

PARUL UNIVERSITY

FACULTY OF MANAGEMENT

Department of Master of Business Administration

SYLLABUS FOR

Semester I

MBA PROGRAMME

PARUL UNIVERSITY - FACULTY OF MANAGEMENT

Department of Master of Business Administration

SYLLABUS FOR 1st Sem MBA PROGRAMME

Management Information System (06200101)

Type of Course: MBA

Prerequisite:

Rationale:

Teaching and Examination Scheme:

Teaching Scheme (Hrs./Week)			Credit	Examination Scheme					Total
L	T	P		External		Internal			
				Theory	Practical	Theory	*C.E.	Practical	
4	-	-	4	60	-	20	20	-	100

L-Lectures; T-Tutorial; P-Practical; C.E.-Continuous Evaluation

Contents:

Sr.	Topic	Weightage	Teaching Hrs.
1	Module -I: Information System in Global Business Today: Role of IS, Strategic Business Objectives, Dimensions of I.S., Contemporary Approaches to I.S. Information System, Organization and Strategy : organization, features of Organization, How I.S. impact organizational and Business Process, Using I.S. to achieve Competitive Advantage Ethical and Social Issues in Information System : Understanding Ethical and Social issues related to System, Ethics in an Information System, Moral Dimension of Information System CASE: UPS competes Globally with Information Technology [Page 24: T1] / Should Google organize your medical records? [Page 158 : T1]	25%	13
2	Module-II: E – Business : How Business Use Information System : How IS enhance the Business Process, TPS, MIS, DSS,GDSS,OAS Achieving Operational Excellence and Customer Intimacy: Enterprise Application : Enterprise System, SCM, CRM Managing Knowledge and Collaboration : Knowledge management Landscape, Knowledge Work Systems CASE: Procter & Gamble Tries to optimize Inventory [Page 349: T1] /	25%	13

	Customer Relationship Management helps chase card services manage customer calls [Page 358 : T1]		
3	Module -III: Telecommunication, the internet, and wireless Technology: Telecommunication and Networking In Today's Business ,Communication network, Global Internet, Wireless Revolution Securing Information System: System Vulnerability and Abuse, Business Value of Security and Control, Establishing a framework for Security and Control- Technologies and Tools for protecting Information resources. CASE: The Worst Data Theft ever? [Page 300: T1]	25%	13
4	Module -IV: Foundation of Business Intelligence: Database and Information Management: Organizing data in A Traditional File Environment, The Database Approach to Data Management, Using Database to Improve Business Performance and Decision Making. E-Commerce: Digital Markets and Digital Goods: E-Commerce and Internet, E-Commerce Business Technology, Mobile Digital Platform and Mobile Commerce, Building E commerce Website CASE: Karnataka Government responses public trust streamlining treasury operations [Page 226 : T1] / Can J & R Electronics grow with E-commerce? [Page 358 : T1]	25%	13
5	Module - V: Practical Exposure: Obtain a bird's eye view of contemporary technologies and infrastructure required to implement an IS. IT infrastructure and platforms, managing data, networks and the internet, wireless networks. Understanding Information systems for Accounting, Finance, Production and manufacturing, Marketing and HRM functions in any organization.	%	8

***Continuous Evaluation:**

It consists of Assignments/Seminars/Presentations/Quizzes/Surprise Tests (Summative/MCQ) etc.

Reference Books:

1. Management Information Systems: Managing the Digital Firm (TextBook)
Laudon, Kenneth C. and Laudon, Jane P; Pearson Education
2. Management Information Systems – Managing Information Technology in the Business Enterprise (TextBook)
O'Brien J; Tata McGraw Hill
3. Management Information Systems: For the information age
Stephen Haag, Maeve Cummings, Amy Philips; Tata McGraw Hill
4. Management Information Systems Jawadekar, W. S; Tata McGraw Hill

PARUL UNIVERSITY - FACULTY OF MANAGEMENT

Department of Master of Business Administration

SYLLABUS FOR 1st Sem MBA PROGRAMME

Principles Of Management (06200102)

Type of Course: MBA

Prerequisite:

Rationale:

Teaching and Examination Scheme:

Teaching Scheme (Hrs./Week)			Credit	Examination Scheme					Total
L	T	P		External		Internal			
				Theory	Practical	Theory	*C.E.	Practical	
4	0	0	4	60	-	20	20	0	100

L-Lectures; T-Tutorial; P-Practical; C.E.-Continuous Evaluation

Contents:

Sr.	Topic	Weightage	Teaching Hrs.
1	Module1: Concept of Management: Organization and need for Management, Management process (T-1, Ch- 1) Management as Science or Arts, (T- 1, Ch – 1), Skills of Manager (T-1, Ch-1), Evolution of Management theory (T- 1, Ch- 2), Business ethics and social responsibility Tools of ethics (T-1, Ch-4)	30%	13
2	Module 2: Planning: An Overview, Importance of Planning in organization(T-1,Ch-10), , Strategic management: Strategic management process, Level of Strategy(T-1,Ch-10), Management by Objectives(T-1,Ch-11), Decision Making: Process, Bounded rationality, types of decision, Heuristics.(T-1, Ch-9).	20%	13
3	Module 3: Organizing: Principle of organizing, Element of organizational Structure, Types of organizational Structure :Functional, Product/market, Matrix, The formal and informal organizational structure (T-1, Ch-12), Authority, Delegation Decentralization and centralization (T-1, Ch-13), Staffing: HRP, Recruitment and	27%	13

	selection, training and development, performance management(T-1,Ch-14)		
4	Module 4: Directing and Controlling: Meaning of control, Designing control system, process of Control, Budgetary control methods, Types of budgets(T-1,Ch-20), Information and control(T-1,Ch-22)	23%	13
5	Module 5: Practical Module: Practical Case study of all the topics studied from Module 1 to Module 4.	%	8

***Continuous Evaluation:**

It consists of Assignments/Seminars/Presentations/Quizzes/Surprise Tests (Summative/MCQ) etc.

Reference Books:

1. MANAGEMENT (TextBook)
James A.F. Stoner,R. Edward Freeman, Daniel R. Gilbert, JR.; Pearson Education
2. Principles of Management
Tripathy PC and Reddy PN; Tata McGraw-Hill

PARUL UNIVERSITY - FACULTY OF MANAGEMENT

Department of Master of Business Administration

SYLLABUS FOR 1st Sem MBA PROGRAMME

Business Statistics (06200103)

Type of Course: MBA

Prerequisite:

Rationale:

Teaching and Examination Scheme:

Teaching Scheme (Hrs./Week)			Credit	Examination Scheme					Total
L	T	P		External		Internal			
				Theory	Practical	Theory	*C.E.	Practical	
4	-	-	4	60	-	20	20	-	100

L-Lectures; T-Tutorial; P-Practical; C.E.-Continuous Evaluation

Contents:

Sr.	Topic	Weightage	Teaching Hrs.
1	Module 1: Introduction to Statistics: Statistics in Business, Basic Statistical concepts, Variables and Data, Data measurement. Visualizing the data: Frequency Distributions, Quantitative Data Graphs, Qualitative Data Graphs, Charts and Graphs for two variables. Descriptive Statistics: Measure of central tendency and measures of variability, for Grouped and ungrouped data, Measures of shape.	20%	9
2	Module 2: Introduction to Basic probability: Introduction to probability, Methods of Assigning Probabilities, Structure of Probability, Marginal, Union, Joint and Conditional Probabilities, Addition Laws, Multiplication Laws, Conditional Probability, Revision of probability: BAYES' RULE. Distributions and Sampling : Discrete Probability Distribution: Discrete Versus Continuous distributions, Binomial Distribution, Poisson Distribution, Hypergeometric Distribution, Continuous Probability Distribution: Uniform Distribution, Normal Distribution, Using the Normal Curve to Approximate Binomial Distribution problem, Exponential Distribution Distributions of the sample Mean and	30%	19

