

ANNA UNIVERSITY- COIMBATORE
MASTER OF BUSINESS ADMINISTRATION
CURRICULUM - 2007 (FULL TIME MODE)

TRIMESTER - I

Course Code	Course Title	Hours/ Week			Credits	Maximum marks		
		L	T	P		CA	FE	Total
MBA 011	Value Based Management	4			3	50	50	100
MBA 012	Environmental Management	4			3	50	50	100
MBA 013	Economic Analysis for Business Decisions	3	1		3	50	50	100
MBA 014	Data Analysis for Decision Making	3	1		3	50	50	100
MBA 015	Organizational Behaviour	4			3	50	50	100
MBA 016	Financial & Management Accounting	3	1		3	50	50	100
MBA 017	Executive Communication & Personal Growth Laboratory – Practical			4	2	INTERNAL GRADING		
	TOTAL	21	3	4	20			

TRIMESTER-II

Course Code	Course Title	Hours/ Week			Credits	Maximum marks		
		L	T	P		CA	FE	Total
MBA 021	Decision Models & Management Science	3	1		3	50	50	100
MBA 022	Marketing Management	4			3	50	50	100
MBA 023	Human Resource Management	4			3	50	50	100
MBA 024	Management Information Systems	4			3	50	50	100
MBA 025	Total Quality Management	3	1		3	50	50	100
MBA 026	Legal Environment of Business	4			3	50	50	100
MBA 027	Business Application Software-Practical			4	2	INTERNAL GRADING		
	TOTAL	22	2	4	20			

TRIMESTER-III

Course Code	Course Title	Hours/Week			Credits	Maximum marks		
		L	T	P		CA	FE	Total
MBA 031	Financial Management	3	1		3	50	50	100
MBA 032	Production & Operation Management	3	1		3	50	50	100
MBA 033	International Business Management	4			3	50	50	100
MBA 034	Strategic Management	4			3	50	50	100
MBA 035	Application of Research Methods in Management	3	1		3	50	50	100
MBA 036	Intellectual Property Rights	4			3	50	50	100
MBA 037	Emerging Trends in Management (Case analysis & Seminar) – Practical			4	2	INTERNAL GRADING		
	TOTAL	21	3	4	20			

SUMMER SEMESTER (6 WEEKS)**MBA 047 SUMMER TRAINING REPORT**

Project report of the Summer Training is to be submitted by the students within 15 days from the commencement of the 4th Trimester.

TRIMESTER-IV

Course Code	Course Title	Hours/Week			Credits	Maximum marks		
		L	T	P		CA	FE	Total
MBA 041	Indian Ethos and Values	3			3	50	50	100
MBA 042	Corporate Social Responsibility	3	1		3	50	50	100
E1**	Elective – 1	3			3	50	50	100
E2**	Elective – 2	3			3	50	50	100
E3**	Elective – 3	3			3	50	50	100
E4**	Elective – 4	3			3	50	50	100
MBA 047	Summer Training Report	-			4	50	50	100
MBA 048	Workshop on Managerial Exercises –I (Group Dynamics & Team Building) – Practical			4	2	INTERNAL GRADING		
	TOTAL	18	1	4	24			

TRIMESTER-V

Course Code	Course Title	Hours/Week			Credits	Maximum marks		
		L	T	P		CA	FE	Total
MBA 051	Final Research Project & Viva-Voce			24	12	150	150	300

TRIMESTER-VI

Course Code	Course Title	Hours/Week			Credits	Maximum marks		
		L	T	P		CA	FE	Total
E5**	Elective – 5	3			3	50	50	100
E6**	Elective – 6	3			3	50	50	100
E7**	Elective – 7	3			3	50	50	100
E8**	Elective – 8	3			3	50	50	100
E9**	Elective – 9	3			3	50	50	100
E10**	Elective – 10	3			3	50	50	100
MBA 061	Workshop on Managerial Exercises-II (Management Games, role play and Leadership) – Practical			4	2	INTERNAL GRADING		
TOTAL		18		4	20			

CA - Continuous Assessment

FE - Final Examination

L - Lecture

T - Tutorial

P - Practical

TOTAL CREDIT EARNED : 116

LIST OF ELECTIVES
MASTER OF BUSINESS ADMINISTRATION (MBA CORE)

