

INDUS UNIVERSITY

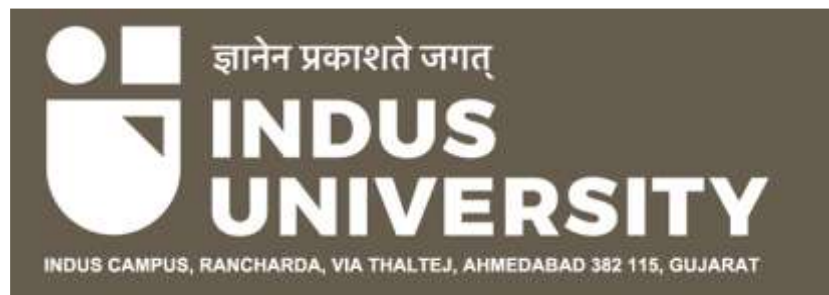
Where Practice Meets Theory



Syllabus for ACADEMIC YEAR 2016-17

Integrated BBA – MBA Program

Indus Institute of Management Studies (IIMS)



CURRICULUM

1st Year

	Subject Code	Subject Name	Credits
Sem-1	MB810101	Business Mathematics - I	4
	MB810102	Basics of Financial Accounting	4
	MB810103	Principles of Micro Economics	4
	MB810104	Introduction to Management Thoughts	4
	MB810105	Introduction to Indian Society & Culture	4
	MB810106	Basic Business Communication Skills-I	3
	MB810107	Workshop (Personality Development)	2
			25
Sem-2	MB810201	Business Mathematics - II	4
	MB810202	Advanced Accountancy-I	4
	MB810203	Principles of Macro Economics	4
	MB810204	Employee Behaviour and Relationship Management	4
	MB810205	Logic and Critical Thinking	4
	MB810206	Basic Business Communication Skills-II	3
	MB810207	Workshop (Computers Skills)	2
			25

2nd Year

	Sr. No	Subject Name	Credits
Sem-3	MB810301	Indian Economy	3
	MB810302	Advanced Accountancy-2	4
	MB810303	Introduction to Business Statistics	4
	MB810304	Business Law	4
	MB810305	Information system and ERP	4
	MB810306	Basics of Production Management	4
	MB810307	Advertising Practices	2
			25
Sem-4	MB810401	Introduction to Business Environment	3
	MB810402	Principles of Human Resource Management	4
	MB810403	Fundamentals of Marketing	4
	MB810404	Basics of Cost Accounting	4
	MB810405	Fundamentals of Financial Management	4
	MB810406	Research Methods for Business	4
	MB810407	Learning from Leaders	2
			25

3rd Year

Sem-5	MB810501	Business Ethics	4
	MB810502	Introduction to Strategic Management	4
	MB810503	Introduction to Taxation	4
	MB810504	Entrepreneurship	4
	-	Elective-I (Any one from the list of Elective)	4
	MB810506	Dissertation Project- I	4
	MB810507	Soft Skill-I	1
			25
Sem-6	MB810601	Introduction to International Business	4
	MB810602	Industrial Relations	4
	MB810603	Company Law	4
	MB810604	Operations Research	4
	-	Electives –II (Any one from the list of Elective)	4
	MB810606	Dissertation Project-II	4
	MB810607	Soft Skill-II	1
			25
Total Credits till completion of IMBA			150

Semester-5 Elective-I

Specialization	Subject Code	Subject Name
Marketing	MB810521	Event Management
Finance	MB810531	Indian Financial System
Human Resource Management	MB810541	Training and Development
Information Technology	MB810551	Software Engineering

Semester-6 Elective-II

Specialization	Subject Code	Subject Name
Marketing	MB810621	Sales and Distribution Management
Finance	MB810631	Introduction to Banking and Finance
Human Resource Management	MB810641	Leadership and Team building
Information Technology	MB810651	Data Mining for Business Analytics

SEMESTER – I

Subjects:

- Business Mathematics – I
- Basics of Financial Accounting
- Principles of Micro Economics
- Introduction to Management Thoughts
- Introduction to Indian Society & History
- Basic Business Communication Skills-I
- Workshop (Personality Development)

1.	Name of the course	Business Mathematics - I
2.	Description of the Course	IMBA-I, Sem-I / 40 Hours
3	Code of the Course	MB810101
4	Objective of the course	<ul style="list-style-type: none"> • To help the students develop understanding of the basic principles of mathematics. • To familiarize students with the application of mathematics to business problems.
5	Content of the course	
	Module-I (25% Weightage) 10 Hours	<p>Set Theory</p> <ul style="list-style-type: none"> • Concept of Set & Set Membership; Subset & Set Equality; Set Operations; • Fundamental Laws of Set Operation; Venn Diagram, Cartesian Product of two sets; • Special Topics on Sets - Partition, Power Set Business Application of Set Theory. <p>Permutations & Combinations</p> <ul style="list-style-type: none"> • Permutations & Combinations: Introduction • Important Notations - Their Meaning & Properties • Permutation when things are repeated • Restricted Combination • Applications
	Module-II (25% Weightage) 10 Hours	<p>Function & Limit</p> <ul style="list-style-type: none"> • Meaning and Definition of Function • Different types of functions, Construction of Functions; Linear & Quadratic Functions; • Some Special Functions – Log Function; Exponential Function; Modulus Function • Graphical Presentation of Functions • Zeros of a Function • Functions used in Economics (Demand, Supply, Revenue, Cost, Profit, Production, Average Cost & Average Revenue) • Application of Function to Business - Break-even Analysis Functions & Their Applications <p>Limits</p> <ul style="list-style-type: none"> • Limits of a Function; Continuous Functions • Limits of a Sequence; Rules of Limit; • Standard Results of Limits

