Organizational Behavior (COMPULSORY)

MCO201

UNIT-I

Organization:Concept, Types and significance, organization Goal and its determinants. Organization behaviour: concept, nature and significance, organizational behaviour models

UNIT-II

Personality : Concept ,theories,Determinants and importance,Perception: concept,process and theories, Learning: concept,components, affecting factors and theories.

UNIT-III

Motivation: Meaning, types and important elements , theories of motivation, Attitudes and values: Concept , factors, significance and theories.

UNIT-IV

Interpersonal Behaviour: Nature, Transactional Analysis ,concept of group, Theories of group formation, Group cohesiveness, power and Authority.

UNIT-V

5 Organizational Conflicts: Causes and suggestions, Developing sound, organizational climate, Management of change, concept and process of organization development.

Suggested Readings:

1. C.V GUPTA- ORGANIZATIONAL BEHAVIOUR

2. G,S.SUDHA- ORGANIZATIONAL BEHAVIOUR

3. P.C JAIN-- ORGANIZATIONAL BEHAVIOUR

Advanced Statistical Analysis (COMPULSORY)

MCO202

UNIT-I

Theory of Probability- Probability Distributions,Binomial, Poisson and Normal Distribution.

UNIT-II

Theory of Sampling and Test of Significance.

UNIT-III

Analysis of variance(including one way and two way classification), Chi-square Test.

UNIT-IV

Interpolation and Extrapolation. Association of attributes.

UNIT-V

Regression Analysis , Statistical Decision Theory:- Decision under Risk and Uncertainty , Decision Tree Analysis.

Suggested Readings:

1. SHULKLA AND SAHAI- ADVANCED STATISTICAL ANALYSIS

2.GUPTA B.N- ADVANCED STATISTICAL ANALYSIS

3.K.N.NAGAR- ADVANCED STATISTICAL ANALYSIS

Functional Management (COMPULSORY)

MCO203

UNIT-I

financial Management: Concept Nature and objectives, Functions of financial manager, Financial Planning- Nature, need and influencing factors, characteristics of a sound financial plan..

UNIT-II

Capitalization: Concept and Theories , over and Under capitalization , capital structure,balanced capital structure , Trading on equity, Leverage: financial and leverage.

UNIT-III

Marketing management: concept nature and scope of marketing , functions of marketing management, marketing mix, Advertising management: meaning objectives, functions of and scope, Media of advertising, selecting an advertising media Essentials of a good advertising copy,Meaning of sales promotion, importance , limitations and methods of sales promotion.

UNIT-IV

Personnel Management: Concept ,functions ,scope ,and importance ,significance of man -power planning, sources of recruitment, characteristics of good recruitment policy, concept of selection , selection procedure, importance of employee training, methods of training.

UNIT-V

production MANAGEMENT- Concept, importance , scope and functions, types of production systems, concept of production planning, objectives, elements and steps. procedure of production control, process of new product development, concept of product diversification, standardization, simplification and specialization.

Suggested Readings:

1.MOTIHAR .M -FUNCTIONAL MANAGEMENT

2. J.K.JAIN- FUNCTIONAL MANAGEMENT, PRATEEK PRAKASHAN ALLAHABAD

CORPORATE LAGAL FRAME WORK (COMPULSORY)

MCO204

UNIT-I

The companies act, 1956 (Relevant Provisions) : Definition , types of companies, memorandum of association , Article of association, Prospectus , share capital and membership, Meetings and Resolutions, Company management Remuneration, winding up and dissolution of companies.

UNIT-II

The negotiable instruments Act,1881: Definition , types of negotiable instruments, Negotiation Holder and holder in due course, Endorsement and Crossing of cheque; presentation of negotiable instruments.

UNIT-III

MRTP Act 1969: Monopolistic trade practice; Restrictive trade practices ; unfair trade practices.

UNIT-IV The consumer protection Act,1986; salient features; Definition of consumer right of consumer; Grievance redressal machinery.

UNIT-V Regulatory Environment for International business: FEMA,WTO,:Regulatory Framework of WTO , BASIC principles and its character, WTO PROVISIONS relating to preferential treatment to developing countries; regional groupings, technical standard , anti -dumping duties and other non Tariff barriers. custom valuation and dispute settlement, TRIP AND TRIMS

SUGGESTED READINGS-

1.JAIN NARANG -CORPORATE LEGAL FRAME WORK

2. RASTOGI U.S AND SHUKLA- CORPORATE LEGAL FRAMEWORK**.**