



## GENERAL ENGLISH - I

Course Code: MBI-CF-101

Max Marks:100 (Mid-term=50;End-term=50)

Credits ; 4 (L =4, p=0, T=1)

**OBJECTIVES:** *To enhance holistic development of students and improve their employability skills.*

**INSTRUCTIONAL OBJECTIVES:**

*To develop inter personal skills and be an effective goal oriented team player.*

*To develop professionals with idealistic, practical and moral values.*

*To develop communication and problem solving skills.*

*To re-engineer attitude and understand its influence on behaviour.*

### UNIT –I

Greetings and Introduction

Participating in small talks- At the office, At the railway station, At the airport, At the travel agency, At the bank, At the doctor's clinic, At the hospital.

Talking on the telephone. Telephone etiquette, receiving calls, transferring calls, taking messages/voice mails, making outgoing calls, receiving fax, cold calling, seeking appointment.

### UNIT –II

Reading official Letters and Profiles

Reading News Reports/Newspapers

Reading Online Content

Reading Comprehension, Description and Narration (Objects, Places and People)

### UNIT –III

Theory of anchoring at various functions/occasions: inaugural, annual, valedictory, entertainment programme, fashion shows, award ceremony, etc.

### UNIT –IV

Role playing/Enactment e.g. Customer-Manager.

Picture description e.g. framing story based on picture/visual

Field visit: Visit to Print Media

Mock TV News Reading

### Suggested Readings:

1. Covey Sean, *Seven Habits of Highly Effective Teens*, New York, Fireside Publishers, 1998.
2. Carnegie Dale, *How to win Friends and Influence People*, New York: Simon & Schuster, 1998.
3. Thomas A Harris, *I am ok, You are ok*, New York-Harper and Row, 1972
4. Daniel Coleman, *Emotional Intelligence*, Bantam Book, 2006
5. Speaking on Special Occasions by Roger Mason
6. Speaking English Effectively by Krishna Mohan, N.P. Singh.

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**Note:** The schedule for case discussion shall be announced by the concerned faculty in the class.



## MATHEMATICS FOR MANAGERS

Course Code: MBI-CF-102

Max Marks:100 (Mid-term=50;End-term=50)

Credits ; 4 (L =4, p=0, T=1)

**OBJECTIVES:** *To expose the students to the application of mathematics in business decisions.*

**UNIT –I** Sets, Relations and Functions: Concepts & Types, Limits, properties of limits, techniques for evaluating limits, Continuity of a function, Differentiation of exponential, logarithmic, polynomial and trigonometric functions by abnitiomethod , Applications of differentiation product and quotient rules and higher order derivatives.

**UNIT –II** Increasing and decreasing functions and the derivative tests. Maxima and minima of a function. Integration, Integration of some elementary functions. Definite integral, properties of definite integral, area of region between two curves. Introduction to Beta and Gamma functions.

**UNIT –III** Matrix, types of matrix, properties of matrix, addition and multiplication of matrices, transpose of a matrix, symmetric and skew symmetric matrix, orthogonal matrix, inverse of a square matrix. Elementary matrices, rank of a matrix, characteristic equation, Eigen values and Eigen vectors, Cayley Hamilton's theorem.

**UNIT –IV** Probability: Meaning and need, mutually exclusive and exhaustive events, independent events Classical and empirical definition of probability, Theorems of addition and multiplication, Conditional Probability, Bayes Theorem, Random Variable, Probability density function and Mass function. Standard distributions Binomial, Poisson and Normal distribution

**Suggested Readings:**

1. A text book of Engineering Mathematics by N.P Bali and Manish Goyal. Laxmi Publication (P) LTD. 2007.
2. Advanced Engineering by B.S. Grewal .
3. Ordinary and Partial Differential Equations by M.D. Raisingania.

