

**DEPARTMENT OF BUSINESS AND INDUSTRIAL MANAGEMENT**  
**BUSINESS COMMUNICATION**

**Objectives:**

The objective is to make the students acquainted with the basic concepts and techniques of communication that are useful in developing skills of communicating effectively in the world.

**Contents:**

The process of communication and the roadblocks, Role of verbal and non-verbal symbols in communication, Barriers that make communication less effective and ways to bring them down, forms of communication, listening-anatomy of poor listening, features of good listener, spoken communication over phone – challenges and etiquette, oral presentations-how to plan presentations, how to deliver them, how to develop and display visual aids, how to handle questions form audience, Meetings – ways to make meetings work, forms of communication in the written mode, Body language of writing letters, memos, tone of writing, Email-how to make the email smart, Reports-how to write reports, Proposals.

**References:**

1. Mathukutty M. Monipally, Business Communication Strategies, New Delhi, Tata Mc-Graw Hill Publishing Company Ltd.
2. Khosla A. R., Drafting and Official Correspondence
3. Leyland and Priow, Communicating Facts and Ideas in Business
4. Janis and Dressner, Business Writing

**DEPARTMENT OF BUSINESS AND INDUSTRIAL MANAGEMENT**  
**INFORMATION TECHNOLOGY FOR BUSINESS**

**Objectives:**

The objective of this course is better understanding and efficient use of computers in Business Applications. M-Commerce, CRM, SCM are relatively recent and relevant to understand the computer use interface.

**Contents:**

Introductory Concepts: Hardware and Software: Numbering System, Input-Output Devices, Operating Systems, Types of Computers. Computer Applications in Business: Use of Microsoft Excel and Powerpoint. Programming Concepts and Languages. Database Management Systems: Introduction, Data Warehousing, Data Mining. Introduction to MIS: Computer Based Information Systems, Framework of Designing MIS, Characteristics of MIS, Blueprint for MIS. Types of Information Systems: Transaction Processing Systems, Executive Information System, Decision Support Systems, Expert Systems. Impact of Computers on Society, Business and Environment: Including health Hazards, Cyber Crime. Computer Networks: LAN, WAN, MAN. System Security: Computer Virus, LAN issues, Internet and Intranet issues. E-Commerce, M-Commerce, ERP, CRM and SCM.

**References:**

**DEPARTMENT OF BUSINESS & INDUSTRIAL MANAGEMENT  
MANAGERIAL ACCOUNTING**

**Objective:**

The objective of the course is to acquaint the students with the language of Accounting and to develop in them the ability to evaluate and use accounting data as an aid to decision making. The main purpose is to assist the students in developing skills in problem solving and decision making in the financial area. Emphasis is laid on analysis and utilization of financial and accounting data for planning and control.

**Contents:**

Sr.No.	Topic
1.	Financial Accounting – Concept, Importance and scope, Generally Accepted Accounting Principles.
2.	Preparation of Financial Statements with special reference to analysis of a Balance Sheet and Measurement of Business Income.
3.	Inventory Valuation.
4.	- Financial Statements Analysis, - Fund Flow Analysis, - The statement of Cash Flows.
5.	Management Accounting – Concept, Need, Importance and Scope.
6.	Cost Accounting – Records and processes, Cost Ledger and control Accounts, Reconciliation and Integration between Financial and Cost Accounts, Overhead Cost and control, Job and Process Costing.
7.	Cost Profit Volume Analysis.
8.	Budget and Budgetary Control, Performance Budgeting, Zero-Base Budgeting, Flexible Budget, Cash Budget.
9.	Relevant Costing and Costing for Decision Making.
10.	Absorption Costing
11.	Depreciation
12.	Introduction to contemporary issues – Inflation Accounting, Human Resource Accounting, Responsibility Accounting.
13.	Management Control – Behavioural Aspects and Control Aspects.
14.	Corporate Governance and Reporting Issues.

