

Syllabus of MBA (Distance Mode)

Semester – I		Credit	Total Marks
MBA 101	Principles of Management	5	100
MBA 102	Financial Management	5	100
MBA 103	Human Resource Management	5	100
MBA 104	Introduction to Information Technology	5	100
MBA 105	Accounting for Managers	5	100
Total		25	500

Semester - II		Credit	Total Marks
MBA 201	Managerial Economics	5	100
MBA 202	Quantitative Analysis	5	100
MBA 203	Business Communication	5	100
MBA 204	Marketing Management	5	100
MBA 205	Organisation Behaviour	5	100
Total		25	500

Semester - III		Credit	Total Marks
MBA 301	Management Information System	5	100
MBA 302	Entrepreneurial Management	5	100
MBA 303	Economic Environment	5	100
MBA 304	Elective I	5	100
MBA 305	Elective II	5	100
Total		25	500

Semester - IV		Credit	Total Marks
MBA 401	Business Law and Corporate Governance	5	100
MBA 402	Enterprise Resource Planning	5	100
MBA 403	Research Methodology	5	100
MBA 404	Elective III	5	100
MBA 405	Elective IV	5	100
MBA 401	Project	5	100
Total		30	600

List of Electives

HR			
	Strategic HR		
	Performance Appraisals Management		
	Training & Development		
	Managerial Leadership		

Finance			
	International Finance		
	Corporate Finance		
	Management of Financial Services		
	Financial Institutions and Banking		

Marketing			
	Advertising & Brand Management		
	International Marketing Management		
	Marketing of Services		
	Retail Management		

Information Technology			
	Project Management		
	Internet Technologies		
	E-Commerce		
	Cyber Law		

Operation Management			
	Purchase and Material Management		
	Total Quality Management		
	Inventory Management		
	Production Planning & Control		

Hospital Management			
	Hospital Planning and Designing		
	Health Economics and Insurance		
	Hospital Operations Management		
	Hospital Management and Law		

International Business			
	International Business Law and Taxation		
	International Trade, WTO & Trade Policy Issues		

MBA - 101
PRINCIPLES OF MANAGEMENT

- UNIT – I** Brief History, Characteristics, Functions, Different Approaches to Management, Difference between System Approach and Contingency approach, Administration and Management, The Manager.
- UNIT – II** Steps in Planning Process, Methods, Advantages, Disadvantages, Guidelines for Setting Effective Objectives, Characteristics of Decision, Making, Characteristics of Effective Decision Problems in Decision Making.
- UNIT – III** Informal Organisation theories of Organisation, Neo-Classical Theory, Motivation Theory, Organisation Charts and Manuals, Delegation of Authority, Decentralisation, Span of Management.
- UNIT – IV** Performance Appraisal, Various Methods used for Performance Appraisal, Training and Development, Analysis and Evaluation, Methods for Job Evaluation.
- UNIT – V** Direction, Motivation, Leadership and Communication: - Direction, Principles, Theories, Theory X, Maslow’s Hierarchy of Needs, Motivational Factors, Maintenance Factors, Motivational Techniques, Requirements of a Sound Motivational System, Types of Communication. Controlling and Co-ordination - Introduction , Scope or Areas of Control, Budget Control, Co-ordination.

