

# MANAGEMENT EDUCATION & RESEARCH INSTITUTE

## MASTER OF BUSINESS ADMINISTRATION

### SEMESTER- I

#### 101-Management Process & Organizational Behavior

#### COURSE OUTLINE

##### **Course Objective:**

This course is designed to expose the students to fundamental concepts of management, its processes and behavioral dynamics in organizations.

The objective of this paper is to provide a strong foundation for understanding key management issues and developing a practical approach towards solving management problems.

##### **Methodology:-**

The pedagogy will be Lectures, Case Studies, Role-plays and Group Activities.

##### EVALUATION

The students will be continuously assessed during the course on the following basis:

(a) Mid-term Test	15 Marks
(b) Internal Assessment	10 Marks
(d) External University Exams	75 marks
Total	: 100 marks

## Management Process & Organizational Behavior Teaching Plan

<b>Course Contents</b>	<b>References</b>	<b>Number of Sessions</b>
<b>UNIT-I</b>		
<b>Introduction to Management</b>		
1. Meaning and Nature of Management,	<i>Management Process &amp; Organizational Behavior –T.NChhabra Chapters 1,2,3,4,6,32</i>	2
2. Evolution of Management (in India and Abroad),	<hr/> <i>Stoner, R. James A.F., Edward Freeman</i>	4
3. Managerial Functions, Skills, Tasks and Responsibilities of a Professional Manager,	<i>Daniel R Gilbert Jr., Management 6TH Ed, .Prentice-Hall of India</i>	4
4. Management by Objectives	<i>Management –V.S.P Rao &amp; V.Hari Krishna</i>	
<b>CASE STUDY</b>	<i>Forbes/Harvard Business Review</i>	2
		<b>12 Hours</b>
<b>UNIT-II</b>		
<b>Process of Management</b>		
1. Planning-Process and Techniques,	<i>Management Process &amp; Organizational Behavior –T.NChhabra Chapters 5,7,8,9,10,28,29,31</i>	2
2. Directing-Principles and Process,	<hr/>	2
3. Controlling-Process and Techniques,	<i>Stoner, R. James A.F., Edward Freeman</i>	
4. Decision Making Models	<i>Daniel R Gilbert Jr., Management 6TH Ed, .Prentice-Hall of India</i>	2
<b>CASE STUDY</b>	<i>Indian Management/ICFAI</i>	2
		6
		<b>14 Hours</b>

<p style="text-align: center;"><b>UNIT III</b> <b>Fundamentals of Organizational Behavior</b></p> <ol style="list-style-type: none"> <li>1. Introduction and Meaning,</li> <li>2. OB Models and Approaches</li> <li>3. Organizational Justice</li> <li>4. Workforce Diversity</li> <li>5. Whistle Blowing</li> <li>6. Social Responsibilities</li> <li>7. OB Trends</li> </ol> <p><b>Individual Process &amp; Behaviour</b></p> <ol style="list-style-type: none"> <li>1. Perception,</li> <li>2. Personality, Attitudes,</li> <li>3. Learning,</li> <li>4. Motivation</li> <li>5. Managing Emotions &amp; Stress at work</li> </ol>	<p><i>Management Process &amp; Organizational Behavior –T.NChhabra</i> <i>Chapters 11,17,23,24,30,31</i> <i>Robbins, S.P., Judge, T.A., Sanghi, S (2009).</i></p> <p><i>Organizational Behavior, Pearson Education.</i></p> <p><i>Management –V.S.P Rao &amp; V.Hari Krishna</i></p> <p><i>People Matters</i></p>	<p style="text-align: right;">2</p> <p style="text-align: right;">2</p> <p style="text-align: right;">2</p> <p style="text-align: right;">2</p> <p style="text-align: right;">2</p> <p style="text-align: right;">2</p>
<p><b>Case study</b></p>		<p style="text-align: right;"><b>2</b></p>
<p style="text-align: center;"><b>UNIT 4</b> <b>Interpersonal Process and Behaviour</b></p> <ul style="list-style-type: none"> <li>• Communication</li> <li>• Work Teams and Group Dynamics</li> <li>• Leadership</li> <li>• Conflict Management</li> <li>• Interpersonal Behavior and Relations,</li> <li>• Transactional Analysis.</li> <li>• Case Study</li> </ul> <p><b>Organizational Processes and Structure</b></p> <ul style="list-style-type: none"> <li>• Organizational Design &amp; Structure</li> <li>• Organizational Culture &amp; Climate</li> <li>• Organizational Change and Development</li> <li>• Cross Cultural OB</li> </ul> <p><b>Case Study</b></p>	<p><i>Management Process &amp; Organizational Behavior –T.NChhabra</i> <i>Chapters 12,13,14,15,16,18,19,20,21,22,25,27,</i></p> <hr/> <p><i>Robbins, S.P., Judge, T.A., Sanghi, S (2009).</i></p> <p><i>Organizational Behavior, Pearson Education</i></p> <p><i>Management –V.S.P Rao &amp; Hari Krishna</i></p> <p><i>Human Capital</i></p>	<p style="text-align: right;"><b>14 Hours</b></p> <p style="text-align: right;">4</p> <p style="text-align: right;">4</p> <p style="text-align: right;">4</p> <p style="text-align: right;">4</p> <p style="text-align: right;">4</p> <p style="text-align: right;"><b>16 Hours</b></p>

