

MBA COURSE STRUCTURE 2015 ONWARDS

MBA I SEMESTER

Sl. No	Name of the subject	Course Code	Internal Marks	Semester End Exam Marks	Total Marks	Teaching Hours Per Week	Credit
1	Business Data Analysis	1001	20	80	100	04	04
2	Corporate Communications	1002	20	80	100	04	04
3	Entrepreneurship Development	1003	10	40	50	02	02
4	Fundamentals of Management & Human Resources	1004	20	80	100	04	04
5	Fundamentals of Marketing	1005	20	80	100	04	04
6	Management Accounting	1006	20	80	100	04	04
7	Managerial Economics	1007	20	80	100	04	04
8	Soft Skills	1008	10	40	50	02	02
	Total						28

BUSINESS DATA ANALYSIS

Subject Code: 1001

Credits: 4

Contact Hours: 60 hrs

Weekly hours: 4

External Marks: 80

Internal Marks: 20

Objectives:

1. To provide basic ideas on various statistical tools and techniques for decision making
2. To equip the students with techniques for data analysis

Expected Outcome:

1. To enable the students with a skill of data analysis and decision making.

Module 1	12 hours
Mathematics for Managers Functions, Determinants and matrices, Progressions- Applications in Business, Limits and derivatives(except trigonometric functions) Meaning of limits, meaning of Derivatives, Working rules of derivatives, application of derivatives to business & economics marginal cost, marginal revenue, maximization & minimization using second order derivative (Emphasis on cost and revenue functions)	
Module 2	12 hours
Introduction to Statistics Data collection methods, classification and tabulation, frequency distribution, Graphs and diagrams, its analysis.	
Module 3	12 hours
Measures of Central Tendency: Arithmetic Mean, Geometric Mean, Combined Mean, Weighted Mean & Harmonic mean, Median, Mode (Grouped & ungrouped data) Measures of Dispersion: Range, Interquartile Range, Standard deviation, Coefficient of Variation Only Introduction to skewness & kurtosis	

Module 4	14 hours
<p>Probability & Probability Distributions: Counting Techniques (Permutation & Combinations), Random Variable, Basic concepts of probability, basic rules of probability (Addition, multiplication law), conditional probability</p> <p>Discrete & continuous variables, commonly used probability distributions, Binomial, Poisson, Normal and their characteristics.</p>	
Module 5	12 hours
<p>Correlation: Types of correlation, Correlation & Causation, Scatter Diagram, Karl Pearson s Coefficient of correlation (for ungrouped data only), Rank correlation.</p> <p>Regression: Simple Regression, Method of Least Squares, Regression Coefficients</p>	

Activities:

1. Case lets using MS Excel
2. Frequency analysis & graphs Using MS- Excel - 2 hours
3. Operations workouts

Recommended Readings:

Essential Reading:

1. Business Statistics- 3rd edition, G. C. Beri, Tata McGraw Hill
2. Mathematics and Statistics for Management, Revised Edition 2013, P. k. Mittal, B. G. Sathyaprasad, M. K. Pradeep kumar Rao, Himalaya Publishing House.

Suggested Reading:

1. Statistics For Management, Reprint 2010, Anand Sharma, Himalaya Publishing House
2. Fundamentals of Statistics, 6th Edition, S.C. Gupta, Himalaya Publishing House
3. Statistics for Management. 5th Edition, Levin & Rubin, Prentice Hall of India
4. Quantitative Techniques for Business Managers, 1st Edition, R. K. Bhardwaj, Anuradha R. Chetiya, Kakli Majumdar, Himalaya Publishing House
5. Quantitative Techniques For Managerial decisions, Second Edition, U. K. Srivastava,
6. G. V. Shenoy & S. C. Sharma, New Age International Publication
7. G. V. Shenoy & S. C. Sharma, New Age International Publication

CORPORATE COMMUNICATION

Subject Code: 1002

Credits: 4

Contact Hours: 60 hrs

Weekly hours: 4

External Marks: 80

Internal Marks: 20

Objectives:

1. To develop importance of the process of effective communication.
2. To enable students to speak confidently interpersonally as well as in large groups

Expected Outcome:

