

CHHATTISGARH SWAMI VIVEKANAND TECHNICAL UNIVERSITY, BHILAI (C.G.)



SYLLABUS

[EFFECTIVE FROM THE SESSION: 2011-2012]

MASTERS OF BUSINESS ADMINISTRATION (FULL TIME)



CHHATTISGARH SWAMI VIVEKANANDA TECHNICAL UNIVERSITY

MBA SEMESTER I

Board of Studies: Management

Sl. No.	Subject Code	Subject	Periods Per Week			Scheme of Examination			Total Marks	Credits
			L	T	P	ESE	CT	TA		
1	536111(36)	Management Concepts & Processes	3	1	0	80	10	10	100	4
2	536112(36)	Quantitative Techniques in Management	3	1	0	80	10	10	100	4
3	536113(36)	Behavioral Science	3	1	0	80	10	10	100	4
4	536114(36)	Managerial Economics	3	1	0	80	10	10	100	4
5	536119(36)	Managerial Communication	3	0	1	80	10	10	100	4
6	536116(36)	Accounting for Managers	3	1	0	80	10	10	100	4
7	536131(36)	Business Law	3	0	0	80	10	10	100	3
8	536132(36)	Business Ethics and CSR	3	1	0	80	10	10	100	4
9	536121(36)	CAM Lab & Viva	0	0	3	60	0	20	80	2
10	536124(36)	Business Case Analysis Lab & Viva	1	0	3	60	0	20	80	3
11	536125(36)	General Communication Lab	0	0	2	0	0	40	40	1
Total			25	7	8	760	80	160	1000	37

L – Lecture, T- Tutorial; ESE – End Semester Examination, CT – Class, Test, TA – Teacher's Assessment

CHHATTISGARH SWAMI VIVEKANAND TECHNICAL UNIVERSITY, BHILAI

MBA SEM I 536111(36): MANAGEMENT CONCEPTS & PROCESSES
CREDITS: 4 LECTURE SCHEME: (L-3; T-1; P-0) Min. No. of CTs: 2

OBJECTIVES

The objective of this paper is to familiarize the student with basic management concepts and behavioral processes in the organization.

COURSE CONTENTS

UNIT I	⇒ Introduction: Concept, nature, scope and importance of Management, Principles of management, PODSCORB (functions of management). ⇒ Development of Management Thought: Scientific Management Movement; Administrative Movement; Human-Relations Movement; Decision-Science Movement; Systems Movement; Contingency Movement; external and internal environment.
UNIT II	⇒ Planning: Concepts, Objectives, Goals Components and Steps involved in the planning process; MBO, Motivation, Introduction to Forecasting techniques and Strategy formulation, Michael Porter's competitive analysis.
UNIT III	⇒ Organizing: Principles; Centralization; Decentralization; Delegation; Employee empowerment; Span of Control; Departmentation; Authority; Responsibility; Accountability; Bureaucracy and Adhocracy. ⇒ Motivation: Theories of motivation, and types of motivation.
UNIT IV	⇒ Staffing: Line and Staff Authority, Organizational structure, Different types of organizational structures. ⇒ Directing and Coordinating: Assumptions in directing, Principles of Directing, Leadership and its types; Corporate social responsibility; Value chain management.
UNIT V	⇒ Controlling: Nature, scope, functions, steps and process; Controlling techniques; Cost Benefit Analysis, New Approaches in management.

The examination paper will include question from each unit. The list of cases / specific references including recent articles will be announced and discussed in the class.

TEXT BOOKS

- John R. Schermerhorn, JR., *Management*, Wiley India, 10th edition, 2006
- Stephen P. Robbins, *Organization Theory, Structure, Design and Application*, PHI, New Delhi, 2005.
- Stoner and Freeman, *Management*, Prentice Hall, N. Delhi.

