



RKDF UNIVERSITY

MBA FULL TIME COURSE

Details of Subjects MBA

Semester: 01

Sr. No	Name of Course/ Group	Name of Subject	Subject Code.	Assignment		Mid Sem (If any)		Theory		Practical		Total.
				Max Marks	Min Marks.	Min. Marks	Max. Marks.	Max. Marks	Min Marks.	Max. Marks	Min. Marks	
1.	MBA	Management Concept & Practices	CP-1	20	8			80	32			100
2.	MBA	Managerial Economics	CP-2	20	8			80	32			100
3.	MBA	Financial & Management Accounting	CP-3	20	8			80	32			100
4.	MBA	International Business Environment	CP-4	20	8			80	32			100
5.	MBA	Environment Management	CP-5	20	8			80	32			100
6.	MBA	Quantitative Techniques	CP-6	20	8			80	32			100
7.	MBA	Business Communication	CP-7	20	8			80	32			100
8.	MBA	Introduction to Information Technology	CP-8	20	8			80	32			100

Scheme of Examination:-

Total Marks: (Internal Marks 20, External Marks 80)

Section-A: Objective 10 Questions.

$$10 \times 2 = 20$$

Section-B: Short Answers (05 Out of 06)

$$5 \times 6 = 30$$

Section-C: Long Answers (03 Out of 04)

$$3 \times 10 = 30$$

$$\text{Total} = 80 \text{ Theory} + 20 \text{ Internal} = 100$$



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M.B.A. FULL TIME COURSES

FIRST YEAR

Semester – I

Course	Subject Title	Subject Code
MBA	Management Concepts & Practices	CP - 1

OBJECTIVES:- The objective of this paper is to familiarize the student with basic management concepts and behavioural processes in the organization.

Module – I

Evolution of Management Thoughts: Bureaucracy theory – Weber, Scientific management. F.W.Taylor, Administrative (Process) Management – Henry Fayol, Human relations era – Elton Mayo, Systems and contingency approach, for understanding organizations, Managerial processes, functions, skills and roles in an organization.

Module – II

Social Responsibility of Business; Understanding and Managing individual behavior – Personality, Perceptions, Values, Attitudes, Learning, work Motivation, Motivation Theories, Individual decision making and problem solving.

Module – III

Transactional Analysis, Johari Window. Understanding and managing group processes; Interpersonal and group dynamics applications of emotional intelligence in organizations.

Module – IV

Group decision making, Leadership Theories, Delegation, MBO and Modern Management Thoughts.

Module – V

Understanding and Managing organizational system – Organizational design and structure, Work stress: Causes, Sources and Management of Stress.

SUGGESTED READINGS:

1. Luthans, F. Organizational Behaviour. 7th ed., New York, McGraw Hill,
2. Stir, J. etc. Management. 6th ed., New Delhi, Prentice Hall of India, 1
3. Chandan J., Organizational Behaviour, Vikas Publication.
4. Koontz O Donnel, Principals of Management.
5. Management concept and practices by L.N.Prasad



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FIRST YEAR

Semester – I

Course	Subject Title	Subject Code
MBA	Managerial Economics	CP - 2

OBJECTIVES:- objectives of this course is to acquaint the students with concepts and techniques used in Micro – Economic Theory and to enable them to apply this knowledge in business decision-making.

Module – I

Microeconomics Introduction, Market forces Demand and Supply, Equilibrium of Demand and Supply, Elasticity, Consumer Behavior, Diminishing Marginal Utility, Consumer Equilibrium, Income and Substitution Effects, Consumers Surplus, Production Analysis-Production Function -Short Run and Long Run (Law of Variable Proportions and Returns to Scale)

Module – II

Cost Analysis-Cost Concepts -Long Run and Short Run Analysis, Revenue Concepts, Breakeven Analysis, Market Structures -Criteria for Market Classification, Different Market Structures -Non Price Competition

Module – III

Demand Forecasting Significance - Forecasting Techniques- Determinants- Indian Financial System Structure - M1y Market - Capital Market -Reserve Bank of India -Role and Functions

