



DEPARTMENT OF MANAGEMENT STUDIES

Islamic University of Science and Technology

1 – University Avenue, Awantipora, Pulwama, J&K, 192122.

INTEGRATED MASTER OF BUSINESS ADMINISTRATION

Course Title: Management Concepts

Course Code: DM101CR	Max. Marks = 100(Mid-term = 50, End-term = 50) Credits: 4 (L = 3, P = 1, T = 1)
Course Objective To develop students' understanding of the key principles, concepts, and skills required for effective management, and prepare them for future leadership roles in organizations."	
Course Outcomes: Students will be able to: <ol style="list-style-type: none"> 1. Understand the role of managers in organizations, and the skills and competencies required for effective management. 2. Develop critical thinking and problem-solving skills by emphasizing on the importance of effective communication, teamwork, and innovation in organizations. 3. Develop skills in delegation and decentralization, and understand the importance of these practices in empowering employees and promoting innovation. 4. Apply knowledge of direction, leadership, and control to become effective leaders, and be better prepared for future leadership roles in organizations. 	
SYLLABUS	
Unit I Nature, scope and process of management, Managerial skills, Levels and roles. Evolution of Management Thought-Early contributions, Classical, Neoclassical and Modern Theories. Challenges and trends in Management.	
Unit II Planning- Nature, types, significance and process of planning, Barriers to effective planning. Management by objective- concept, process and phases. Decision making- process, strategies, decision making under risk and uncertainty, rationality and bounded rationality in decision making.	
Unit III Organising- Principles and process of organizing. Types of organizational structure Span of control, Centralization and Decentralization of authority, Delegation and Decentralization, Coordination and Staffing. Power, authority and responsibility.	
Unit IV Directing- Nature, Scope and principles of Direction. Nature, Concept of Leadership, Leadership Styles, Theories of Leadership. Control- Concept, process, Importance and types of Control, Management by Exceptions.	
Skill Development Activities <ol style="list-style-type: none"> 1. Advise students to interview an experienced manager to understand about roles and responsibilities, and the skills and competencies required for effective management. 2. Provide students with business simulation exercises to work in teams and apply critical thinking and problem-solving skills. 3. Provide students with opportunities to practice delegation and decentralization in real-world scenarios, such as leading a student organization, managing a community service project, or leading a business start-up. 4. Assign students different leadership scenarios, such as handling conflicts, setting goals, motivating employees, and making ethical decisions. 	



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Suggested Readings

1. Koontz, H. & Weihrich, H. (2020). *Essentials of management* (11th ed.). TMH Publication.
2. Stones, E.F., Freeman, R.E., & Gilbreth, L.W. (2017). *Management* (6th ed.). PHI Publications.
3. Robbins, S.P., De Cenzo, D.A., Coulter, M., & Anderson, I. (2021). *Fundamentals of Management* (9th Canadian ed.). Pearson Education Canada.
4. Durai, P. (2016). *Principles of Management, Text and Cases* (2th ed.). Pearson Education.

