



GENERAL ENGLISH – II

Course Code: MBI-CF-201

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

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

OBJECTIVES:

- *To enable the students to become aware of their communication skills and sensitise them to their potential to become successful managers.*
- *To introduce them to some of the practices in managerial communication that are in vogue.*
- *To help them acquire some of the necessary skills to handle day-to-day managerial responsibilities.*

UNIT –I

- a) N Formal Interviews
- b) Making enquiries
- c) Making requests and seeking permissions
- d) Expressing gratitude and apologizing
- e) Complaining
- f) Expressing sympathy and offering condolences
- g) Congratulating people and responding to congratulations

UNIT –II

- a) Letter Writing in Email format
- b) Precis of a given passage
- c) Speech writing
- d) Article writing
- e) Writing advertisement
- f) job application letters.

UNIT –III

- a) Adaptability
- b) Time Management
- c) Stress Management
- d) Problem Solving

UNIT –IV

- a) Role Playing/ Enactment
- b) Field visit to Radio/TV Station
- c) Mock Press Conference- (Mock interview with one student as a famous celebrity being interviewed by the whole class as members of the press)

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.

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



STATISTICS FOR MANAGERS

Course Code: MBI-CF-202

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 and statistics in business decisions.*

UNIT –I Statistics Meaning, Nature and scope of Statistics, Importance and distrust of Statistics, Collection of data, Types of Data, Presentation: tabular and graphical, including histogram and Ogives, Measures of central tendency: mean, median, mode. Measures of dispersion-range, mean deviation, quartile deviation Standard deviation and variance. Co-efficient of variation and variance of combined series. Measures of Skewness and Kurtosis.

UNIT –II Correlation and Regression: Introduction, Types of Correlation, Methods of least squares, fitting of straight line and parabola of degree 'p', Properties of the coefficient of correlation. Uses of Regression analysis, Regression lines, Regression Equations, Regression lines in case of correlation table.

UNIT –III Interpolation and Extrapolation: meaning assumptions, importance and utility. Methods of interpolation and extrapolation- Graphic, parabolic curve fitting, Lagrange's and Newton's methods.
Index Numbers: Definition, Problems in the construction of index numbers, Weighted and unweighted index numbers including Laspeyres's, Pasche's, Edgeworth-Marshall and Fisher's. Chain index numbers, conversion of fixed based to chain based index numbers and vice-versa. Consumer price index numbers, Tests of adequacy of index numbers.

UNIT –IV Concept of sample and population, complete enumeration versus sampling, sampling and non-sampling errors, requirements of a good sample, simple random sampling with and without replacement, estimates of population mean, total and proportion, variances of these estimates, and estimates of these variances and sample size determination.

Suggested Readings:

1. Goon A.M., Gupta M.K., Dasgupta B (2001): *Fundamentals of Statistics (Vol.2)*, Word Press
2. Miller, Irwin and Miller, Marylees (2006): *John E. Freund's Mathematical Statistics with Applications, (7th Edn.)*, Pearson Education, Asia.
3. Mood, A.M. Graybill, F.A. and Boes, D.C. (2007): *Introduction to the Theory of Statistics, 3rd Edn., (Reprint)*, Tata McGraw-Hill Pub. Co. Ltd.
4. S.C Gupta and V.K Kapoor, *Fundamentals of Mathematical Statistics*, S Chand Publications.

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PSYCHOLOGICAL FOUNDATIONS OF MANAGEMENT

Course Code: MBI-CF-206

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

Credits ;42(L =2, p=0, T=1)

OBJECTIVES: *To introduce students to key psychological and organizational ideas, theory, and concepts related to effective design and performance of ergonomic systems*

UNIT –I

The Historical Background of Organizational Psychology. Definitions of Organizational Psychology, Fields of Organizational Psychology , The History of I/O Psychology, Relationship with OB, Cross cultural I/O Psychology, The Mandate of I/O Psychology. Contemporary Trends in Organizational Psychology. Positive Psychology :Definition,History,Need, Concepts of resilience, Happiness and Wellbeing Gratitude,Forgiveness,Effectiveness and Growth, Optimism and hope, Positive Organizations.

UNIT –II

Career Development: Defining a career, career success, career development, career decision, career guidance and counselling Working in the virtual Organizations: issues of organizational identification, social and psychological impact, Factors contributing to virtual work adjustment, Issues of trust challenges in virtual organizations .Trust in the workplace and its implications .Ethical Issues: Privacy issues with regard to increasing use of social media at the workplace

Suggested Readings:

1. Blum,M.L.&Naylor,J.C. (2002).*Industrial Psychology: Its Theoretical and Social Foundations*. Delhi: CBS Publishers.(Units III, IV,V)
2. Lewis, S. (2011).*Positive Psychology at Work: how positive leadership and appreciative inquiry create inspiring organizations*. United Kingdom: Wiley Blackwell (Unit VI)
3. Schultz, D. & Schultz, S. E. (2002).*Psychology and work today (8thed)* Delhi:Pearson(Unit I, II,III,V)

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



ENTREPRENEURSHIP DEVELOPMENT

Course Code: MBI-CC-204

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

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

OBJECTIVES: *To familiarize the students to the growth of Entrepreneurship and to expose students to establishment and working of a new enterprise and its effective management.*

UNIT –I

Concept, evolution, types & forms of entrepreneurship .Economic development and entrepreneurship. The entrepreneurial individual, characteristics & skills. Entrepreneurial innovation & creativity. Reasons for growth of entrepreneurship.

