BARKATULLAH UNIVERSITY BHOPAL
Syllabus for MBA (Full Time) Semester-I

MANAGEMENT CONCEPTS & PRACTICES

COURSE NO. CP: 101

Max. Marks (Ext. Exam): 80
Min. Pass Marks : 32

OBJECTIVES:
To familiarize students with Comprehensive Contemporary Management Principals and Practices.

COURSE CONTENTS :

Unit – I Management – Objective, Overview Process, Functions, Skills and Roles, Nature and Significance, Management and Society (Environment).

Unit – II Evolution of Management Thought, Taylor, Fayol, Elton Mayo, FC Bemard, Likert and Webber (Theories of Management): Recent Trends and Future Challenges of Management.

Unit – III Planning – Concept, Importance, Types and Process, Strategic Management Overview and Process; MBO, MBE: Decision Making Concept, Process, Types, Techniques and Importance.

Unit – IV Organizing – Principles, Structure, Process, Importance: Organisational design: Departmentation: Span of Control; Delegation; Decentralization, Staffing – Meaning, Scope, Features, Steps and Process….

Unit – V Dircting and Controliing- Motivation, Morale and Productivity, Leadership, Communication (Organizational): Controlling- Nature: Process and Techniques Cordination…

SCHEME OF EXAMINATION:
Total Marks : (Internal 20, External 80) = 100 marks

PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Short Answers)	4 out of 8	4 x 8	= 32 Marks.
Sec. B: (Essay type & case)	3 out of 5	3 x 16	= 48 Marks.

SUGGESTED READINGS:

1. Koontz O Donnel, Principal of Management
2. Stonier.J.Management. Prentice Hall of India, 1996.
3. Gupta, Sharma and Bhalla: Principal and Practices of Management, Kalyani Publication.
4. Rao and Krishna: Management Text and Cases, Excel books.
5. Ramaswamy. I. Principles of Management, Principal of Management". Himalaya Publishing House, Mumbai, 1998.
6. Srinivasan. R and Chunawalla, S.A. Management Principles and Practices, Himalaya Publishing House, Mumbai. 1998.

QUANTITATIVE METHODS

COURSE NO. CP: 102

Max. Marks (Ext. Exam): 80
Min. Pass Marks : 32

OBJECTIVES :
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 :

Unit – I	Statistical basis of managerial decision: Frequency distribution and graphic representation of frequency distribution, Measures of Central Tendency – Mean, Median, Mode, Requisite of ideal measures of Central techniques, Merits, Domestic of Mean, Median Mode and their managerial application.
Unit – II	Dispersion Measures of dispersion range, Q.D., M.D., S.D., coefficient of variation, skew ness, kurtosis.
Unit – III	Theory of Probability and probability distribution – Mathematical probability, Trail and event, sample space, Simple problem based on sample space, Binomial, Poisson, Normal distribution and their application in business decision making.
Unit – IV	Correlation and regression analysis – Karl Pearson's coefficient of correlation, rank correlation, repeated ranks, spears man's rank correlation, regression equation, Regression coefficient, Time Series analysis and forecasting.
Unit – V	Sampling and Sample Tests – Purposive sampling, Random Sampling, Null – hypothesis, Alternative hypothesis, Chi-square test of goodness of fit and t – test for difference of Means and Application of these test in management.

SCHEME OF EXAMINATION:
Total Marks : (Internal 20, External 80) = 100 marks

PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Short Answers)	4 out of 8	4 x 8	= 32 Marks.
Sec. B: (Essay type & case)	3 out of 5	3 x 16	= 48 Marks.

SUGGESTED READINGS:

1. Gupta, S.P. and Gupta M.P. 'Business Statistics'. New Delhi, Sultan Chand, 1997.
2. Levin Richard I and Rubin David S. 'Statistics for Management'. New Jersey, Prentice Hall Inc., 1995.
3. Kapoor, 'Operation Research'.
4. Elhance, 'Fundamental of statistics for Management'.

