

MBA-INTERNATIONAL BUSINESS

(1st SEMESTER)

MANAGEMENT CONCEPTS AND PROCESSES

Course Objective:

Imparting understanding on nature of managerial job in terms of principles, skills and roles. Familiarizing students with the basic element of management process. Helping learners evolve an integrated perspective of the discipline of management and inter-linkages of this course with other core and functional area courses.

Unit-1: Introduction Management

Meaning, Scope and process of management, Managerial skills, Levels and roles, Evolution of management theory, Challenges in Management.

Unit-2: Planning and Decision-Making

Meaning, Scope and importance of planning, Strategy making: formulation v/s crafting model, Goal setting: vision, objective, strategy, goals and targets, Management by objectives, Decision making; managerial decision making models.

Unit-3: Organizing

Division of work and various basis of Organizational structure; Power, authority and responsibility, Delegation and decentralization, Coordination, Staffing.

Unit-4: Directing& Controlling

Leadership and collaboration, leader v/s manager; Brief discussion on theories of leadership, Motivating others; Content theories of motivation, Communication process; barriers to communication.

Meaning and process of control, Types of control; financial controls, dysfunctional controls, Emerging issues in management, International dimensions.

Course Title:-

Management Concepts and Processes

Course Code:- MBA -101C

Credits: - 4

(L =3, p=0, T=2)

Max Marks: - 100

Internal=50

External =50

Suggested Readings:

1. " Principles of Management". George R.Terry and Stephan G. Franklin, AITBS Publications
2. "Essentials of Management" Knootz, Harold and Weihrich "TMH Publication 6th Edition.
3. "Management Today (Principles and Practices)" Burton and Thakur, TMH – 9th Edition
4. "Management" Stones, Freeman, Gilbreth, PHI Publications 6th Edition.
5. "Fundamentals of Management "Robbins and DeCenzo, Pearson Education 5th Edition

INTERNATIONAL BUSINESS ENVIRONMENT

Objective:

The purpose of this paper is to enable the students learn nature scope and structure of International Business, and understand the influence of various environmental factors on international business operations

UNIT 1

Introduction to International Business: Importance nature and scope of International business; modes of entry into International Business internationalization process and managerial Implications. Environmental Context of International Business: Framework for analyzing international business environment

UNIT 2

Domestic, foreign and global environments and their impact on international business decisions-Global Trading Environment: World trade in goods and services – Major trends and developments; World trade and protectionism – Tariff and non-tariff barriers; Counter trade.

UNIT 3

International Financial Environment: Foreign investments -Pattern, Structure and effects; Movements in foreign exchange and interest rates and then impact on trade and investment flows.

UNIT 4

International Economic Institutions and Agreements: WTO, IMF, World Bank UNCTAD, Agreement on Textiles and Clothing (ATC), GSP, GSTP and other International agreements; International commodity trading and agreements. Emerging Developments and Other Issues: Growing concern for ecology; Counter trade; IT and international business

Course Title

International Business Environment

Course Code: IB-102C

Credits: - 4

(L =3, p=0, T=2)

Max Marks: - 100

Internal=50

External =50

Suggested Readings:

1. Bennet, Roger, *International Business*, Financial Times, Pitman Publishing, London, 1999.
2. Bhattacharya, B., *Going International: Respon se Strategies of the Indian Sector*, Wheeler Publishing, New Delhi, 1996.
3. Czinkota, Michael R., et. al., *International Business*, the Dryden Press, Fortworth, 1999.
4. Danoes, John D. and Radebaugh, Lee H., *International Business: Environment and Operations*, 8th ed., Addison Wesley, Readings, 1998.
5. Griffin, Ricky W. and Pustay, Michael W, *International Business: A Managerial Perspective*, Addison Wesley, Readings, 1999.
6. Hill, Charles W. L., *International Business*, McGraw Hill, New York, 2000.

MANAGERIAL ECONOMICS

Objectives:

The objectives of this course are to acquaint the participants with concepts and techniques used in Micro-Economic Theory and to enable them to apply this knowledge in business decision making. Emphasis is given to changes in the nature to business firms in the context of globalization.

UNIT 1

Nature, scope and functions of Managerial Economics. Circular flow of economic activity. The decision making process. Demand: Laws of demand. Elasticity of demand- Price, Income & Cross-price elasticity of Demand. Income effect, substitution effect. Demand forecasting and its Techniques.

UNIT 2

Production Analysis: Concept, Forms of production function, Law of variable Proportions, Returns to scale, Economies of Scale. Cost Analysis: Concept, Cost Function, Short Term and Long Term Cost Output Relationship, Cost Curves.

UNIT 3

Market Structure: Perfect Competition, Characteristics and & its Importance. Price Determination under Perfect Competition. Monopoly, Characteristics and & its Importance. Pricing Strategies under Different Market Conditions.