Module – IV

Military Policy -Meaning and Objectives -Instruments of Military Policy, Fiscal Policy -Meaning and Objectives -Instruments of Fiscal Policy, Macroeconomics Introduction –Scarcity- Trade Off - Opportunity Cost - Production Possibility Frontier

Module – V

Comparative Economic Systems- Keynesian Economics Aggregate Demand and Supply-National Income Gross and Net Concepts - Measurements- Consumption and Investment Marginal Propensity to Consume- Interest Rate, Inflation Types - Causes and Costs- Unemployment -Types of Unemployment

References:

1. Samuelson & Nordhaus, "Economics", Tata McGraw Hill
2. Hirschey Mark, "Economics for Managers", Thomson
3. Salvatore Dominick, "Managerial Economics in a Global Economy", Thomson



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FIRST YEAR

Semester – I

Course	Subject Title	Subject Code
MBA	Financial and Management Accounting	CP - 3

OBJECTIVES:- The basic purpose 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.

Module – I

Introduction and Development of Financial Accounting. Definition of Accounting -Accounting Principles - Concepts - Conventions and Standards - Introduction to Indian Accounting Standards (IAS).

Module – II

Books, Records and Trial Balance-Basics of Accounting - Rules for Debit and Credit- Preparation of Journal Posting to Ledger and preparation of Trial Balance.

Module – III

Preparation of Financial Statements or Final Accounts. - Preparation of Trading Profit and Loss Account , Balance Sheet with adjustments for Outstanding & Prepaid Expenses and Incomes.

Module – IV

Financial Statement Analysis.-Objectives, Techniques of Financial Statement Analysis - Comparative Statements, Common Size Statements, Trend Analysis-Ratio Analysis Liquidity, Profitability, Turnover and Market Test Ratios- Problems on Computation and Interpretation of various Accounting Ratios.

Module – V

Fund Flow Statement -Meaning of Fund Flow Statement Analysis - Meaning of Fund, Sources and Applications of Funds - Statement of Changes in Working Capital - Computation of Fund from Operations - Preparation of Fund Flow Statement .Cash Flow Statement -Preparation of Cash from Operations - Preparation of Cash Flow Statement - Distinction between Fund Flow and Cash Flow Statement .Introduction to Mechanized Accounting (Overview of Tally)

References:

1. "Financial and Management Accounting" by T.S Reddy & Y.Hariprasad Reddy
2. "Advanced Accounting" – Vol. I & II by S.P.Jain and K.L.Narang
3. "Advanced Accounts" by M.C.Shukla, T.S Grewal and V.C Gupta



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Semester – I

Course	Subject Title	Subject Code
MBA	International Business Environment	CP - 4

OBJECTIVES:- The primary Objectives of this course is to acquaint the students to emerging global trends in business environment.

Module – I

International Business : An Overview – Types of International Business; Modes of Entering into IB, Macro and Micro Environment of IB. Various theories of IB, Types of companies entering into IB, Countertrading, Barriers to International Trade, subsidies, Quotas, Tariffs and Duties, Anti Dumping, Concepts-Open Economy- Theories of International Trade.

Module – II

Balance of Trade, Balance of Payments, Equilibrium and disequilibrium, Export and Import Policies , GATT and WTO and its importance for Int. Business, International Military Fund (IMF), Word Bank, IBRD, ADB, UNCTAD, IFC

Module – III

Exchange rate determination, Fixed and Flexible exchange rate, Convertibility of Rupee and its implication, Foreign Institutional Investors (FII), Foreign Direct Investment (FDI), Euro-Currency. International Banks, International Currency Markets, and Regulators,

Module – IV

Regional Blocks; EU, NAFTA, ASEAN, SAARC, Internationalization of Service Firms, Export Management; Merger, Acquisitions and Joint Ventures and Global Competitiveness.

