

AFFILIATED INSTITUTIONS
ANNA UNIVERSITY : : CHENNAI 600 025

REGULATIONS - 2015

I TO IV SEMESTERS CURRICULA & SYLLABI
MBA (INTEGRATED) -5 YEARS

SEMESTER I

SL. NO.	COURSE CODE	COURSE TITLE	L	T	P	C
THEORY						
1	MI7101	Foundation of Management	3	0	0	3
2	MI7102	Indian Economy	3	0	0	3
3	MI7103	Business Mathematics	3	0	0	3
4	MI7104	English	3	0	0	3
5	MI7105	Principles of Accounting	3	0	0	3
6	MI7106	Basic Psychology	3	0	0	3
PRACTICALS						
7	MI7111	English Language Lab	0	0	4	2
TOTAL			18	0	4	20

SEMESTER II

SL. NO.	COURSE CODE	COURSE TITLE	L	T	P	C
THEORY						
1	MI7201	Management Accounting	3	0	0	3
2	MI7202	Business Organisation	3	0	0	3
3	MI7203	Business Statistics-I	3	0	0	3
4	MI7204	Fundamentals of Sociology	3	0	0	3
5	MI7205	Business Communication	3	0	0	3
6	MI7206	Fundamentals of Computers	3	0	0	3
PRACTICALS						
7	MI7211	Computer Skills- I	0	0	4	2
TOTAL			18	0	4	20

SEMESTER III

SL. NO.	COURSE CODE	COURSE TITLE	L	T	P	C
THEORY						
1	MI7301	Managerial Economics - I	3	0	0	3
2	MI7302	Management Information System	3	0	0	3
3	MI7303	Cost Accounting	3	0	0	3
4	MI7304	Marketing Management - I	3	0	0	3
5	MI7305	Business Law - I	3	0	0	3
6	MI7306	Business Statistics-II	3	0	0	3
PRACTICALS						
7	MI7311	Computer Skills-II	0	0	4	2
TOTAL			18	0	4	20

SEMESTER IV

SL. NO.	COURSE CODE	COURSE TITLE	L	T	P	C
THEORY						
1	MI7401	Managerial Economics - II	3	0	0	3
2	MI7402	Data Management	3	0	0	3
3	MI7403	Corporate Accounting	3	0	0	3
4	MI7404	Quality Management	3	0	0	3
5	MI7405	Business Law - II	3	0	0	3
6	MI7406	Applied Operations Research - I	3	0	0	3
PRACTICALS						
7	MI7411	Accounting Software	0	0	4	2
8	MI7412	Seminar I	0	0	2	1
TOTAL			18	0	6	21

OBJECTIVES :

- To expose the students to the basic concepts of management.
- To enable the students to understand the management functions of organization.

UNIT I INTRODUCTION**9**

Nature and process of management, basic managerial roles and skills, nature of managerial work; Management vs. Administration, Management as a Science or an art, Management as a Profession, Professional Management in India; Development of Management thought: Henri Fayol, F W Taylor, Elton Mayo and Maslow; System and contingency approach.

UNIT II PLANNING AND DECISION MAKING**10**

Planning and decision making – concept, purpose and process of planning, kinds of plans, strategies, policies and planning, premises, goal setting, MBO. Decision making – nature and process, types of managerial decisions, decision making conditions, forms of group decision making in organization.

UNIT III ORGANIZING**9**

Organizing–Concept, Steps and elements of organizing function, basis of departmentation, distribution of authority, Types of organization structure, Delegation and Decentralization.

UNIT IV DIRECTION**8**

Leadership – nature and significance, leading and managing, leadership styles, leadership theories.

UNIT V CONTROL**9**

Management Control; nature, purpose and process of controlling, kinds of control system, prerequisites of effective control system, resistance to control.

TOTAL: 45 PERIODS**OUTCOMES :****At the close of the semester, a student should:**

- Understand basic terminology and concepts for Management theory.
- Be proficient in case study analysis and writing for Management applications.
- Demonstrate the ability to apply selected Management frameworks to real world business situations for problem-solving purposes.
- Demonstrate business caliber online communications and netiquette skills via proficient participation in group discussion forums.

REFERENCES :

1. Koontz & Ramachandra, Essentials of Management, Tata McGrawHill
2. Stoner, Freeman and Gilbert, Jr. Management, Pearson Education, New Delhi
3. Wehrich, Heinz and Harold Koontz, Management: A Global Perspective, Tata McGrawHill
4. Dinhar Pagan, Chopra, Principles of Management.

OBJECTIVES :

To understand the various aspects of Indian Economy and to develop a perspective on the different problems and approaches to economic planning and development in India.

UNIT I MEANING AND CHARACTERISTICS 9

Economy – definition - Classification of economy – developing and developed economy. Indian economy – structure of the economy – agricultural, industrial and service sectors. Sectoral contribution to the national income of Indian economy. Characteristics of Indian economy in terms of demographic, economic and social indicators. Major development issues in India.

UNIT II INDIAN DEMOGRAPHY 9

Population – size and growth of population. Features of Indian population –sex ratio, rural and urban distribution, age distribution, density of population, occupational distribution. Causes for population growth – natural growth rate of population. Problems of higher population – poverty: definitions of poverty – measures to eradicate poverty.

UNIT III ECONOMIC PLANNING AND AGRICULTURAL SECTOR 9

Planning in India – five year planning. Evolution of Indian planning. Major achievements and failures of Indian planning since first five year planning. Objectives of 12th five year plan. Allocation of resources for agricultural, industrial and service sectors of the economy. Agricultural growth during the post reform period- achievements and failures.

UNIT IV INDUSTRIAL SECTOR 9

Industrial policy, 1991 - Liberalization, privatization and globalization of Industrial sector - Industrial growth since economic reform. Growth and problems of SMEs.

UNIT V FOREIGN TRADE 9

India's balance of trade and payment since 2007. Exports and Imports – pattern of trade. Trade policy of India, 1991. BOT and exchange rate. Government of India's measures to manage exchange rate fluctuations.

TOTAL : 45 PERIODS

OUTCOMES:

- The course expects students to understand the economic issues in range of economic activities in the Indian Economy. The Students are made to understand role of Indian Economy in global context and how different factors affect them.

REFERENCES :

1. Datt Ruddar and KPM Sundaram, Indian Economy, 67th Edition S. Chand & Company Ltd., New Delhi, 2013.
2. Gaurav Datta Ashwani Mahajan, Indian Economy. 68th Edition S. Chand & Company Ltd., New Delhi, 2013.
3. Misra S.K. & V. K. Puri, Indian Economy, 32nd Edition, Himalaya Publication house, Mumbai.2014
4. Gopal Ji,Suman Bhakri & Anisha Bhakri, Indian Economy -Performance and Policies, 2nd Edition, Vikas Publishing, New Delhi,2015.
5. Shankar Acharya and Rakesh Mohan, Indian Economy - Performance and Challenges, 1st Edition, Oxford University Press, USA , 2010

OBJECTIVE :

The objective of this course is to teach the mathematical concepts and principles of calculus, vector, etc. so that students will be able to apply their mathematical skills to various business problems.

UNIT I SEQUENCE AND SERIES**9**

Progressions: Arithmetic, Geometric and Harmonic progressions - Means of two positive real numbers - Relation between A.M., G.M., and H.M. - Sequences in general - Specifying a sequence by a rule and by a recursive relation - Binomial expansion - Compound interest - Normal rate and effective rate.

UNIT-II VECTORS, MATRICES AND DETERMINANTS**9**

Vectors: Operations on vectors - Matrices : Types of matrices - Matrice operations: Addition, Subtraction and Product of matrices, Multiplication of a matrix by a scalar - Determinants: Evaluation of determinants of order two and three - Properties of determinants - Singular and non-singular matrices - Product of two determinants - Rank of the matrix.

UNIT-III SETS AND FUNCTIONS**9**

Sets: Set and sub-sets, Venn diagram and its applications - Operations on sets: Cartesian product of sets, Application - Functions: Algebraic functions (polynomial - linear, quadratic and rational), transcendental functions (exponential, log and trigonometric functions with identities) and inverse functions - The laws of logarithms and their uses.

UNIT-IV DIFFERENTIAL CALCULUS**9**

Limit of functions - Continuity of functions and properties - Graphical interpretation - Differentiation: Geometrical interpretation - Differentiation using first principles - Rules of differential - Chain rule - Logarithmic differentiation of implicit function - Parametric functions - Second order derivatives - Application of derivatives: Maxima and Minima.

UNIT-V INTEGRAL CALCULUS**9**

Standard Integration - Method of integrations: Integration of rational functions - Integration using algebraic substitution - Trigonometric integrals -Trigonometric substitution - Integration by parts - Definite integral - Properties of definite integrals.

TOTAL : 45 PERIODS**OUTCOMES:**

1. Students will be able to formulate and analyze mathematical problems, precisely define the key terms and draw clear conclusion.
2. Students will be able to present their mathematical work both in oral and written formats.

