiable Instruments, Crossed Cheques, Penalties. CPA 1986 Consumer, Protection of Consumers, Central consumer Protection Council, Consumer Dispute Redressal Agencies.
- 4. The Companies Act:-** Nature & types of Companies, Memorandum of Association, Article of Association, Prospectus, Shares, types of shares, Shareholders & Debenture Holders, Minority Protection, Winding Up of company.
- 5. Competition Act 2002:-** CCI, Powers, Functions & Duties of Commission, Prohibition of certain Agreements, abuse of Dominant Position, Penalties. Banking Law:- History, nature & development of Banking in India, Kinds of Banks and functions, RBI, functions of RBI, FEMA Features, Contravention and Penalties, Evaluation.

#### **TEXT READING:**

1. Kumar Ravinder, Legal Aspects of Business, Cengage publication, 3e
2. Pathak Akhileshwar, Legal Aspects of Business, 6e Mc Graw Hill education, 6e
3. Chawala and Garg, Mercantile and Industrial Law, New Delhi, Kalyani Publications
4. Chopra,R.K, , Business Laws, Himalaya publications
5. Albuquerque Daniel, Legal aspects of business, Oxford Higher<sub>2</sub>Education. 2013

#### **SUGGESTED READINGS:**

1. Tulsani P.C, Business and Corporate Laws, New Delhi, S. Chand & Co. Ltd. 1 edn, 2011
2. Stim Richard, Intellectual Property, Cengage Learning, 2e.
3. Francis Cherunilam, Business Environment, New Delhi, Himalaya Publishing House.

Shri G. S. Institute of Technology and Science, Indore  
Department of Management Studies

**MAA2101 QUANTITATIVE DECISION MAKING**

**COURSE OBJECTIVE:**

The objectives of this course are to help the students acquire quantitative tools, and use these tools for the analysis and solution of business problems. The emphasis will be on the concepts and application rather than derivations.

**EXAMINATION SCHEME:**

The faculty member will award marks out of a maximum of 40 marks for the internal performance of the students. The semester examination will be worth 60 marks. Semester examination may have five questions. Each question may have 4 parts i.e. a, b, c, d out of which student will have to attempt one part out of (a) or (b) and one part out of (c) or (d). The question paper may contain a compulsory case/practical question.

**COURSE CONTENTS:**

**1. Quantitative Techniques and Operations Research:** Meaning, Scope of Quantitative Techniques and Operations Research in Management, Advantages and Limitations of Quantitative Techniques/Operation Research, Operation Research Process.

**2. Linear Programming:** Meaning of Linear programming, General Mathematical Formulation of LPP, Graphical Analysis, Solution of LPP: Simplex Method, Big-M Method, Advantage and limitations of LPP.

**3. Transportation Model:** Transportation Problem as a particular case of LPP Mathematical Formulation, Initial Basic Feasible Solution, Vogel's Approximation Method, Optimization (Minimization and Maximization) using Modified Distribution Method and Stepping Stone Method.

**4. Waiting Line Models and Game Theory:** Introduction, Scope in Management Decisions, Queuing Models – Single Server, Multi server with infinite capacity. Introduction to Games, Maximin and Minimax Principles, Pure and Mixed Strategies, Rule of dominance, Solutions of Games using –Algebraic and Graphical Methods, Game Theory and Linear Programming,

**5. Markov Chain Analysis and Simulation:** Computation of sequential probability of states for different periods, Steady State Probability of states and application of Markov Chain. Introduction to simulation, Monte Carlo Technique and its applications, single stage and multi stage simulation.

**TEXT READING:**

1. N.D Vohra "Quantities techniques" New Delhi, Tata McGraw Hill, India
2. V.K Kapoor, "Problems and solution in operation research, India
3. P. K. Gupta and D. S. Hira, "Operations Research", Sultan Chand Publications, New Delhi

**SUGGESTING READINGS:**

1. S. D. Sharma, "Operations Research", Kedar Nath Ram Nath and Co. Meerut, India
2. Rathindra P Sen Operation Research, PHI publications, India
3. Winston, Wayne L., Operation Research applications and algorithms, Wadsworth Publishing Company Australia.