### **Text Books:**

1. Robbins, S.P., Judge, T.A., Vohra, N. S (2016). Organizational Behavior, 16 e Pearson Education.
2. Nahavandi, Afsaneh. Denhardt, Robert B, Janet V. Aristigueta, and Maria P. (2015), Organizational Behaviour, Sage Publications

### **Reference Books:**

1. Nelson, Debra L. , Quick, James Campbell, Khandelwal, Preetam 2014, ORGB, 2 e, Cengage Learning
2. Greenberg, J. and Baron, R.A. (2015), Behavior in Organization, 10/e, Pearson Education
3. Newstrom, John W.; Davis, Keith, Organizational Behavior Human Behavior at Work, 12/e, Mc Graw Hill Education
4. George, J. M. & Jones, G.R. (2009). Understanding and Managing Organizational Behavior 5th Edition, Pearson Education.

### **EXTRA READING**

1. Schermerhorn, J. (2007). Organizational Behavior, 10th Edition, Wiley
2. McCone, S.L., Von Glinow, M.A., Sharma, R.R. (2006) Organizational Behavior. Tata McGraw
3. Hill Pierce, J.L. & Gardner, D.G. (2010). Management and Organizational Behavior, Cengage Learning.
4. Stoner, R. James A.F., Edward Freeman Daniel R Gilbert Jr., Management 6th Ed, .Prentice-Hall of India
5. Weiss, J.W. (reprint of 2002). Organizational Behavior & Change. Managing Diversity, Cross-cultural
6. Dynamics & Ethics. Vikas Publishing House Pvt. Ltd.
7. Pettinger, R (2002). Introduction to Management. Palgrave McMillan.
8. Pareek, U (2004). Understanding Organisational Behavior. Oxford University Press
9. Management – Robbins & Coulter & Vohra
10. Essentials of Management – Koontz
11. Management – V.S.P Rao & V.Hari Krishna

### **Management Magazines & Journals**

1. Effective Executive by ICFAI press
2. Management Review
3. Harvard Business Review
4. Indian Management by AIMA
5. Human Capital
6. People Matters
7. Vikalpa

8. Vilakshan
9. Abhigyan
10. Abhivyakti
11. Business India
12. Business Standard
13. Business Today
14. Business World
15. Forbes India

### **WEB SURF**

1. <https://www.aima.in/>  
<http://www.assochem.org/>
2. <http://www.ficci.com/>
3. <http://commerce.nic.in/MOC/index.asp>
4. <http://www.bloomberg.in/>
5. <https://hbr.org/>
6. <http://forbesindia.com/>
7. <http://www.digitalindia.gov.in/>
8. <http://meatel.nic.in/>
9. <https://www.edx.org/>
10. <http://www.shrm.org/pages/default.aspx>  
<http://www.shrm.org/research/pages/default.aspx>
11. <http://www.nationalhrd.org/about-nhrdn/overview>
12. <https://hbr.org/>
13. [http://www.mckinsey.com/global\\_locations/asia/india/en](http://www.mckinsey.com/global_locations/asia/india/en)
14. <http://www.nielsen.com/in/en.html>
15. <https://www.peoplesmatters.in/>
16. <https://www.aima.in/conferences-events.html>
17. <http://mhrd.gov.in/>
18. [http://www.ugc.ac.in/ugc\\_ic.aspx](http://www.ugc.ac.in/ugc_ic.aspx)
19. <http://www.icsr.org/>
20. <http://www.humancapitalonline.com/>
21. <http://www.makeinindia.com/sectors>
22. <http://www.goldmansachs.com/>
23. <https://www.glassdoor.co.in/Reviews/index.htm>
24. <http://resumeservice.monsterindia.com/>
25. <http://content.monsterindia.com/research.html>
26. <http://resume.naukri.com/sample-resume-for-freshers>