REFERENCES:

1. John Bird "Higher Engineering Mathematics" Newnes (An Imprint of Elsevier), 4th Edition, 2006, Indian Edition, Noida.
2. James Stewart "Calculus with Early Transcendental Functions", CENGAGE Learning 2008, Indian Edition, New Delhi.
3. H. Anton, I. Bivens and S. Davis 'Calculus', John Widely India Pvt. Ltd. 7th Edition, 2014, New Delhi.
4. B.M. Aggarwal, 'Business Mathematics and Statistics" Ane Book Pvt. Ltd., 2015, Chennai.
5. M. Raghavachari, 'A First Course in Mathematics for Management'. McGraw-Hill Education (India) Pvt. Ltd., 2015, New Delhi.

OBJECTIVES :

- To familiarize tertiary level grammatical usage in language
- To acquire LSRW skills in a professional context
- To orient the learner towards applied language skills

UNIT I**9**

LISTENING barriers, strategies for improving listening skills, listening to a story, short talk– SPEAKING: the characteristics of effective speech, voice quality, rate of speaking, clear articulation, Introducing oneself, Speaking about past events, experiences, discussing music. - READING – Comprehension, developing reading skills, Reading articles WRITING the characteristics of effective writing, clear organization and structuring of ideas, summarizing, clarity of language, stylistic variation Grammar – Tenses, Adjectives, Adverbs Vocabulary – Synonyms, Antonyms, Guessing meaning from Context

UNIT II**9**

LISTENING – listening to short speeches, conversations, TED Talks, listening for information – SPEAKING- Participating in informal discussions, expressing different points of view - READING – strategies, skimming and scanning; predicting, guessing, inferring; reading critically, Reading Articles, Taking notes. – WRITING – Short Article, blogging, Email Etiquette, Emails Grammar – Clauses, Comparison of Adjectives Vocabulary – Prefixes, Suffixes, Foreign words and phrases

UNIT III**9**

LISTENING – Telephonic Conversations, leaving a message– SPEAKING Exchanging information, Discussing Future Plans, Conversational Skills, - READING – Brochures, Emails, Informative texts - WRITING – Business Letters – Quotation, Complaints, Grammar – Determiners, Relative Clauses, Conditionals, Vocabulary – Phrasal Verbs, Single word Substitution

UNIT IV**9**

LISTENING – Dialogues, Interviews. SPEAKING- Brief Presentations, Using Discourse Markers - READING – Newspaper Reports, Product Review WRITING – Essays –analytical and argumentative, Letters seeking permission, making enquiries. Grammar – Expressing causes and results, Modals, Vocabulary – Word Formation

UNIT V**9**

LISTENING –Narratives, Conversations SPEAKING- Neutral and Gender-sensitive language, Interview role plays- READING – Jumbled Sentences WRITING-Recommendations, Short Reports, Writing notices, Grammar – Reported Speech, Vocabulary –Sequencing Words, Linkers

TOTAL : 45 PERIODS**OUTCOME :**

This is a foundational course designed to facilitate the transition from secondary to tertiary level of language usage. The course sensitizes the learner regarding various aspects of the language in order to make effective use of it in his/her personal, academic or professional contexts.

TEXT BOOKS :

English in Mind, Second Edition-Student's Book, Herbert Puchta and Jeff Stranks, Cambridge University Press, 2010.

REFERENCES:

Study Skills in English Wallace, Michael J. Cambridge University Press, Cambridge, 1980
A Course in Communication Skills, P. Kiranmai Dutt, Geetha Rajeevan, and C.L.N. Prakash, Foundation Books, New Delhi, India, 2008.

WEBSITES :

www.onestopenglish.com
www.bbc.co.uk/worldservice/learningenglish
www.eslcafe.com/
www.learnenglish.britishcouncil.org/en/

MI7105**PRINCIPLES OF ACCOUNTING****L T P C**
3 0 0 3**OBJECTIVE :**

Acquire fundamental knowledge in Accounting.

UNIT I INTRODUCTION**9**

Introduction to Financial, Cost and Management Accounting - Objectives of Financial Accounting – Accounting Principles, Concepts and Conventions – Book keeping and Accounting – Accounting System – Preparation of Journal, Ledger, Cash Book and Trial Balance – Errors disclosed and not disclosed by Trial Balance.

UNIT II FINAL ACCOUNTS**9**

Preparation of Final Accounts of Sole Trading Firms – with adjustments (Simple adjustments only).

UNIT III RECTIFICATION OF ERRORS & DEPRECIATION**9**

Rectification of Errors including preparation of Suspense Account – Depreciation – Meaning and Types – Methods of Charging and Providing depreciation – Straight Line and Written Down Value methods (Change in method excluded).

UNIT IV BANK RECONCILIATION STATEMENT**9**

Bank Reconciliation Statement (simple problems only) – Insurance Claim – Average Clause (Loss of profit excluded).

UNIT V ACCOUNTING FOR NON-PROFIT ORGANISATION**9**

Accounting for Non-profit Organisation – Receipts and Payments Account, Income and Expenditure Account and Balance Sheet (simple problems only).

TOTAL : 45 PERIODS**OUTCOME:**

Good grasp of basic Accounting nuances.

TEXT BOOKS :

1. Reddy and Murthy, Financial Accounting by Margham Publications, 2015, Chennai.
2. R.L.Gupta and Radhaswamy, Advanced Accounting, Vol. I, Sultan Chand & Sons, 2014, New Delhi.
3. P.C.Tulsian, Financial Accounting, Pearson Education India, 2014.

REFERENCES :

1. Jan Williams, Financial and Managerial Accounting – The basics for business decisions, 17th edition, Tata McGraw Hill Publishers, 2015.
2. Stice & Stice, Financial Accounting Reporting and Analysis, 8th edition, Cengage Learning, 2015.
3. Advanced Accounting, R.L.Gupta and P.K.Gupta, Advanced Accounting, Sultan Chand, New Delhi.

OBJECTIVES:

- Develop a strong research background and understanding of the scientific foundation of psychology
- Develop a knowledge base of human behaviour across the broad areas of psychology.
- Become aware of the applications of psychology in the professions associated with psychology.

UNIT I INTRODUCTION**9**

Nature, scope and methods, Major perspectives of modern psychology, Subfields of psychology, Psychology and diversity, Evolutionary psychology - exportation of psychology; Biological Bases of Behaviour: Neurons, nervous system – basic structure and function, The brain

UNIT II SENSATION AND PERCEPTION**9**

Sensation: Sensory Thresholds – Role of Psychophysical Procedures, Sensory Adaptation, Vision: The Eye, Light, Basic Functions of the Visual System, Color Vision, Vision and the Brain, Hearing: The Ear, Sound, Pitch Perception, Sound and Localization, Touch and other Skin Senses, Smell and Taste: How They Operate, Some Interesting Facts, Kinesthesia and Vestibular Sense, Perception: Organizing Principles, Constancies and Illusions: When Perception Succeeds and Fails, The Plasticity of Perception: Innate VS Learned, Extrasensory perception: Perception without Sensation

UNIT III MEMORY**9**

Human memory: The Atkinson and Shiffrin Model, Neural networks models, Forgetting – Memory Distortion and memory construction – Memory in everyday life – Memory and the brain: Evidence from memory impairments

UNIT IV COGNITION AND INTELLIGENCE**9**

Cognition: Thinking, Making decisions, Problem solving, Language; Intelligence: Unitary or Multifaceted, Measuring intelligence, Human intelligence: The Role of Heredity and the Role of Environment, Grouping differences in intelligence test scores, Emotional intelligence, Creativity

UNIT V HUMAN DEVELOPMENT**9**

Human Development: The Childhood years – Physical growth and development, Perceptual development, Cognitive development, Moral development, Social and emotional development, Gender identity and sex-category constancy; Adolescence, Adulthood and Aging: Death and bereavement

TOTAL: 45 PERIODS**OUTCOMES:**

By the time they graduate, students will:

- Demonstrate knowledge of the major theoretical approaches and findings in psychology
- Know the research methods used in psychology, apply their knowledge in research design, and data analysis
- Critically assess information related to the study of behaviour and mental processes, and use the critical assessment in forming conclusions and arguments
- Develop tolerance for ambiguity and opinions that differ from their own

TEXT BOOKS

1. Robert A. Baron - Psychology (5th edition), Pearson Education
2. S.K. Mangal: An Introduction to Psychology

REFERENCES

1. Daniel L. Schacter, Daniel T. Gilbert & Daniel M. Wegner – Psychology (2nd edition)
2. James W. Kalat - Introduction to Psychology (10th edition)
3. Lahey, B. B. (1998). Psychology: An Introduction, Tata Mc Graw Hill
4. M.R. Murthy: Foundation of Psychology
5. Morgan & King - Introduction to Psychology.

MI7111

ENGLISH LANGUAGE LAB

L T P C
0 0 4 2

OBJECTIVES :

- To enable learners develop their communicative competence.
- To facilitate the process of acquiring and developing soft skills among the learners in a professional background.
- To enhance the employability skills of students to improve their prospects of placements.

