CHHATTISGARH SWAMI VIVEKANAND TECHNICAL UNIVERSITY, BHILAI (C.G.)

SYLLABUS

[EFFECTIVE FROM THE SESSION: 2011-2012]

MASTERS OF BUSINESS ADMINISTRATION (PART TIME)

1st SEMESTER
<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Board of Studies</th>
<th>Subject Code</th>
<th>Subject</th>
<th>Periods Per Week</th>
<th>Scheme of Examination</th>
<th>Total Marks</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Mgmt.</td>
<td>676111(76)</td>
<td>Management Concepts &amp; Processes (New)</td>
<td>3</td>
<td>1 0</td>
<td>100</td>
<td>4</td>
</tr>
<tr>
<td>2</td>
<td>Mgmt.</td>
<td>676112(76)</td>
<td>Quantitative Techniques in Management (New)</td>
<td>3</td>
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</tr>
<tr>
<td>3</td>
<td>Mgmt.</td>
<td>676113(76)</td>
<td>Behavioral Science (New)</td>
<td>3</td>
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<td>100</td>
<td>4</td>
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<tr>
<td>4</td>
<td>Mgmt.</td>
<td>676114(76)</td>
<td>Managerial Economics (New)</td>
<td>3</td>
<td>1 0</td>
<td>100</td>
<td>4</td>
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<tr>
<td>5</td>
<td>Mgmt.</td>
<td>676115(76)</td>
<td>Accounting for Managers (New)</td>
<td>3</td>
<td>1 0</td>
<td>100</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td><strong>Total</strong></td>
<td><strong>15</strong></td>
<td><strong>5 0</strong></td>
<td><strong>500</strong></td>
<td><strong>20</strong></td>
</tr>
</tbody>
</table>

L – Lecture, T - Tutorial; ESE – End Semester Examination, CT – Class, Test, TA – Teacher’s Assessment
OBJECTIVES
The objective of this paper is to familiarize the student with basic management concepts and behavioral processes in the organization.

COURSE CONTENTS

<table>
<thead>
<tr>
<th>UNIT</th>
<th>COURSE CONTENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNIT I</td>
<td>Introduction: Concept, nature, scope and importance of Management, Principles of management, PODSCORB (functions of management). Development of Management Thought: Scientific Management Movement; Administrative Movement; Human-Relations Movement; Decision-Science Movement; Systems Movement; Contingency Movement; external and internal environment.</td>
</tr>
<tr>
<td>UNIT II</td>
<td>Planning: Concepts, Objectives, Goals Components and Steps involved in the planning process; MBO, Motivation, Introduction to Forecasting techniques and Strategy formulation, Michael Porter’s competitive analysis.</td>
</tr>
<tr>
<td>UNIT III</td>
<td>Organizing: Principles; Centralization; Decentralization; Delegation; Employee empowerment; Span of Control; Departmentation; Authority; Responsibility; Accountability; Bureaucracy and Adhocracy. Motivation: Theories of motivation, and types of motivation.</td>
</tr>
<tr>
<td>UNIT IV</td>
<td>Staffing: Line and Staff Authority, Organizational structure, Different types of organizational structures. Directing and Coordinating: Assumptions in directing, Principles of Directing, Leadership and its types; Corporate social responsibility; Value chain management.</td>
</tr>
<tr>
<td>UNIT V</td>
<td>Controlling: Nature, scope, functions, steps and process; Controlling techniques; Cost Benefit Analysis, New Approaches in management.</td>
</tr>
</tbody>
</table>

The examination paper will include question from each unit. The list of cases / specific references including recent articles will be announced and discussed in the class.

TEXT BOOKS
- John R. Schermerhorn, JR., Management, Wiley India, 10th edition, 2006
- Stoner and Freeman, Management, Prentice Hall, N. Delhi.

