

MANAGEMENT

Programme Structure

Course code	Course title	Lectures(L) Hour per week	Tutorial (T) Hour per week	Practical (P) Hours per week	Total Credits
MGT2151	Management Foundations	2	1	-	3
MGT2251	Marketing Management	2	1	-	3
MGT2351	Organisational Behaviour	2	1	-	3
MGT2451	Business Environment	2	1	-	3
MGT2551	Operations Research	2	1	-	3
MGT2651	Business Law	-	-	6	3
	TOTAL				18

MANAGEMENT

Syllabus - Semester First

MANAGEMENT FOUNDATIONS

Course Code: MGT2151

Credit Units: 03

Course Objective:

The aim of the course is to orient the students in theories and practices of Management so as to apply the acquired knowledge in actual business practices. This is a gateway to the real world of management and decision-making.

Course Contents:

Module I: Introduction

Concept, Nature, Scope and Functions of Management, Levels of Management, Evolution and Foundations of Management Theories - Classical and Neo - Classical Theories, Systems Approach to organization, Modern Organization Theory.

Module II: Management Planning Process

Planning objectives and characteristics, Hierarchies of planning, the concept and techniques of forecasting, Decision making – concepts & process, MBO, concept and relevance.

Module III: Organization

Meaning, Importance and Principles, Departmentalization, Span of Control, Types of Organization, Authority, Delegation of Authority.

Module IV: Staffing

Meaning, Job analysis, Manpower planning, Recruitment, Transfers and Promotions, Appraisals, Management Development, Job Rotation, Training, Rewards and Recognition.

Module V: Directing

Motivation, Co-ordination, Communication, Directing and Management Control, Decision Making, Management by objectives (MBO) the concept and relevance.

Module VI: Management Control

Coordination, Meaning, Nature, Features, Objectives and Process of Management Control, Techniques and Behavioural Aspects of Management control.

Examination Scheme:

Components	CT	HA	C	V	A	EE
Weightage (%)	10	5	5	5	5	70

(C - Case Discussion/ Presentation; HA - Home Assignment; V - Viva; CT- Class Test; A - Attendance; EE - End Semester Examination)

Text & References:

Text:

- Stoner, Freeman and Gilbert Jr. (2010), Management, 8th Edition, Pearson Education
- Robbins, (2009), Fundamentals of Management: Essential concepts and Applications, 6th edition, Pearson Education

References:

- Prasad, L.M. Principles & Practice of Management, 1st Edition, Tata McGraw Hills.
- Gupta, C.B., Management Concepts and Practices, Sultan Chand & Sons, New Delhi

Syllabus - Semester Second

MARKETING MANAGEMENT

Course Code: MGT2251

Credit Units: 03

Course Objective:

The main objective of this course is to give students an elementary knowledge of the fundamentals in the field of marketing. The focus will be both on developing and helping them imbibe basic marketing principles and establishing an appreciation of contemporary realities.

Course Contents:

Module I: Introduction to Marketing

Meaning of marketing, Core concepts of marketing, Evolution and its role in the changing business environment, various marketing management philosophies, viz., the production concept, the product concept, selling concept and the marketing concept, Newer definitions of marketing- societal marketing and relationship marketing, Strategies planning in marketing, Formulation of marketing plan.

Module II: Analyzing Marketing Opportunities

Internal and External Marketing Environment Analysis, Introduction to Marketing Information System and Marketing Research, BCG matrix, GE 9 cell model.

Module III: Studying Consumer Behaviour and Selecting Markets

Buying Behaviour for Consumer Markets and Industrial Markets, Types of Buying Situations, Buying Decision Process and Factors Affecting Buyer Behaviour, Consumer Adoption Process, Concept of Market Segmentation, Bases for segmenting Consumer and Business markets, Approaches for Targeting, Differentiation and Positioning.

Module IV: Product Mix Strategy

Product: concept & levels, Classification of consumer and industrial products, Product Differentiation, Product Mix, Product Life Cycle and various strategies, Branding: concept and challenges, Brand decisions, Packaging and Labeling.

Module V: Product Development Decision and Pricing

Product Line Decisions, New Product Development: Challenges & Process; Consumer Adoption Process, Diffusion of Innovation, Pricing Strategies; Setting the price, Understanding various pricing strategies and their application.

Module VI: Distribution and Logistics Decision and Integrated Communication Mix

Nature of Marketing Channels, Channel Functions and Flows, Channel Design and Management Decisions, Channel Dynamics, Introduction to Wholesaling, Retailing and Logistics, Marketing communication mix and Introduction to various elements of integrated marketing communications briefly

Module VII: Emerging Marketing Paradigms

E-marketing, Global marketing, Mobile marketing, Kiosk marketing, Green marketing, Tele marketing, Multi level marketing, Rural marketing.

Examination Scheme:

Components	CT	HA	C	V	A	EE
Weightage (%)	10	5	5	5	5	70

C - Case Discussion/ Presentation; **HA** - Home Assignment; **P** - Project; **S** - Seminar; **V** - Viva; **Q** - Quiz; **CT** - Class Test; **A** - Attendance; **EE** - End Semester Examination

Text & References:**Text:**

- Kotler, Philip & Armstrong, Gray, Principles of Marketing, 10th Edition, Pearson Education.
- Saxena, Rajan (2008), Marketing Management, 3rd Edition, McGraw Hills Education.

