

**Institute of Management Studies
Devi Ahilya Vishwavidyalaya
MBA (Financial Administration) Semester 1
Course Scheme
Batch 2023-25**

S.No	CODE	COURSE NAME	CREDITS
SEMESTER I			
1	MS5C-501	Management Principles and Practices	3
2	MS5C-503	Quantitative Methods	3
3	MS5C-505	Financial Accounting	3
4	MS5C-507	Indian Financial System	3
5	MS5C-509	Micro Economics	3
6	MS5C-511	Business Ethics and Management by Indian Values	3
7	MS5C-513	IT for Business Applications	3
8	MS5C-515	Managerial Communication	3
9	MS5C-551	Comprehensive Viva Voce	3

INSTITUTE OF MANAGEMENT STUDIES			
M.B.A. (FINANCIAL ADMINISTRATION) SEMESTER I			
Subject Name	MANAGEMENT PRINCIPLES AND PRACTICES	Subject Code	MS5C-501
		Total Credits	03
Subject Nature: COMPULSORY			
Course Objective:			
<ol style="list-style-type: none"> 1. To expose the students to basic concepts of management. 2. To enable them to gain appreciation for emerging ideas, techniques, procedures and practices in the field of management. 3. To highlight professional challenges that managers face in various organization. 			
Learning Outcome:			
At the end of the course learners will be able to;			
<ol style="list-style-type: none"> 1. Interpolate various managerial skills, roles, functions and levels. 2. Acquire the knowledge of Management Process, theories and structure. 3. Engage in management functions: Planning, organizing, staffing, directing and controlling 4. Explore role of IT in management functioning. 			
Examination scheme:			
The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems.			
Course Contents			
UNIT –I Concept of Management	1.1 Nature and Purpose of Management 1.2 Managing: Science or Art? 1.3 The Evolution of Management Thoughts 1.4 The Function of Manager: Planning, Organizing, Staffing, Leading and controlling. 1.5 Theories: Classical, Human relations and Contingency 1.6 System approach to Management Process		
Unit-2 Planning and Strategies	2.1 Nature and Purpose of Planning 2.2 Planning process, Principles of Planning 2.3 Types, Advantages, Limitations and Steps in Planning 2.4 Objectives, Management by Objectives. 2.5 Strategies, Policies and Planning Premises 2.6 Strategic Planning Process (TOWS Matrix, Porters Generic Competency) 2.7 Forecasting 2.8 Decision Making, Models, Managerial decision making process		
Unit-3 Organizing	3.1 Nature, Purpose and Principles of Organizing 3.2 Formal and Informal Organization, Organization Levels and the Span of Management. 3.3 Structure and Process of Organization. 3.4 Departmentation 3.5 Line and Staff Authority, Conflict 3.6 Decentralization of Authority and Methods 3.7 Delegation of Authority and Kinds 3.8 Organization Charts.		
Unit- 4 Directing and Staffing	4.1 Concept, Importance and elements of Directing 4.2 Direction Process, Principles of effective direction 4.3 Definition of Staffing, an overview of Staffing Function, 4.4 Knowledge worker		

<p>Unit-5 Controlling</p>	<p>5.1 Concept and Process of Control, Control Techniques 5.2 Human Aspects of Control, Control as a Feedback System, Feed Forward Control, Preventive Control 5.3 Profit and Loss Control, Control Through Return on Investment 5.4 Major Controlling Techniques: Budgetary and Non-Budgetary Control Devices, 5.5 The Use of Computer for Controlling and Decision Making, The Challenges Created by IT as a Control Tool</p>
<p>Unit-6 Contemporary Management Issues and its Challenges</p>	<p>6.1 Cross cultural issues in management-Diversity and the new work force, Organization ethics and social responsibility 6.2 New ways of managing the workforce-Neuro managing, Globalization and its complexity 6.3 Service economy, Management communication and technology, Knowledge management and knowledge economy.</p>

Learning Resources

Text Books

- 1.1 Stephen Robbins and Mary Coulter, "Management", Prentice Hall of India
- 1.2 Harold Koontz, Heinz Wehrich and Mark V Canice, 'Management – A global Perspective
- 1.3 P. Subba Rao, Principles of Management, Himalaya Publishing
- 1.4 Mukherjee, Principles of Management and Organisational Behavior, Tata Mc Graw Hill
- 1.5 K Aswathapa, Organisational Behavior, 5ed Himalaya Publisher
- 1.6 Sridharan Bhatt, Management and Behavioural Process, Text and Cases, Himalaya Publishers
- 1.7 L.M Prasad, Principles and Practices of Management, 7ed, S Chand Publishers, 2007