MODULES

1. Listening to academic and professional lectures and presentations.
2. Participating in group discussions – understanding group dynamics – brainstorming - expressing opinions, initiating and turn taking. Using appropriate body language in professional contexts – gestures, facial.
3. Making presentations – introducing oneself – introducing a topic – answering questions – individual presentation practice-
4. Creating effective PPTs – presenting the visuals effectively - designing slides.
5. Reading reports in newspaper, making a summary and presenting it.
6. Understanding graphical data – summarizing and interpreting it.
7. Writing job applications - writing covering letter and résumé - Applying for jobs online - email etiquette.
8. Writing for publications –conference papers, research reports
9. Drafting memos in business context – writing for blogs.
10. Interview skills– dress code – body language – mock interview.

TOTAL: 60 PERIODS

OUTCOMES :

- Speak confidently and professionally in business contexts
- Comprehend models of business communication in real time contexts
- Participate in discussions and interviews in a self-assured manner.

TEXT BOOKS:

1. Effective Communication. John Adair, Pan Publishing
2. Effective English Communication. Krishna Mohan and Meenakshi Raman. 3rd Edition, Tata McGraw Hill, New Delhi, 2003.
3. Professional Communication Skills. Alok Jain, Pravin S., R.Bhatia, A.M. Sheikh, 3rd Edition, S Chand and Company, New Delhi, 2005.

MI7201

MANAGEMENT ACCOUNTING

L T P C
3 0 0 3

OBJECTIVE:

Acquire fundamental knowledge in Management Accounting

UNIT I INTRODUCTION

9

Management Accounting – Meaning, Scope, Importance and Limitations – Management Accounting Vs. Financial Accounting – Analysis of Financial Statements – Meaning, Tools and Methods – Comparative, Common Size Statements, Trend Analysis.

UNIT II RATIO ANALYSIS

9

Ratio Analysis – Meaning, Merits and Demerits – Classification of Ratios –Liquidity, Profitability, Turnover, Capital structure and Leverage ratios (simple problems only).

UNIT II FUND FLOW AND CASH FLOW STATEMENTS

9

Preparation of Fund Flow and Cash Flow (as per AS3) Statements (simple problems only).

UNIT IV BUDGETARY CONTROL

9

Budgetary Control – Meaning, steps involved – Merits and Demerits – Types of Budgets – Production, Sales, Cash – Fixed and Flexible Budgets.

UNIT V MARGINAL COSTING

9

Marginal Costing (excluding decision making) – BEP, Break Even Charts, Limiting Factors.

TOTAL: 45 PERIODS

OUTCOMES:

- Posses a reasonable knowledge of the basic tools in Management Accounting.

TEXT BOOKS :

1. Reddy and Hari Prasad Reddy, Management Accounting by Margham Publications, 2015, Chennai.
2. S.N.Maheswari, Management Accounting, Sultan Chand & Sons, 2014, New Delhi
3. Sharma and Shashi Gupta, Management Accounting, Kalyani Publishers, 2014, New Delhi.

REFERENCES :

1. Horngren, Surdem, Stratton, Burgstahler, Schatzberg, Introduction to Management Accounting, PHI Learning, 2015
2. Charles T. Horngren and Gary N. Sundem, Introduction to Management Accounting, Prentice Hall.
3. Chadwick, Essence of Management Accounting, 2014, Prentice Hall of India, Pvt. Ltd.

MI7202

BUSINESS ORGANISATION

L T P C
3 0 0 3

OBJECTIVES:

- The purpose of this paper is to impart to the students an understanding of the basic concepts in commerce, trade and industry and various forms of business organisation.
- Prepare them to face emerging challenge of managing business.

- UNIT I INTRODUCTION 9**
 Meaning and definition of business, essentials & scope of business, business as a system. business and profession. Classification of Business Activities, distinction between business, commerce and trade. Meaning, Definition, Characteristics and objectives of Business Organisation, Evolution of Business Organisation. Business and its Environment - Social Responsibility of a business firm.
- UNIT II LOCATION OF INDUSTRY 9**
 Location of industry- Factors influencing location- Size and scale of operation- Optimum firms – Advantages &- Disadvantages of large scale operations - small scale operations- Industrial Estates and District Industries Centre.
- UNIT III FORMS OF BUSINESS ORGANISATION 9**
 Forms of Business Organization • Sole proprietorship - meaning, characteristics, advantages and limitations, suitability of sole proprietorship form of business organization. • Partnership - meaning, characteristics, advantages and limitations, types of partners, suitability of partnership form of business organization. • Joint Hindu family firm • Cooperative Society - meaning, characteristics, advantages and limitations, types of cooperative societies, suitability of cooperative form of business organization.
- UNIT IV JOINT STOCK COMPANY 9**
 Joint Stock Company - meaning, characteristics, advantages and limitations, suitability of company form of business organization. Types of Joint Stock Company - Public Limited Companies, Private Limited Companies, Government Companies, Multinational Companies -Public Utilities and Public Enterprises.
- UNIT V BUSINESS COMBINATIONS 9**
 Business Combination- Meaning ,Causes, Objectives, Types and Forms. Advantages and disadvantages. Mergers, Takeovers and Acquisitions- Trade associations and chamber of commerce.

Total: 45 PERIODS

OUTCOME :

The student will understand the modern business practices, forms, procedures and functioning of various business organizations

BOOKS RECOMMENDED:

- 1.Fundamentals of Business Organisation and Management by Y.K. Bhushan, Sultan Chand & Sons,2013.
2. Tulsian, P.C.; Business Organisation & Management, Pearson Education, New Delhi 2002.
- 3.R.C Bhatia, Business Organisation & Management, ANE Books 2000.
4. C.D.Balaji and G.Prasad - Business Organization, 2012, Margham Publications.
5. R.C.Bhatia,Business Organisation & Management,2012,Tax Mann Publications Pvt Ltd

OBJECTIVES:

The objective is to provide with a working knowledge of how to apply statistics to business situation.

UNIT I FUNDAMENTALS OF STATISTICS AND GRAPHICAL DISPLAYS 9

Fundamentals of statistics: What is statistics - Need for statistics in business - Data and information - Population and sample - Sampling - Sampling methods - data types - Frequency - relative frequency - frequency tables - Cross tabulation - Graphical representation of frequency distribution: histogram, frequency polygon, ogive pie-chart.

UNIT II DESCRIPTIVE AND INFERENCE STATISTICS 9

Descriptive statistics: descriptive and inferential statistics - grouped and ungrouped data - measures of central tendency, variability, dispersion: arithmetic mean, median, mode, quartiles, percentiles, deciles, interquartile, range, skewness kurtosis, standard deviation, variance - Application in business scenario.

UNIT III PROBABILITY 9

Probability : Basic concepts - axiomatic approach - classical definition - basic theorems - complements, union and intersection - venn diagrams - conditional probability, multiplicative law, independence event - total probability - Baye's theorem.

UNIT IV PROBABILITY DISTRIBUTION FOR DISCRETE RANDOM VARIABLES 9

Discrete random variable - Probability distribution for discrete random variable - Cumulative distribution function - Moments and variation - special distributions: Binomial, Poisson and Hypergeometric distributions.

UNIT V PROBABILITY DISTRIBUTION FOR CONTINUOUS RANDOM VARIABLES 9

Continuous random variable - Probability density function for continuous random variable - Cumulative distribution function - moments and variation - Special distribution: Exponential, uniform and normal distribution - Markov inequality - Chehychev's inequality - Central limit theorem.

TOTAL: 45 PERIODS**OUTCOMES:**

- Develop and refine decision-making skills by basing decision upon the outcome of statistical tests.
- Analyze real world scenarios and determine the appropriate type of analytical problem solving technique to utilize.

REFERENCES:

1. S.C. Gupta and V.K. Kapoor, 'Elements of Mathematical Statistics', 3rd Edition, Sultan Chand & Sons, 2014, Chennai.
2. W. Mendenhall, R. Beaver and B.M. Beaver, 'Introduction to Probability and Statistics', CENGAGE Learning India Pvt. Ltd., 2016, New Delhi.
3. B.M. Aggarwal, 'Essential of Business Statistics', Ane Book Pvt. Ltd., 2016, Chennai.
4. Prem S. Mann, 'Introductory Statistics' Wiley Publications, 8th Edition, 2013, Singapore.
5. David M . Levine, 'Business Statistics - A first course' Person Publication, 7th Edition, 2015, Greater Noida.
6. Navai Bajpai, 'Business Statistics' Pearson Education, 2009, Greater Noida.
7. Sanjiv Jaggia and Alison Kelly, 'Business Statistics' - Communicating with numbers, Tata McGraw Hill, 2nd Edition, 2016, New Delhi.
8. L.J. Kazmier, Business Statistics, Schaum's Outlines, 4th edition, Tata McGraw Hill Publishing Company Limited, 2004, New Delhi.

OBJECTIVES:

- To understand the basic concepts and the major concerns of sociology.
- To understand the relationship between culture, personality and society.
- To identify the nature and characteristics of social processes.