References:

- Ramaswamy and Namkumar, S (2009), Marketing Management Global Perspective: Indian Context, McMillion, New Delhi.
- Kumar, Arun and Meenakashi, N (2009), Marketing Management, Vikas Publishing House.
- Russel, Wines, Marketing Management, 3rd Edition, Pearson Education.
- Kotler, Koshi Jha (2009), Marketing Management, 13th Edition, Pearson Education.

Syllabus - Semester Third

ORGANISATIONAL BEHAVIOUR

Course Code: MGT2351

Credit Units: 03

Course Objective:

The objective of this course is to familiarize the students with the behavioural patterns of Human beings at individual and group levels.

Course Contents:

Module I: Understanding Human Behaviour

Concept, Nature and Significance of Human Behaviour, Factors Affecting Human Behaviour, Levels of Human Behaviour; Disciplines contributing to OB.

Module II: Individual Behaviour

Individual Differences; Personality and Theories of Personality; Perception; Learning and Behaviour reinforcement, Values.

Module III: Motivation & Attitude

Concept, Significance and Theories of Motivation, Motivation and Behaviour, Motivation at Work, Attitudes, Meaning and nature, Formation and change in attitudes, Job related attitudes.

Module IV: Interpersonal Behaviour, Power & Politics

Interpersonal Dimensions of Behaviour; Transactional Analysis Implications of TA, Organizational communication, making communication effective, Power: Concept, determinants, types; Organizational Politics: Tactics, Impression Management.

Module V: Group Behaviour and Leadership

Group Behaviour; Types, Functions, Determinants of Group Behaviour, Inter Group Problems, Leadership: Nature and Significance of Leadership, Leadership Styles, Theories of Leadership; Trait Theory, Behavioural Theory, Managerial Grid.

Module VI: Change and Conflicts

Organizational conflict, Nature and types of conflict, Management of organizational conflict, Approaches to conflict management, Organizational culture, Learning and maintaining organizational culture, Organizational change, Planned change, Resistance to change, Organization development, Definition, Need for organization development, Organization development process.

Examination Scheme:

Components	CT	HA	C	V	A	EE
Weightage (%)	10	5	5	5	5	70

C - Case Discussion/ Presentation; HA - Home Assignment; P - Project; S - Seminar; V - Viva; Q - Quiz; CT - Class Test; A - Attendance; EE - End Semester Examination

Text & References:***Text:***

- Stephen Robbins, Organisational Behaviour, 15th Edition PHI.

References:

- K. Ashwathappa, (2005) Organisational Behaviour, Tata McGrae Hill
- Keith Davis, Organisational Behaviour, Tata Mc Graw-Hill
- Keith Davis, Human Behaviour at Work, Tata McGraw-Hill

Syllabus - Semester Fourth

BUSINESS ENVIRONMENT

Course Code: MGT2451

Credit Units: 03

Course Objective:

The aim of the course is to orient the students towards the basic concepts of Indian and global business environment.

Course Contents:

Module I: Overview of Business Environment

Meaning and types of business environment, Internal and external environment, Micro and macro environment, Factors (Cultural, social, Political economic legal, demographic and technological) effecting business environment.

Module II: Indian Industrial environment

Industrial policy up to 1991, New industrial policy, Liberalization, Privatization and Globalization process in India, Disinvestment, Industrial sickness, MRTP act 1969, Competition law 2002, Foreign Exchange Regulation Act and Foreign Exchange Management Act (FERA and FEMA).

Module III: Financial Environment

Indian money and capital markets: meaning, functions and constituents, Stock exchange- importance and functions, SEBI, Capital market reforms and development, Industrial financial institutions (IDBI, SIDBI, ICICI, IFCI etc.).

Module IV: Labour Environment

Labour legislation in India, Social security benefits, Industrial disputes- causes and preventive measures, Settlement of disputes, International Labour Organisation (ILO), Trade union- meaning and functions, Trade Union Act.

Module V: Economic Planning and Development

Planning in India- needs and objectives, five year plans, planning commission, 11th five year plan, Green and white revolution- achievements and failures, Second green revolution, foreign trade policy 2009, Export processing zones, Export oriented units, Special economic zones (EPZ's, EOU's, SEZ's) and trading houses in India.

Module VI: Global Environment

Bretton woods system, features of Uruguay round of negotiations, GATT/ WTO- role, functions and ministerial conferences, IMF, World Bank (International Bank for Reconstruction and Development), Regional economic cooperation institutions, SAARC, EU, NAFTA and ASEAN.

Examination Scheme:

Components	CT	HA	C	V	A	EE
Weightage (%)	10	5	5	5	5	70

C - Case Discussion/ Presentation; HA - Home Assignment; P - Project; S - Seminar; V - Viva; Q - Quiz; CT - Class Test; A - Attendance; EE - End Semester Examination

Text & References:

Text:

- Francis Cherunillum, (2007), Business Environment Text and Cases, Himalaya Publications.