# MANAGEMENT EDUCATION & RESEARCH INSTITUTE

## MASTER OF BUSINESS ADMINISTRATION

### SEMESTER I

#### MS 103- Decision Sciences

#### COURSE OUTLINE

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#### COURSE OBJECTIVE

The basic objective of the course is to expose students to quantitative techniques in management decision making.

#### METHODOLOGY

Direct interaction with students through lectures (structural) case study and Presentation, assignments and Projects.

#### EVALUATION

Besides the Semester end- examination, the students will be continuously assessed

during the course on the following basis:

(a)	Mid Term Test	:	15 marks
(b)	Presentation/ viva	:	10 marks
(c)	End Term Exams	:	75 marks
	Total	:	100 marks

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**TEACHING PLAN: MS 103 – DECISION SCIENCES**

<b>Detailed Course Outline</b>	<b>References</b>	<b>No. of Sessions</b>
<p>Unit I Descriptive Statistics - Presentation of Data, Measures of Central Tendency and Variation, Probability - Concepts, Theorems, Bayes' Rule. Probability Distributions - Discrete and Continuous. Correlation and Regression - Simple</p>	<p>Gupta, S.P. &amp; Gupta M.P. (2009) Business Statistics, 15<sup>th</sup> edition, Sultan Chand and Sons.</p>	<p>(20 hours)</p>
<p>Unit II (12 hours) Linear Programming – Formulation, Graphical and Simplex Method, Duality.</p>	<p>Sharma, J.K. (2009). Operations Research: Theory and Applications, 4<sup>th</sup> ed. Macmillan Chapter no. 2,3,4,5</p>	<p>(12 hours)</p>
<p>Unit III (12 hours) Decision Theory - Decision under Certainty, Uncertainty and Risk, Decision Tree analysis. Game Theory - Pure and Mixed strategies, Dominance and Algebraic Methods.</p>	<p>Sharma, J.K. (2009). Operations Research: Theory and Applications, 4<sup>th</sup> ed. Macmillan Chapter No. 11 &amp; 12</p>	<p>(12 hours)</p>
<p>Unit IV (12 hours) Transportation Problems - Initial Basic Feasible Solution, Test for Optimality. Assignment problems.</p> <ul style="list-style-type: none"> <li>• Network Analysis - PERT and CPM. Queuing model - M/M/1/ /FIFO.</li> </ul>	<p>Sharma, J.K. (2009). Operations Research: Theory and Applications, 4<sup>th</sup> ed. Macmillan Chapter No. 9, 10, 13 &amp; 16</p>	<p>(12 hours)</p>
<p><b>Total number of Sessions</b></p>		<p><b>40</b></p>

**Textbooks**

1. Ken Black (2009) Business Statistics: For Contemporary Decision Making, 5<sup>th</sup> edition, Wiley-India.
2. Barry Render, RM Stair, ME Hanna and TN Badri (2009) Quantitative Analysis for Management, 10<sup>th</sup> edition, Pearson Prentice Hall.

### Reference Books

1. Richard Levin and DS Rubin (2009) Statistics for Management, 7<sup>th</sup> edition, Pearson Education.
2. Gupta, S.P. & Gupta M.P. (2009) Business Statistics, 15<sup>th</sup> edition, Sultan Chand and Sons.
3. Sharma, J.K. (2009). Operations Research: Theory and Applications, 4<sup>th</sup> ed. Macmillan.
4. Gupta, M.P. (2009) Operations Research for Management.