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



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INTEGRATED MASTER OF BUSINESS ADMINISTRATION

Course Title: Communicative English

Course Code: DMS102A	Max. Marks = 100 (Mid-term = 50, End-term = 50) Credits: 3 (L = 2, P = 0, T = 2)
Course Objective: Enhancement of business English communication skills for success in global professional settings through language structure, role-playing, visual communication and debates and discussions.	
Course Outcomes: <ol style="list-style-type: none"> 1. Develop proficient language structure, effective talks, and letter writing in various business contexts. 2. Gain competence in delivering impactful presentations, engaging the audience, and ensuring effective skills for debates and discussions. 3. Enhance cross-cultural communication to help organization manage business resources in a globalized world. 	
Syllabus	
Unit I: An Introduction to English Language: Tenses and their types; Form and Examples of Different Tenses; Transformation of sentences: Active and passive voices Communication and business communication; Shannon-Weaver Model of Communication The process of communication; Types of Communication: Verbal and non-verbal Communication; Other types of communication: Barriers to communication The globalization of communication: Language and new technologies: Artificial Intelligence in Communication Case Study- I	
Unit II: Business Presentation and Public Speaking: Oral Communication at work: Listening skills; Oral Communication at work: Reading Skills Vocabulary building, and the use of jargon; Interpersonal Communication Listening and speaking in informal contexts; Listening and speaking in formal contexts Making enquires/ asking questions; Group discussions , debates and meetings Group discussions , debates and meetings-II; Presentation Skills; Extempore and JAM Skills Case Study -II	
Unit III: The Writing Skills: Basic guidelines; Methods and the process of writing The language of formal letters; Writing a formal style: tailoring the style for better results Business letters: types of business letters; Memorandum and email writing Gender Neutrality in writing; Cross-cultural communication Overcoming cross-cultural barriers; Introduction to various models of cross-cultural communication; Ethics in Communication: Values (Individual and organization) in communication; Key Elements of communication, and evaluation of ethical communication Case Study- III	
Skill Development Activities: <ol style="list-style-type: none"> 1. Role-play small talk scenarios to apply language structure and comprehension skills in various business settings. 2. Deliver a mock presentation, using visual aids to showcase effective presentation skills. 3. Engage in a simulated customer-manager interaction to practice negotiation and conflict resolution skills in multi-cultural setups. 	



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Course Title: Digital and Technological Solutions

Course Code:	DMS 103V	Max. Marks = 50 (Mid-term = 25, End-term = 25) Credits: 2
Course Objective: - To Equip the students with the knowledge and skills to harness digital and technological solutions effectively in diverse contexts for enhanced efficiency, innovation, and problem-solving.		
Course Outcomes: - At the end of course the students should be able to		
<ul style="list-style-type: none"> • Adeptly navigate a dynamic digital landscape by cultivating proficiency in applying a range of technological solutions to drive operational excellence, spur innovation, and facilitate effective decision-making. • Cultivate a comprehensive understanding of the interplay between digital advancements and problem-solving strategies, enabling participants to strategically leverage technology for optimizing processes and achieving impactful outcomes across various domains. 		
SYLLABUS		
Unit I: - Introduction to Digital Solutions. Understanding the digital transformation landscape and its impact on industries. Exploring key digital tools and technologies for operational improvement. Leveraging Data. Analytics for Decision-Making. Introduction to data-driven decision-making. Exploring data analytics tools for extracting insights and enhancing operational efficiency. Innovation through Emerging Technologies. Overview of emerging technologies (e.g., AI, IoT, blockchain) and their potential applications. Case studies showcasing innovative solutions powered by emerging technologies. Design Thinking and User-Centered Solutions. Introduction to design thinking principles. Applying design thinking methodologies to create user-centered technological solutions.		
Unit II: - Technology Integration in Business Processes. Strategies for integrating technology into existing business processes. Assessing the impact of technology integration on efficiency and performance. Digital Transformation and Organizational Change. Understanding the challenges and opportunities of digital transformation. Managing organizational change and fostering a culture of innovation. Ethical and Societal Considerations in Technology Adoption. Exploring ethical dilemmas in technology usage and data privacy. Addressing societal concerns and responsible technology adoption. Case Studies in Digital and Technological Solutions. Analysing real-world case studies of successful technology-driven problem-solving initiatives. Extracting lessons and insights for strategic technology implementation.		
Skill Development Activities: - <i>Activity i):- Hands-on sessions enabling participants to collaboratively propose innovative digital solutions for real-world challenges</i> <i>Activity ii):- Interactive case-study analyses fostering critical thinking and strategic decision-making in the integration of emerging technologies for optimized processes</i>		
Suggested Readings: -		
<ol style="list-style-type: none"> 1. Johnson, M. W., Christensen, C. M., & Kagermann, H. (2008). Reinventing your business model. Harvard Business Review Press. 2. Westerman, G., Bonnet, D., & McAfee, A. (2014). Leading digital: Turning technology into business transformation. Harvard Business Review Press. 3. Ross, J. W., Weill, P., & Robertson, D. C. (2006). Enterprise architecture as strategy: Creating a foundation for business execution. Harvard Business Review Press. 4. Osterwalder, A., & Pigneur, Y. (2010). Business model generation: A handbook for visionaries, game changers, and challengers. Wiley. 5. McAfee, A., & Brynjolfsson, E. (2017). Machine, platform, crowd: Harnessing our digital future. W. W. Norton & Company. 		
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INTEGRATED MASTER OF BUSINESS ADMINISTRATION (IMBA)