**Reference:**

1. M. Y. Khan & P. K. Jain – Management Accounting, TMH.
2. Dr. S. N. Maheshwari: costing, Sultan Chand.
3. Gupta O. S. and Kothari Pankaj – Accounting for Managers, Frank Bros. & Co.
4. Kishor, Ravi M – Advanced Management Accounting, Taxman’s Allied Services.
5. Anthony Robert N., Hawkins, David F., Merchant Kenneth N, - Accounting Text and Cases, Tata McGraw.
6. Anthony, Robert N, Govindrajan Vijay – Management Control System, Tata McGraw
7. I. M. Pandey – Financial Management, Vikas.
8. Jawahar Lal – Managerial Accounting, HPH.

**DEPARTMENT OF BUSINESS AND INDUSTRIAL MANAGEMENT  
MANAGERIAL ECONOMICS**

**Objectives:**

The objective of the course is to acquaint the participants with concepts 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. It also uses the concepts and tools of economic analysis in relation to managerial decision making and to enable them to understand the economic forces governing industry and business.

**Contents:**

<b>Sr. No.</b>	<b>Topic</b>
1	Nature and Scope of Managerial Economics
2	Theory of the Firm
3	Nature and function of Profits
4	Basics of Demand, Supply and Equilibrium
5	Total, Average and Marginal Relationships
6	Optimization Analysis Total Revenue, Total Cost approach Marginal Analysis approach With calculus
7	Demand Analysis
8	Using Elasticities in Managerial Decision Making
9	Demand Estimation Market Research Approach Regression – Simple Linear Regression Analysis (Ordinary Least Square Method)
10	Demand Forecasting Qualitative Forecasts Time Series Analysis Simple Econometric Models Input-Output Forecasting
11	Production and Cost Analysis (along with empirical production functions)
12	Cost Theory and Cost Estimation
13	Market Structures and Pricing Practices Kurnot's model, Bertrand's model, Kinked Demand Curve
14	Game Theory Dilemma, Nash Equilibrium, Cartel Cheating Strategic Moves: Threats, Commitments, Credibility and Entry Deterrence
Case Studies in all relevant topics	

**References:**

1. Salvatore Dominick, Shrivastava R. (2008), Managerial Economics, Oxford University Publication.
2. Salvatore Dominick (2007), Managerial Economics, Thomson (Cengage) Publication.
3. Salvatore Dominick (2006), Microeconomics, Oxford University Publication.
4. Pindyck, Rubinfeld, Mehta (2007), Microeconomics, Pearson.
5. Mehta P.L. (2005), Managerial Economics, Himalaya Publication.
6. Gupta G.S. (2006), Managerial Economics, Tata McGraw Hill.

**DEPARTMENT OF BUSINESS & INDUSTRIAL MANAGEMENT  
ORGANIZATIONAL BEHAVIOUR**

**Objectives:**

The basic objective of the course is to reflect the latest thoughts, concepts and practices, in the area of organisational behaviour. With this broad objective the goals of the course will be:

- (a) To make the participants acquaint themselves about the important concepts and issues, so as to improve their competences in the area of organisational behaviour.
- (b) To help the participants develop as effective professional managers and leaders.
- (c) To help the participants in developing analytical abilities.

**Contents:**

- 1) Introduction to Organisational Behaviour.
- 2) Perception, Perceptual process, Managerial implications.
- 3) Concept of Personality; Personality and Performance.
- 4) Attitude -its formation and change
- 5) Values and value system
- 6) Emotional intelligence; an overview
- 7) Stress management; an overview
- 8) Theories of Motivation Need Hierarchy, two-Factor Theory X and Theory Y, Theory Z, Motivation-Expectancy models Immaturity-Maturity
- 9) Leadership Theories styles and leadership effectiveness.
- 10) Group Dynamics; an overview
- 11) Conflict management
- 12) Organizational Effectiveness; an overview
- 13) Concept of Organizational change and Development

