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MBA (INTEGRATED) I SEM.
2018
M.A.M.Sc. Exam. Dec, 2018
First/Third Semester
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MBA I 101 Principles of Management

Unit I

Management- Definitions, Nature and significance, Evolution of management and major schools of thoughts (Classical School -Scientific Management School, Management Process School and Bureaucracy; Hawthorne Experiments and Human Relations School).

Unit II

Objectives: Nature, Hierarchy and objective setting, MB0 Managerial functions, Planning : Steps and types of plans, Basics of strategies and politics (Formulation, Evaluation, Correction)

Unit III

Organizing, Basic concepts, Combining jobs, Organizational structure, Elements of organizing: Span of Control, Departmentation, Authority and responsibility. Centralization and decentralization, Line and staff relationship

Unit IV

Staffing and directing, Leadership Styles, Behavioral and Situational approaches, Leadership effectiveness-, Co-ordination functions in organization, Committees and group decision making, Communication (formal and informal), Stress- sources, Consequences of stress, Managing Stress.

Unit V

Controlling : System and Process of Controlling, Control Techniques and Information Technology

Suggested Readings:

1. Koontz Harold. and O' Donne!, Principles. Of Management, Mc Graw Hill, India
2. George R. Terry and Stephen G. Franklin, Principles of Management, AU India Book Setler, New Delhi.
3. Stone, Wankai, Management, PHI, New Delhi.
4. Weirich, Koontz, Management,- A Global perspective, McGraw Hill. India.

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MBA I 102 Business Environment

Unit I

Introduction : Concept, Nature and significance of business environment

Unit II

Industrial environment: New industrial policy, Recent five year plan, Industrial sickness, MRTP Act, Special economic zones (SFZs)

Unit III

Economic environment : SEBI Indian Fiscal and Monetary Policy, Recent Union budget, Liberalization. Globalization, FDI, Basic Foreign Trade Policies, Competition Act 2005, FEMA. Multinationals and transnationals corporations

Unit IV

Social environment: Social responsibilities of business, Consumerism, Consumer protection Act Business Ethics: Characteristics and Needs

Unit V

Technological environment: Technology & Business, Issues in Technology Transfer Environmental Management : Issues & Challenges, Environmental Safety.


Suggested Readings:

1. Mishra S K & Puri V K - Economic Environment of Business (Himalaya Publishing House, 3rd Edition).
2. Paul Justin - Business Environment Text and Cases (Tata Mc Graw Hill).
3. Shaikh & Saleem - Business Environment (Pearson. 1st Edition)
4. Suresh Bexii - Business Environment.(Excel Boob, 1st Edition).
5. Francis Cherunilam -- Business Environment, Text and Cases (Himalaya Publishing House, 8th Edition)


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MBA I 103- Basic Accounting

Unit I

Meaning of bookkeeping, accounting and accountancy (comparative study in terms of objectives, scope & relation), Objectives, scope, and limitations of accounting. Accounting information systems, Users of accounting information, accounting concepts, conventions and principles of accounting(advance and conceptual study)

Unit-II

Bank accounting cycle; Double entry system of accounting, Classification of accounting: traditional and modern and rules of journal entry in the both classification, Journalizing of transactions, Sub division of journal, Posting to ledger, Preparation of trial balance, Advance practical problem on all aspects of journal, ledger and trial balance.

Unit-III

Rectification of errors, Adjustments and their entries, Preparation of final accounts, Advance practical problems on all aspects

Unit-IV

Accounting for depreciation (As per Accounting standard-6), Bank Reconciliation statement, Advance practical problems on all aspects

Unit-V

Accounting for non-profit organizations, Introduction to accounting standards, Need, Benefits and limitations, General awareness about all Accounting Standards

Suggested Readings:

1. Leslie K. Breitner- Core Concepts of Accounting(Pearson, 10th Edition)
2. Mukherjee - Financial Accounting: A managerial perspective (PHI, 2nd Edition)
3. Chowdhary Anil- Fundamentals of Accounting and financial analysis(Pearson Edition)
4. Haneef, Mukherjee- Modern Accountancy (TMH)

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MBA I 104- Marketing Management (Part I)

Unit I

Introduction, Definition, Core concept of marketing: Needs, Wants, Demands, Customer, Consumer, Markets and Marketers, Various concepts: Marketing, Selling, Production, Societal marketing

Unit II

Market Segmentation and its bases, Marketing environment, Factors affecting marketing environment, Marketing information system, Marketing research, Strategic marketing planning Market targeting, Product positioning, Product differentiation

Unit III

Marketing mix decisions, New product development, Product mix, Branding and packaging decisions, Product life cycle

Unit IV

Pricing decisions, Pricing objectives, Policies methods of setting price, Pricing Strategies, Channels of distribution, Current trends in wholesaling-and-retailing, Retail distribution system in India, Promotion mix, Advertising, Sales promotion, Personal selling, Publicity and public relations, CRM, B2B, C2C, Direct selling, Internal marketing, Rural marketing

Suggested Readings:

1. Kotler Philip - Marketing Management, Analysis, Planning, Implementations and Control (Pearson Education 12th Edition).
2. Stanton William J - Fundamentals of Marketing (Mc Craw Hill)
3. Kotler, Philip and Armstrong Gritty - Principles of Marketing (Pearson Education, 11th Edition).
4. Kotler Philip, Keller Kevin Lane, Koshy Abraham and Jha Mithileshwar - Marketing Management: A South Asian Perspective (Pearson Education 12th Edition).
5. Ramaswamy V.S. and Namakumari S - Marketing Management: Planning, Implementation and Control (Macmillian, 3rd Edition),
6. Etzel M.J., Walker B.J. and Stanton William ..1 - Marketing concept & Cases special Indian Edition (Tata McGraw Hill, 13th Edition).
7. Mc. Carthy and Perreault -Basic Marketing: A Global Marketing Approach (Tata. Mc Graw Hill, 15th Edition).
8. Kurtz and Boone - Principles of Marketing (Thomson India edition, 2007)

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