1. Effective personal and professional communication skills.

Module 1	15 hours
Theory of Communication	
Concept of Communication Meaning, Definition, Purpose of communication, Process with diagram and feedback. Characteristics and importance of communication. 7 C s of Communication.	
Principles of effective communication Simplicity, Face to face communication, use of feedback, listening with understanding, Conducive environment, You factor, Awareness of audience.	
Types/forms of communication Verbal (features) and Non-verbal (features).	
Channels in communication Vertical (Downward, upward), Lateral/Horizontal, Crosswise/Diagonal, Formal, Informal & Grapevine.	
Purpose of communication order, advice, suggestion, Instruction, Motivation, persuasion, warning and education.	
Barriers to communication- Mechanical, Physical, Psychological, Semantic, Language, Status barriers and Socio cultural. Illustration of examples and situations.	
Module 2	10 hours
Listening and Vocabulary	
Listening: Hearing Vs. Listening, Importance of listening, and Barriers to Effective Listening, Good Vs. Bad Listeners, Tips to effective listening.	
Vocabulary: Words often confused, Words often misspelt, Common errors in	

English Sentence framing. Heteronyms, Homographs, Homonyms, Synonyms and Business jargons. Development of coherent paragraphs.	
Module 3	20 hours
Business Correspondence and Report Writing	
Business Correspondence Standard parts of the letter and optional parts, Layout, Types of business letters Block, Indented, Modified block, Semi indented & Hanging out Style and Principles of Effective letter writing. Memorandum Essentials of a Memo, exercise writing in a Memo & notice Quotation Essentials of Quotation, the Process of Quotations. Tenders Essentials of a tender, Inviting and Replying tender notices. Writing routine (leave/resignation/request/etc) and Persuasive business letters Sales (Enquiry, Order, Adjustment, Dispatch, Replying to Customer complaint), Claims, Complaints and Acknowledgement. Letters of Appointment, Promotion, Termination, Appreciation, Recommendation and Reference. Report writing Business reports, Structure of a report, Types Long and Short	
Module 4	5 hours
Personnel Correspondence: Resume preparation (Layout, Content, Features) (Individual assignment to write resume can be given after explaining), Covering letter, Difference between a CV and a Resume.	
Module 5	10 hours
Presentation skills and Group communication	
Presentation skills Elements of effective presentation, designing your presentation (No., Content, font, pointers, heading, etc in slides and latest in Slides, Hyperlinks, Master slides, and Prezi) Group dynamics Interviews - Types of Interviews - Promotion, Grievance, Assessment, Problem, Reprimand, Stress, Panel, Stay/Exit, HR and Technical (job specific). Meetings Importance, Advantages and Disadvantages, Role of a Chairperson, Role of participants, Notice of a meeting, Agenda, Quorum and Minutes of a meeting. Conference and Seminars - Importance and differences. Public Relations Meaning, Importance & Press Note	

Activities:

1. Mock Interviews, Mock Meetings / Conferences
2. Book Reviews/Summarization, Note making
3. Reading Comprehension: Analysis of texts from the field of Literature
4. MC/Compere Training
5. Activities in Group discussion, Group Presentations, Telephone etiquettes (Conference Call) & Oral cases in small groups.

Note:

1. Practice should be provided in functional writing samples and improving writing skills should be a part of the exercise
2. Improving Reading & Speaking skills and Guideline to effective public speaking should be the key focus of the activities.

Recommended Reading**Essential Reading**

1. Dr. V. K. Jain, Dr. Omprakash Biyani, Business Communication, 2/e, S Chand Pub.
2. Urmila Rai, Business Comm., 9/e, Himalaya Publications

Suggested Reading:

1. Lesikar, Petit & Lesikar s, Basic Business Comm, 10/e, Tata McGraw
2. Business Communication by Chaturvedi, Pearson Education
3. Balan,K.R. and Rayudu C.S. (1996) Effective Communication, Beacon New Delhi.
4. Benjamin, James (1993) Business and Professional Communication Concepts and Practices, Harper Collins College Publishers, New York.
5. Bhargava and Bhargava(1971) Company Notices, Meetings and Regulations
6. Who moved my cheese Spencer Johnson: Who Moved My Cheese, Stephen Lundin, Ph.D, Harry Paul, Stephen Covey: Seven Habits of Successful People, George
7. Books by Narayan Murthy, Sudha Murthy, Nilekani, Chethan Bhagat and others.
8. C.S.G Krishnamacharyulu, Lalitha Ramakrishnan, Business Comm, Himalaya Publications