MBA - 102
FINANCIAL MANAGEMENT

- UNIT – I** Introduction to financial Management, Goals of Financial Management, Financial Decisions, Interface between Finance and Other Business Functions, Financial Planning, Introduction to Time Value of Money, Simple Interest, compound Interest, Variable Compounding Periods, Doubling Period, Present Value, Effective Vs Nominal Rate, Sinking fund Factor, Loan Amortisation, Shorter Discounting Periods,
- UNIT – II** Introduction to Valuating, Nature of Value, Bond Valuation, Types of Bonds, Bond Yields, Bond Value Behaviours, Valuation of Shares, Valuation of Preference Shares, Valuation of Equity/Ordinary Shares, Introduction to Cost of Capital, cost of Different Sources of Finance, Cost of Equity, Cost of Preference Shares, Cost of Debentures, Weighted Average Cost of Capital (WACC), Factors Affecting WACC,
- UNIT – III** Meaning of Capital Structure, Features of an Appropriate Capital Structure, Determination of Capital Structure, Theories of Capital Structure, Net Income Approach, Net Operating Income (NOI) Approach, Traditional Approach, Miller and Modigliani Approach, Leverages, Operating leverage, Financial leverage, Combined Leverage,
- UNIT – IV** Definition of Capital Budgeting, Importance of Capital Budgeting, Objectives of Capital Budgeting, Types of Capital Expenditure, Types of Capital Budgeting Proposals, Methods of Evaluating Capital Investment Proposals, Traditional Methods, Improvement of Traditional Approach to Pay-back Period, Discounted Cash Flow Method (or) Time Adjusted Method, Net Present Value Method (NPV), Internal Rate of Return Method (IRR), Profitability Index Method,
- UNIT – V** Meaning and Definition of Working Capital, Classification of working Capital, Types of Inventory, Inventory Management Motives, Objectives of Inventory management, costs of Holding Inventory, Risks of Holding Inventory, Benefits of Holding Inventory, Just in time (JIT), Types of Dividend/ Form of dividend, Dividend Decision, Irrelevance of dividend, Relevance of Dividend, Factors Determining dividend Policy, types of divided Policy,

MBA – 103
HUMAN RESOURCE MANAGEMENT

- UNIT – I** Responsibilities of Human Resource Management, Human Resource Management Goal, Training and Development of Employee, comparison between Personnel Management and Human Resource Management, Comparison on the basis of Strategic Aspects, role of the Human Resource Management, Human Relation theory, Revolution of the Human Resource management, Human Relation concept, To Understand Human Behaviour,
- UNIT – II** Human Resource Planning, Definition, Benefits of HRP, Activities Involve , Need for HRP, Process, Benefits, human Resource Planning System, Responsibility of Human Resource Planning Department, concept of Recruitment and Selection, Recruitment Practice In India, Selection Technique, Evaluation and Selection Criteria, The Selection Process, approval by manager, Medical Examination, induction
- UNIT – III** Training -Concept of Training, Objective of Training, difference between Training and Development , Objective of Training, Importance of Training , Benefits of Training, Training Need Identification, Total Organisational Analysis, Organisation Analysis Requirements, Organisational diagnosis, Task Analysis, Performance Analysis, Training Needs Identification, Different Kinds of Training Needs, Methodology of Training and Development, Training and Development Process Simulation Exercises and role Paying,
- UNIT – IV** Performance Appraisal - Concept and Need of Employee Review, Concept of Performance Appraisal, Concept of Performance Appraisal, Types of Appraisal Methods, Paired comparison analysis, Advantages of the 360 Degree Appraisal, Problem with the 360 Degree Appraisal Process, Management by objectives (MBO), Unique Features and Advantages of MBO, Benefit of the Performance Appraisal,
- UNIT – V** Compensation Management - Components, Types, Direct & Indirect compensation, Need, Management, Managing Compensation, Standard of Living Theory, Demand and Supply “Theory, Marginal Productivity Theory, Purchasing Power Theory, classification of Wages, Designing and Administering Benefits, Job Evaluation – Definition, Procedure, Method, Advantages & limitations, Moral – Meaning, Importance, Measurement.

