BARKATULLAH UNIVERSITY, BHOPAL
MBA (PART TIME) I SEM

COURSE CURRICULUM

MASTER OF BUSINESS ADMINISTRATION
(PART TIME PROGRAMME)

SEMESTER - FIRST

Session 2000-2001

Institute of Professional Education and Research, Bhopal

BARKATULLAH UNIVERSITY, BHOPAL
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PRINCIPLES AND PRACTICES OF MANAGEMENT

Course No.P-101 **Max.Marks - Ect.Exam.: 70**
Min. Pass Marks (40%) : 28

Objective: The objective of this course is to introduce the concepts and process of modern management as applied to an organization tracing back to the stage of developments from its inception to date.

COURSE CONTENTS:-

Introduction to Management: Necessity an role of organization: Definition and functions of management - Planning, Organizing, Staffing, Leading, Controlling, Budgeting and other functions of management.

Evolution of Management Theory: Classical Management theories. The Behavioural School. The Human Relations movement. The Contingency Approach, System Approach to management, Development of management thought in East.

Planning and Strategic Management: Planning process, concept of Strategy its levels; Decision making process - Tools and Techniques, (Case study).

Authority, Delegation and Decentralization: Authority, Power and influence; Line and Staff Authority; Delegation - barriers to delegation; decentralization - factors affecting decentralization.

Control : The Control process, Types of Control methods, Designing Control Systems.

Recent Trends : Cross cultural management with reference to American, European, Japanese and Indian Management, (Case Study).

SCHEME OF EXAMINATION:
Total Marks : (Internal 30, External 70) = 100 marks

PATTERN FOR EXTERNAL EVALUATION:

Sec A : (Short Answers) 4 out of 8	4 x 7 = 28 Marks
Sec B : (Essay type & Case) 3 out of 5	3 x 14 = 42 Marks

REFERENCE BOOKS:

1. J.F.Stoner & Freeman : Principles of Management
2. Koontz and O'Donel : Principles of Management
3. Pasck and Athos : Art of Japanese Management
4. S.K.Chakraborty : Development of Management Skills
5. Tripathi and Keddy : Management.

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MANAGERIAL ECONOMICS

Course No.P-102 **Max.Marks - Ect.Exam.: 70**
Min. Pass Marks (40%) : 28

Objective: this course would familiarize students with the concepts and theories of economics as applied to business firm to help management decision making at the level of a firm.

Course Contents:

Objectives of the firm : Profit maximization, Sales maximization.

Demand analysis*: types of demand; Determinants of demand, Elasticity of demand, demand function, demand forecasting methods (Case study).*

Production: *Production function, Isoquants, Isocosts, Least cost input combination, Laws of variable proportion, Return to scale, marginal revenue productivity.*

Competition: *Market structure and types; different types of competition - monopoly, oligopoly.*

Pricing: *Price determinants, price function, pricing under different conditions, price discrimination, pricing of joint products, pricing methods in practice (Case Study).*

SCHEME OF EXAMINATION:
Total Marks : (Internal 30, External 70) = 100 marks

PATTERN FOR EXTERNAL EVALUATION:

Sec A : (Short Answers) 4 out of 8	4 x 7 = 28 Marks
Sec B : (Essay type & Case) 3 out of 5	3 x 14 = 42 Marks

REFERENCE BOOKS:

1. Joel Dean : Managerial Economics
2. Paul & V.L.Mote : Managerial Economics
3. D.N.Dwivedi ; Managerial Economics
4. R.L.Varshney & R.L.Maheshwari : Managerial Economics

BARKATULLAH UNIVERSITY, BHOPAL
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QUANTITATIVE TECHNIQUES

Course No.P-103 **Max.Marks - Ect.Exam. : 70**
Min. Pass Marks (40%) : 28

Objective: This course would acquaint the students with the tools of quantitative methods in business and industry. The focus is on simple and practical techniques.

COURSE CONTENTS:

Nature and significance of data: Collection and tabulation of data, frequency distribution.
Measures of central tendency: Arithmetic Mean, Median and Mode.

Dispersion : Characteristics ad measures, Range, Mean deviation and Standard deviation.

Skewness and kurtosis: Characteristic s and measures, Moments.

Correlation : Types Karl Pearson coefficient, Rank Correlation method.

Regression : Linear and Non-linear, Coefficients of regression, Partial and Multiple.