	Module-III (25% Weightage) 10 Hours	Co-ordinate Geometry <ul style="list-style-type: none"> • Cartesian Co-ordinate System; General Equation of Straight Line; Standard Equation of Straight Line; • Distance Formula; Intercept & Slope of a Line; • Different Forms of Equations of a straight Line • Concept and properties of Perpendicular and Parallel Lines
	Module-IV (25% Weightage) 10 Hours	Progressions <ul style="list-style-type: none"> • Meaning of Sequence & Series; General Terms of Sequence; Sum of Series • Arithmetic Progression; Sum of a series, Arithmetic Mean • Geometric Progression; Sum of a series, Geometric Mean • Introduction to Harmonic Progression • Sum of the Finite & Infinite Progression & Applications.
6	Pedagogy of the course	<ul style="list-style-type: none"> • 40% - Lectures • 60% - Solving problems
7	Names of text book/s	<ul style="list-style-type: none"> • A Text Book of Business Mathematics: Padmalochan Hazarika, Publishers: S.Chand
8	Names of reference book/s	<ul style="list-style-type: none"> • Business Mathematics: D.C. Sancheti and V.K. Kapoor, Publishers: Sultan Chand • Business Mathematics: Theory and Application: J.K. Sharma, Publishers: Ane Books • Business Mathematics: J.K. Singh, Himalaya Publishing House • Mathematics for Management: M. Raghavachari, Tata Mc Graw Hill
9	Names of newspapers, magazines, journals, etc. to be referred for better understanding of the course	<ul style="list-style-type: none"> • All Financial Dailies: Business Standard, The Hindu Business Line, The Economic Times, Financial Express
10	Evaluation Pattern	As per University Scheme
11	Expected no. Of hours to be spent by the student outside the class for the course	60 Hours
12	Any other relevant information / Suggestion	

1.	Name of the course	Basics of Financial Accounting
2.	Description of the Course	IMBA-I / SEM-I / 40 Hours
3	Code of the Course	MB810102
4	Objective of the course	<ul style="list-style-type: none"> • This course aims to provide an understanding of basic principles and procedures underlying the accounting process. • Primary area of study includes the nature, scope, importance of accounting; preparation of final accounts; accounting for nonprofit organization; bills of exchange and bank reconciliation statement, Joint venture and consignment Account.
5	Content of the course	
	Module-I (25% Weightage) 10 Hours	<ul style="list-style-type: none"> • Accounting: Basics of accounting, Accounting Mechanics (Double Entry System, Classification, Golden Rules, Concepts and Conventions.) • Journal, Ledger and Trial Balance: Meaning of Journal, Subsidiary Books, Cash book, Ledger, Posting and Balancing • Trial Balance, Objectives, Rectification of errors • Bank Reconciliation Statement
	Module-II (25% Weightage) 10 Hours	<ul style="list-style-type: none"> • Final Accounts: Trading Account, Profit and Loss Account, Balance sheet, closing entries, Assets and their Classification, Liabilities and their Classification, • Capital and Revenue Expenditure and Receipts: Rules for Determining Capital Expenditure and Revenue Expenditure, Deferred Revenue Expenditure, Capital and Revenue Receipts, • Bills of Exchange: Parties to a Bills of Exchange, Types, Promissory Notes, Distinction between Promissory Notes and Bills of Exchange, Dishonor of Bills
	Module-III (25% Weightage) 10 Hours	<ul style="list-style-type: none"> • Depreciation: Meaning of depreciation, methods of depreciation • Accounting for Non-Profit Organization: Accounting Procedures, Receipts and Payments Accounts, Income and Expenditure Account
	Module-IV (25% Weightage) 10 Hours	<ul style="list-style-type: none"> • Consignment accounts • Joint Venture accounts
6	Pedagogy of the course	<p>60% Sessions, 40 % Practical Sessions</p> <p>(a) Lectures and case discussion covering a cross section of decision situations.</p> <p>(b) Discussions on issues and techniques</p> <p>(c) Projects/ Assignments/ Quizzes/ Class participation etc</p>