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## SOCIOLOGICAL FOUNDATIONS FOR MANAGEMENT

Course Code: MBI-CF-106

Max Marks:50 (Mid-term=25;End-term=25)

Credits ; 4 (L =2, p=0, T=1)

**OBJECTIVES:** *To expose students to various sociological aspects of management and develop thorough understanding of social structures, institutions and systems and their significance for business organizations.*

**UNIT –I** Sociology and Management, Social Structure and its Significance in Organizations, Brief Overview of Theoretical Perspectives in Sociology: (Functionalism, Conflict Theory, Symbolic Interactionism and Utilitarianism); Culture, Society and Organizations, Development of Modern Society and Organization, Socialization and Social Interaction: Agents of Socialization

**UNIT –II** Groups and Organizations, Relevance of Race, Ethnicity and Aging in management; Politics and Economy; Family, Education and Religion; Social Inequality - caste, wealth and gender and its significance for business organizations, Social Security System in India – EPF, Gratuity, Pension, Healthcare, Insurance and Maternity; Social and Societal Marketing, Social Entrepreneurship; Social Change: Population, Urbanization and Social Movements

**Suggested Readings:**

1. Joseph, Martin, *Sociology for Business: A Practical Approach*, Cambridge, Polity Press.
2. Barkan, Steven, *Sociology: Brief Edition*, New York, Flat World Knowledge.
3. Giddens, Anthony, *Sociology. 6th Edition*, Cambridge, Polity Press.

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## FUNDAMENTALS OF ACCOUNTING

Course Code: MBI-CC-103

Max Marks: 100 (Mid-term=50; End-term=50)

Credits ; 4 (L =4, p=0, T=1)

**OBJECTIVES:** *To acquaint students with the Accounting Practices to be followed in the Business Industry. It will lead them to understand Accounting System for measuring, processing and communicating financial information.*

**UNIT –I** Theoretical Framework: Meaning, Scope and Usefulness of Accounting; Branches of Accounting; Bases of Accounting (Cash, Accrual or Mercantile and Mixed or Hybrid Basis); Generally Accepted Accounting Principles (GAAP); Concepts and Conventions; Double entry book keeping system (Basic accounting equation, meaning of assets, liabilities, equity, revenue and expenses); Capital and Revenue Transactions: capital and revenue expenditures, capital and revenue receipts.

**UNIT –II** Recording of Transaction: Journal and Sub-Division of Journal, Ledger and preparation of Trial Balance. Final Accounts: Preparation of Financial Statements of Sole Proprietorship Business Entities - Manufacturing, Trading, Profit & Loss A/c and Balance Sheet (with and without adjustments). Accounting for Non-for-Profit Organizations: Preparation of Income and Expenditure Account and Balance Sheet from Receipts and Payments Account.

**UNIT –III** Concept and Meaning of Depreciation; Depreciation and Analogous Terms (Depletion, Obsolescence and Amortization); Need for Depreciation; Factors in Measurement of Depreciation; Methods for Computation of Depreciation (viz. Straight Line Method-SLM and Written Down Value Method-WDVM/Diminishing Balance Method) and Accounting Treatment of Depreciation. Provisions and Reserves: Meaning & Concept.

**UNIT –IV** Accounting for Special Transactions: Hire Purchase and Instalments System: Basic Concepts and Distinction, Calculation of Interest and Cash Price, Journal Entries and Ledger Accounts in the Books of Purchaser and Seller.

### **Suggested Readings:**

1. *Financial Accounting* by P. C. Tulsian (Pearson Education India).
2. *Financial Accounting* by S. N. Maheshwari, S. K. Maheshwari (Vikas Publishing House Pvt. Ltd)
3. *Financial Accounting* by S. P. Jain, K. L. Narang (Kalyani Publishers)

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## MANAGERIAL ECONOMICS - I

Course Code: MBI-CC-105

Max Marks:100 (Mid-term=50;End-term=50)

Credits ; 4 (L =4, p=0, T=1)

**OBJECTIVES:** *To provide a solid, foundation of economic understanding for use in managerial decision making*

**UNIT –I** Introduction: Meaning, Nature and Scope of Business Economics- Micro and Macro, Basic Economic Problems, Market forces in solving economic problems, Circular Flow of Income and Expenditure

**UNIT –II** Demand Analysis: Concept of Demand, Elasticity of Demand and their Types. Revenue Concepts- Total Revenue, Marginal Revenue, Average Revenue and their Relationship. Supply Analysis: Concept and law of Supply, Factors Affecting Supply

**UNIT –III** Cost Analysis: Accounting Costs and Economic Costs, short Run Cost Analysis: Fixed, variable and Total Cost curves, Average and Marginal Costs, long Run Cost Analysis: Economies and Diseconomies of Scale and Long Run Average and Marginal Cost Curves.

