First Semester

Curriculum

MBA (Full Time) 2 Yrs. Program of D.A.V.V., Indore

For

Affiliated Institutions

DEVI AHILYA VISHWAVIDYALAYA, INDORE

MASTER OF BUSINESS ADMINISTRATION (MBA)

CURRICULUM FOR FULL-TIME COURSES

FIRST YEAR

First Semester

SUBJECT CODE	LIST OF SUBJECTS	
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COURSES AND SYLLABUS FOR SECOND, THIRD AND FOURTH SEMESTER SHALL BE COMMUNICATED LATER.

FT-101C MANAGEMENT PRINCIPLES AND PRACTICES

Course Objective

The objective of this course is to help the students gain understanding of the functions and responsibilities of the manager, provide them tools and techniques to be used in the performance of the managerial job, and enable them to analyze and understand the environment of the organization.

Examination

The faculty member will award internal marks out of 20 (8 for Tests and 12 for class participation). The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have 6 theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases.

Cases prescribed below are only for class room discussion and internal evaluation and not for end semester examinations

Course contents

1. Concept of Management

Functions and Responsibilities of Managers, Fayol's Principles of Management, Management Thought - The Classical School, the Human Relations School, Systems Theory, Contingency Management, Developing Excellent Managers. Cross cultural issues in management.

Case:Shui Fabrics.

2. Planning

Nature and Purpose of Planning, The Planning Process, Principles of Planning, Types of Planning, Advantages and Limitations of Planning.

Case:Planning for Diversified Activities in a Changing Environment

3. Concept and Nature of Objectives:

Types of Objectives, Importance of Objectives, Setting Objectives, Management by Objectives (MBO), Benefits and Weaknesses of MBO.

Case:Detroit and Toyota

4. Strategies and Policies:

Concept of Corporate Strategy, Formulation of Strategy, Types of Strategies. The Strategic Planning Process, The TOWS Matrix, The Portfolio Matrix, Three Generic Competitive, Strategies by Porter, Effective Implementation of Strategies, Types of Policies, Principles of Formulation of Policies, Decision Making Process, Individual Decision Making Models.

Case: Coke verses Pepsi

5. Organizing

Nature and Purpose of Organizing, Bases of Departmentation, Span of Management, Determinants of Span of Management, Line and Staff Relationship, Line-Staff Conflict, Bases of Delegation, Kinds of Delegation and Decentralization, Methods of Decentralization.

Case:Bajaj Auto

6. Controlling:

Concept and Process of Control, Control Techniques, Human Aspects of Control, Control as a Feedback System, Feed Forward Control, Preventive Control, Profit and Loss Control, Control Through Return on Investment, The Use of Computer for Controlling and Decision Making, The Challenges Created by IT as a Control Tool.

Case: Controlling Information At Frito-lay, INC.

Text Readings

1. Stephen P. Robbins, David A. Decenzo, Sanghmitra Bhattacharya, 7 Madhushree Nanda Agarwal, **Fundamentals of Management**, Pearson Education, 2009
2. Kreitner, **Management Theory and Applications**, Cengage Learning,India, 2009
3. Robbins, **Management**, 9th edition Pearson Education, 2008,
4 Griffin, **Management Principles and Applications**, Cengage Learning,India First Edition
5 Harold Koontz, O'Donnell and Heinz Weihrich, **Essentials of Management.** New Delhi, Tata McGraw Hill, 2006
6 Stoner, **Management**, PHI Learning, 2008
7 Richard L. Daft, **Principles Of Management,** Cengage Learning,India, 2009

Suggested Readings

1 Anil Bhat & Arya Kumar **Principles Proccesses and Practices** 1st Edition 2008 Oxford Higher Education
2 Satyaraju & Parthsarthy**,Management Text and Cases**, PHI Learning, 2009
3 J.S. Chandan, **Management Theory and Practice**,1st edi,Reprint2007 Vikas Publishing House.
4 Kanishka Bedi, Management and Enterpreneurship, 1st Edition 2009 Oxford Higher Education

FT 102C MATHEMATICS AND STATISTICS FOR MANAGERS

Course Objective

The objectives of the course are to equip the students with the mathematical and statistical techniques and their application to business problems. The emphasis will be on the concepts and application rather than derivations.

