

**ACCOUNTING FOR MANAGERS**  
**SUBJECT CODE: 06500101**

**Course Objectives:**

- a) To acquaint the students with language of Accounting and to inculcate ability to prepare financial statements from transactions.
- b) To make students capable to analyze financial statement from annual return of a company.
- c) To assist students in developing problem solving skills and decision making in the accounting area.

Unit No.	Unit Content	External Evaluation
I	Introduction to Accounting <ul style="list-style-type: none"> <li>• Basic understanding of accounting, Accounting Concepts,</li> <li>• Conceptual framework of financial statements,</li> <li>• Accounting Policies, Journal Entries and preparation of accounts.</li> <li>• Trial Balance to Balance sheet and profit and loss Account, Recognition of Income and Expenses, Provisions, Contingent Liabilities</li> </ul>	<b>35 Marks</b>
II	Important Accounting Standards: <ul style="list-style-type: none"> <li>• Disclosure of Accounting Policies (AS-1),</li> <li>• Valuation of Inventories (AS-2),</li> <li>• Depreciation Accounting (AS-6),</li> <li>• Income Recognition (AS-9),</li> <li>• Accounting of Fixed Assets (AS-10),</li> <li>• Accounting for Intangible Assets (AS-26),</li> <li>• Accounting for Investments (AS-13),</li> </ul>	
III	Recent Trends in Accounting: <ul style="list-style-type: none"> <li>• Introduction of GAAP, IAS and IFRS</li> <li>• Corporate Balance sheet –T Form and Vertical Form of Financial Statements</li> <li>• Social Responsibility Accounting</li> <li>• Human Resources Accounting</li> <li>• Inflation Accounting</li> </ul>	<b>35 Marks</b>
IV	Corporate Financial Reporting: <ul style="list-style-type: none"> <li>• Funds Flow Analysis &amp; Cash Flow,</li> <li>• Financial Statement Analysis &amp;</li> <li>• Ratio Analysis</li> </ul>	

**Recommended Text Book:**

<b>Sr. No</b>	<b>Author</b>	<b>Name of the Book</b>	<b>Publisher Edition</b>
<b>1</b>	R. Narayan Swami	Financial Accounting – Text Book	PHI, latest edition
<b>2</b>	H V Shankaranarayana and H R Ramanath	Financial Accounting for Management	Pearson, latest edition
<b>3</b>	V Rajshekhran & R. Lalitha	Financial Accounting	Pearson, latest edition

## MANAGERIAL ECONOMICS

SUBJECT CODE: 06500102

### Course Objectives:

Managerial Economics is concerned with thoroughly exposing the students a rigorous foundation in micro as well as macro economics which becomes the basis for a way of thinking about managerial problems. The course aims to develop students' capacity to analyze the economic environment in which business entities operate and understand how managerial decisions can vary under different constraints that each economic environment places on a manager's pursuit of its goals, focusing on analyzing the functioning of markets and the economic behavior of firms and other economic agents. In addition to increasing their understanding of economic reasoning which can inform and develop useful insights for practicing business decision makers, the course equally aims to help students better recognize how to apply modern principles and methods of economics to real-world business problems in different contexts and eventually better deal with problems of practical relevance to managers.

### Contents:

Unit No	Unit Content	External Evaluation
1	Ten principles of economics The market forces of supply and demand Elasticity and its applications The costs of production	35 Marks
2	Firms in competitive markets Monopoly Oligopoly Monopolistic competition	
3	Measuring a nation's income Measuring the cost of living The monetary system Money growth and inflation	35 Marks
4	Open-economy macroeconomics – Basic concepts Aggregate demand and aggregate supply The influence of monetary and fiscal policy on aggregate demand	

### Recommended Text Book:

1	N. Gregory Mankiw	Principles of Economics	CENGAGE Learning 6 <sup>th</sup> Edition
2	G. S. Gupta	Managerial Economics	Tata McGraw Hill, Latest Edition

### Reference Books:

Sr. No	Author	Name of the Reference Book	Publisher Edition
1	Dr D. M. Mithani	Managerial Economics: Theory & Applications	Himalaya – Latest Edition
2	D. Salvatore	Managerial Economics in a Global Economy	Cengage – Latest Edition

**PRINCIPLES OF MANAGEMENT**  
**SUBJECT CODE: 06500103**

**Course Objectives:**

- The objective is to help the students understand the fundamental concepts and principles of management;
- The basic roles, skills, and functions of management.
- It is also intended to give an overview of the historical development, theoretical aspects and practice application of managerial process.