Module – V

Globalization and Global Human Resource Management, Human Resource Development; Globalization with Social Responsibility. Global Business Ethics and Culture, Recent trends in IB

SUGGESTED READINGS :

1. Alowrth, Julian S. The Finance, Investment and Taxation Decisions of Multinational London, Basil Blackwell 1988.
2. Bhalla, V K and S. Shivaramu, International Business Environmental and Business New Delhi, Anmil 1995.
3. Bhalla, V K International Economy, Liberalisation Process, New Delhi, Anmol, 1993.
4. Daniel, John D and Radebangh, Lee H International Business 5th ed., New York, Addison Wesley, 1989.



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FIRST YEAR

Semester - I

Course	Subject Title	Subject Code
MBA	Environmental Management	CP - 5

OBJECTIVES:-to understand the importance of environment, to understand them and manage

Module - I

The Fundamentals of Ecology and Environment- The Living part - Species and Biodiversity, Individuals, Population, Environment - The Non-Living part - Air, Water and Soil, Ecosystem and Ecology. Understanding the Environmental Issue. What is Pollution? Air Pollution, Water Pollution, Soil Pollution, Noise Pollution, Nuclear Pollution. Man's economic activities - A view over time - Models of History, Hunter Gatherer, Agricultural, Modern fossil Fuel.

Module - II

Human Population and Environment- Population and Resource Utilization, Development and Resource Depletion, Consumption patterns of different Societies, The Emerging Population- Development - Environmental Crisis. Sustainable Development - The current conception of development, Is an alternate model of Development / living in sight?, The triple bottom line, Sustainable development is more than about environment more about the fossil fuel economy- We will run out of fuel by 2050!!!

Module - III

Global Issues and Global Initiatives- The Ozone Depletion Issue and the Montreal Protocol, The Global Warming Issue and the Kyoto Protocol. Environmental Management System- Environmental Impact Assessment, ISO 14001, ISO 14001 Audit Protocol.

Module - IV

Alternate fuels and recycling- The fuel of the future Hydrogen economy? Reduce, Reuse and Recycle; Recycling Symbols, World Trade Organization Provisions, WTO and the Environmental Issue, The Tension between Trade and Environment.

Module - V

Future of Environmental Management: - Carbon Trading Industrial Ecology, Biomimicry, Gaia Theory, Biosphere II Experiments, Environmental Ethics- The Ethical Dimension of Environmental Degradation, Integrating Environment and Business- How can the Environmental Issue be an opportunity for Business, Looking at the environment as the real capital, Eco efficiency.

References:

1. "Environmental Management" -N. K. Uberoi
2. "Environmental Management" H M Saxena
3. "Silent Spring": Rachel Carson



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FIRST YEAR

Semester – I

Course	Subject Title	Subject Code
MBA	Quantitative Techniques	CP - 6

OBJECTIVES:- The objective of the course is to make the students familiar with some basic statistical and linear programming techniques. The main focus, however, is in their applications in business decision making.

Module – I

Measures of Central Tendency and Measures of Dispersion - Mathematical Averages, Arithmetic Mean, Geometric Mean, Harmonic Mean, Positional Averages Median, Quartiles, Deciles, Percentiles and Mode.

Module – II

Measures of Dispersion, Absolute Measure of Dispersion, Range, Mean Deviation, Standard Deviation and Variance, Relative Measures of Dispersion, Coefficient of Variation, Quartile Coefficient of Variation.

Module – III

Bivariate and Multivariate Distributions, Correlation and Regression, Different Measures of Correlation, Covariance, Karl Pearson's Correlation Coefficient, Spearman's Rank Correlation Coefficient, Scatter Diagram, Regression Lines, Regression Coefficients, Coefficient of Determination.

Module – IV

Probability, Sets, Permutation and Combination, Different Approaches to Probability, Sample Space, Events, Operations of Events, Marginal, Joint Probability and Conditional Probability, Bayes Theorem and Application of Bayes Theorem, Probability Distributions, Discrete Distributions, Binomial Distribution, Poisson Distribution, Continuous Distribution, Normal Distribution and Application.

