

**INSTITUTE OF MANAGEMENT STUDIERS
DEVI AHILYA VISHWAVIDYALAYA, INDORE**

M.B.A. (MARKETING MANAGEMENT) SEMESTER - I

BATCH 2023-25

COURSE SCHEME

S. No.	CODE	COURSE NAME	TYPE	CREDITS
1	MS5D-501	Management Principles and Practices	Compulsory	3
2	MS5D-503	Organisational Behaviour	Compulsory	3
3	MS5D-505	Marketing Management	Compulsory	3
4	MS5D-507	IT Applications for Business	Compulsory	3
5	MS5D-509	Managerial Communication	Compulsory	3
6	MS5D-511	Accounting for Managers	Compulsory	3
7	MS5D-513	Business Ethics & Management by Indian Values	Compulsory	3
8	MS5D-515	Quantitative Methods	Compulsory	3
10	MS5D-551	Comprehensive Viva Voce		3*
Total Credits: 24 + 3 virtual credits*				

INSTITUTE OF MANAGEMENT STUDIES			
M.B.A. (MARKETING MANAGEMENT)			
Semester - I			
Subject Name	MANAGEMENT PRINCIPLES AND PRACTICES	Subject Code	MS5E- 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, Approaches of Management Thought. 1.4 Management Roles, Managerial Skill and Activities, Difference between Management and Administration. Significance of values and Ethics in Management. 1.5 The Function of Manager: Planning, Organizing, Staffing, Leading and controlling. 1.6 Theories: Classical, Human relations and Contingency		

<p>Unit-2 Planning and Strategies</p>	<p>2.1 Nature and Purpose of Planning, Significance 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</p>
<p>Unit-3 Organizing</p>	<p>3.1 Nature, Purpose and Principles of Organizing 3.2 Formal and Informal Organization, Organization Levels and the Span of Management. 3.3 Organizational Structure and Process of Organization. 3.4 Departmentation</p>
	<p>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.</p>
<p>Unit- 4 Directing and Staffing</p>	<p>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 Workers</p>
<p>Unit-5 Controlling</p>	<p>5.1 Concept and Process of Control, Control Techniques 5.2 Human Aspects of Control, Control Systems 5.3 Elements of Managerial Control, 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 Contempor ary Managem ent Issues and its Challenges</p>	<p>6.1 Cross cultural issues in management-Diversity and the new work force, 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 P. Robbins and Mary Coulter, 'Management', Prentice Hall of India
- 2.2. Harold Koontz, Heinz Wehrich and Mark V Cannice, 'Management -A global perspective
- 3.3. P.Subba Rao, Principles of Management, Himalaya Publishing
- 4.4. Mukherjee, Principles of Management and Organizational behavior, Tata McGraw Hill
- 5.5. K.Aswathappa, Organizational Behaviour, 5Ed, Himalaya Publishers, 2001.
- 6.6. Sridharan Bhat ,Management and Behavioural Process, Text and Cases, Himalaya Publishers
- 7.7. L.M.Prasad, Principles and Practice of Management, 7Ed, S.Chand Publishers, 2007.

INSTITUTE OF MANAGEMENT STUDIES (DAVV) INDORE			
M.B.A. (MARKETING MANAGEMENT) SEMESTER I			
Subject Name	ORGANIZATIONAL BEHAVIOR	Subject Code	MS5A-503
		Total Credits	03
Subject Nature: Compulsory			
Course Objective:			
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.			
Learning Outcome:			
At the end of the course learners will be able to;			
<ol style="list-style-type: none"> 1. Demonstrate an understanding of key terms, theories/ concepts and practices within the field of OB. 2. Demonstrate competence in development and problem solving in the area of management. 3. Analyze the key issues related to administrating the human elements such as Perception, Learning, Motivation, Leadership, Team Building and others. 4. Know the meaning of terminology and tools used in managing employees effectively. 			
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.			
Note: One Case / case let to be discussed in each Unit			
Course Contents			
UNIT –I	1.1 Definition, concept, need and importance of OB		
Introduction	1.2 Nature and scope of OB		
	1.3 OB models		
	Unit-2		
The Individual Behaviour	2.1 Personality: Determinants and attributes		
	2.2 Perception: Factors influencing perception, process, Attribution theory		
	2.3 Learning: Concept, Theories of learning		
	2.4 Attitude: Concept and types, cognitive dissonance theory		
Unit-3 Motivation	3.1 Definition, concept and theories of motivation - Maslow's Hierarchy of Needs, Herzberg's Two Factor theory		
	3.2 ERG theory, Vroom's Expectancy theory,		

