

**SYLLABI FOR MASTER OF BUSINESS ADMINISTRATION
(BUSINESS ECONOMICS) FOR THE EXAMINATION OF 2015-17**

Note:

- 1. Examination in each subject will be of 3 hours duration.*
- 2. Maximum Marks for external/written examination is 50 marks and internal assessment is 50 marks except for seminar and workshop courses.*

Instructions to the paper setters:

IF THERE ARE TWO UNITS: Set 10 questions in all. Five questions from each unit. The students are required to answer five questions in all selecting at least 2 questions from each unit.

IF THERE ARE FOUR UNITS:

SECTORAL SUBJECT 1			
<u>MBABE-2007</u>	STRUCTURE, CONDUCT AND PERFORMANCE OF INDUSTRIES	4	100
SECTORAL SUBJECT 2			
<u>MBABE-2008</u>	PRINCIPLES OF ECONOMETRICS	4	100
<u>MBABE-2009</u>	SUMMER TRAINING AND VIVA-VOCE*	4	100
<u>MBABE-2010</u>	COMPREHENSIVE VIVA-VOCE**	4	100
	TOTAL	36	900

* At the end of the examination of 2nd Semester the students will undergo compulsory summer training for a period of 68 weeks. Every student will submit the Summer Training Report within two weeks from the start of teaching for 3rd Semester.

**Comprehensive Viva-Voce of 2nd Semester would be based on papers taught in 1st and 2nd Semester

Note -The student has to opt for ONE of the Specialization Groups offered. Further, the student has to study FOUR papers of the Group selected.

Paper Code MBABE -1002

MANAGERIAL ECONOMICS

Credit = 4
Marks = 100

Objectives: 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 participants is expected to gain understanding of 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.

SECTION A

Introduction to Managerial Economics: Nature, Scope and Importance of Managerial Economics.
Basic Concepts in decision making Opportunity cost principle, incremental principle, time element in decision making.
Distinction between micro and macroeconomics.

SECTION B

Objectives: 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 financial statements.

SECTION A

Accounting: Accounting and its functions, Accounting as an information system, Basic Accounting Concepts and Accounting Conventions, Accounting Principles, Generally Accepted Accounting Policies (GAAP), Accounting Standards.

Branches of Accounting Financial Accounting, Cost Accounting, Management Accounting, Accounting Equation, Accounting Structure, Types of Accounts.

Rules regarding Journal Entries, Recording of Journal Entries, Ledger Posting, Trial Balance, Preparation of Final Accounts, Trading Account, Profit & Loss Account, Balance Sheet, Treatment of Adjustments, Trial balance.

SECTION B

Meaning of Management Accounting: Nature, Scope, Objectives, Functions of Management Accounting, Relationship between Financial and Management Accounting, Meaning of Financial Statement, Importance and Limitations of Financial Statement, Meaning and Objectives of Financial Statement Analysis, Limitation of Financial Analysis.

Tools of financial analysis: Ratio analysis, Common size statements, Trend analysis, Fund flow and cash flow statement.

SECTION C

Cost Accounting: Meaning, scope and classification of costs, Absorption costing, Marginal costing

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Objectives: The objective of the course is to equip the students with techniques for data analysis. The participants are expected to use statistical analysis as a fundamental method of quantitative reasoning for managerial decision making.

SECTION - A

Classification of data and construction of Frequency Distribution: Graphic Presentation of Data.

Introduction of Descriptive Statistics: Measures of Central Tendency, Measures of Dispersion Range, Quartile Deviation, Mean Deviation, and Standard Deviation, Skewness.

Index Numbers: Definition and Methods of Construction of Index Numbers, Tests of Consistency, Base shifting, Splicing and Deflation, Problems in Construction, Importance of Index Numbers in Managerial Decision Making.

SECTION - B

Theory of Probability: Basic concepts, Additive and Multiplicative Rule, Idea of Conditional Probability, Concept of Random Variable and its Mathematical Expectation.

Theoretical Distributions: Binomial, Poisson and Normal Distribution.

SECTION - C

Statistical Inference: Concept of Sampling Distribution, Parameter & Statistics, Standard Error.

Theory of Estimation: Point and Interval Estimation, Construction of Confidence Limits for Mean.

Testing of Hypothesis: Large Sample Tests, Small Sample Tests: single sample mean and difference of means tests, F test: Variance Ratio test, Z test: single proportion, difference of proportions, single sample mean and Difference of Means (t), (chi square) test: Independence of Attributes, Goodness of Fit and Test of Homogeneity.

SECTION - D

Correlation Analysis: Rank Method and Karl Pearson Coefficient of Correlation and Properties of Correlation.

Paper Code MBABE -1005

ORGANISATIONAL BEHAVIOUR

Credit = 4

Marks = 100

Objective: The objective of studying Organizational Behaviour (OB) is to understand what are the underlying assumptions and causation of behavior of the individuals in the organization and its impact on the achievement of the organizational goals.

SECTION A

Paper Code MBABE -1006 LEGAL AND ETHICAL ASPECTS OF BUSINESS Credit = 4
Marks = 100

Objectives: The objective of the paper is to create Legal Awareness, to give exposure to various laws and acts which have impact on business and industry, to give inputs relating to procedure of starting a new company. The paper also aims to make the students understand the concept of Ethics and its role in business life for corporate growth.