**Contents:**

Unit No	Unit Content	External Evaluation
1	Introduction and Development of Management thought from antiquity to Industrial revolution. <ul style="list-style-type: none"> <li>• Management , as science and art, Management process</li> <li>• Emergence of scientific management.</li> <li>• Contribution of Taylor, Fayol, Weber, Bernard and Elton Mayo.</li> <li>• Linkages between Scientific Management &amp; Human Relations Movement.</li> <li>• Hawthorne Experiments.</li> </ul>	<b>35 Marks</b>
2	Overview of the process and components of management. Management Functions and roles, Management Skills. <ul style="list-style-type: none"> <li>• Planning,</li> <li>• Organizing,</li> <li>• Directing</li> <li>• Staffing,</li> <li>• Coordinating,</li> <li>• Controlling</li> </ul>	
3	The role of individual behavior in organizations, <ul style="list-style-type: none"> <li>• Motivation and needs, Classification of motives.</li> <li>• Contribution of Maslow, Herzberg , Theory X &amp; Theory Y, Two-Factor Theory, McClelland’s Theory of Needs ,contemporary theories of motivation</li> </ul>	<b>35 Marks</b>
4	Leadership & Team Building <ul style="list-style-type: none"> <li>• Leadership Traits.</li> <li>• Working teams and team effectiveness.</li> </ul>	

**Recommended Text Book:**

Sr. No	Author	Name of the Text Book	Publisher Edition
1	Stoner, Freeman & Gilbert Jr – Management	Management	PHI, latest edition
2	Koontz & O’Donnel	Principles of Management	McGraw Hill

## Reference Books:

<b>Sr. No</b>	<b>Author</b>	<b>Name of the Reference Book</b>	<b>Publisher Edition</b>
<b>1</b>	Peter F Drucker	The Practice of Management	Allied Publishers
<b>2</b>	Joseph I, Massie	Essentials of Management	Prentice Hall of India

**ORGANIZATIONAL BEHAVIOR**  
**SUBJECT CODE: 06500104**

**Objectives :**

This course aims to provide an understanding of the fundamentals of Organizational Behavior in the context of organizations and their environments. After completing this course, the students should have understood:

- ✓ Meaning of organizational behavior
- ✓ Personality as well as major personality attributes influencing organization behavior
- ✓ Management of emotions and Emotional Quotient (EQ)
- ✓ Factors influencing perception
- ✓ Motivation
- ✓ Teams
- ✓ Conflict management techniques and negotiation
- ✓ Johari Window Concept
- ✓ Leadership and trust
- ✓ Organizational Culture

**Course Duration:**

The duration of the course is of 49 sessions of 55 minutes each.

**Contents:**

Units	Learning Topic	(External Evaluation)
1	<b>Introduction to Organization behavior</b>	<b>35 Marks</b>
	Concept of OB, Nature of OB, OB and other similar fields of study, Disciplines of Contributing to OB , Challenges in Organizational Behavior, Applying OB Knowledge in management Practices, Role of OB, OB models stage-I & II, <b>Leadership :</b> Leadership Concept, Leadership Styles <b>Leadership Theories :</b> Trait Theory, Behavioral Theory, Situational Theory, Managerial Grid, Fiedler’s Contingency Model, Hersey-Blanchard’s Situational Model, Path-Goal Theory .	
2	<b>Understanding Individual Behavior</b>	
	<b>Foundation of Individual Behavior</b> -Individual Differences, Factors affecting and Causing Individual differences, Implications of Individual Differences. Emotional Intelligence <b>Personality:</b> Concept, Big – Five Personality traits, types of personality, factors determining personality , Organization application of personality <b>Perception :</b> Concept, Process, Attribution Theory , Factors Influencing Perceptions, Managerial Implications Of Perception <b>Attitude and Values :</b> concept, components, types of attitude relevant	

	for OB , Values : concept , types of values <b>Motivation:</b> concept , Motivation implication on performance and behavior <b>Motivational Theories:</b> 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	<b>Understanding and Managing Group Behavior</b>	35 Marks
	<b>Group:</b> Types Of Group, Stages Of Group Development, Group Dynamics. <b>Team:</b> Types Of Teams, Team Development Process And Team Effectiveness Model. Transactional Analysis, Johari Window, <b>Organizational Conflict :</b> Concept Of Conflicts, Types Of Conflicts, Conflict Management Resolution Techniques	
4	<b>Understanding and Managing Organizational Systems</b>	
	<b>Stress and Stress management:</b> work stress Concept, Individual and Organizational stressors, Individual and Organizational Coping Mechanism strategies <b>Organizational Culture:</b> 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,	