Course Title: Microeconomics

Course Code: DMS 101M	Max. Marks = (Mid-term = , End-term =) Credits: 3 (L = 3, P = 0, T = 0)
Course Objective: To acquaint the students with the basic working of the economic phenomena	
Course Outcomes:- <i>Students will be able to:</i> <ul style="list-style-type: none"> ➤ Understand the basic concepts and origin of economics ➤ Determine various production functions ➤ Differentiate various market forms 	
SYLLABUS	
Unit I Introduction to Economics: Origin, Definition, Nature and Scope of Economics, Micro and Macro Economics, Role of Economics in Decision Making, Demand, Law of demand, Law of Diminishing Marginal Utility, Law of equi-marginal utility, Demand forecasting and its Techniques.	
Unit II Production Analysis: Production function, Types of Production Function, Law of Returns, Law of variable proportions, Law of Increasing Returns, Law of Constant Returns, Law of Diminishing returns, Returns to scale	
Unit III Market Structures: Meaning of Market, Classification of markets, Perfect Competition, Characteristics and importance of perfect competition, Imperfect Competition, characteristics and importance of imperfect competition, Monopolistic Market, characteristics and importance of monopolistic Market and Duopoly Market.	
Skill Development Activities: <ul style="list-style-type: none"> ➤ Students will be trained to create Demand tables. ➤ The students would be trained to frame the production function of any organisation of their choice. ➤ The student would be sent to field to analyse a certain market and determine its characteristics. 	
Suggested Readings: <ul style="list-style-type: none"> ➤ Buamol William .J & Alan. S. Blinder, Microeconomics Principles & Policy, Thomson South Western, 2007 ➤ Mankiw. N.Gregory, Principles of Microeconomics, Cengage Learning, South Western 2006 ➤ Pindyck Robert. S, Rubinfeld & Mehta, Microeconomics, Pearson 2006 ➤ Mankiw. N.Gregory, Economic Principles and Applications, Cengage Learning 2007 ➤ Samuelson. Pual A. &William B. Nordhaus, Economics, Tata MacGraw Hill, 2005. ➤ Journal (Journal of Economics and Business; Economics & Political Weekly; Asian Journal of Economics) 	
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INTEGRATED MASTER OF BUSINESS ADMINISTRATION (IMBA)

Course Title: Fundamentals of Accounting

Course Code: DM 201CR	Max. Marks = 100 (Mid-term = 50, End-term = 50) Credits: 4 (L = 4, P = 0, T = 1)
<p>Course Objective: To acquaint students with the accounting practices and make them understand accounting system for measuring, processing and communicating financial information.</p>	
<p>Course Outcomes Students will be able to:</p> <ul style="list-style-type: none"> ✓ Understand the fundamentals of accounting concepts and principles. ✓ Apply key accounting principles in preparation of financial statements. ✓ Understand the fundamentals of depreciation and its accounting implications. ✓ Understand the key aspects of managing special transactions and their accounting treatment. 	
<p>SYLLABUS</p>	
<p>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. Capital and Revenue Transactions: capital and revenue expenditures, capital and revenue receipts.</p>	
<p>Unit II Recording of Transaction: Journal and Sub-Division of Journal, Ledger and preparation of Trial Balance. Final Accounts: Preparation of Trading, Profit & Loss A/c and Balance Sheet (with and without adjustments). Accounting for Non-Profit Organizations: Preparation of Income and Expenditure Account and Balance Sheet from Receipts and Payments Account.</p>	
<p>Unit III Concept and Meaning of Depreciation; Depletion, Obsolescence and Amortization. Need for depreciation, Features and causes of depreciation, factors affecting amount of depreciation. Methods for Computation of Depreciation: Straight Line Method and Written Down Value Method. Accounting Treatment of Depreciation. Provisions and Reserves: Meaning & Concept</p>	
<p>Unit IV Accounting for Special Transactions: Hire Purchase and Instalments System: Basic Concepts and Distinction, Journal Entries and Ledger Accounts in the Books of Purchaser and Seller. Ledger Accounts in the Books of Purchaser and Seller.</p>	



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Skill Development Activities

- ✓ Prepare financial statements for some selected local/national business units
- ✓ Hand on experience on Tally, Marg and other accounting software packages.
- ✓ Calculate book values of various asset classes of local business units.
- ✓ Analyse case studies and determine need of accounting for special transactions.