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# MANAGEMENT EDUCATION & RESEARCH INSTITUTE

## MASTERS OF BUSINESS ADMINISTRATION

### SEMESTER I

#### 105- MANAGERIAL ECONOMICS

##### COURSE OUTLINE

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##### COURSE OBJECTIVE

Basic objective of this course is to enable students to learn managerial skills in the area of Economics. Students can apply these skills to create competitive advantage in various area of Business Operation. Main attention will be given to practical side of the subject.

##### PAEDAGOGY

The course objective will be achieved through theoretical discussions, case analysis, project, presentations and mid term test.

##### EVALUATION

Besides the semester end- examination, the students will be continuously assesses during the course on the following basis:

(a) Mid term Test	:	15 marks
(b) Internal Assessment	:	10 Marks
(c) External University Exams	:	75 marks
<b>Total</b>	<b>:</b>	<b>100 marks</b>

## TEACHING PLAN :

DETAILED COURSE OUTLINE	REFERENCE	SESSIONS
<p><u>UNIT I</u>  <b>Introduction:</b> Nature, Scope and Significance of Managerial Economics, its Relationship with other Disciplines, Role of Managerial Economics in Decision Making; Opportunity cost Principle, Production Possibility Curve, Incremental Concept, Cardinal and Ordinal  <b>Approaches to Consumer Behaviour:</b> Equi-Marginal Principle, Law of Diminishing Marginal Utility, Indifference Curve Analysis.  <b>Case Study + Quiz</b></p>	Chapter 1	14
<p><u>UNIT II</u>  <b>Demand Analysis and Theory of Production:</b> Demand Function, Determinants of Demand, Elasticity of Demand, Demand Estimation and Forecasting, Applications of Demand Analysis in managerial Decision Making;  <b>Case Discussion</b>  <b>Theory of Production:</b> Production Function, Short Run and Long Run Production Analysis, Isoquants, Optimal Combination of Inputs, Applications in Managerial Decision Making.  <b>Assignment</b></p>	Chapter 3,4,5,6,7	14
<p><u>Unit III</u>  <b>Theory of Cost and Market Structures:</b> Traditional and Modern Theory of Cost in Short and Long Runs, Economies of Scale and Economies of Scope; Revenue curves;  <b>Market Structures:</b> Price-Output decisions under Perfect Competition, Monopoly, Monopolistic Competition and Oligopoly;  <b>Strategic Behavior of Firms and Game Theory:-</b> Nash Equilibrium, Prisoner’s Dilemma – Price and Non-price Competition.</p>	Chapter 8, 10,11,12,13,14	14

<b>Case Study</b>		
<b>UNIT IV</b> <b>Introduction to Macro Economics:</b> Nature and Importance; Economic Growth and Development, Determinants of Economic Development; Methods of Measurement of National Income; <b>Inflation:</b> Meaning, Theories, and Control Measures; Recent Developments in Indian Economy <b>Presentation on recent topics</b>	Chapter10, 12,17 ( Principles of Macro economics, Mankiw)	14
<b>TOTAL NO. OF SESSIONS</b>		52

Text Book:

1. Hirschey, Mark (2009). Fundamentals of Managerial Economics, 9<sup>th</sup> edition, Cengage Learning

Ref:

1. Managerial Economics By D D Chaturvedi
2. Suma Damodran, Managerial Economics (Oxford Press)
3. Principles Of Micro Economics By Mankiw ( Cengage publications)
4. Peterson, Managerial Economics ( Pearson Publication)
5. Mankiw, Principles of Macro economics ( Cengage publication)

**MANAGEMENT EDUCATION & RESEARCH INSTITUTE  
MASTERS OF BUSINESS ADMINISTRATION**

***SEMESTER I***

***MS 107- ACCOUNTING FOR MANAGEMENT***  
**COURSE OUTLINE**

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**OBJECTIVE**

The course aims at enabling students to understand the basic accounting principles and techniques of preparing & presenting the accounts for users of accounting information. The course also familiarize the students with the basic cost and management accounting concepts and their applications in managerial decision making.

**METHODOLOGY**

The Course Objective will be achieved through Theoretical Discussions, Case Analysis, Presentations, Quizzes and Mid Term Test.