M.B.A. (Financial Administration) SEMESTER I			
Subject Name	QUANTITATIVE METHODS	Subject Code	MS5C-503
		Total Credits	03
Subject Nature: COMPULSORY			
Course Objective:			
<ul style="list-style-type: none"> To expose the students to the different statistical tools used by managers for effective decision making. through real life examples and cases 			
Learning Outcome:			
At the end of the course learners will be able to; <ol style="list-style-type: none"> Interpret and Organise the data to get solutions to managerial issues. Attain mathematical and statistical skills for the management processes. 			
Examination scheme:			
The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems.			
Course Contents			
UNIT –I Sets, Functions, and Progressions	1.1.Sets, Functions, and Progressions 1.2 Functions, 1.3 Progressions (with specific applications to compounding and discounting techniques)		
Unit-2 Determinants and Matrices	2.1 Determinants and Matrices Types of matrices, 2.2 Operations on matrices, 2.3 Ad joint matrix and Inverse matrix, 2.4 Solution of simultaneous linear equations using matrices, 2.5 Input / Output analysis.		
Unit-3 Introduction to Statistics	3.1 Introduction to Statistics: 3.2Introduction to Measurement of Central Tendency 3.3Introduction to Measurement of Variations 3.4 Role of Statistics in Business Decision Making 3.5 Skewness and Kurtosis		
Unit- 4 Probability Theory and Probability Distributions	4.1Probability: Concepts 4.2 Additive and Multiplicative Theorem 4.3 Conditional Probability, Baye’s Theorem, 4.4 Binomial, Poisson and Normal distributions- their characteristics and applications		
Unit -5 Correlation & Regression	5.1 Correlation (Karl Pearson’s and Spearman’s Coefficient), 5.2 Methods of computing simple regression.		
Unit-6 Time Series	6.1 Time Series and its Components, 6.2 Models of Time Series 6.3 Methods of Studying Components of Time Series: Measurement of trend, Measurement of seasonal variations Measurement of cyclic variations		
Unit – 7 Statistical Decision Theory	7.1 Decision making process 7.2 Decisions under Uncertainty and Decisions under Risk		
Text Reading: Latest Editions			
<ol style="list-style-type: none"> J.K. Sharma, “Mathematics for Management and Computer Applications”, New Delhi, Galgotia Publication, S. Saha, “Business Mathematics and Quantitative Techniques”, Calcutta, Central Book Agency. Richard I. Levin and D.S. Rubin, “Statistics for Management”, New Delhi: Prentice Hall of India. 			

4. S. P. Gupta, "**Statistical Methods**", New Delhi, Sultan Chand and Sons.
5. D. C. Sancheti and V. K. Kapoor, "**Statistics: Theory, Methods and Applications**", New Delhi: Sultan Chand and Sons.
6. D.N. Elhance, VeenaElhance and B. M. Aggrawal, "**Fundamentals of Statistics**", Allahabad: Kitab Mahal.