REFERENCE BOOKS

- Koontz, O' Donnell Wechrich, *Principles of Management*, McGraw Hill, New York.
- Peter F. Drucker, *The Practice of Management*, Allied Publishers.
- Chuck Williams, Chinmay Kulshrestha, "MGMT- A South Asian Prospective, 4LTR series" Cengage Learning, India Edition

SUGGESTED READINGS

- Massie, *Essentials of Management*, AITBS, New Delhi.
- Terry and Franklin, *Principles of Management*, AITBS, New Delhi.
- Agrawal, R.D. *Organization and Management*- TMH, New Delhi
- Harold Koontz, et.al., *Management*, McGraw Hill, New York
- Robbins and Dinzo, *Fundamentals of Management*, 2002, Pearson India.

CHHATTISGARH SWAMI VIVEKANAND TECHNICAL UNIVERSITY, BHILAI

MBA SEM I 536112 (36): QUANTITATIVE TECHNIQUES IN MANAGEMENT

CREDITS: 4 LECTURE SCHEME: (L-3; T-1; P-0) Min. No. of CTs: 2

OBJECTIVES

The objective of the course is to make the students familiar with some basis statistical techniques which are required in making business decisions.

COURSE CONTENTS

UNIT I	⇒ Overview of Mathematical basis of Managerial Decision; Scope, importance and limitations of statistics. ⇒ Basic Mathematics: Simultaneous Equations; Surds & Indices; A.P. & G.P. (n^{th} term, sum of n terms and mean); Matrices and Determinants (Meaning, Types, Inverse, and Cramer's Method).
UNIT II	⇒ Data Presentation Methods: Tables and Charts. Frequency Distributions and Analysis: Measures of Central Tendency (Mean, Median and Mode), Measures of Dispersion (Quartile Deviation, Mean Deviation, Standard Deviation), Measures of Symmetry (Skewness and Kurtosis).
UNIT III	⇒ Probability: Objective and Subjective Probability; Conditional Probability; Bayes' Theorem and Inverse Probability; Theoretical Distributions: Binomial, Poisson and Normal.
UNIT IV	⇒ Sampling: Concept, Central limit theorem. Hypothesis Testing (Type I and Type II errors); z-test (One-tailed and two tailed test); z-test for mean and proportion; Student's t-test (One tailed and two-tailed, paired and unpaired test). ⇒ Simple Correlation and Regression: Simple correlation (Karl Pearsons and Spearman's Correlation); Simple Linear Regression.
UNIT V	⇒ Index Number (Un-weighted index: Base Year Index and Relative Index). ⇒ Time Series Analysis and Forecasting: Trend Analysis (Free Hand Method, Semi average method and Moving Average Method).

The examination paper will include question from each unit. The list of cases / specific references including recent articles will be announced and discussed in the class.

TEXT BOOKS

- D.N. Elhance, Fundamentals of statistics, Kitab Mahal.
- Suranjan Saha, Practical Business Mathematics and Statistics, TMH.
- Basic Business Mathematics: Sultan Chand and Sons, New Delhi
- Richard I. Levin and David S. Rubin, Statistics for Management (Seventh Edition), Prentice Hall of India, New Delhi.

REFERENCE BOOKS

- Gupta, S. P. and Gupta, M.P, Business Statistics, Sultan Chand and Sons, New Delhi, 1997.
- Kapoor, V. K., Essentials of Mathematics for Business and Economics, Sultan Chand and Sons, New Delhi, 199.
- Kazmier, L. J and Pohl, N. F, Basic Statistics for Business and Economics, McGraw Hill, New York.
- Black, Business Statistics for Contemporary Decision Making, 5ed, ISV, John Wiley.

SUGGESTED READINGS

- Elhance D.N., Fundamentals of Statistics, Kitabmahal.
- Hooda R.P., Statistics, Macmillan
- S.M. Shukla and S.P.Sahai, Statistics (Sahitya Bhavan Publication).

CHHATTISGARH SWAMI VIVEKANAND TECHNICAL UNIVERSITY, BHILAI

MBA SEM I 536113 (36): BEHAVIORAL SCIENCE

CREDITS: 4 LECTURE SCHEME: (L-3; T-1; P-0) Min. No. of CTs: 2

OBJECTIVES

The objective of the course is to familiarize the student with basic concepts in individual and group behavior.