Suggested Readings

1. Juneja, C. M, Arora, J. S, & Chawla. R. C. (2019). *Elements of Book-Keeping* (22nd ed.). Kalyani Publishers.
2. Tulsian, P. C. (2017). *Financial Accounting* (2nd ed.). S CHAND & Company Limited.
3. Jain, S. P. & Narang. K. L. (2002). *Financial Accounting*. Kalyani Publishers.
4. Horngren, C. T., Harrison, W. T. (2013). *Financial Accounting: International Financial Reporting Standards* (10th ed.). Germany: Pearson.

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Course Title: HEALTH AND WELLNESS

Course Code: DMS 104V	Max. Marks = 50 (Mid-term = 25, End-term = 25) Credits: 2 (L = 2, T= 0 P = 0)
Course Objective: Students will develop a comprehensive understanding of health and wellness from various perspectives, enabling them to make informed decisions, promote healthy behaviors, and contribute positively to individual and community well-being.	
Course Outcome: Students will be able to <ul style="list-style-type: none"> • Evaluate the importance of health and wellness education, recognizing its role in fostering informed decisions, healthy lifestyles, and preventive measures. • Analyze local, demographic, and societal factors influencing health and wellness outcomes, including dietary practices, sedentary lifestyles, and mental health considerations. • Identify healthy dietary practices beneficial for preventing and managing chronic conditions such as cardiovascular disease, obesity etc. • Evaluate the role of exercise modalities, yoga asanas, meditation, and adequate sleep in maintaining optimal physical, mental, and emotional health and wellness. 	
SYLLABUS	
Unit I. <u>Introduction to Health & Wellness</u> (15 lectures) Define and differentiate health and wellness, Importance of health and wellness education. Local, demographic, societal factors affecting health and wellness. Diet and nutrition for health & wellness: Balanced Diet, essential components of balanced diet with specific reference to the role of carbohydrates, proteins, fats, vitamins & minerals. Malnutrition: Under nutrition and Over nutrition, processed foods and unhealthy eating habits. Body systems and common diseases associated with them. Sedentary lifestyle and its risk of disease. Stress, anxiety, and depression, factors affecting mental health, identification of suicidal tendencies. Substance abuse (Drugs, Cigarette, Alcohol), drug de-addiction, counselling and rehabilitation.	
Unit II. <u>Management of Health and Wellness.</u> (15 lectures) Healthy foods for prevention and progression of Cancer, Hypertension, Cardiovascular disease and metabolic diseases (Obesity, Diabetes, Polycystic Ovarian Syndrome). Types of Physical Fitness and its health benefits. Modern lifestyle and hypokinetic diseases, prevention and management through exercise. Postural deformities and corrective measures. Spirituality and mental health. Role of Yoga asanas and meditation in maintaining health and wellness. Role of sleep in maintenance of physical and mental health.	



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Skill Development Activities:

- Interactive nutritional workshops
- Mindfulness and Stress Management Exercise:
- Fitness Assessment and Goal Setting

Suggested Readings

1. Physical Activity and Health by Claude Bouchard, Steven N. Blair, William L. Haskell.
2. Mental Health Workbook by Emily Attached & Marzia Fernandez, 2021.
3. Mental Health Workbook for Women: Exercises to Transform Negative Thoughts and Improve Well-Being by Nashay Lorick, 2022
4. Lifestyle Diseases: Lifestyle Disease Management, by Cliff Nyambichu & Jeff Lumiri, 2018.
5. Physical Activity and Mental Health by Angela Clow & Sarah Edmunds, 2013.
6. Wellness: Guidelines for a Healthy Lifestyle by Randall L. Cottrell and James T. Fawcett (9th Ed.) 2018.
7. Theoretical Foundations of Health Education and

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