MARKETING ELECTIVES

Course Code	Course Title	Hours/Week			Credits	Maximum marks		
		L	T	P		CA	FE	Total
MBA M01	Industrial & Service Marketing	3			3	50	50	100
MBA M02	Retail & Direct Marketing	3			3	50	50	100
MBA M03	Brand Management	3			3	50	50	100
MBA M04	Sales & Distribution Management	3			3	50	50	100
MBA M05	Marketing Research & Consumer Behaviour	3			3	50	50	100
MBA M06	Advertising and Promotion Management	3			3	50	50	100
MBA M07	Marketing Channels	3			3	50	50	100
MBA M08	New Product Management	3			3	50	50	100
MBA M09	Rural Marketing	3			3	50	50	100
MBA M10	Retail Management	3			3	50	50	100
MBA M11	Strategic Marketing	3			3	50	50	100
MBA M12	International Marketing	3			3	50	50	100
MBA M13	Marketing of Non-Profit Organisation	3			3	50	50	100
MBA M14	Customer Relationship Management	3			3	50	50	100

SYSTEM ELECTIVES

Course Code	Course Title	Hours/Week			Credits	Maximum marks		
		L	T	P		CA	FE	Total
MBA S01	Data Warehousing & Data Mining	3			3	50	50	100
MBA S02	Enterprise Resource Planning	3			3	50	50	100
MBA S03	Software Project & Quality Management	3			3	50	50	100
MBA S04	Decision Support System	3			3	50	50	100
MBA S05	Software Enterprise Management	3			3	50	50	100
MBA S06	Software Testing	3			3	50	50	100
MBA S07	Software Cost Estimation	3			3	50	50	100
MBA S08	Knowledge Management System	3			3	50	50	100
MBA S09	Database Management Systems	3			3	50	50	100
MBA S10	E – Commerce Management	3			3	50	50	100

MBA S11	Business Application Development using Web Technologies	3			3	50	50	100
MBA S12	Web Services	3			3	50	50	100
MBA S13	Business Process Outsourcing	3			3	50	50	100

FINANCE ELECTIVES

Course Code	Course Title	Hours/Week			Credits	Maximum marks		
		L	T	P		CA	FE	Total
MBA F01	Quantitative Analysis of Financial Decisions	3			3	50	50	100
MBA F02	Security Analysis and Portfolio Management	3			3	50	50	100
MBA F03	International Financial Management	3			3	50	50	100
MBA F04	Management of Financial Services & Institutions	3			3	50	50	100
MBA F05	Financial Derivatives	3			3	50	50	100
MBA F06	Project Planning, Analysis and Management	3			3	50	50	100
MBA F07	Commercial Bank Management	3			3	50	50	100
MBA F08	Corporate Valuation & Taxation	3			3	50	50	100
MBA F09	Working Capital Management	3			3	50	50	100
MBA F10	Foreign Exchange Management	3			3	50	50	100
MBA F11	Infrastructure Financing	3			3	50	50	100
MBA F12	Mergers & Acquisitions	3			3	50	50	100
MBA F13	Insurance and Risk Management	3			3	50	50	100

HUMAN RESOURCE ELECTIVES

Course Code	Course Title	Hours/Week			Credits	Maximum marks		
		L	T	P		CA	FE	Total
MBA H01	Industrial Relations & Labour Welfare	3			3	50	50	100
MBA H02	Labour Legislations	3			3	50	50	100
MBA H03	Organization Development & Transformation	3			3	50	50	100
MBA H04	Organizational Change & Intervention Strategic	3			3	50	50	100

MBA H05	Human Resource Planning & Development	3			3	50	50	100
MBA H06	Cross Cultural & Global Management	3			3	50	50	100
MBA H07	Training & Development	3			3	50	50	100
MBA H08	Performance Management	3			3	50	50	100
MBA H09	Wages And Salary Administration	3			3	50	50	100
MBA H10	Managerial Behaviour and Effectiveness	3			3	50	50	100
MBA H11	Competency Mapping and Development	3			3	50	50	100
MBA H12	Counselling Skills for Managers	3			3	50	50	100
MBA H13	Advanced Industrial Psychology	3			3	50	50	100