COURSE CONTENTS

UNIT I	⇒ Understanding Human Behavior, Conceptual framework for understanding individual behavior as an input-output system, Biological foundation of Behavior, The dynamics of people and Organization ⇒ <u>Comprehensive organizational behavior model; Determinants of organizational effectiveness; Biographical characteristics of individual behavior.</u>
UNIT II	⇒ Individual dynamics: Theory and application of Personality and Creativity, Attitudes and its components, Values, Emotional Intelligence.
UNIT III	⇒ Intra-Personal Processes: Theory and application of Learning, Motivation, Sensation and Perception, and Leadership. ⇒ Inter-personal Process: Analysis of Inter-personal relationships.
UNIT IV	⇒ Group Dynamics: Importance and Need for group formation, Intra-group and Intergroup processes and behavior, Team building and Development.
UNIT V	⇒ Transactional Analysis: Types and Methods. Types of Conflict, negotiation process and issues; Cooperation and Competition.

The examination paper will include question from each unit. The list of cases / specific references including recent articles will be announced and discussed in the class.

TEXT BOOK

- Robbins S.P., Organizational Behaviour, New Delhi, PHI.
- Davis Keith, Human Behaviour at Work, TMH, New Delhi

SUGGESTED READINGS

- Luthans Fred: Organizational Behaviour, TMH New Delhi
- Nelson, Quick, Khandelwal, Organizational Behavior, Cengage Learning.
- Singh, Dalip, Emotional Intelligence at Work, Response Books, Sage Publications, Delhi.
- Pareek Udai, Organisational Behaviour, Oxford, IBH, Mumbai
- Uma Shekharan, Organisation Behaviour, TMH, New Delhi.
- Greenberg & Baron, Behavior in Organization, 2004 Pearson India.
- L.M. Prasad, Behavioral Science,
- Chakraborty S.K Foundations of Managerial Work Contribution from Indian Thought, HPH, New Delhi.

CHHATTISGARH SWAMI VIVEKANAND TECHNICAL UNIVERSITY, BHILAI

MBA SEM I 536114 (36): MANAGERIAL ECONOMICS
CREDITS: 4 LECTURE SCHEME: (L-3; T-1; P-0) Min. No. of CTs: 2

OBJECTIVES

The objective of this course is to acquaint the participants with concepts and techniques used in micro-economic theory and to enable them to apply this knowledge in business decision making.

COURSE CONTENTS

UNIT I	⇒ Nature and Scope of Managerial Economics, Fundamental Concepts in Managerial Economics, Nature and Concept of Profit and Theories of Profit.
UNIT II	⇒ Theory of Demand, Law & Nature of Demand, Demand Determinants, Demand Forecasting, Demand Function, Elasticity of Demand, ⇒ <u>Supply, Law of Supply, Nature of Supply and Equilibrium.</u>
UNIT III	⇒ Cost analysis: Incremental cost, opportunity cost and marginal cost, short and Long run costs function. ⇒ Production analysis: Production function, Returns to scale, Input-Output Analysis.
UNIT IV	⇒ Price-output decisions under different market conditions: Perfect and Imperfect market. ⇒ Market structure: Monopoly, Oligopoly and Duopoly, Monopolistic Competition, Non-Price Competition, Price Discrimination, Product Differentiation.
UNIT V	⇒ Trade cycle ⇒ Economic forecasting for business: Concept of GNP, GDP, Inflation, WPI, CPI, Unemployment. ⇒ Concept and Measurement of National Income: Foreign exchange market, Balance of payments.

The examination paper will include question from each unit. The list of cases / specific references including recent articles will be announced and discussed in the class.

TEXT BOOKS

- Damodaran, "Managerial Economics", OUP, 2006.
- Boyes, The New Managerial Economics (Indian Adaptation), 2005 Edition, Wiley Publication, New Delhi.
- D.N. Dwivedi, Managerial Economics, Vikas Publication, New Delhi.