SECTION A

The Indian Contract Act, 1872: Nature and kinds of contracts, Offer and Acceptance, Consideration, Capacity to Contract, Free Consent, Legality of Object and ~~Contract~~ Void Agreements, Contingent Contracts, Discharge of Contracts, Remedies for Breach of Contract, Quasi Contract, Contracts of Indemnity and Guarantee, Contract of Bailment and Pledge, Contracts of Agency.

The Sale of Goods Act, 1930: General Principles, Conditions and Warranties, Transfer of property in goods, Transfer of title, Performance of contract of sale, Rights of unpaid seller, Miscellaneous.

SECTION B

Indian Companies Act, 1956: Definition and nature of Company, Kinds of Companies, ~~Formation~~ Formation of Company, Memorandum of Association, Articles of Association, Prospectus, Share and share capital, Membership in a Company, Transfer and Transmission of shares, Company meetings, Directors of a Company, Dividends and Interest, Accounts and Auditing Powers, Majority Powers and Minority Rights, Winding up.

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Paper Code MBABE -1007

Paper Code MBABE -1008

WORKSHOP ON SOFT SKILLS

Credit = 2
Marks = 50

Objective: To encourage the all round development of the participants by focusing on soft skills and to make them aware about the importance, role and content of soft skills through instruction, knowledge acquisition and practice.

SECTION A

Meaning and importance of communication in business Process, types of communication: formal and informal and their characteristics, essentials of effective business communication, Channels of communication, their effectiveness, limitations, Barriers of communication, approaches to effective Communication.

Presentations, Book Reviews and Summaries

SECTION B

Time Management and Goal Setting Identification of Time Wasters, Prioritisation of Work (ABC Method), Goal Setting.

Listening Skills: Listening to Specifics (major 50%) (Listening to Main Issues, Listening Beyond the Surface).

Team Assignment: Effects of Competition on Individually.

Paper Code MBABE -2001

BUSINESS ENVIRONMENT

Credit = 4
Marks = 100

Objectives:

Paper Code MBABE -2002

FINANCIAL MANAGEMENT

Credit = 4
Marks = 100

Objectives: The course has been designed to develop understanding of different concepts and theories

Paper Code:

Objectives: This course offers an understanding of basics of Information Systems. It has been designed to acquaint the participants about the evolution of computerized information systems, basic computer software, types of information systems that are needed to support various levels of a business enterprise and how IT is helpful in Business.

SECTION A

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

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

SECTION B

Microsoft Access: 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.

SECTION C

Electronic Commerce System: Introduction, Scope of E-commerce, Categories of E-commerce, M-commerce, E-commerce Payment Systems.

Decision Support Systems Introduction to DSS, DSS components, Using DSS in What-If Analysis, Sensitivity Analysis, Goal Seeking Analysis, Optimization Analysis.

SECTION D

Introduction to SPSS: SPSS Basics, Creating and Manipulating Data in SPSS, Printing a D.

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.

Suggested Readings:

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 System 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 () Tj ET /F84 InformatioDevT /F84 I74Tf BT 10.3579 0 0 10.3776 370.08 218.64 Tm (g l)-

Paper Code MBABE -2006

SEMINAR ON RESEARCH METHODOLOGY

Credit = 2

Marks = 50

Objectives: The main objective of this course is to help understand the nature, scope, complexities and process of defining a business, research question. The learning focus is on developing business research skills, so as to facilitate managerial decision making.

SECTION A

Introduction : Meaning, Features, Objectives/Motives & types of Research, Defining the Research

Paper Code MBABE -2007

STRUCTURE, CONDUCT AND
PERFORMANCE OF INDUSTRIES

Credit = 4
Marks = 100

Objective: The paper aims to familiarize the participants with the structure, conduct, Market Performance of Industrial Enterprises. The participants are expected to understand impact of Public Policy on Conduct and Performance of Modern corporate firms.

SECTION A

Ownership and Control Structure of Modern Corporate Firms: Separation of Ownership from Control and Management : Causes and Consequences. Owner, Majority, Minority, Nominal/Managerially controlled firms Managerial Discretion and alternate theories of the firm : Neoclassical Theory of the firm; Non Profit Maximization Models of the Firm : Contributions of William Boumol, O.Willianson, Robin Marris and Cyert & March.

SECTION B

Market Structure of an industry: Concept, measurement and determinants of Sellers Concentration;

Objectives: Application of economic theory needs a reasonable understanding of economic relationships and relevant statistical methods. The econometric theory thus becomes a very powerful tool for understanding of applied economic relationships and for meaningful research in economics. This paper accordingly is devoted to equip the students with basic theory of econometrics and relevant applications of the methods. The topics covered in the course include various problems faced in estimation of both single equations and simultaneous equation models.

SECTION A

Nature & Types of Econometrics, Methodology Followed & Type of Data Used in Econometric Models. Estimation of the Two Variable and Multiple Regression Models; BLUE Properties and Testing of Hypothesis.

Dummy Variables and Their Uses as Independent Variables

SECTION B

Nature, Consequences, Detection & Remedial Measures for the problems of : Multicollinearity; Heteroscedasticity; Autocorrelation and Specification Bias.

SECTION C

Distributed Lag and Autoregressive Models

Introduction and Nature of Distributed Lag (DL) & Autoregressive (AR) Model. Koyck Approach for

Estimation of DL & AR Models Rationalization of Koyck Approach By adaptive Expectation and Partial

Adjustment Hypothesis; Almon