PRODUCTION ELECTIVES

Course Code	Course Title	Hours/Week			Credits	Maximum marks		
		L	T	P		CA	FE	Total
MBA P01	Supply Chain Management	3			3	50	50	100
MBA P02	Logistics Management	3			3	50	50	100
MBA P03	Value Engineering & Business Process Reengineering	3			3	50	50	100
MBA P04	Computer Integrated Manufacturing	3			3	50	50	100
MBA P05	World Class Manufacturing	3			3	50	50	100
MBA P06	Production Planning & Control	3			3	50	50	100
MBA P07	Lean Manufacturing & JIT	3			3	50	50	100
MBA P08	Service Operation Management	3			3	50	50	100
MBA P09	Maintenance Management	3			3	50	50	100
MBA P10	Advanced Optimization Technique	3			3	50	50	100
MBA P11	Management of Technology and Innovation	3			3	50	50	100

GENERAL MANAGEMENT ELECTIVES

Course Code	Course Title	Hours/Week			Credits	Maximum marks		
		L	T	P		CA	FE	Total
MBA G01	Infrastructure Management	3			3	50	50	100
MBA G02	Family Business Management	3			3	50	50	100
MBA G03	Entrepreneurship Development	3			3	50	50	100
MBA G04	Innovation Management	3			3	50	50	100
MBA G05	Stress & Time Management	3			3	50	50	100
MBA G06	Tourism Management	3			3	50	50	100
MBA G07	Hospital & Healthcare Management	3			3	50	50	100
MBA G08	Disaster Management	3			3	50	50	100
MBA G09	Insurance Management	3			3	50	50	100
MBA G10	Management of Telecommunication systems	3			3	50	50	100
MBA G11	Planning and management of Educational Institutions	3			3	50	50	100
MBA G12	Event Management	3			3	50	50	100
MBA G13	Agriculture & Co-operative Management	3			3	50	50	100
MBA G14	Waste & Recycle Management	3			3	50	50	100
MBA G15	Transportation Management	3			3	50	50	100

ANNA UNIVERSITY – COIMBATORE**MASTER OF BUSINESS ADMINISTRATION****CURRICULAM – 2007 (FULL TIME MODE)****FIRST TRIMESTER****MBA 011 VALUE BASED MANAGEMENT****Objective**

This is an introductory course designed as an overview of the theory and practice of management. The concept of management is presented as a discipline as well as a process. The course will cover the evolution of management, its history, and the development of important concepts. It will cover the basic functions of management: planning, organizing, leading, and controlling. Integrated into each chapter are the Value Based Management and Change and innovation management.

The objective of this course is to expose the students to the theories of management, organizational theory, and the practice of management in contemporary organizations from a conceptual, analytical, and pragmatic perspective. The course will also allow the students to develop their own framework for analyzing and understanding management as well as exploring and developing their own personal philosophy of management.

S. no	Topic	No. of Hours
1	Management overview	2
2	Evolution of Management	2
3	Organisation, Global, Social and ethical environment	1
4	Mintzberg's Management Roles	1
5	Value Based Management : Creating Shareholder Value	2
6	Planning ❖ The meaning and purpose of planning ❖ Steps in Planning ❖ Types of Plans	3
7	Management by objectives (MBO)	1
8	Policies, procedures and methods – nature and type of policies – functional policies	2
9	Decision Making ❖ Decision making process and fundamentals ❖ Types of decisions	2
10	Organizing ❖ Meaning and structure ❖ Authority and span of control ❖ Delegation and decentralization ❖ Line and Staff relationship	4

11	Staffing ❖ Sources of recruitment ❖ Selection Process	3
12	Co-ordination	2
13	Leading – Concepts and Theories	2
14	Controlling in management – control Process	2
16	Innovation Management	2
17	Case studies in General Management	4
Total		35

References

S.No	Authors Name	Book Name	Publisher	Year of Publishing
1	Hellriegel, Jackson & Slocum	Management A Competency – Based Approach	Thomson South -Western	2007
2	Koontz Harold & Weihrich Heinz	Essentials of Management: An International Perspective	Tata McGraw Hill	2004
3	Heinz Weihrich, Mark.V.Cannice & Harold Koontz	Management: A global and Entrepreneurial Perspective	Tata McGraw Hill	2008
4	Pettinger	Introduction to Management 4e	Palgrave Macmillan	2007
5	P C Tripathi P N Reddy	Principles of Management	Tata McGraw Hill	2006
6	<u>Linstead</u>	Management & Organization	Palgrave Macmillan	2007
7	V.S.P Rao V.Hari Krishna	Management : Text and Cases	Excel Books	2002
8	J S Chandan	Management Concepts and Strategies	Vikas Publishing House Pvt Ltd	1997
9	S.K. Mandal	Fundamentals of Business	Jaico publishing House	2006
10	Tata McGraw - Hills	Current Readings in Management	Tata McGraw Hill	2006
11	Balvinder Shukla Sanjeev Prashar Harvinder Singh	Management : Case Studies	Excel Books	2007
12	Satyaraju Parthasarathy	Management	PHI	2006
13	Arnold Glena Davies Matt	Based Management (Edited Book	John Weiley & Sons Inc	2000
14	<u>Linstead</u>	Management & Organization	Palgrave Macmillan	2006