Entrepreneurship Development

Subject Code: 1003

Credits: 2

Contact Hours: 30 hrs

Weekly hours: 2

External Marks: 40

Internal Marks: 10

Objectives:

1. To introduce the students to Entrepreneurship
2. To develop the students to become Entrepreneurial Managers

Expected Outcome:

1. By the end of the course students are expected to get the essential knowledge about the Entrepreneur and Entrepreneurship.

Module1:	12 hours
Entrepreneur: Meaning of entrepreneur; Evolution of the concept; Roles of an Entrepreneur, Types of Entrepreneurs, Intrapreneurship, Concept of Entrepreneurship, Evolution of Entrepreneurship, Development of Entrepreneurship; The Entrepreneurial Culture; Stages in Entrepreneurial process.	
Module 2:	10 hours
Entrepreneurial Development and Training: Entrepreneurial competencies, entrepreneurial Environment, The process of Entrepreneurial Development, Models of Entrepreneurial Development, Entrepreneurial Motivation, Entrepreneurial Training Methods	
Module 3:	08 hours
Entrepreneurial Environment: Global Entrepreneurship Environment, Business climate in India, Environmental factors affecting entrepreneurial growth, creating a Favorable Environment for entrepreneurship, Doing Business in India, Entrepreneurial Life Cycle.	

Practical Component:

Projects:

1. **Project-I:** Visit any local enterprise. Interview the entrepreneur; study his entrepreneurial journey, and prepare the profile of the entrepreneur not exceeding 2,000 words.
2. **Project-II:** Interview an entrepreneur in your region and make a list of the factors that motivated the entrepreneur to start an enterprise. In class, compare your notes with others and prepare a list of the common motivating factors among all entrepreneurs.

Activities:

1. **Activity-I:** Presentation and Discussion on stories of Successful Entrepreneurs.
2. **Activity-II:** Visit a local enterprise and study the profile of entrepreneur and identify the traits and also problems faced by the entrepreneur and present it in the class.

Recommended Readings:

Essential Reading:

1. Fundamentals of Entrepreneurship & Small Business Management, by Vasant Desai, Himalaya Publishing House Pvt Ltd.
2. Entrepreneurship by Robert D Hisrich, Mathew J Manimala, Michael Peters & Dean Shepherad, McGraw Hill Education Pvt Ltd., Edition 2013.
3. Entrepreneurship Development by Charantimath Poornima, 2/e, Pearson 2014

Suggested Reading:

1. Entrepreneurship- Theory and Practice, by Raj Shankar, Vijay Nicole Imprints Pvt. Ltd., 2006
2. Corporate Entrepreneurship, by Morris M H and Kuratko, D, Ft. Worth, TX: Harcourt, 2002.
3. The Dynamics of Entrepreneurial Development & Management, 5th Edition, by Vasant Desai, Himalaya Publishing House Pvt Ltd.
4. Small Scale Industries & Entrepreneurship, 9th Edition, by Vasant Desai, Himalaya Publishing House Pvt. Ltd.

Fundamentals of Management and HR

Subject Code: 1004

Credits: 4

Contact Hours: 60 hrs

Weekly hours: 4

External Marks: 80

Internal Marks: 20

Objectives:

1. The course will introduce the students to fundamentals and practices of management in today's increasingly complex workplace.
2. The objective of the course is to familiarize the learner with the basic principles of human resource management how an organization acquires, rewards, motivates, uses, and generally manages its people effectively.

Expected Outcome:

1. This course will develop the basic human resources management skills which include planning, controlling, organizing, budgeting and communication, in all students regardless his /her area of specialization

Module 1	10 hours
Introduction to management Definition and Functions of management, an introduction to planning, organizing, directing, controlling, motivation and emerging trends in management. Contributions by Management experts like Taylor, Fayol, Gilberth & Elton Mayo. Total Cost Management value maximization of resources with special reference to HR,	
Module 2	8 hours
Introduction to HRM: Foundation Concepts Nature and scope of Human Resource Management, Importance of HRM, Difference between Personnel Management and HRM, HR Manager: Qualities and Competencies, Changing Role of HR Manager, HRM Policy, Functions of HRM, Opportunities and Challenges of HRM and Emerging trends in HRM. Introduction to HR Audit and HR Analytics.	

