



BUSINESS COMMUNICATION

Course Code:	MBI-CF-401
Max Marks:100 (Mid-term=50;End-term=50)	Credits ; 4 (L =4, p=0, T=1)

OBJECTIVES:

To familiarize learners with the mechanics of business reading and writing and to enable learners to write in English precisely and effectively.

UNIT –I

Reading – Meaning and nature, Reading techniques – Skimming, scanning and Sensitising, Developing effective reading skills, reading comprehension.

Listening:- The listening process, the hearing listening distinction, stages of listening process, types of listening, variables affecting listening, developing effective listening skills.

UNIT –II

Feedback:- Purpose of giving feedback, importance, improving performance by feedback, impactful feedback, providing and receiving feedback, Johari window, communication during feedback, examples and role play.

Negotiation skills: Nature and need for negotiation – Factors affecting negotiation – Stages of negotiation process – Negotiation strategies. Examples and role play (salesperson -customer).

UNIT –III

Business letters:- Types of Business Letters – Writing routine and persuasive letters – Positive and Negative messages, sales letters, inviting quotations, invitation letters, enquiry letters, sending quotations, placing orders, Inviting tenders.

Business reports:- Purpose, Kinds and Objectives of reports – Organization & Preparing reports, short and long reports, Writing Proposals: Structure & preparation and check lists for reports.

Internal communication:-Memos, notice, agenda, resolution and minutes.

UNIT –IV

Case Method of Learning: Understanding the case method of learning – Different types of cases – Difficulties and overcoming the difficulties of the case method – Reading a case properly (previewing, skimming, reading, scanning) – Case analysis approaches (Systems, Behavioural, Decision, Strategy) – Analyzing the case – Dos and don'ts for case preparation – Discussing and Presenting a Case Study.

Suggested Readings:

1. Business Communication : Concepts, Cases And Applications – Chaturvedi P. D, & Mukesh Chaturvedi ,2/e, Pearson Education,2011
2. Business Communication: Process and Product – Mary Ellen Guffey, 3/e, Cengage Learning, 2002.
3. Communication – Rayudu C. S, HPH.
4. Business Communication – Lesikar, Flatley, Rentz & Pande, 11/e, TMH, 2010
5. Advanced Business Communication – Penrose, Rasberry, Myers, 5/e, Cengage Learning, 2004.
6. BCOM – Lehman, Du Frene, Sinha, Cengage Learning, 2/e, 2012
7. Business Communication – Madhukar R. K, 2/e, Vikas Publishing House.

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



BUSINESS ENVIRONMENT

Course Code: MBI-CF-402

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

Credits: 4 (L =3, T=1, P=0)

OBJECTIVES: *The objective of the paper is to acquaint the student about the business environment and the impact of changing dynamics of the environmental factors on business.*

UNIT –I Introduction of Business and its emergence in the 21st century. The concept of environment, components of environment, Need to scan the business environment and techniques of scanning the business environment.

Economic environment: Economic systems, economic planning in India, objectives, strategies and evaluation of current five year plan. Industrial policy- objectives

UNIT –II Political Environment: Three political institutions- Legislature, Executive and Judiciary. Fundamental rights and Directive Principles of state policy. Rationale and extent of state intervention.

Legal Environment: company regulatory legislations in India, MRTP, FEMA, EXIM in light of liberalization policies. SEBI guidelines relating to capital issues.

UNIT –III Social environment: social responsibility of business, consumer movement & Consumer Protection Act 1986, The Environment Protection Act 1986.

Technological environment: Impact of technology on business, Technological policy, import of technology, appropriate technology, problems in technology transfer.

UNIT –IV International environment: Emergence of globalization. Control of foreign direct investment, benefits and problems from MNCs; WTO, its role and functions, implications on India. Trading blocks.

Suggested Readings:

1. Ashwarhapa :Essentials Of Business Environment ,Himalayan Publishing House
2. Ghosh B : Economic Environment Of Business ,Vikas Publishing House ,New Delhi.
3. Misri & Puri : Indian Economy ,Himalayan Publishing House.
4. H.L.Bhatia :International Economics , Vikas Publishing House ,New Delhi.