MBA012 ENVIRONMENTAL MANAGEMENT

Objective

The Course shall provide the students with an exposure of environmental problems and issues in a scientific framework, developing methodologies to solving problems and ultimately to master the manner of systematic implementation of existing environmental policies in achieving sustainable development.

S. no	Topic	No. of Hours
1	Environment Management <ul style="list-style-type: none"> ❖ Fundamentals ❖ Sustainable Development ❖ Implications of human population growth ❖ Limits to growth ❖ Environment and Business Schools 	4
2	Energy Management <ul style="list-style-type: none"> ❖ Fundamentals ❖ Fossils Fuels use ❖ Energy production and trade ❖ Energy Balance 	3
3	Non-Conventional Energy <ul style="list-style-type: none"> ❖ Nuclear ❖ Solar Power Market ❖ Wind Power: Ecosystem Concepts ❖ Basic Concepts and their application in business ❖ Industrial Ecology and Recycling Industry 	5
4	Environmental Management System <ul style="list-style-type: none"> ❖ EMS Standards ❖ ISO 14000 ❖ Environmental Auditing ❖ Clearance/Permissions for establishing industry ❖ Environmental Management & Valuation ❖ Environmental Economics ❖ Environmental Taxes Shifts, Green Funding 	7
5	<ul style="list-style-type: none"> ❖ Corporate Mergers ❖ Environmental Ethics ❖ Trade and Environmental Management ❖ Debt and Environment ❖ GATT / WTO Provisions ❖ Environmental Laws 	7
6	Role of NGOs <ul style="list-style-type: none"> ❖ PIL 	9

	<ul style="list-style-type: none"> ❖ Pollution & Waste Management ❖ Air, Water, Land Pollution ❖ Trades in wastes ❖ Water, Forest and Biodiversity Management ❖ Water Resources ❖ Approaches to Corporate Ethics & Bio-ethics 	
Total		35

References

S.No	Authors Name	Book Name	Publisher	Year of Publishing
1	Harley Nick	Environmental Economics	Macmillan India Ltd	1997
2	Uberoi N K	Environment Management	Excel Books	2000
3	Robert Staib	Environmental Management and Decision Making for Business	Palgrave Macmillan	2006
4	Paul Justin	Business Environment : Text and Cases	Tata McGraw Hill	2006
5	Palmer Adrain	Business Environment 5 th Edition	Tata McGraw Hill	2005
6	Kolstad Charles D	Environmental Economics	Oxford University Press	2000
7	Raj Agrawal	Business Environment	Excel Books	2002
8	Krishnamoorthy	Environmental Management	PHI	2006

MBA 013 ECONOMIC ANALYSIS FOR BUSINESS DECISIONS

Objective

Managerial Economics is the application of economic theory and methodology to managerial decision making problems within various organizational settings such as a firm or a government agency. The emphasis in this course will be on demand analysis and estimation, production and cost analysis under different market conditions, forecasting and decision making under uncertainty. In today's dynamic economic environment, effective managerial decision making requires timely and efficient use of information. The purpose of this course is to provide students with a basic understanding of the economic theory and analytical tools that can be used in decision making problems. Students who successfully complete the course will have a good understanding of economic concepts and tools that have direct managerial applications. The course will sharpen their analytical skills through integrating their knowledge of the economic theory with decision making techniques. Among the topics covered in the course are: price determination in alternative market structures, demand theory, production and cost functions, and decision making under uncertainty.