UNIT-I INTRODUCTION**9**

Origin, Nature, Scope and importance of Sociology; Methods of Sociology; Relationship with other social sciences

UNIT-II BASIC CONCEPTS**9**

Society, community, Institution, Social structure, Social System, Social Groups, Social organization, Relationship between Individual and Society, Societal culture

UNIT-III SOCIALIZATION**9**

Meaning of Socialization, Socialization as a Process of Learning, Stages and Agencies of Socialization; Social Norms: Conformity, Deviance, Needs of Social Control

UNIT-IV SOCIAL PROCESS**9**

Social Process in Social Institution: Meaning, Causes and Remedies; Social Stratification in Marriage, Family, Peer group- Religion and Kinship

UNIT-V APPLIED SOCIOLOGY**9**

Indian social problems- race, class, gender inequalities- Ecology and Environment: Pollution, Global warming and Green house effect. Impact of Industrialization and Urbanization on Environment- Issues in sustainability

TOTAL: 45 PERIODS**OUTCOMES:**

- Students will demonstrate the ability to discuss sociological theories and concepts
- Students will exhibit knowledge of the primary institutions of family, education, religion, and economic and political structures.
- Students will demonstrate an understanding of race, class, and gender inequality.

TEXT BOOKS:

1. Sankar Rao, C.N.: Sociology, Sultan Chand and Sons, 2007
2. H.K.Rawat: Sociology a basic concepts, Rawat publications, New Delhi, 2001
3. M.L. Andersson & H.F. Taylor: Sociology: Understanding a diverse society, Wadsworth, USA, 2008, 4th edition

REFERENCES:

1. Bhusan, Vidya: Sociology, Kitab Mahal, New Delhi, 2005
2. J.Stockard: Sociology: Discovering society, Wadsworth, USA, 1996, 1st edition
3. Johnson, Harry M: Sociology, Allied Publications Pvt., Ltd. New Delhi, 2003
4. James M. Henslin: Esσηςntial of Sociology, 4th edition
5. Joan Ferrante: Sociology, United states in a global community.

OBJECTIVES:

- To familiarize tertiary level grammatical usage in language
- To apply LSRW skills in a professional context
- To acquaint students with evolving trends in professional communication.

UNIT I FUNDAMENTALS OF BUSINESS COMMUNICATION 9

Formal and Informal Communication Listening to Conversations, Interviews, Introducing a Product or Service. Small Talk. SWOT Analysis - Telling a story effectively, Reading Reports, Comprehending passages in Business and Economy-related Newspapers – Basics of Business Correspondence - Formal Letters, Letters calling Quotations, Follow Up and Complaints Letters.

UNIT II PRESENTATION AND GROUP DISCUSSION SKILLS 9

LISTENING –SPEAKING: Seminars, Conferences, Preparing Powerpoints - READING – Profiles of Companies, Interpreting Data, Case Studies WRITING –Reports – Survey, Feasibility

UNIT III DOCUMENTING SKILLS 9

Press Meets SPEAKING: Group Discussion, Dynamics of a Group Culture, - READING –Critical Thinking, Problem Definition and Solving WRITING – Company Profiles, Minutes of Meetings, Case Studies Job Application, Email, Cover letter Formats

UNIT IV NON-VERBAL COMMUNICATION 9

Grooming, Body Language, Tone and Pitch, Intercultural and Cross-Cultural Communication SPEAKING: Presentations - READING – Meeting and their procedures WRITING – Project Proposals, Mini Projects, Seeking Funding , Drafting Tenders, Circulars

UNIT V TELEPHONE AND EMAIL ETIQUETTE 9

Listening to and executing formal telephone conversations, conversational tactics, seeking information LISTENING – Sales Meeting, Panel Discussion, Accents SPEAKING: Negotiation Skills, Life Skills, Elevator Pitch, Leadership Behavior - READING –WRITING – Requisition Letters – for Reference and Recommendation, Statements of Purposes, Persuasive language Emails, Portfolios.

TOTAL: 45 PERIODS**OUTCOME :**

This is an intermediate level course facilitating the application of the language skills acquired during the first semester. The learner focuses on using the LSRW skills in a business context for effective participation and communication.

TEXT BOOK :

1. **Business Advantage**, Almut Koester, Angela Pitt, Michael Hanford and Martin Lisboa, Student's Book, Intermediate, Cambridge University Press, 2012.

REFERENCES:

1. Business Communication. Harvard Business Essentials Series, HBS
2. Excellence in Business communications, John V. Thill and Courtland L. Bovee, Pearson, 2015.
3. Business Communication, Menakshi Raman, Prakash Singh, Oxford University Press

WEBSITES :

www.businesscommunicationskills.com

www.mindtools.com

www.businesstrainingworks.com; www.businesscommunication.org

OBJECTIVES:

The course is aimed at imparting a basic level of computer knowledge and the application of computer skills for analysing the data, creating the presentations and preparing the reports.

UNIT I INTRODUCTION TO COMPUTERS 9

COMPUTER AND ITS APPLICATIONS: Computers in our world, Computers for individual users, Computers for organizations, Computers in society, Why are computers so important. Components of a computer system – Hardware and Software - CPU, Memory, Input and output devices, Storage devices, System software, Application software.

INPUT AND OUTPUT DEVICES: Input Devices - The keyboard and Mouse. Inputting data in other ways: Devices for hand, Optical input devices, Audio-visual input devices. Output Devices - Monitors, Data projectors, Sound Systems, Printers, and Plotters.

UNIT II DATA PROCESSING AND DATA STORAGE 9

TRANSFORMING DATA INTO INFORMATION: The difference between data and information, How computers represent data, How computers process data - CPU , Machine cycles, Memory, Factors effecting processing speed, The computer's internal clock, The Bus, Cache memory.

TYPES OF STORAGE DEVICES: Primary and Secondary Storage devices, How data is stored on a disk, How data is organized on disks, How the operating system finds data on a disk, Removable storages, Smart cards.

UNIT III OPERATING SYSTEM 9

OPERATING SYSTEMS BASICS: OVERVIEW: The purpose of operating systems, Types of operating systems, Providing a user interface, Running programs, Managing hardware, Enhancing an OS utility software, Proprietary and Open source operating systems.

BASICS OF POPULAR GUI BASED OPERATION SYSTEM: User interface, Task Bar, Icons, Menus, Running an Application. Operating System Simple Setting – changing system Date and Time, Changing Display Properties, Changing Mouse Properties, Adding and removing printers. File and Directory Management – Creating and renaming of files and directories. Common Utilities

UNIT IV THE INTERNET AND ITS SERVICES 9

INTRODUCTION TO INTERNET AND WORLD WIDE WEB (WWW): Basics of Computer Networks, common types of networks – Local Area Network (LAN), Wide Area Network (WAN) and Internet. The Internet's history, the Internet's major services, Understanding the world wide web, Using your browser and the world wide web, navigating the web, closing your browser, getting help with your browser, searching the web, search results and web sites.

E-MAIL AND OTHER INTERNET SERVICES: Overview: communicating through the Internet, Using Email, Using an E-mail program, Stomping out spam, using web-based e-mail services, more Features of the Internet.

UNIT V 9

INTRODUCTION TO WORD PROCESSORS: Managing document – Creating a new document, Opening pre-existing document, create/edit/insert/copy/paste text in the document, Formatting Text and Documents, Headers and Footers, Tables and Graphics - Creating a table using the table menu, Entering and editing text in a table, adding/inserting/deleting rows and columns, changing row heights and column width. Inserting picture in the document and formatting the picture in the document.

INTRODUCTION TO SPREADSHEETS: Working with spreadsheets – Creating the new spreadsheet, modifying the pre-existing spreadsheet. Entering data in cell and creating data series. Formatting Cell & Rearranging worksheets- Moving cells, copying cells, sorting cell data, inserting rows, inserting columns, inserting cells. Functions & Formulas – application of popular functions like sum, average and count. Saving and Printing Spreadsheet.

INTRODUCTION TO PRESENTATIONS: Creating Presentations - Using auto content wizard, Using blank presentation option, Using design template option, Adding slides, Deleting a slide, Importing Images from the outside world, drawing in presentation, Transition and build effects, deleting a slide, numbering a slide, saving presentation, closing presentation, printing presentation

TOTAL: 45 PERIODS

OUTCOME:

Upon completion of this course, students will

- Be able to identify computer hardware and peripheral devices
- Be familiar with software applications
- Understand file management
- Accomplish creating basic documents, worksheets and presentations
- Explore the Web and how to conduct research
- Experience working with email and recognize email netiquette

TEXT BOOKS:

1. Peter Norton, Introduction to computers, 6th edition : Tata McGraw Hill , 2007.
2. Ran Mansfield, working in Microsoft Office : Tata McGraw Hill , 2008.

REFERENCES:

1. Reema Thareja , Fundamentals of Computers, First Edition: Oxford University Press, 2014.
2. Rajaraman V and Adabala N, Fundamentals of Computers, 6th Edition : PHI, 2014.
3. Faithe Wempen, Computing Fundamentals: Introduction to Computers : Wiley, 2014.