INSTITUTE OF MANAGEMENT STUDIES			
MBA (Financial Administration) Semester I			
Subject Name	FINANCIAL ACCOUNTING	Subject Code	MS5C-505
		Total Credits	03
Subject Nature: Compulsory			
Course Objective:			
<input type="checkbox"/> To acquaint participant with the basic process of financial accounting and to have an insight into financial reporting function.			
Learning Outcome:			
At the end of the course students should be able to;			
<input type="checkbox"/> Develop an understanding of the Concepts of Accounting, Double Entry system and other accounting systems, maintaining the ledger accounts and preparation of Trial Balance.			
<input type="checkbox"/> Finalized the accounting of an individual			
<input type="checkbox"/> Utilize corporate final accounts Knowledge.			
<input type="checkbox"/> Prepare of final accounts.			
<input type="checkbox"/> Maintain and report under the companies Act. 2013			
Examination scheme:			
The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems.			
More Practical Question – Minimum - 3 / Less Theory – Minimum 2 (Out of Overall Choice)			
Course Contents			
UNIT – I 1 Introduction to Accounting:	1.1 Meaning of Accounting, Generally accepted Accounting principal (GAAP), Concept & Need for US GAAP 1.2 Importance of International accounting standards, Basic differences between US and Indian GAAP, Concepts Convention, 1.3 Concept of Double Entry System of Accounting, Rules for Debit and Credit Entries, types of accounts, 1.4 Journalizing the transactions, posting entries in Ledger Accounts, and preparation of trial Balance.		
Unit-2 Preparation of Final Accounts:	2.1 Differentiation between Capital and Revenue Expenditure and receipt 2.2 Manufacturing and Trading Account, Profit and loss Account Balance Sheet with adjustment entries.		
Unit-3 Depreciation:	2.3 Concept & Necessity of Depreciation, Advantages and disadvantages of depreciation Methods of Depreciation SLM and WDV, Numerical on SLM and WDV methods of depreciation, Tax aspects of Depreciation.		
Unit- 4 Financial Reporting	4.1 Concept of Financial Reporting, Legal provisions of Companies Act, 1956 and Income Tax Act, 1961 in this regard. 4.2 Importance and Advantages of Financial Reporting 4.3 A brief introduction of various tools used for corporate and non-corporate financial reporting.		
Unit -5 Financial Statements of Company	5.1 Preparation of Company Final Accounts except managerial remuneration. 5.2 Adjustments in preparation of final accounts especially in profit and loss appropriation account.		

Unit-6 Recent Issues in Accounting	6.1 Recent Developments in Accounting 6.2 Concept of Inflation Accounting, Human resources accounting, Forensic Accounting.
Learning Resources: Text Books: 1. R.L. Gupta, V.K. Gupta, V.K. Gupta “ Principles of Accountant” Sultan Chand & Sons., 2. S.N. Maheshwari “Introduction to Accounting” Vikas publishing House new Delhi. 3. S.N. Maheshwari “Cost Accounting, Theory and Problems” Vikas publishing House New Delhi. Sukla and Grewal ,”Company accounts” SahityaBhawan Publication	

M.B.A. (Financial Administration) Semester – I			
Subject Name	Indian Financial System	Subject Code	MS5C-507
		Total Credits	03
Subject Nature: COMPULSORY			
Course Objective: To explain various aspect of corporate finance, environment of financial and capital markets in which they operate and also to give characteristic features of corporate liability and asset management with view to have a balanced capital structure.			
Learning Outcome: After studying this syllabus the learner should be able to: <ul style="list-style-type: none"> <input type="checkbox"/> Develop the understanding of concept and role of Indian and global financial system and various regulatory institutions in managing the financial system. <input type="checkbox"/> Re-examine various types of markets, instruments and their operations with their significance. <input type="checkbox"/> Discuss the role and nature of various financial institutions. <input type="checkbox"/> Demonstrate features of instruments available in financial system. 			
Examination Scheme: The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and Live case study/ caselets based on current economic affairs and practical problems compulsory.			
Course Contents			
UNIT –I Introduction to Indian and Global Financial System	1.1 Introduction to Indian Financial System 1.2 Introduction to Global Financial System 1.3 Structure of Indian Financial System 1.4 Characteristics of Indian Financial System 1.5 Organization of Indian Financial System		
UNIT-2 Financial Markets	2.1 Functioning of Financial market 2.2 Purpose of financial market 2.3 Global financial market Roles and responsibilities 2.4 Importance of Financial Markets.		
UNIT-3 Money Market	3.1 Introduction to Money Market, need importance and market players 3.2 Money Market Instruments 3.3 Evolution of Money Market in India 3.4 Call Money Market, Commercial Paper, Certificates of Deposit, Gilt Edged Securities Market (Dated Securities), Treasury Bills (Repurchase Agreement).		
UNIT- 4 Capital Market	4.1 Primary Market - Introduction, Public Issue, of Book Building Process, Unlisted Companies, 4.2 Role of SEBI in Primary Market, 4.3 Intermediaries involved and their Role in Primary Market, 4.4 Issues of Prospectus, Dematerialization. 4.5 Secondary Market - Introduction, 4.5 History and Growth of Stock Markets in India, 4.6 Stock Market Indices, Determinants of a Stock Index Methods of Index Construction, 4.7 Popular Indian Indices, Major U.S. Indices, Advantages of Stock Exchange, Type of Broker in Stock Exchange, 4.8 Trading Mechanism on a Stock Exchange, Insider Trading, and Insider Defined.		

