

INTERNATIONAL INSTITUTE OF PROFESSIONAL STUDIES DAVV, INDORE



Syllabus

**MBA (MS) 5 Years Integrated Course
Ist to VIth Semester**

Batch 2018 -2023

Semester - I

Code	Subjects
IM-101	Principles and Practices of Management
IM-102	Financial Accounting
IM-102B	Interpersonal & Organisational Behavior
IM-103	Business Mathematics-I
IM-104B	Fundamentals of Computer and Web Technology
IM-106D	Language Proficiency-I (English)

IM-101 Principles and Practices of Management

Course Objectives

Objectives of this course are to help the students gain understanding of the functions and responsibilities of the manager, provide them tools and techniques to be used in the performance of managerial job, and enable them to analyze and understand the environment of the organization.

Course Contents

1. Concept of Management: Functions and Responsibilities of Managers, Fayol's Principles of Management, Management Thought; the Classical School, the Human Relations School, Systems theory, Contingency Management, Developing Excellent Managers.
2. Planning: Nature and Purpose of Planning, the Planning Process, Principles of Planning, Types of Planning, Advantages and Limitations of Planning.
3. Concept and Nature of Objectives: Types of Objectives, Importance of Objectives, Setting objectives, Management by Objectives (MBO) Benefits and weaknesses of MBO.
4. Strategies and Policies: Concept of Corporate Strategy, formulation of Strategy, Types of Strategies, Types of Policies, Principles of formulation of Policies, Decision Making Process, individual Decision Making Models.
5. Organizing: Nature and Purpose of Organizing, Bases of Departmentation, Span of Management, Determinants of Span of Management, Line and Staff Relationship, Line-Staff Conflict, Bases of Delegation, Kinds of Delegation, Delegation and Decentralization, Methods of Decentralization.
6. Controlling: Concept and Process of Control, Control Techniques, Human Aspects of Control, Control as a feedback system, Feedforward Control, Preventive Control, Profit and Loss Control, Control through Return on investment, the Use of Computer for Controlling and Decision Making, the Challenges created by IT as a Control Tool.
7. Case studies: one case in each unit.

Books

1. Harold Koontz, O'Donnell and Heinz Wehrich, "**Essentials of Management**", New Delhi, Tata McGraw Hill, 1992.
2. R. D. Agrawal, "**Organization and Management**", New Delhi, Tata McGraw Hill, 1995.

Suggested Readings

1. Harold Koontz, Heinz Wehrich, "**Management: A Global Perspective**", New Delhi, McGraw Hill, 10th Ed., 1994.
2. Robert Krietner, "**Management**", Houghton Mifflin Co., 7th Ed., 1999.

IM-102 Financial Accounting

COURSE OBJECTIVES: Objective of the subject is to acquaint students with concepts of accounting and help them acquire the ability to develop and use the accounting data as an aid to decision making.

Course Contents:

1. **FUNDAMENTALS OF FINANCIAL ACCOUNTING:** Meaning and definition of accounting, Need and functions of accounting, users of accounting information, importance and limitations of accounting, Relationship of accounting with other disciplines, Accounting Principles- Concepts and Conventions, An introduction to Accounting Standards and US GAAPs
2. **DOUBLE ENTRY SYSTEM OF ACCOUNTING-I:** Concept and definition, accounting cycle, Process of accounting, various steps in DES a/c, Journal, Concept and importance, types of A/Cs, rules of accounting, process of journalizing, Numerical problem.
3. **DOUBLE ENTRY SYSTEM OF ACCOUNTING-II:** Ledger, Concept and definition, process of ledger posting, the concept of trial balance and its preparation, Numerical problem.
4. **DOUBLE ENTRY SYSTEM OF ACCOUNTING-III:** Concept of final A/Cs, their need and necessity, preparation of final A/Cs without adjustments, adjustments in final A/Cs, need and necessity, final A/C with adjustment, Numerical problem.
5. An Introduction to Subsidiary Books, Cash Book and its types, Preparation of various types of Cash Books.
6. Bank Reconciliation Statement: Concept, Causes and Need, Reconciliation Process, Numerical Problems.
7. Depreciation Accounting: Concepts and Numerical

Books:-

1. Principles of Accounting by R.L. Gupta & V.K. Gupta, S. Chand Publication
2. Principles of Accounting by T.S. Grewal,
3. Financial Accounting by S.N. Maheshwari, Vikas Publishing House Pvt. Ltd.

