SEMESTER 1

PAPER 1 – CONTEMPORARY MANAGEMENT CONCEPTS AND THOUGHT

Objectives-

1. To create awareness and interest among the students in modern management concepts and thought
2. To enable the students to choose appropriate functional area of management in their future studies.

Module 1 – Modern management – concept-significance-response to globalization-diversity and advances in information technology-organisational culture- cross cultural communication- motivation in organisations – meaning and process- theories of motivation: ERG, McClelland’s, learned need, equity, Vroom’s expectancy – managerial application of motivational theories (20hrs)

Module 2- Leadership-concept-significance in modern organization-challenges-approaches: Trait, Behavioral, and Situational -theories: Harsley and Blanchards’- transactional Vs transformational leadership- Charismatic and authentic leadership – leadership ethics- executive coaching and mentoring. (15 hrs)


Module 4- Marketing management- concept-nature, scope and importance–understanding concepts of relationship and integrated marketing- trends in modern marketing- e-marketing, green marketing, tele marketing, societal marketing- marketing environment- macro micro components and their impact on marketing decisions – marketing research – importance-nature, scope and steps – marketing information system-marketing intelligence. (20 hrs)

Module 5 – Financial management- Business finance- concept-meaning-importance-approaches- objectives of financial management- meaning and importance of financing decisions-classification of financial decisions. (10 hrs)
References:

2. Doedekeuning, Management A Contemporary approach, Prentice Hall(Pearson education), New Delhi.
SEMESTER I

PAPER 2 - MANAGEMENT INFORMATION SYSTEM

Objectives:

1. To make the students aware of the need for information systems, its application in managerial decision making.
2. To make the students aware of the recent trends in information system.

Module 1

Introduction to MIS- Meaning, concept, Evolution, significance and need, Objectives and features,- subsystems of MIS, MIS and other academic disciplines, operating elements of MIS, structure of MIS based on management activity, based on organisational functions. (15 hrs)

Module 2

Information in decision making – Concept of information, historical development, mathematical definition of information, reduction of uncertainty, redundancy, information presentation, quality of information, value of information in decision making, value other than in a decision, Age of information.

Decision making- intelligence and design phase, behavioural models of the decision maker, decision making under psychological stress, methods for deciding among alternatives. (20 hrs)

Module 3

System Concepts- Meaning, Characteristics, types of systems, subsystem- decomposition, simplification, decoupling, entropy, system stress- types, consequence, process of adaptation, organisation as open systems. – DSS, TPS, Expert System, Control in systems, negative feedback control, law of requisite variety, the nature of control in organisation. (25 hrs)

Module 4

System Analysis and Design- prototyping approach, Conceptual and detailed MIS design, System Development Life Cycle, Implementation of MIS. (15 hrs)

Module 5

Data Processing- Data hierarchy, database, DBMS, Database models- relational model, network model, -the database approach, data dictionary, conceptual data modelling. -Data mining and data warehousing. Accounting Information system. Meaning, need, process, role
of AIS in the decision making at the functional areas of management-finance, marketing and HRM. (20 hrs)

References:

1. Gordon B Davis, & Margrethe H Olson, Management Information System
2. Robert G Merdick, Management Information System.
SEMESTER I

PAPER 3 – RESEARCH METHODOLOGY

Course Objectives

✓ To provide an insight into the fundamentals of social science research
✓ To understand the need, significance and relevance of research and research design
✓ To acquire practical knowledge and required skills in carrying out research

Instructional hours: 90

Module 1: Fundamentals of Research


Research Methods and Process: Types of Research; Implicational- Fundamental, Applied, policy, educational; Purpose- Exploratory, Descriptive, Predictive, Analytical, Historical; Methods of Investigation – Library, Case study, survey, field studies, experimental, evaluation, Action, Diagnostic, Ex-post facto research; Quantitative and Qualitative Research - Research Process and Approaches

20 hours

Module 2: Research Design

Research problem Identification – identifying research gap – setting of objectives and hypotheses – identifying the variables ; dependent, independent and intervening variables – steps in developing a research design – research design for descriptive, analytical, empirical and experimental research- qualities of good research design

16 hours

Module 3: Sampling Techniques and Data Collection Methods

Probability and non-probability sampling techniques – determinants of sample size – sampling errors and sources

Collection of data – primary and secondary data – field methods, techniques and tools for data collection- tests, observations, interview, surveys, projective techniques, questionnaire, schedules, rating scales- scaling techniques and construction of scales – Pre-testing and Pilot Study.

20 hours

Module 4: Testing of Hypothesis

Need and significance of hypotheses- formulation of hypotheses – types of hypothesis – errors in testing hypotheses – Type-I and Type II Errors – One tailed and Two tailed tests – level of significance – decision taking
Statistical analysis for doing inferences – Parametric and non-parametric tests - types and differences – interpretation of analyzed data

18 hours

Module 5: Report writing and presentation

Research Report - types of reports – content of report – Style of Reporting – Steps in Drafting Reports – Qualities of a good report – Documentation – Citation - Footnotes – References – Bibliography – APA and MLA Format in writing references and bibliography. 16 hours

Reference Materials

Krishnaswamy R. S., Research Methodology in Social Science

Kothari C. R., Research Methodology: Methods and Techniques

Sharma R. N & Sharma R. K., Research Methods in Social Science

John W. Best and James V. Khan, Research in Education

Singh A. K., Tests, Measurements and Research Methods in Behavioural Sciences
OBJECTIVES:
1. To give an insight into the structure of Indian Economy.
2. Providing the students a general idea, regarding planning process and procedure.
3. Make the students aware of plan preparations of central, state and Local Self Government

MODULE 1: STRUCTURE OF INDIAN ECONOMY.

MODULE 2: PLANNING MECHANISM IN INDIA:

MODULE 3: FISCAL POLICY:

MODULE 4: INFRASTRUCTURE AND RURAL DEVELOPMENT:
Primary sector- Secondary sector- Tertiary sector- Importance of Infrastructural development- Rural Infrastructure- Public, Private Participation (PPP) – BOT- Rural development programs of Centre and state-Social Audit. (15 Hours)
MODULE 5: LOCAL SELF GOVERNMENT:

Local bodies- Features- Financing of Local self-Government-Panchayati Raj Systems- Grama sabha-Beneficiary selection and resource Allocation- Sources and Allocation of Revenue. Programs of LSG in poverty eradication and employment generation. Division of resources between state and LSG. 73rd and 74th Amendments- Constitutional concepts- Peoples plan

(20 Hours)

References

1. Economics of Development and Planning- ML Jhingan
2. Economic Planning – ML Seth.
5. Studies in Indian Planning- Mahajan
6. Budget Manuals, Ministry of finance, Govt of India.
7. Panchayatraj Act. (73rd and 74th Amendments)
9. Planning in India –Lekhi
SEMESTER I
PAPER 5- ADVANCED CORPORATE ACCOUNTING

Objectives: 1. Making the students to understand International Financial Reporting Standards and tools & techniques in various accounting situations.

2. Expose the students to advanced accounting issues and practices like Investment, Consolidation of financial statements, Liquidation etc.


(30hours)


(20hours)


(10hours)


(15hours)
References:

1. Financial Reporting Vol.1 by The Institute of Chartered Accountants of India
2. Advanced Accountancy MC Shukla, T.S. Grewal, & S C Gupta
3. Advanced Accountancy Jain & Narang
4. Advanced Accountancy RL Gupta & Radhaswamy
5. Advanced Accountancy SN Maheswari