Examination

The faculty member will award marks out of a maximum of 20 marks for the internal performance of the student (8 marks for internal test and 12 marks for cases / class participation). The Semester Examination will be worth 80 marks. It will have two Section, A and B. Section A will contain four questions from Part I-Business Mathematics. Similarly, Section B will contain four questions from Part II-Business Statistics. A student will be required to attempt any five questions with a minimum of two questions from each section. The questions will contain theoretical as well numerical and/or cases/ practical problem(s). All questions will carry equal marks.

Course Contents

PART I – BUSINESS MATHEMATICS

Mathematical Preliminaries- Numbers**,** Sequences and Series, Progressions (Arithmetic, Geometric and Harmonic), Set, Sub- sets and functions. (Students should be familiar with the concepts but there will be no questions from preliminaries in the examination).

1. Sets and Functions: Venn diagram and its applications, Operations on sets, Cartesian product of sets, applications. Functions - Algebraic functions (polynomial - linear, quadratic and rational), transcendental functions (exponential, log and trigonometric functions with identities).Examples of Business Applications.
2. Limits and Continuity of Functions: Introduction, Limit of a variable and a function, Implications of Limit of Functions, Continuity of a function of one variable.
3. Differentiation concepts: Derivatives of a function, derivatives of sum, difference, product and quotient, applications of differentiation in economic and managerial problems like marginal analysis, elasticity, Maxima and Minima- Concept and uses.
4. Integration Concepts: Elementary integration, Integration by parts, Simple definite integrals, economic application, consumer surplus and producer surplus.
5. Discounting, Compounding, and Annuity.
6. Vectors, Matrices and Determinants with Business application: Vectors, Operations on Vectors, Matrices Types of matrices, operations on matrices, adjoint of matrix, inverse of a matrix, elementary row operations. Solution of simultaneous linear equations using matrices/ determinants, input/output analysis.

PART II – BUSINESS STATISTICS

Statistical Preliminaries- measures of Central Tendency- Mean, Median, Mode, Measures of dispersion- mean deviation and standard deviation. (Students should be familiar with the concepts but there will be no questions from preliminaries in the examination).

1. Introduction to Statistics: Meaning and Definition of Statistics, Scope and Limitations of Statistics, Role of Statistics in Management Decisions,
2. Probability Theory and Probability Distributions: Concepts, additive, multiplicative, conditional probability rules, Baye's Theorem, Binomial, Poisson and Normal distributions- their characteristics and applications
3. Correlation & Regression: Correlation (Karl Pearson's and Spearman's Coefficients), Methods of computing simple correlation and regression Line of Regression, Curve Fitting- Least Square Method)
4. Time Series: Time Series and its Components, Analysis, Models of Time Series, Methods of Studying Components of Time Series: Measurement of trend (moving average and least squares method), Measurement of seasonal variations (moving average method) Measurement of cyclic variations (residual method).
5. Statistical Decision Theory: Decision making process, Decisions under Uncertainty and Decisions under Risk.

Text Reading

1 J.K. Sharma, "**Mathematics for Management and Computer Applications"**, New Delhi, Galgotia Publication,

2 R. K. Ghosh and S. Saha, "**Business Mathematics and Statistics"**, Calcutta, New Central Book Agency

3 S. Saha, **"Business Mathematics and Quantitative Techniques"**, Calcutta, Central Book Agency,

4 Anderson,**Statistics for Business & Economics**,9th edition, Cengage Learning,India

5 David Levine, T. Krenbil, P.K.Viswanathan, **Business Statistics**, Pearson Education, 2008.

6 S.P. Gupta, "**Statistical Methods**", New Delhi, Sultan Chand and Sons, 2007

7 S.C. Gupta, **Business Statistics,** Himalaya Pub House, 2008

8 T.N.Srivastava, **Statistics for Management**, TMH, 2008

Suggested Readings (Latest Edition books)

1. J. N. Kapur and H. C. Saxena. "**Mathematical Statistics"**, New Delhi, Sultan Chand and Company Ltd.,
2. R. Jayprakash Reddy and Y. Mallikarynna Reddy, "**A Text book of Business Mathematics"**, New Delhi, Ashish Publishing House
3. K. B. Dutta, "**Matrix and Linear Algebra"**, New Delhi, PHI Learning
4. D. C. Sancheti and V. K. Kapoor, "**Statistics: Theory, Methods and Applications",** New Delhi: Sultan Chand and Sons.,
5. D.N. Elhance, Veena Elhance and B. M. Aggrawal, "**Fundamentals of Statistics"**, Allahabad: Kitab Mahal

FT-103C ACCOUNTING FOR MANAGERS

Course Objective

The objective of this course is to acquaint the students with the basic concept of Financial, Cost, and Management Accounting and further to develop understanding of Accounting for Managers for Decision Making.