MANAGERIAL ECONOMICS

COURSE NO. CP: 103

Max. Marks (Ext. Exam): 80
Min. Pass Marks : 32

OBJECTIVES :
The objectives of this course is to acquaint the students 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 globalisation.

COURSE CONTENTS :

Unit – I	Concepts and Techniques – Nature and Scope of Managerial Economics, Application of Economics in Managerial Decision Making – Marginal Analysis; Theory of Demand – demand functions, income and substitution effects, demand forecasting.
Unit – II	Production and Cost – returns to scale, cost curves, break-even analysis; economies of Scale, Theory of firm – profit maximization, sales maximization.
Unit – III	Market Structure – Price and output decision under different market structures, price discrimination, non-price competition.
Unit – IV	Macro Economics–Aggregates and Concepts, GNP and GDP, Concept and Measurement of National Income: Determination of National Income,
Unit – V	Money Supply and Monetary Policy, Fiscal Policy: Aggregate Consumption – Gross Domestic Savings, Gross Domestic Capital Formation – WPI, CPI and Inflation. Consumption Function.

SCHEME OF EXAMINATION:
Total Marks : (Internal 20, External 80) = 100 marks

PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Short Answers)	4 out of 8	4 x 8	= 32 Marks.
Sec. B: (Essay type & case)	3 out of 5	3 x 16	= 48 Marks.

SUGGESTED READINGS :

1. Adhikary, M. 'Business Economics', New Delhi, Excel Books, 2000.
2. Chopra, O.P. 'Managerial Economics'. New Delhi Tata McGraw Hill 1985.
3. Divedi D. N. , 'Managerial Economics', Vikas Publication.
4. Varshney R.L. & Maherhwari R. L., 'Managerial Economics'.
5. Koutsoyiannis, A. 'Modern Mico-Economics', New York, Macmillan, 1991

BARKATULLAH UNIVERSITY BHOPAL
Syllabus for MBA (Full Time) Semester-I

COMMUNICATION SKILLS

Course No. CP : 104

Max. Marks : 80
Min. Pass Marks : 32

COURSE CONTENTS :

UNIT I : Meaning, nature, needs, types of communication: Oral Written & non verbal , Upward, Downward & Lateral, Theories of Communication, Process of Communication, Barriers to Effective Communication..

UNIT II : Writing Strategies: Letter writing, types of business letter, Do's and Don'ts of business letter, Business Memos, resume writing, Essentials of resume writing , Importance of resume and covering letter.

UNIT III : Communication for employment: Strategies to develop effective communication skills, Speeches, public Speaking, Interviews, Group Discussion, Conference, Effective Listening, and Grapevine Communication.

UNIT IV : Types of Non Verbal Communication: meaning and importance Kinesics, Proxemics, Chronemies, Paralanguage and Artefacts, Business etiquettes: Dressing & Grooming, Business Meals, Table Manners.

UNIT V : Report Writing: Types and structure of reports, Drafting of reports, Introduction to electronic communication, designing and delivering business presentations.

SCHEME OF EXAMINATION:
Total Marks: (Internal 20, External 80) = 100 Marks

PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Short Answers)	4 out of 8	4x8	= 32 Marks.
Sec. B: (Essay type & case)	3 out of 5	3x16	= 48 Marks.

SUGGESTED READINGS :

1. Rodriques, M.V., Effective Business Communication, Concept Publishing Company, Delhi, 2003.
2. Rayudo. C.S., Communication, Himalaya Publishing House, Delhi 2008.
3. Sinha, K.K., Business Communication, Galgoita Publishing Company, New Delhi, 2006.
4. Raymond V. Lesikar, John D. Pettit, Jr, Business Communication – Theory and Application, AITBS Publishers & Distribution, Delhi, 1999.
5. Herta A. Murphy, Herbert W. Hildebrandt, Jane P. Thomas, Effective Business Communication, Tata McGraw – Hill Publishing Company Limited, New Delhi, 2008.
6. Diwan Parag, Business Communication, Excel Books, New Delhi, 1997

BARKATULLAH UNIVERSITY BHOPAL
Syllabus for MBA (Full Time) Semester-I

INTERNATIONAL BUSINESS ENVIRONMENT

COURSE NO. CP: 105

Max. Marks (Ext. Exam): 80
Min. Pass Marks : 32

OBJECTIVES:
The primary Objectives of this course is to acquaint the students to emerging global trends in business environment.

