

### SEMESTER I (One)

CODE PGMB101

# Name of Subject Principles of Management

# **Teaching & Evaluation Scheme**

Teaching Scheme (Hours)			Eva	luation Scheme(M	arks)	
Th	Tu	Р	Total	External	Internal	Total
60	0	0	60	70	30	100

**Objective** 

This course presents a thorough and systematic coverage of management theory and practice. It focuses on the basic roles, skills and functions of management, with special attention to managerial responsibility for effective and efficient achievement of goals.

**Prerequisite** 

To help the students understand the fundamental concepts and principles of management; the basic roles, skills, and functions of management.

Sr.	Course Contents	Number
No.		of Hours
1	Introduction and Concepts of Management, Science or Art	03
2	Management and Administration	01
3	Management thoughts by Management Gurus	04
4	Functions of Management, Management and Manager	02
5	Types of Business Organization, Business ethics	02
6	Values and Social Responsibility	02
7	Nature & Purpose, Importance of Planning	03
8	Steps involved in Planning	02
9	Objectives, Management by Objectives	03



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10	Strategies, Policies & Planning Premises, Forecasting	03
11	Decision-making Strategy implementation	02
12	Nature and Purpose, Formal and Informal Organization	03
13	Organizational Design and Organizational Structure	02
	Organization as process	
14	Departmentation by difference strategies, Line and Staff	04
	authority, Centralizations and De-Centralization	
15	Delegation of Authority – Staffing, Selection Process –	04
	Techniques, HRD, Managerial Effectiveness	
16	Scope of Direction and Supervision	02
17	Human Factors, harmonizing objectives	02
18	System and Process of Controlling	02
19	Requirements for effective Control	01
20	The Budget as Control Technique	01
21	Types of Control, Resistance of Control, and Overcoming	02
	resistance to control	
22	Information Technology in Controlling	01
23	Productivity, Problems and Management, Control of	03
	Overall, Performance	
24	Direct and Preventive Control, Reporting	03
25	The Global Environment, Globalization and Liberalization,	03
	Global theory of Management	
	Total Hours	60

### **Learning Outcomes**

**Theoretical Outcome** It is intended to give an overview of the historical development, theoretical aspects and practice application of managerial process.

**Practical Outcome** Able to focuses on the basic roles, skills and functions of management, with special attention to managerial responsibility for effective and efficient achievement of goals



### **Teaching & Learning Methodology**

- Lectures
- Role play
- Case Studies
- Class Participation

#### **Books Recommended**

- 'Principles of Management' by Tripathy PC And Reddy PN , Sultan Chand & Sons, Tata McGraw-Hill
- 2. 'Management' by Stoner, Freeman & Gilbert Jr Management, Prentice Hall of India
- 3. 'Principles of Management' by Dr Neeru Vshishth, Taxmann
- 4. 'Management , Text & Cases' by Rao VSP, Excel Books

- 1. <a href="http://www.ct.tamus.edu/departments/syllabi/summer2012/MGMT30112B\_060412.pdf">http://www.ct.tamus.edu/departments/syllabi/summer2012/MGMT30112B\_060412.pdf</a>
- 2. http://www.mindtools.com/pages/article/henri-fayol.html



**SEMESTER** I (one)

**CODE** PGMB102

Name of Subject Quantitative Techniques for Management

### **Teaching & Evaluation Scheme**

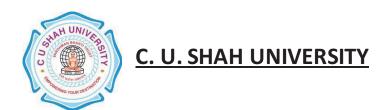
Teaching Scheme (Hours)			Evaluati	on Scheme (N	1arks)	
Th	Tu	Р	Total	External	Internal	Total
60	0	0	60	70	30	100

### **Objectives**

- To develop skills in structuring and analyzing business problems using quantitative analysis.
- To develop aptitude and statistical thinking approach to business problems.
- To understand the effective use of computer software for resolution of statistical problems.

**Prerequisite** Know the basic calculation, Basic idea for Statistics

Sr.	Course Contents	Number of
No.		Hours
1	Introduction to Statistics, Statistics in Business	03
2	Charts and Graphs	04
3	Descriptive Statistics, Measure of Central Tendency	06
4	Measure of Variability for Group and Ungrouped data	05



5	Measures of Shape: Skewness and Kurtosis, Measures of Association.	07
6	Random variable and probability distribution	07
	Structure of probability, Results of probability, Revision of probability:	
	BAYES' RULE, and examples Random variable and probability	
	distribution:	
7	Simple Regression Analysis & Correlation	07
8	Transportation & Transshipment Problem	07
9	Assignment Problem	08
10	Time Series	06
	Total Hours	60