IM-102B Interpersonal and Organisational Behaviour

Course Objectives

Objective of this course is to help students to understand human Behaviour in organizations so that they improve their managerial effectiveness.

Course Contents

1. Introduction:
 - a) Organization: Concept, Features, Types and Significance;
 - b) Organizational Behaviour: Concept and Features; Organisational Behaviour Models: Autocratic, Custodial and Supportive.

2. Individual Behaviour in Organisation:
 - a) Personality: Meaning and Determinants. Personality and Behaviour.
 - b) Perception: Meaning and Factors Affecting Perception, Application of Perception in Organisational Behaviour.
 - c) Attitude: Meaning and Features; Factors Affecting Attitude Formation.
 - d) Values: Meaning, Types and Sources.

3. Motivating Behaviour
 - a) Motivation: Meaning and Theories of Motivation – Maslow’s Needs Hierarchy Theory, Herzberg’s Two Factor Theory and McGregor’s Theory X and Y.
 - b) Learning: Concept, theory and application.

4. Group Behaviour in Organisation:
 - a) Group: Concept, Reasons of Group Formation, Types of Groups, Theories of Group Formation: Propinquity Theory and Homan’s Interaction Theory, Group Cohesiveness.
 - b) Work-Team: Meaning and Types of Teams.
 - c) Leadership: Concept and Importance; Styles of Leadership; Leadership Theories: Charismatic and Behavioural.

5. Organisational Conflicts:

Concept, Stages of Conflicts, Issues involved in Conflicts, Classes of Conflicts, Modes of Handling Conflicts.

6. Organisational Change:

Concept and Nature; Forces of Change, Resistance to Change, Management of Change.

7. Case studies: Minimum one case based on each unit.

Books

1. Fred Luthans: Organisational Behaviour
2. W. L. French and C. L. Bell: Organisational Development: Behavioral Science Interventions for Organisation Improvement
3. H. Schein: Organisational Psychology
4. R. Kreitno, R. A. Kinioki: Organisational Behaviour
5. S. P. Robbins: Organisational Behaviour
6. H. J. Arnold & D. C. Fieldman: Organisational Behaviour
7. K. Davis: Human Behaviour at Work: Organisational Development
8. U. S. Sekaran: Organisation Behaviour: Text and Practice

IM-103 Business Mathematics-I

Course objective: To acquaint the students with basic mathematical tools used in management.

Course Contents:

1. **SET** -Set theory, types of sets, applications, set theorems (De-morgains law)
2. **Simple Interest and Compound Interest** -Introduction and its business applications, calculation of amount, principle, rate of interest.
3. **Profit, Discount** -Appreciation and depreciation, loss, percentage, profit maximization in economics.
4. **Determinants** -Types, application, determinant arithmetic minor, cofactor, Cramer's rule
5. **Matrix** - Solution of linear equation by irreverse method, I/O analysis, Rank & order of matrix, types of matrices, matrix arithmetic and algebra.
6. **Differentiation –I** -Limits, continuity, elementary theorems of differentiation, types of derivatives.
7. **Differentiation –II** -Maxima, minima, partial differentiation, elementary calculus and its application in business, economics and finance.

Text Readings :

1. R. Jayprakash Reddy and Y. Mallikarynna Reddy, “**A Text book of Business Mathematics**”, New Delhi, Ashish Publishing House, 2002
2. K. B. Dutta, “**Matrix and Linear Algebra**”, New Delhi, Printice Hall of India 1999.

IM-104B Fundamentals of Computer and Web Technology

Course Objectives:

The objective of this course is to introduce the students to the basic concepts of computer. Special emphasis is on helping students to acquire a high degree of proficiency in Windows based applications along with fundamentals of web technology and multimedia in various functional areas of management.

Course Contents:

UNIT 1: Introduction to computer: Definition/characteristics of computers, advantage and limitation/elements/classification of computer, computer architecture- block diagram, computer language, number system, Memory and types. Operating System and its types.

UNIT 2 : MS Word and MS Excel : MS Word application window – Toolbars – Creating, Saving and closing a document. Different types of Tab. Creating and Editing data in worksheet, charts and graphs, formulas and its application in Ms excel.