MI7211

COMPUTER SKILLS-I

L T P C
0 0 4 2

OBJECTIVES:

The course is designed to aim at imparting a basic computer skills for Word Processing, Presentations and Spreadsheets

EXPERIMENTS:

PRACTICALS ON SPREADSHEET

Exercise 1: Getting Started

- creating new worksheet
- selecting cells, navigating with mouse and keyboard
- entering, editing text and checking spelling
- saving the worksheet
- open the existing worksheet
- moving cells, copying cells, sorting cell data, referencing cells
- inserting columns, inserting rows and inserting cells
- filtering cell data
- deleting parts of a worksheet

Exercise 2: Spreadsheet Formatting

- page setup
- changing column widths and row
- auto format, manual formatting
- conditional formatting
- usage of format painter
- changing font sizes and attributes
- adjusting alignments, centering text across columns
- changing colors and shading
- inserting and removing page breaks
- hiding rows and columns
- protecting and un protecting documents and cells

Exercise 3: Functions

- parts of a function
- basic functions – sum, average, percentage
- Rank & Percentile
- Group & Ungroup
- Subtotal
- Random Number Generation
- entering and editing functions
- order of evaluation in functions
- error messages from functions

Exercise 4: Charts & Graphics

- creating charts using chart wizard
- creating charts on separate worksheets
- resizing and moving charts, editing chart
- controlling which series on which axis
- creating trend lines
- creating and placing graphic objects
- resizing graphics

Exercise 5: Pivot Table & Pivot Charts

- creating pivot table
- editing the different parts of pivot table
- creating pivot chart
- creating and placing pivot chart

Exercise 6: Creating Daily and Monthly Sales Reports

Exercise 7: Creating Cash Flow Statement

Exercise 8: Creating Balance Sheet

Practicals on Word Processors

Exercise 1: Getting Started

- creating new document
- typing text, selecting text, deleting text and checking spelling
- inserting text, replacing text, formatting text
- open the existing document
- cut, copy, paste
- saving and printing document

Exercise 2: Formatting Text and Documents

- Auto format
- line and paragraph spacing
- Margins, Borders and Shading
- definition of headers and footers
- creating basic headers and footers
- creating different headers and footers for odd and even pages
- Creating hyperlinks

Exercise 3: Tables & Graphics

- creating a simple table
- creating a table using the table menu
- entering and editing text in a table
- selecting in table
- adding rows, changing row heights and deleting rows
- inserting columns, changing column width and deleting columns
- importing graphics and
- inserting picture

Exercise 4: Creating Resume

Exercise 5: Creating Blog

Exercise 6: Creating Business Letters

Exercise 7: Creating Product Brochure

Exercise 8: Creating Project Report

Practicals on Presentations:

Exercise 1: Getting Started

- Creating Presentations : Using blank presentation option
- Creating Presentations :Using template option
- Adding Slides, Deleting a slide, Numbering a Slide
- Saving and Printing Presentation

Exercise 2: Graphics & Visual Effects

- Importing the images into presentation
- Building Transition Effects

Exercise 3: Creating Company Profile Presentation

Exercise 4: Creating Product Presentation

Exercise 5: Creating Project Presentation

Practicals on Internet and Services

Exercise 1: WWW and Web Browser

- Connecting to World Wide Web (WWW)
- Popular Web Browsers – Google Chrome, Internet Explorer, Mozilla Firefox
- Popular Search Engines (google/bing)/ Search for content
- Accessing Web Browser
- Using Favorites Folder

- Downloading Web Pages
- Printing Web Pages
- Understanding URL
- Surfing the web

Exercise 2: Email

- Basics of E-mail
- What is an Electronic Mail
- Email Addressing
- Using E-mails
- Opening Email account
- Mailbox: Inbox and Outbox
- Creating and Sending a new E-mail
- Replying to an E-mail message
- Forwarding an E-mail message
- Sorting and Searching emails

TOTAL: 60 PERIODS

OUTCOMES:

Upon completion of this course, students will

- Gain familiarity to word processor, presentation and spreadsheet
- Experience working with email and recognize email netiquette

TEXT BOOKS:

1. Taxali R.K., PC Software for Windows made simple
2. Microsoft Excel 2016 Step by Step, Frye Curtis, PHI, 2016
3. MS Office 2013, Vishnu P. Singh, Computech Publications, 2012

http://www.openoffice.org/documentation/conceptualguide/conceptual_guide_OOo_3_ebook.pdf

MI7301

MANAGERIAL ECONOMICS - I

L T P C
3 0 0 3

OBJECTIVES :

- To expose the basic principles of microeconomic theory.
- To illustrate how microeconomic concepts can be applied to analyze real-life situations.

UNIT I INTRODUCTION

9

Meaning, Nature ,Scope and Limitations of Business Economics – Micro& Macro. – Productive efficiency Vs economic efficiency – economic growth & stability.

UNIT II DEMAND AND SUPPLY

9

Concept of Demand- Elasticity of Demand -their types and determinants-Concepts of Supply – Elasticity of Supply their types and determinants.

UNIT III PRODUCTION

9

Introduction to production process, short run production function: law of variable Proportions, long run production.

UNIT IV COST AND REVENUE

9

Cost Analysis : Fixed, Variable and Total Cost ,Curves, Average and Marginal Costs, Long Run Cost Analysis : Economies and Diseconomies of Scale and Long Run Average and Marginal Cost Curves. Revenue Concepts – Total Revenue, Marginal Revenue, Average Revenue and their relationship.

UNIT V MARKET STRUCTURE**9**

Price and output decisions under different market structures: Price and output decisions under perfect competition, monopoly and monopolistic competition - pricing under oligopoly -kinked demand curve, Factor Market.

TOTAL: 45 PERIODS**OUTCOME :**

- Students are expected to become familiar with principles of micro economics.

TEXT BOOKS :

1. Principles of Economics - H.L. Ahuja, Sultan Chand, Nov. 2007.
2. Yogesh Maheswari, Managerial Economics, 3rd Edition, Phi Learning, New Delhi, 2012, Gupta G.S.

REFERENCES :

1. Richard Lipsey and Alec Charystal, Economics, 12th edition, Oxford, University Press, New Delhi, 2011.
2. Karl E. Case and Ray C. fair, Principles of Economics, 8th edition, Pearson, Education Asia, New Delhi, 2002.
3. Diwedi. D.N. Managerial Economics, 7th Edition, Vikas Publishing House Pvt. Ltd., 2009

MI7302**MANAGEMENT INFORMATION SYSTEM****L T P C
3 0 0 3****OBJECTIVES:**

- To understand the fundamental concepts of system, information.
- To study the importance of decision making
- To impart the knowledge of development of MIS
- To know the security issues of MIS

UNIT I CONCEPTUAL FOUNDATIONS:**9**

Introduction to Systems and Basic Systems Concepts, Elements of System, Characteristics of System, Types of Systems, System Approach to Problem Solving.
Information Systems: Definition & Characteristics, Types of Information, Role of Information in Decision Making.

UNIT II MANAGEMENT DECISION MAKING:**9**

Simon's Model of Decision Making. Concepts of Management Organization and Hierarchy of Management Activity, Structured Vs Unstructured Decisions, Formal Vs. Informal Systems, Levels of Management.
Introduction to different kinds of Information Systems and Concept, Characteristics and Components: ESS, EIS, DSS, MIS, KWS, TPS, OAS and EDP- GDSS

UNIT III AN OVERVIEW OF MANAGEMENT INFORMATION SYSTEM:**9**

Definition & Characteristics, History of MIS Components of MIS, Frame Work for Understanding MIS, Types of Computers Used by Organizations in Setting up MIS, Hardware support for MIS ,The Structure of Management Information System.

UNIT IV DEVELOPING INFORMATION SYSTEMS:**9**

Analysis & Design of Information Systems: Implementation & Evaluation. Pitfalls in MIS Development. Functional MIS: A Study of Marketing, Personnel, Financial and Production MIS.

UNIT V SECURITY AND ETHICAL ISSUES: 9
 Introduction, Control Issues in Management Information Systems, Security Hazards, Ethical Issues, Technical solutions for Privacy Protection

TOTAL: 45 PERIODS

OUTCOME :

- Students are expected to gain knowledge of fundamentals of system and information.

TEXT BOOKS :

1. Management Information system, Bidgoli, Chattopadhyay, Cengage learning original edition 2012 reprint 2016.
2. "Management Information Systems", Davis, Gordan B. & Olson, M.H, Second Edition, 2008

REFERENCES :

1. Management Information Systems: Managing the Digital Firm (14th Edition) by Kenneth C. Laudon and Jane P. Laudon 2015
2. Management Information Systems, Goyal, D.P., Fourth Edition, Macmillan. 2014
3. "Management Information Systems", Kanter, J., Third Edition, PHI.
4. "Information Systems for Modern Management", Murdick, Robert G., & Ross, Joel E., & Claggett, James R., Third Edition, PHI. 1985
5. "Analysis, Design & Implementation of Information System", Lucas, Fourth Edition, 1992.