Module – V

Sampling Distributions, Estimation and Testing of Hypothesis Population, Samples, Estimation of the Parameter Hypothesis, Type-1 Error, Type-2 Error, Testing the significant difference of 1) Population Mean and a Sample Mean, 2) II Sample Means 3) Population Proportion and Sample Proportion 4) II Sample Proportions, Testing of more than II Sample Means, ANOVA, Chi Squared Distribution, Testing goodness of Fit and Independence of Association.

References:

1. "Quantitative Methods" (Section 2), B.M. Aggarwal, Sulthan Chand & Sons
2. "Statistics for Management", Richard. I. Levin, David S. Rubin
3. "Statistics for Business and Economics", David R. Anderson, Dennis J. Sweeney, Thomas A. Williams.



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FIRST YEAR

Semester – I

Course	Subject Title	Subject Code
MBA	Business Communication	CP - 7

OBJECTIVES: The objective of this paper is to equip the students with the necessary skills and techniques of business communication.

Module - I

Introduction to Communication , Scope, Relevance and Importance of Communication Historical Perspective of the Development of Communication - A. Pre-Historic Period, B. Ancient and Medieval Period, C. Modern Era, D. Recent Trends, Nature, Elements, Types

Module - II

Definitions of Communications - a. Management Communication-A Case Analysis Approach, Principles and Process of Communication, Channels of Communication ,Non- Verbal Communication & Body Language, Barriers to Communication, Overcoming Barriers to Communication, Role of Communication,

Module - III

Communication and Managers, , Introduction to Practical Managerial Communication-Listening to the Spoken and the Unspoken-Business , NeHrks Listening, Art of Conversation, Communication Aids & Media mix, Issues of Cross Cultural Communication

Module - IV

Strategic Approach to Business letter writing-Public speech-Presentations and PowerPoint-Presentation Construction

Module - V

Dynamism in Cover Letters and Resume-Knowing Yourself-A Self Report, Persuasive Presentations-Selling a Concept - 5 V Report Writing-Business Conversations-Board Meetings

References:

1. Munter, Mary. "Guide to Managerial Communication"
2. Hamlin, Sonya "How to talk so people listen"
3. Lehman, Carol H"Business Communication" (Oxford) - By Meenakshi Raman and Prakash Singh
4. Debbie Dufrene "Business Communication"



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FIRST YEAR

Semester – I

Course	Subject Title	Subject Code
MBA	Introduction to Information Technology	CP - 8

OBJECTIVES: The objectives of this course include developing an appreciation of different software and hardware systems available in the industry among the students and build up the experience of computer usage in business organizations

Module – I

Information Technology-Message Transmission - E mail -Computers in Industry Graphical User Interface-Computer Architecture-CPU Parts-I/O Devices-Operating Systems-windows.

Module – II

Classification of Computers-Flowcharts-Algorithms-Types of Software- Text Processing using MS-Word-Formatting, Tables, Graphics-Macros Mail Merge, Layout, Design - Introduction to MS- PowerPoint-Making Presentations, Animations, Timings etc.

Module – III

Introduction to the concept of Spread Sheet- MS-Excel-Creation of Spread Sheets- Graphics-Functions-Mathematical, Statistical, Character, Date Forms- Data Entry, Validation, Errors, Input Messages-What-if-Analysis-Pivot Charts and Tables Data Importing.

Module – IV

Database Concepts -RDBMS-MS Access-Database creation-Data Types-Forms- SQL Querying

Module – V

Internet History -Internet Protocols-Worldwide Web-Brief Introduction to Multimedia, Data Communications and Computer NetWork-LANS and WANS, NetWork, E-commerce, Electronic Fund Transfer.

References:

1. "Introduction to Computers" Peter Norton, Tata McGraw Hill Publishers.
2. "Information Technology and Systems" Green B.C, Longman Scientific & Technical Publishers, England, 1994.
3. "Information Technology- The Breaking Wave", D. Curtin, K Sen & L. Morin, Tata McGraw Hill, 1999.