Module 3	12 hours
Manpower Planning	
<p><i>HR Planning</i>-Meaning, Objectives, Advantages and Disadvantages, Factors influencing HR Planning, Tools and Technique of HR Planning. Process of Manpower Planning (demand and supply forecasting). <i>Job Analysis</i>-Meaning, Objectives and Skill Analysis (Competency based Job Analysis). <i>Job Design</i>- Job Description and Specification, Job characteristics Approach to Job Design (Hackman and Oldham), SWOT analysis of individual and organization.</p>	
Module 4	12 hours
HR Acquisition	
<p><i>Recruitment</i>- Factors affecting Recruitment, Sources of Recruitment (Internal and External) Methods of Recruitment, E Recruitment, Human Resource Outsourcing(HRO). <i>Selection</i>-Selection Criteria, Selection Process and Selection Tests, Interview process and types of interviews, Selection policy and Strategies, Challenges of Selection in today s world. <i>Placement and Induction</i> Introduction, <i>Employee Mobility</i>- Internal Mobility: Promotion, Transfer, Demotion. External Mobility: Separations, Types of Separations, voluntary and non-voluntary separations.</p>	
Module 5	8 hours
Human Resources Development	
<p><i>HRD</i>-Meaning and objectives, <i>Training and Development</i>: Training-Meaning, TNA Why Training Where to look for Organizational Gaps ,Training Methods and Training Process, Development- Meaning , Objectives, <i>Career Planning and Career Development</i> Meaning , Objectives , Need for Career Planning & Development.</p>	

Activities:

1. Case Studies and presentations
2. Article Review from newspapers (Ascent , Opportunities) which have debates on current issues by HR practitioners
3. Visit industries (not just large, even SMEs identify what HR functions are performed and by whom) and learn by observation.

Recommended Readings:**Essential Reading:**

1. Human resource Management by Seema Sanghi, Vikas publications.
2. Human Resource Management (10th Edition) by Gary Dessler, Prentice Hall
3. Human Resource Management by P. Subba Rao, HPH
4. Edwin Flippo-Personnel Management
5. Managing Human resources Productivity, Quality of Work Life and Profits
By Wayne F. Cascio, Ranjeet Nambudri, McGraw Hill Publications.

Suggested Reading:

1. Human Resource Champions, - Dave Ulrich, ISBN 9780875847191.
2. The HR Value Proposition, David Ulrich, Wayne Brockbank, Harvard Business Press, 2005
3. Human capital Magazine.
4. Leadership by Warren Buffet

Websites:-

SHRM.org

<http://www.shrm.org>

www.humancapitalonline.com

Fundamentals of Marketing

Subject Code: 1005

Credits: 4

Contact Hours: 60 hrs

Weekly hours: 4

External Marks: 80

Internal Marks: 20

Objectives:

1. To enable the student to understand the marketing environment
2. To have an elementary knowledge of STP of marketing (segmentation, targeting, positioning)

Expected outcome:

1. To equip the student with fundamental concepts of marketing

Module 1	Fundamental concepts of Marketing	10 hours
Market	Definition, types of Markets, Market Places, Marketspaces and Metamarkets, Marketing Management (Definition), what is marketed?	
Marketing Process,	Marketing Management Orientations (Concepts), Holistic Marketing Relationship Marketing, Integrated Marketing, Internal Marketing, Performance Marketing, Reverse Marketing (Demarketing)	
Core Concepts of Marketing	Needs, Wants & Demands, Target Market, Positioning & Segmentation, Offerings and Brand, Value and Satisfaction, Marketing Channels, supply Chain, Competition	
Marketing Mix	Updating the four P s (Marketing Mix 4P s, Modern Marketing Management 4Ps, 4Cs)	
Module 2	Analyzing the Marketing Environment	8 hours
The Firm s Microenvironment	The Company, suppliers, Marketing Intermediaries, Competitors, Publics, Customers	
The Firm s Macro environment	Demographic, Economic, Natural, Technological, Political, Social & cultural	