**EVALUATION SCHEME**

The students will be continuously assessed during the course, on the following basis:

- |    |   |   |          |
|----|---|---|----------|
| a) | End Term Exams                                  | : | 75 marks |
| b) | Assignment/ Case Analysis/ Presentation/Quizzes | : | 10 marks |
| c) | Mid Term Test                                   | : | 15 marks |

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**TOTAL** **100 marks**

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## **TEACHING PLAN:**

<b>DETAILED COURSE OUTLINE</b>	<b>REFERENCES</b>	<b>SESSIONS</b>
<p><b>UNIT 1</b></p> <p><b>Nature of Accounting Information:</b></p> <p>Scope &amp; Nature of Accounting, Accounting concepts, Principles &amp; Standards, Accounting Cycle, Journalisation, Subsidiary Books; Ledger Posting,</p> <p>Preparation of Trial Balance, Rectification of Error. Classification of Capital and Revenue,</p> <p>Fixed Assets and Depreciation Accounting.</p> <p>Preparation of Final Accounts, Manufacturing Account; Trading Account, Profit and Loss Account; Balance Sheet (with adjustments) Contents of Corporate Annual Reports with Annexures</p>	<p><u>Text Book</u></p> <p>Section - I</p> <p>Chapter - 1 to 10 &amp;</p> <p>Class Notes</p>	<p>14</p>
<p><b>UNIT 2</b></p> <p><b>Cost Accounting:</b></p> <p>Objectives, Classification of Cost, Preparation of Cost Sheet, Material Cost Accounting, Perpetual Inventory Control, Inventory Valuation, EOQ, ABC Analysis, Setting of Reorder Level, Maximum Level, Minimum Level, Labor Cost Accounting, Remuneration and</p> <p>Incentive Schemes, Overhead Cost Allocations, Over and under Absorption, Job and Contract Costing, Operating Costing, Reconciliation of Financial and Cost Accounting</p>	<p><u>Text Book</u></p> <p>Section - II</p> <p>Chapter – 2, 3 &amp;</p> <p>Class Notes</p>	<p>14</p>
<p><b>UNIT 3</b></p> <p><b>Performance Evaluation Techniques:</b></p> <p>Introduction to Budgeting and Budgetary Control,</p> <p>Performance Budgeting, Classification of Budget, Fixed &amp; Flexible Budgets, Zero Base Budgeting, Standard Costing and Variance Analysis, Balanced</p>	<p><u>Text Book</u></p> <p>Section - IV</p> <p>Chapter – 1 to 4 &amp;</p> <p>Class Notes</p>	<p>14</p>

Scorecard Responsibility Accounting	Section – II Chapter 5	
<b>UNIT 4</b> <b>Decision Making Techniques:</b> Cost Volume Profit Analysis; Profit Planning, Management Accounting for Decision Making and Control, Financial Leverage, Operating Leverage & Combined Leverage, EVA, Introduction to Activity Base Costing, Targeting Costing, Life Cycle Costing, Uniform Costing.	<u>Text Book</u> Section - IV Chapter – 5 & Class Notes  Section – II Chapter 5	14
<b>TOTAL NO. OF SESSIONS</b>		<b>56</b>

**Text Books:**

1. Maheshwari, S.N. (2012). Accounting for Management, 3<sup>rd</sup> Edition, Sultan Chand & Sons.

**Reference Books:**

1. M.Y. Khan and P.K. Jain (2010) Management Accounting, Edition 5, Tata McGraw Hill Company, New Delhi.
2. ICAI, Accounting Standards (Latest).

**MANAGEMENT EDUCATION & RESEARCH INSTITUTE**

**MASTER OF BUSINESS ADMINISTRATION**

**MS 109- Information Technology Management**

**SEMESTER I**

**COURSE OUTLINE**

**Course Objective**

The primary objective of this course is to familiarize the students with basic concepts of information technology and their applications to business processes.

**Methodology**

The pedagogy will be lectures, Assignments, Presentations.

