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| **C:\Documents and Settings\Administrator\My Documents\logo.JPGSri Satya Sai University of Technology & Medical Sciences, Sehore (M.P.)** |
| **Scheme of Examination** |
| **Second Semester –MBA (Master of Business Administration)** |
|  |
| S.No | Subject Code | Subject Name | Periods perweek | Credits | Maximum Marks Theory Slot | MaximumMarks(PracticalSlot) | TotalMarks |  |
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|  |
|  |  |  | L | T | P |  | EndSem.Exam | Tests(Two) | Assignments/Quiz | EndSem.Practical /Viva | PracticalRecord/assignment/Quiz/Presentation |  |  |
| 1 | MBA 201 | Accounting for Managers | 3 | 1 | \_ | 4 | 70 | 20 | 10 | \_ | \_ | 100 |  |
| 2 | MBA 202 | Business ethics and Ethos | 3 | 1 | \_ | 4 | 70 | 20 | 10 | \_ | \_ | 100 |  |
| 3 | MBA 203 | Marketing Management | 3 | 1 | \_ | 4 | 70 | 20 | 10 | \_ | \_ | 100 |  |
| 4 | MBA 204 | Human Resource Management | 3 | 1 | \_ | 4 | 70 | 20 | 10 | \_ | \_ | 100 |  |
| 5 | MBA 205 | Operation Research | 3 | 1 | \_ | 4 | 70 | 20 | 10 | \_ | \_ | 100 |  |
| L: Lecture- T: Tutorial- P: Practical w.e.f. January- 2015 |  |
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**MBA 201- ACCOUNTING FOR MANAGERS**

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

Financial Statement Analysis - Objectives - Techniques of Financial Statement Analysis: Accounting Ratios: construction of balance sheet using ratios - Dupont analysis. Fund Flow Statement - Statement of Changes in Working Capital - Preparation of Fund Flow Statement - Cash Flow Statement Analysis- Distinction between Fund Flow and Cash Flow Statement.

UNIT III

Cost Accounting - Meaning - Distinction between Financial Accounting and Cost Accounting - Cost Terminology: Cost, Cost Centre, Cost Unit - Elements of Cost - Cost Sheet.

Marginal Costing - Definition - distinction between marginal costing and absorption costs - Breakeven point Analysis - Contribution, p/v Ratio, margin of safety - Decision making under marginal costing.

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 –

Reference

1. A text book of Accounting for Management- Maheshwari S.N & Maheshwari S K

2. Financial Accounting for Management -Mukherjee

3. Management Accounting -Khan and Jain

4. Advanced Accounts -Shukla and Grewal

**MBA 202- BUSINESS ETHICS AND ETHOS**

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 Nishkama Karmayoga, Guna Theory (SRT i.e. Sat, Raj & Tam Model), Theory of Sanskaras, Bhagvad Gita & Self Management.

Reference

## 1- Ethics in Management and Indian Ethos, [GHOSH BB](http://www.vikaspublishing.com/author-details/-ghosh-bb/3133)

2- Human Values and Professional Ethics, Subhash Bhalchandra Gogate

**MBA 203-MARKETING MANAGEMENT**

UNIT I

Marketing: Definition, types, basic concepts, approaches to marketing, Functions and importance.

UNIT II

Marketing environment, buying behaviours, marketing mix, market segmentation, market targeting and positioning strategies.

UNIT III

 Product and product line: PLC, New product decision process, pricing, packaging,Physical distribution, promotion.

UNIT IV

 Market evolution and controls, marketing ethics, International marketing, Relationship marketing.

UNIT V

Introduction to Marketing research- Nature & scope of Marketing Research, Functions of marketing research, Manager - Research Relationship, Managing Marketing Research & Ethical Issues.

Reference

1. Principles of marketing Philip kotler and garry Armstrong,

2. Marketing Bovee and john thill,

**MBA 204- HUMAN RESOURCE MANAGEMENT**

UNIT I

Human Resources Management (HRM): Basic concepts, Evolution, HRM environment. Human

Resources Development in India: evolution and principles of HRD. HR Managers. Strategic Human Resource Management.

UNIT I

Human Resources planning; Human Resources Information system: HR accounting and audit, Job Analysis, Job Design and Job Evaluation;

UNIT III

Recruitment; Selection. Training and Development; Performance Appraisal. Compensation Administration:

UNIT IV

Wage Policy in India; Incentive Payments; Incentive Schemes in Indian Industries, Fringe Benefits. Discipline and Grievance Procedures;

UNIT V

Industrial Relations: Concept and Approaches to Industrial Relations, Unitary, Plurastic and

Radical Approach, Industrial Relations System, Overview of International HRM: Selection,

Compensation, Training & Development, Partition and Repatriation.

Reference

1. Human Resource and Personnel Management Aswathappa K

2. Designing and Managing Human Resource Management Pareekh and Rao:

3. Reinventing of Human Resource Management: Challenges and New Directions

**MBA 205- OPERATIONS RESEARCH**

UNIT I

Operations research: Uses, Scope and Application. Decision Tree: Approach and its applications.

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

Reference

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.