S. no	Topic	No. of Hours
1	Introduction to Economics <ul style="list-style-type: none"> ❖ Meaning and Concepts ❖ Nature of Business Decision Making ❖ Marginal Analysis 	4
2	Demand and Supply Analysis <ul style="list-style-type: none"> ❖ Demand Function & Law of Demand ❖ Types of Demand ❖ Elasticity of demand ❖ Demand forecasting ❖ Supply and Demand Analysis ❖ Price Determination 	5
3	Production and Cost Analysis <ul style="list-style-type: none"> ❖ Production Function ❖ Production and Costs under alternative Returns to Scale ❖ Cost Function 	4
4	Profit Analysis <ul style="list-style-type: none"> ❖ Profit Maximization ❖ Game theory ❖ Strategic Behaviour 	6
5	Markets and Competition <ul style="list-style-type: none"> ❖ Market Structure ❖ Perfect Competition ❖ Monopoly ❖ Monopolistic Competition ❖ Oligopoly ❖ Non-price competition 	4
6	Pricing <ul style="list-style-type: none"> ❖ Price Discrimination ❖ Pricing of goods and services ❖ Basic pricing strategies 	3

8	Business Decisions and Government <ul style="list-style-type: none"> ❖ National Income ❖ Inflation & Deflation ❖ Business Cycle ❖ Structure of Indian Economy ❖ Economic Growth and Development ❖ Government Policies and Regulations ❖ Balance of Payment ❖ Economic Indicators : GDP, GNP, Wholesale index, Consumer price index and Purchasing Power Parity (PPP). 	9
Total		35

References

S.No	Authors Name	Book Name	Publisher	Year of Publishing
1	Mankiw	Principles of Economics	Thomson Learning	2006
2	Nordhaus & Samuelson	Economics, 18 th Edition	Tata McGraw Hill	2007
3	Suma Damodaran	Managerial Economics	Oxford University Press	2006
4	Thomas. R. Christopher And Maurice Charles S	Managerial Economics: Concepts and Application	Tata McGraw Hill	2006
5	Mulhearn	Economics for Business	Palgrave Macmillan	2005
6	Krugman & Walls:	Microeconomics	Palgrave Macmillan	2005
7	Pal Sumitra	Managerial Economics	Macmillan India Ltd	2007
8	G S Gupta	Macro Economics	Tata McGraw Hill	2006
9	Mankar V.G	Business Economics	Macmillan India Ltd	2007
10	H.Carig Peterson and W.Cris Lewis	Managerial Economics	Pearson Education	2005
11	Biswanath Ghosh	Economic Environment Of Business	Vikas Publishing House Pvt Ltd	1996
12	Hirschey	Economics for Managers	Thomson Learning	2006
13	Ahuja H.L	Economic Environment of Business, Macroeconomic analysis	S.Chand & Company Ltd.	2005
14	Ruddar Datt and K.P.M.Sund	Indian Economy	S.Chand & Company Ltd	2003
15	Dwivedi D.N	Macroeconomics- Theory and Policy	Tata McGraw-Hill	2001
16	Atmanand	Managerial Economics	Excel Books	2005
17	Adhikary	Business Economics	Excel Books	2005
18	Maheswari	Managerial Economics	PHI	2007
19	Pepall D.J. Richards Norman G	Industrial Organization: Contemporary Theory and Practice	South-Eastern Thomson Learning	2002
20	Koutsoyiannis	Modern Microeconomics	Palgrave Macmillan	2005

MBA014 DATA ANALYSIS FOR DECISION MAKING

Objectives

The major learning objective of this course is to analyze data using statistical techniques, such as hypothesis testing and regression estimation. The course will cover hypothesis testing methods such as binomial tests of proportion, chi-square tests, t- and z-tests of mean differences, regression and correlation methods. At the end of the course participants should be able to decide how to analyze the data collected, and draw conclusions from the analyses to aid decision making.

S. no	Topic	No. of Hours
1	Data and Statistics <ul style="list-style-type: none"> ❖ Data sets & sources of data ❖ Qualitative v. quantitative data ❖ Scales of measurement (nominal, ordinal, interval & ratio) ❖ Cross- sectional, time series & descriptive statistics 	4
2	Descriptive Statistics : Numerical Methods <ul style="list-style-type: none"> ❖ Numerical measures of location ❖ Dispersion ❖ Sample statistics ❖ population parameters & point estimators ❖ Measures of central location <ul style="list-style-type: none"> ➤ mean, median, mode, percentiles & quartiles ❖ Measures of variability <ul style="list-style-type: none"> ➤ Range, inter-quartile range, variance, standard deviation ❖ Measures of relative location & detection of outliers– z – scores ❖ Sample variance & standard deviations ❖ Descriptive statistics tool 	7
3	Descriptive Statistics: Tabular and Graphical Methods <ul style="list-style-type: none"> ❖ Frequency & relative frequency distributions ❖ Cumulative frequency & cumulative relative frequency distribution ❖ Data presentations <ul style="list-style-type: none"> ➤ Bar graphs, pie charts, histograms, ogive and Stem-n-leaf 	5
4	Concepts of Probability <ul style="list-style-type: none"> ❖ Experiment and Sample Space ❖ Events and Operations with Events ❖ Probability of an Event ❖ Basic Probability Rules ❖ Binomial Probability distribution ❖ Normal Probability Distribution 	6
5	Parametric Vs. Non-Parametric test Univariate Testing: Procedures for testing hypothesis, Selected hypothesis tests – Z Tests, t test, chi square, Bivariate statistics: Parametric tests – Z test – Differences between mean t test – Difference between mean ANOVA – Regression Analysis – Correlation Analysis Bivariate Statistics: Non parametric Tests, Chi Square Test of Independence, Rank tests	13
Total		35