	Sample Proportion and Sampling Techniques		
3	Module 3: Analysis of variance: One-Way Anova Introduction to Regression Analysis and Correlation : Correlation, Introduction to Simple Regression Analysis, Determining the Equation of Regression Line, Residual Analysis, Standard Error of estimate, Coefficient of Determination, Hypothesis Tests for the slope of the Regression Model and testing the Overall Model, Estimation, Regression to develop a forecasting trend line, Interpreting the output Non Parametric Tests: Runs Test, Mann-Whitney U Test, Wilcoxon Matched Test, Kruskal Wallis Test, Friedman Test, Spearman's Rank Correlation	30%	17
4	Module 4: Forecasting : Introduction to Forecasting, Smoothing Techniques, Trend Analysis, Seasonal Effects, Autocorrelation and Auto regression, Index Numbers Chi-Square Analysis : Chi-Square Test of Goodness of Fit; Chi-square test of Independence	20%	11
5	Module 5: Use of Excel Application for Descriptive statistics, for Charts and Graphs, Regression, Chi-Square etc.	%	4

***Continuous Evaluation:**

It consists of Assignments/Seminars/Presentations/Quizzes/Surprise Tests (Summative/MCQ) etc.

Reference Books:

1. Business Statistics for contemporary decision making (TextBook)
Ken Black; Wiley Publication; 7th
2. Statistics for Managemetn (TextBook)
Richard I. Levin and David S. Rubin; Pearson Education
3. Statistics for Management
T N Srivastava and Shailaja Rego; Tata McGraw Hill
4. Statistics for business and economics
Anderson, Sweeney, Williams; Thompson Publication; 9th edition

PARUL UNIVERSITY - FACULTY OF MANAGEMENT

Department of Master of Business Administration

SYLLABUS FOR 1st Sem MBA PROGRAMME

Accounting For Managers (06200104)

Type of Course: MBA

Prerequisite:

Rationale:

Teaching and Examination Scheme:

Teaching Scheme (Hrs./Week)			Credit	Examination Scheme					Total
L	T	P		External		Internal			
				Theory	Practical	Theory	*C.E.	Practical	
4	-	-	4	60	-	20	20	-	100

L-Lectures; T-Tutorial; P-Practical; C.E.-Continuous Evaluation

Contents:

Sr.	Topic	Weightage	Teaching Hrs.
1	MODULE 1: Introduction to Accounting Basic understanding of accounting, Accounting Concepts Conceptual framework of financial statement Accounting Policies, Journal Entries and preparation of accounts Trial Balance to Balance sheet and profit and loss , Various branches of accounting - Cost, Financial and Management	27%	17
2	MODULE 2: Important Accounting Standards: Disclosure of Accounting Policies (AS-1) (Theory) Valuation of Inventories (AS-2)(Theory and Practical) Depreciation Accounting (AS-6) (Theory and Plactical with SLM and WDV) Income Recognition (AS-9) (Theory) Accounting of Fixed Assets (AS-10) (Theory) Accounting for Investments (AS-13) (Theory)	23%	13
3	MODULE 3: Introduction of GAAP and IFRS, Vertical Form of Corporate Balancesheet, Financial Statements Analysis - Trend Analysis, Comparative and common-size Statement Analysis, Social Responsibility Accounting, Human Resources Accounting, Inflation Accounting	20%	8

4	MODULE 4: Funds Flow Analysis & Cash Flow , Ratio Analysis	30%	14
5	MODULE 5: Students should select a particular company from S&P BSE 100/ S&P BSE 200/ S&P BSE 500/ NIFTY 50/ CNX 100/ CNX 200 and CNX 500 and do financial analysis of the same and prepare a report and give a presentation.	%	8

***Continuous Evaluation:**

It consists of Assignments/Seminars/Presentations/Quizzes/Surprise Tests (Summative/MCQ) etc.

Reference Books:

1. Financial Accounting (TextBook)
R. Narayan Swami; PHI
2. Financial Accounting for Management (TextBook)
H V Shankaranarayana and H R Ramanath; Pearson Education

PARUL UNIVERSITY - FACULTY OF MANAGEMENT

Department of Master of Business Administration

SYLLABUS FOR 1st Sem MBA PROGRAMME

Business Economics & Environment (06200105)

Type of Course: MBA

Prerequisite:

Rationale:

Teaching and Examination Scheme:

Teaching Scheme (Hrs./Week)			Credit	Examination Scheme					Total
L	T	P		External		Internal			
				Theory	Practical	Theory	*C.E.	Practical	
4	-	-	4	60	-	20	20	-	100

L-Lectures; T-Tutorial; P-Practical; C.E.-Continuous Evaluation

Contents:

Sr.	Topic	Weightage	Teaching Hrs.
1	MODULE I: Definition, Nature and Scope of Managerial Economics, Managerial Economics and Microeconomics and macroeconomics. Managerial Economics and decisionmaking. Uses and Significance of Managerial Economics Meaning and Determinants of Demand. Demand Function, Law of Demand Market Demand, Elasticity of Demand, Types and Measurement of Elasticity. Costs of Production. TC, FC, VC, AC, MC. Short run and long run costs. Economies of Scale. Cost estimation	23%	15
2	MODULE II: Various forms of market structure Price & Cost determination. Perfect Competition, Monopoly, Oligopoly and Monopolistic competition.	27%	15
3	MODULE III: Introduction to Macroeconomics, Micro versus Macro economics, Circular flow of Income. National Income – Concepts & Methods of measurement Money- Demand & Supply, Interest rate and interrelation with money Inflation – Meaning, Measures & effects Inflation & Unemployment –	25%	12

	Phillips curve (Short run & Long run)		
4	MODULE IV: An Overview of Business Environment Business Environment: Introduction and Features Types of Environment: Internal to Enterprise: Value System, Management Structure and Nature, Human Resources, Company Image and Brand Value, Physical Assets External to the Enterprise: Micro: Suppliers, Customers, Market Intermediaries. Macro: Demography, Natural, Legal system, Political ideology, Level of Technology, Economic Policy, Competition, Social and Cultural Factors, Business Environment with reference to global integration.	25%	10
5	MODULE V: Students should give presentation on solution of given Practical problems/small cases.	%	8

***Continuous Evaluation:**

It consists of Assignments/Seminars/Presentations/Quizzes/Surprise Tests (Summative/MCQ) etc.

Reference Books:

1. MANAGERIAL ECONOMICS (TextBook)
D N DWIVEDI; VIKAS PUBLISHING; LATEST
2. MANAGERIAL ECONOMICS (TextBook)
H L AHUJA; S CHAND & CO; LATEST
3. Business Environment Text & Cases (TextBook)
FRANCIS CHERUNILAM; HIMALAYA PUBLISHING HOUSE; LATEST

PARUL UNIVERSITY - FACULTY OF MANAGEMENT

Department of Master of Business Administration

SYLLABUS FOR 1st Sem MBA PROGRAMME

Basic Business Communication (06200106)

Type of Course: MBA

Prerequisite:

Rationale:

Teaching and Examination Scheme:

Teaching Scheme (Hrs./Week)			Credit	Examination Scheme					Total
L	T	P		External		Internal			
				Theory	Practical	Theory	*C.E.	Practical	
2	-	-	2	60	-	20	20	-	100

L-Lectures; T-Tutorial; P-Practical; C.E.-Continuous Evaluation

Contents:

Sr.	Topic	Weightage	Teaching Hrs.
1	Module - I: Establishing a framework for Business Communication- Definition of Communication; Purpose of communication; Channel selection & Transmission; Communicating within Organization; External Influence on Business Communication Basics of Office Communication Definition and process of communication, Levels and flow of communication, Forms of communication, 7 C's of communication Barriers to Communication Barriers and overcoming barrier's to communication Interpersonal Communication- Communication Styles; Modes; Interpersonal influence; Non Verbal Communication; Dealing with Resistance; Effective Counseling ; Listening skills – Barriers; Traits; Tips Group Communication – Role of organization structures; Characteristics of Effective Groups; Difference between Groups & Team; Group Conflict; Decision making in Groups;	50%	14
2	Module - II: Conflict management- Types of conflict; Social Dilemmas; Conflict Resolutions; Meeting management Planning	50%	14

	Written & Spoken Messages- Steps of planning; Determine the purpose & Type of Message; Envision the audience; Consider the context; Choose a channel; Adapt the message to the audience and organize the message; 7 C's of Effective Business writing; Communicating through Electronic, Voice and Written Messages – Appropriate use of Technology- Communicating Electronically, Voice & Wireless Communication ,Preparing Good- and- Neutral News Messages, Preparing Bad News Messages Preparing Persuasive Messages ,Revising Written Messages		
3	Module - III: Short Caselets/case studies (Situation based) Surprise Competitions on topics like Email- Etiquette; Letter Writing (Situational) Extempore; Oral presentations Group discussions; Expert Talks on practical topics	%	2

***Continuous Evaluation:**

It consists of Assignments/Seminars/Presentations/Quizzes/Surprise Tests (Summative/MCQ) etc.