# Shri G. S. Institute of Technology and Science, Indore

## Department of Management Studies

### COURSE OBJECTIVES

The objectives of the course are to equip the students with the concept and methods of Business Research. The students will be able to plan, design and carry out business research using scientific methods and prepare research report(s) / paper(s).

### EXAMINATION SCHEME:

The Class Work shall have of a maximum of 20 marks for the internal performance of the students and the end-term viva voce will be worth 30 marks

### COURSE CONTENTS

- 1. Data pruning or missing data values:** Mean/Average/Frequency/Ratio/Mod Value/Null/Log Function/ Recoding and decoding of variables in case change of language in the questionnaire.
- 2. Reliability tests:** Cronbach alpha /Guttman/Split-half/Parallel tests/ Durbin–Watson statistic.
- 3. Validity:** : Content/Face/Discriminant/Convergent/Divergent validity, KMO Barlett test/Anderson rubin/determinants/rotation of matrix (orthogonal/varimax/equamax).
- 4. Tests:** Parametric tests and non parametric tests, Factor analysis/Correspondence analysis/ Optimal scaling/ ANOVA/MANOVA tests.
- 5. Higher order tests to check or perform impact analysis :** Regression (linear/mediation/moderation), Simple Regression/Multiple regression, Partial least square modeling (more than onedegree: multi level mediation and moderation).

### TEXT READINGS:

1. C. R. Kothari, Research Methodology: Methods and techniques, New Age International Publishers,2004
2. William G. Zikmund, Business Research Methods, Cengage Learning,2012
3. Deepak Chawla ,Research Methodology, Vikas Publishing House,2011
4. Hair Anderson, Tatham and black, Multivariate data analysis, Pearson publications,2013

### SUGGESTED READINGS:

1. K.N Krishnaswamy, Management Research methodology,Pearson Education,2009
2. Karunakaran K.,Business Research Methods, Himalaya Publishing House, 2013
3. J.K Sachdeva, Business Research Methodology, Himalayan Books, 2009
4. Mark Gardener, Beginning the Statistical Programming Language,<sup>25</sup>Wiley, 2012

Shri G. S. Institute of Technology and Science, Indore  
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**MBA\_\_\_\_\_ : Excel Lab**

**COURSE OBJECTIVE:**

The objective of this course is to help students to develop application of computing skills for Quantitative Decision Making.

**EXAMINATION SCHEME:**

The faculty member will award marks out of a maximum of 50 marks for the lab performance.

**COURSE CONTENTS:**

**1. Transportation Model:** Solving Complex Transportation and Assignment model problems of all types and constraints using excel.

**2. Linear Programming Model:** Application of excel in solving multivariable linear programming problems of maximization and minimization.

**3. Integer Programming:** Solving Integer linear programmes using excel.

**4. LINGO/ TORA:** Application of the softwares for Queuing Model, Inventory Model

**5. Finance Function:** Computation of various capital budgeting methods using excel. It includes NPV, IRR, Annuity etc..

**TEXT READING:**

1. Barlow John F, Excel Models for Business and Operation Mgmt., Wiley
2. Gottlieb Lssac D, Next Generation ExcelWiley

**SUGGESTED READINGS:**

1. Jeffrey Camm, James Cochran, David Anderson et.al. Essentials of Business Analytics, Cengage Learning
2. Taha , Operations Research: An Introduction, 8/E, Pearson Education

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**MBA 2999: COMPREHENSIVE VIVA**

**COURSE OBJECTIVE:**

The objective of comprehensive viva-voce is to judge the overall development of the student during the MBA Programme.

**EXAMINATION SCHEME:**

Every student will be required to undergo comprehensive viva-voce at the end of first semester of MBA. A panel of examiners will conduct the comprehensive viva-voce examination. Comprehensive viva-voce will be of four virtual credits. The panel will award credit to the students.

**COURSE CONTENT:**

The viva-voce shall normally cover all the subjects taught in the first semester of MBA Program

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