7	Names of text book/s	<ul style="list-style-type: none"> • M.C. Shukla, T.S. Grewal & S.C. Gupta & Advanced accounts Vol-1, 17 Edition (S. Chand) • T.S. Grewal & S C Gupta Introduction to Accountancy, 10th Edition (S. Chand) • S N Maheshwari, S K Maheshwari Advanced Accountancy Volume-1 10th Edition (Vikas Publication)
8	Names of reference book/s	<ul style="list-style-type: none"> • Ashish K. Bhattacharya Essentials of Financial Accounting (Based on IFRS) 2nd Edition (PHI) • Hanif and Mukherjee (2003), Modern Accountancy Volume 1, 2nd Edition. (Tata McGraw Hill Publishing Company limited, New Delhi) • Advanced accountancy – S.P. Jain, K.L. Narang (Kalyani publishers) • Paresh Shah Basic Financial Accounting For Management latest edition (Oxford University Press) • Ambrish Gupta Financial Accounting for Management An Analytical Perspective (Pearson Publication) • Robert. N. Anthony, David. F. Hawkins, Kenneth A. Merchant. Accounting Text and Cases, (Tata McGraw Hill Publishing Company Limited, New Delhi) • Frankwood & Alan Sangster. (2008). Business Accounting, Pearson education limited, 11th Edition
9	Names of newspapers, magazines to be referred for better understanding of the course	<ul style="list-style-type: none"> • Harvard Business Review, Business India / Business Today / Business World, • “Vikalpa” – Journal of Indian Institute of Management, Ahmedabad, • SANKALPA: Journal Of Management & Research, Effective Executive, etc.
10	Evaluation Pattern	As per university scheme
11	Expected no. Of hours to be spent by the student outside the class for the course	60 Hours
12	Any other relevant information / Suggestion	

1.	Name of the course	Principles of Micro Economics
2.	Description of the Course	IMBA-I / SEM-I / 40 Hours
3	Code of the Course	MB810103
4	Objective of the course	<ul style="list-style-type: none"> To expose students to basic micro economic concepts. To apply economic analysis in the formulation of business policies. To use economic reasoning to problems of business.
5	Content of the course	
	Module-I (25% Weightage) 10 Hours	<ul style="list-style-type: none"> Economic Problem: Scarcity and Choice Introduction to Microeconomics Important Definitions and Concepts Economic Systems Utility Analysis, Consumer's Surplus
	Module-II (25% Weightage) 10 Hours	<ul style="list-style-type: none"> Theory of Demand Theory of Consumer Behavior Elasticity of Demand Theory of Supply
	Module-III (25% Weightage) 10 Hours	<ul style="list-style-type: none"> Theory of Production Theory of Distribution Rent, Wages, Interest, Profit
	Module-IV (25% Weightage) 10 Hours	<ul style="list-style-type: none"> Theory of Cost Market Structure
6	Pedagogy of the course	<p>80% Sessions, 20 % Practical Sessions</p> <p>(a) Lectures and case discussion covering a cross section of decision situations.</p> <p>(b) Discussions on issues and techniques</p> <p>(c) (c) Projects/ Assignments/ Quizzes/ Class participation etc.</p>
7	Names of text book/s	<ol style="list-style-type: none"> 1. Micro Economic Theory by H.L. Ahuja (S. Chand) 2. Dwivedi, D. N, Managerial Economics,(2002)6th ed (Vikas Publishing House: New Delhi) 3. Managerial Economics Theory and Applications Dr. D.M. Mithani Himalaya Publication latest edition
8	Names of reference book/s	<ol style="list-style-type: none"> 1. Microeconomics: Theory and Applications, D Salvatore Oxford Publication 2. Advanced Economic Theory by H.L. Ahuja S.Chand 3. Managerial Economics, Atmanand Excel Books Latest edition 4. Advanced Microeconomic Theory, Mishra and Puri Himalaya Publishing House latest edition 5. Micro Economics by M. John Kennedy (Himalaya Publication) 6. Micro Economic Theory by R. Cauvery (S.Chand Publication.)
9	Names of newspapers, magazines to be referred for better understanding	Business Standard, Business Line, Business India, Business World, Business Today, The Economic Times, etc.

	of the course	
10	Evaluation Pattern	As per university scheme
11	Expected no. Of hours to be spent by the student outside the class for the course	60 Hours
12	Any other relevant information / Suggestion	

1.	Name of the course	Introduction to Management Thoughts
2.	Description of the Course	IMBA-I / SEM-I / 40 Hours
3	Code of the Course	MB810104
4	Objective of the course	<ul style="list-style-type: none"> • This course provides a detailed explanation of the basic principles of Management used to manage an enterprise. • It aims at explain the concept, nature, significance of management, along with the various levels of Management and the skills required at each level. • The course also provides an insight into the evolution of management theory and elaborates on the different schools and management thoughts. It further explains the six major functions of Management i.e. Planning, Organizing, Staffing, Leading, Directing and Controlling.
5	Content of the course	
	Module-I (25% Weightage) 10 Hours	<ul style="list-style-type: none"> • Introduction to Management: Definition, Nature, Types of Managers, Managerial skills and Levels, Basic Functions of Management • Evolution of Management Theory: Scientific Management—F.W. Taylor, Henry L Gantt, Frank and Lillian Gilbreth, Theory of Henry Fayol, Fayol's vs. Taylor's comparison. Behavioural Model of Management (Hawthorne studies), Modern Theories of Management (Systems Management School, Situational Approach School)
	Module-II (25% Weightage) 10 Hours	<ul style="list-style-type: none"> • Planning: Definition, Nature, Importance, Types of Planning, Steps in Planning • Organizing: Concept, Definition, Formal and Informal Organisation, Organizational Structure, Span of Management, Delegation of authority, Departmentation
	Module-III (25% Weightage) 10 Hours	<ul style="list-style-type: none"> • Staffing: Definition, Factors affecting Staffing—The External and Internal Environment, Identification of Job Requirements, Job Evaluation, Recruitment, Selection, Placement, Training and development • Leadership: Definition, Leadership Characteristics, Leadership Theories

