

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: Harsey and Blanchards’- transactional Vs transformational leadership- Charismatic and authentic leadership – leadership ethics- executive coaching and mentoring. (15 hrs)

Module 3- **Human resource management**- concept- meaning- functions-importance- strategies and practices in HR planning-potential appraisal, succession planning- managing diversity- dual career management- glass ceiling-QWL- HR information system- stress management-causes and effects of work stress- coping strategies-change management- need-resistance-organisational intervention. (25 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:

1. Griffin ,Ricky W Organisational Behavior –Houghton Mifflin co, Boston.
2. DoedeKeuning, Management A Contemporary approach, Prentice Hall(Pearson education) , New Delhi.
3. Hersey, Paul, Kenneth H. Blanchard and Dewey E Johnson: Management of organisational behavior.
4. Utilising Human Resources, Prentice Hall, New Delhi
5. BiswanthGhosh, Human resource development and management, Vikas Publishing, New Delhi.
6. Kotler, Keller, Koshy and Jha Marketing Management- A south Asian perspective, Pearson

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: Meaning – nature – significance – objectives – utilities. Principles of scientific research - Scientific methods- Induction, Deduction – Qualities of a researcher – Research ethics

Research Methods and Process: Types of Research; Implication- 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*

SEMESTER I

PAPER4- PLANNING AND DEVELOPMENT ADMINISTRATION

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.

Growth vs Development –Types of economy- Features of underdeveloped economy- Problems of Indian economy-Public sector- Private sector-Joint sector-Co-operative sector- Role of agricultural and Industrial development in the Indian economy-National Income- Concepts-Difficulties in estimation. (15 Hours)

MODULE 2: PLANNING MECHANISM IN INDIA:

Meaning, Nature and Objectives of economic planning- Features and types of planning- Decentralised planning and centralized planning- Planning process-Techniques and tools of planning- Evaluation of planning- Growth model and Planning model- National Planning commission- National development Council- State Planning Board- District planning Board.

(25 Hours)

MODULE 3: FISCAL POLICY:

Centre state Relationship-Resource allocation- Finance Commission- Development and non-Development expenditure- Preparation of budget- Central – state- Local self-Government- Deficit financing- Plan and Non-Plan expenditure- Evaluation of current budget.

(15 Hours)

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.
3. Indian economic Planning- Misra and Puri.
4. Guidelines for preparing budget manuals, Finance Dept, Govt of Kerala.
5. Studies in Indian Planning- Mahajan
6. Budget Manuals, Ministry of finance, Govt of India.
7. Panchayatraj Act. (73rd and 74th Amendments)
8. Indian Economy –emerging challenges- Vyasulu Rao.
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.

Module I. International Financial Reporting Standards (IFRS) – Introduction – Scope – overview of the International Financial Reporting Standards – IFRS 1 to 13 **(15 hours)**

Module II. Holding Company – Concept and definition – Consolidated Balance sheet – capital profit – Revenue profit – cost of control – minority interest – intercompany owings – contingent Liabilities – revaluation of assets and liabilities – treatment of bonus shares and dividend Cross Holding. IFRS 10.

(30hours)

Module III Investment Accounts and Valuation of Goodwill and Shares. Investment Accounts in Loans and Debentures – cum interest and ex interest, Investment Accounts in shares – Bonus shares – Right shares , Valuation of goodwill –capitalization method – super profit method. Valuation of shares – Need – methods – Intrinsic value method – Yield method – Fair value method.

(20hours)

Module IV. Insurance claims, Computation of Fire claims – Loss of stock – Loss of profit.

(10hours)

Module V. Liquidation- Meaning – Types – Reasons – Preferential creditors – Statement of affairs – Deficiency/ Surplus accounts – Liquidator’s final statement of accounts.

(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