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MBAPM-2008	QUALITY ASSURANCE AND INVENTORY MANAGEMENT	4	100
MBAPM-2009	SUMMER TRAINING AND VIVA-VOCE*	4	100
MBAPM-2010	COMPREHENSIVE VIVA-VOCE**	4	100
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*At the end of the examination of 1st year students, under compulsory
 summer training or a project work. Every student will submit a report within two weeks
 from the start of the 2nd year. The marks will be based on papers taken in 1st and
 2nd year.

tv s To provide students with an understanding of basic economic principles of production & exchange-essential tools in making business decisions in today's global economy. The object presents the foundation to understanding how the economy works, covering microeconomic description of business applications, including pricing for profit maximization, price elasticity, market structures and modeling of business in varying economic climates.

EC/A A

Intro u t on to ana r a E ono s Nature Scope and Importance of Managerial Economics.

Bas Con pts n s on a n Opportunity cost principle, incremental principle, time element in decision making.

D st n t on tw n ro an a ro ono s

EC/A B

4. Keat: Economic Tools for Today's Decision Makers, Pearson Education
5. William Samuelson and Stephen G. Mark, Managerial Economi

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ACC **II** GF A AGE E **II**

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t v s The objective of this course is to develop acquaintance with basic techniques of accountancy. The course attempts to build potential to use appropriate accounting tools and techniques of financial accounting and management accounting for preparing and analyzing financial statements.

EC **II** A

A ount n Accounting and its functions; Accounting as an information system; Basic

3. Charles T. Horngren, Jeff Schatzberg, Gary L. Sundem and William O. Ostratton: Introduction to Management Accounting, Pearson Education.
4. Hilton Ronald: Managerial Accounting, McGraw Hill Professional
5. Charles T. Horngren, Srikant M. Datar and George Foster: Cost Accounting- A Managerial Emphasis, Prentice Hall India.
6. N.R.Swamy: Financial Accounting-A managerial Perspective, Prentice Hall India.
7. J.R. Williams, S.F. Haka, M.S. Bettner and R.F. Meigs: Financial and Managerial Accounting – The Basis for Business Decisions, Tata McGraw Hill.

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B I E A A C

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t v s The Decision making is a simple function of Management. Data need to be analyzed, classified and interpreted to facilitate decision making.

4. U.K. Srivastava, Shenoy & Sharma: Quantitative Techniques for Management, New Age International.
- 5.

u s t a n s

1. S.P. Robbins: India Organizational Behavior, Prentice Hall.
2. Keith Davis: Human Behaviour at work, Tata McGraw Hill.
3. Hersey Blanchard: Management of Organizational Behaviour, Prentice Hall India
4. K. Ashwatappa: Organizational Behaviour , Himalaya Publishing House.

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t v s The course has been designed to develop understanding of different concepts and

6. John J. Hampton: Financial Decision Making-Concepts, Problems and Cases, Prentice Hall

t v s The main aim of the paper is to understand the nature, tasks and the environment under which marketing operates; to study the theory, principles and practical aspects of various marketing functions; and to learn to take marketing decisions.

EC I A

Intro-tion to ar-t n Definition; Scope and Importance of Marketing; Key Customer Markets; Concepts/Philosophies of Marketing; Holistic Marketing Concept; Marketing Tasks; Marketing Mix

ar-t n Environ-nt Marketing Environment; New Marketing Realities; New Consumer Capabilities; Demographic Environment; Social-Cultural Environment; Natural Environment; Technological Environment and Political-Legal Environment; SWOT analysis.

EC I B

Ana n ar-ts Marketing Research Process; Sources of data collection; factors influencing Consumer behavior; Buying Decision Process; Post-Purchase Behavior; Organizational Buying; Stages in the Buying Process.

ar-t ntat on Levels of Market Segmentation; segmenting consumer markets; Niche Marketing; segmenting business markets; Michael Porter's Five Forces Model; Analyzing competitors; strategies for market leaders; Targeting and Positioning.

EC I C

ro-t D s ons Product characteristics; classifications; differentiation; packaging and labeling; Product Life Cycle.

r n trat s Understanding Pricing; Setting the Price; Initiating and Responding to Price Changes; Reactions to Competitor's Price Changes.