<p>UNIT -5</p> <p>Security Exchange Board Of India (SEBI)</p>	<p>5.1 Security Exchange Board of India (SEBI) - Introduction 5.2 Activities of SEBI, 5.3 SEBI & Primary Market, 5.4 SEBI & Secondary Market, SEBI & Mutual Funds, 5.5 SEBI and Takeover Norms</p>
<p>UNIT-6</p> <p>Reserve Bank of India</p>	<p>6.1 Establishment of RBI 6.2 Organization and Management 6.3 Main Role and Functions of RBI 6.4 Monetary Policy of RBI</p>
<p>UNIT-7</p> <p>Development Financial Institutions in India</p>	<p>7.1 Industrial Credit & Investment Corporation of India Ltd. (ICICI) - Functions/Services offered by ICICI, 7.2 Industrial Finance Corporation of India (IFCI) - Products & Services, Industrial Development Bank of India (IDBI) - History and Growth. 7.3 National Bank for Agriculture & Rural Development (NABARD), Small Industries Development Bank of India (SIDBI), Schemes, 7.4 EXIM Bank of India, Export Services, Development Banks 7.5 Future Ahead, The Role of Development Banks & Impact of Liberalization.</p>
<p>Text Books:</p> <ol style="list-style-type: none"> 1. Vasant Desai, "Indian Financial System and Development", Himalaya Publication, Latest publication 2. Bharti Pathak, "Indian Financial System" Pearson Education. 3. M.Y. Khan, "Financial Services", Tata McGraw Hill. 4. B.S. Bhatia, G.S. Batra, "Management of Capital Markets, Financial Services and Institutions", Deep and Deep Publications. <p>Reference Books:</p> <ol style="list-style-type: none"> 1. Machiraju H.R., "Merchant Banking", New Age International Pub. Ltd., Wiley Eastern Ltd. 2. J.C. Verma, "Venture Capital Finance In India", Response Books. 3. Dr. Brahmaiah, "Lease Financing", Himalaya Publication. <p>Web References: www.rbi.org.in, www.shodhganga.com, www.questedustation.com, Supplementary Material: Notes (soft copy), PPTs, NEWS Papers and Magazines</p>	

INSTITUTE OF MANAGEMENT STUDIES			
MBA (FINANCIAL ADMINISTRATION) Semester I			
SubjectName	MICRO ECONOMICS	Subject code	MS5C-509
		Total Credits	03
Subject Nature: COMPULSORY			
Course Objective:			
<input type="checkbox"/> To help the students to analyze and understand micro economic environment <input type="checkbox"/> To explain the students various aspect of micro level economic activity and its analysis, know how micro level policy formulate and its implementation effectively executed. <input type="checkbox"/> To help the student to analyze how individual decision-makers, both consumers and producers, behave in a variety of economic environments also to understand basics of economics, relate it to the economic environment and their effect on business units and individuals.			
Learning Outcome:			
At the end of the course students should be able to; <ul style="list-style-type: none"> <input type="checkbox"/> Develop the understanding of concept and role of Micro Economic system and various micro economic aspect of economy. <input type="checkbox"/> Re-examine various types of markets, instruments and their operations with their significance and its impact. <input type="checkbox"/> Discuss the role and nature of various micro economic principles. <input type="checkbox"/> Understand how micro economic analysis help and its significance <input type="checkbox"/> Describe the nature and scope of Micro Economics. <input type="checkbox"/> Apply the concept of Demand and Supply and their Elasticity in Decision making and how a consumer achieves equilibrium. <input type="checkbox"/> Gain knowledge about cost, revenue and production policies of a firm. <input type="checkbox"/> Demonstrate the different economic policies and theories in the various market. 			
Examination scheme:			
The faculty member will award internal marks out of 40 based on three assessments of 20 markseach of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems compulsory			
Course Contents			
UNIT – I Introduction to microeconomics	1.1 Nature scope, characteristics and significance of micro economics. 1.2 Relationship of microeconomics with economics 1.3 operation research, Decision making, statistics, accounting.		
Unit-2 Fundamental concepts:	2.1 Incremental reasoning, Marginal analysis, 2.2 Equimarginal utility, time perspective, 2.3 consumer surplus, opportunity cost 2.4 time value of money 2.5 Theories of Firm – Managerial theories – Baumol andWilliamson Behavioral theories – Simon, Cyret and March.		
Unit-3 Supply & Demand Analysis	3.1 Concept, Determinates & Types of Demand. 3.2 Utility and its types 3.3 law of Diminishing Marginal utility 3.4 Demand Function, Law of Demand. 3.5 Elasticity of Demand Price, Income, Cross, Advertising & price expectation. 3.6 Demand Forecasting.		