UNIT 3 :MS Power Point and MS Access :MS Power point window – Menus and Tool bars. Creating presentations through Auto content wizard, Templates, animations, Slide Master. Introduction of MS Access, Data, Information, Database, File, Record, Fields. Features and advantages of MS Access. Application of MS Access using Tables, Forms, Queries and Reports.

UNIT 4: Internet and Network: Networking and its types (LAN, WAN, MAN topologies) , Internet and its features, services and protocol, browsers, www, DNS, websites, search engines.

UNIT 5: HTML: Scripting in HTML- Classification of Tags - Use of Padded Tags - Use of unpadded tags - Formatting Tags - Meaning of Forms - Uses of Forms -Creation of Tables - Meaning of Frames - Creation of Frames - Graphics in HTML - Web Designing Principles and Issues.

UNIT 6: Introduction to computer graphics and multimedia: Introduction, advantages and applications of computer graphics, Types of graphics(Bitmap& Vector graphics), types of packages of making and animating computer graphics. Introduction, multimedia in entertainment, multimedia in software training, multimedia in education training, stream of multimedia.

UNIT 7: Dynamic webpage through HTML:Advanced HTML Authoring: Using frames. Cascading Style sheets.. Working with active content. Design and Development of different types of WebPage(student entry form, sales invoice, library etc.)

Recommended Books:

1. Information technology by Sushila Madan, Taxmann Allied Services (P) Ltd.
2. Information Technology for management by Ramesh Behl, Tata Mc Graw Hill Education Pvt. Ltd.
3. Fundamentals of Information Technology. (Text Book) by Alexis and Mathews Leon, Vikas Publication
4. Multimedia systems by John F Koegel Buford, Pearson publication.
5. Multimedia Communications (Application, networks, protocols and standards) by Fred Halsall, Pearson publication.
6. Computer Graphics by Donald Hearn and M. Pauling Baker, Pearson publication.

IM-106DLanguage Proficiency-I (ENGLISH)

Course objective:

This course will help student in enhancing their ability to communicate in written mode, training students in extended writing in different formats, helping students to recognize the need for reference work.

Course contents:

1. **Vocabulary Building:** -Antonyms, synonyms, prefixes, suffixes, article prepositions, tenses, worksheets, reading practice, hearing.
2. **Defining and describing:** -Difference between defining and describing from the language point of view, Student will define simple day-to-day things, places, persons, devices, tools etc. and also describe them (Students will be given home assignments in vocabulary/definitions & descriptions. They will collect and paste in their journal minimum 2 sample passage of style/ register and analyze them)
3. **Writing different types of paragraph:** -Structure of para- topic sentence, elaboration, explanation, illustrations etc., para of comparison, contrast, argumentative para, and descriptive para.
4. **Scrap book:** -Concept, usefulness and relevance, students will prepare a scrap book on a topic of their interest with the help of the teacher.
5. **Writing script for comparing a program:** -Various functions of the college, festivals and other public functions.
6. **Reading and review:**-Reading and review of 10 short stories (motivational, inspiring, problem solving, leadership etc. to be provided by the faculty in the beginning of the session)
7. **Grammar& Vocabulary** - Parts of Speech- Noun, Adjective, Verb, Adverb, Preposition, Pronoun, Conjunctions, Interjections, Determiners, Articles, Phrasal Verbs, Subject & Verb Agreement, Tenses, New Words (Compound words, Eponyms, Pejorative words, Loaning), Punctuations, Antonyms & Synonyms, Prefixes & Suffixes

Suggestions for Faculty:

The teacher will prepare a need-based list of words and students will be encouraged to add to it. The teacher will help students acquire language through language games, quiz, pair/group activities and creating situations in the classroom so as to enable them to collect and use appropriate words, proverbs, phrasal verbs etc. accordingly. Teacher will encourage students to listen to/ watch various programs on TV/radio to observe the role of the anchor/compare and make them talk about her/his language skills.

Books:

- N.Krishnaswamy, Modern English (Macmillan, India)
- Bhaskaran and Horsburgh, Strengthen Your English (OUP)
- Kane Thomas, The New Oxford Guide to Writing (OUP)
- Tikoo and Shashikumar, Writing with a purpose (OUP)