Examination

The faculty member will award internal marks out of 20 (8 for Tests and 12 for class participation) The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have 4 theory questions out of which students will be required to attempt any two questions. Section B carrying 60 marks will contain five practical/numerical problem(s), out of which a candidate is required to attempt any three. These questions would require the candidates to take decision on management problems considering quantitative and non-quantitative factors both and to defend their decisions. Relevant data leading to simple calculations for arriving at relevant figures will be given to them.

Course Content

Part I: Financial Accounting

1. Basic Accounting Concepts and Fundamental Conventions.
2. Concept of Double Entry System, Basic knowledge of Accounting Process: Journal, Ledger, Trial Balance, Closing Entries, Opening Entries, Subsidiary Books and Rectification of Errors.
3. Preparation of Final with Adjustments: Manufacturing, Trading and Profit and Loss Account and Balance Sheet.
4. Depreciation and its importance in Decision Making, Straight Line Method and Written Down Value Method.
5. Bank Reconciliation.

Part II: Cost Accounting

1. Need for Cost Information, Cost Objective, Elements of Cost and Classification of Costs.
2. Concept, Elements and Managerial Uses of Unit Cost, Batch Cost, Job Order Costs, Contract Cost, Process Cost, Joint Product Cost and By-Product Cost.
3. Cost Control and Cost Reduction, Target Costing and Activity Based Costing.

Part III: Management Accounting

1. Basic Management Accounting Concepts, Relationship with Financial Accounting and Cost Accounting.
2. Break Even Analysis, Contribution Analysis and Segment Contribution and their use in Profit Planning.
3. Standard Costing and Variance Analysis – Material Variance, Labour Variance, Overhead Variance, Sales Volume Variance, Margin Variance and Profit Variance, Use of these Variances.
4. Managerial Decision Making through Accounting Information.

Text Readings

1. P.C. Tulsian, **Financial Accounting, Pearson**, 2008
2. S.N. Maheshwari, **Introduction to Accountancy,** New Delhi, Vikas Publishing House, 10th Edition, 2009
3. Hansen, **Management Accounting, 7th edition** Cengage Learning,India
4. N. Ramchandran and Ramkumar Kakani, **Financial Accounting for Management,** New Delhi, Tata-Mac Graw-Hill, 2nd Edition, 2008.
5. Paresh Shah, **Basic Financial Accounting for Management,** New Delhi, Oxford University Press, 2008.
6. Anthony Robert N., Hawkins David F., Merchant Kenneth N., **Accounting Text and Cases**, Tata McGraw Hill Publication, New Delhi, 12th Edition, 2007.
7. O.S. Gupta and Pankaj Kothari, **Accounting for Managers,** New Delhi, Frank Bros. & Co., Reprint, 2007.
8. Banerjeee, **Financial Accounting,** PHI, 2009.
9. M.N. Arora**, Cost Accounting:Principle & Practices,**10th edition**,** Vikas Publishing House,2007

Suggested Readings

1. Paresh Shah, **Management Accounting**, 1st edition ,Oxford University Press, 2008.
2. John Wild, **Financial Accounting Information for Decisions**, New Delhi, Tata-Mac Graw-Hill, 2008
3. James Jiambalvo, **Managerial Accounting,** Wiley India, 2nd Edition, 2007.
4. S.N. Maheshwari and S. K. Maheshwari, **A Text Book of Accounting for Management,** New Delhi, Vikas Publishing House, 10th Edition, 2009
5. Louderback, **Managerial Accounting** 10th edition, Cengage Learning,India
6. S.K. Bhattacharyya, **Accounting for Managers,**Reprint 2009, Vikas Publishing House Pvt. Ltd.