Unit - 4 Production and Cost Analysis	4.1 Meaning of Production , Production Function 4.2 Short Run and Long Run Production Analysis , Law of Variable Proportion 4.3 Isoquant Curves and Isocost Lines , Ridge Lines , Equilibrium Production, Expansion Path 4.4 Cost – Meaning and Types of Cost 4.5 Cost Function – Short Run and Long Run Function 4.6 Economies and Diseconomies of Scale
Unit 5 Pricing	5.1 Market – Types , Essential 5.2 Price Determination and Perfect Competition 5.3 Monopoly and Price Discrimination 5.4 Monopolistic Competition 5.5 Oligopoly- Kinked Demand Curve 5.6 Cartel Function 5.7 Price Leadership
Unit 6 Profit	Meaning Types and Theories of Profit 6.2 Profit Planning 6.3 Break Even Analysis
Unit 7	7.1 Circular Flow of Economies Activity 7.2 National Income Concepts 7.3 Concepts and Objectives of Private Business 7.4 Meaning and Phases of Business Cycles 7.5 Economic Stabilization 7.6 Role of Government in the Economy
Text Books 1. Koutsoyiannis A Modern Microeconomics 2 nd Revised edition Macmillan (2008) 2. Robert Pindyck and Daniel Rubinfeld , Micro Economics , Edition 7 Prentice Hall	

INSTITUTE OF MANAGEMENT STUDIES			
M.B.A. (FINANCIAL ADMINISTRATION) SEMESTER I			
Subject Name	BUSINESS ETHICS AND MANAGEMENT BY INDIAN VALUES	Subject Code	MS5C- 511
		Total Credits	03
Subject Nature: COMPULSORY			
Course Objectives:			
<ul style="list-style-type: none"> • To acquaint the students with ethics and Indian ethos along with its relevance to managerial decision making. • To provide the necessary theoretical and conceptual foundation of ethics and ethical behavior in organizations. • To promote an understanding of Indian values and value system in detail and its universal applicability in understanding human behavior. 			
Learning Outcomes:			
At the end of the course learners will be able to;			
1. Discuss nature and purpose of business ethics and differentiate from corporate social responsibility.			
2. Explain various concepts of Indian ethos and apply in business situation and decision making.			
3. Describe importance of self-management and work place spirituality.			
Examination scheme:			
The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems.			
Course Contents			
UNIT –I Nature and purpose of Ethics, Ethical Norms	1.1 Concept and Nature of Ethics- Business Ethics 1.2 Role and purpose of Ethics for business 1.3 Ethical Norms and Principles for business		
Unit-2 Theories of Business Ethics	2.1 Different Theories of Business Ethics 2.2 Business Ethics and Corporate social Responsibility 2.3 Nature of Utilitarian view of Business Ethics		
Unit-3 Corruption and Whistle blowing	3.1 Nature and types of Corruption in India 3.2 Method and means of checking corruption in India 3.3 Whistle blowing		
Unit- 4 Indian Ethos	4.1 Management and Culture, Management is Culture bound (Discussion) 4.2 Concept and Nature of Indian Ethos for Management 4.3 Fivefold debts (Pancha Rina) v/s Corporate Social Responsibility (Discussion)		
Unit -5 Sources of Indian Ethos and Management	5.1 Representative Sources of Indian Ethos in Management Vedas, Shastras, Smritis, Puranas, Upanishads 5.2 Ramayana, Mahabharata- Special Reference to Bhagwat Geeta 5.3 Arthashastra, Ramcharitmanas, Panchatantra, Hitopdesh 5.4 Guru Granth Sahib, Teachings of Buddha and Mahaveer 5.5 The Holy Bible, The Holy Quran (Should they be included in Indian Ethos: Discussion) 5.6 Kabir, Rahim, Ramkrishna Paramhansa, Swami Vivekananda, Local folk songs, idioms and folk tales		