	Module-IV (25% Weightage) 10 Hours	<ul style="list-style-type: none"> Directing and Controlling: Meaning of Motivation, Motives, Motivation theories; Meaning of directing & control , Need of Control, Control Process
6	Pedagogy of the course	80% Sessions, 20 % Practical Sessions (a) Lectures and case discussion covering a cross section of decision situations. (b) Discussions on issues and techniques (c) (c) Projects/ Assignments/ Quizzes/ Class participation etc
7	Names of text book/s	<ul style="list-style-type: none"> T.N.Chhabra Principles and Practice of Management Dhanpat Rai & Co. New Delhi J.P.Pathak Fundamentals of Management Vikas Publication Rajeesh Viswanathan Principles of Management: Concept & Cases Himalaya Publishing House
8	Names of reference book/s	<ul style="list-style-type: none"> L.M.Prasad – Principles and Practice of Management (2001) Sultan Chand and Sons - Edition- 5 Robbins, DeCenzo and Bhattacharyya Essential of Management Pearson Publication Koontz, H. and Weihrich, H (1998) & (2001) Essentials Of Management (Tata McGraw Hill: New Delhi) Edition- 5th and 10th
9	Names of newspapers, magazines to be referred for better understanding of the course	<ul style="list-style-type: none"> Harvard Business Review, Business India / Business Today / Business World, Articles from Indian Management
10	Evaluation Pattern	As per university scheme
11	Expected no. Of hours to be spent by the student outside the class for the course	60 Hours
12	Any other relevant information / Suggestion	

1.	Name of the course	Indian Society and Culture
2.	Description of the Course	IMBA-I / SEM-I / 40 Hours
3	Code of the Course	MB810105
4	Objective of the course	<ul style="list-style-type: none"> • To acquaint the students with the concept and relevance Social Science. • To develop in the students an understanding of the Indian Society through comprehensive and integrated learning.
5	Content of the course	
	Module-I (25% Weightage) 10 Hours	<ul style="list-style-type: none"> • Introduction to Indian Society, • Family System in India, • Indian Caste System, • Untouchability
	Module-II (25% Weightage) 10 Hours	<ul style="list-style-type: none"> • Education in India, • The Problem and the Magnitude of illiteracy in India, • Social Problems in India-I, • Social Problems in India-II
	Module-III (25% Weightage) 10 Hours	<ul style="list-style-type: none"> • Rural Life In India, • Urban Life In India, • Political System in India, • Demographic Dynamics in India
	Module-IV (25% Weightage) 10 Hours	<ul style="list-style-type: none"> • Economic Culture & History of India {Trade & Industrial Organization, • Traders & Shopkeepers, • Exports & Imports, • Production centers & Specialization, • Credit & Banking, Barter & Medium of exchange.
6	Pedagogy of the course	Lecture and Discussion
7	Names of text book/s	<ul style="list-style-type: none"> • Sociology of Indian Society by C N Shankar Rao, S Chand Publication • Compiled Study Material
8	Names of reference book/s	<ul style="list-style-type: none"> • N Jayapalan Indian Society & Social institution Atlantic Publishers & Distribution New Delhi
9	Names of newspapers, magazines to be referred for better understanding of the course	The Times of India , The Hindu and other papers of general interests
10	Evaluation Pattern	As per university scheme
11	Expected no. Of hours to be spent by the student outside the class for the course	60 Hours
12	Any other relevant information / Suggestion	

1.	Name of the course	Basic Business Communication Skills-I
2.	Description of the Course	IMBA-I / SEM-I / 40 Hours
3	Code of the Course	MB810106
4	Objective of the course	<ul style="list-style-type: none"> • Communication skills play a vital role in today's challenging and competitive world.. • This course curriculum will enable the students to develop a great sense from the communication perspective.
5	Content of the course	
	Module-I (25% Weightage) 10 Hours	Introduction to Business Communication <ul style="list-style-type: none"> • Definition of communication • Importance of communication • Process of communication • Objectives of communication • Barriers to effective communication
	Module-II (25% Weightage) 10 Hours	Grammar <ul style="list-style-type: none"> • Tenses & Articles; Verbs & Part of speech • Sentence Making :Homophones; Paragraph Writing
	Module-III (25% Weightage) 10 Hours	Classification of communication <ul style="list-style-type: none"> • Verbal – a) Written b) Oral • Non-Verbal – a) Kinesis b) Paralanguage c) Proxemics • Forms of Communication • Organizational Communication
	Module-IV (25% Weightage) 10 Hours	Oral Communications <ul style="list-style-type: none"> • Interpersonal Skills & Interviews • Negotiation; Group discussion; Meetings
6	Pedagogy of the course	60% Sessions, 40 % Practical Sessions Lectures and case discussion; Workshop
7	Names of text book/s	<ul style="list-style-type: none"> • Fundamentals of Business Communication by Chaturvedi & Chaturvedi • Business Communication by V.K. Jain and Om Prakash Biyani.
8	Names of reference book/s	<ul style="list-style-type: none"> • Business Communication Skills by Meeta Ghosh • English Grammar by Wren & Martin
9	Names of newspapers, magazines to be referred for better understanding of the course	Business Standard, Business Line, Business India, Business World, Business Today, The Economic Times, etc.
10	Evaluation Pattern	As per university scheme
11	Expected no. Of hours to be spent by the student outside the class for the course	60 Hours
12	Any other relevant information / Suggestion	