UNIT 4

National Income, GDP & Other Measures of National Income Price Indices- CPI/PPI. Aggregate Demand and Supply. Inflation: Concept, Theories and Application; Fiscal and Monetary Policies - Conceptual, Business Fluctuations and Trade Cycles Theories and Its Relevance In Business Decisions.

Course Title

Managerial Economics

Course Code: IB-103C

Credits: - 4

(L =3, p=0, T=2)

Max Marks: - 100

Internal=50

External =50

Suggested Readings:

1. Buamol William .J & Alan.S.Blinder, Microeconomics Principles & Policy, Thomson South Western, 2007
2. Mankiw.N.Gregory, Principles of Microeconomics, Cengage Learning, South Western 2006
3. Pindyck Robert.S, Rubinfeld & Mehta, Microeconomics, Pearson 2006
4. Mankiw.N.Gregory, Economic Principles and Applications, Cengage Learning 2007
5. Samuelson .Pual A. & William B.Nordhaus, Economics, Tata Mac Graw Hill, 2005
6. Boyes William and Micheal Melvin, Text Book of Economics, Biztantra, 2005
7. Samuelson William F. & Stephan ,G.Marks, Managerial Economics ,Wiley 2008

ACCOUNTING FOR MANAGERS

Objectives:

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

Unit-I

Financial Accounting: Concept, Importance and Scope. Generally Accepted Accounting Principles (GAAP); Preparation of Financial Statements with special reference to analysis of a Balance Sheet and Measurement of Business Income: Computation of Accounting and Economic Income. Impact of Price Level Changes on Businesses, Management Accounting: Concept, Importance and Scope. International Issues in Management Accounting. Recent Issues in management Accounting.

Unit-II

Financial Statement Analysis: Concept, Objectives and Types. Ratio Analysis: Liquidity, Solvency and Profitability etc. Statements of Changes: concept and importance, Preparation and uses of Funds Flow and Cash Flow Statements.

Unit- III

Cost Accounting: Records and Processes. Job-costing and Process Costing Systems. Cost Behavior and Management: the behavior of Cost, Cost Volume-Profit Analysis; Computation of Break-even Point, Margin of Safety, etc. Using CVP Analysis to plan future Sales, Costs and Profits.

Performance Measurement and Evaluation: Performance evaluation of Cost centers, Profit centers, and Investment centers; performance incentives and Goals. Balanced Scorecard

Unit-IV

Standard Costing: A managerial control Tool; Unit Standards; Standard Product Costs; Variance Analysis: general description, Materials, Labor, Overhead and sales Variances. Quality Management and Measurement: The Role of MIS in Quality Management, Financial and Non - Financial Measures Of Quality, evaluating the costs of quality, The Evolving Concept of Quality Recognition of Quality

Human Resource Accounting: Concept and Approaches. Models for HR accounting. Recent issues in HR Accounting

Course Title

Accounting for Managers

Course Code: IB-104 C

Credits: - 4

(L =3, p=0, T=2)

Max Marks: - 100

Internal=50

External =50

Suggested Readings:

1. Accounting Principles /Anthony R.N. & Reece J S Homewood Illinois, Richard D. Irwin

2. Accounting for Management- Text and Cases/Bhattacharya S.K. & Dearden J Vikas New Delhi

3. Financial Accounting/Heitger LE and MatulichSerge

4. Management Accounting/ Hingorani NL & Ramannathan AR Sultan Chand New Delhi

5. Principals of Financial and Management

Accounting/Horngren, Charles etc.

6. Financial and Managerial Accounting/Needles, Belverd etc. Bosten, Houghton, Muffin Co.

BUSINESS COMMUNICATION

Objectives:

The course is aimed at equipping the students with the necessary techniques and skills of Communication to make them aware of the communication n process and its practical implications, and to enlist their active and willing cooperation in the performance of their Jobs.

Unit-I

Communication-Concept, Nature and Role. Formal and Informal Communication; Grapevine; Effective Communication Skill; - Principles and Practices. Communication in an International Environment.

Unit-II

Process of Communication- Methods of Communication; - Verbal and nonverbal; Communication Barriers; Types of Barriers; Organizational and Personal Barriers.

Unit-III

Business Writing- Do's and Don'ts; Direct and indirect situations; Commercial letters; - Sales Letters- their concepts and goals.

Unit-IV

Writing Business Reports; - Organization and Technique of Report Writing; Oral Communication- presentation; advantage and disadvantages. Public Speaking and Effective Listening- Speech Preparation, Techniques of effective speech; Listening; Developments in Communication Technology.