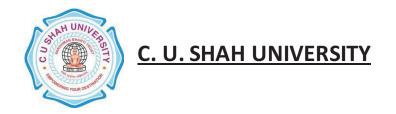
**Theoretical Outcomes** It is useful to know different Statistical tools **Practical Outcomes** It is useful to solve business problem & also for the research work

# **Teaching & Learning Methodology**

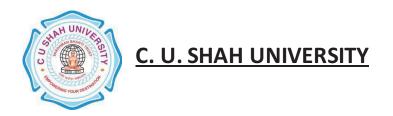
- Lectures
- Assignments

#### **Books Recommended**

- 1. **'Business Statistics for Contemporary Decision Making'**, *Ken Black*, Wiley india Pvt. Ltd.
- 2. **'Statistics for Business and Economics'**, *Anderson, Sweeney, Williams*, Cengage Learning Publication.
- 3. 'Business Statistics', S.C.Gupta, Indra Gupta, HPH Publication.
- 4. **'Quantitative Technique for Business Managers'**, R.K.Bharadwaj, Anuradha R. Chetiya, Kakali Majumudar, HPH Publication



- 1. http://www.jsu.edu/library/resources/research\_resources.html
- 2. http://www.researchgate.net/publication/222042135\_Assessing\_undergraduate\_use\_o f\_electronic\_resources\_A\_quantitative\_analysis\_of\_works\_cited
- 3. http://wps.pearsoned.co.uk/ema\_ge\_render\_qam\_11



**SEMESTER** I (one)

**CODE** PGMB103

Name of Subject Managerial Economics

## **Teaching & Evaluation Scheme**

Teaching Scheme (HRS)			Evaluati	on Scheme (N	1arks)	
Th	Tu	Р	Total	External	Internal	Total
60	0	0	60	70	30	100

# **Objectives**

- Help to Understand basic Concepts of Economics.
- Help to Understand Demand and Supply Concepts.
- Help to Develop the Student's ability to Observe, Understand and Analyze the Market Conditions.

# **Prerequisite**

Basic Understanding of Transactions (demand/supply)

Sr.	Course Contents	Number
No.		of Hours
1	Ten Principles of Economics	4
2	The Market forces for Demand and Supply	4
3	Elasticity and Its Application	4



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4	The Cost of Production	4
5	Firms in Competitive Markets	5
6	Monopoly	5
7	Oligopoly	4
8	Monopolistic Competition	5
9	The Theory of Consumer Choice	4
10	Measuring Nations Income	4
11	Measuring the Cost of Living	4
12	Production and Growth	4
13	Concepts of GDP, GNP, PPP	2
14	Monetary System	3
15	Aggregate Demand	2
16	Aggregate Supply	2
	60	

# **Learning Outcomes**

Theoretical Outcomes Understanding of basic Economic aspects like Demand, Supply,

Elasticity and Market Conditions.

Practical Outcomes Implementation of idea of Demand, Supply and Elasticity and can

Understand about basic Market Condition.

# **Teaching & Learning Methodology**

- Lectures
- Case Studies
- Assignments



#### **Books Recommended**

- 1. 'Economics, Principles and Application', Mankiw, Cenege Learning
- 2. 'Managerial Economics Micro Economic', Gupta, G.S., Tata-McGraw Hill.
- 3. 'Managerial Economics', Christopher R. Thomas & S. Charles Maurice, Tata McGraw Hill.

- 1. <a href="http://www.knowledgepk.com/videos/Economics/Managerial-Economics/page\_1">http://www.knowledgepk.com/videos/Economics/Managerial-Economics/page\_1</a>
- 2. <a href="http://www.vutube.edu.pk/index.php?option=com\_hwdvideoshare&task=viewcategory&Itemid=23">http://www.vutube.edu.pk/index.php?option=com\_hwdvideoshare&task=viewcategory&Itemid=23</a>
  <a href="mailto:9&cat\_id=242">9&cat\_id=242</a>



**SEMESTER** I (one)

CODE PGMB104

Name of Subject Managerial Accounting

# **Teaching & Evaluation Scheme**

Tea	Teaching Scheme( Hours)			Evalua	ation Scheme(	(Marks)
Th	Tu	Р	Total	External	Internal	Total
60	0	0	60	70	30	100

# **Objective**

• To develop skills of decision making in the students by analyzing and interpreting the financial statements.

Prerequisite

Basic Working Knowledge of Accounts is required.