	3.3 Equity theory, Reinforcement theory and Behavior Modification
Unit- 4 Group Behaviour	4.1 Defining and classifying group 4.2 Group development, properties, structure, process 4.3 Group Dynamics: Group think, Group shift 4.4 Teams: Types, creating effective teams
Unit -5 Emotional Intelligence and Leadership	5.1 Nature and significance of leadership, leadership in different cultures 5.2 Leadership theories and styles, Trait theories, Behavioral theories: Ohio studies, Michigan studies and managerial grid 5.3 Contingency theories: Fiedler’s model, SLT theory, LMX theory Path goal theory 5.4 Emotional Intelligence – Framework 5.5 EI Implications for an individual and managerial effectiveness.
Unit-6 Dynamics of OB (Culture, Change, and Stress Management)	6.1 Organizational Change: forces of change, resistance to change Lewin’s change management model 6.2 Concept, Relationship of Culture with OB and Levels of organizational culture. Analyzing, managing and changing organizational culture, Implications for managers at national and global levels 6.3 Work stress: Understanding stress, Potential sources consequences and coping strategies
Learning Resources:	
Text Reading: Latest Edition	
<ol style="list-style-type: none"> 1. Stephen P. Robbins, Timothy A Judge, Neharika Vohra, “Organizational Behavior”, Pearson Education. 2. Nishant Uppal and Sujit Shekhar Maharana, “Contemporary Organizational Behavior”, Wiley Publications. 3. Fred Luthans, “Organizational Behavior”, New York, McGraw Hill. 4. John W Newstrom: Organizational Behavior, Mc Graw Hill 5. Kavita Singh: Organizational Behaviour Text and Cases, Pearson 6. Margie Parikh Rajen Gupta: Organizational Behaviour, Mc Graw Hill. 7. Udai Pareek, Understanding Organizational Behaviour, Oxford Higher Education. 8. M.N. Mishra, Organizational Behavior, Vikas Publishing House. 	

INSTITUTE OF MANAGEMENT STUDIES			
M.B.A. (MARKETING MANAGEMENT)			
Semester - I			
Subject Name	MARKETING MANAGEMENT	Subject Code	MS5D-505
		Total Credits	03
Subject Nature: Compulsory			
<p>Course Objectives:</p> <ul style="list-style-type: none"> • To provide an understanding of the concept, functions, and techniques of Marketing. • To familiarize with the applications of marketing in real life business scenario. 			
<p>Learning Outcomes:</p> <p>At the end of the course students should be able:</p> <ol style="list-style-type: none"> 1. To get an understanding of marketing concepts and techniques 2. To analyse the marketing environment 3. To apply marketing theories 4. To develop marketing plan using marketing mix elements. 			
<p>Examination Scheme:</p> <p>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.</p>			
Course Contents			
Unit– 1 Marketing Concepts	1.1 Marketing Concept and Definitions 1.2 Customer Value, Satisfaction and Delight 1.3 Conceptualizing Tasks and Philosophies of Marketing 1.4 Scanning the Marketing Environment.		
Unit–2 Market Segmentation, Targeting, Positioning,	2.1 Market segmentation – Concept and Application 2.2 Bases and Process of Market Segmentation 2.3 Targeting - Evaluating and selecting the market segments 2.4 Developing a Positioning strategy		
Unit–3 Marketing Research Marketing Mix	3.1 Marketing Information System 3.2 Marketing Research Process 3.3 Marketing Mix – concept and elements		
Unit– 4 Product Decisions	4.1 Product classification, 4.2 Product-Mix, 4.3 Product life cycle strategies, 4.4 Packaging and Labelling 4.5 Brand		

Unit– 5 Pricing Decisions	5.1 Factors affecting pricing, 5.2 Pricing methods and strategies.
Unit–6 Promotion Decisions	6.1 A view of Communication Process, 6.2 Marketing Communications Mix elements
Unit–7 Distribution Decisions	7.1 Importance and Functions of Distribution Channel, 7.2 Distribution Channel Decisions, 7.3 Distribution Channel Members.
Unit– 8 Emerging Trends in Marketing	A brief introduction to emerging trends and practices in marketing such as Digital Marketing, Green Marketing etc.

