

DEPARTMENT OF MANAGEMENT & BUSINESS ADMINISTRATION

COURSE STRUCTURE FOR 1ST SEMESTER

UNDER THE CURRICULUM & CREDIT FRAMEWORK (CCF)

Semester	Course Category	No. of Papers	Credit	Paper Title
I	Major: Core Course (MCC)	2	4	1. Fundamentals of Management 2. Statistics for Business Decisions
I	Minor Course (MIN)	1	4	Ethics & Corporate Social Responsibility
I	Multidisciplinary Course (MDC)	1	3	Arabic & Islamic Studies *
I	Ability Enhancement Course (AEC)	1	4	Bengali/Urdu*
I	Skill Enhancement Course (SEC)	1	3	Fundamentals of Computer Applications

*University Compulsory Courses

Major Core Course (MCC)

Fundamentals of Management Paper Code: MBAUGMCC1101 Credit 4: Theory - 3 + Tutorial – 1 Contact Hours: 45 hours

Course Objective:

To acquaint the students with the fundamentals of managing business so as to improve the effectiveness of an organization. The course will use and focus on Indian experiences, approaches and cases

Course Outcome (CO):

1. Explain the Importance & Role of Management in the Organizations. Evolution of Management theory. Acquire the knowledge of Management Process
2. Understand and apply the management function : Planning organizing, staffing, directing and controlling
3. Meet the challenges of modern management.

Detailed Syllabus:

Role of Management

Evolution of Management Theory. Managerial functions and Roles. Insights from Indian practices and ethos. Concept, Significance, Functions, Principles of Management, Patterns of Management- Scientific, Behavioral, Systems, Contingency.

Decision Making & Controlling

Decision Making Process, Techniques. Planning – Process, Problems, Making It Effective. Controlling - System of Controlling, Controlling Techniques, Making Controlling Effective.

Suggested Readings:

1. Koontz & Heinz Weirich: Essential of Management, McGraw Hill.
2. Gupta C.B.: Business Management, Sultan Chand & Sons
3. Gilbert: Principles of Management, McGraw Hill.
4. Stephen P. Robbins & Mary Coulter: Management, Pearson.

Major Core Course (MCC)

Statistics for Business Decisions Paper Code: MBAUGMCC1102 Credit 4: Theory - 3 + Tutorial – 1 Contact Hours: 45 hours

Course Objective: To familiarize the students with various Statistical Data Analysis tools that can be used for effective decision making. Emphasis will be on the application of the concepts learnt.

Course Outcome (CO):

1. Students will be able to describe and discuss the key terminology, concepts tools and techniques used in business statistical analysis
2. Students will be able to critically evaluate the underlying assumptions of analysis tools
3. Students will be able to understand and critically discuss the issues surrounding sampling and significance
4. Students will be able to discuss critically the uses and limitations of statistical analysis
5. Students will be able to solve a range of problems using the techniques covered
6. Students will be able to conduct basic statistical analysis of data

Detailed Syllabus:

Unit I: Measures of Central Tendency and Dispersion

Characteristics of an ideal measure; Measures of Central Tendency – mean, median, mode, Relationship between averages. Measures of Dispersion: Meaning and Significance. Absolute and Relative measures of dispersion - Range, Quartile Deviation, Mean Deviation, Standard Deviation, Coefficient of Variation, Moments, Skewness, Kurtosis.

Unit II: Correlation Analysis

Meaning and significance. Correlation and Causation, Types of correlation. Methods of studying simple correlation - Scatter diagram, Karl Pearson's coefficient of correlation, Spearman's Rank correlation coefficient, Regression Analysis: Meaning and significance, Regression vs. Correlation. Linear Regression, Regression lines (X on Y, Y on X) and Standard error of estimate.

Unit III: Analysis of Time Series & Index Numbers

Meaning and significance of Time series data, Utility, Components of time series, Models (Additive and Multiplicative), Measurement of trend: Method of least squares, Parabolic trend and logarithmic trend; Index Numbers: Meaning and significance, problems in

construction of index numbers, methods of constructing index numbers-weighted and unweighted, Test of adequacy of index numbers, chain index numbers, base shifting, splicing and deflating index number.

Unit IV: Theory of Probability

Meaning and need. Theorems of addition and multiplication. Conditional probability. Bayes' theorem, Random Variable- discrete and continuous. Probability Distribution: Meaning, characteristics (Expectation and variance) of Binomial, Poisson, and Normal distribution. Central limit theorem.

Unit V: Testing of Hypothesis

Concept; Level of Significance; Process of testing; Test of hypothesis concerning Mean; Test of hypothesis Normal Z test & t test for single mean. Using non-parametric statistics for hypothesis testing.

Suggested Readings:

1. S.P. Gupta (S.P.): Statistical Methods, Sultan Chand & Sons, 34th Edition.
2. Richard Levin & David Rubin: Statistics for management, Prentice Hall.
3. Anderson, Sweeny & Williams: Statistics for Business and Economics, South Western.