- UNIT – I** Computers Everywhere, classification, Definitions, Concepts and Features, , Error Detecting Codes, , pointing Devices, Video Input Devices, Audio Input Devices, Graphic Capture Devices, code Numbers, Central Processing Unit, Arithmetic Logic Unit (ALU), control Unit (CU), Primary Memory, Output Devices, Audio Output Devices (Soft Copy) , Hardcopy Devices (print and film) , Data Storage, , Magnetic Disk, Magnetic Tapes, Optical Disks, Removable Hard Drives , Smart Cards, Optical Cards.
- UNIT - II** Hardware, Motherboard, Machine Language, Assembly Language, High Level Language, Fourth Generation Language, Natural Languages, BIOS, Operating System (OS), Utility software, Application software, Wireless Channels (Radio Link, Microwave Link, Satellite Communication), Transmission Technology, Broadcast Networks, Point-to-point or Switched Networks, Bandwidth , Network Configuration, Peer-to-Peer Network Models, OSI Reference Model, TCP/IP Protocol, Network Topologies, Types of Networks,
- UNIT - III** Data, Information, Types of Data, Input, Processing and output, Input, Processing Output, Architecture of Computer system, The Control Unit (CU), The Immediate Access Store (IAS) , ALU Stands for Arithmetic and Logic Unit, concepts of Files, File contents, Operations on the file, File Organisation, Relative File, Indexed Files, Protecting f9iles, Storing RF8iles, Backing up files, file Terminology, Records, Fields, Data Capturing, Direct Data Capturing, Data Capture Forms, Data Capture Forms, Verification, Editing and Checking,
- UNIT - IV** Operating System, Functions of Operating System, Operating System as User Interface, History of Operating system, Disk Operating System, History of DOS, Components of MS-DOS, Internal Command, External Commands, UNIX, MEM, FILTER, ATTRIB, DELTREE, EDIT, Batch Files, Batch System, Time Sharing Systems, Multiprogramming, Spooling, Essential Properties of the Operating System Batch, Time Sharing, Interactive, Real time system, Distributed,
- UNIT - V** Internet Architecture, Protocol, IP Address, Domain Name Service, Packet Switching, Internet Routers, Backbones, Network Security, Understanding Potential Threats, Steps towards Security, Uses of Internet, Functioning of the WWW, Web page, URL, Web Server, HTTP, HTML, Using the WWW, Web Browser, Searching for Information, Search Techniques, Advance Application: Emergence of Web 2.0

MBA -105
ACCOUNTING FOR MANAGERS

- UNIT – I: Introduction to Accounting:** Accounting, Origin and Growth of Accounting, Objective, Importance, Functions, Advantages, Limitations, Methods, Types, Personal Accounts, Real Accounts, Nominal Accounts, Branches of Accounting, Principles of Accounting, Concepts, Conventions, Bases of Accounting, Terminology, Equation.
- UNIT – II:** Journal, Ledger and Subsidiary Books Advantages of Journal, Sub-Division of Journal, Ledger, Ruling of Ledger Account, Sub-Division of Ledger, Distinction Between Journal and Ledger, Steps in Posting from Journal to Ledger, Subsidiary Books, Kinds of Subsidiary Books, Journal Proper, Cash Book, Basic Document for Subsidiary Books, Advantage of Subsidiary Books, Impress System, Discounts.
- UNIT – III: Trial Balance and Accounts:** Trial Balance, Objectives of Trial Balance, Features of Trial Balances, Limitations of Trial Balances, Methods of Preparing Trial Balance, Errors, Manufacturing Accounts, Items in Manufacturing Account, Debit Side Items, Trading Account, Preparation of Trading Account, Closing Entries Relating to Trading Account, Profit and Loss Account, Preparation of Profit and Loss Account, Balance Sheet, Classification of Assets and Liabilities, Assets, Liabilities, Adjustments.
- UNIT – IV: Management Accounting:** Nature of Management Accounting, Functions of Management Accounting, Scope of Management Accounting, Financial Analysis and Planning, Ratio Analysis, Precautions in using Ratio Analysis, Types of Ratio Analysis, Importance of Ratio Analysis, Cash Flow Statement, Funds Flow Statement, Funds Flow Statement vs. Cash Flow Statement, **Cost Accounting:** Features of Cost Accounting, Need for Cost Accounting, Growth and Development of Cost Accounting, Cost Accounting in Indian Context, Nature of Cost Accounting, Objectives of Cost Accounting, Importance of Cost Accounting, Characteristics of an Ideal Costing System, Financial Accounting v/s Cost Accounting, Components of Total Cost, Cost Sheet.
- UNIT – V: Elements of Costs:** Elements of Cost, Materials, Labour, Expenses, Classification of Cost, Nature or Element, Functions, Direct and Indirect, Variability, Controllability, Normality, Capital and Revenue, Time, Planning and Control, Managerial Decisions, Methods of Costing, Techniques of Costing, Standard Costing, Introduction, Advantages and Limitations of Standard Costing, Application of Standard Costing, Introduction of Standard Costing System, Establishment of Cost Centres, Classification and Codification of Accounts, Determining Standards and their Basis, Determining the expected level of activity, Setting Standards Standard Costing and Standardized Costing, Marginal Costing, Application of Marginal Costing, Absorption Costing, Costs-Volume Profit Analysis, Important Concepts of Cost-Volume-Profit Analysis, Break-even Charts (B.E.C)

