



MADHYANCHAL
PROFESSIONAL UNIVERSITY

Draft Rules & Syllabus for the
Masters of Business Administration
(M.B.A.) Course

MASTER OF BUSINESS ADMINISTRATION

NAME & DURATION OF THE COURSE:

This course is a two year full time programme and called as Master of Business Administration.

COURSE DESCRIPTION:

The MBA Program at MPU prepares students in the functional areas of business allowing them to develop managerial skills necessary to be effective in a rapidly changing business environment. The program is designed for students with an interest in entering or advancing their careers in business. A judicious mix of classroom lectures by faculty members, case studies & project assignments along with industrial visits make this program interesting. Frequent interaction with highly reputed professional managers / entrepreneurs is an important input of the programme.

OBJECTIVES OF THE COURSE:

This course is expected to inculcate among students, managerial competencies including self-confidence, goal setting, planning, information seeking, problem solving and planned risk taking. Course also seeks to provide intensive personal counseling to develop a competent entrepreneur and a successful business executive of tomorrow. Programme also thrives to benefit students to become decision makers with social sensitivity, broad strategic vision, and capability of assuming higher corporate responsibility and marked degree of flexibility in interpersonal relationships.

LEARNING OUTCOME:

After completion of this uniquely designed course the student will carry with him the necessary skill set to plan, organize, monitor and implement the strategies so designed by the higher management. The strong academic rigor and exposure to practical training and mentoring make the graduates highly proactive and go getters.

STANDARD OF PASSING:

Student must achieve the marks as stipulated in the latest ordinance of Madhyanchal Professional University.

SCHEME OF EVALUATION:

University follows the patterns of continuous and comprehensive evaluation. Evaluation for this course will be based upon 40% weightage of internal marks and 60% weightage of end semester examination. Each paper will be of 100 marks and the distribution of marks weightage will be as given below since it will follow absolute grading system of marking.

MARKING SCHEME

<u>Components</u>	<u>Codes</u>	<u>Weightage (%)</u>
Case Discussion/Analysis Presentation	C	05 – 10
Home Assignment	H	05 – 10
Project	P	05 – 10
Seminar	S	05 – 10
Viva	V	05 – 10
Class Test	CT	10 – 15
Attendance	A	05 – 10
End Semester Examination	EE	60

The end semester exam is a written exam of 60 marks which is a fixed component.

Faculty can choose their own evaluation pattern. It can be mix and match of components and the weightage assigned.

Scheme for MBA, CBCS Course

Semester I

S.No.	Subject Code	Subject Name & Title	Maximum Marks Allotted								Hours per week			Total Credits	Remarks
			Theory				Practical								
			En d Sem	Mid Sem. MST	Quiz, Assignment	Total Marks	Lab Work	Assignment /Quiz/Term paper	End Sem	Total Marks	L	T	P		
1	MBA 101	Management Concepts and Practices	60	20	20	100	-	-	-	-	3	1		4	One credit refers to one hour teaching in theory, Tutorial
2	MBA 102	Quantitative Methods	60	20	20	100	-	-	-	-	3	1		4	
3	MBA 103	Managerial Economics	60	20	20	100	-	-	-	-	3	1		4	
4	MBA 104	Communication Skills		20	20	100	-	-	-	-	3	1		4	
5	MBA 105	International Business Environment	60	20	20	100	-	-	-	-	3	1		4	
6	MBA 106	Accounting for Managers	60	20	20	100	-	-	-	-	3	1		4	
	Total		360	120	120	600	-	-	-	-	18	6		24	600

SEMESTER WISE COURSE STRUCTURE

FIRST SEMESTER (YEAR - 1)

Course Title	L	T	P/O	C
Management Concepts and Practices	3	1		4
Quantitative Methods	3	1		4
Managerial Economics	3	1		4
Communication Skills	3	1		4
International Business Environment	3	1		4
Accounting for Managers	3	1		4
TOTAL	18	06		24

Subject Code : MBA 101

Title of Subject : Management Concepts and Practices

Lecture: 4 hours / Week

End Semester : 60

Mid Semester : 20

Assignment/ Quiz : 20

/Presentations

Total : 100

Course 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.