Course Title

BUSINESS COMMUNICATION

Course Code: IB-105C

Credits: - 4

(L =3, p=0, T=2)

Max Marks: - 100

Internal=50

External =50

Suggested Readings:

- 1. Business Communication: From Process to Product/Bowman, Joel P & Branchaw, Bernadine P Dryden Press, Chicago**
 - 2. Communicating in Business/Hatch, Richard/1977, Science Research Associates, Chicago**
 - 3. Effective Business Communications / Murphy, hertaA & Peck,Charrles E, TATA McGraw Hill, New Delhi**
 - 4. Business Communications: Principles &Applications/ Pearce, C Glenn etc/2005 John Wiley, New York**
 - 5. Successful Business Communications/Treece, Allyn and Bacon Boston Business Communication- Theory and Applications.Leiskar and Petit, Richard D Irwin Inc./ Traveler Bookseller, New Delhi**
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QUANTITATIVE TECHNIQUES IN MANAGEMENT

Course Objective:

The objective is to make the students familiar with some basic mathematical, statistical and operations research techniques. The main focus however is in their application in business decision making.

Unit 1

Quantitative Techniques and decision making, Models of cost, Revenue and profits. Functions and their managerial application (linear & quadratic functions): concept of Derivative of functions and its managerial application for finding maxima and minima (functions of single variable only); decision Theory: Criteria for decisions under uncertain and probabilistic kinds of decision making environments.

Unit II

Linear programming: Concept and formulation/ structuring of linear programming problems: graphical Method to linear programming problems (Maximization and Minimization cases), simplex method to linear programming, Big M method. Transportation Problem: initial basic feasible solution methods and modified approximation method for optimality; transshipment problems in transportation models; introductory concepts in assignment problems – Hungarian assignment method;

Unit III

Basic concepts of probability, applications of addition rule and multiplication rule of probability with emphasis on Bayes theorem; Elementary characteristics and simple situation applications of Binomial, Poisson and Normal Probability Distributions; Game Theory: Zero sum games – pure and mixed strategies (matrices reducible to 2x2)

Unit IV

Introductory concepts of PERT/CPM and their managerial applications; Computations in PERT networks – finding earliest times, latest times and floats for events and activities; probability considerations in PERT networks; Elementary PERT/CPM- Cost Analysis, Time

Course Title

Quantitative Techniques in Management.

Course Code: IB-106F

Credits: - 4

(L =3, p=0, T=2)

Max Marks: - 100

Internal=50

External =50

Suggested Readings:

1. **Statistics for Behavioral and Social Scientists/Chandha, NK/1996 Reliance Publishing House.**
2. **Business Statistics/Gupta, SP and Gupta, MP/1997 Sultan Chand, New Delhi.**
3. **Basic Statistics for Business & Economics/Kazmier L.J &Phol, NF/188 McGraw Hill, New York.**
4. **Statistics for Management/Levin Richard I & Rubin David S/1995 Prentice Hall Inc.**
5. **Linear Programming and Decision Making/Narag, AS/1995 Sultan Chand, New Delhi.**
6. **Fundamentals of Operations Research/ Sharma JK/2001 MacMillan New Delhi**

INFORMATION TECHNOLOGY IN MANAGEMENT

Objectives:

The objective of this course is to familiarize the students with the basic concepts of computers systems and information technology.

Unit I

Information technology, Evolution of information technology, Components of information technology, Applications of information technology. Information technology in management, Information systems. Decision support systems, Enterprise resource planning, E Commerce and world business, E governance Business Data analytics and Business Intelligence. Global IT Industry.

Unit II

Business process outsourcing. ITES (Information technology enabled services). Emerging Trends in IT: - Bioinformatics, Geoinformatics, Global positioning system (GPS), internet telephony (VOIP), IPTV, Evolution and Classification of computers. The computer system, Components and architecture. Types of software. Operating system and its functions. Memory and storage. Random and sequential access. Static, dynamic, memory hierarchy, Electronic (ROM,FLASH) ,

Unit III

Magnetic and Optical memories (CD, DVD, HD-DVD,BLUE _RAY),Input output devices and their mechanism. Computer languages, flowcharts, pseudo codes. Current and Future trends in computing:- Multi core processors, Optical Computing, Artificial intelligence. PC and Tablet industry.

Unit IV

Database management system, DBMS services. Computer and communication networks, Evolution of computer networks (ARPANET) LAN, MAN, WAN, Protocol (OSI, TCP/IP), IP address (IPV4, IPV6), Bounded medium technologies: - Topologies, STP, UTP, Coaxial, Fiber optic wires. Network Hardware. Unbounded medium technologies,

Electromagnetic spectrum, frequency, Applications of radio, Infrared and microwaves, Bluetooth, WIFI, WI-MAX, VSAT, DTH. Wireless telephony. Internet architecture, ISP, Web server, Web Browser, Domain names, Email, Mail server, SMTP, POP3 and IMAP4.

Course Title

INFORMATION TECHNOLOGY IN MANAGEMENT

Course Code: IB-107F

Credits: - 4

(L =3, p=0, T=2)

Max Marks: - 100

Internal=50

External =50

Suggested Readings:

- 1. Introduction to Information Technology, ITL education solutions, Pearson India.**
- 2. Introduction to Computer science, ITL education solutions, Pearson India .**
- 3. Structured Computer Organization.(Andrew S Tanenbaum) (PHI)**
- 4. Computer Networks Andrew S Tanenbaum (PHI)**