Syllabus for
MANAGEMENT
2018
<table>
<thead>
<tr>
<th>Paper</th>
<th>Code</th>
<th>Title of the Paper</th>
<th>Credits</th>
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<tbody>
<tr>
<td>1</td>
<td>MGT - 511</td>
<td>Fundamentals of Management</td>
<td>3+0</td>
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<tr>
<td>2</td>
<td>MGT - 512</td>
<td>Organizational Behavior</td>
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<tr>
<td>3</td>
<td>MGT - 513</td>
<td>Accounting and Finance for Managers</td>
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<td>4</td>
<td>MGT - 514</td>
<td>Managerial Economics</td>
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<td>MGT - 515</td>
<td>Business Environment</td>
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<td>6</td>
<td>MGT - 516</td>
<td>Communication Skills</td>
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**Semester II**

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<td>3</td>
<td>MGT - 523</td>
<td>Marketing Management</td>
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<td>Research Methodology</td>
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<td>MGT - 525</td>
<td>Computer Application &amp; MSS</td>
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<td>6</td>
<td>MGT - 526</td>
<td>Summer Training &amp; Report (Viva)</td>
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**Semester III**

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**Semester III**

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<td>MGT - 545</td>
<td>Project Report</td>
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<td>MGT - 546</td>
<td>Comprehensive Viva</td>
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Detailed Syllabus

SEMESTER-I

MGT - 511: Fundamentals of Management

3+0

Unit 1: Introduction to Management Concept, Definition and Characteristics; Management as an Art or Science; Objectives of business management; Managers roles and responsibility, Management Theories and Practices;

Unit 2: Planning Introduction (concept, definition and characteristics); Types of Planning; Planning Process; Management by objectives. Organizing Introduction (concept, definition and characteristics), Organizing Process; Span of Management; Line and staff relationship(s); Delegation of Authority; Basis for Departmentalization; Centralization and decentralization

Unit 3: Staffing Introduction; Staffing process; Factors affecting staffing process. Controlling, Control process; Types of control; Controlling Principles; Controlling Techniques;

Unit 4: Directing Introduction; Components of Directing; Principles of Directing; Directing Styles; Tools for Directing Coordinating Introduction; Elements of coordination; Principles of coordination; Approaches of coordination

Unit 5: Decision Making Introduction; Nature and Importance; Process of decision making; Types of Decision Making; Approaches to decision making,

Recommended Books:

MGT - 512: Organizational Behaviour

Unit 1: Managing organizational Behaviour, Roles, Skills, Disciplines contributing to O.B., Challenges and Opportunities, O.B. Model

Unit 2: Learning and Reinforcement, Barriers to Learning, Approaches, Learning theories, Cognitive and programmed Learning, Positive and Negative Reinforcement. Personality and Perception, Perception & Decision Making

Unit 3: Attitudes and Values, Beliefs, Trust, Work Motivation, Motivation Models, Leadership, Perspectives, Theories, Transformational versus Transactional Leadership

Unit 4: Groups, Managing Group Dynamics, types, Functions, Models of Groups Development, Group processes, Group Roles, Group Cohesiveness, Organizational Communication, Cross Cultural Communication,

Unit 5: Managing Conflict and Negotiations, Attitude towards conflicts, Stages, Types of Conflicts, Sources of Conflict, Power political Behaviour in Organization, Power and Control issues, Defining power, Sources of Power.

Recommended Books:

2. Organizational Behaviour: Chitale, Mohanthy, Dubey, PHI
MGT - 513: Accounting and Finance for Managers

Unit 1: Introduction of Financial Accounting: Importance and Scope, Concepts and Conventions, Overview of Indian Accounting Standards, Principles of Double Entry, Ledger, Preparation of Trial Balance,

Unit 2: Final Statements: Preparation and usefulness of Trading Account and Profit & Loss A/c and Balance Sheet.


Recommended Books:

4. Accounting for Non-Specialist: Michael Jones, Wiley-India
5. Basic Accounting: Rajni Sofat and Preeti Hiro, PHI Learning (P) Ltd,
MGT - 514: Communication Skills

Unit 1: Fundamentals of Communication: Definition, Features and Objectives of Professional Communication, Communication Channels and Barriers.

Unit 2: Effective Reading and Reading Comprehension, Note making, Paragraph writing.


Unit 4: Effective Listening skills: Listening versus Hearing, Non Verbal Communication, Body Language, Paralanguage and Proxemics.

Unit 5: Public Speaking, Conversation, Dialogue and Debates, Professional Presentations, Group Discussion, Job Interviews

Recommended Books:

5. How to succeed in Group Discussions & Personal Interviews by Dr. S. K. Mandal, Jaico Publishing House
Unit 1: Introduction to managerial economics - Basic characteristics, Decision making, economic analysis, subject matter and scope of managerial economics, managerial economics and other disciplines, application of managerial economics in management. Basic techniques in managerial economics, Opportunity Cost, Ordinal and Cardinal Approach.

Unit 2: Demand and supply - Theory of demand - demand function, marginal utility analysis, indifference curve analysis, income and substitution effect, revealed preference theory, demand forecasting, concept of Supply, Elasticity of Demand, Concept of Equilibrium.

Unit 3: Production, cost and theory of firm - Returns to scale, cost curves, Break even analysis Theory of firm – Profit maximization and sales maximization, Economies of scale.