1.	Name of the course	Workshop (Personality Development)
2.	Description of the course	IMBA-I / SEM-I / 20 Hours
3.	Code of the course	MB810107
4.	Objective of the course	<ul style="list-style-type: none"> To cultivate the ways and means of self-awareness resulting in human excellence. To relate the aspects of values, and personality development to behaviour of individuals in work organizations from the standpoint of Western and Indian schools of thought.
5.	Content of the course	
	Module – I (25% weightage) 5 hours	<ul style="list-style-type: none"> Meaning and Scope; Self-image/self-concept; Locus of Control – Internal Motivation; Self Exploration: SWOT of self; Self Esteem: Knowing & Accepting oneself Self Motivation: Show initiative and Be responsible
	Module - II (25% weightage) 5 hours	<ul style="list-style-type: none"> Values ,& Ethics; Morality and Business Ethics
	Module - III (25% weightage) 5 hours	<ul style="list-style-type: none"> Self Improvement Thinking Skills
	Module - IV (25% weightage) 5 hours	<ul style="list-style-type: none"> Personality Time Management Stress Management
6.	Pedagogy of the course	Lectures : 40% Workshop including project & case Studies: 60%
7.	Names and other details of text book/s such as publisher, editors, etc.	<ol style="list-style-type: none"> Wallace & Masters..Personality Development- Cengage Learning Smriti Srivastava. Human Values& Business Ethics Barun K Mitra. Personality Development Oxford Publication
8.	Names and other details of reference book/s such as publisher, edition, etc.	<ol style="list-style-type: none"> Dale Carneige: The Leader in you The Complete Manager :Life Skills for Success. ICFAI Training Manual Swami Prabhupada: The Science of Self Realization
9.	Names of newspapers, magazines, journals, etc. to be referred for better understanding of the course	<ul style="list-style-type: none"> Magazines, Business Today, Business India Newspaper: Economic Times, Brand Equity Hindu Business Line – Catalyst
10.	Evaluation pattern	As per university scheme
11.	Expected number of hours to be spent by the students outside the class for the course	40 hours
12.	Any other relevant information/suggestion	

SEMESTER – II

Subjects:

- Business Mathematics – II
- Advanced Accountancy-I
- Principles of Macro Economics
- Employee Behaviour and Relationship Management
- Logic and Critical Thinking
- Basic Business Communication Skills-II
- Workshop (Computers Skills)

1.	Name of the course	Business Mathematics - II
2.	Description of the Course	IMBA-I, Sem-2 / 40 Hours
3	Code of the Course	MB810201
4	Objective of the course	<ul style="list-style-type: none"> • To equip the students with in-depth knowledge of mathematics with emphasis on conceptual clarity. • The emphasis is placed on the improvement of student's quantitative skills. • To equip students with mathematical ability to resolve problems in the business context.
5	Content of the course	
	Module-I (25% Weightage) 10 Hours	DIFFERENTIATION <ul style="list-style-type: none"> • Definition of Derivative And Differentiation; • Derivatives Of Functions By Definition • Standard Results Of Derivative (Without Proof); • Rules Of Derivative; Chain Rule • Logarithmic Differentiation • Higher Order Derivative; Interpretation Of Derivatives; Application Of Derivatives • Value Of Derivatives At Specific Points
	Module-II (25% Weightage) 10 Hours	MAXIMA & MINIMA OF A FUNCTION <ul style="list-style-type: none"> • Maxima & Minima; Discrete Optimization • Average and Marginal functions of Cost & Revenue • Applications • Introduction to Partial Derivatives
	Module-III (25% Weightage) 10 Hours	INTEGRATION <ul style="list-style-type: none"> • Introduction to Integration • Interpretation of Integration • Integration of Some Standard Functions • Rules of Integration • Integration by Substitution • Integration by Parts • Definite Integration: Definition and properties • Business Application of Integration

	Module-IV (25% Weightage) 10 Hours	MATRICES & LINEAR EQUATIONS Matrices: <ul style="list-style-type: none"> • Introduction to Matrices; Meaning and Definition of matrix • Types of Matrices; Matrix Operations; • Determinants of a Square Matrix; Inverse of A Square matrix of 2x2 and 3x3; • Cramer's Rule; Rank of Matrix Linear Equations • System of Linear Equations; • Solution of a System of Linear Equations using definition of Inverse of a Matrix.
6	Pedagogy of the course	<ul style="list-style-type: none"> • 40% - Lectures • 60% - Solving problems
7	Names of text book/s	<ul style="list-style-type: none"> • A Text Book of Business Mathematics: Padmalochan Hazarika, Publishers: S.Chand
8	Names of reference book/s	<ul style="list-style-type: none"> • Business Mathematics: D.C. Sancheti and V.K. Kapoor, Publishers Sultan Chand • Business Mathematics: Theory and Application: J.K. Sharma, Publisher: Ane Books • Business Mathematics: J.K. Singh, Himalaya Publishing House • Mathematics for Management: M. Raghavachari, Tata Mc Graw Hill
9	Names of newspapers, magazines, journals, etc. to be referred for better understanding of the course	<ul style="list-style-type: none"> • All Financial Dailies: • Business Standard, • The Hindu Business Line, • The Economic Times, • Financial Express
10	Evaluation Pattern	As per University Scheme
11	Expected no. Of hours to be spent by the student outside the class for the course	60Hours
12	Any other relevant information / Suggestion	