Probability: Types, Simple, Space, Statistical, independence and dependence events, Distributions, Binomial Poisson, Exponential and Normal (Case Study).

Analysis of Variance:
Tests of Significance & Decision theory: Sampling Distribution, Normal Test, T - test, F - test and Square test.

Statistical Quality Control : Logic, Control Chart, Sequential Sampling.

SCHEME OF EXAMINATION:
Total Marks : (Internal 30, External 70) = 100 marks

PATTERN FOR EXTERNAL EVALUATION:

Sec A : (Short Answers) 4 out of 8	4 x 7 = 28 Marks
Sec B : (Essay type & Case) 3 out of 5	3 x 14 = 42 Marks

REFERENCE BOOKS:

1. Richard I.Levin : Statistics for Management
2. S.P.Gupta : Statistical Methods
3. Richard Levin & others : Quantitative Approach to Management
4. Bat & Cox : Statistical Analysis for Management Decision
5. C.R.Kothari : Quantitative Techniques

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ACCOUNTING FOR MANAGERS

Course No.P-104 **Max.Marks - Ect.Exam.: 70**
Min. Pass Marks (40%) : 28

Objective: The basic objective of the course is to develop an insight into the procedures, principles and techniques of accounting and utilize the financial and cost accounting information for the purpose of planning and control.

Course Contents:

Concepts of Management Accounting System: Financial accounting system - Management accounting sub-systems. Relationship between these sub-systems.

Financial Accounting Sub- System : Concepts of financial system, principles of double entry. Ledger accounting, proforma and preparation of profit and loss account, Balance sheet. (Case study).

Depreciation accounting : Nature, advantages, causes of depreciation, objectives and methods of depreciation, replacement of assets.

Procedure of raising share capital and debt capital: issue, allotment, receipt and refund of capital (basic concepts).

Determination of cost: Cost concept, elements, techniques and classification of cost.

Introduction and concepts of standard costing and marginal costing: (Case study).

Preparation of cost reconciliation statement.

SCHEME OF EXAMINATION:
Total Marks : (Internal 30, External 70) = 100 marks

PATTERN FOR EXTERNAL EVALUATION:

Sec A : (Short Answers) 4 out of 8	4 x 7 = 28 Marks
Sec B : (Essay type & Case) 3 out of 5	3 x 14 = 42 Marks

REFERENCE BOOKS:

1. John Dearden & S.K.Bhattacharys : Accounting for Management
2. R.L.Gupta : Advanced Accountancy
3. R.R.Gupta & V.S.Gupta : Advanced Accountancy
4. Shukla & Grewal : Advanced Accountancy
5. Anthoy R.M. : Management Accountancy Principles
6. Jain and Narang : Elements of Accounting

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BUSINESS COMMUNICATION

Course No.P-105 **Max.Marks - Ect.Exam.: 70**
Min. Pass Marks (40%) : 28

Objective: The main objective of this paper is to teach the students the importance of communication in business to develop the art of these communication skills, both oral and written.

Course Contents:

Communication: Definition, nature, importance to managers, communication theories and process. Symbolic interactionism, information theory, interaction theory, elements of communication process, importance of feedback.

External Barriers: Psychological barriers, mechanical barriers, making communication effective Communication methods, oral media, written media, non verbal communication.

Oral Communication: Speeches for different occasions, Guidelines, Listening value problem and guidelines, Interviews, Types of information (Case study).

Professional Interviews: Interview process, Problem, Guidelines, Group Discussions, Purpose and problem of guidelines, Conference, Responsibilities of chairman and participants, Effective use of non-verbal communication.

Written Communication: Writing techniques and guidelines - Letter writing, Basic principles, purpose, Types of business letters, Handling negative ideas effectively. Report writing, types of reports, structure of reports, Drafting of reports. (Case study).

SCHEME OF EXAMINATION:
Total Marks : (Internal 30, External 70) = 100 marks

PATTERN FOR EXTERNAL EVALUATION:

Sec A : (Short Answers) 4 out of 8	4 x 7 = 28 Marks
Sec B : (Essay type & Case) 3 out of 5	3 x 14 = 42 Marks

REFERENCE BOOKS:

1. Jerry C. Woffered, A.Gerloft & C, Cumins : Organisational Communication
2. Haston Sandberg & Mills : Effective speaking in Business
3. George L.Mornisey : Effective Business and Technical Presentation.
4. Raymand Lesikar : Business Communication, Theory & Practice.
5. Rodricque : Effective Business Communication.