Module 3 Know your Customer	12 hours
<p>Analyzing Consumer Markets Factors influencing Consumer Behavior, The buying decision process the five stage model. Types of Buying Behaviors, Participants (roles) in consumer buying process.</p> <p>Difference between Consumer Markets and Business Markets.</p> <p>Analyzing Business Markets Buying Situations, Participants in buying process, Stages in organizational buying process</p>	
Module 4 Marketing Strategy I (STP)	15 hours
<p>Consumer Segmentation- Need for Segmentation, Basis of Segmentation - Geographic, Demographic, Psychographic and Behavioural.</p> <p>Business Market Segmentation Basis for Segmenting Business Markets Micro and Macro basis.</p> <p>Requirement for Effective Segmentation</p> <p>Market Targeting Evaluating market segments, Selecting target market segment, socially responsible target markets. Differentiation Ways of differentiation for product offering</p> <p>Positioning Positioning Maps, Choosing a right competitive advantage (How many differences to promote, which differences to promote), Selecting an overall positioning strategy.</p>	
Module 5 Marketing Strategy II (Marketing Mix)	15 hours
<p>Levels of Product, Product Classification Consumer goods classification, Industrial Goods Classification. Product Mix Product mix width, product line length - Line stretching, Line filling, Line modernizing, Line featuring and pruning.</p> <p>Designing the business portfolio analyzing the current business portfolio (BCG Matrix, GE Matrix), developing strategies for Growth & Downsizing (Ansoff's Matrix)</p> <p>Packaging & Labeling Use of packing as marketing tool, objectives of packaging, Labeling</p> <p>Branding definition of brand, branding, importance of branding</p> <p>Services marketing additional 3Ps of marketing, characteristics of services marketing, difference between good and services marketing</p>	

Pricing Strategies New product pricing strategies (Market Skimming, Market Penetration), Product mix pricing strategies (Product line pricing, optional product pricing, Captive product pricing, byproduct pricing, product bundle pricing), Price adjustment strategies Marketing Channels The importance of channel, push strategy, pull strategy,

Channel levels consumer channel levels, industrial channel levels, distribution strategy (Intensive, Selective, and Exclusive)

Basics of Marketing communication mix (Advertising, Sales promotion, Events and experiences, public relations and publicity, direct marketing, interactive marketing, word of mouth, personal selling)

Product life cycles Common product life cycle, Marketing strategies for Introduction, Growth, Maturity stage, & Decline stage

E- Commerce Marketing Practices (Pure Click companies, Brick & Click companies), M-commerce Marketing Practices

New Product Development Process, Ethical Issues in Marketing(4P s)

Activities:

1. Visit a retail shop and note how the proprietor arranges items on the shelf. Also list out POPs(point of purchase) used
2. Identify different brands of similar products (FMCG) and arrange them in a product line
3. Go to a car showroom and find loans and car models bought in the previous month. Find the demographic details of buyers
4. Identify an e-retailer and study the promotional activities for any 5 brands

Recommended Readings:

Essential Reading:

1. Marketing Management A South Asian Perspective 14e Pearson, Philip Kotler, Kevin Keller, Abraham Koshy, MithileshwarJha
2. Principles of Marketing 13e Pearson Philip Kotler, Gary Armstrong, PrafullaAgnihotri, EhsanulHaque
3. Marketing An Introduction 6e Pearson - Gary Armstrong, Philip Kotler

Suggested Reading:

1. Marketing Planning & Strategy Thomson - Sub

MANAGEMENT ACCOUNTING

Subject Code: 1006

Credits: 4

Contact Hours: 60 hrs

Weekly hours: 4

External Marks: 80

Internal Marks: 20

This course has been designed to help the students to understand the elements of Management Accounting which are used to make and support Management Decisions.

Objective:

1. To develop knowledge and understanding of Management Accounting techniques to support management in planning, controlling and monitoring performance in a variety of business context.