1.	Name of the course	Advanced Accountancy-1
2.	Description of the Course	IMBA-I / SEM-2 / 40 Hours
3.	Code of the Course	MB810202
4.	Objective of the course	<p>Financial accounting is one of the most important braches of accounting with the primary objective of external reporting.</p> <ul style="list-style-type: none"> • The objective of this course is to expose students to advanced accounting issues and practices. • This course familiarizes the students with the Accounting treatments in Hire Purchase and Installment Purchase Systems. • It develops understanding of Departmental Accounting System. It acquaints the students with accounting concepts in Partnership firm. It also includes some specialized topics of accounting such as branch accounts, Insolvency, Royalty, insurance claims and accounting for investments etc. for their usage in trade and commerce.
5.	Content of the course	
	Module-I (25% Weightage) 10 Hours	<ul style="list-style-type: none"> • Partnership: Partnership General; Admission of Partners, Retirement and Death of Partner; Dissolution of Partnership Firm • Branch and Departmental Accounts
	Module-II (25% Weightage) 10 Hours	<ul style="list-style-type: none"> • Hire Purchase System • Installment Purchase System
	Module-III (25% Weightage) 10 Hours	<ul style="list-style-type: none"> • Insolvency • Accounting for Investments
	Module-IV (25% Weightage) 10 Hours	<ul style="list-style-type: none"> • Accounting for Insurance Claims • Royalty Accounts
6.	Pedagogy of the course	<p>60% Sessions, 40 % Practical Sessions</p> <p>(b) Lectures and case discussion covering a cross section of decision situations.</p> <p>(b) Discussions on issues and techniques</p> <p>(c) Projects/ Assignments/ Quizzes/ Class participation etc</p>
7.	Names of text book/s	<ul style="list-style-type: none"> • S C Gupta & T S Grewal Introduction to Accountancy, 10th Edition (S. Chand) • S N Maheshwari, S K Maheshwari Advanced Accountancy Volume-1 10th Edition (Vikas Publication)

		<ul style="list-style-type: none"> • H. Chakraborty Advanced Accountancy ,Oxford University Press, Edition 1
8.	Names of reference book/s	<ul style="list-style-type: none"> • M.C. Shukla, S.C. Gupta & T.S. Grewal Advanced accounts Vol-1, 17 Edition (S. Chand) Ashish K. Bhattacharya Essentials of Financial Accounting (Based on IFRS) 2nd Edition (PHI) • Hanif and Mukherjee (2003), Modern Accountancy Volume 1, 2nd Edition. (Tata McGraw Hill Publishing Company limited, New Delhi) • Advanced accountancy – S.P. Jain, K.L. Narang (Kalyani publishers) • Paresh Shah Basic Financial Accounting For Management latest edition (Oxford University Press) • R.L.Gupta., M.Radhaswamy. (2005). Advanced Accountancy. Volume 1. (Fifth edition.) Sultan Chand & Sons, Educational Publishers, New Delhi. • Ambrish Gupta Financial Accounting for Management An Analytical Perspective (Pearson Publication) • Robert. N. Anthony, David. F. Hawkins, Kenneth A. Merchant. Accounting Text and Cases, Tata (McGraw Hill Publishing Company Limited, New Delhi) • Frankwood & Alan Sangster. (2008). Business Accounting, Pearson education limited, 11th Edition
9.	Names of newspapers, magazines to be referred for better understanding of the course	<ul style="list-style-type: none"> • Harvard Business Review, Business India / Business Today / Business World, • “Vikalpa” –Journal of Indian Institute of Management, Ahmedabad, • SANKALPA: Journal Of Management & Research, Effective Executive, etc.
10.	Evaluation Pattern	As per university scheme
11.	Expected no. Of hours to be spent by the student outside the class for the course	60 Hours
12.	Any other relevant information / Suggestion	