UNIT –II

The entrepreneurial process. Developing ideas & Business opportunities. Feasibility planning. Analyzing the market, Customers and competition. Preparing the Business plan- types, steps, process and writing & presentation of the Plan.

Unit – III

Financing the venture-Early stage finances & growth funding. Doing business in India- major issues, types of organizations & legal compliances. Strategic planning & entrepreneurship- nature Value & implementation.

Unit - IV

Identifying the value of patents, Trademarks & Copyrights. Intellectual property infringement. Harvesting and exiting the venture- exit strategies, mergers & Management, Buyout agreement, corporate social responsibility. Negotiation & Time Management.

Suggested Readings:

1. Agarwal, Vinod K, Initiative enterprise and economic choice in a study of the paters of entrepreneurship. MunshiramManoharLal, New Delhi.
2. Clifton, Davis S and F Y fir, David E, project feasibility analysis, John Willey, New York.
3. David H Holt, Entrepreneurship: New Venture creation, Prentice Hall.
4. DeasiVasant, Entrepreneurial Development, Himalayas publishing house.
5. Druker peter, Innovation and Entrepreneurship, Heinemann London.
6. Kumar S.A, Entrepreneurship in small industry, Discovery publishers New Delhi.
7. PareekVdai and Venkeateshwara Rao T: Developing Entrepreneurship: A handbook of learning system, New Delhi.

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



MANAGERIAL ECONOMICS - II

Course Code: MBI-CC-205

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

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

OBJECTIVES: *To make the students aware of the various economic issues that they are expected to face as managers at the corporate level and to equip them with the tools and techniques of economic analysis for improving their decision-making skills.*

UNIT –I

Introduction, Meaning, Scope of Managerial Economics , Importance of the study of Managerial Economics, Two Major Functions of a Managerial Economist

Demand Analysis: Introduction, Meaning and Law of Demand, Elasticity of Demand, Demand Forecasting: Introduction, Meaning and Forecasting, Level of Demand Forecasting, Criteria for Good Demand Forecasting, Methods or Techniques of Demand Forecasting, Survey Methods, Statistical Methods, Demand Forecasting for a New Products

UNIT –II

Introduction, Meaning of Supply and Law of Supply, Exceptions to the Law of Supply, Changes or Shifts in Supply. Elasticity of supply, Factors Determining Elasticity of Supply, Practical Importance, Market Equilibrium and Changes in Market Equilibrium

Introduction, Meaning of Production and Production Function, Cost of Production
Introduction, Types of Costs, Cost-Output Relationship: Cost Function, Cost-Output Relationships in the Short Run, and Cost-Output Relationships in the Long Run.

UNIT –III

Introduction, Revenue: Meaning and Types, Relationship between Revenues and Price Elasticity of Demand, Pricing Policies, Objectives of Pricing Policies, Pricing Methods, Pricing Under Imperfect Competition- Introduction, Monopoly, Price Discrimination under Monopoly, Bilateral Monopoly, Monopolistic Competition, Oligopoly, Collusive Oligopoly and Price Leadership, Duopoly, Industry Analysis.

UNIT –IV

Macro Economics and some of its measures- Introduction, Basic Concepts, Macroeconomic Ratios, Index Numbers, National Income Deflators

Introduction, Consumption Function, Investment Function, Marginal efficiency of capital and business expectations, Multiplier, Accelerator

Introduction, Economic Stability, Instruments of economic Stability, Monetary Policy, Fiscal Policy, Physical Policy or Direct Controls.

Business Cycle- Introduction, Meaning and Features, Theories of Business Cycles, Measures to Control Business Cycles, Business Cycles and Business Decisions : Inflation - Meaning and Kinds, Measures to Control Inflation, Deflation

Suggested Readings:

1. Agarwal, K.C. 2001 *Environmental Biology*, Nidi Publ. Ltd. Bikaner.
2. BharuchaErach, *The Biodiversity of India*, Mapin Publishing Pvt. Ltd., Ahmedabad – 380 013, India,
3. Brunner R.C., 1989, *Hazardous Waste Incineration*, McGraw Hill Inc. 480p
4. Clark R.S., *Marine Pollution*, Clarendon Press Oxford (TB)
5. Cunningham, W.P. Cooper, T.H. Gorhani, E & Hepworth, M.T. 2001, *Environmental Encyclopedia*, Jaico Publ. House, Mumabai, 1196p

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



COMPUTER APPLICATIONS

Course Code: **MBI-CF-203**

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

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

OBJECTIVES: *To acquaint students with the fundamental concepts of Information technology and its applicability in Management.*

UNIT –I Introduction to information Technology and its relevance in Management. Evolution of Information technology. Information Technology Industry. How Information technology results in efficient business process. Information and decision support systems.

UNIT –II Computer system organization. Microprocessor, Memory, Changing face of computer system organization and future directions. Operating system and its functions. Comparative analysis of Operating Systems available with reference to market share, applicability, cost etc. Software Industry global and Indian Perspective.

UNIT –III Computer Networks, communication protocols and network hardware, Types of computer networks. Network readiness Index. Modern cellular networks. The changing face of internet. How increasing Mobile phone penetration, affordable data services are revolutionizing the modern business processes.

UNIT –IV Information Technology Act, Cybercrime, Cyber forensics and Cyber laws. Cyber Security and its significance for modern business. Internet, Gaming and Smartphone addiction: causes and effects. Maintaining a balanced digital footprint.

Suggested Readings:

1. Introduction to Information Technology , ITL Solutions
2. Information Technology for Management , Efraim Turban, PHI
3. Business Data Communication by Shelly, Publisher: Thomson Learning, Bombay

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