FT-104C IT and E-Business Fundamentals

Course Objective

The objective of this course is to help students to understand the basics of Information Technology and eBusiness Fundamentals. The subject course is to help students to understand the management aspect of E-commerce Technological Environment

Examination Scheme:

The faculty member will award internal marks out of 20 (8 for Tests and 12 for class participation). An External viva-voce will be of 30 marks. The end semester examination will be worth 50 marks having theory and cases/practical problems. There will be 7/8 questions out of which a student will be required to any 5 questions.

Course Content

Prerequisites for Course

1. **Introduction to Computer :**

   Hardware: Input / output devices, storage devices and memory.

   Software: System and Application Software, Compilers, Interpreters and Assemblers. Computer Languages: Levels of languages, generation and their features. Number System: Introduction to number system, binary, decimal, hexadecimal and their inter conversions and their uses in computer system.

   Internet: Concepts & Services, Hardware and software requirements, type of Internet connections

2. **Operating Systems**

   WINDOWS XP: Basic Operations, utilities and features.

   UNIX: Introduction, features and basic commands (like: pwd, cp, cd, rm, mv, ls, cat, mkdir, ch mod, rmdir, who, who am i, banner, date, kill, etc.).

   (Students should be familiar with these concepts but there will be no questions from topics)

1. **Application Software (MS-Office XP 2003)**

   MS Word: word basics, formatting text and documents, introduction to mail merge & macros.MS Excel: Excel basics, rearranging worksheets, working with graphics, using worksheet as databases, automating “what-if” projects.

   MS PowerPoint : PowerPoint basics, creating presentation MS Access: Database creation, screen/form design, report generation using wizard

2. E-Business: Fundamentals, E-Business framework, E-Business application, Technology Infrastructure for E-Business.
3. Mobile and Wireless computing fundamentals: Mobile computing, framework, wireless technology and switching method, mobile information access device, mobile computing application.
4. E-Business Models: Elements of Business models, B2B, B2C models

5. Payment Systems: Type of E-payment, digital token–based e-payment, smart card, credit card payment systems, risk on e-payment, designing e-payment
6. Security Environment: Security Threats, Technology Solutions, Client–server security, data and message security, document security, firewalls. Ethical Social and Political issues in ecommerce.
7. Inter-organization Business: EDI application in business, EDI: legal, security, standardization and EDI, EDI software implementation, VANs (value added net work) Internet based EDI
8. Online Marketing Concepts: Process, Marketing Communication, Marketing Tools.
9. Future of Electronic-Business: Virtual Factory, Strategies for Electronic Business, Making Money on net, Web portals and vortals concepts. Introduction Search Engine Optimization

Text Readings

1. Ravi Kalakotta & Whinston B., **"Frontiers of E-Commerce"**, Pearson Education,Reprint 2009 New Delhi
2. R. Kalakotta & M. Robinson, **"E-Business: Roadmap for Success"**, Pearson Education Reprint 2009, New Delhi.
3. lauden and Traver. **Ecommerce: Business Technology Society**,4THEdition2009 Pearson Education, New Delhi
3 Schneider ,**E-Commerce Strategy technology and implementation**,1st,edition,2008, Cengage Learning, India
5 Elias M. Awad, **Electronic Commerce,** PHI Learning. 2009
6 Rayudu C. S. **e-Business**, 2007, Himalaya Publishing House.

Suggested Readings

1 Daniel Amor, **"The E-Business (R) Evolution"**, PHI Learning, New Delhi,
2 Hanson,**E-Commerce & Web Marketing**, Cengage Learning, India,1st edition,2009
3 Kamlesh K. Bajaj & Debjani Nag, **"E-Commerce"**, Tata McGraw Hills, New Delhi,
4 Joseph,**E-commerce, Indian Perspective**,PHI,3RD Edition,2009
5 Chaffey,**E-Business& E- Commerce Management**,3rd edition, Pearson Edu,2008
6 Murthy C. S. V., **e-Commerce**, 2007, Himalaya Publishing House.
7 Parag Kulkarni & P.K.. Chande, **IT Strategy for Business**, 1st edition Oxford University Press 2008

FT–105C BUSINESS ENVIRONMENT

Course Objective

To familiarize the students with the business environment prevailing in India and in the world to help them understand its implications to business

Examination

The faculty member will award internal marks out of 20 (8 for Tests and 12 for class participation). The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have 6 theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases.