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ECONOMETRICS

Course Code: MBI-CF-405

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

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

OBJECTIVES: *To acquaint students with basic understanding of econometric tools & techniques.*

UNIT –I

Ordinary Least Square (OLS) Regression OLS Model – Form, Assumption, Variable selection Methods, Model fit measures & Hypothesis testing. Residual analysis (Outliers, Leverage and Influence statistics – meaning and use). Multicollinearity Problem –Detection & Remedy for Multicollinearity – Impact of multicollinearity on prediction and explanation of predictive ability of regressors. Heteroscedasticity Problem – Tests for Heteroscedasticity – informal and formal methods – WLS estimation. Difference between OLS and WLS. Autocorrelation (spatial) – Detection of Autocorrelation – Remedial measures. Using STATA/SAS for OLS regression.

UNIT –II

Time Series Analysis ? Introduction and Decomposition Model, TSA – Introduction, Components, Stochastic nature of TS. Introduction to Decomposition Models – Fitting trend - cycle model. Decomposition of trend, seasonal, cyclical and random error components. Decomposition Models (Depersonalization). Forecasting, Forecasting accuracy measures. Smoothing models – Moving average, Exponential smoothing models.
. Data sources and Query, Secondary data sources for cross sectional and time series data in finance. Querying for specific micro and macro level data using proquest. Basic and advanced query for papers and articles in finance area using Proquest / Capital line / SSRN.

UNIT –III

Seasonal Auto Regressive Integrated Moving Average (SARIMA) family of Models for Forecasting, Concept of stationary process, Auto correlation, Differencing, ACF and PACF. AR Model – AR (1), AR (2) and AR (p) model – characteristics of AR process. MA model – MA (1), MA (2) and MA (q) models – Characteristics, Detection tools. ARMA models – Detection using ACF and PACF curves. Estimation of model parameters and Forecasting. ARIMA models – Detection using ACF and PACF curves. Determination of model parameters. Forecasting using ARIMA models. SARIMA Models – Identification, Estimation and Forecasting using SARIMA models.

UNIT –IV

Non Stationary Process, Unit Roots and Cointegration, Non stationary processes, Differencing, Random walks, Test for unit roots. DukeyFueller's, AuxillaryDukeyFueller's, Phillip – Perron tests. Concept of Cointegration. Cointegration and Error Correction Models (ECM). Vector Auto Regression (VAR) – Form, estimation and interpretation of results from VAR analysis. Granger / Johansen's test for causality.
Panel data – Introduction and form of the panel data regression model. Fixed effect and Random effects model. Hausman's specification test. Algorithm for choice between fixed effects, random effects and pooled OLS models. Extraction and interpretation of Panel data regression results using STATA /SAS.

Suggested Readings:

1. Greene WH. Econometric Analysis, 7th Edition, Pearson Education, Asia, 2010.
2. Essential Reading / Recommended Reading
3. Gujarati, DN and Porter DC, Basic Econometrics, 5th edition, McGraw-Hill, Australia, 2009

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PERSONALITY DEVELOPMENT

Course Code: MBI-CC-406

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

Credits : 2 (L =2, P=0, T=0)

OBJECTIVES: *To help students develop an ongoing, flexible portfolio of information about them and work in order to prepare them self for satisfying and productive lives in an ever-changing world. The course is aimed at equipping the students with necessary concepts and techniques to develop effective leadership skills to inform others induce them and enlist their activity and willing co-operation in the performance of their jobs*

UNIT –I Personality : Meaning & Concept, Personality Patterns, Symbols of Self, Moulding the Personality Pattern, Persistence & Change. Personality & Personal Effectiveness: Psychometric Theories – Cattel and Big Five, Psychodynamic Theories - Carl Jung and MBTI, Transactional Analysis, Johari – Window, Personal Effectiveness.

UNIT –II Personality Determinants : An overview of Personality determinants. Evaluation of Personality: Sick Personalities and Healthy Personalities.

UNIT –III Training : Concept, Role, Need and Importance of Training, Types of Training, Understanding Process of Learning, Developing an Integrated Approach of Learning in Training Programme. Training Need Assessment
UNIT IV (8 Sessions) Leadership – Meaning, Concepts and Myths about Leadership, Components of Leadership- Leader, Followers and situation. Leadership Skills – Basic Leadership Skills, Building Technical Competency, Advanced Leadership Skills, Team Building for Work Teams, Building High Performance Teams.