MBA - 201
MANAGERIAL ECONOMICS

- UNIT – I **Basic Concept of Economics and Demand Analysis:**** Nature and Scope of Managerial (Micro and Macro) Economics. Application of Economics Analysis. Micro Vs Macro Economics. Demand Analysis: Theory of Demand. Law of Demand. Determinants of Demand, Elasticity of Demand, Price Elasticity, Income Elasticity, Cross Elasticity. Demand for casting and its significance.
- UNIT – II Consumer Behaviour: Utility Approach: Marginalism, Equi-Marginalism, Diminishing Marginalism. Indifference Curve and Consumer Equilibrium with indifference curve applications.**
- UNIT – III **Production and Cost Analysis:**** Production Analysis: Production Function. Production Function with one variable input-Short Run analysis. Production Function with two variable input- Long Run analysis. ISO Cost and ISO Quants.
- Cost Analysis: Various cost Concepts, Short Run and Long Run Cost Function. Break Even Analysis.
- UNIT – IV **Market Structure and Price and Output Determination:**** Price and Output Determination in different market: - Various forms of Market Perfect Competition, Monopoly, Monopolistic Competition. Price Determination in these markets. Short Run and Long Run Equilibrium of Firms in Different Market. Oligopoly and its price determination.
- UNIT – V **Concepts of Macro Economics and National Income Analysis:**** Macro Economics: Nature, Development and scope of Macro Economics. National Income Analysis: definition, Concepts of National Income- Gross Domestic Product, Gross National Product, Net National Product and Per Capita Income. Measurement of National Income. National Income Circular flow of Income. Inflation: Meaning of Inflation. Types of Inflation, Cause and Control of Inflation.

MBA - 202
QUANTITATIVE ANALYSIS

- UNIT – I** Row Matrix, Zero or Null Matrix, Operations on Matrices, Addition of Matrices, Subtraction of Matrices, Solving Three Simultaneous Equations, Properties of Determinants, Truth Value, Truth Table, Compound Statements, Negation, conjunction, Biconditional, Contradiction, Laws of Algebra, Complement Law, Distributive Law.
- UNIT – II** Representation of set, Rule Method, Commutative Law, De Morgan's Law, Geometric Progression Formulae for Geometric Progression. **Time Series:** Concept, Additive and Multiplicative models, components of time series, Trend analysis: Least Square method – linear and Non – linear equations, Applications in business decision-making. **Index Numbers:** Meaning, Types of Index Number, Uses of Index Numbers, Construction of Price, Quantity and Volume Indices: - Fixed Base and Chain Base Methods.
- UNIT – III** Definitions, Probability, Multiplication Rule, Basic Calculation, Fundamental Principles of Counting, Permutation, basic Forms of Permutations, Combination, Basic forms of Combination, Basic Manipulation on Permutation and Combinations.
- UNIT – IV** Definition of Interpolation, Application, Need and Importance of Interpolation, Methods of Interpolation, Profit and Loss, Formulae, Interest,
- UNIT – V** Relation, Domain and Range of a Relation, Break Even Analysis, Applications of Statistics, Limitations of Statistics, Objectives and characteristics of Classification, Frequency Distribution, Ungrouped Frequency Distribution, Continuous of Grouped Frequency Distribution, Cumulative Frequency distribution.

