SARVEPALLI RADHAKRISHNAN UNIVERSITY, BHOPAL

MASTER OF BUSINESS ADMINISTRATION (PART – TIME)

COURSE CURRICULUM

SEMESTER – FIRST

SESSION 2015-2016
PRINCIPLES, CONCEPT & PRACTICES OF MANAGEMENT
MBAPT-101

Objective:
The objective of this course is to help the students gain understanding of the functions and responsibilities of the manager, provide them tools and techniques to be used in the performance of the managerial job, and enable them to analyze and understand the environment of the organization.


UNIT-V Concept and Nature of Objectives: Types of Objectives, Importance of Objectives, Setting Objectives, Management by Objectives (MBO), Benefits and Weaknesses of MBO.

Books Recommended:
Objective:
The objective of this paper is acquainting the participants with concepts and techniques used in Micro-Economic Theory and to enable them to apply this knowledge in business decision-making. Emphasis is given to changes in the nature of business firms in the context of globalization.

UNIT-I Concept of Techniques – Nature & scope managerial economics of Marginal analysis, optimization; Theory of Demand – demand functions, income and substitution effects.

UNIT-II Theory of firm – profit maximization, sales maximization, organizational structure, ownership and control.


UNIT-IV Money supply and monetary policy fiscal policy, Aggregate consumption- Gross domestic.

UNIT-V Market Structure- Price and output decision under different market structure, price determination, non-price competition.

Books Recommended:
SEMESTER – I

QUANTITATIVE TECHNIQUES
MBAPT-103

Objective:
The objective of the course is to make the students familiar with some basic statistical and linear programming techniques. The main focus, however, is in their applications in business decision making.


UNIT-III Correlation & Regression: Correlation (Karl Pearson’s and Spearman’s Coefficients), Methods of computing simple correlation and regression Line of Regression, Curve Fitting- Least Square Method).


UNIT-V Linear Programming - Basic Concepts, Model Formulation, Solution Methods, Duality; Introduction to some Basic Quantitative Methods Packages.

Books Recommended:
Objective:
The basic purpose 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.


UNIT-V Budget and Budgetary Control, Performance Budgeting, Zero-Base Budgeting, Standard Costing and Variance Analysis, Marginal Costing and Absorption Costing.

Books Recommended:
SEMESTER – I

BUSINESS COMMUNICATION
MBAPT -105

Course Objectives:
The objective of this course is to make students understand the importance of the concept, process and importance of communication

UNIT-I INTRODUCTION TO COMMUNICATION: Communication Overview, Functions – Objectives - Importance, nature and need of communication, Essentials of good communication, Seven Cs of effective communication, Process of communication.

UNIT-II EFFECTIVE COMMUNICATION SKILLS: Perquisites of a good communicator, How to create an immediate impression, power of eye contact, Using your voice more effectively.

UNIT-III VERBAL AND NON VERBAL COMMUNICATION: Introduction to Verbal and Non-verbal communication, Upward, Downward, Lateral and Horizontal Communication, Formal vs. Informal channels of communication, Grapevine communication, Type of Non verbal Communication.

UNIT-IV EFFECTIVE ORAL COMMUNICATION: Meaning, nature and scope - Principles of effective oral communication, Techniques of effective speech - Media of oral communication, Listening: Process, Types of listening, and essentials of good listening.

UNIT-V COMMUNICATION FOR EMPLOYMENT: Strategies to develop effective communication skills, Essentials of resume writing, Importance of resume and covering letter, Group discussions, Interview, types of interview, Preparation; Interview Techniques: Mastering the art of conducting and giving interviews.

Recommended Books:
MASTER OF BUSINESS ADMINISTRATION (PART – TIME)

COURSE CURRICULUM

SEMESTER – SECOND

SESSION 2015-2016
ORGANISATIONAL EFFECTIVENESS AND CHANGE

MBA 201(PT)

Objectives: To familiarize the students with basic organizational processes to bring about organizational effectiveness and change

Unit I: Organizational Process: Concept of organizational climate, Impact of organizational climate, developing sound organizational climate; organizational culture, Role of culture, functions of culture, learning culture.

Unit II: Interpersonal Process I Concept of power, bases of power, power tactics politics, political implications of power, contemporary perspectives on leadership ñ charismatic, transactional, transformational perspectives ñ substitutes for leadership.

Unit III: Interpersonal process II Conflict Intra personal-Inter personal, inter-group and organizational conflicts, Negotiation, inter- group behavior and collaboration, management of gender issues and cross cultural dynamics.