COURSE CONTENTS:

Unit – I	International Business : An Overview – Types of International Business; The External Environment. The Economic and Political Environment, The Human Cultural Environment.
Unit – II	Balance of Payments, WTO and its importance for Indian Business, International Monetary Fund (IMF), Word Bank (IBRD).
Unit – III	Exchange rate determination, Fixed and Flexible exchange rate, Convertibility of Rupee and its implication, Foreign Institutional Investors (FII), Foreign Direct Investment (FDI), Euro-Currency.
Unit – IV	Regional Blocks; Internationalization of Service Firms, Export Management; Joint Ventures and Global Competitiveness.
Unit – V	Globalization and Human Resource Development; Globalization with Social Responsibility.

SCHEME OF EXAMINATION:
Total Marks : (Internal 20, External 80) = 100 marks

PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Short Answers)	4 out of 8	4 x 8 = 32 Marks.
Sec. B: (Essay type & case)	3 out of 5	3 x 16 = 48 Marks.

SUGGESTED READINGS :

1. Alowrth, Julian S. The Finance, Investment and Taxation Decisions of Multinational London, Basil Blackwell 1988.
2. Bhalla, V K and S. Shivaramu, International Business Environmental and Business New Delhi, Anmil 1995.
3. Bhalla, V K International Economy, Liberalisation Process, New Delhi, Anmol, 1993.
4. Daniel, John D and Radebangh, Lee H International Business 5th ed., New York, Addision Wesley, 1989.

BARKATULLAH UNIVERSITY BHOPAL
Syllabus for MBA (Full Time) Semester-I

ACCOUNTING FOR MANAGERS

COURSE NO. CP-106	Max. Marks (Ext. Exam): 80
	Min. Pass Marks : 32

OBJECTIVES:
The basic purpose of this course is to develop an insight of postulates, principles and techniques of accounting and utilization of financial and accounting information for planning decision-making and control.

COURSE CONTENTS:

Unit – I	Financial Accounting – Concept, Importance and Scope, Principles of Double Entry, Ledger Accounting, Preparation of Trial Balance.
Unit – II	Preparation of Financial Statements – Profit and Loss Account and Balance Sheet; Depreciation Accounting.
Unit – III	Financial Statement analysis – Comparative Statement; Common Size Statements; Ratio analysis, Cash flow and fund flow analysis.
Unit – IV	Management Accounting – concept; Needs, Importance; Cost Accounting – Records and Processes, Inventory Valuation, Reconciliation between Financial and Cost Accounts.
Unit – V	Costing for Decision-Making, Marginal Costing and Absorption Costing;

SCHEME OF EXAMINATION:
Total Marks : (Internal 20, External 80) = 100 marks

PATTERN FOR EXTERNAL EVALUATION:

Sec. A: (Short Answers)	4 out of 8	4 x 8	= 32 Marks.
Sec. B: (Essay type & case)	3 out of 5	3 x 16	= 48 Marks.

SUGGESTED READINGS:

1. Anthony R n and Reece, J. S. 'Accounting Principles', 6^{th} ed. Homewood, Illinois Richard D, Irwin, 1995.
2. Bhattacharya S K and Dearden J. 'Accounting for Management'. Text and Cases. New Delhi, Vikas 1996.
3. Sharma & Gupta, 'Management Accounting' Kalyani Publication.
4. Pandey I. M. , 'Management Accounting', Vikas Publication.