Reference Books:

1. BCOM, An Innovative Approach to learning and Teaching Business Communication (TextBook)
Lehman, Dufrene and Sinha; CENGAGE Learning,
2. Communication Skills 2011 (TextBook)
Kumar S and Lata P; Oxford University Press
3. Business Communication Concepts , Cases & Application
Chaturvedi, P D Chaturvedi & Mukesh Chaturvedi; Pearson Education
4. Business Communication for manager
Payal Mehra; Pearson Education

PARUL UNIVERSITY - FACULTY OF MANAGEMENT

Department of Master of Business Administration

SYLLABUS FOR 1st Sem MBA PROGRAMME

Organizational Behavior (06200107)

Type of Course: MBA

Prerequisite:

Rationale:

Teaching and Examination Scheme:

Teaching Scheme (Hrs./Week)			Credit	Examination Scheme					Total
L	T	P		External		Internal			
				Theory	Practical	Theory	*C.E.	Practical	
4	-	-	4	60	-	20	20	-	100

L-Lectures; T-Tutorial; P-Practical; C.E.-Continuous Evaluation

Contents:

Sr.	Topic	Weightage	Teaching Hrs.
1	<p>Module - I:</p> <p>Introduction to Organization Behavior :</p> <p>Concept of OB, Nature of OB, OB and other similar fields of study, Disciplines of Contributing to OB , Challenges in Organisational Behaviour, Applying OB Knowledge in management Practices, Role of OB, OB models stage-I & II, Management Functions and roles , Management Skills . Leadership : Leadership Concept, Leadership Styles Leadership Theories : Trait Theory, Behavioural Theory, Situational Theory, Managerial Grid, Fiedler's Contingency Model, Hersey-Blanchard 'S Situational Model, Path-Goal Theory .</p>	23%	15
2	<p>Module - II:</p> <p>Understanding Individual Behavior Foundation of Individual Behavior</p> <p>Individual Differences, Factors affecting and Causing Individual differences, Implications of Individual Differences. Emotional Intelligence Personality: Concept, Big – Five Personality traits, types of personality, factors determining personality , Organization application of personality Perception : Concept, Process, Attribution Theory , Factors Influencing Perceptions, Managerial Implications Of Perception Attitude and Values : concept, components, types of attitude relevant for OB , Values : concept , types of values Motivation:</p>	27%	20

	concept , Motivation implication on performance and behavior Motivational Theories: Maslow's need hierarchy theory, Herzberg's Motivational-hygiene theory, McClelland's Need theory, Alderfer's ERG theory, Vroom's Expectancy Theory, McGregor theory X and Y Motivation applications and implication		
3	Module - III: Understanding and Managing Group Behavior Transactional Analysis, Johari Window, Group And Types Of Group, Stages Of Group Development, Group Dynamics. Team And Types Of Teams, Team Development Process And Team Effectiveness Model. Organizational Conflict : Concept Of Conflicts, Types Of Conflicts, Conflict Management Resolution Techniques	25%	10
4	Module - IV: Understanding and Managing Organizational Systems Stress and Stress management: work stress Concept, Individual and Organizational stressors, Individual and Organizational Coping Mechanism strategies Organizational Culture: Concept of Organizational Culture, Impact of Organizational Culture, Creating Organizational Culture, Socialization Process. Organizational Change Concepts & Types of Change Factors in Resistance to Change and Overcoming Resistance to Change and Organizational Development Concept,	25%	15
5	Module - V: Practical Application of OB Ideal Role model of Leaders, Personality Testing Motivation : Monetary and Non-Monetary in Private and Public Sectors, OB models application in Industries (Case study)	%	

***Continuous Evaluation:**

It consists of Assignments/Seminars/Presentations/Quizzes/Surprise Tests (Summative/MCQ) etc.

Reference Books:

1. Organisational Behaviour (TextBook)
Stephen Robbins; Pearson; latest
2. Organizational Behaviour (TextBook)
L.M.Prasad; Sultan Chand & Sons