Text Reading: Latest Editions

1. Principles of Marketing Management, Philip Kotler, Gary Armstrong, Sridhar Balasubramanian, Prafulla Agnihotri, Pearson Education.
2. Marketing Management - Philip Kotler, Kevin Lane Keller, Alexander Chernev, Jagdish N. Sheth, G. Shainesh, Pearson Education
3. Marketing Management – Rajan Saxena, McGraw Hill
4. Marketing Management: Indian Context Global Perspective – V. S. Ramaswamy and S. Namakumari, Sage

INSTITUTE OF MANAGEMENT STUDIES

M.B.A. (MARKETING MANAGEMENT)

Semester I

Subject Name	I.T for Business Application	Subject Code	MS5E-507
		Total Credits	03

Subject Nature: Compulsory

Course Objective:

- To get a thorough update of Information Technology used in Business Organizations.
- To develop understanding of managerial aspects so as to use Information Technology effectively and efficiently.
- To develop capability to integrate different but related aspects of Information Technology.
- To develop a view of IT Management, especially, for a large organization.
- To appreciate IT Management as an independent and important field of work, different from IT for Management.
- To develop conceptual understanding about latest developments in the field of information Technology and the impact of IT in managing a business.
- To learn to use Information Technology to gain competitive advantage in business.
- To learn from, with a view to emulate, entrepreneurial ventures in e-Commerce and m-Commerce.

•

Learning Outcome:

- The student will be able to apply the basic IT tools for managerial decision making.
- The student will be able to apply data management tools in corporate organizations.
- The student will be able to work in MIS enabled organizations.
- The student will be able to communicate using internet facilities.

1.

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 Information 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 Application, 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 Machine Evolution in Business Functions, Convergence of applications and technology.		
INSTITUTE OF MANAGEMENT STUDIES			
M.B.A.(MARKETING MANAGEMENT)			
Semester – I			
Subject Name	MANAGERIAL COMMUNICATION	Subject Code	MS5D-509
		Total Credits	03
Subject Nature : Compulsory			
Course Objective:			
<ul style="list-style-type: none"> To help the student acquire the theoretical and practical knowledge of oral, written and interpersonal skills of communication in business, so as to improve his managerial abilities. 			
Learning Outcome:			
<p>At the end of the course students should be able to ;</p> <p>To identify objectives, analyze audiences, and choose the most effective structure and style for delivering strategically sound written and spoken messages in a dynamic and diverse business environment.</p>			
Examination Scheme:			
<p>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).</p>			
Course Contents			
Unit- 1.Nature of Business Communication	<p>Need, importance and purposes of communication in organizations</p> <p>Elements and environment of communication</p> <p>Models of communication</p> <p>Forms and networks of organizational communication</p> <p>Types of communication barriers and how to overcome them</p> <p>Listening, types of listening and effective listening</p> <p>Elements of effective communication</p>		
Unit- 2.Non- verbal Communication	<p>Importance of appearance and how to use it as a tool in communication</p> <p>Body language and oculesics</p> <p>Paralanguage</p> <p>Proxemics</p> <p>Chronemics</p> <p>Haptics</p> <p>Using non verbal tools (oral and written) to communicate effectively</p>		

<p>Unit-3. Presentations, Interviews, Group Discussions and Business Meetings</p>	<p>Preparation of content for presentation Understanding the audience 3.3. Importance of rehearsals 3.4.Using visual aids in resentations 3.5. Handling questions 3.6.Writing a resume' 3.7.Types of interviews 3.8.Preparation for an nterview 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 Notice and agenda Minutes of a meeting 3.15 Mannerisms, etiquettes and assertiveness in oral communication</p>
<p>Unit-4. Busines sWritin g</p>	<p>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 Importance of written communication Appropriate tone in business writing</p>
<p>Unit-5. Negotiation Skills</p>	<p>Need for negotiation Process of negotiation Barriers to negotiation and how to overcome them</p>
<p>Unit-6. Issues in Communication</p>	<p>Handling diversity(gender, culture, ethnicity, etc.) Tolerance and acceptance of diversity Emotional intelligence and its impact on communication Social intelligence and its impact on communication Ethics in communication.</p>
<p>Text Reading: Latest Editions M.Ramanand P.Singh, Business Communication, latest edition, Oxford University Press, India. William V.Ruch, Business Communication, Maxwell Macmillan, New York. Lani Arredono, The McGraw – Hill 36-Hour Course : Business Presentation, McGraw-Hill, New York. Bill Scott, The Skills of Communication, Jaico, Bombay. Ronald E. Dulekand John S. Fielden, Principles of Business Communication, McMillan, New York. Dalmer Fisher, Communication in Organizations, Jaico Publishing House, India. M.E. Guffy, Essentials of Business Communication, Thomson Publication. Shirley Taylor, Communication for Business, Pearson Education.</p>	

