Note: The Examiner will set the question paper in two parts encompassing the entire syllabus. Part A will comprise 10 short answer type questions of 5 marks each. Part B will comprise of 5 questions of 10 marks each. A student is required to attempt any eight questions from the part A and any 3 questions from part B.

Objectives: The objectives of the paper are to familiarize the students with basic management concepts and behavioural processes in the organization.

Course Contents:

Suggested Readings:
4 Richard L. The New Era of Management, Cengage India 2012
6 Stoner, Jetal. Management, Prentice Hall of India., New Delhi

The list of cases and specific references including recent articles will be announced in the class.
Objectives: The objective of this course is to make the students learn about the application of statistical tools and techniques for decision-making.

Course Contents:
Application of Probability and probability distributions in business decision making: probability Theory; Classical, relative and subjective probability, Addition and multiplication probability models; Conditional probability and Baye’s Theorem. Probability Distributions: Binomial, Poisson, and Normal distributions: characteristics and applications.
Application of Sampling and sampling methods in business decision-making; Sampling and non-sampling errors; Law of Large Number and Central Limit Theorem; Sampling distributions and their characteristics.
Statistical Estimation and Testing; Point and interval estimation of population mean, proportion, and variance; Statistical testing of hypothesis and errors; Large and small sampling tests, Non—Parametric Tests: Chi-square tests; Sign tests; Wilcoxon Signed—Rank tests; Kruskal—Wallis test.
Statistical Quality Control: Causes of variations in quality characteristics, Quality control charts, - purpose and. logic; Constructing a control chart computing the control limits (X and R charts); Process under control and out of control, Warning limits; Control charts for attributes -fraction defectives and number of defects Acceptance sampling.
Data Analysis using software packages: Microsoft Excel and SPSS.

Suggested Readings:

The list of cases and specific references including recent articles will be announced in the class.
Objective: The objectives of this course is to acquaint the students 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 of business firms in the context of globalization.

Course Contents:
Nature and Scope of Managerial Economics. Basic concepts of economic used in managerial decision making; Objective of a firm: Wealth, profit and sales maximization.

Demand function: Elasticity of demand and its significance in Managerial decision-making; Consumer equilibrium-utility and indifference curve approach; Price, income and substitution effects; Fundamentals of demand estimation and forecasting.

Short-run and long-run production functions; Cost curves and economics of scale; Price and output determination under perfect competition, monopoly, monopolistic competition, and oligopoly; Pricing strategies and tactics.

National Income—Alternative concepts, measurement and determination of National income; Inflation—types, measurement and control: Monetary and Fiscal Policies. Currency flows and exchange rate determination

Suggested Readings:
2. Salvatore, Managerial Economics in Global Economy; Thomson learning; Bombay.

The list of cases and specific references including recent articles will be announced in the class.
Note: The Examiner will set the question paper in two parts encompassing the entire syllabus. Part A will comprise 10 short answer type questions of 5 marks each. Part B will comprise of 5 questions of 10 marks each. A student is required to attempt any eight questions from the part A and any 3 questions from part B.

Objectives: This course primarily aims at sensitising towards overall business environment within which any organisation operates. The same will help the students in understanding how any business can avail the opportunities and overcome the threats existing for it in the uncontrollable external environment.

Business Environment
- Meaning and Nature.
- An in-depth analysis of various micro and macro environmental factors influencing firm.

Policies and Acts Influencing Business in India-
- Industrial Policy
- Monetary and Fiscal Policy
- EXIM Policy
- Competition Act
- FDI Policy

International Economic Linkage
- WTO and its impact on Indian Business
- Prominent Economic Groupings and their relevance.

Public Sector and SME Sector of India
- Public Sector in India - Rationale, Performance and Reforms
- Public- Private Partnership
- Small and Medium Enterprises- Significance, Problems and Government Support.

Current State of Business Environment in India
- Economic Reforms
- Liberalisation, Privatisation and Globalisation
- Balance of Payment Position and Trade Trends
- FDI Trends
- Emerging Sectors in Indian Economy.
Suggested Readings:

7. Alhuwalia, IJ and Little, IMD, India's Economic Reforms and Development, Oxford University Press

The list of cases and specific references including recent articles will be announced in the class.
CP-105: Business Communication

Note: The Examiner will set the question paper in two parts encompassing the entire syllabus. Part A will comprise 10 short answer type questions of 5 marks each. Part B will comprise of 5 questions of 10 marks each. A student is required to attempt any eight questions from the part A and any 3 questions from part B.

Objectives: The course is aimed at equipping the students with the necessary techniques and skills of communication to inform others, inspire them, and enlist their activity and willing cooperation in the performance of their jobs.

Course Contents:
Introduction and fundamentals of communication: Meaning, nature, scope, importance of communication; Communication process: Elements, barriers and gateways of effective communication; Models of communication process: Linear and non-linear models, Murphy model, Thill and Bovee model, and Berol's model of communication; Organizational communication: importance of communication in management, communication structure in communication and strategies for improving organizational communication;
Forms of business communication: Written business communication: Characteristics and purpose of business writing, The 3 x 3 writing process for business communication and factors influencing this process, Business letters and Reports, Principles of effective writing; Oral communication: principles and barriers of oral communication, Public speaking and Listening skills: Non-verbal communication: Body, space, para and time language.
Skills of Communication: Presentation, negotiation and interview skills; Business etiquettes; Ethics in business communication; Legal aspects of business communication: communication policy, defamation, invasion of privacy, misrepresentation and fraud.
Changing paradigms of business communication and New trends in business communication,

Suggested Readings:

The list of cases and specific references including recent articles will be announced in the class.
CP-106: Financial Accounting

Max. Marks: 100
External: 70
Internal: 30
Time 3 Hours

Note: The Examiner will set the question paper in two parts encompassing the entire syllabus. Part A will comprise 10 short answer type questions of 5 marks each. Part B will comprise of 5 questions of 10 marks each. A student is required to attempt any eight questions from the part A and any 3 questions from part B.

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


Accounting software: Tally.

Suggested Readings:


The list of cases and specific references including recent articles will be announced in the class.
CP-107: Fundamentals of Computer and E-Commerce

Max. Marks: 50
External: 50
Time 3 Hours

Note: The Examiner will set the question paper in two parts encompassing the entire syllabus. Part A will comprise 10 short answer type questions of 5 marks each. Part B will comprise of 5 questions of 10 marks each. A student is required to attempt any eight questions from the part A and any 3 questions from part B.

Objectives: The objective of the course is to acquaint the students with computers and concepts of E—Commerce.

Course Contents


Suggested Readings:
5. Shurety : E-business with Net Commerce (with CD), Addison Wesley.

The list of cases and specific references including recent articles will be announced in the class.