**UNIT –IV** Pricing Under various Market Conditions: Perfect Competition- Equilibrium of Firm and Industry under Perfect Competition, Monopoly- Price Determination under Monopoly, monopolistic Competition- Price and output determination under monopolistic Competition

### **Suggested Readings:**

1. *Micro Economics- M.L.Seth, Himalaya Publication.*
2. *Micro Economics- M.L.Jhingan; Vrinda Publications, New Delhi*
3. *Business Economics (Micro)- Dr. Girijashankar; AtharvaPrakashan Pune.*

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## MANAGEMENT CONCEPTS

Course Code: MBI-CC-104

Max Marks:100 (Mid-term=50;End-term=50)

Credits ; 4 (L =4, p=0, T=1)

**OBJECTIVES:** *To give exposure to the students of some of the important commercial laws, the knowledge of which is essential for an understanding of the legal implications of the general activities of modern business organizations*

### UNIT –I

Understanding an organization: Introduction, Organizational Process – General, Vision and Mission, Strategy, Structure, System, Process, Jobs and Tasks, Introduction to management and management process: Introduction, Importance of Management, Evolution of Management Thought, Principles of Management, Management Process/Functions, and a System View.

### UNIT –II

Planning and decision making: Introduction, Importance of Planning, Types of Planning, Steps in Planning, Decision Making, Model in Planning and Decision Making, Organizing and staffing: Introduction, Importance of Organizing, Types of Organizations, Organizational division and span of control, Types of Departmentation, Staffing and its importance in the organization, Line and staff concept, Staffing concept and HR Management

### UNIT –III

Leading: Introduction, Comparison and Contrasting of Directing and Leading, Characteristics of Leading, Importance of Leading, Functions of Leading. Controlling: Introduction, Importance and Process, Critical Control Points Control as a feedback system, Prerequisites of Effective Control, Control Techniques, IT Enabled ‘Controls’ and its Challenges Individual level behavioral variables – 1 (Personality, Perception): Introduction, Personality- Definition and Determinants, Personality Traits, Personality Attributes affecting OB, Definition, Importance and Factors Influencing Perception, Perception and Making Judgment about Others Individual level behavioral variables – 2 (Values, Attitudes and Emotions): Introduction, Values, Attitudes, Definition and Concept of Emotions, Emotional Intelligence, Indian Perspective on EI

### UNIT –IV

Individual level behavioral variables: Introduction, Learning and its Applications in Organizations. Definition and Importance of Motivation, Early Theories in Motivation, Contemporary Theories in Motivation, Motivational Tools in Organization, Group level behavioral - 1 (The group): Introduction, Concept of Groups, Stages of Group Formation and Group Process, Work Group Behavior, Factors that Affect Group Behavior, Implications of Group Process for Organizations, Group level behavioral-2 (The team): Introduction, Definition and Overview of a Team, Seventeen Characteristics of an Effective Team, Designing a Team – Team Wheel, Key Issues in Team Building, The Seven Step of Intact Team Building, Cross Functional Teams

### Suggested Readings:

1. George R.Terry and Stephan G. Franklin. Principles of Management. AITBS Publications.
2. Knootz, Harold and Weihrich. Essentials of Management. TMH Publication.
3. Burton and Thakur. Management Today (Principles and Practices). TMH publications.
4. Stones, Freeman, Gilbreth. Management. PHI Publications 6th Edition.
5. Robbins and DeCenzo. Fundamentals of Management. Pearson Education.
6. Kaith Devis. Human Behavior at Work.
7. Durai, P. Principles of Management, Text and Cases. Pearson Education.
8. Journals (Journal of Management, Journal of Management Studies, Management Science, Academy of Management Journal, Organisation Science).

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