Cases prescribed below are only for class room discussion and internal evaluation and not for end semester examinations

Course Contents

1. Business Environment

Components and Significance of Business Environment, Factors effecting environment of Business, Economic factors and its Components, Cultural factors and its impact on business, Social Environment and its impact on Purchasing and Consumption, Political Stability, Sovereignty and its impact on the returns of Business, Technological and its impact on internationalizing the business activities, Legal environment and External Factors Influencing Business Environment, Dimensions of International Business Environment, Challenges.

Case Study: Lucent in the Era of Economic Reforms

2. Economic Planning & Development

Indian Economic Systems-Economic planning with special reference to last three plans, public, private joint and cooperative sectors – Industrial Policy of the Government Latest Industrial Policy, Foreign Trade Policy, Fiscal Policy and Tax System in India, Monetary Policy and Banks Reforms in India, Challenges of Indian Economy, Rural Development Efforts, India as one of the most prominently emerging economies of world,

Case Study: Mahindra and Mahindra

3. India and the world

Liberalization and Privatization in India, Impact of Globalization in India, India's Export and Imports, Private and Public Sector in India, Foreign Direct Investment in India, Multi national enterprises in India, Impact of WTO n Indian Business, NGO sector in India,

Case Study: Global Expansion Strategy of Indian Firms in China

4. International Trend Theories

Balance of Payments, Concepts, Disequilibrium in BOP: Methods of Correction, Trend Barriers and Trend Strategy, Free Trade vs. Protection, World Financial Environment: Foreign Exchange Market Mechanism, Exchange Rate Determination, and Euro Currency.

Case Study: Finolex's Focus on Exports

5. Strategies for going Global

International Economic Integration, Country Evaluation and Selection, Foreign Market Entry Method, International Trading Blocks, Their Objectives, WTO Origin, Objectives, Organization Structure and Functioning, WTO and India.

Case Study: Softcore Consultancy Services

6. Theory of Demand, Firms & Market Structure

Demand function, Income and substitution effects, Revealed preference approach and Demand forecast. Profit Maximization, Sales Maximization, Organizational slack, Ownership and Control. Competition, Monopoly, Oligopoly and Non-Price Competition

Case Study: Is Coca Cola in "Perfect" Business

Text Readings:

1. Mark Hirschey, **Economics for Managers,** Cengage, 2006
2. Palwar, **Economic Environment of Business,** PHI, New Delhi,2009
3. Justin Paul, **Business Environment: Text & Cases,** New Delhi, Tata McGraw Hill, 2008
4. D.N. Dwivedi, **Managerial Economics,** Vikas Publishing House, 2009.
5. Shaikh Salim, **Business Environment,** Pearson Education, 2006

Suggested Books

1 Sundaram & Black: **International Business Environment** Text and Cases, PHI, 2009

2 Avid W. Conklin, **Cases in Environment of Business**, Sage Response Books.2007

3 Czinkota, Ronkainen, Moffett, **International Business,** Cengage, 2008

4 Govt. of India, Latest Economic Survey.

FT-106C ORGANIZATIONAL BEHAVIOUR AND PROCESSES

Course Objectives

Objective of this course is to help students to understand human Behavior in organizations at cross cultural level so that they improve their managerial effectiveness.

Examination

The faculty member will award internal marks out of 20 (8 for Tests and 12 for class participation). The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have 6 theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases.

Cases prescribed below are only for classroom discussion and internal evaluation and not for end semester examinations

Course Contents

1. Foundations of Individual Behavior:

The organization and the individual: Personality:Determinants and Attributes , Job Attitudes, Learning and Learning Theories, Perception , Cross cultural issues in OB.

Case: Right Man, Wrong Job?

2. Motivation:

Definition and concept, theories of motivation- Maslow's Hierarchy of Needs, Herzberg's Two Factor theory, ERG theory, Vroom's Expectancy theory, Equity theory, Reinforcement theory and Behavior Modification.

Case: Frustrated at age 30.

3. Foundations of Group Behavior:

Defining and Classifying Groups, stages of group development, Group Structure, Group Processes, Group Dynamics, Group v/s Team, Team Effectiveness. Group and Intergroup Relations.