Minor Core Course (MIN)

Ethics & Corporate Social Responsibility

Paper Code: MBAUGMIN1101

Credit 4: Theory - 3 + Tutorial – 1

Contact Hours: 45 hours

Course Objective:

The objective of this paper is to make the students more clear about the importance of ethics in business and practices of good corporate governance. It also talks about the corporate social responsibility.

Course Outcome (CO):

1. Incorporate the concept of Business Ethics and Corporate Social Responsibility (CSR) into business decisions.
2. Evaluate how decisions are actually made in business ethics.
3. Explain ethical issues that are found in corporate governance and shareholder relationships.

Detailed Syllabus:

Unit I: Introduction to Business Ethics

Meaning of Ethics, why ethical problems occur in business? Models of Ethical decision-making, weighing social cost and benefits, ethics and morality; nature of business ethics; ethical approaches, code of ethics and business conduct, moral issues in business: worker's and employee's rights and responsibilities. Case Studies.

Unit II: Ethical Dilemmas and Ethical Decision Making

The problem of just wage, bribery, the morality of advertising, office romance, sexual harassment, the problem of fair pricing, trade secrets and corporate disclosure, product misinterpretation and Caveat Emptor, the morality of labor strikes, whistle-blowing, unfair competition, money laundering, conflict of interest, insider trading, privacy issues, discrimination and corporate intelligence. Case Studies.

Unit III: Corporate Social Responsibility (CSR)

Corporations and their social responsibilities, Fundamental concepts and Meaning; corporate sustainability reporting; CSR through triple bottom line; CSR and business ethics; CSR models; Carroll's model; drivers of CSR; Framework for CSR; Regulatory mandates for CSR: CSR-Legislation in India. Section 135 of Companies Act 2013; Scope for CSR Activities under Schedule VII; Implementing Process in India, Millennium Development goals (MDG), Sustainable development goals (SDG), Relationship between CSR and MDGs. Review current trends and opportunities in CSR.; CSR as a Strategic Business.

Unit IV: Corporate Governance

Concept of Corporate Governance, Need to improve corporate governance standards, Features of good governance, Role played by regulators to improve corporate governance, corporate disclosure, insider trading. The Board–Quality, Composition and role of Board, Outside Directors on the board (independent, nominee), Executive and Non-Executive directors, SEBI clause 49, directors and financial institutions in enhancing corporate governance, critical issues in governance of board directors, CEO Duality.

Unit V: Case Studies/ Assignments/ Projects

Suggested Readings:

1. Manuel G Velasquez : Business ethics- concepts and cases Pearson.
2. Luthans Hodgetts and Thompson: Social issues in business, Macmillan USA
3. A.C. Fernando: Business Ethics Pearson Education.
4. A.C. Fernando: Corporate Governance Pearson Education.
5. Adrian Davies: Strategic approach to corporate governance Gower Pub Co.
6. N. Gopalswamy: Corporate governance a new paradigm A H Wheeler Publishing Co Ltd.
7. Manuel G Velasquez : Business ethics- concepts and cases Pearson.

Skill Enhancement Course (SEC)

Fundamentals of Computer Application

Paper Code: MBAUGSEC1101

Credit 3: Theory-2 + Practical-1

Contact hrs: 60 hrs (30 Hrs Lecture + 30 hrs Practical)

Course Objective: The course aims to impart knowledge about the use and application of computer, particularly, in the field of business administration.

Course Outcomes:

1. Understand the basics of Computer and Information Technology
2. Work with basics of Microsoft Office Package
3. Be aware about basics of Internet and web applications

Detailed Syllabus:

Unit I: Hardware

Input / Output devices, storage devices and memory. Software: System and Application Software, Compilers, Interpreters and Assemblers. Computer Languages: Levels of languages, generation and their features. Generation of Computers (Phases of development of computers).

Unit II: MS Word 2007

Word basics, formatting text and documents, working with headers, footers and footnotes, tabs, tables and sorting, working with graphics, templates, wizards and sample documents, introduction to mail merge and macros.

Unit III: MS Excel 2007

Excel basics, rearranging worksheets, excel formatting tips and techniques, introduction to functions, Excel's chart features, working with graphics, using worksheet as databases, automating "what-if" projects.

Unit IV: MS PowerPoint 2007

PowerPoint basics, creating presentation the easy way, working with text in PowerPoint, working with graphics in power point, inserting tables and graphs, inserting pictures and animation, creating multi-media presentations.

Unit V: Information Technology

Introduction to IT and its development, Impact and Future of IT in Business Organisation, Overview of the following: 4 GL, Image processing, Virtual Reality, Video Conferencing, Decision Support System, Expert System, Artificial Intelligence, and Information Super Highways.

Suggested Readings:

1. Dr.R.Parameswaran, (2010), Computer Application in Business, S Chand & Company Ltd, New Delhi.
2. Stephen L. Nelson, (1999), Office 2000: The Complete Reference, McGraw Hill Professional,US.
3. Joan Lambert and Joyce Cox, (2013), Microsoft Word 2013 Step by Step, Microsoft Press, Washington.