**Evaluation**

Besides the semester end examination, the students shall be continuously assessed during the semester on the following basis:

1 <sup>st</sup> Mid Term Examination	15 Marks
Internal Assessment (Assignments/Presentations)	10 Marks
End Semester Examinations	75 Marks
Total	<b><u>100 Marks</u></b>

**LECTURE PLAN**

S.No	Topics	References	No. of Sessions
1.	<p><b>UNIT-I</b></p> <p><b>Computer Hardware and Number System</b> CPU, Basic Logic Gates, Computer Memory and Mass Storage Devices, Computer Hierarchy, Input Technologies, Output Technologies</p> <p><b>Number Systems and Arithmetic:</b> Decimal, Binary, Octal and Hexadecimal Number Systems Binary Arithmetic.</p>	Ch.2, 3, 4 ITL Education Solutions	8
2.	<p><b>UNIT-II</b></p> <p><b>Computer Software:</b> Application and System Software, Programming Languages and their Classification, Assemblers, Compilers and Interpreters, Process of Software Development. Data Analysis using Spreadsheets</p> <p><b>Operating Systems-</b> Functions of Operating Systems, Types of Operating Systems (Batch Processing, Multitasking, Multiprogramming and Real time Systems)</p> <p><b>DBMS:</b> Traditional File concepts and Environment, Database Management Systems Concepts, Types of Data Models, ER Modeling, Integrity Constraints, SQL queries.</p>	Ch.9, 10, 12, 5, 18, 19 ITL Education Solutions	10
3.	<p><b>UNIT –III</b></p> <p><b>Data Communication and Networks:</b> Concepts of Data Communication, Types of Data-Communication Networks, Communications Media, Concepts of Computer Networks, Primary Network Topologies, Network Architectures-The OSI Model, Inter-Networking devices.</p> <p><b>The Internet, Intranet and Extranets:</b> Operation of the Internet, Services provided by Internet, World Wide Web. Creating Web Pages using HTML, Intranets and Extranets.</p>	Ch.14, 15 ITL Education Solutions	10
4	<p><b>UNIT –IV</b></p> <p><b>Functional and Enterprise Systems:</b> Data, Information and Knowledge Concepts, Decision Making Process, Physical Components of Information Systems, Classification of Information Systems.</p> <p>Overview of Security Issues in Information Technology, Emerging Trends in Information Technology.</p>	Ch.17, 21 ITL Education Solutions	4



	<b>TOTAL SESSIONS</b>		<b>32</b>

**Text Books**

1. ITL Education Solutions (2009). Introduction to Information Technology, Pearson Education.
2. Turban, Rainer and Potter (2006). Introduction to information technology, 2<sup>nd</sup> Edition, John Wiley and Sons.

**Reference Books**

1. Turban Efraim, Ephraim McLean, James Wetherbe (2006). Information Technology for Management - Transforming organizations in the digital economy, 4th Edition, Wiley India.
2. Joseph A. Brady and Ellen F Monk (2007). Problem Solving Cases in Microsoft and Excel, Fourth Annual Edition, Thomson Learning.
3. Saini A. K.and Pradeep Kumar (2003). Computer Applications in Management, Anmol Publications.
4. Deepak Bharihoke, (2009). Fundamentals of Information Technology, 3rd Edition, Excel Books.

**MANAGEMENT EDUCATION AND RESEARCH INSTITUTE**  
**MASTER OF BUSINESS ADMINISTRATION**  
**SEMESTER I**  
**111 – BUSINESS COMMUNICATION**  
**COURSE OUTLINE**

**COURSE OBJECTIVE**

This course aims at enabling students become thorough with various methods of written and oral business communication.

**METHODOLOGY**

The pedagogy shall be delivery of lectures through audio visual modes, 'Just A Minute' rounds, Group Discussions, various presentations etc. Each student shall get ample time to practice what will be taught to him about the communication skills.

**EVALUATION**

a. End Term Exam	: 75 Marks
b. Internal Assessment (Mid term)	: 15 Marks
c. Presentations, Role play & Research Assignment	:10Marks;
<b>TOTAL</b>	<b>: 100 Marks</b>