Case: A virtual team at Nanavati Associates.

4. Leadership:

Nature and Significance of leadership, leadership in different cultures, leadership theories and Styles : Trait theories, Behavioral theories-- Ohio State Studies, Michigan Studies, and Managerial Grid. Contingency theories-- Fiedler's Model, Hersey and Blanchard's Situational theory, Path Goal theory, emotional intelligence and leadership effectiveness, Recent Development in Leadership Theory.

Case: Narayanmurthi and Infosys

5. Conflict and Negotiation

Transitions in Conflict Thought, Functional versus Dysfunctional Conflict, Conflict Process, Conflict Management Techniques, Negotiation process ,Bargaining strategies ,Global implications.

Case: The making of the Brooklyn Bluebirds.

6. Organizational Culture:

Concept, Relationship of Culture with organizational behavior, National and Global Culture, Levels of organizational culture, Analyzing managing and changing organizational culture, Global Implications for manager.

Case: Amazon.Com : Innovation via the"Two –Pizza Team."

7. Organizational Change and Stress Management:

Forces for Change, Resistance to Change, approaches to managing organizational change, Work stress and its management

Case: Innovating innovation.

Text Reading

1. Stephen P. Robbins, Timothy A Judge, Seema Sanghi "**Organizational Behaviour",** Pearson Education, 13th Ed., 2009.
2. Stephen P. Robbins, "**Organizational Behaviour: Concepts, Controversies, and Applications",** New Delhi, Pearson Education, 13th Ed., 2009.
3. R. S. Dwivedi, "**Human Relations and Organizational Behavior: A Global Perspective**", Macmillan 5th edition,2009
4 Jerald Greenberg and Robert A.Baron, **Behaviour in Organisations**, PHI Learning 9th edition 2009.

5 Hitt, Millar, Colella, **Organizational Behaviour A Strategic Approach,** Wiley India edition

Suggested Reading

1. Fred Luthans, **"Organizational Behaviour"**, New York, McGraw Hill, 8th Edn.,
2. Udai Pareek, **Understanding Organzational Behavior**, Oxford Higher Education, 2nd Edition,2008
3. John W. Newstrom and Keith Davis, "**Organizational Behaviour: Human Behaviour at Work"** New Delhi, Tata McGraw Hill,.
4. Jai B P Sinha, **Culture and Organizational Behaviour,** Sage Publication ,2008
5. Kavita Singh **Organizational Behaviour Text and Cases,** New Delhi, Pearson Education,2009
6. M.N. Mishra, **Organizational Behaviour,** Vikas Publishing House, Reprint 2008

FT-107C BUSINESS COMMUNICATION

COURSE OBJECTIVE

The objective of the course is to help the students to acquire the basics of interpersonal communication, corporate communication and soft skills, so as to improve their communication skills and ability to understand others along with the personality development as per the requirement of the corporate world.

EXAMINATION

The faculty member will award internal marks out of 20 (8 for Tests and 12 for class participation). The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have 6 theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases.

Cases prescribed below are only for class room discussion and internal evaluation and not for end semester examinations

COURSE CONTENTS

I. Basics of Communication

- Defining Communication.
- Distinguishing between Business Communication and General Communication.
- Process of Communication explained through various Models; Importance of Feedback.
- Purpose of Organizational Communication.
- Introduction to Corporate Communication.

2. Communication Networks

- Channels of Communication - Formal : Upward, Downward, Lateral.
  Informal : Grapevine; Advantages and Disadvantages of the grapevine.
- Comparing Formal and Informal Channels for Communication Situations.
- Principles of Effective Communication.
- Verbal Communication : using words, addition and obsolescence of words from the dictionary, Language as a tool for Communication.
- Non-Verbal Communication : Importance of non-verbal communication, Kinesics, Proxemics, Paralanguage.
- Cultural differences in Non-Verbal Behaviour.

3. Factors affecting Communication

- Barriers to Effective Communication and ways to overcome them.
- Listening : Importance of Listening
  Types of Listening
  Barriers to Listening and overcoming them
  Listening situations
  Developing Listening Skills.
- Understanding Communication through Transactional Analysis.