### Recommended Text Book:

Sr.no	Text book	Name of author	Name of publisher	Edition
1	Organizational Behaviour	L. M. Prasad	Sultan Chand & Sons	Latest
2.	Organizational Behaviour	Stephen Robbins	Pearson's	Latest

### Reference Books:

Sr.no	Reference book	Name of author	Name of publisher	Edition
1	Organizational Behaviour	K. Aswathappa	Himalaya	Latest
2.	Organizational Behaviour	Fred Luthans	Pearson's	Latest
	Understanding OB	Udai Pareek	Oxford	Latest

**QUANTITATIVE TECHNIQUES – I (QT-I)**  
**SUBJECT CODE :06500105**

**Course Objectives:**

- (a) To develop students in areas of **BUSINESS STATISTICS**, that will enable them to understand data analysis and its implications to decision making
- (b) To orient and train students in classifying, visualizing, analyzing, interpreting and presenting data with advanced techniques involving theoretical and practical methods
- (c) Students will learn various Statistical Packages like: MS-Excel Data Analysis Pack /Minitab/ SPSS, to solve various statistical problems

**Contents:**

<b>Unit No.</b>	<b>Unit Content</b>	<b>External Evaluation</b>
<b>I</b>	Introduction to Statistics, Statistics in business, basic statistical concepts, Variables and Data, data measurement, Visualizing data, frequency distributions, Descriptive statistics: Measure of Central Tendency and measure of Variability, Measures of Shape	<b>35 Marks</b>
<b>II</b>	Introduction to Probability, permutations and combinations, Structure of Probability, Results of Probability, Revision Probability, Bays' Rule, Random Variable and Probability Distribution; Discrete and Continuous distribution, Expected value and variance of a distribution, Binomial Distribution, Poisson Distribution; Normal Distribution, Uniform Distribution	
<b>III</b>	Introduction to Sampling, Sampling distribution, standard error of estimate, Introduction to Hypothesis testing, Type I and Type-II error, Hypothesis testing for single population: mean, proportion and variance, Analysis of Variance – one way ANOVA	<b>35 Marks</b>
<b>IV</b>	Simple Regression Analysis, determining the equation of regression line, coefficient of determination, Chi-square test of goodness of Fit, Chi-square test of Independence; Introduction to Forecasting, Index Numbers and application of Index Numbers	

**Recommended Text Book:**

<b>S No</b>	<b>Author</b>	<b>Name of the Text Book</b>	<b>Publisher/ Edition</b>
1	Ken Black	Business Statistics for Contemporary Decision Making	Wiley -4 <sup>th</sup> Edition
2	Richard I. Levin and David S. Rubin	Statistics for Management	Pearson – 6 <sup>th</sup> Edition

**Reference Books:**

<b>Sr. No</b>	<b>Author</b>	<b>Name of the Reference Book</b>	<b>Publisher Edition</b>
1	Naval Bajpai	Business Statistics	Pearson- Latest Edition
2	T N Srivastava and Shailaja Rego	Statistics for Management	TMH – Latest Edition

**FUNDAMENTALS OF INFORMATION TECHNOLOGY (FIT)**  
**SUBJECT CODE: 06500106**

**Course Objectives:**

Now that Computers have moved into our society so rapidly, one needs at least a basic knowledge of computer skills to pursue one's career goals and to function effectively and efficiently. The objective of this course is to provide basic understanding of computer – a vital tool for manager. Also to help understand the role of computer in the business.