EC I D

ar-t n Chan s Marketing Channels; Role of Marketing Channels; Identifying Major Channel Alternatives; Types of Intermediaries; Channel-Management Decisions, Retailing, Wholesaling.

ar-t n Co- un at on The Role of Marketing Communications; Communications Mix-Advertising, Sales Promotion, Public Relations and Publicity, Events and Experiences, Direct and Interactive Marketing, Personal Selling.

u st a n s

1. P. Kotler, and K.J. Keller: Marketing Management, A South Asian Perspective, Prentice Hall India.
2. V.S. Ramaswamy, & S. Namakumari: Marketing Management, Planning, Implementation and Control, Macmillan.
3. Britt and Boyd (ed): Marketing Management and Administrative Action, Tata McGraw Hill.
4. T.K. Panda: Marketing Management: Text and Cases, Excel Books.
5. P. Kotler and Armstrong: Principles of Marketing, Prentice Hall India
6. Douglas, K. Hoffman, et al: Marketing, Best Practices, Thomson South-Western
7. R. Saxena: Marketing Management, Tata McGraw Hill.

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H A E CE A AGE E

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t v s The objective of the paper is to make students aware of the various functions and importance of the Human Resource department in any organization. It is basically concerned with

India, Domestic enquiry, Discipline and disciplinary actions, Dismissal and Discharge of an employee.

u a t o r The Concept of Quality of Work Life (QWL), Strategies for Improving QWL, Family integration processes.

u s t a n s

1. V.S.P. Rao: Resources Management, Excel Publishing
2. Edwin B. Flippo: Personnel Management, Tata McGraw Hill.
3. Dale Yoder: Personnel Management & Industrial Relation, Sir Isaac Pitman & Sons.
4. Arun Monappa & Saiyadain: Personnel Management, Tata McGraw Hill
5. Gary Dessler: Human Resource Management, Pearson Education.
6. K. Aswathappa: Human Resource Management, Tata McGraw Hill.
7. Edwin B. Flippo: Human Resource Management, McGraw Hill.

t v s This course offers a good understanding of basics of Information Systems. It has been designed to acquaint the students about the evolution of computer-based information systems, basic computer software, types of information systems that are needed to support the various levels of a business enterprise and how IT is helpful in Business.

EC A

Intro u t on: Definition & Significance, Foundation of IS in Business, MIS Support for Programmed and Non-Programmed Decision Making, and Model of Decision Making.

tru tur o I : Based on Management Activity & Organisational Function, Conceptual & Physical Structure of MIS, Systems Concept: Definition of a System, Types of Systems.

EC B

roso t A ss: Creating and opening database, Importing data, Tables, keys, Field names, Data types, Relationships, Normalization, Basic Queries Using QBE, ampersand (&) operator, Forms and Subforms, adding bound text boxes, Linking the main form and subform.

Combo Box Controls, aggregate function, hiding the text box, Parameter Queries: Dynamic queries, parameter queries, using parameters to generate prompts, Values on forms as parameters, Action Queries.

EC C

E tron Co r st s: Introduction, Scope of e-Commerce, Categories of e-Commerce, M-Commerce, E-Commerce Payment Systems.

D s on support st s: Introduction to DSS, DSS components, Using DSS in What-if-Analysis, Sensitivity Analysis, Goal-Seeking Analysis, Optimization Analysis.

EC D

Intro u t on to : SPSS Basics, Creating and Manipulating Data in SPSS, Printing a Data Set, Generating Descriptive Statistics in SPSS, Generating Graphical Statistics in SPSS, Statistical Models in SPSS, Parametric and Non Parametric Tests, Linear Regression, Correlation, Analysis of Variance.

u st a n s

1. James A O'Brien: Management Information Systems, Tata McGraw Hill.
2. Microsoft: MS Access User's Manual.
3. SPSS Inc.: SPSS Base 16.0 User's Guide.
4. K.C. Laudon and J.P. Laudon: Management Information Systems – Organization and Technology in the Network Enterprise, Prentice Hall India.
5. M.M. Goyal: Management Information Systems: Managerial Perspectives, McMillan.
6. R.D. Murdick & J.E. Claggett: Information Systems for Modern Management, Prentice Hall India.
7. G. Davis & M.H. Olson: Management Information Systems – Conceptual Foundation, Structure and Development, McGraw Hill.
8. E. Turban, J. E. Aronson, T. Liang: Decision Support Systems & Intelligent Systems, Dorling Kindersley India.

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