Course contents:

UNIT-I Management- - objective' Overview process, functions, skills and Roles, Nature and significance, management and society (Environment).

Unit-II Evolution of management Thought, Taylor ,Fayol , Elton Mayo, FC Bemard , Likert and Webber (Theories of Management): recent trends and future Challenges of Management.

Unit-III Planning – Concept, Importance, Types and process, MBO, MBE, Decision making Concept , process, types ,Techniques and Importance.

Unit-IV Organizing – principals, Structure, process, Importance : Orgnisational design, Departmentation: Span of Control, Delegation, Decentralization, staffing – meaning, Scope, Features, Step and process

Unit-V Directing and Controlling – Motivation, Morale and Productivity, Leadership, Communication (Organizational) Controlling- Nature, Process and Techniques Coordination.

Text Readings

1. Stephen P. Robbins, David A. Decenzo, Sanghmitra Bhattacharya, 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.

Suggested Readings

1. Anil Bhat & Arya Kumar Principles Processes and Practices 1 st Edition 2008 Oxford Higher Education 2 .Satyaraju & Parthsarthy, Management Text and Cases, PHI Learning, 2009
3. J.S. Chandan, Management Theory and Practice, 1st edi, Reprint 2007 Vikas Publishing House.
4. Kanishka Bedi, Management and Entrepreneurship, 1st Edition 2009 Oxford Higher Education.

Subject Code : MBA 102

Title of Subject : Quantitative Methods

Lecture: 4 hours / Week

End Semester : 60

Mid Semester : 20

Assignment/ Quiz : 20

/Presentations

Total : 100

Course Objective:

The objectives of the course are to equip the students with the mathematical and statistical techniques and their application to business problems. The emphasis will be on the concepts and application rather than derivations.

Course Contents:

UNIT-I Statistical basis of Managerial decision , Frequency distribution and graphic representation of frequency distribution , Measures of Central tendency- Mean, Median, Mode, Requisite of ideal Measures of Central techniques, merits, Domestic of Mean, Median Mode and their Managerial application.

UNIT-II Dispersion Measures of dispersion range , Q.D., M.D., S.D., Coefficient of variation Skewness, kurtosis .

Unit - III Theory of Probability and probability distribution - Mathematical probability, Trail and event, sample space ,simple problem based on sample space, Binomial, Poisson, Normal distribution and their application in business decision making.

Unit - IV Correlation and regression analysis – Karl Peason's Coefficient of correlation, rank correlation, repeated ranks, Spearman rank correlation regression equation, Regression coefficient, time series analysis and forecasting.

Unit - V Sampling and sample tests – purposive sampling, random sampling, Null- hypothesis, Alternative hypothesis, Chi- square test of goodness of fit and t- test for difference of means and Application of these test in management.

Text Reading

- 1 J.K. Sharma, “Mathematics for Management and Computer Applications”, New Delhi, Galgotia Publication.
- 2 R. K. Ghosh and S. Saha, “Business Mathematics and Statistics”, Calcutta, New Central Book Agency
- 3 S. Saha, “Business Mathematics and Quantitative Techniques”, Calcutta, Central Book Agency.
- 4 Anderson, Statistics for Business & Economics, 9th edition, Cengage Learning, India
- 5 David Levine, T. Krenbil, P.K. Viswanathan, Business Statistics, Pearson Education, 2008.
- 6 S.P. Gupta, "Statistical Methods", New Delhi, Sultan Chand and Sons, 2007.
- 7 S.C. Gupta, Business Statistics, Himalaya Pub House, 2008 8 T.N. Srivastava, Statistics for Management, TMH, 2008.