References:

S.No	Authors Name	Book Name	Publisher	Year of Publishing
1	Aczel Amir Sounderpandian Jayvel	Complete Business Statistics 6th Edition	Tata McGraw Hill	2006
2	Richard I. Levin and David S. Rubin	Statistics for Management	Prentice Hall of India Pvt. Ltd	1997
3	Hooda P.R	Statistics for Business and Economics 3 rd Edition	Tata McGraw Hill	2007
4	Taylor	Business Statistics 2e	Palgrave Macmillan	2006
5	R. Nandagopal K. Arun Rajan & N Vivek	Research Methods in Business	Excel Books	2007
6	David R. Anderson Dennis J. Sweeney Thomas A. Williams	Statistics for Business & Economics 9 th Edition	Thomson South- Western	2005
7	Dey B.R	Textbook of managerial Statistics	Macmillan India Ltd	2005
8	Shenoy G.V. Pant Madan	Statistical Methods in Business and Social Sciences	Macmillan India Ltd	2006
9	Doane P. David Seward E. Lori	Applied Statistics in Business and Economics	Tata McGraw Hill	2007
10	Beri	Business Statistics 2 nd Edition	Tata McGraw Hill	2005
11	R.S. Bhardwaj	Business Statistics	Excel Books	1999
12	Aditham B. Rao	Quantitative Techniques	Jaico Publishing House	2006
13	Gupta S.C. and Kapoor V.K	Fundamentals of Mathematical Statistics	Sultan Chand & Sons	2002
14	R S Bhardwaj	Business statistics	Excel Books	2005
15	Levin & Rubin	Statistics for Management	PHI, 7 th Edition	2006
16	Moore	The Practice of Business Statistics	Worth Publishers	2006

MBA 015 ORGANISATIONAL BEHAVIOUR

Objective

This course will enable students to describe specific theories related to perception, motivation, leadership, job design, and organizational change. They can demonstrate effective teamwork behaviors (i.e., participating in activities, attending meetings, resolving conflict, completing subtasks in a timely manner). It will help them evaluate methods of motivating and rewarding individuals and group and integrate individual, group, and organizational level concepts.

S. no	Topic	No. of Hours
1	Introduction to OB <ul style="list-style-type: none"> ❖ Meaning & Importance of OB ❖ Historical Development & Contribution Disciplines 	2
2	Personality <ul style="list-style-type: none"> ❖ Its determinants & attributes ❖ Values & attitudes ❖ Components and functions of attitudes 	3
3	Motivation <ul style="list-style-type: none"> ❖ Basic Concepts ❖ Motivation Theories ❖ Problems in Motivation 	4
4	Group Dynamics <ul style="list-style-type: none"> ❖ Types of Groups ❖ Group Norms and Cohesiveness: Group Roles 	4
5	Organizational Culture <ul style="list-style-type: none"> ❖ Elements of Organizational culture ❖ Organizational culture and Performance ❖ changing and strengthening culture ❖ Organizational socialization 	4
6	Organizational Learning	1
7	Employment relationship and career dynamics <ul style="list-style-type: none"> ❖ Conflict Process, Sources of Conflict ❖ Structural approach to Conflict Management ❖ Resolving conflict through Negotiation ❖ organizational careers ❖ contingent workforce ❖ Power and Politics in organization 	6
8	Organizational change <ul style="list-style-type: none"> ❖ Forces for change force field analysis model ❖ Organisation development 	3
9	Work Stress <ul style="list-style-type: none"> ❖ Cause and consequences ❖ Stress coping strategies 	2
10	Cases	6
Total		35