Sr.	Course Contents	Number
No.		of Hours
1	Basic understanding of Accounting, Accounting policies, Concepts of	10
	Accounting, Framework of Financial Statements	
2	Journal entries, Ledger posting, Subsidiary Books, Trial balance and	10
	Financial Statement Preparation	
3	Accounting Standards and its Applicability (AS – 1,2,6,9,10,13,26)	10
4	Corporate Financials in vertical Format and its understanding	10



5	Financial Statement analysis including, Comparative statement ,	10
	Common size statement , Trend analysis and Ratio analysis	
6	Fund Flow Statement, Basic Knowledge about GAAP & IFRS, Window dressing	10
	Total Hours	60

**Theoretical Outcome** Students will learn accounting concepts, financial statement preparation, IFRS ad GAAP

**Practical Outcome** Students will learn financial statement analysis and applicability of Accounting Standards.

# **Teaching & Learning Methodology**

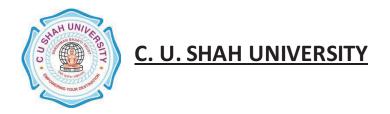
- Lectures
- Projects
- Case Studies
- Assignments

#### **Books Recommended**

- 1. 'Financial Accounting', R Narayan Swami, PHI.
- 2. 'Financial Accounting', V Rajsekaran & R Lalitha
- 3. **'Financial Accounting for Management'**, *Ambrish Gupta*, Pearson publication.

#### **E-Resources**

1. http://bookboon.com/en/textbooks/accounting



**SEMESTER** I (one)

**CODE PGMB105** 

Name of Subject Organizational Behaviour

### **Teaching & Evaluation Scheme**

Teaching Scheme (Hours)			Evaluation	on Scheme ( N	/larks)	
Th	Tu	Р	Total	External	Internal	Total
60	0	0	60	70	30	100

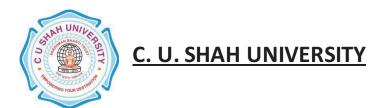
# **Objectives**

- Help to Understand the Behavioral Dynamics of the Organization
- Help to Understand, how the People's side of the Organization affects Effectiveness.
- Helps to Develop the Student's ability to Observe, Understand and Analyze the Behavior (Organizational Context)
- Helps to Develop Basic Skills to deal with Behavioral Dynamics for Organizational Effectiveness

# **Prerequisite**

• Basic Understanding of Concepts of Principles of Management

Sr.	Course Contents	Number
No.		of Hours
1	What is Organizational Behaviour	04
2	Understanding Organizational Culture	04
3	Basic Theories of Leadership	05



Understanding Personality & Values	04
Attitude and their Impact on Behaviour at Work	04
Job Satisfaction	02
Transactional Analysis, Johri-Window Tool	04
Understanding Motivation at Work.	04
Understanding the Process of Perception	04
Understanding Groups and Teams and Group Dynamics	04
Resistance to Change and Change Management	04
Managing Conflict	04
Stress and Negotiation	04
Understanding Decision-Making	01
Understanding Power	04
Organizational Politics	04
Total Hours	60
	Attitude and their Impact on Behaviour at Work  Job Satisfaction  Transactional Analysis, Johri-Window Tool  Understanding Motivation at Work.  Understanding the Process of Perception  Understanding Groups and Teams and Group Dynamics  Resistance to Change and Change Management  Managing Conflict  Stress and Negotiation  Understanding Decision-Making  Understanding Power  Organizational Politics

Theoretical Outcomes Students are able to Observe, Understand and Analyze the

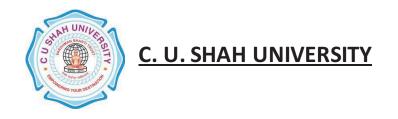
Behavior within the Organizational Context.

Practical Outcomes Develop basic skills to deal with the ongoing Behavioral Dynamics

and Contribute to Organizational Effectiveness.

### **Teaching & Learning Methodology**

- Lectures
- Case Studies
- Assignments
- Class Presentation



#### **Books Recommended**

- 1. 'Organizational Behavior', Stephen Robbins, Pearson Education.
- 2. 'Organizational Behavior', K. Aswathappa, Himalaya Publishing House.
- 3. 'Organizational Behavior', Fred Luthans, McGraw-Hill.

- 1. <a href="http://www.mindtools.com/index.html">http://www.mindtools.com/index.html</a>
- 2. <a href="http://www.london.edu/videoandaudio/facultyandresearch/organisationalbehaviour.html">http://www.london.edu/videoandaudio/facultyandresearch/organisationalbehaviour.html</a>
- 3. <a href="http://www.dailymotion.com/video/xb44u1\_organizational-behaviour-presentati\_lifestyle#.UYDhXaJHLfl">http://www.dailymotion.com/video/xb44u1\_organizational-behaviour-presentati\_lifestyle#.UYDhXaJHLfl</a>



**SEMESTER** I (one)

**CODE PGMB106** 

Name of Subject Managerial Communication

### **Teaching & Evaluation Scheme**

Teaching Scheme ( Hours)			Evalua	tion Scheme (	( Marks)	
Th	Tu	Р	Total	External	Internal	Total
60			60	70	30	100

**Objectives** 

- 1.Increase communication skills for effective business communication.
- 2. Improvement of basic skills like reading, listening, writing and speaking

skills.

