

Principles, Concept & Practices of Management

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-I Concept of Management:** Functions and Responsibilities of Managers, Fayol's Principles of Management, Management Thought-The Classical School, the Human Relations School, Systems Theory, Contingency Management, Developing Excellent Managers. Cross Cultural issues in Management. Managerial Process, Functions, Skills and roles in an Organization.
- UNIT-II Planning:** Nature and Purpose of Planning, The Planning Process, Principles of Planning, Types of Planning, Advantages and Limitations of Planning.
- UNIT-III Organizing:** Nature and Purpose of Organizing, Bases of Departmentation, Span of Management, Determinants of Span of Management, Line and Staff Relationship, Line-Staff Conflict, Bases of Delegation, Kinds of Delegation and Decentralization, Methods of Decentralization
- UNIT-IV Controlling:** Concept and Process of Control, Control Techniques, Human Aspects of Control, Control as a Feedback System, Preventive Control, Profit and Loss Control, Control Through Return on Investment, The Use of Computer for Controlling and Decision Making, The Challenges Created by IT as a Control Tool, co-ordination.
- 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:

1. Stephen P. Robbins, David A. Decenzo, Sanghmitra Bhattacharya, 7 Madhushree Nanda Agarwal, **Fundamentals of Management**, Pearson Education, 2009.
2. Kreitner, **Management Theory and Applications**, Cengage Learning, India, 2009.
3. Robbins, **Management**, 9th edition Pearson Education, 2008.
4. Griffin, **Management Principles and Applications**, Cengage Learning, India First Edition

5. Harold Koontz, O'Donnell and Heinz Weihrich, **Essentials of Management**. New Delhi, Tata McGraw Hill, 2006.
6. Stoner, **Management**, PHI Learning, 2008.
7. Richard L. Daft, **Principles of Management**, Cengage Learning, India, 2009.
8. Anil Bhatt & Arya Kumar **Principles Processes and Practices** 1st Edition 2008 Oxford Higher Education.
9. Satyaraju & Parthsarthy, **Management Text and Cases**, PHI Learning, 2009.
10. J.S. Chandan, **Management Theory and Practice**, 1st edi, Reprint2007 Vikas Publishing House.
11. Kanishka Bedi, **Management and Entrepreneurship**, 1st Edition 2009 Oxford Higher Education.

Quantitative Techniques

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-I** Introduction to Statistics: Meaning and Definition of Statistics, Scope and Limitations of Statistics, Role of Statistics in Management Decisions. Measures of central tendency: Mean, Median and Mode, their merits & demerits, their application in Management.
- UNIT-II** Probability Theory and Probability Distributions: Concepts, additive, multiplicative, conditional probability rules, Baye's Theorem, Binomial, Poisson and Normal distributions- their characteristics and applications.
- 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-IV** Time Series: Time Series and its Components, Analysis, Models of Time Series, Methods of Studying Components of Time Series: Measurement of trend (moving average and least squares method), Measurement of seasonal variations (moving average method) Measurement of cyclic variations (residual method).
- UNIT-V** Linear Programming - Basic Concepts, Model Formulation, Solution Methods, Duality; Introduction to some Basic Quantitative Methods Packages, Sampling and its concepts, Z test, T-test and F-test for difference of test in Management.

Books Recommended:

1. Operations Research: H.A. Taha, Mc-Millan, New York.
2. Linear Programming and Decision Making : A. S. Narang, Sultan Chand & Sons, Delh.
3. Operation Research (Theory & Application):Sharma J.K., Macmillan Indian Ltd, New Delhi.
4. Operation Research: Sharma S.D., Kedar Nath Ram Sons, Meerut, U. P.
5. Operation Research : Kanti Swaroop, P.K. Gupta & Man Mohan, Sultan Chand & Sons, New Delhi.

Note: The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course.

Managerial Economics

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 of Managerial economics, Application of Economics in Managerial Decision Making.
- UNIT-II** Theory of firm – Profit maximization, Sales maximization, Organizational structure, ownership and control.
- UNIT-III** Macro Economics- Aggregate & concepts, Gross National Product & Gross Domestic Product Concept & Measurement of National income and its determination of National income and Aggregate consumption- Gross domestic.
- UNIT-IV** Theory of Demand – demand functions, income and substitution effects, revealed preference approach and demand forecasts; Production and Cost-returns to scale, cost curves and break-even analysis.
- UNIT-V** Market Structure –Competition, Monopoly, Oligopoly, Price and Output decision under different Market structure, Price determination and Non- price Competition.