REFERENCE BOOKS
- Chuck Williams, Chinmay Kulshrestha,”MGMT- A South Asian Prospective,4LTR series” Cengage Learning, India Edition

SUGGESTED READINGS
- Terry and Franklin, Principles of Management, AITBS, New Delhi.
- Agrawal, R.D. Organization and Management- TMH, New Delhi
OBJECTIVES
The objective of the course is to make the students familiar with some basis statistical techniques which are required in making business decisions.

COURSE CONTENTS

<table>
<thead>
<tr>
<th>UNIT</th>
<th>Overview</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNIT I</td>
<td>Overview of Mathematical basis of Managerial Decision; Scope, importance and limitations of statistics.</td>
</tr>
<tr>
<td>UNIT I</td>
<td>Basic Mathematics: Simultaneous Equations; Surds &amp; Indices; A.P. &amp; G.P. (n&lt;sup&gt;th&lt;/sup&gt; term, sum of n terms and mean); Matrices and Determinants (Meaning, Types, Inverse, and Crammer’s Method).</td>
</tr>
<tr>
<td>UNIT II</td>
<td>Data Presentation Methods: Tables and Charts. Frequency Distributions and Analysis: Measures of Central Tendency (Mean, Median and Mode), Measures of Dispersion (Quartile Deviation, Mean Deviation, Standard Deviation), Measures of Symmetry (Skewness and Kurtosis).</td>
</tr>
<tr>
<td>UNIT III</td>
<td>Probability: Objective and Subjective Probability; Conditional Probability; Bayes’ Theorem and Inverse Probability; Theoretical Distributions: Binomial, Poisson and Normal.</td>
</tr>
<tr>
<td>UNIT IV</td>
<td>Sampling: Concept, Central limit theorem. Hypothesis Testing (Type I and Type II errors); z-test (One-tailed and two tailed test); z-test for mean and proportion; Student’s t-test (One tailed and two-tailed, paired and unpaired test).</td>
</tr>
<tr>
<td>UNIT IV</td>
<td>Simple Correlation and Regression: Simple correlation (Karl Pearson’s and Spearman’s Correlation); Simple Linear Regression.</td>
</tr>
<tr>
<td>UNIT V</td>
<td>Index Number (Un-weighted index: Base Year Index and Relative Index).</td>
</tr>
<tr>
<td>UNIT V</td>
<td>Time Series Analysis and Forecasting: Trend Analysis (Free Hand Method, Semi average method and Moving Average Method).</td>
</tr>
</tbody>
</table>

The examination paper will include question from each unit. The list of cases / specific references including recent articles will be announced and discussed in the class.

TEXT BOOKS
- D.N. Elhance, Fundamentals of statistics, Kitab Mahal.
- Suranjan Saha, Practical Business Mathematics and Statistics, TMH.
- Basic Business Mathematics: Sultan Chand and Sons, New Delhi

REFERENCE BOOKS
- Kapoor, V. K., Essentials of Mathematics for Business and Economics, Sultan Chand and Sons, New Delhi, 199.

SUGGESTED READINGS
- Hooda R.P., Statistics, Macmillan
- S.M. Shukla and S.P.Sahai, Statistics (Sahitya Bhavan Publication).
MBA SEM I  676113(76): BEHAVIORAL SCIENCE (New)
CREDITS: 4  LECTURE SCHEME: (L-3; T-1; P-0)  Min. No. of CTs: 2

OBJECTIVES
The objective of the course is to familiarize the student with basic concepts in individual and group behavior.

COURSE CONTENTS

<table>
<thead>
<tr>
<th>UNIT</th>
<th>OBJECTIVES</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNIT I</td>
<td>Understanding Human Behavior, Conceptual framework for understanding individual behavior as an input-output system, Biological foundation of Behavior, The dynamics of people and Organization Comprehensive organizational behavior model; Determinants of organizational effectiveness; Biographical characteristics of individual behavior.</td>
</tr>
<tr>
<td>UNIT II</td>
<td>Individual dynamics: Theory and application of Personality and Creativity, Attitudes and its components, Values, Emotional Intelligence.</td>
</tr>
<tr>
<td>UNIT IV</td>
<td>Group Dynamics: Importance and Need for group formation, Intra-group and Intergroup processes and behavior, Team building and Development.</td>
</tr>
<tr>
<td>UNIT V</td>
<td>Transactional Analysis: Types and Methods. Types of Conflict, negotiation process and issues; Cooperation and Competition.</td>
</tr>
</tbody>
</table>

The examination paper will include question from each unit. The list of cases / specific references including recent articles will be announced and discussed in the class.

