Management Theory and Practice

1. Management – definitions, scope and importance - types of managers; managerial roles and functions; Science or Art? Internal and External environment - Administration vs. Management, – Managing people and organizations in the context of New Era-Managing for competitive advantage - the Challenges of Management - Corporate Social responsibility- Managerial Ethics.

2. Perspectives on Management: Evolution of Management- Various approaches to management- Global perspectives of management- Role of communication in management.


4. Organizing: Nature of organizing-principles – organization levels and span of management- Organizational design and structure – departmentation, line and staff concept, staffing – delegation, centralization and decentralization of authority – responsive organization.


8. Case Study: Compulsory. Relevant cases have to be discussed in each unit.

References
Managerial Economics

1. Introduction to Managerial Economics: Definition, Nature and Scope, Relationship with other areas in Economics, - The role of managerial economist.

2. Basic economic principles – the concept of opportunity cost, incremental concept, scarcity, marginalism, Equi-marginalism, Time perspective, discounting principle, risk and uncertainty.


4. Production Analysis: Production function, Marginal Rate of Technical Substitution, Production function with one/two variables, Cobb-Douglas Production Function, Returns to Scale and Returns to Factors, Economies of scale-


8. Case Study: Compulsory. Relevant cases have to be discussed in each unit.

References

Financial Accounting and Analysis

1. Introduction to Accounting: Importance, Objectives and Principles, Accounting Concepts and conventions, and The Generally Accepted Accounting Principles (GAAP), Accounting Standards issued by Institute of Chartered Accountants of India.


3. Valuation of fixed assets: Tangible vs Intangible assets, depreciation of fixed assets and methods of depreciation.

4. Inventory Valuation: Methods of inventory valuation and valuation of goodwill, methods of valuation of goodwill.

5. Issue of Shares and Debentures: Entries for Issue of shares, forfeiture - Issue of shares at Discount and premium. Alteration of share capital and reduction of share capital, Issue and Redemption of Debentures:

6. Accounting for Amalgamation, Absorption and Reconstruction: Accounting treatment in the books of transferor and transferee. Simple problems.


8.: Case Study: Compulsory. Relevant cases have to be discussed in each unit

References

Organizational Communication


2. Developing Listening Skills – Improving Non-verbal communication skills – Cross Cultural Communication – problems and challenges.


8. Case Study: Compulsory. Relevant cases have to be discussed in each unit

References:
Business Environment


8. Case Study: Compulsory. Relevant cases have to be discussed in each unit

References:

Quantitative Analysis for Business Decisions


2 Linear Programming: Introduction to Maximization and Using Graphic Methods, the Simplex Method; Justification, interpretation of Significance of All Elements In the Simplex Tableau, the Simplex Solution to A Minimizing Problem.

3 Transportation Models: Definition and Application of the Transportation Model, Solution of the Transportation Problem, the Assignment Model, Traveling Salesman Problem.


5 Statistical Inference: Tests of Hypothesis, Introduction to Null hypothesis vs alternative hypothesis, parametric vs. non-parametric tests, procedure for testing of hypothesis, tests of significance for small samples, application, t-test, Chi Square test.

6 Linear correlation coefficient Linear regression ; Non Linear regression ;Multiple correlation and multiple regression: Regression Analysis : Least square fit ; polynomial and Curve fittings

7 Statistical Quality Control Upper quality charts p charts LCL UCL, BAR CHARTS. Attribute charts and industrial applications. , ANOVA – one way and two way classifications and Chi-square test, Association of attributes and inferences.

8 P.E.R.T. & C.P.M. and Replacement Model: Drawing networks – identifying critical path – probability of completing the project within given time- project crashing – optimum cost and optimum duration. Replacement models comprising single replacement and group replacement

References

Data Base Management System


7 Organizational Memory Technologies: Data warehouse – Information presentation – website management - Data integrity- Transaction management - Management of database environment - Data administration.

8. Case Study: Compulsory. Relevant cases have to be discussed in each unit

References

10. Rob and Cornell: “Data Base Management Systems” Cengage Learning, New Delhi,
Information Technology Lab-1 (100% Lab)

Course Objective

1. Introduce spreadsheet (MS Excel) as a financial modeling tool and understand its capabilities and limitations
2. Apply Visual Basic for Applications (VBA) to automate spreadsheet applications and extend the functionality of the spreadsheet
3. Improve the understanding of software systems in business, improve communication and presentation skills using MS Power Point

Course Details:

1. Introduction of various software used for business and their significance in the current business environments. Introduction of software MS Office, VBA, MS PROJECT, SQL, PL/SQL

2. Financial modeling like present value of cash flows, valuations, financial ratio analysis, forecasting, trend analysis of data, random input generations, statistics for management course (correlation and regression analysis) data presentation techniques. Spread sheet showing the monthly payments with changing interest rate over a period of loan. For example home loan, personal loan. (Using excel)

3. Variable declaration, conditional statements, iteration and result presentation, retrieving of data from the VBA application.