Suggested Readings (Latest Edition books)

1. Gupta, S.P. and Gupta M.P. business statistics ,New Dehli, Sultan Chand, 1997.
2. Levin Richard I and Rubin David S. ‘statistics for management ‘ New Jersey, prentice Hall Inc. 1995.
3. Kapoor, Operation Research.
4. Elhance, fundamental of statistics for management.
5. J. N. Kapur and H. C. Saxena. “Mathematical Statistics”, New Delhi, Sultan Chand and Company Ltd.,
6. R. Jayprakash Reddy and Y. Mallikarynna Reddy, “A Text book of Business Mathematics”, New Delhi, Ashish Publishing House.
7. K. B. Dutta, “Matrix and Linear Algebra”, New Delhi, PHI Learning.
8. D. C. Sancheti and V. K. Kapoor, “Statistics: Theory, Methods and Applications”, New Delhi: Sultan Chand and Sons.,

9. D.N. Elhance, Veena Elhance and B. M. Aggrawal, “Fundamentals of Statistics”, Allahabad: Kitab Mahal.

10.N.K.Tiwari & Shishir K. Shandilya, “Operation research”, PHI Learning Private Ltd, Delhi.

Lecture: 4 hours / Week

End Semester : 60

Mid Semester : 20

Assignment/ Quiz : 20

/Presentations

Total : 100

OBJECTIVES:-

The objective of this course is to acquaint the students with concept 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.

COURSE CONTENTS:-

Unit –I Concepts and Techniques – Nature and Scope of managerial economics application of economics in managerial decision making – marginal analysis, Theory of Demand – demand functions income and substitution effects, demand forecasting.

Unit –II Production and cost – returns to scale cost curves ,break – even analysis, economies of scale, theory of firm- profit maximization sales maximization.

Unit –III Market structure – price and output decision under different market structures, price discrimination, non-price competition.

Unit –IV Macro Economics – Aggregates and Concepts , GNP and GDP , Concept and Measurement of National Income : Determination of National Income ,

Unit – V Money Supply and Monetary Policy, Fiscal Policy : Aggregate Consumption – Gross Domestic Savings , Gross Domestic Capital Formation – WPI , CPI and Inflation Consumption Function.

SUGGESTED READINGS:

1. Adhikary , M. ‘Business Economics , New Delhi, Excel Books , 2000.
2. Chopra , O.P ‘Managerial Economics . New Delhi Tata McGraw Hill 1985
3. Divedi D.N , ‘Managerial Economics , Vikas Publication .
4. Varshney R.I . & Maherhwari R.L., Managerial Economics.
5. Koutsoyannis , A ‘ Modern Mico – Economics , New York Macmillan, 1991

Lecture: 4 hours / Week

End Semester : 60

Mid Semester : 20

Assignment/ Quiz : 20

/Presentations

COMMUNICATION SKILLS

COURSE CONTENTS:-

UNIT- I meaning nature, needs, types of communication, oral Written, Verbal & non verbal Upward, Downward & Lateral theories of communication, process of communication barriers to Effective communication.

UNIT- II Writing strategies latter Writing types of business letter ,Do's and Dont's of business letter, business memos, resume writing Essentials of resume writing , Importance of resume and covering letter.

UNIT- III Communication for employment strategies to develop effective communication skills, speeches public speaking , Interviews , Group Discussion, Conference Effective Listening and Grapevine communication.

UNIT- IV Types of non verbal communication meaning and importance kinesics, proxemics, chronemics, paralanguage and arte facts, business etiquettes , Dressing & Grooming, business meals, Table Manners.

UNIT- V Report Writing types and structure of reports, Drafting of reports, introduction to electronic communication, designing and delivering business presentations.