**Contents:**

Unit No	Unit Content	External Evaluation
1	<p><b>Introduction to computers</b>                      Introduction – Need- History of Computers – Early electronic Computer- Generations – classifications – Characteristics- Disadvantage- Task &amp; Elements associated with computers (T-1)</p> <p><b>Input and Output Devices-</b>                      Input Unites- Data Scanning Units- Output units (T-1)</p> <p><b>Computer Memory:</b>                      Main Memory- Random Access Memory- Auxiliary Storage Memory (T -1)</p>	<b>35 Marks</b>
2	<p><b>Basic of Computer Architecture:</b>                      Basic Computer Architecture- Components of Digital Computers- Reduced Instruction Set Computers ( RISC) ( T-1)</p> <p><b>Basic Software Concept:</b>                      Types of Software- Classification of Programming Language- Language Translator Programs – Computer Files(T-1)</p> <p><b>Basics of Operating System:</b>                      History &amp; Evolutions- Brief History of Linux-Brief history of Ms-Doc- Brief History of Windows System ( T-1)</p>	<b>35 Marks</b>
3	<p><b>Data Base Management System</b>                      Features- Advantage- File Structures- Logical Database System- Relational Database System ( T-1)</p> <p><b>Computers &amp; Communication:</b>                      Basics- Data Transmission- Methods of Transmission- Error Detection-Parameters - Modes of Transmission – Communication Channels ( T- 1)</p> <p><b>Computer Network:</b>                      LAN-MAN-WAN-Routing- Network Topology- Transmission Technology- Internetworks and the Internet – Protocols ( T-1)</p>	<b>35 Marks</b>
4	<p><b>Internet: (T -1)</b>                      TCP/IP- Hypertext- URL-Web Browsers- IP Address- Domain Name Service- Internet Service Providers- Internet Security-Web search Engine- net surfing- Internet Service- File Transfer Protocol- Intranet.</p> <p><b>Data Warehousing:</b></p>	

	Introduction- five data warehousing Mistakes- Strategic value of data warehouse-managing an information-approach to Data warehouse-problems- e\ERP and Data warehouse- Data Mining- Geographical Information System	
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### Recommended Text Book:

Sr. No	Author	Name of the Text Book	Publisher Edition
1	Deepak Bharihoke	Fundamentals of Information Technology	Excel Books, latest edition.
2	V. Rajaraman	Fundamentals of Computers	PHI Learning, Latest Edition

### Reference Books:

Sr. No	Author	Name of the Reference Book	Publisher Edition
1	B. Muthukumaran	Information Technology For Managers	Oxford, Latest Edition
2	Laudon & Laudon	Management information systems	Pearson Latest Edition

## BUSINESS COMMUNICATION SKILLS FOR MANAGERS

Subject Code: 06500107

### **COURSE OBJECTIVES:**

- To train students on applying effective communication framework, developing Interpersonal skills and Intrapersonal skills
- Ride them through use and implications of electronic mode of communication; correct mode of written and spoken communication; Formal letters and applications; Ways to share good and bad messages/news within formal/Informal environment
- Ways to present reports (formal/Informal) and submit research proposals within formal environment; how to draft Résumé and Prepare for Interviews; Tips on Grooming and Other Etiquettes will be provided..

### **CONTENTS:**

<b>Unit No</b>	<b>Unit Content</b>	<b>External Evaluation</b>
1	Purpose and Process of Communication ; Ways to Communicate within organization; Influence of external factors on Business Communication; Interpersonal Communication Style and Mode; Role of Non- Verbal Communication in Business Communication; 7 C's of Communication; Importance of Listening ; How counseling can be effective to manage Resistance?; Different Characteristics of Group Communication and Managing Group Conflicts; Types of Meetings; Introduction to steps of planning written and spoken messages	<b>35 Marks</b>
2	Appropriate use of Technology; Contents of Email communication; Difference between webpage and Wireless communication; How to draft good/bad/neutral/routine messages? ; Ways to develop different messages and ways to deny/refuse request; Planning draft for persuasive messages; Persuasive requests; Importance of Revising and proofreading	
3	Reports and Proposal- Steps to identify problems; Effective management of Data and graphics ; Preparing Reports and Proposals; Types of Reports; Planning and Designing effective business presentation; Applying compelling visuals; Types of delivery methods; Checklist before Business Presentation	<b>35 Marks</b>
4	Preparing Job Application and Résumé – Ways to connect skills and job search; Identify targeted Résumé; Prepare and Organize Résumé'; Interview Skills and Preparing Employment messages;	

	Types of Interviews and ways to be successful in Interviews; How to draft application form; Job acceptance /Refusal messages; Business Etiquettes – Grooming/Dinning/Meeting/Dressing	
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### Recommended Text Book:

Sr. No	Author	Name of the Text Book	Publisher Edition
1	Lehman, Dufrene and Sinha	BCOM, An Innovative Approach to learning and Teaching Business Communication	CENGAGE Learning, 2e
2	Murphy, Herbert, Jane Thomas	Effective Business Communication CC104	Tata McGraw – Hills 7e

### Reference Books:

Sr. No	Author	Name of the Reference Book	Publisher Edition
1	Chaturvedi, P D Chaturvedi & Mukesh Chaturvedi	Business Communication Concepts , Cases & Application	Pearson Education
2	Payal Mehra	Business Communication for manager	Pearson Education (Latest Edition)