5. Prepare presentations for mini projects assigned for course work of first semester

References
4. * Prowess- Corporate Database, Centre for Monitoring Indian Economy(CMIE), Ph.No.040-55466091-6, email-cmie.hyd@cmie.com www.cmie.com/products/prowess
Semester - II

Financial Management

1. The Finance Function – Objective: Profit or Wealth Maximization and EPS Maximization, An overview of Managerial Finance functions- Time value of money, present value, future value of money and the basic valuation models.

2. Investment decisions: Nature of Capital Budgeting decisions - techniques of capital budgeting: Pay back method, Average rate of return and Time-Adjusted methods: IRR and NPV, profitability index, and excess present value index. Advanced problems and cases in capital budgeting.

3. Cost of Capital: Concept and measurement of cost of capital, Debt vs.Equity, cost of equity, preference shares, equity capital and retained earnings, weighted average cost of capital and marginal cost of capital. Importance of cost of capital in capital budgeting decisions.


6. Working Capital Management, components of working capital, gross vs. net working capital, determinants of working capital needs, the operating cycle approach. Planning of working capital, Financing of working capital through Bank finance and Trade Credit.


8. Case Study: Compulsory. Relevant cases have to be discussed in each unit

References

Marketing Management

5. Pricing Strategy: Objectives, Methods and processes of pricing, Factors influencing the pricing. Adopting price, initiating the price cuts, imitating price increases, Responding to Competitor’s price changes.
8. Case Study: Compulsory. Relevant cases have to be discussed in each unit.

References:

Human Resource Management

1. HRM: Significance - Definition and Functions – evolution of HRM- Principles - Ethical Aspects of HRM- Role of HRM - HR policies, Strategies to increase firm performance - Role and position of HR department - HRM at global perspective.


8. Case Study: Compulsory. Relevant cases have to be discussed in each unit.

References

Production and Operations Management

1. Introduction: Overview of Production and Operations Management (POM) Function, Historical Development of POM, POM scenario Today.


5. Scheduling: Scheduling In Job, Shop Type Production, Shop-Loading, Assignment and Sequencing, Scheduling In Mass, Continuous and Project Type Production, Line balancing Lob, Methods of Production Control.


8. Case Study: Compulsory. Relevant cases have to be discussed in each unit.

References:
Organizational Behavior

1. Introduction - Nature and scope – linkages with other social sciences - Individual Roles and Organizational Goals - Perspectives of Human Behavior, Approach to Organizational behavior - models of organizational behavior.


5. Inter-Personal Communication: Listening, Feedback, Collaborative Processes in Work Groups, Team Building, Team Decision Making, Conflict Resolution in Groups and Problem Solving Techniques.


8. Case Study: Compulsory. Relevant cases have to be discussed in each unit.

References

Research Methodology

1. Introduction: Nature and Importance of research, The role of business research, aims of social research, research process, pure research vs. applied research, qualitative research vs quantitative research, exploratory research, descriptive research and experimental research, ethical issues in business research.

2. Data Base: Discussion on primary data and secondary data, tools and techniques of collecting data. Methods of collecting data. Sampling design and sampling procedures. Random Vs. Non-random sampling techniques, determination of sample size and an appropriate sampling design.


4. Research Design: Meaning of Research Design. Functions and goals of Research Design, characteristics, phases, design for different types of research, outlining a research proposal, pilot study and developing a case study

5. Data Analysis: Editing and coding, transform raw data into information, basic data analysis, descriptive statistics. \textit{Univariate Statistics} – stating a hypothesis, hypothesis testing, discriminate analysis, factor analysis, cluster analysis, conjoint analysis and content analysis.

6. Survey research and field work: media used to communicate with respondents, personal interviews, telephone interviews, self-administered questionnaires, selection of an appropriate survey research design, the nature of field work, principles of good interviews and field work management.


8. Case Study: Compulsory. Relevant cases have to be discussed in each unit

References

Introduction to Technology Management

1. Introduction to Technology Management – Definition – Concept of creativity – Components – Features – Classification of Technology – Concept and Nature of Technology Management- Drivers of MOT- Significance and Scope of MOT- Role of Chief Technology Officer – Responding to Technology challenges.


5 Process Innovations – Concept and types of process - Process Management Concerns - Types of Process innovations- Process improvement techniques – Organizing for improvements


8. Technology Absorption and Deployment – Technology Absorption – Influencing factors - Deployment strategies - Corporate Venturing - Benefits and Drawbacks of Corporate Venturing – Spin-off Companies

References:

Information Technology Lab-II (100% Lab)

Course Objective

1. Improve the understanding and usage of information technology in business environments.

Course Details:

1. Illustrate numerical mathematical simulations from Statistics for Management course.
2. Project Management and resource planning using MS Project.
3. Data Collection and analyzing techniques for quality management (Charts, flow diagrams for methodologies like six sigma/lean mfg etc)
4. Basic structure of PLSQL procedural language, achieving functionality using PLSQL. Importance of Database systems in business environments and knowledge management.
5. Prepare presentations for mini projects assigned for course work of second semester.
6. Introduction of online financial services example online trading systems, Reuters, Bloomberg, websites of regulatory institutions like SEBI. Understand how a major industrial system (Reuters) works in trading, searching and downloading financial data.

References