Detailed Course Outline	References	Sessions
<b>Unit 1 – Theory of Communication</b> <ul style="list-style-type: none"> <li>• Nature of Communication &amp; Business Communication</li> <li>• Importance of Communication</li> <li>• Role of Communication</li> <li>• Communication Process</li> <li>• Barriers and Gateways to Communication</li> </ul>	K K Sinha, Soumitra Kr. Chaudhary & Locker, Kaczmarek, Business Communication Business Communication by KK Sinha Ch 1,2,4,5,7, 8, 9, 10	16
<b>Unit 2 – Important Parameters in Communication</b> <ul style="list-style-type: none"> <li>• The cross cultural dimensions of business communication</li> <li>• Technology and communication</li> <li>• Ethical &amp; legal issues in business communication</li> <li>• Mass Communication Mass communication &amp; promotion strategies, advertisements, publicity, and press releases, Media mix, public relations, newsletters</li> </ul>	Ch 12,14, 15, 17, 20, 21, 24, 25, 27, 28	7
<b>Unit III – Forms of Communication</b> <ol style="list-style-type: none"> <li>a) <b>Written communication</b> <ul style="list-style-type: none"> <li>• Principles of Communication</li> <li>• Commercial letters</li> <li>• Report writing</li> <li>• Speech writing</li> <li>• Preparing minutes of meeting</li> <li>• Executive summary of documents</li> </ul> </li> <li>b) <b>Non Verbal communication</b></li> <li>c) <b>Oral Communication</b> <ul style="list-style-type: none"> <li>• Public speaking</li> <li>• Effective listening</li> </ul> </li> <li>d) <b>Applications of communication</b> <ul style="list-style-type: none"> <li>• Writing a summer project report</li> <li>• Writing CVs &amp; application letters</li> <li>• Group discussions &amp; interviews</li> <li>• The employment interview</li> </ul> </li> </ol>	Refer to Soumitra Kr. Chaudhary Ch 1-10, & Locker, Kaczmarek, Business Communication	20
<b>Unit IV – Business Negotiation</b> <ul style="list-style-type: none"> <li>• Negotiation process</li> <li>• Management channels / Types of Communication</li> </ul>	Soumitra Kr. Chaudhary and Locker, Kaczmarek, Business Communication	3
<b>TOTAL NO. of SESSIONS</b>		46

**MANAGEMENT EDUCATION & RESEARCH INSTITUTE  
MASTERS OF BUSINESS ADMINISTRATION**

***SEMESTER I***

***113- LEGAL ASPECTS OF BUSINESS***

**COURSE OUTLINE**

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**COURSE OBJECTIVE**

This course is intended to make students understand various social, political, legal and economic and other factors that influence business in India so as to enable them appreciate associated opportunities, risks and challenges and their relevance for managerial decision making.

**METHODOLOGY**

The pedagogy will include lectures, Case Studies and presentation.

**EVALUATION**

Besides the Semester end- examination, the students will be continuously assessed during the course on the following basis

(a)	Presentation/Assignment/Project	:	10
(b)	Mid Term Test	:	15 marks
(c)	End Term Exams	:	75 marks
	Total	:	100 marks

Detailed Course Outline	References	No. of Sessions
<p><b>UNIT 1</b>  <b>INTRODUCTION TO BUSINESS ENVIRONMENT</b>  Meaning of Business Environment, Economic &amp; Non-Economic factors influencing business and their interaction, Economic Systems, Historical Perspective on public control of business, Constitutional framework of state control of business.</p>	<p>Business Environment by Saleem Shaikh   Ch – 1 &amp; Class Notes</p>	<p>8</p>
<p><b>UNIT 2</b>  <b>PLANNING AND ECONOMIC POLICIES</b></p> <p>a) Planning Commission and National Development Council, Objectives of Planning in India, Industrial Licensing Policy, Economic Reforms  b) Fiscal Policy: Types of Fiscal Policy, Fiscal Policy Instruments – taxation and public expenditure and their impact on economy.  c) Monetary Policy: Types of Monetary Policy &amp; Monetary Policy Instruments.</p>	<p>Business Environment by Saleem Shaikh   Ch – 2, 3, 4, 5 &amp; Class Notes</p>	<p>12</p>
<p><b>UNIT 3</b>  <b>BUSINESS LEGISLATION</b></p> <p>a) <b>Indian Contract Act, 1872</b> – Formation, Essential Elements, Vitiating Elements, Performance &amp; Discharge of Contract, Remedies for Breach of Contract, Overview of Special Contracts. Overview of Alternate Dispute Resolution Mechanisms.  b) <b>Indian Partnership Act, 1932</b> – Meaning &amp; Essential Elements, Formation of Partnership, Registration, Types of Partners &amp; Partnership, Rights &amp; Duties of Partners, Dissolution of Partnership Firm, Recent Amendments to Partnership Act.  c) <b>Sale of Goods Act, 1930</b> – Meaning &amp; Essential Elements of Contract of Sale, Meaning of Goods, Conditions &amp; Warranties, Transfer of Ownership, Performance of a Contract of Sale,</p>	<p>Business Law by P C Tulsian   Ch – 1 to 18 &amp; Class Notes</p>	<p>24</p>