MI7303

COST ACCOUNTING

L T P C
3 0 0 3

OBJECTIVE :

- To provide the students, knowledge of the nuances involved in costing techniques followed in the corporate world.

UNIT I: INTRODUCTION 9
 Nature, Scope and Importance of Cost Accounting – Relationship between Cost, Financial and Management Accounting – Installation of Cost Accounting System – Cost and Profit Centers – Classification of Costs - Cost Sheets, Tenders and Quotations.

UNIT II: MATERIAL COST 9
 Material Cost - Material Control – Purchase Control – Inventory Control, meaning and Techniques – Different methods of Pricing Material Issues.

UNIT III: LABOUR COST 9
 Labour Cost – Computation and treatment of Labour cost - Methods of Remuneration – Time and Piece Rate System – Labour Turnover and its measurement.

UNIT IV : OVER HEADS 9
 Overheads – Classification, Allocation, Apportionment – Primary and Secondary – Methods of Absorption of Overhead – Under and Over Absorption – Machine Hour Rate.

UNIT V: PROCESS COSTING 9
 Process Costing – Normal and Abnormal Loss (Equivalent Production and Inter Process Profit excluded) – Job Costing – Contract Costing.

TOTAL: 45 PERIODS

OUTCOME :

Students are expected to possess good knowledge of the basic nuances involved in Cost Accounting.

TEXT BOOKS :

1. Cost Accounting, S.P.Jain and K.L.Narang, Kalyani Publications, 2014.
2. Cost Accounting, M.Y.Khan, P.K.Jain, JBA Publishers, 2015.
3. Cost and Management Accounting, Drury C., Cengage Learning India, 2013.

REFERENCES :

1. Cost Accounting, David Russel, G.J.Wilkinson-Riddle, Ashok Patel, Pearson India, 2013.
2. Cost Accounting, T.S.Reddy. Y.Hari Prasad Reddy, Margham Publications, 2015.
3. Cost Accounting, M.C.Shukla, T.S.Grewal, M.P.Gupta, S.Chand, 2014.

MI7304

MARKETING MANAGEMENT - I

L T P C
3 0 0 3

OBJECTIVE:

- The objective of this course is to provide basic knowledge of concepts, principles, tools and techniques of marketing.
- To provide an exposure to the students pertaining to the nature and Scope of marketing, which they are expected to possess when they enter the industry as practitioners.
- To give them an understanding of the basic philosophies and tools of marketing management.

UNIT - I INTRODUCTION TO MARKETING MANAGEMENT: 9

Introduction - Market and Marketing - the Exchange Process- Core Concepts of Marketing - Functions of Marketing - Importance of Marketing - Marketing Orientations -Marketing Mix-The Traditional 4Ps - The Modern Components of the Mix - The Additional 3Ps - Developing an Effective Marketing Mix.

UNIT - II MARKETING ENVIRONMENT: 9

Introduction - Environmental Scanning - Analysing the Organization's Micro Environment - Company's Macro Environment, Differences between Micro and Macro Environment - Techniques of Environment Scanning - Marketing organization - Marketing Research and the Marketing Information System, Types and Components.

UNIT - III CONSUMER AND BUSINESS BUYER BEHAVIOUR: 9

Introduction - Characteristics - Types of Buying Decision Behaviour - Consumer Buying Decision Process - - Buying Motives - Buyer Behaviour Models - Characteristics of Business Markets - Differences between Consumer and Business Buyer Behaviour - Buying Situations in Industrial/Business Market - Buying Roles in Industrial Marketing - Factors that Influence Business Buyers - Steps in Business Buying Process

UNIT - IV SEGMENTATION, TARGETING AND POSITIONING: 9

Introduction - Concept of Market Segmentation - Benefits of Market Segmentation - Requisites of Effective Market Segmentation - The Process of Market Segmentation - Bases for Segmenting Consumer Markets - Targeting (T) - Market Positioning (P)

UNIT - V INTERNATIONAL MARKETING MANAGEMENT: 9

Introduction - Nature of International Marketing - International Marketing Concept - International Market Entry Strategies - Approaches to International Marketing - International Product Policy

TOTAL: 45 PERIODS

OUTCOMES :

- Knowledge of basic understanding in solving marketing related problems.

- Awareness of marketing management process, and the marketing mix elements.

TEXT BOOKS :

1. Marketing Management , Sherlekar S.A, Himalaya Publishing House,2016.
2. Marketing Management , Philip Kortler and Kevin Lane Keller, PHI 15th Edition, 2015

REFERENCES:

1. Marketing Management Global Perspective, Indian Context, V.S.Ramaswamy & S.Namakumari, Macmillan Publishers India,5th edition, 2015
2. Marketing Management, S.H.H. Kazmi, 2013, Excel Books India.
3. Marketing Management- text and Cases, Dr. C.B.Gupta & Dr. N.Rajan Nair, 17th edition, 2016.

MI7305

BUSINESS LAW – I

**L T P C
3 0 0 3**

OBJECTIVE:

To understand the basic legal terms and concepts used in law pertaining to business

UNIT I: THE INDIAN CONTRACT ACT 1872 9

Definition of contract, essential elements, types and characteristics of a contract, Formation of a contract, performance of contracts, breach of contract and its remedies, Quasi contracts - Contract Of Agency: Nature of agency, Creation and types of agents, Authority and liability of Agent and principal: Rights and duties of principal and agents, termination of agency.

UNIT II : SALE OF GOODS ACT, 1930 9

Definition of Sales, essentials for contract of sale, Documents of title, risk of loss, Guarantees and Warranties, performance of sale of contracts, conditional sales and rights of an unpaid seller

UNIT III: NEGOTIABLE INSTRUMENTS ACT, 1881 9

Negotiable Instruments Act 1881: Definitions, Nature and requisites of negotiable instruments. Types of negotiable instruments, liability of parties, holder in due course, special rules for Cheque and drafts, discharge of negotiable instruments.

UNIT IV: COMPANY LAW 9

Definitions - Nature of a company, characteristics of a company, Types of companies, Formation of Company – Memorandum and articles of association, Prospectus, Power, duties and liabilities of Directors, winding up of companies, Corporate Governance

UNIT V: THE COMPETITION ACT, 2002 9

Objectives of Competition Act, the features of Competition Act, components of Competition Act, Competition Commission of India, Appellate Tribunal, offences and penalties under the Act.

TOTAL: 45 PERIODS

OUTCOME:

- Students are expected to become familiar with legal concepts pertaining to Business.

TEXT BOOKS:

1. Maheshwari, S.N. and S.K. Maheshwari; *A Manual of Business Law*, 6th Edition, Himalaya Publishing House, 2015.
2. Kuchhal M.C., *Modern Indian Company Law*, 20th edition 2015, Shree Mahavir Book Depot.
3. Kapoor, N. D.; *Elements of Mercantile Law*, 30th edition, Sultan Chand & Sons, New Delhi, 2015

REFERENCES :

1. Gulshan S.S. and Kapoor G.K., "Business Law including Company Law",2013, New Age International Private Limited Publishers.
2. Dr. & Agnihotri, Dr. Dagar, "Business Law, 2nd edition, 2014",Galgotia Publishing Company.
3. Chawla, Garg, and Sareen : Mercantile Law 7th Ed. Kalyani
4. Dr. Singh, Avtar; Company Law, Eastern Book Co. Lucknow, Bharat Law House, Delhi, 2016

MI7306

BUSINESS STATISTICS-II

L T P C
3 0 0 3

OBJECTIVES :

This course introduces some of the ideas of statistics, emphasising the applications of these methods in the business scenario. It provides a basic knowledge of how to do estimation of population, test hypothesis and summarise results. It provides knowledge about the various parametric and non parametric tests.

UNIT I SAMPLING DISTRIBUTION AND ESTIMATION 9

Sampling- sampling methods - sampling distribution - sampling and non sampling errors - mean and standard deviation of sampling distribution-Estimation- Introduction- Estimators and properties - Point and Interval estimate - introduction to t-distribution- interval estimation of population mean: large and small samples- Interval estimation of population mean - finite and infinite population- Interval estimation for population proportion- large and small samples.

UNIT II HYPOTHESIS TESTS I 9

Introduction to hypotheses and testing hypotheses - significance level- one tail and two tail tests - region of rejection - hypothesis test about mean: large and small samples - hypothesis test about mean: known and unknown population standard deviation - probability value method (p value)- power of test- Hypothesis test about mean : finite and infinite population - Hypothesis test about proportions; large and small samples.

UNIT III HYPOTHESIS TESTS II 9

hypothesis tests about difference between two sample means : large and small case- hypothesis tests about difference between two sample means for paired samples - hypothesis tests about difference between two sample proportions -large and small case- F-test for two sample standard deviations. ANOVA one and two way.

UNIT IV PARAMETIRC TESTS 9

Chi-square test for single sample standard deviation. Chi-square tests for independence of attributes and goodness of fit. Sign test for paired data- Rank sum test- Kolmogorov-Smirnov : test for goodness of fit, comparing two populations- Mann – Whitney U test and Kruskal Wallis test- One sample run test.

UNIT V CORRELATION AND REGRESSION 9

Correlation – Coefficient of Determination – Rank Correlation – Regression – Estimation of Regression line – Method of Least Squares – Standard Error of estimate.

TOTAL: 45 PERIODS

OUTCOMES :

After successfully completing this course students understand

- How to do estimation
- The type of formulate a hypotheses, test them and draw conclusions.
- When and how to use parametric and non parametric tests

TEXT BOOKS :

1. Statistics for Management, Richard I. Levin, David S. Rubin, Sanjay Rastogi Masood Husain Siddiqui, Pearson Education, 7th Edition, 2016.
2. Introductory Statistics Prem.S.Mann, , 7th Edition, Wiley India, 2016.

REFERENCES :

1. Complete Business Statistics, Aczel A.D. and Sounderpandian J 6th edition, Tata McGraw Hill Publishing Company Ltd., New Delhi, 2012.
2. Business Statistics using Excel - Glyn Davis and Branko Pecar, Oxford University Press.

MI7311**COMPUTER SKILLS-II****L T P C
0 0 4 2****OBJECTIVES:**

The course is designed to aim at imparting computer skills for data analysis, word processing and presentations.

EXPERIMENTS:**Practicals on Spreadsheet**

Exercise 1: Look up and Reference

- VLOOKUP
- HLOOKUP
- INDEX
- MATCH
- OFFSET
- TRANSPOSE

Exercise 2: Conditional statements

- If-else statement
- AND
- OR
- NOT
- TRUE
- Nested If-else

Exercise 3: Conditional formatting

- Conditional formatting with multiple cell rules
- Color scales and icon sets in conditional formatting
- New rules and managing existing rules

Practicals on Word Processors

Exercise 1: Tools for editing a document

- Auto-text
- Autocorrect
- Spelling & Grammar tool
- Document Dictionary
- Page formatting

- Bookmark

Exercise 2: Mail Merge

Exercise 3: Macros

Exercise 4: Styles

Exercise 5: Linking and embedding objects

Exercise 6: Templates

Practicals on Presentations

Exercise 1: Create a presentation with animation effects

Exercise 2: Create a looping introduction

Exercise 3: Loop a motion path animation

Exercise 4: Master slide

Exercise 5: Sound effects

Exercise 6: Videos

Exercise 7: Macros

OUTCOMES :

Upon completion of this course, students will

- Gain familiarity with advanced features in word processor, presentation and spreadsheet.
- Experience working with macros.
- Experience working with animations.

REFERENCES:

1. Taxali R.K., PC Software for Windows made simple,2nd edition , McGraw Hill Education,2001
2. Microsoft Excel 2016 Step by Step, Frye Curtis, PHI, 2016.
3. MS Office 2013, Vishnu P. Singh, Computech Publications, 2012.

OBJECTIVE :

- To introduce the students to the basic concepts of macroeconomics.

UNIT I NATIONAL INCOME 9

Introduction to National Income –Circular flow of income, concept of National Income, Measurement and determination of National Income.

UNIT II INFLATION 9

Inflation: meaning, types of inflation, Demand and cost push, Stagflation, Effects of inflation in economy and Philip's Curve. Unemployment, Okun's Law, Business cycle.

UNIT III THEORY OF INVESTMENT 9

Meaning of investment, Types of investment, Determinants of investment. Multiplier: investment multiplier; static and dynamic, tax multiplier, foreign trade multiplier, balanced budget multiplier, leakages from multiplier, importance and limitations.

UNIT IV MONEY 9

Definition of money, Functions of money, Concepts of money supply and money Demand. Money market equilibrium, monetary policy.

UNIT V INTERNATIONAL TRADE 9

International Trade -Importance , Advantages and Disadvantages – Trade Balance. Fiscal Policy.

TOTAL: 45 PERIODS**OUTCOME :**

Students are expected to become familiar with principles of macro economics.

TEXT BOOKS :

- Yogesh Maheswari, Managerial Economics, 3rd Edition, Phi Learning, New Delhi, 2012, Gupta G.S.
- Paul A. Samuelson William D. Nordhau, Sudip Chaudhuri and Anindya Sen. Economics, 19th edition, Tata McGraw Hill, New Delhi, 2010.

REFERENCES :

- Richard Lipsey and Alec Charystal, Economics, 12th edition, Oxford, University Press, New Delhi, 2011.
- Karl E. Case and Ray C. fair, Principles of Economics, 8th edition, Pearson, Education Asia, New Delhi, 2002.
- Diwedi. D.N. Managerial Economics, 7th Edition, Vikas Publishing House Pvt. Ltd., 2009.
- L. Peterson and Jain, Managerial Economics, 4th edition, Pearson Education.

OBJECTIVES:

- To understand the fundamentals of database systems
- To learn widely used Relational Database Management Systems (RDBMS) and its related concepts
- To understand emerging database technologies like NoSQL

UNIT I : DATABASE MANAGEMENT SYSTEMS: 9

Data, Database, Database Management Systems, Types of Database Management Systems – Relational, Hierarchical, Network, and Object oriented database management systems, Entity Relationship Model (E-R Model)

UNIT II: RELATIONAL DATABASE MANAGEMENT SYSTEMS (RDBMS): 9

Relational Model -Relations, Tuples, domains and type of keys, Boyce–Codd Normal Form, normalization of databases– The first and second normal form of databases.

UNIT III: INTRODUCTION TO SQL: 9

Data Definition Language (DDL), Data Manipulation Language (DML), Data Control Language, Cartesian Product and Joins, Use of Union, Intersection, Minus, SQL operators and functions, SQL select statement and type of queries, In, Exists, Group by Having and Like clause in SQL

UNIT IV: XML: 9

Structure of XML Data, XML Document Schema, Querying and Transformation, Storage of XML Data, XML Data and World Wide Web

UNIT V: EMERGING DATABASE TECHNOLOGIES - NOSQL: 9

Why NoSQL? Overview of NoSQL, Brief Introduction to various NoSQL Data Models– Key-Value, Document, Column-Family Stores and Graph and Limitations of NoSQL

TOTAL: 45 PERIODS**OUTCOMES:**

At the end of this course, student should be able to:

- Develop entity-relationship diagrams and relational schemas for a database using a given set of business rules
- Write SQL statements for a variety of data definition and data manipulation scenarios
- Define and manipulate XML Data
- Handle unstructured data using NoSQL.

TEXT BOOKS :

1. Abraham Silberschatz, Henry F. Korth and S. Sudarshan, Database System Concepts, Sixth Edition, Tata McGraw-Hill, 2013
2. Ramez Elmasri and Shamkant B. Navathe; Fundamentals of Database Systems, Pearson, Seventh Edition, Global Edition, 2010

REFERENCES:

1. C.J.Date, “An Introduction to Database Systems”, Eighth Edition, Pearson Education, 2004.
2. Pramod J. Sadalage and Martin Fowler, NoSQL Distilled: A Brief Guide to the Emerging World of Polyglot Persistence 1st Edition, Addison-Wesley Professional, 2012.
3. Guy Harrison, Next Generation Databases: NoSQL, NewSQL, and Big Data, Apress, 2015.

OBJECTIVE:

- Understand the nuances involved in accounting procedures and standards followed in Corporate Houses.

UNIT I: SHARES 9

Shares – Definition – Types of shares – Accounting treatment for various modes of issue of Shares – Full consideration, installment, Bonus shares, Rights issue, Employee Stock Option, Sweat Equity, Private Placement, Buy Back of Shares – Forfeiture and Re-issue of Shares.

UNIT II: DEBENTURES 9

Definition – Classification - Accounting treatment for issue of Debentures – for cash and non-cash consideration - Accounting treatment for Redemption of Debentures – in lump sum, in instalments, by conversion, Insurance Policy and Sinking Fund methods.

UNIT III: PREFERENCE SHARES 9

Redemption of Preference Shares – Meaning and relevant provisions of Companies Act – Accounting treatment for redemption of Preference Shares – out of profit, fresh issue of shares, by conversion – Minimum fresh issue of shares – Profit Prior to Incorporation – Meaning – Method and procedure for ascertaining and accounting treatment of Profit or Loss Prior to Incorporation.

UNIT IV: UNDERWRITING 9

Underwriting of Shares and Debentures – Meaning, need and importance – Types of underwriting – Factors affecting valuation of Goodwill and Shares – Methods of valuing Goodwill – Average Profit, Super Profit, Capitalisation methods – Methods of valuation of shares – Net Asset, Yield and Fair Value methods.

UNIT V: FINAL ACCOUNTS 9

Form of Statement of Profit and Loss and Account and Balance Sheet - Preparation of Company Final Accounts with adjustments - Basics (theory only) of Human Resource Accounting, Inflation Accounting, Accounting Standards, Social Responsibility Accounting.

TOTAL: 45 PERIODS**OUTCOME:**

Good grasp of accounting procedures followed in corporate world.