Unit IV: Organizational Change Concept of organizational change ñ change agents, resistance to change ñ approaches to managing organizational change, facilitating individual change.

Unit V: Organizational Development Need for O.D, OD intervention Techniques-Grid Management, Transactional Analysis, Sensitivity training ñ Process Consultancy. OD in India.

Suggested Readings :

2. French, W E and Bell C H Organization Development New Delhi, Prentice Hall of India, 1995
3. Kao S R etc. Effective Organization and social Values New Delhi, sage 1994
MARKETING MANAGEMENT

MBA 202(PT)

Objectives: The purpose of this course is to develop an understanding of the underlying concepts, strategies and issues involved in the marketing of products and services.

Unit I: Nature and scope of marketing, Corporate orientations towards the market place, The Marketing environment and Environment scanning, marketing information system and marketing research.

Unit II: Understanding consumer and Industrial markets, buyer behavior Market segmentation, Targeting and positioning.

Unit III: Product decisions â€“ product mix product life cycle, new product development branding and packaging decisions, Pricing methods and strategies.

Unit IV: Promotion decisions promotion mix, advertising sales promotion, publicity and personal selling; channel management - selection, co-operation and conflict management, vertical, horizontal and multi channel systems.

Unit V: Organizing and implementing marketing in the organization Evaluation and control of marketing efforts; New issues in marketing Globalization Consumerism, Green marketing, Legal issues.

Suggested Readings:

7. William F. Schoell, Marketing contemporary concept and practices.
ACCOUNTING FOR MANAGERS

MBA 203(PT)

Unit I
Accounting concepts, conventions and principles; Accounting. Double entry system of accounting, journalizing of transactions; preparation of final accounts, Profit & Loss Account, -Depreciation Methods-Straight line method, Written down value method.

Unit II

Unit III

Unit IV
Objectives and functions of Financial Management - Role of Financial Management in the organization - Time value of money concepts Legal, Sources of Long term finance

Unit V
Cost of Capital - Computation for each source of finance and weighted average cost of capital - Operating Leverage - Financial Leverage. - Capital Structure Theories –

Suggested Readings :

2. Financial Accounting for Management -Mukherjee
3. Management Accounting -Khan and Jain
4. Advanced Accounts -Shukla and Grewal
OPERATIONS RESEARCH

MBA 204(PT)

Unit I

Unit II
Markov Analysis, Linear programming problems: features, formulation and solution. Simplex method.

Unit III
Transportation, Assignment, and Transportation problem and models: Definition, algorithm and solutions.

Unit IV
Game theory: Concept, types, methods and models of solution, Sequencing problem, Queuing theory.

Unit V
CPM, PERT: Concepts of Network, Critical Path analysis; probability PERT Analysis

Suggested Readings :

1. Introduction to Operations Research Hillier and Lieberman
2. Quantitative Techniques in Management N.D. Vohra,
3. Operations Research Sharma J.K
4. Operation research kapoor.V.K.
BUSINESS ETHICS AND ETHOS

MBA 205(PT)

Unit I

Business Ethics: Nature, scope and purpose of ethics; Relevance of values; Importance of Ethics & moral standards; Ethics & Moral Decision Making.
Introduction to Marketing research- Nature & scope of Marketing Research, Functions of marketing research, Manager - Research Relationship, Managing Marketing Research & Ethical Issues.

Unit II

Corporate Social Responsibility: Nature, scope & Importance; Corporate Governance: Concept, Importance for Industry; Ethical Issues related with Advertisements, Finance, Investment, Technology; Secular versus Spiritual Values in Management; Work ethics: concept of Swadhrama.

Unit III

Gandhian approach in Management & Trusteeship: Gandhiji’s doctrine of Satya&Ahinsa, Concept, importance & relevance of Trusteeship principle in modern business.

Unit IV

Indian Ethos: Need, purpose & relevance of Indian Ethos; Salient features (Brain Stilling, Total Quality Mind, Intuition, Intellectual rational brain V/s Holistic-Spiritual Brain, Holistic Approach for Managers in Decision Making);

Unit V

Relevance of Bhagvad Gita: Doctrine of Karma i.e. NishkamaKarmayoga, Guna Theory (SRT i.e. Sat, Raj & Tam Model), Theory of Sanskaras, Bhagvad Gita & Self Management.

Suggested Readings :

1- Ethics in Management and Indian Ethos, GHOSH BB
2- Human Values and Professional Ethics, SubhashBhalchandraGogate