BUSINESS COMMUNICATION

- UNIT – I INTRODUCTION:** - Nature and Scope of Business Communication, Principles of Effective Communication (7Cs of communication), Process of Communication, Barriers to Communication and ways to overcome them.
- UNIT – II ORAL COMMUNICATION:** - Listening: Process of Listening, Types of Listening, Barriers to Listening Making Effective Presentations: Elements of a Presentation, Format of a good Presentation, Preparation of Visual aids, handouts and feedback forms. Meetings: Purpose of Meetings, Types of Meetings, Conducting Meetings.
- UNIT – III WRITTEN COMMUNICATION:** - Types, Structures and Layout of Business Letters, Writing E-mails, Memorandums, Notices and Circular. Reports: Essentials of Good Reports, Types of Reports, Report writing process.
- UNIT - IV NON-VERBAL COMMUNICATION:** -Importance of Non-Verbal communication, Classification of Non –Verbal Communication: Kinesics, Proxemics, Time language, Paralanguage, Sign language.
- UNIT - V GROUP DISCUSSIONS :-**(Do 's and Don 'ts, Guidelines to succeed in a G.D).
- Extempore.
 - Debates

MBA - 204
MARKETING MANAGEMENT

- UNIT – I** Marketing in the Twenty-First Century, the Impact of the New Economy, Marketing Environment, Marketing Mix, the Product Mix, The Price Mix, The Promotion/Communication Mix, The Place Mix/Distribution Mix, Features of a Product, Product Life Cycle, Stages of the Product Life Cycle, Implications of the Product Life Cycle concept, Bottom Line,
- UNIT – II** **New Product – Decisions, Step, Processes and Design**, New Product, types of New Products, Challenges to New Product Development, Concepts Strategy in a Nutshell, Steps in the Development of the New Product, Conclusion of the Process, Objectives of Test Marketing, Problems in Test Marketing, Definition of Product Branding, Purpose of Branding, Features of Good Brands, Significance and Importance of Branding, Branding in the New Economy,
- UNIT – III** **Product Packing, Price and Pricing**, Objectives of Packaging, Purpose and Functions of Packaging, Criticism Against Packaging, New Trends in Packaging, Pricing Decisions Adopted By Modern firms, Steps in fixing the Methods of Pricing, Role and Significance of distribution Channels in Marketing, Classification of Retailers, Factors Governing the Choice of a Channel of distribution,
- UNIT – IV** Warehousing, Definition, Characteristics, Centralised and Decentralised Warehousing, Goals of Inventory Management, exercising control by Importance and Exception (ABC Analysis), Keeping Track of Inventory, Cost of Transport, Kinds of Sales Promotion, Trade of Dealer Sales Promotion, Sales Force Promotion,
- UNIT – V** **Advertising, Personal Selling and direct Marketing:** Definition of Advertising, The Objectives, The role, Limitations, Introduction to Selling, Advantages, Limitations, Definition Direct Marketing, Advantages, Demerits,

MBA – 205
ORGANISATION BEHAVIOUR

- UNIT – I** Classifications of Organisations, Factors Influencing an Organisation, Organisational Behaviour, Organisational Components that Need to be Managed people, contemporary Organisational Behaviour, Internationalism, some of the Important Approaches, The Human resources Approach, The Systems Approach, Managerial Functions, Inter-Relationship between Personal Life and Work Life, Group and Team-Level Outcomes, Organisation-Level Outcomes,
- UNIT – II** Centralisation v/s Decentralisation, Organisational Structure, Organisational Culture, Organisational Design: combining the Structural Elements of organisations, Strategic Alliances: Process of Perception, Developing perceptual Skills: Suggestions for developing perceptual skills, Value, Attitude, Theories of Attitude, Components of Attitude, Significance of Attitude,
- UNIT – III** Determinants of Personality, Morale and Motivation, Motivation, co-operation: Providing Mutual Assistance, co-operation within Organisations, Organisational Reward Systems, co-operation between Organisations,
- UNIT – IV** Interpersonal Relationships, Group, Advantages and Disadvantages of Groups, Group Dynamics, conflict Management, Functional conflict (Wanted/constructive), Group Development over Time: The Five-Stage Model, Social Loading: “Free Riding” When Working with others,
- UNIT – V** Manifestations of Stress, Causes of Stress, Sources of Stress, consequences of Stress, Stress Management, Process of Stress Management Strategies for coping with Stress, Innovation Management, Leadership, Theories, Styles, Functions, Team Building.