REFERENCE BOOKS

- Truett & Truett, "Managerial Economics", John Wiley & Sons, 8th edition, Singapore, 2004.
- Samuelson & Nordhus, "Economics", Tata McGraw-Hill Edition, 16e, New Delhi, 1998
- Petersen, Lewis and Jain, "Managerial Economics", Pearson Education, New Delhi, 2006.

SUGGESTED READINGS

- Adhikary, M. Business Economics., New Delhi, Excel Books.
- Baumol, W.J. Economic Theory and Operations Analysis, New Delhi, Prentice Hall Inc.
- Chopra, O.P., Managerial Economics, New Delhi, Tata McGraw Hill.
- Keat Paul G & Philips K.Y. Young, Managerial Economics, Prentice Hall, New Jersey.
- Koutsoyiannis, A. Modern Micro Economics, New York, Macmillan.
- Sloman, J., Economics for Business, 3rd Edition, Pearson Education.
- Paul, G. Keat, Managerial Economics: Economic Tools for Today Decision Maker, 6th Edition, Pearson Education.
- Abel, A.B., Beranake, B.S., Macroeconomics, 7th Edition, Pearson Education.
- Mehta, P.L., Analysis, Problems and Cases, Sultan Chand and Sons, New Delhi
- Hirschey, Managerial Economics, Cengage

CHHATTISGARH SWAMI VIVEKANAND TECHNICAL UNIVERSITY, BHILAI

MBA SEM I 536119 (36): MANAGERIAL COMMUNICATION
CREDITS: 4 LECTURE SCHEME: (L-3; T-0; P-1) Min. No. of CTs: 2

OBJECTIVES

The objective of this course is to prepare the students with the communication activities involved in business and handling situations that arise out of miscommunication.

COURSE CONTENTS

UNIT I	⇒ Business communication: nature and importance, channels and media of communication, communication networks, effectiveness of communication; process of communication barriers and gateways in communication.
UNIT II	⇒ Written communication: Introduction to communication and structure of written communication; Business writing; writing business reports; business letters; memorandum and minutes; Job application and C.V. writing.
UNIT III	⇒ Presentation skills-1: structure, preparing an outline, organizing the material, using visual aids, ⇒ Presentation skills 2: sizing up the audience, delivery, body language, handling the audience, ⇒ Presenting seminars, mock presentation followed by discussion ⇒ Team presentations: basics, coordination, strategies, practice ⇒ Business presentations: basics, introduction, main text, conclusion, controlling nervousness, practice in presentations and speeches.
UNIT IV	⇒ Group discussions: methodology, guidelines, mock group discussions, followed by evaluation and comments ⇒ Meetings and conferences: planning, leading, strategic issues, minutes, web conferencing, practice in meetings ⇒ Team briefing: Guidelines and practice ⇒ Interviews: principles, preparation, success factors, types of questions, on-site interview, mock interviews.
UNIT V	⇒ Corporate communication: strategies, cross-cultural communication, press releases, language of advertisements, writing proposals, crisis communication ⇒ Ethics in business communication: values, ethics and communication, ethical dilemmas facing managers, internet and advertising ethics.

The examination paper will include question from each unit. The list of cases / specific references including recent articles will be announced and discussed in the class.

TEXT BOOKS

- Raman, Meenakshi and Prakash Singh. 2006. Business communication. New Delhi: Oxford University Press.

REFERENCE BOOKS

- Ober Scot. 2004. Contemporary Business Communication, Fifth Edition, New Delhi: Biztantra
- Bell A. H., and Dayle M. Smith. 1999. Management Communication, Singapore: John Wiley & Sons (Asia) Pvt. Ltd.
- Bovee Courtland, L. et. al. 2003. Business Communication Today, Seventh Edition. Delhi: Pearson Education.
- Lesikar and Flatley. 2005. Basic Business Communication, Tenth Edition, New Delhi: Tata McGraw Hill.

SUGGESTED READINGS

- Taylor, Shirley, Communication for Business: A Practical Approach, Addison-Wesley Longman Ltd, 1991
- Rajendra Pal and J.S.Korlahalli- Essentials of Business Communication, Sultan Chand & Sons, New Delhi
- R.C.Sharma & Krishna Mohan- Business Correspondence & Report Writing., TMH New Delhi.