References:

- Bedi Suresh, (2004), Business Environment, Excel Books, N. Delhi.
- Shaikh Saleem, (2010), Business Environment, 2nd Edition, Pearson Education.
- Bhatia H.L, International Economics, Vikas Publications.
- Mishra S.K, and Puri V.K, Indian Economy, Himalaya Publishing House.
- Gupta, C B, (2008), Business Environment, 4th Edition, S. Chand & Co. New Delhi
- Rudra Dutta and Sundharam, Indian Economy, S. Chand & Co. New Delhi

Syllabus - Semester Fifth

OPERATIONS RESEARCH

Course Code: MGT2551

Credit Units: 03

Course Objective:

The objective of this paper is to make students familiar with basic concepts and tools in Operations Research. These techniques assist in solving complex problems and help in decision making.

Course Contents:

Module I: Introduction

Introduction to Operations Research, Definition, scope and limitations of Operations Research

Module II: Linear Programming

Linear Programming – Basic Concepts, Model formulation; Solution methods – Graphical Solution method, Simplex method (problems involving only upto 3 constraints and of inequality <), Application of LPP in business decision making.

Module III: Transportation Problem

Transportation problem- Initial Basic feasible solution (North - West corner rule, Vogels approximation method), Test for optimality (Modified Distribution (MODI) method)

Module IV: Assignment Problem

Assignment Problem – Introduction, Approach of the Assignment model, Solution Methods (Hungarian method)

Module V: Game Theory

Game Theory - Concept and definition; Solution methods of Pure Strategy games (with saddle point), Significance of Game Theory.

Module VI: Queuing & Simulation

Introduction, Elementary queuing system, Introduction to Single – channel queuing model (with Poisson arrivals and Exponential service times), (no numerical); Introduction to Simulation, applications, advantages and drawbacks of simulation, Introduction to Monte – Carlo Simulation, Role of computers in Simulation.

Examination Scheme:

Components	CT	HA	Q	C	A	EE
Weightage (%)	10	5	5	5	5	70

C - Case Discussion/ Presentation; HA - Home Assignment; P - Project; S - Seminar; V - Viva; Q - Quiz; CT - Class Test; A - Attendance; EE - End Semester Examination

Text & References:***Text:***

- Kapoor V K, Operations Research (Techniques for Management), Seventh edition, Sultan Chand & Sons.

References:

- Sharma J K, Operations Research (Theory & Practices), Second edition, Macmillan India Ltd.
- Hamdy A Taha, Operations Research, Seventh edition, Prentice Hall India
- Kothari C R, An introduction to Operations Research, Third edition, Vikas Publishing House

Syllabus - Semester Sixth

BUSINESS LAW

Course Code: MGT2651

Credit Units: 03

Course Objective:

The objective of the course is to acquaint the students with the fundamentals of business related laws, which have an important role over smooth conduct of business.

Course Contents:

Module I: Legal Environment of Business

Importance of Law, Legal environment of business, Sources of law, Function of law.

Module II: Indian Contract Act, 1872

Nature and kinds of Contracts, Concepts related to offer, Acceptance and Consideration, Principles Governing Capacity of Parties and Free Consent, Legality of Objects, Performance and Discharge of Contract, Breach of Contract and its Remedies, Basic Elements of Law Relating to Agency, Guarantee and Pledge.

Module III: Indian Sale of Goods Act, 1930

Sale and Agreement to Sell, Hire Purchase, Pledge, Mortgage, Hypothecation Lease, Goods, Different types of Goods, Passing of Property in Goods, Conditions and Warranties, Doctrine of Caveat emptor, Rights of an unpaid Seller.

Module IV: Negotiable Instruments Act, 1881

Meaning of Negotiability and Definition of Negotiable Instruments, Features, Cheques, Bill of Exchange and Promissory Note, Holder in Due Course, Crossing of Cheques, Endorsement and Dishonour of Cheques.

Module V: Elements of Company Law

Meaning and types of companies, Formation of a company, Memorandum and Articles of Association, Prospectus and Issue of Shares, Share Capital and Shareholders, Company Meetings and Proceedings, Powers and Liabilities of Directors, meeting, Managerial Remuneration and Winding up of Company.

Module VI: Consumer Protection Act 1986 and Torts

Need for Consumer Protection, Meaning of Consumer, Different Redressal Forums for Consumers, Rights of Consumers, Unfair Trade Practices, and Procedure for Filing Complaints, Meaning of tort, Application of Tortious Liability in Business Situations.

Examination Scheme:

Components	CT	HA	C	V	A	EE
Weightage (%)	10	5	5	5	5	70

C - Case Discussion/ Presentation; HA - Home Assignment; P - Project; S - Seminar; V - Viva; Q - Quiz; CT - Class Test; A - Attendance; EE - End Semester Examination

Text & References:

Text:

- N.D. Kapoor, Mercantile Law
- P.K Goel, Business Law for managers Biztantra.

References:

- Shukla, S.M. and Gupta, O P, Mercantile Law.
- S. S. Gulshan Mercantile Law, Excel Book.
- Maheshwari & Maheshwari Business Law.