Expected Outcome:

1. Students shall be able to understand, analyze and interpret financial and cost accounting data for decision making

Module 1	10 hours
Analysis of the Balance Sheet and Income Statement	
Management Accounting; Relevance; Financial Information for Decision Making; Sources of Financial Information; Analysis of the Balance Sheet and Income Statement; Decision Making Areas.	
Module 2	15 hours
Budgeting and Budgetary Control	
Nature and Purpose of Budgeting; Budget Types of Budget Functional Budget : Types of Functional Budget, Budget Preparation, Exercises (all Functional Budgets) - Master Budget - Flexible Budgets - Fixed Budgets Exercises; Zero Base Budgeting; Statistical Techniques - Time Series Analysis (Cyclical, Trend, Seasonal Variation and Random Elements) - Moving Averages- Trend Analysis - Regression Coefficients - Exercises; Budgetary Control and Reporting - Behavioural aspects of Budgeting	

Module 3	10 hours
Marginal Costing	
Concepts; Marginal Costing Techniques and Tools ; Break Even Analysis; Cost-Volume-Profit Analysis; Break-Even Charts; Profit Charts; Marginal Cost Equation; Differential Cost Analysis; Stock Valuation Under Marginal Costing; Composite Break-Even Point; Marginal Costing and Decision Making (Single Product Pricing, Multi Product Pricing, Replacement, Sales, etc.); Exercises	
Module 4	15 hours
Financial Performance Measurement	
Concept; Significance; Cost Reductions and Value Enhancement; Financial Measures (Profitability, Liquidity, Activity, Financial Adaptability and Gearing -Exercises) - Ratio Analysis Types of Ratios -Exercises; Comparative Analysis of the Balance Sheet and Income Statement (Common Size Analysis & Trend Analysis), Funds Flow and Cash Flow Analysis; Non-Financial Measures; Exercises	
Module 5	8 hours
Earning Quality	
Concept; Tools of Earning Quality Measurement, Exercises; Earnings Management - Concept and Tools; Potential Red Flags, Valuation of Intangibles: Intellectual Property; Intangibles; Brand Valuation; Exercises	

Recommended Readings:

Essential Reading:

1. Management Accounting by Khan and Jain, Tata McGraw-Hill

Suggested Reading:

1. Introduction to Management Accounting by Horngren, Pearson
2. Management Accounting by Pandey I M, Vikas Publication.
3. Accounting for Management by Bhattacharyya S K and Dearden J, Vikas Publication.
4. Management Accounting: Principles and Practice by Sahaf M A, Vikas Publication.
5. Management Accounting by Colin Drurry
6. Indian Journal of Finance
7. The Management Accountants Journal of ICAI

MANAGERIAL ECONOMICS

Subject Code: 1007

Credits: 4

Contact Hours: 60 hrs

Weekly hours: 4

External Marks: 80

Internal Marks: 20

Objectives:

1. To introduce economic concepts, components and inter relations with a managerial perspective.
2. To develop an economic logic of thinking in utilizing the resources

Expected Outcome:

1. To develop decision making & planning skills in resolving business problems.

Module 1	12 hours
Introduction Introduction to Economics , Nature, Scope & Basic Economic Problems, PPC. Managerial Economics Definition, Nature, Scope, Objectives (Decision Making, Forward Planning, Problem Solving process) & Importance. Fundamental Concepts Opportunity Cost, Incremental Cost, Discounting Principle, Equi marginal Principle & Time Perspective. Theories of the Firm William Baumol s theory of Sales Maximisation	
Module 2	14 hours
Demand and supply analysis Utility Analysis Meaning and Nature. Consumer s Surplus Demand Meaning, Function, Schedule Demand Equation (Simple problems), Types, Law (assumptions, explanation, reasons & exceptions), Change in demand & change in Qty demanded. Elasticity of demand Price, Income, Cross & Advertisement Elasticity (Types), Methods of Measurement of Price Elasticity. Problems on Ratio method.	