4. Business Writing

- Basic patterns of business letters.
- Cover letters, Sales and Credit letters, Applications, etc..
- Directness in good news and neutral situations.
- Indirectness in bad news and persuasive messages.
- Choosing appropriate channels and media for effective communication.

5 Office Management

- Writing the perfect resume; tailoring the content to suit the requirements.
- E-mails, Memos and Circulars.
- Writing Reports and Proposals.

6 Presentation Strategies

- Preparing for and conducting Presentations.
- Interviewing and being interviewed.
- Group Discussions.
- Speeches and Public Speaking.

Practicals :

- Case analyses, discussion and presentation.
- Role plays.
- Group discussions.
- Comprehension skills based on reading and listening using audio- visual media.

TEXT READINGS

1 Penrose, **Business Comunication for Managers**, 5th edition**,** Cengage Learning,India

2 P.D. Chaturvedi, **Business Communication Concepts Cases & Applications,** First Edition Pearson Education.

3 Debashish & Das **Business Communication**, PHI, 2009

4 Krizan, **Effective Business Communication** 7th edition. Cengage Learning,India.

5 Courtland L. Bovee,**Techniques of Writing Business Letters, Memos and Reports** Jaico Publishing House ,2008

Suggested Readings

1. Asha Kaul,**Business Communication**,2nd edition,2009,PHI Learning
2. Courtland L. Bovee **Business Communication Today,** 9th edition, 2008
3. Urmila Rai & S.M. Rai, **Business Communication**, 2008, Himalaya Publishing House
4. Madhukar **Business Communication,** Vikas Publishing House, 2008
5. Sushil Bahl, **Business Communication Today,** Response Books, Reprint 2009
6. Meenakshi Raman& Prakash Singh **Business Communication,** Oxford Higher Education,2006

FT–108C BUSINESS LEGISLATION

Course Objective

The objective of this course is to acquire the students various laws, which are to be observed in performing the day-to-day business. Here the emphasis will be on the different latest provisions of the law and on how these can be used in the best interest of the organization without violating them rather than cases.

Examination

The faculty member will award internal marks out of 20 (8 for Tests and 12 for class participation). The semester examination carrying 80 marks will have two sections A and B. Section A worth 60 marks will have 6 theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain one or more cases.

Cases prescribed below are only for class room discussion and internal evaluation and not for end semester examinations

Course Contents

1. The Indian Contract Act, 1872: Essentials of a Valid Contract, Void and Voidable Agreements, Performance of Contracts, Breach of a Contract and Its Remedies, Quasi-Contracts.
2. The Sale of Goods Act. 1930: Formation of a Sales Contract.
3. The Negotiable Instrument Act, 1881: Nature and Types, Negotiation and Assignment. Holder in Due Course, Dishonor and Discharge an Negotiable Instruments.
4. The Companies Act, 1956: Types of Companies, Memorandum and Article of Association, Shareholders and Debenture Holders, Minority Protection, Winding-up.
5. Consumer Protection Act: Consumer Rights, Exploitation of Consumer, Consumer Protection, Utility of Consumerism.
6. LAW OF PARTNESHIP:
   - Definition and Nature of Partnership.
   - Formation of Partnership.
   - Rights, Duties and Liabilities of Partners.
   - Dissolution of Partnership Firm.

Text Readings

1. Avtar Singh, **Mercantile Law**, Eastern Book Company
2. Chandra Bose, **Business Laws**, PHI, 2008
3. Bulchandani, **Business Law for Management**, 2009, Himalaya Publishing House.
4. Kumar**, Legal Aspect of Business** 1st,edition 2009,Cengage Learning
5. Taxman's **General and Commercial Laws,** 2009
6. M.C. Kuchhal **Business Legislation for Management** 2nd edition Vikas Publishing House, 2008

Suggested Readings

- Mazumdar, A.K. and Kapoor, G.K., **Company Law and Practice**, Taxman, 13th Ed., 2008
- Rohini Aggrawal, **Mercantile & Commercial Law**, Taxmann, 2007
- M.C. Kuchhal,Business Law,5th edition Vikas Publishing House 2009
- Indian Contract act 1872
- Negotiable Instruments Act 1881
- Sale of Goods Act 1930
- Consumer Protection Act 1986
- Companies Act 1956