School of Management Studies  
Course Structure MBA (Regular) 2013-2014  
(Effective for the students admitted into first year from the academic year 2013-2014)

MBA – I – YEAR – I - Semester

<table>
<thead>
<tr>
<th>S.No</th>
<th>Title</th>
<th>Marks</th>
<th>Credits</th>
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<tbody>
<tr>
<td>1</td>
<td>Management Theory &amp; Organization Behavior</td>
<td>100</td>
<td>3</td>
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<td>2</td>
<td>Managerial Economics</td>
<td>100</td>
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<td>3</td>
<td>Accounting for Managers</td>
<td>100</td>
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<td>4</td>
<td>Managerial Communication &amp; Soft skills</td>
<td>100</td>
<td>3</td>
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<td>5</td>
<td>Business Environment</td>
<td>100</td>
<td>3</td>
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<td>6</td>
<td>Quantitative Analysis for Business Decision</td>
<td>100</td>
<td>3</td>
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<td>7</td>
<td>IT – LAB</td>
<td>100</td>
<td>3</td>
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</tbody>
</table>
Management Theory and Organizational Behavior

Unit -1.

Unit 2

Unit 3

Unit 4
Motivation – theories - Leadership – approaches to leadership – leadership behavior and styles – leadership skills – leadership in cross-cultural environment – women and corporate leadership – Group dynamics – group formation and development -conflict management and negation skills.

Unit 5

Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.

References

1. William, Tripathy: “MGMT (including instructor recourses)”, Cengage Learning, New Delhi, 2013
2 Dr.P.Subba Rao and Prof. N.Sambasiva Rao:”Management and Organizational Behaviour - (Text and Cases)”, Himalaya Publishing House, Mumbai
Managerial Economics

UNIT 1:

UNIT 2:

UNIT 3:
Production Analysis: Production function, Marginal Rate of Technical Substitution, Production function with one/two variables, Cobb-Douglas Production Function, Returns to Scale and Laws of returns.

UNIT 4:

UNIT 5:

Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.

References

1. Paul, Koushil: “Managerial Economics”, Cengage Learning, New Delhi,
Accounting for Managers

UNIT 1


(b) Measuring Business income: Distinction between capital and revenue: Matching revenue and Expenditure; The role of accounting policies like Depreciation and inventory valuation on reported income and related accounting standards (AS).

UNIT-2 Understanding Terminal accounts: a) preparation and presentation of income statement; Balance Sheet

C) Taxation and tax planning; corporate tax rates and tax structure;

UNIT-3
Financial Analysis: The scope and purpose of financial analysis; financial statement analysis.
a)Ratio analysis – liquidity, activity, structural, coverage and profitability ratios; predictive power of ratio analysis; Inflation and financial analysis; applications of financial analysis; Related AS.
b) Funds flow analysis; concepts of funds; ascertaining funds from operations ; Sources of funds: Uses of funds; Preparation and analysis of funds flow statement and cash flow statement. Related AS.

UNIT-4
Cost accounting concepts; role of cost accounting information in planning and control; interfaces of cost accounting; financial accounting and managerial accounting; Cost concepts. Determination of product cost. Preparation of cost sheet under different cost heads

UNIT-5
Cost behavior and Decision making; methods for determining fixed and variable costs; CVP analysis and decision making break even analysis- key factor distribution & analysis; Optimization of product mix, make or buy decisions. Capacity utilization, plant shutdown. CVP under conditions of uncertainty-sensitivity analysis, Standard costing, Definition of Standard Costing, Purpose of standards, Types of standards, standard setting. Zero based budgeting: concept , importance and relevance.
Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.

References:

Managerial Communication

UNIT 1

UNIT 2

UNIT 3
Managing Motivation to Influence Interpersonal Communication- Inter-Personal communication – Role of Emotion in Inter Personal Communication – Communication Styles – Barriers to Communication – Gateways to Effective Interpersonal Communication.

UNIT 4

UNIT 5

Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.

References:

4. C.S.G. Krishnamacharyulu and Dr. Lalitha Ramakrishnan, Business Communication, Himalaya Publishing House, Mumbai
Business Environment

UNIT 1
Business Environment: Importance at national and international level – problems and challenges – factors both internal and external influencing business environment. Industrial policies since independence and their significance – regulatory and promotional framework - Five-year plans and their importance.

UNIT 2

UNIT 3

UNIT 4

UNIT 5
Legal Frame: special features of the SICA (special provisions) 1985, BIFR, Consumer protection act 1986, Environmental laws (pertaining to the control and prevention of Air and Water pollution) and the Essential Commodities Act 1955.

Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.

References:

Quantitative Techniques for Business Decisions

UNIT 1
Basic Mathematical & Statistical Techniques: Linear, Quadratic, Logarithmic and Exponential Functions - Permutations and Combinations – Matrices - Elementary operations of matrices. Measures of Central Tendency – Measures of Dispersion – Simple Correlation and Regression Analysis

UNIT 2
Introduction to Decision Theory: Steps involved in Decision Making, different environments in which decisions are made, Criteria for Decision Making, Decision making under uncertainty, Decision making under conditions of Risk-Utility as a decision criterion, Decision trees, Graphic displays of the decision making process, Decision making with an active opponent.

UNIT 3
Linear Programming: Formation of mathematical modeling, Graphical method, the Simplex Method; Justification, interpretation of Significance of All Elements In the Simplex Tableau, Artificial variable techniques: Big M method, Two phase method.

UNIT 4
Transportation, Assignment Models & Game theory: Definition and application of the transportation model, solution of the transportation problem, the Assignment Model, Traveling Salesman Problem. Game Theory: Introduction – Two Person Zero-Sum Games, Pure Strategies, Games with Saddle Point, Mixed strategies, Rules of Dominance, Solution Methods of Games without Saddle point – Algebraic, matrix and arithmetic methods.

UNIT 5
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

Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.

References

   S.P: “Statistical Methods”, S. Chand and Sons, New Delhi,
10 Amir D. Aczel and Jayavel Sounderpandian, “Complete Business Statistics”, TMH,
12 L.C.Jhamb: “Cases and Problems in Quantitative Techniques”, Everest Publishing House, New Delhi,
Information Technology Lab (100% Lab)

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

UNIT 2
Financial modeling like present value of cash flows, valuations, financial ratio analysis, forecasting, trend analysis of data, random input generations

UNIT 3
Statistics for management - correlation and regression analysis data presentation techniques. Spread sheet showing the monthly payments with changing interest rate over a period of loan. (Using excel)

UNIT 4
Data Collection and analyzing techniques - chats, flow diagrams TQM methodologies

UNIT 5
Preparation and presentations of mini projects assigned for course work of first semester.

References: