

SRI SATYA SAI UNIVERSITY OF TECHNOLOGY AND MEDICAL SCIENCES

FACULTY OF EDUCATION

DEPARTMENT OF COMMERCE AND MANAGEMENT

M.Com IInd Semester

Organizational Behavior

MCO-201

Course Objectives: To develop theoretical and practical understanding of different components of individual and group behavior in organizational setting.

Subject Learning Outcomes: After completing this course the students will be able to:

SO1: Understand the theoretical development of organizational behavior and its importance in managing people at the work place.

SO2: Understand the behavior of the people as individual and members of the group.

SO3: Understand the foundation of group dynamics and the nature of conflict and its management.

SO4: Understand the Interpersonal Behavior.

SO5: Understand different types of organizational structures, organizational climate and to know the importance of organizational culture apart from learning how to deal with change and stress.

Course Contents

UNIT-I Organization: Concept, Types and significance, organization Goal and its determinants. Organization behavior: concept, nature and significance, organizational behavior 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 Behavior: 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.

References:-

1. C.vgupta- organizational behavior

2. G, s.sudha- organizational behavior

3. P.c Jain-- organizational behavior

Teaching Learning Process: The teaching learning process will be based on lectures, presentations, and project work and cases studies.

Assessment Tasks: The assessment of the students must be aligned with the course learning outcomes and requires class participation, class test, assignment, project work, half and end semester examination

Keywords: Organization Behavior, Goal and Its Determinants, Personality, Motivation. Interpersonal Behavior, Organizational Conflict.

M.Com IInd Semester
Advanced Statistical Analysis

MCO-202

Course Objectives: The course is to provide a basic understanding of data analysis using statistics and to use computational tools on problems of applied nature.

Subject Learning Outcomes: After completing this course the students will be able to:

SO1: Carry out data analysis/statistical analysis

SO2: Effectively visualize the data.

SO3: Able to understand probability.

SO4: Able to understand sampling and analysis of variance.

SO5: Able to understand interpolation and extrapolation and regression analysis.

Course Contents

UNIT-I Theory of Probability- Probability Distributions, Binomial, Poisson and Normal Distribution.8 Hrs.

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.

References:-

1. Shukla and Sahai- Advanced Statistical Analysis
2. Gupta B.N- Advanced Statistical Analysis
3. K.N.Nagar- Advanced Statistical Analysis

Teaching Learning Process: This course is well structured and sequenced attainment of knowledge and skills. It will constitute an important aspect of teaching learning process. The course would involve lectures supported by group tutorials, open ended projects and self-study.

Assessment Methods: Class participation, tutorial assignments and presentations, class tests, and half End semester Exam.

Keywords: Probability, Sampling, variance, Chi-square Test, Interpolation, Extrapolation. Association of attributes, Regression Analysis.

M.Com IInd Semester
Functional Management

MCO-203

Course Objectives: The course is providing basics of functional management. The students will learn how successful managers manage resources through organizational functions in order to effectively and efficiently achieve organizational objectives.

Subject Learning Outcomes: After completing this course the students will be able to:

SO1: able to understand basic concepts of functional management.

SO 2: student able to capitalization in business operation.

SO 3: able to understand marketing management and personal management.

SO 4: able to understand advertising management.

SO 4: able to understand production management

Course Contents

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.

References:-

1. Motihar .M -Functional Management
2. J.K.Jain- Functional Management, PrateekPrakashan Allahabad

Teaching Learning Process: This course is well structured and sequenced attainment of knowledge and skills. It will constitute an important aspect of teaching learning process. The course would involve lectures supported by group tutorials, open ended projects and self-study.

Assessment Methods: Class participation, tutorial assignments and presentations, class tests, and half End semester Exam

Keywords: Functional Management, Marketing Management, Advertising Management, Production Management,

M.Com IInd Semester
Corporate Legal Frame Work

MCO-204

Course Objectives: The purpose of this course is to define fundamental legal frame work regarding of company Act, negotiable instrument, consumer protection Act, and regulatory environment of international business, and examine various consumer laws as applied to business and individuals.

Subject Learning Outcomes: After completing this course the students will be able to:

SO1: Describe the legal system and the legal environment of business.

SO2: able to understand the relationship of ethics and law in business.

SO3: Define relevant legal terms in business.

SO4: Explain various Acts that apply to business and business transactions.

SO5: Describe corporate legal frame in the global context.

SO6: Describe current law, rules, and regulations related to settling business disputes

Course Contents

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

References:-

1. Jain Narang -Corporate Legal Frame Work

2. Rastogi U.S and Shukla- Corporate Legal Framework.

Teaching Learning Process: This course is well structured and sequenced attainment of knowledge and skills. It will constitute an important aspect of teaching learning process. The course would involve lectures supported by group tutorials, open ended projects and self-study.

Assessment Methods: Class participation, tutorial assignments and presentations, class tests, and half End semester Exam

Keywords: Corporate ,legal, company Act, negotiable instruments, MRTP, The consumer protection Act, FEMA,WTO , regional groupings, technical standard, anti -dumping duties , TRIP