TEXT BOOK
- Robbins S.P., Organizational Behaviour, New Delhi, PHI.
- Davis Keith, Human Behaviour at Work, TMH, New Delhi

SUGGESTED READINGS
- Luthans Fred: Organizational Behaviour, TMH New Delhi
- Nelson, Quick, Khandelwal, Organizational Behavior, Cengage Learning.
- Singh, Dalip, Emotional Intelligence at Work, Response Books, Sage Publications, Delhi.
- Pareek Uda, Organisational Behaviour, Oxford, IBH, Mumbai
- Uma Shekharan, Organisation Behaviour, TMH, New Delhi.
- Greenberg & Baron, Behavior in Organization, 2004 Pearson India.
- L.M. Prasad, Behavioral Science,
- Chakraborty S.K Foundations of Managerial Work Contribution from Indian Thought, HPH, New Delhi.
OBJECTIVES
The objective of this course is to acquaint the participants with concepts and techniques used in micro-economic theory and to enable them to apply this knowledge in business decision making.

COURSE CONTENTS

| UNIT III | ⇒ Cost analysis: Incremental cost, opportunity cost and marginal cost, short and Long run costs function. ⇒ Production analysis: Production function, Returns to scale, Input-Output Analysis. |
| UNIT IV | ⇒ Price-output decisions under different market conditions: Perfect and Imperfect market. |

The examination paper will include question from each unit. The list of cases / specific references including recent articles will be announced and discussed in the class.

TEXT BOOKS

- D.N. Dwivedi, Managerial Economics, Vikas Publication, New Delhi.

REFERENCE BOOKS


SUGGESTED READINGS

- Chopra, O.P., Managerial Economics, New Delhi, Tata Mcgraw Hill.
- Mehta, P.L., Analysis, Problems and Cases, Sultan Chand and Sons, New Delhi
- Hirschey, Managerial Economics, Cengage
OBJECTIVES
The objective of this course is to develop an insight of postulates, principles and techniques of accounting and utilization of financial and accounting information for planning, decision-making and control.

COURSE CONTENTS

<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>UNIT II</td>
<td>Preparation of Financial statements: Profit and loss Account and Balance sheet in compliance with Part II and Part I of schedule VI of companies’ act 1956 respectively.</td>
</tr>
<tr>
<td>UNIT III</td>
<td>Cost Accounting: Concepts, need, importance and scope, Stores ledger accounting (FIFO, LIFO, WAM), Stock estimation (EOQ), unit and output costing, cost sheet, tender.</td>
</tr>
<tr>
<td>UNIT IV</td>
<td>Costing Methods: Process costing, contract costing.</td>
</tr>
<tr>
<td>UNIT V</td>
<td>Costing Techniques: Marginal costing, standard costing and absorption costing.</td>
</tr>
</tbody>
</table>

The examination paper will include question from each unit. The list of cases / specific references including recent articles will be announced and discussed in the class.

TEXT BOOKS

REFERENCE BOOKS
- Warren Carl S., Reeves James M., Fess Philip E., - Financial and Managerial Accounting, Publisher: South-Western College.

SUGGESTIONS READINGS
- Bhattacharya S.K. and Dearden J. Accounting for Management : Text and Cases. New Delhi, Vikas.
- Hingorani, N L and Ramanathan, A.R. Management Accounting, New Delhi, Sultan Chand.
- J.M. Gowda, Management Accounting, Himalaya Publishing House
- Dr. S.M. Shukla, Advance Accounting, Sahitya Publication.