CHHATTISGARH SWAMI VIVEKANAND TECHNICAL UNIVERSITY, BHILAI

MBA SEM I 536116 (36): ACCOUNTING FOR MANAGERS
CREDITS: 4 LECTURE SCHEME: (L-3; T-1; P-0) Min. No. of CTs: 2

OBJECTIVES

The objective of this course is to develop an insight of postulates, principles and techniques of accounting and utilization of financial and accounting information for planning, decision-making and control.

COURSE CONTENTS

UNIT I	⇒ Financial Accounting: Concepts and conventions, accounting equation, importance and scope. Preparation of Journal, ledger and Trial balance.
UNIT II	⇒ Preparation of Financial statements: Profit and loss Account and Balance sheet in compliance with Part II and Part I of schedule VI of companies' act 1956 respectively..
UNIT III	⇒ Cost Accounting: Concepts, need, importance and scope, Stores ledger accounting (FIFO, LIFO, WAM), Stock estimation (EOQ), unit and output costing, cost sheet, tender.
UNIT IV	⇒ Costing Methods: Process costing, contract costing.
UNIT V	⇒ Costing Techniques: Marginal costing, standard costing and absorption costing.

The examination paper will include question from each unit. The list of cases / specific references including recent articles will be announced and discussed in the class.

TEXT BOOKS

- Anthony Robert N., Hawkins David F., Merchant Kenneth A., - *Accounting: Text and cases*, 12th edition-2007, Tata McGraw Hill

REFERENCE BOOKS

- Williams, Haka & Bettner – Financial & Managerial Accounting – *The basis for business decisions*, 13th edition, Tata McGraw Hill
- Warren Carl S., Reeves James M., Fess Philip E., - Financial and Managerial Accounting, Publisher: South-Western College.
- Horngren Charles T., Datar Srikant M., Foster George - Cost Accounting, 11th Edition , Publisher: Prentice Hall.

SUGGESTIONS READINGS

- Anthony R. N. and Reece J.S. Accounting Principles, Homewood, Lllinois , Richard D. Irwin.
- Bhattacharya S.K. and Dearden J. Accounting for Management : Text and Cases. New Delhi, Vikas.
- Heitger, L E and Matulich, Serge. Financial Accounting . New York , McGraw Hill.
- Hingorani, N L. and Ramanathan , A.R. Management Accounting , New Delhi , Sultan Chand .
- Vij. Madhu Financial and Management Accounting . New Delhi , Anmol Publications.
- Koplán & Atkinson, Advance management Accounting, 2004, Pearson India.
- J.M. Gowda, Management Accounting, Himalaya Publishing House
- Dr. S.M. Shukla, Advance Accounting, Sahitya Publication.

CHHATTISGARH SWAMI VIVEKANAND TECHNICAL UNIVERSITY, BHILAI

MBA SEM I 536131 (36): BUSINESS LAW
CREDITS: 3 LECTURE SCHEME: (L-3; T-0; P-0) Min. No. of CTs: 2

OBJECTIVES

The objective of this course is to assist the students in understanding basic laws affecting the operations of a business enterprise. A student is supposed to understand the basic business implications of these laws.

COURSE CONTENTS

UNIT I	⇒ Indian Contract Act, 1872: Nature of Contract, Offer and Acceptance, Consideration, Capacity to Contract, Free Consent, Performance of Contract, Discharge of Contract, Remedies for Breach of Contract. Special Contract: Indemnity and Guarantee. ⇒ Sale of Goods Act 1930: Formation of Contract of Sale: Contract of Sale of Goods, Sale and Agreement to Sell Distinction, Sale and Hire-purchase Agreement, Subject matter of Contract of Sale: Effect of Destruction of Goods, document of Title to Goods.
UNIT II	⇒ Patent law: Application for patents, procedure for grants of patents, working of patents, compulsory licenses and revocation, renewal of lapsed patents. Law relating to consumer protection: Consumer and consumer dispute- consumer protection courts – consumer dispute redressal agencies.
UNIT III	⇒ The Partnership Act 1932: Definition, Partnership Distinguished from other relationship, Formation of Partnership, Duration of Partnership, registration of Firm, Procedure of Registration of Firms, effects of Non-Registration.
UNIT IV	⇒ The Companies Act 1956: Definition of Company, Nature of Company, Kinds of Companies, Formation and Incorporation of Company, Memorandum of Association, Articles of Association, Prospectus, membership in a Company.
UNIT V	⇒ The Negotiable Instruments Act, 1881. Law of Information Technology Act, 2000. Digital signature, electronic governance, electronic records and cyber laws.