<p>Supply Meaning, Function, Law & Elasticity of Supply.</p> <p>Price Mechanism Equilibrium of Price and Demand (Dynamic analysis), Simple problems</p> <p>Demand Forecasting Meaning, levels, Features, Importance</p> <p>Demand forecasting for New and Existing products- Survey & Statistical methods (Problems on Least Square method of trend projection).</p>	
Module 3	10 hours
Production analysis	
<p>Production - Meaning, Factors of production, Production function (Short & Long term)</p> <p>Cobb- Douglas Production function- an introduction.</p> <p>Laws of Production- Law of Variable Proportions & Laws of Returns to Scale</p> <p>An introduction to Iso-quants, Iso- Cost, Ridge lines and Producer s Equilibrium</p> <p>Economies & Diseconomies of Scale and Scope (internal/External)</p>	
Module 4	16 hours
Market analysis	
<p>Cost Analysis: Meaning, Types, Classification of Cost, Cost Curves, Problems. Relation between Costs, AC & MC and LAC.</p> <p>Revenue Analysis: Meaning, Types and Revenue curves. Revenue under Perfect and Imperfect Markets</p> <p>Market Analysis: Meaning, Types and Classification. Perfect Competition, Monopoly, Monopolistic Competition, (Features and equilibrium, Long & Short term) and Oligopoly (only features). Meaning of Duopoly, Monopsony, oligopsony.</p>	
Module 5	10 hours
Pricing & profit analysis	
<p>Pricing Meaning, determinants, objectives and Policies (Pricing methods Cost based (cost plus, MC, ROR), objectives based (Profit & Sales maximization), competition based (going rate, penetration and entry deterring))</p> <p>Profit Meaning, Types, Objectives & Theories (Risk & uncertainty theory, Innovation theory)</p> <p>Break Even Analysis Meaning, Features, BEP (Diagram), Importance and Application of BEP in management</p>	

Activities:

1. Article, Concept, News reviews, Case studies, etc
2. Presentations, GD, Quiz, CBR, Guest lectures, TED talk, Debates, etc.
3. Assignments, mini projects, etc
4. Profile of Adam Smith, Marshall, Keynes, Myrdal, Amartya Sen, JN Bhagwathi (indicative).

Recommended Reading**Essential Reading:**

1. Managerial Economics by D.N.Dwivedi, 7th Edition, VPH
2. Principles of Micro Economics by Taylor J. and Gugnani R. (Global edition), Biztantra

Suggested Reading:

1. Economics by Samuelson P and Nordhaus, TMH
2. Managerial Economics by Petersen, Lewis and Jain S, Pearson South Asia Edition
3. Principles of Micro Economics by Salvatore D, Oxford UP, International Edition.
4. Managerial Economics by Kalkundrikar A.B. and Kulkarni A.N.
5. Managerial Economics by D.M. Mithani, HPH

Other Resources:

1. Indian Journal of Economics and Business, www.ijeb.com, serials publication.

SOFT SKILLS

Subject Code: 1008

Credits: 4

Contact Hours: 60 hrs

Weekly hours: 4

External Marks: 80

Internal Marks: 20

Objectives:

1. To introduce the concept of Personal, Corporate and Social etiquettes for the students.
2. To equip students to be ready to adapt corporate culture easily.

Expected Outcome:

1. The students to develop professional and pleasing personality.

Module 1 10 hours
Personal Skills: Self Introduction, Grooming standards and dressing, health and hygiene, courteous phrases, banquet etiquettes
Module 2 10 hours
Corporate Etiquettes: Communication Skills Oral and Written, understanding symbols, corporate etiquettes, Meeting etiquettes Reporting and Minutes of the meeting
Module 3 10 hours
Social Skills: Socialization, Telephone etiquettes, Email etiquettes, SMS etiquettes, Net-iquettes, Dealing with difficult people.

Activities:

1. Write an email to the Chairman/Director of your department seeking a permission to conduct Sports Tournament at the campus
2. Role Play of a Meeting and students to submit the minutes of the meeting and submit
3. Students to give their self introduction in class

4. Students to learn and report different etiquettes followed at different types of industries
5. List out courteous phrases and try to use most of them in day to life.
6. Visit an organization of your choice and study organization culture and present a report of the same.
7. Organize a college level event and follow all possible protocols during invitation, stage management etc.

Evaluation:

1. Internal Assessment: (10 Marks)
Assignment, Presentation, Role play, Field visit and presentation
2. External Assessment: (40 Marks)
 - a) Project Report 20 Marks
 - b) Viva Voce - 20 Marks.