Unit-6 Values for Indian Managers	6.1 Values v/s Skills, Value System 6.2 Values and Purity of Mind 6.3 Indian Values and Wisdom relevant to modern management 6.4 Work Ethics & Ethics in Work 6.5 Life Goals or Purusharthas, Professionalism and KarmaYoga 6.6 Management of the Self and Workplace Spirituality.	
Unit 7 Models of Motivation and Leadership	7.1 Models of motivation and Leadership in Indian thoughts, Examples from scriptures 7.2 Guna Theory, Karma Theory and Sanskar Theory	
	TOTAL CLASSROOM CONTACT SESSIONS	
Learning Resources: 1. A.C Fernando, Business Ethics: An Indian Perspective, Pearson 2. Weiss, Business Ethics Concept & Cases, Cengage Learning 3. Velasquez, Business Ethics, Concepts & Cases, PHI 4. Murthy, Business Ethics, Himalaya Publishing House 5. Al Gini, Case Studies in Business Ethics, Pearson Education. 6. Shashtri J.L., Ancient Indian Tradition and Mythology, Motilal Banarsidas, New Delhi 7. F. Max Muller, Sacred Books of East, Motilal Banarsidas, New Delhi 8. S.K. Chakraborty, Ethics in Management-Vedantic Approach, New Delhi, Oxford India Ltd.,		

INSTITUTE OF MANAGEMENT STUDIES			
M.B.A. (FINANCIAL ADMINISTRATION) SEMESTER I			
Subject Name	IT for Business Applications	Subject Code	MS5C-513
		Total Credits	03
Subject Nature: COMPULSORY			
Course Objective:			
<ul style="list-style-type: none"> <input type="checkbox"/> To get a thorough update of Information Technology used in Business Organizations. <input type="checkbox"/> To develop understanding of managerial aspects so as to use Information Technology effectively and efficiently. <input type="checkbox"/> To develop capability to integrate different but related aspects of Information Technology. <input type="checkbox"/> To develop a view of IT Management, especially, for a large organization. <input type="checkbox"/> To appreciate IT Management as an independent and important field of work, different from IT for Management. <input type="checkbox"/> To develop conceptual understanding about latest developments in the field of information Technology and the impact of IT in managing a business. <input type="checkbox"/> To learn to use Information Technology to gain competitive advantage in business. <input type="checkbox"/> To learn from, with a view to emulate, entrepreneurial ventures in e-Commerce and m-Commerce. 			
Learning Outcome:			
<ul style="list-style-type: none"> <input type="checkbox"/> The student will be able to apply the basic IT tools for managerial decision making. <input type="checkbox"/> The student will be able to apply data management tools in corporate organizations. <input type="checkbox"/> The student will be able to work in MIS enabled organizations. <input type="checkbox"/> The student will be able to communicate using internet facilities. 			
Examination scheme:			
The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems.			
Course Contents			
UNIT –I Over View of Computer	Concept of Data, Information and Information Technology and its applications in Business and Management, Computer System, Hardware, Software, Operating Systems, Computer Language.		
Unit-2 Application Software Management	Word processing using MS Word , Spread Sheet using MS Excel, Business Presentation using Power Point.		
Unit- 3 Networking Management	Internet Basics – Intranet and Extranet – Overview of Networking, Networking components, Definitions: Standards and Protocols.		
Unit -4 Information Systems Calcification	Need, Purpose and Objectives - Data, Information, Knowledge – Types of Information Systems - Information as a strategic resource - Use of information for competitive advantage. Decision Support Systems Executive Support Systems - Expert Systems and Knowledge Based Expert Systems. (Project / Case Studies)		
Unit – 5 Information System development	Information System Development Life Cycle - All phases, System Analysis, Structured Analysis Tools, System Design, Input-Output and process design consideration. Project / Case Studies)		

Unit-6 E Business Models, Security Issues	E-Business Models and Applications, Information Security and Control Dimensions. Types of Computer Crime, IT ACT, Security Defenses – System Controls and Audit. (Assignment / Case Studies)
Unit -7 Latest trends in IT	Mobile computing, Cloud computing, Data Warehousing and Data Mining. Social Media Evolution in Business Functions, Convergence of applications and technology.
Text Reading: Latest Editions <ol style="list-style-type: none"> 1. Management Information System Obrien, Marakas, Behl 9th Edition Tata McGraw Hill 2. Management Information Systems W S Jawadekar, 4th Edition Tata McGraw Hill 3. IT system Management by Rich Schiesser 4. Enterprise Computing by Alan R. Simpson 5. Computer Applications In Management (With Cd), Dr. Niranjan Shrivastava ,Wiley India Pvt. Limited, 6. Management Information Systems by Jaiswal and Millal, Oxford University Press 7. Business Information Systems, 5th edn: Technology, Development and Management for the E-Business: Author Paul Bocij, Andrew Greasley, Simon Hickie ,Pearson Education Limited, 8. Management Information Systems by C.S.V. Murthy 9. Management Information System by Davis and Olson, Tata McGraw Hill 	