1.	Name of the course	Principles of Macro Economics
2.	Description of the Course	IMBA-I / SEM-2 / 40 Hours
3	Code of the Course	MB810203
4	Objective of the course	<ul style="list-style-type: none"> To explain students the basic micro economic concepts. To apply economic analysis in the formulation of business policies. To use economic reasoning to problems of business.
5	Content of the course	
	Module-I (25% Weightage) 10 Hours	<ul style="list-style-type: none"> Introduction to macro economics National Income: Concepts & Its Measurement
	Module-II (25% Weightage) 10 Hours	<ul style="list-style-type: none"> Theories of macro economics Different Macro Economics approaches Classical; Keynesian Consumption Function, Investment Function, Concept of Multiplier & Acceleration, Role of Government
	Module-III (25% Weightage) 10 Hours	<ul style="list-style-type: none"> IS-LM Module Derivation of the IS curve, Slope of IS curve, Shift in IS curve; Derivation of the LM curve, Slope of LM curve, Shift in LM curve Equilibrium of IS-LM Effects of criticisms of IS-LM Module.
	Module-IV (25% Weightage) 10 Hours	<ul style="list-style-type: none"> Public Finance and Public Expenditure Fiscal Policy Budget and budget deficit
6	Pedagogy of the course	<p>80% Sessions, 20 % Practical Sessions</p> <p>(c) Lectures and case discussion covering a cross section of decision situations.</p> <p>(b) Discussions on issues and techniques</p> <p>(c) Projects/ Assignments/ Quizzes/ Class participation etc</p>
7	Names of text book/s	<ul style="list-style-type: none"> Macro Economic Theory by H.L. Ahuja (S. Chand) Dwivedi, D. N, Managerial Economics,(2002)6th ed (Vikas Publishing House: New Delhi) Managerial Economics Theory and Applications Dr. D.M. Mithani Himalaya Publication latest edition
8	Names of reference book/s	<ul style="list-style-type: none"> Microeconomics: Theory and Applications, D Salvatore Oxford Publication Advanced Economic Theory by H.L. Ahuja S.Chand Publication Managerial Economics, Atmanand Excel Books Latest edition Advanced Microeconomic Theory, Mishra and Puri Himalaya Publishing House latest edition Micro Economics by M. John Kennedy (Himalaya Publication) Micro Economic Theory by R. Cauvery (S.Chand Publication.)

9	Names of newspapers, magazines to be referred for better understanding of the course	Business Standard, Business Line, Business India, Business World, Business Today, The Economic Times, etc.
10	Evaluation Pattern	As per university scheme
11	Expected no. Of hours to be spent by the student outside the class for the course	60 Hours
12	Any other relevant information / Suggestion	

1.	Name of the course	Employee Behaviour and Relationship Management
2.	Description of the Course	IMBA-I, Sem-2 / 40 Hours
3	Code of the Course	MB810204
4	Objective of the course	<ul style="list-style-type: none"> • The course is designed in such a way that a thorough knowledge & understanding of the human behavior at work could be transferred to them. • The course aims in knowing the foundation and formation of individual behaviour and how it links to achieve the organizational objectives.
5	Content of the course	
	Module-I (25% Weightage) 10 Hours	Introduction to Individual Behaviour <ul style="list-style-type: none"> • Introduction to human and organization behaviour model • The Individual and Individual differences • Human Behaviour and causation • Emotion and Moods
	Module-II (25% Weightage) 10 Hours	Personality & Perception <ul style="list-style-type: none"> • Concept and Type • Determinants and How to develop personality • Factors & Perceptual Process • Impression Management
	Module-III (25% Weightage) 10 Hours	Motivation & Morale <ul style="list-style-type: none"> • Meaning and Value; Theories; Factors affecting morale • Morale and Productivity
	Module-IV (25% Weightage) 10 Hours	Attitudes and Value <ul style="list-style-type: none"> • Concept & Types; Values & Behaviour; Attitude change • Job satisfaction
6	Pedagogy of the course	<ul style="list-style-type: none"> • 80% - Lectures • 20% - discussion
7	Names of text book/s	<ul style="list-style-type: none"> • Khanka S.S., (2006), Organizational Behavior, S. Chand & Company Limited, First Edition. • Robbins S.P., (2005), Organizational Behavior, Prentice - hall publication, Eleventh edition.
8	Names of reference book/s	<ul style="list-style-type: none"> • Pareek. U., (2006), Understanding Organizational Behavior, Oxford University Press, 5thed. • Luthans F., (2005), Organizational Behavior, McGraw Hill International edition • Davis, K.,(2007) and J. N. Newstrom. Organizational Behavior: Human behavior at work. New York: McGraw

		Hill.
9	Names of newspapers, magazines, journals, etc. to be referred for better understanding of the course	<ul style="list-style-type: none"> • All Financial Dailies: Business Standard, The Hindu Business Line, The Economic Times, Financial Express • Articles from Indian Management
10	Evaluation Pattern	As per University Scheme
11	Expected no. Of hours to be spent by the student outside the class for the course	60 Hours
12	Any other relevant information / Suggestion	

1.	Name of the course	Logic and Critical Thinking
2.	Description of the Course	IMBA-I / SEM-2 / 40 Hours
3	Code of the Course	MB810205
4	Objective of the course	<ul style="list-style-type: none"> • To equip the students with the basic tools of analytical reasoning, this will give them a distinctive edge in their careers and courses of study. • To describe the logical structures of arguments. • To help the students learn how to think effectively and creatively.
5	Content of the course	
	Module-I (25% Weightage) 10 Hours	<ul style="list-style-type: none"> • Introduction and meaning analysis; Introduction to Critical Thinking; The Nature and Value of Critical Thinking • Meaning Analysis - The Elements of Meaning • Necessary and Sufficient Conditions
	Module-II (25% Weightage) 10 Hours	<p>Arguments and logic:</p> <ul style="list-style-type: none"> • Argument <ul style="list-style-type: none"> ➤ The Nature of Arguments; Argument Structures ➤ Forms of Argument Good Argument Form ➤ Validity and Soundness; Analogical Arguments • Logic; What Logic Is (And What It Is Not); • Introduction to Truth Tables
	Module-III (25% Weightage) 10 Hours	<ul style="list-style-type: none"> • Recognizing Arguments
	Module-IV (25% Weightage) 10 Hours	<ul style="list-style-type: none"> • Extended Arguments • Reconstructing Arguments <ol style="list-style-type: none"> 1. Incompletely Stated Arguments 2. Contextual Clues for Reconstructing Arguments
6	Pedagogy of the course	80% Sessions, 20 % Practical Sessions
7	Names of text book/s	<ul style="list-style-type: none"> • Merrilee Salmon Introduction to Logic and Critical Thinking Thomson Higher Education USA • Salmon, M. H., Introduction to Logic and Critical Thinking (5th ed.), Wadsworth, 2006. • Logic and critical thinking by saylor.org Academy On line link: http://www.saylor.org/courses/phil102/
8	Names of reference book/s	<ul style="list-style-type: none"> • Lau, J. Y. F., An Introduction to Critical Thinking and Creativity: Think More; Think Better, Wiley, 2011. Lau, J. Y. F., Critical Thinking Web, http://philosophy.hku.hk/think/, 2004. • Fisher, A., Critical Thinking: An Introduction, Cambridge University Press, 2001. • Wright, L., Critical Thinking: An Introduction to Analytical Reading and Reasoning, Oxford University Press, 2001