Prerequisite

Understanding of Basic English Language and different basics of English

grammar.

Sr.	Course Contents	Number
No.		of Hours
1	Basics of Communication, Concepts & problems ,Types	04
2	Communication process, flow of Communication, 7 C's of Communication	05
3	Barriers of Communication, Overcoming various Communication barriers, Mis Communication	04
4	Listening Skills: Definition, Types, Purposes for listening	04
5	Features of good listener, preparing & improving oral presentation	04
6	Strategies for effective oral presentation, Strategies to remove	03



	stage fear	
7	Dyadic Communication	03
8	Interview, Types of interview	03
9	Telephone and Email skills	04
10	Kinds of meeting, Roles played in meeting, Solving problems in	04
	meetings.	
11	Procedure of Meeting, Preparing minutes of meeting.	04
12	Business letters , memo's	04
13	Types of Business letters	03
14	Preparing resume and job applications	03
15	Drafting of long & short business proposals	04
16	Ex tempo on some contemporary issues	04
17	Writing reports based on audio deliverances	04
	Total Hours	60

**Theoretical Outcomes** Drafting of business proposals, letters, presentation which facilitates one in attaining fruitful results in business.

Practical Outcomes Excel in the business communication for becoming an effective manager.

# **Teaching & Learning Methodology**

- Lectures
- Role play
- Case Studies
- Class Participation

#### **Books Recommended**

- \* 'Business Communication', Meenakshi Raman & Prakash Singh, Oxford Publication.
- 'Professional Communication', Koneru Arun, Tata McGraw Hill.
- **'Business Communication'**, Lesikar, Tata McGraw Hill.

- 1. http://freevideolectures.com/Subject/Communication-Skills
- 2. http://www.mindtools.com/page8.html



## SEMESTER I (One)

CODE PGMB107

# Name of Subject Research Methodology Teaching & Evaluation Scheme

Teaching Scheme (Hours)			Eva	luation Scheme(M	larks)	
Th	Tu	Р	Total	External	Internal	Total
60	0	0	60	70	30	100

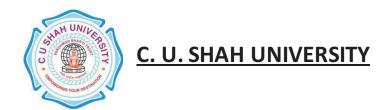
**Objective** To familiarize the students with the types of business problems often

Faced by corporate entities

**Prerequisite** To help the student develop insights about basic concepts of research

Designs and methodology aimed at solving business problems.

Sr.	Course Contents	Number
No.		of Hours
1	Nature and Scope of Business Research	03
2	Role of Research in Business, Information Based Decision Making and	03
	Source of Knowledge	
3	Types of Business Research, Stages in the Business Research Process,	03
4	Basic Approaches and Terminologies used in Research	02
5	Defining Research Problem and Framing Hypothesis, Preparing a	03
	Research Plan	
6	Research Designs, Qualitative and Quantitative Research	03
7	Primary and Secondary Methods of Data Collection	02
8	Surveys, Observation and Experimentation, Others	02
9	Measurement and Scaling, Measurement Concepts	02
10	Types of Scale, commonly used scales in Business Research	02
11	Reliability and Validity Concepts ,Reliability and Validity of Scales	04



12	Designing Instrument for data collection	02
13	Testing the instrument, Sampling Concepts, methods, procedure and	04
	sample size decisions	
14	Introduction to Bi-variate and Multivariate Analysis	03
15	Preparing Data for Analysis – Editing and Coding	03
16	Descriptive Statistics – Tabulation and Graphical Representation	03
17	Research Report Writing, Communication the research results	04
18	Data Transformation, Hypothesis Testing – Meaning, Choosing	05
	Appropriate Statistical Techniques of single and two population	
19	ANOVA Analysis ( Only One Way)	03
20	Hypothesis testing for categorical data (chi-square)	04
	Total Hours	60

**Theoretical Outcome** Identifying the Problem, Preparing the Research Proposal of a Firm

**Practical Outcome** can solve the different types of business problems often Faced by corporate entities

## **Teaching & Learning Methodology**

- Lectures
- Case Studies
- Class Participation.

#### **Books Recommended**

- ❖ 'Business Research Methods' byDonald R Cooper and Pamela S Schindler, Tata McGraw Hill Publishing Company Ltd.
- \* 'Research Methodology' by D K Bhattacharyya, Excel Books
- ❖ 'Business Research Methods' by Zikmund Willium, Thomson
- 'Business Research Methods' by Bryman Alan, Oxford University Press

#### **E-Resources**

http://ebookbrowse.com/re/research-methodology-study-material

http://www.studyblue.com/notes/note/n/chapter-2-powerpoint-research-methodsppt/file/430558