References

S.No	Authors Name	Book Name	Publisher	Year of Publishing
1	Mcshane L.Steven VonGlinow Ann Mary Sharma R. Radha	Organisational Behaviour	Tata McGraw Hill	2006
2	Robin Fincham Peter Rhodes	Principles of Organizational Behaviour	Oxford University Press	2005
3	Luthan Fred	Organisational Behaviour	Tata McGraw Hill	2000
4	Bobbins Stephen P	Organisational Behaviour 12 th Edition	Prentice Hall (India) Pvt Ltd	2000
5	Bratton	Work and Organizational Behaviour	Palgrave Macmillan	2005
6	Dwivedi R.S	Human Relations and Organisational Behaviour: A Global Perspective 5 th Edition	Macmillan India Ltd	2006
7	Sekaran Uma	Organisational Behaviour 2 nd Edition	Tata McGraw Hill	2006
8	Mcshane L.Stephen Vonglinow Ann Mary	Organisational Behaviour : essential	Tata McGraw Hill	2007
9	Ivancevich M.John et.al	Organisational Behaviour and Management 7 th Edition	Tata McGraw Hill	2005
10	O. Jeff Harris Sandra J. Hartman	Organisational Behaviour	Jaico Publishing House	2006
11	M N Mishra	Organisational Behaviour	Vikas Publishing House Pvt Ltd	2001
12	Angelo Kinicki Robert Kreitner	Organisational Behaviour Concepts, Skills and Practices	Tata McGraw Hill	2006
13	Mirza S Saiyadain	Organisational Behaviour	Tata McGraw Hill	2003
14	Udai Pareek	Understanding Organisational Behaviour 2/e	Oxford University Press	2004
15	Blyton	Dynamics of Employee Relations	Palgrave Macmillan	2005

MBA016 FINANCIAL & MANAGEMENT ACCOUNTING

Objectives

To introduce prospective managers of new ventures to prepare and analyse financial statements. The course emphasis on techniques, cash flows, and impact of accounting principles. Coverage of management control systems including: planning, budgeting, reporting, analysis, and performance evaluation.

S. no	Topic	No. of Hours
1	Introduction to Accounting <ul style="list-style-type: none"> ❖ Meaning of Accounting ❖ Branches of accounting ❖ objectives of accounting ❖ Fundamental concepts ❖ principles and rules of accounting ❖ Double entry Book keeping ❖ classification of accounts 	4
2	Basic accounting cycles <ul style="list-style-type: none"> ❖ journal, ledger and trial balance sheet 	6
3	Financial Statements <ul style="list-style-type: none"> ❖ Characteristics ❖ Limitations ❖ Financial statement analysis ❖ Ratio Analysis 	4
4	Cash & Fund flow statement <ul style="list-style-type: none"> ❖ Meaning and concepts of Fund flow & Cash flow ❖ Differences between fund flow statement and Income Statement ❖ Preparation and Interpretation of Fund Flow & Cash flow Statement 	6
5	Cost accounting <ul style="list-style-type: none"> ❖ Meaning and objectives ❖ classification ❖ Elements of cost Accounting <ul style="list-style-type: none"> ○ Elements of costs ○ preparation of cost sheet ○ allocation and absorption of overheads ○ Direct cost ○ Overheads ○ Cost Sheet 	5
6	Budgetary Control <ul style="list-style-type: none"> ❖ Types of budgets ❖ Techniques for Budgeting ❖ Cash Budget ❖ Functional Budgets ❖ Flexible Budgets ❖ Preparation and Interpretation 	4

7	Standard Costing and Variance Analysis <ul style="list-style-type: none"> ❖ Marginal Costing ❖ Cost -Volume Profit Analysis ❖ Break Even Point ❖ Application of marginal costing techniques to managerial decision making 	6
Total		35