Unit 4: Demand forecasting Introduction, determinants of demand forecasting, methods of demand forecasting

Unit 5: Market Structure- Price & output decision under different market structures; Perfect Competition, Monopoly, Monopolistic competition, Oligopoly, Price Discrimination and Non-Price Competition.

Recommended Books:
4. Economics for Management Students: Dholkia, Cengage
5. Managerial Economics: Mote, TMH
6. Managerial Economics: Vanita Agarwal, Pearson
MGT - 516: BUSINESS AND LEGAL ENVIRONMENT

Unit 1: Business Environment: Nature, Scope and its relevance in Business Decision Making,


Unit 3: The Indian Contract Act 1872, Essentials of a Valid contract, Void agreements,


Unit 5: Nature and Types of Companies. Formation. Memorandum and Articles of Association, Prospectus, Allotment of Shares.

Suggested Readings:

1. Francis Cherumilam, Business Environment
2. Adhikari, M., Economic Environment of Business
3. Sampat Mukerjee, Economic Environment of Business
4. Dwijendra Tripathi, Business Politics in India
6. Gupta, D., Indian Government & Politics
7. Ruppuswamy, B., Social Changes in India
9. Chawla, Bhasin&Garg, Mercantile Law, Kalyani Publishers, New Delhi
10. Ramaiya, A. Guide to the Companies Act. Nagpur,
Semester 2\textsuperscript{nd}

MGT - 521: HUMAN RESOURCE MANAGEMENT

3+0


Unit 2: Career and Succession Planning, Job Analysis and Role Description, Methods of Manpower Search, Attracting and Selecting Human Resources.

Unit 3: Induction and Socialization, Manpower Training and Development.


Unit 5: Employee Welfare, Industrial Relations & Trade Unions, Dispute Resolution & Grievance Management, Employee Empowerment.

Suggested Readings:


Unit 2: Instruments of long term Finance, share Capital, Debentures/ Bonds, Hybrid Instruments, venture Capital, Time Value of Money, Operating Leverage, Financial Leverage and Combine leverage.

Unit 3: Cost of Different sources of Raising Capital, Weighted Average cost of Capital, Capital Structure, Theories and Optimum Capital Structure.

Unit 4: Capital Budgeting, Methods of Capital Budgeting-Traditional Methods, Pay Back Period, ARR, Discounted Cash Flows, NPV, IRR, Profitability Index

Unit 5: Management of Working Capital-Cash Receivables and Inventory management. Internal Financing and dividend Policy.

Suggested Readings:

MGT – 523: MARKETING MANAGEMENT

Unit 1: Nature and scope of marketing, Corporate orientations towards the marketplace. The Marketing Environment and Environment Scanning.

Unit 2: Marketing information system and Marketing research, Understanding consumer and Industrial markets, market segmentation, Targeting and positioning.

Unit 3: Product decisions, product mix, product life cycle, new product development, branding and packaging decisions, Pricing methods and strategies, Promotion decision-promotion mix, advertising, sales promotion, publicity and personal selling.

Unit 4: Channel management-selection, co-operation and conflict management, vertical marketing implementation and systems, Organizing and implementing Marketing in the organization.

Unit 5: Evaluation and control of marketing efforts, New issues in marketing-Globalization, Consumerism, Green marketing, Legal issues.

Suggested Readings:

MGT – 524: RESEARCH METHODOLOGY

**Unit 1:** Statistical basis of managerial decision: Frequency distribution and graphic representation of frequency distribution, Measures of Central Tendency — Mean, Median, Mode, Requisite of ideal measures of Central techniques, Merits, Demerits of Mean, Median Mode and their managerial application.

**Unit 2:** Dispersion Measures of dispersion range, Q.D., M.D., S.D., coefficient of variation, skewness, kurtosis.

**Unit 3:** Theory of Probability and probability distribution—Mathematical probability, Trial and event, sample space, Simple problem based on sample space, Binomial, Poisson, Normal distribution and their application in business decision making.

**Unit 4:** Correlation and regression analysis — Karl Pearson's coefficient of correlation, rank correlation, repeated ranks, spearman's rank correlation, regression equation, Regression coefficient, Time Series analysis and forecasting.

**Unit 5:** Sampling and sample test—purposive sampling, random sampling, null-hypothesis, alternative hypothesis, chi-square test of goodness of fit and T-test for difference of Means and application of these test in management.

**Suggested Readings:**

3. Elhance, 'Fundamental of statistics for Management'.
4. Kapoor ‘Operation Research’
MGT - 525: Computer Application & Management Information System

Unit 1: Computers : An Introduction Elements of Computer System Set-up; Components of a Computer System.

Unit 2: Introduction to a Spreadsheet software; File Design & Report Design; Data Files : Master & Transaction Files.

Unit 3: Management Information System Design - Defining the Problem, System Objectives, Determining information needs, sources, Development and selection of alternative design.

Unit 4: Information system for Decision Making, Basic Information System Related to Finance, Production, Marketing and Human Resources, Recent Trends in MIS.

Unit 5: MIS and Decision Making - Phases of Decision making process, MIS support at each of the phase of Intelligence, Design & choice. Programmed V/s Non-Programmed Decisions

Suggested Readings:

MGT – 526: Summer Training/ Internship