INSTITUTE OF MANAGEMENT STUDIES (DAVV) INDORE			
MBA (FINANCIAL ADMINISTRATION) SEMESTER 1			
Subject Code	MANGERIAL COMMUNICATION	Subject Code	MS5C-515

Subject Nature	COMPULSORY	
Course Objective: The objective of the course is to create awareness and sensitize management students towards the significance of effective communication skills and its role in business and to sensitize the students towards the imperative need for developing interpersonal and group communication and enable them to overcome the challenges in effective communication.		
Learning Outcomes: At the end of the course learners will be able to; 1. Reflect upon various communication styles and process. 2. Examine key concepts of communication theory and practices including: verbal, nonverbal communication, communication barriers, listening skills, feedback, persuasive communication methods. 3. Design and deliver compelling presentations and speeches.		
Examination Scheme: The internal assessment will be of 40 marks based on three assessments of 20 marks each, out of which best two will be considered. The end semester examination will be worth 60 marks consisting of two sections A and B respectively. Section A will be of 40 marks and have theory questions. Section B will be of 20 marks and consist of case(s).		
Course Contents		
Unit	Content	
Unit 1: Nature of Business Communication	1.1 Need, importance and purposes of communication in organizations 1.2 Elements and environment of communication 1.3 Models of communication 1.4 Forms and networks of organizational communication 1.5 Types of communication barriers and how to overcome them 1.6 Listening, types of listening and effective listening 1.7 Elements of effective communication	
Unit 2: Verbal and Non- Verbal Communication	2.1 Importance of appearance and how to use it as a tool in communication 2.2 Body language and oculesics 2.3 Paralanguage 2.4 Proxemics 2.5 Chronemics 2.6 Haptics 2.7 Using non-verbal tools (oral and written) to communicate effectively	
Unit 3 Presentations, Interviews, Group Discussions and Business Meetings	3.1 Preparation of content for presentation 3.2 Understanding the audience 3.3 Importance of rehearsals 3.4 Using visual aids in presentations 3.5 Handling questions 3.6 Preparation of Speech, Difference between Public speaking and Presentation. 3.7 Types of interviews 3.8 Preparation for an interview 3.9 Do's and don'ts during an interview 3.10 Understanding the group in a group discussion 3.11 Do's and don'ts in a group discussion 3.12 Meetings in business and its types 3.13 Notice and agenda 3.14 Minutes of a meeting 3.15 Mannerisms, etiquette and assertiveness in oral communication	
Unit 4 Business Writing	4.1 Types of business letters 4.2 Structure and format of letters 4.3 Memorandums and circulars 4.4. e-mails	

	4.5 Text messaging 4.6 Report writing 4.7 Importance of written communication 4.8 Appropriate tone in business writing
Unit-5 Negotiation Skills	5.1 Need for negotiation 5.2 Process of negotiation 5.3 Barriers to negotiation and how to overcome them
Unit 6 Issues in Communication	6.1 Handling diversity (gender, culture, ethnicity, etc.) 6.2 Tolerance and acceptance of diversity 6.3 Social intelligence and its impact on communication 6.4 Ethics in communication
<p>Text Books: M.Raman and P.Singh, Business Communication, latest edition, Oxford University Press, India.</p> <p>Reference Books:</p> <ol style="list-style-type: none"> 1. William V. Ruch, Business Communication, Maxwell Macmillan, New York. 2. Lani Arredono, The McGraw-Hill 36-Hour Course: Business Presentation, McGraw-Hill, New York. 3. Bill Scott, The Skills of Communication, Jaico, Bombay. 4. Ronald E. Dulek and John S. Fielden, Principles of Business Communication, McMillan, New York. 5. Dalmer Fisher, Communication in Organizations, Jaico Publishing House, India. 6. M. E. Guffy, Essentials of Business Communication, Thomson Publication. 7. Shirley Taylor, Communication for Business, Pearson Education. 	