The examination paper will include question from each unit. The list of cases / specific references including recent articles will be announced and discussed in the class.

TEXT BOOKS

- Awatar Singh, "Principles of Mercantile Law" Eastern Book Company 2006
- Shaikh Saleem, " Business Environment ," Pearson, 2006.
- Kapoor, N.D.; Mercantile Law, Sultan Chand and Sons, New Delhi, 1992.

REFERENCE BOOKS

- P.C. Tripathi, Industrial Relations and Labour Laws, Sultan Chand and Sons, Delhi.

SUGGESTIONS READINGS

- A.K. Majumdar, G.K. Kapoor, Company Law, Taxmann's, New Delhi.
- Madan; Principles of Law, Progressive Corporation, New Delhi, 1989.
- Shukla, M.C.; Manual of Mercantile Law, Sultan Chand, New Delhi, 1986.
- Gulshan, S. S. and G. K. Kapoor; Business Laws, New Age International, New Delhi, 1998.
- S.K.Tuteja: Business Law for Managers, Sultan Chand New Delhi
- K.R. Bulchandani, Business Law for Management, Himalaya Publishing House, New Delhi.
- Rama Gopal, Business Legislation, New Age Publishing.

CHHATTISGARH SWAMI VIVEKANAND TECHNICAL UNIVERSITY, BHILAI

MBA SEM I 536132 (36): BUSINESS ETHICS AND CSR
CREDITS: 4 LECTURE SCHEME: (L-3; T-1; P-0) Min. No. of CTs: 2

OBJECTIVES

The basic objective of this course is to make the students realize the importance of values and ethics in business and acquaint them with the latest trends in corporate social responsibility.

COURSE CONTENTS

UNIT I	⇒ Overview of CSR: Philanthropy; Conventional and Strategic; Environmental issues; Social issues; Labor and related issues; Ethical and Governance issues. ⇒ Corporate Social responsibility: Social responsibility of a business firm; Social responsibility of business stakeholders (owners, employees, consumers and community); response of Indian firms towards CSR.
UNIT II	⇒ CSR and Consumer Protection: Consumerism, unethical issues in functional aspects of management (sales, marketing and technology etc.); competitive strategy.
UNIT III	⇒ Wider concept of social responsibility: Cost-benefit analysis of corporate social responsibility and good corporate citizenship (Social / moral obligations and survival). ⇒ Ethics and human rights, balanced global environment, concern of global warming, judicious use of natural resources.
UNIT IV	⇒ Corporate Ethics: Fundamental principles of ethics, Values concepts, types and formation; principles and concepts of managerial ethics; relevance of ethics and values in business; corruption in businesses; values of Indian managers; factors influencing business ethics.
UNIT V	⇒ Case analysis of failure of leading corporate and top auditing firms due to lapses in ethical and social responsibilities. ⇒ Role of international trade and business organizations, Concept of Ombudsman. ⇒ Overview of NGO and CSR

The examination paper will include question from each unit. The list of cases / specific references including recent articles will be announced and discussed in the class.

TEXT BOOKS

- Velasquez (2002) - Business Ethics - Concepts and Cases, Prentice Hall, 5th edition.
- Baxi C.V. and Prasad Ajit (2005): Corporate Social Responsibility, Excel Books.
- Al Gini, Case Studies in Business Ethics (5th Edition).