<p>Rights of Unpaid Seller.</p> <p>d) <b>Negotiable Instruments Act, 1881</b> – Meaning &amp; Essential Features, Types, Endorsement of NI, Presentment of NI, Discharge of Parties, Liabilities of Banker &amp; Dishonor of NI, Hundis</p> <p>e) <b>Companies Act, 1956</b> – Meaning &amp; Essential Features of Company, Types of Companies, Formation of Company, Memorandum &amp; Articles of Association, Prospectus.</p>		
<p><b>UNIT 4</b></p> <p><b>OVERVIEW OF ECONOMIC LEGISLATION</b></p> <p>a) <b>Consumer Protection Act, 1986</b> – Objective, Legal Definition of Consumer &amp; Complainant, 3 Tier Redressal Mechanism.</p> <p>b) <b>Securities Exchange Board of India Act, 1992</b> – Objectives, Salient Features, Definition of Security, Security Exchange Board of India – Composition, Powers &amp; Functions.</p> <p>c) <b>Competition Act, 2002</b> – Objective, Anti Competitive Agreements, Abuse of Dominant Position, Regulation of Combinations, Competition Commission of India – Composition, Powers &amp; Functions.</p> <p>d) <b>The Foreign Exchange Management Act, 1999</b> – Objective &amp; Applicability of the Act, FEMA vs FERA, Basic Terminology, Regulation &amp; Management.</p>	<p>Business Environment by Saleem Shaikh</p> <p>Class Notes</p>	<p>12</p>
<p><b>Total No. of Sessions</b></p>		<p>56</p>

**Text Book:-**

Saleem, Shaikh (2010). Business Environment, 2<sup>nd</sup> Edition, Pearson Education.

Tulsian, P C (2009). "Business Laws" Tata Mc Graw Hill, New Delhi.

**SUGGESTED READINGS:**

1. Business Environment by Francis Cherunilam
2. Business Law and Company Law by M.C. Kuchhal
3. Bare Acts

# MANAGEMENT EDUCATION AND RESEARCH INSTITUTE

## PRACTICAL LIST

### MS-151- INFORMATION TECHNOLOGY MANAGEMENT LAB

- 1) Write the syntaxes and example of following DOS Commands
  - a) Date
  - b) Time
  - c) Ver
  - d) Clear screen
  - e) Tree
- 2) Write the syntaxes and example of following DOS Commands
  - f) Make a directory
  - g) Change a directory
  - h) Creating a new text file
  - i) Display a data of an existing file
  - j) Make duplicate files of an existing file from one location to another location.
- 3) Write a program in HTML using Paragraph, Heading and Title?
- 4) Write a program in HTML using Background color and Text color?
- 5) Write a program in HTML using Align with heading and Paragraph?
- 6) Write a program in HTML using BOLD, ITALIC, UNDERLINE, SUB, SUP, SMALL and BIG?
- 7) Write a program in HTML using Unordered List?
- 8) Write a program in HTML using Ordered list?
- 9) Write a program in HTML using Table Tag with caption
- 10) Accept the marks of 5 students in 5 different subjects in MS-EXCEL. Calculate the total.(using functions)
- 11) Accept the marks of 5 students in 5 different subjects in MS-EXCEL. Calculate the Average.(using functions)
- 12) Insert a pie chart by using table in excel
- 13) Create a table employee with the following attributes:  
Employee ID- Integer Name-Character, Employee State- Character

Designation-Character, Salary-Integer,  
Perform the following queries on the above table.

- a) Insert the records of 10 employees.
- b) Create a table in SQL
- c) To find out the employee ID<=
- d) To find out the employee ID>=
- e) Find out the employee SALARY>=
- f) Find out the employee SALARY<=
- g) To find out Employee SALARY Between
- h) To find out Employees belong to STATE Delhi