SUGGESTED READINGS :

1. Rodriques M.V. Effective business communication , concept publishing company. Delhi,2003.
2. Reyudo C.S. Communication Skills, Himalaya publishing house , Delhi 2008.
3. Sinha K.K. business communication Galgoita publishing company , new Delhi,2006.
4. Raymond V. Lesikar, john D. Pettit Jr, Business Communication – theory and application AITBS publishers & Distribution Delhi 1999.
5. Herta A Murphy Herbert W Hildebrandt Jane P. Thomas effective business communication Tata Mcgraw hill publishing company limited , New Delhi 2008.
6. Diwan Parag business communication Excel books New Delhi, 1997.

Lecture: 4 hours / Week

End Semester : 60

Mid Semester : 20

Assignment/ Quiz : 20

/Presentations

Total : 100

Course Objective

To familiarize the students with the business environment prevailing in India and in the world to help them understand its implications to business. The primary objective of this course is to acquaint the students to emerging global trends in business environment.

Course Content:

UNIT – I International Business : An overview – types of international business ; the external Environment. The Economic and political environment the human cultural environment.

UNIT – II Balance of payments, WTO and its importance for Indian business, international monetary fund (IMF) world bank (IBRD).

UNIT –III Exchange rate determination, fixed and Flexible Exchange rate, convertibility of rupee and its implication, foreign Institution Investors (FII) foreign direct investment (FDI) Euro – currency.

UNIT – IV Regional Blocks ; Internationalization of service firms, Export management; joint ventures and Global Competitiveness.

UNIT – V Globalization and human Resource Development ; Globalization with social Responsibility.

SUGGESTED READINGS:

1. Alowrth Julian S. The finance Investment and Taxation Decisions of Multinational London, basil Blackwell 1988.
2. Bhalla V.K. and S. Shivaramu international business Environment and business New Delhi, anmil 1995.
3. Bhalla, V.K. international Economy, Liberalisation process, New Delhi ,anmol,1993.
4. Daniel john D and Radebangh Lee H International business 5th ed New York, Addision Wesley, 1989.

Text Readings:

1. Mark Hirschey, Economics for Managers, Cengage, 2006
2. Palwar, Economic Environment of Business, PHI, New Delhi,2009
3. Justin Paul, Business Environment: Text & Cases, New Delhi, Tata McGraw Hill, 2008
4. D.N. Dwivedi, Managerial Economics, Vikas Publishing House, 2009.
5. Shaikh Salim, Business Environment, Pearson Education, 2009

Suggested Books

1. Sundaram & Black: International Business Environment Text and Cases, PHI, 2009
2. Avid W. Conklin, Cases in Environment of Business, Sage Response Books.2007
3. Czinkota, Ronkainen, Moffett, International Business, Cengage, 2008
4. Govt. of India, Latest Economic Survey.

Subject Code : MBA 106

Lecture: 4 hours / Week

Title of Subject : Accounting For Managers

End Semester : 60

Mid Semester : 20

Assignment/ Quiz : 20

/Presentations

Total : 100

OBJECTIVES:-

The basic purpose of this course is to develop an insight, principal and techniques of accounting and utilization of financial and accounting information for planning, decision- making and control.

Course Content:-

UNIT – I Financial Accounting – Concept Importance and scope, Principle of double Entry, Ledger Accounting Preparation of trial balance.

UNIT – II Preparation of financial statement – profit and loss account, Bbalance sheet; Depreciation accounting.

UNIT – III Financial statement analysis – comparative statement; common size statements; Ration analysis, cash Flow and Fund Flow analysis.

UNIT – IV Management Accounting – concept; Needs Importance; cost accounting – Records and Processes, Inventory valuation Reconciliation between financial and cost accounts.

UNIT – V Costing for Decision- making, marginal costing and absorption costing;

SUGGESTED READINGS :

1. Anthony R n and Reece J.S. 'Accounting principal' 6th edition Homewood Illinois Richard D Irwin, 1995.
2. Bhattacharya S.K and dearden J. Accounting for management. Text and cases New Delhi, Vikas 1996.
3. Sharma & Gupta, management Accounting, Kalyani Publication.
4. Pandey I.M, Management Accounting , Vikas publication.