REFERENCE BOOKS

- Kaur Tripat, Values & Ethics in Management, Galgotia Publications.
- Chakraborty, S.K. Human Values for Managers.
- Badi, R.V. and Badi, N.V. Business Ethics, Vrinda Publications

SUGGESTED READINGS

- Business Ethics, Crane and Matten, OUP
- Corporate Governance, 2nd Edition, Mallin, OUP
- Values and Ethics for Organizations, Chakraborty, OUP
- Perspectives in Business Ethics, Hartman, Chatterjee
- Ferrel, Business Ethics: A case Perspective, Cengage

CHHATTISGARH SWAMI VIVEKANAND TECHNICAL UNIVERSITY, BHILAI

MBA SEM I 536121 (36): CAM LAB & VIVA
CREDITS: 2 LECTURE SCHEME: (L-0; T-0; P-3)

OBJECTIVES

The objective of this course include developing familiarity with different software and hardware systems available in the industry and developing experience in using computers for various tasks involved in businesses.

COURSE CONTENTS

1. Computers: An Introduction to computers; Elements of a Computer System; Generations of Computers and Computer Languages; Personal Computers in Business
2. Hardware Fundamentals: Peripheral devices and their classification; Storage devices; Computer Architecture
3. Operating Systems and its types; Basic DOS, Unix, Linux and Windows Operating System
4. Introduction to MS-Office: Working with MS-word, MS-Power-point, MS-Excel
5. SQL and MS-Access Database: Select, insert, create, update and delete commands
6. Introduction to Networking: Exposure to LAN topology and protocols
7. Concept of Internet, Browser and Search Engine; Creating HTML documents: Basic formatting in HTML, inserting hyperlinks, tables, list, marquee etc.
8. Application of Computers in Business: E-Commerce (for example e-ticketing, e-billing, e-payments etc.), Accounting and finance, and M-Commerce etc.

SUGGESTED READINGS

- David, Van Over, Foundations of Business Systems, Forth Worth, Dryden 1992
- Summer, M. Computers Concepts and Uses, 2nd ed. Englewood Cliffs, PHI publication
- Estrada, Susan Connecting to the Internet, Sebastopol, CA O'Reilly 1993
- Eliason, A.L On-Line Business Computer Applications, Chicago, Science Research Association.
- John, Moss Jones, Automating Mangers: the implications of Information Technology for Managers. London, Printer

MBA SEM I 536124 (36): BUSINESS CASE ANALYSIS LAB & VIVA
CREDITS: 3 LECTURE SCHEME: (L-1; T-0; P-3)

OBJECTIVES

The Students will be taught how to develop, write & solve cases of business & management pertaining to the subjects taught (viz: management concepts, managerial economics, Accounts, Business communications, business environment, behavioral science, etc.) during the ongoing semester. The students will be given a case which they need to analyze in different groups (*group size: minimum two and maximum three*). The students will be asked to present their group presentation (5-10 minutes for each presentation) in front of an internal and an external examiner.

CHHATTISGARH SWAMI VIVEKANAND TECHNICAL UNIVERSITY, BHILAI

MBA SEM I 536125 (36): GENERAL COMMUNICATION LAB

CREDITS: 1 LECTURE SCHEME: (L-0; T-0; P-2)

OBJECTIVES

The objective of this course is to assist students in developing their skills in spoken English. The students will be asked to learn and speak English for various occasions.

COURSE CONTENTS

The course content below displays various situations which one comes across in daily life. Adjacent to each situation the means of developing one communication skill is given through which one will learn to converse in English.

• Questions	Group discussion
• Shopping	Role playing
• Theatre vs. Films	Prepared speech
• Holidays	Impromptu speech
• Telephone	Role playing
• Plans	Group discussion
• Transport	Role playing
• Home	Group discussion
• Interview	Role playing
• The Doctor	Group discussion
• Friends	Role playing
• Education	Prepared speech
• Eating out	Role playing
• Politics	Group discussion
• News	Prepared speech
• Sport	Impromptu speech
• Absent friends	Prepared speech
	Debate
	Debate
	Impromptu speeches
	Exercises