**References:**

- 1. Heliri, Sloaime, Woodman L.: Organisational Behaviour Pub By Thomson Learning.
- 2. Robina S. P.: Organisation Behaviour Pub. By PHL.
- 3. Davis Kenth: Human Behaviour at Work by Tata Mc Graw Hills
- 4. Prasad L. M.: Organisation Theory & Behaviour – Sultan Chand, 1982.
- 5. Schein E. H.: Organisational Psychology, PHY, 1983.
- 6. Hersey P. and Blanchard K. H.: Management of Organisational Behaviour, PHL 1980.
- 7. Luthan F.: Organisational Behaviour, MC Graw Hills, 1983.
- 8. Pareek U.: Behavior Process in Management - Oxford & IBH.
- 9. Keith Davis: Human Behaviour at work; New Delhi, Tata McGraw Hill, 1989.
- 10. Robbins, G.P.: Organizational Behaviour, PHL, 1985.
- 11. Halloran J. : Applied Human Relations, PHI, 1980.
- 12. Luthans F.: Organisation Behaviour Pub. by Tata Mc Graw Hill.

## **DEPARTMENT OF BUSINESS AND INDUSTRIAL MANAGEMENT**

### **PRINCIPLES OF MANAGEMENT**

#### **Objectives :**

The objectives are to acquaint the student with the theory of management as far as it has been built-up as a body of knowledge and to develop in a student an integrated approach to management problems.

#### **Content :**

Concept of management , management and Professions Evolution of Modern Management .Thought , Approaches to Managerial analysis ; Process of management co-ordination as Essence of Management .Planning – steps , Long term and short term planning , Objective setting , Management by objectives ,Decision making ,Rationality in decision making , Effective decisions ,Creativity ,Policy sources and formulation, Elements of Planning – programming Policy , Strategy .Organizing – Organization theory – classical , Neo classical and modern theories and organizational structure .Designing of basic structure , depart mentation ,Span of management , Delegation of authority ,Centralization and decentralization of authority , Relationships ,Line and staff authority conflict and co operation , committees in organizations ,Modern organizational Design – project ,Matrix and free – form , structures .Directing and control – elements of directing - communication process ,Media , dimension barriers in communication , effective communication , Human aspects in control ,Management by exception .Process of control , Reporting system by control ,Elementary discussion Modern control Aids – particularly – Human Resource Act . Management audit , Social audit .

#### **Reference:**

1. Prasad L .M : Principles of management , sultan chand ,latest edition
2. Stoner & Freeman : management , 5<sup>th</sup> Edition PHI New delhi
3. Haynes & Masse : Management Analysis , Concept and cases , PHI new delhi
4. Kontz H & O .Donnell : Essentials of management ,TMcH
5. Kontz , O'Donnell & Weihrich : Management , Mcgraw Hill , Tokyo

**DEPARTMENT OF BUSINESS & INDUSTRIAL MANAGEMENT**  
**QUANTITATIVE METHODS**

**Objective :**

The objective of the course is to make the students familiar with some basic statistical and linear programming techniques .The main focus however is in their applications in business decision making .

**Course contents:**

Mathematical basis of managerial decisions :Functions , Application of functions and some special functions and their managerial applications. Matrices and their applications in solving Business problems. Linear Programming ,Frequency distribution and their analysis , Probability Theory and Probability Distributions – Normal ,Binomial and Exponential ; Correlation , Simple and multiple regression analysis , Time series analysis , Hypothesis testing – Z , t ,  $X^2$ , & F test Statistical package (like SPSS and SYSTAT) , Advanced techniques of data analysis – ANOVA , Discriminant analysis , factor analysis , Conjoint analysis ,Multidimensional scaling , Clustering methods.

**Reference:**

1. Dr. S.P Gupta & M.P Gupta ,”Business Statistics “Sultand chand & sons , New delhi , latest edition
2. Dr. S.P gupta ;” Statistical Methods” ,sultan chand & sons , New delhi , latest edition
3. Jean E. Weber ; Mathematical analysis - business and economic applications, Happer & row publishers , New York , latest edition
4. R.S Bhardwaj ; Mathematics for economics & business , Excel books ,new delhi , latest edition .
5. N.D Vohra ; Quantitative techniques in management , Tata McGraw hill new delhi , latest edition