References

S.No	Authors Name	Book Name	Publisher	Year of Publishing
1	Ramachandran N Kakani Kumar Ram	Financial Accounting for Management	Tata McGraw Hill	2006
2	Robert N. Anthony David F. Hawkins Kenneth A. Merchant	Accounting Text and Cases	Tata McGraw Hill	2007
	Collis	Business Accounting	Palgrave Macmillan	2007
3	Asohok Banerjee	Financial Accounting: A Managerial Emphasis	Excel Books	2005
4	S.N Maheswari S.K Maheswari	Accounting for Management	Vikas Publishing	2006
	Pandikumar	Management Accounting	Excel Books	2007
5	S.K Bhattacharyya John Dearden	Costing for Management	Vikas Publishing	2002
6	Khan MY Jain P.K	Management Accounting : Text, Problems and Cases 4 th Edition	Tata McGraw Hill	2007
7	Kothari Rajesh Godha Abishek	Management Accounting : Concepts and Applications	Macmillan India Ltd	2006
8	Anthony N. Robert et.al	Accounting Text and Cases 12 th Edition	Tata McGraw Hill	2007
9	Tulsian P.C	Fundamentals of Accounting – For CA Common Proficiency Test(CPT)	Tata McGraw Hill	2007
10	Prasanna Chandra	Fundamentals of Financial Management : 4 th Edition	Tata McGraw Hill	2005
11	Ronald W. Hilton	Managerial accounting	Tata McGraw Hill	2005
12	Jan R. Williams Susan F. Haka Mark S. Bettner	Financial & Managerial Accounting: The Basis for Business Decisions	Tata McGraw Hill	2005
13	Jain & Narang	Cost Accounting	Kalyani publisher	2005
14	Banerje	Cost Accounting	PHI	2006
15	Nigam & Jain	Cost Accounting	PHI	2006

MBA 017 EXECUTIVE COMMUNICATIONS & PERSONAL GROWTH LABORATORY – PRACTICAL

Objective

The students will be able to prepare and deliver effective oral and written communication for business situations and be able to apply business communication strategies and principles. It will help them plan the message by defining purpose, analyzing audience, selecting channel and medium and facilitate them to communicate globally with confidence. NLP and Transactional Analysis (TA) enhance gaining a stronger sense of self-esteem, greater motivation, better understanding of communication.

S. no	Topic	No. of Hours
1	Writing business letters and Developing messages	2
2	Neutral and Positive messages	2
3	Negative & Persuasive messages	2
4	Verbal communication & making presentations, communicating to mass Media & listening technique	3
5	Role playing & Team building	2
6	Strategies for successful Business and Group meetings	3
7	Memos, notice, agenda and minutes documentation	4
8	Writing Reports and Proposals	3
9	Interviewing : Types, stages, skills for interviewer and interviewee	3
10	Understanding thinking process using NLP, NLP basics, Ego states & Transactions	5
11	Case Presentation	6
Total		35

References

S.No	Authors Name	Book Name	Publisher	Year of Publishing
1	John M. Penrose Robert W. Rasberry Robert J. Myers	Business Communication For Managers	Thomson South – Western	2007
2	Hargie	Communication Skills for Effective Management	Palgrave Macmillan	2006
3	Soundararaj Francis	Speaking and writing for effective business communication	Macmillan India Ltd	2007
4	Lesikar V. Ramond Flately E.Marie	Basic Business Communication :Skills For Empowering the internet Generation ,10 th Edition	Tata McGraw Hill	2005
5	Ramachandran K.K,et.al	Business Communication	Macmillan India Ltd	2007
6	Mohan Krishna Banerjee Meera	Developing Communication Skills	Macmillan India Ltd	2007
7	Kaczmarek Kyo Stephen Locker O.Kitty	Business Communication: Building Critical Skills 3 rd Edition	Tata McGraw Hill	2007
8	Booher Dianna	E-Writing : 21 st Centurary tools for effective communication	Macmillan India Ltd	2007
9	Courtland L Bovee John V Thill	Business Communication Today , 8 th Edition	Prentice Hall	2005
10	John V Thill Courtland L Bovee	Excellence in Business Communication 6 th Edition	Prentice Hall	2006
11	S.K. Mandal	Effective Communication & Public Speaking	Jaico Publishing House	2005
12	Chrissie Wright	Practical Communication Skills	Jaico Publishing House	1999
13	Randolph H. Hudson Bernard J. Selzler	Business Communication Concepts & Applications in An Electronic age	Jaico Publishing House	2006
14	R K Madhukar	Business Communication	Vikas Publishing	2005
15	Meenakshi Raman Prakash Singh	Business Communication	Oxford University Press	2006
16	M K Sehgal	Business Communication	Excel Books	2007
17	Biswajit Das Ipseeta Satpathy	Business Communication and Personality Development	Excel Books	2007
18	Kaul	Business Communication	PHI	2006
19	Woolcutt	Mastering Business Communication	Palgrave Macmillan	2006