TEXT BOOKS:

1. Corporate Accounting, S.N.Maheswari and S.K.Maheswari, Vikas Publishing, 2015.
2. Corporate Accounting, V.K.Goyal, Printice Hall India Learning Pvt. Ltd.2012.
3. Corporate Accounting, T.S.Reddy, A.Murthy, Margham Publications, 2013.
4. Advanced Accounting :Theory & Practice, R.Jayaprakash Reddy, APH Publishing Ltd.

REFERENCES:

1. Corporate Accounting ,V.Rajasekaran, R.Lalitha, Pearson India, 2013.
2. Corporate Accounting, Naseem Ahmed, Atlantic Publishers, 2014.
3. Corporate Accounting, S.P.Jain, K.L.Narang, Kalyani Publishers, 2015.

OBJECTIVE:

- To learn the various principles and practices of Quality Management

UNIT I INTRODUCTION 9

Introduction - Need for quality - Evolution of quality - Definition of quality. Concept of Quality – different perspectives. Introduction to total Quality – Concept of total Quality – Design, inputs, process and output - Attitude and involvement of top management. Customer Focus – customer perception - customer retention. Dimensions of product and service quality. Cost of quality.

UNIT II QUALITY GURUS 9

Contributions of Crosby, Deming, Masaaki Imai, Feigenbaum, Ishikawa,, Juran, Oakland, Shigeo Shingo, and Taguchi.

UNIT III QUALITY PRINCIPLES 9

Leadership – Strategic quality planning, - Employee involvement – Motivation, Empowerment, Team and Teamwork, Recognition and Reward, Performance appraisal - Continuous process improvement – PDCA cycle, 5s, Kaizen - Supplier partnership – Partnering, Supplier selection, Supplier Rating.

UNIT IV QUALITY TOOLS 9

Overview of Quality Tools - The seven traditional tools of quality – New management tools – Six-sigma– Bench marking – FMEA –Quality circles – Quality Function Deployment (QFD) – Taguchi quality loss function – TPM

UNIT V QUALITY MANAGEMENT SYSTEMS 9

Introduction Quality management systems – IS/ISO 9004:2000 – Quality System – Elements, Documentation guidelines for performance improvements. Quality Audits - QS 9000 – ISO 14000 – Concepts. TQM culture, TQM framework, benefits, awareness and obstacles.

TOTAL: 45 PERIODS**OUTCOME:**

- Understanding of quality philosophies and practices and how to apply them in an organization

TEXT BOOKS :

1. Shridhara Bhat K, Total Quality Management – Text and Cases, Himalaya Publishing House, First Edition 2010
2. Poornima M.Charantimath, Total Quality Management, Pearson Education, Second Edition, 2011.

REFERENCES :

1. Suganthi,L and Anand Samuel, “Total Quality Management”, Prentice Hall (India) Pvt. Ltd. (2006)
2. Indian standard – quality management systems – Guidelines for performance improvement (Fifth Revision), Bureau of Indian standards, New Delhi.

OBJECTIVE:

- To create the knowledge of Legal perspective and its practices to improvise the business

UNIT I: TAXATION 9

Constitutional frame work of taxation, direct and indirect tax. Elementary knowledge of central sales tax. Value Added Tax – Concepts, Scope, Methods of VAT Calculation, Practical Implications of VAT.

UNIT II: THE CONSUMER PROTECTION ACT, 1986 9

Definition – consumer – complainant – goods – service – complaint – unfair trade practices – restrictive trade practices – rights and remedies for consumers - consumer protection council – consumer disputes redressal agencies.

UNIT III: THE INFORMATION TECHNOLOGY ACT, 2000 9

Definitions, Cyber Laws in India, Rationale and need of information technology act- Objectives of Information Technology ACT- Changes in Information Technology Act. Electronic records and governance. Cyber crimes – offences and penalties under IT Act, 2000.

UNIT IV: DIGITAL SIGNATURE 9

Definitions, Legal recognition of Digital signature, Regulation of certifying authorities, Appointment of certifying authorities to issue digital signature certificates, Procedure, Duties of subscribers, Cyber regulations appellate tribunal, Computer crimes

UNIT V: INTELLECTUAL PROPERTY RIGHTS 9

Meaning of IPR, objectives and types of IPR. Copy rights: Meaning and purpose of copyright, procedure for Registration of Copyrights, Right of owner of copyrights. Patent Act: Meaning and Advantages of patent, Procedure for Registration of patents

TOTAL: 45 PERIODS**OUTCOME:**

- Students are expected to comprehend the applicability of legal principles to situations in Business world.

TEXT BOOKS :

1. Maheshwari, S.N. and S.K. Maheshwari; A Manual of Business Law, 6th Edition, Himalaya Publishing House, 2015.
2. Rama Gopal, C., Business Legislation, New Age International Publisher, New Delhi, 1st edition 2008
3. Kuchhal, M. C.; Business Law, Vikas Publishing House, New Delhi, 6th edition, 2013.
4. Kapoor, N. D.; Elements of Mercantile Law, 30th edition, Sultan Chand & Sons, New Delhi, 2015

REFERENCES :

1. Gulshan S.S. and Kapoor G.K., "Business Law including Company Law", 2013, New Age International Private Limited Publishers.
2. Dr. & Agnihotri, Dr. Dagar, "Business Law, 2nd edition, 2014", Galgotia Publishing Company.
3. Chawla, Garg, and Sareen : Mercantile Law 7th Ed. Kalyani
4. Dr. Singh, Avtar; Company Law, Eastern Book Co. Lucknow, Bharat Law House, Delhi, 2016.

OBJECTIVE :

- To learn the fundamentals of operations research to applied in business decision making.

UNIT I INTRODUCTION TO LINEAR PROGRAMMING (LP) 9

Introduction to applications of operations research in functional areas of management. Linear Programming-formulation, solution by graphical and simplex methods (Primal - Penalty, Two Phase),

UNIT II TRANSPORTATION MODELS 9

Transportation Models (Minimising and Maximising Problems) – Balanced and unbalanced Problems – Initial Basic feasible solution by N-W Corner Rule, Least cost and Vogel's approximation methods. Check for optimality. Solution by MODI / Stepping Stone method. Case of Degeneracy. Transshipment Models.

UNIT III ASSIGNMENT MODELS 9

Assignment Models (Minimising and Maximising Problems) – Balanced and Unbalanced Problems. Solution by Hungarian and Branch and Bound Algorithms. Travelling Salesman problem. Crew Assignment Models.

UNIT IV INVENTORY MODELS 9

Inventory Models – EOQ and EBQ Models (With and without shortages), Quantity Discount Models.

UNIT V GAME THEORY 9

Game Theory-Two person Zero sum games-Saddle point, Dominance Rule, Convex Linear Combination (Averages), methods of matrices, graphical and LP solutions.

TOTAL: 45 PERIODS**OUTCOME :**

- To facilitate modelling a business situation to arrive at quantitative solutions.

TEXTBOOKS :

1. Paneerselvam R., Operations Research, Prentice Hall of India, Fourth Print, 2008.
2. Gupta P.K, Hira D.S, Problem in Operations Research, S.Chand and Co, 2007.

REFERENCES :

1. Hamdy A Taha, Introduction to Operations Research, Prentice Hall India, Seventh Edition, Third Indian Reprint 2004.
2. G. Srinivasan, Operations Research – Principles and Applications, PHI, 2007.
3. Frederick & Mark Hillier, Introduction to Management Science – A Modeling and case studies approach with spreadsheets, Tata Mcgraw Hill, 2005.

OBJECTIVE:

Understand the techniques of using accounting software package for recording accounts.

OUTCOME:

Acquire reasonable hands on knowledge of accounting software.

S.No.	Exp. No.	Details of Experiments	Duration
		Name	
1	1	Company creation and management	4
2	2	Accounting Groups and Ledger creation and management	4
3	3	Cash and Bank transactions	4
4	4	Accounting Voucher creation – Sales, Purchase, Receipt and Payment vouchers	4
5	5	Contra, Journal vouchers, Debit Notes, Credit Notes	4
6	-	Extended experiment - 1	4
7	6	Trial Balance, Final Accounts without adjustments	4
8	7	Final Accounts with adjustments,	4
9	8	Report generation	4
10	-	Extended experiment - 2	4
11	9	Inventory management –Creating Stock Groups, Stock Categories, Godown/Location, Unit of Measure, Stock items, Inventory Masters	4
12	10	Inventory Voucher creation – Purchase Order, Sales Order, Rejections, Stock Journal, Delivery Notes, Receipt Voucher	4
13	11	Preparation of Bank Reconciliation Statement	4
14	12	Export and Import of Data, Data Security, Printing of Reports	4
15	-	Extended experiment - 3	4

TOTAL: 60 PERIODS

REFERENCES:

1. Mastering Tally ERP 9, Ashok K. Nadhani, BPB Publications, 2016.
2. Accounting with Tally 9, Dinesh Maidasani, Laxmi Publications, 2014.
3. Tally ERP 9, Kogent Learning Solutions Inc., Dreamtech Press, 2013.