UNIT –IV Assessing Leadership & Measuring Its effects. Groups, Teams and Their Leadership. Groups – Nature, Group Size, Stages of Group Development, Group Roles, Group Norms, Group Cohesion. Teams – Effective Team Characteristics and Team Building, Ginnetts Team Effectiveness Leadership Model.

Suggested Readings:

1. Yukl G - Leadership in Organisations (Prentice hall, 7th Ed.)
2. Lall & Sharma – Personal Growth Training & Development (Excel Books)
3. Janakiraman- Training & Development (Biztantra)
4. Yukl G - Leadership in Organisations (Pearson, 6th Ed.)
5. Hurlock., Elizabeth B - Personality Development (Tata McGraw Hill, 1st Ed.)
6. Udai Pareek - Understanding Organizational Behaviour (Oxford, 2nd Ed.)
7. Sahu R..K. - Training for Development (Excel Books, 1st Ed.)



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BUSINESS TAXATION

Course Code: MBI-CC-404

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

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

OBJECTIVES: *To familiarize the participants with the principles, problems and structure of different types of business taxes in Indian and relevance of these taxes in business decisions. Besides, a broad understanding or role of taxation in economic and industrial development of an economy will also be given.*

UNIT –I Nature and Scope of Tax Planning: Nature, Objectives of Tax Management, Tax Planning, Tax Avoidance & Tax Evasion, Assessment Year, Previous Year, Assessee – types, Residential status, Non-resident Indians.

UNIT –II Tax on Individual Income – Computation of tax under the heads of Salaries, Income from House Property, Profits & Gains of Business, Capital Gains & Income from Other Sources. Tax deductible at source.

UNIT –III Corporate Income Tax: Tax concessions and incentives for corporate decisions. Tax planning for depreciation; Treatment of losses & unabsorbed items; Carry forward and set off losses. Tax and business reorganizations: merger and amalgamation, Tax planning regarding Employees Remuneration, Tax appeals, Revision & Review.

UNIT –IV Wealth tax on closely held companies; Valuation of assets; Filing of returns; Assessment; Appeals; Review; Revision and Rectification. Unit V (6 Sessions) Central Excise Act 1994 and Excise planning; Customs Act and Customs Duties Planning .

Suggested Readings:

1. Bhatia H L - Public Finance (Vikas)
2. Lakhotia R N - How to Save Wealth Tax (Vision Book 2001, 9th Ed.)
3. Prasad Bhagwati - Income Tax Law & Practice (Vishwa Prakashan)
4. Santaram R - Tax Planning by Reports (Taxmann, 1978).
5. Singhania V K - Direct Taxes, Law & Practice (Taxmann, 40th Ed.)
6. 6) Datey V.S. - Indirect Taxes – Law & Practice (Taxmann, 20th Ed.)

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QUANTITATIVE TECHNIQUES

Course Code: MBI-CC-403

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

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

OBJECTIVES: *To provide a systematic study of selective quantitative tools and techniques that could be used by management graduates for effective business decisions.*

UNIT –I Nature, types and scope of quantitative techniques in management Significance and limitations of quantitative techniques, model building-steps. Decision-making, decision rules; Decision making under uncertainty. Decisions under risky situations, EMV and EOL criterion, expected value of perfect information, concept of decision tree & its application in risk analysis .Game theory; concept & uses of games, two person zero-sum games various strategies, saddle points; solution methods.

UNIT –II Linear programming; concept and uses of linear programming; formulation of linear programming problem. Solution of LP problem, graphical method, simplex method.

UNIT –III Transportation problems; methods of finding initial solution; degeneracy; methods of finding an optimal solution. Assignment problem; concept and applications.

UNIT –IV Concept of PERT/CPM networks, estimating the activity time, determination of earliest expected and latest allowable times, determination of critical path Drawing network diagram, probability consideration in PERT networks PERT/CPM- cost analysis, applications of PERT/CPM. Simulation: meaning & uses; Monte Carlo method, random number generation, waiting line simulation model,

Suggested Readings:

1. Charles P. Bonini Hausman & Bierman" Quantitative Analysis for Management"
2. Kothari, C R " Quantitative Techniques"
3. Srivastava UK "Quantitative Techniques"
4. Vazseny Andrew; Herbert F. Spier" Quantitative Analysis for Business"
5. Vohra, N D "Quantitative Techniques in Management"

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