Books Recommended:

1. Abhikary, M. Business Economics, New Delhi, Excel Books, 2000.
2. Keat, Paul G. & Philips K.Y. Young, Managerial Economics, Prentice Hall, New Jersey, 1996.
3. Koutsoyiannis, A. Modern Micro Economics, New York, McMillan, 1991.
4. Milgrom, P. and Roberts, J. Economics, Organization and management, Englewood Cliffs, New Jersey,
5. Prentice Hall Inc. 1992Baumol, W.J. Economic Theory and Operations Analysis, 3rd Ed., New Delhi, Prentice Hall Inc., 1996.

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Organizational Behavior

Objective:

The objective of this paper is to develop conceptual as well as practical understanding of organization Behaviors.

UNIT-I Introduction to Organizational Behavior: Nature and Significance: individual, Group & organization. Perception, Attitudes and Values, Personality, Learning and Learning theories.

UNIT-II Motivation: Basic Concepts and Theories of Motivation; Basic concepts and theories of Leadership and their application: Job Design, Job Satisfaction.

UNIT-III Interpersonal Communication: Interpersonal Conflict, types, Management Negotiations. Coaching, Mentoring, Power and Politics in Organizations. Johari Window and Transactional analysis.

UNIT-IV Foundation of Group Behavior: Defining and Classifying Groups, Why do people join Groups, Stages of Group Development; Workshop Behavior. External Conditions imposed on Groups, Group member Sources, Group Processes, Group task, Group Cohesiveness, Group Decision Making, Group Think, Organization Culture, Work Stress, and Managing Change, Diversity and its Management in Organization.

UNIT-V Organizational Change: Force for Change; Resistance to Change, Managing, Concept, Sources of Stress, Consequences, Management of Stress.

Books Recommended:

1. Stephen P. Robbins, Timothy A Judge, Seema Sanghi “**Organizational Behaviour**”, Pearson Education, 13th Ed 2009.
2. Nelson, **Organisational Behaviour**, 1st Edition, Cengage Learning, India
3. R. S. Dwivedi, “**Human Relations and Organizational Behavior: A Global Perspective**”.
4. Jerald Greenberg and Robert A. Baron, **Behaviour in Organisations**, PHI Learning 9th edition 2009.

5. Hitt, Millar, Colella, **Organizational Behaviour a Strategic Approach**, Wiley India edition.
6. Fred Luthans, “**Organizational Behaviour**”, New York, McGraw Hill, 8th Edn.
7. Udai Pareek, **Understanding Organizational Behavior**, Oxford Higher Education, 2nd Edition, 2008
8. John W. Newstrom and Keith Davis, “**Organizational Behaviour: Human Behaviour at Work**” New Delhi.
9. Jai B P Sinha, **Culture and Organizational Behaviour**, Sage Publication, 2008.
10. Kavita Singh **Organizational Behaviour Text and Cases**, New Delhi, Pearson Education, 2009.
11. M.N. Mishra, **Organizational Behaviour**, Vikas Publishing House, Reprint 2008.

SEMESTER – I

MBA-105

Research Methodology

Objective:

To equip the students with the basic understanding of the research methodology and to provide an insight into the application of modern analytical tools and techniques for the purpose of management decision making.

- UNIT-I** Research Methodology: An Introduction, Meaning & Objectives of Research, Research Problem and Research Process: Various steps in Research Process.
- UNIT-II** Research Design: Meaning and Types of Research Design (Exploratory, Descriptive and Experimental Research Design) Sample Design: Sampling Procedure and types of sampling design.
- UNIT-III** Data Collection Methods and Techniques: Survey, Observation, Interviews and Questionnaires, Design Processing, Editing, Coding, Classification, Field work & Tabulation, Attitude, Measurement, Multidimensional scaling and Motivational research techniques.
- UNIT-IV** Sampling: Sampling Methods, Sampling Plans, Sampling Errors, and Sampling Distributions: Theory and Design of Sample Survey, Census Vs Sample Enumerations, Objectives and Principles of Sampling, Types of Sampling.
- UNIT-V** Tabulation and Analysis of Data: ANOVA, Cluster Analysis, Conjoint analysis and Factor Analysis. Use of SPSS and other Statistical Software Packages & Presentation of Written Research Reports.

Books Recommended:

1. Research Methodology : C.R. Kothari
2. Research Methodology : S.P. Gupta
3. Marketing Research : Green & Tull
4. Marketing Research : Beri, G.C.
5. Marketing Research : Sangeeta Agrawal
6. Marketing Research :Principles, Applications & Cases : Sharma D.D., (Sultan Chand & Sons., New Delhi)
7. Marketing Research (Methodology Foundations) : Churchill, J.R. Gilbert A.
8. Marketing Research : Luck, D.J. Hugh G. Wales, D.A. Taylor & Rubin, R.S.
9. Modern Marketing Research : Patil, S.G., P.V. Kulkarni & H. Pradhan.
10. Marketing Research : Theory & Practice, : Bellur, V.V.

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