9	Names of newspapers, magazines to be referred for better understanding of the course	
10	Evaluation Pattern	As per university scheme
11	Expected no. Of hours to be spent by the student outside the class for the course	60 Hours
12	Any other relevant information / Suggestion	

Name of the course	Basic Business Communication Skills-II
Description of the Course	IMBA-I / SEM-2 / 40 Hours
Code of the Course	MB810206
Objective of the course	<ul style="list-style-type: none"> • Writing is a very important mode in the communication, especially the Business Letter. • Therefore it becomes very imperative for management students to develop their skill. This course will facilitate the students to enhance and improve their writing skills. Moreover, it will enable the students to develop their personalities and making them confident.
Content of the course	
Module-I (25% Weightage) 10 Hours	<p>Introduction to Written Communication:</p> <ul style="list-style-type: none"> • Types and Planning of Written Communication • Essentials of a business letter • Parts and forms of business letter • Types of business letter format
Module-II (25% Weightage) 10 Hours	<p>Business Letters</p> <ul style="list-style-type: none"> • Enquiry and reply letter ; Quotation • Order – placing, execution and cancellation • Complain and adjustment letter • Informal communication letters (Condolence, greeting, email)
Module-III (25% Weightage) 10 Hours	<p>Report-Writing</p> <ul style="list-style-type: none"> • Report- writing • Notice Writing; Circulars; Memo writing • Note –making • E-mail writing
Module-IV (25% Weightage) 10 Hours	<p>Non-Verbal Communication</p> <ul style="list-style-type: none"> • Introductions • Types • Characteristics • Meta Communications
Pedagogy of the course	60% Sessions, 40 % Practical Sessions Lectures and case discussion; Workshop
Names of text book/s	<ul style="list-style-type: none"> • Fundamentals of Business Communication by Chaturvedi & Chaturvedi • Business Communication by V.K. Jain and Omprakash Biyani.
Names of reference book/s	<ul style="list-style-type: none"> • Business Communication Skills by Meeta Ghosh • English Grammar by Wren & Martin
Names of newspapers, magazines to be referred	Business Standard, Business Line, Business India, Business World, Business Today, The Economic Times, etc.
Evaluation Pattern	As per university scheme
Expected no. Of hours to be spent by the student outside the class for the course	60 Hours
Any other information	

1	Name of Course	Workshop (Computers Skills)
2	Description of Course	IMBA-I / SEM-2 / 20 Hours
3	Code of Course	MB810207
4	Objective of the Course	<ul style="list-style-type: none"> • To develop awareness about computer. • To understand practical aspect of computer and its functions. • To impart fundamental knowledge of computer and networks. • To provide hands on training on Ms Office and Windows XP / Windows 7
5	Content of Course	
	Module –I (25% weightage) 5 Hours	Basics of Computer Windows XP Overview
	Module –II (25% weightage) 5 Hours	E-mail & Internet Application Software
	Module – III (25% weightage) 5 Hours	<ul style="list-style-type: none"> • Search Engine • Surfing WebPages • Virus : General Introduction & Antivirus Utilities
	Module – IV (25% weightage) 5 Hours	Other Applications <ul style="list-style-type: none"> • Widows Seven Overview • Burning CD / DVDs • Basics of Audio/Video editing • Fundamentals of Hardware & Networking • Formatting Hard disk • Installing Windows
6	Pedagogy of the Course	20% Lectures, 80% Lab Practical Session
7	Name and other details of textbook and other reading material	<ul style="list-style-type: none"> • References Provided.
8	Names & other details of reference books.	<ol style="list-style-type: none"> 1. Computer Fundamentals by P K Sinha published by BPB Publications 2. Mastering Excel by Thomas Chester and Richard Alden published by Sybex. 3. Information Technology Management by Turban Efraim, Linda Volonino, Janice C Sipior , Published by John Wiley & Sons
9	Names of News papers, magazines, Journals, websites etc.	Magazines : <ul style="list-style-type: none"> • PC Quest • Digit • Chip • Electronics for You • Voice and Data
10	Evaluation pattern	As per University Scheme
11	Expected Number of hours to be spent by students	About 40 hours
12	Any other relevant information / Suggestion	