M.B.A.(MARKETINGMANAGEMENT)**Batch 2021-23****Semester – I**

Subject Name	BUSINESS ETHICS AND MANAGEMENT BY INDIAN VALUES	Subject Code	MS5D-513
		Total Credits	03

Subject Nature: Compulsory**Course Objectives:**

- 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 Role and purpose of Ethics for business Ethical Norms and Principles for business
Unit-2 Theories of Business Ethics	Different Theories of Business Ethics Business Ethics and Corporate social Responsibility 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

<p>Unit- 4 Indian Ethos</p>	<p>Management and Culture, Management is Culture bound(Discussion) Concept and Nature of Indian Ethos for Management Fivefold debts (Pancha Rina) v/s Corporate Social Responsibility (Discussion)</p>
<p>Unit -5 Sources of Indian Ethos and Management</p>	<p>5.1 Representative Sources of Indian Ethos in Management Vedas, Shastras, Smritis, Puranas, Upanishads 5.2Ramayana, Mahabharata- Special Reference to Bhagwat Geeta Arthashastra, Ramcharitmanas, Panchatantra, Hitopadesh Guru Granth Sahib, Teachings of Buddha and Mahaveer The Holy Bible, The Holy Quran (Should they be included inIndian Ethos: Discussion) Kabir, Rahim, Ramkrishna Paramhansa, Swami Vivekananda,Local folk songs, idioms and folk tales</p>
<p>Unit-6 Values for Indian Managers</p>	<p>Values v/s Skills, Value System Values and Purity of Mind Indian Values and Wisdom relevant to modern management Work Ethics & Ethics in Work Life Goals or Purusharthas, Professionalism and Karma Yoga 6.6Management of the Self and Workplace Spirituality.</p>
<p>Unit 7 Models of Motivation and Leadership</p>	<p>Models of motivation and Leadership in Indian thoughts,Examples from scriptures Guna Theory, Karma Theory and Sanskar Theory</p>
<p>Learning Resources: (latest Editions of thr books and material)</p> <ol style="list-style-type: none"> 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.(MARKETINGMANAGEMENT)			
Semester – I			
SUBJECT NAME	ACCOUNTING FOR MANAGERS	SUBJECT CODE	MS5A-511
		TOTAL CREDITS	03
SUBJECT NATURE: Compulsory			
COURSE OBJECTIVE:			
To acquaint participant with the basic concept of Financial Accounting, Cost Accounting and Management Accounting			
LEARNING OUTCOME:			
At the end of the course learners will be able to;			
1. Practice accounting systems, basics of accounting, accounting books and preparation of trial balance.			
2. Apply methods of accounting to analyze business situations and take decision.			
3. Illustrate basics of Cost Accounting and management related decision criteria.			
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 consisting of two sections A and B respectively. Section A will be of 12 marks and have two theory questions out of which a student will be required to do any one . Section B will be of 48 marks and have five numerical/cases out of which a student will be required to do any four .			
COURSE CONTENTS			
UNIT –I Introduction to Accounting	1.1. Accounting Evolution, Significance, 1.2. Accounting Principles, Concepts & Conventions, GAAP, Overview of International Accounting Standards, 1.3. Accounting Equation, 1.4. Concept of Capital and Revenue, 1.5. Types of Accounts, 1.6. Rules of Debit and Credit.		

Unit-2 Accounting Cycle	2.1. Recording of Transactions – Preparation of Journal, Ledger, Trial Balance, Closing Entries Subsidiary Books, Types of cash Books including Numerical. 2.2. Preparation of Financial Statements: Trading and P & L Account and Balance Sheet- Concepts, Format of P&L A/C and Balance Sheet with Adjustments (Vertical &Horizontal Formats), Opening Entries including Numerical.		
Unit-3 Treatment of Depreciation	3.1. Concept, Meaning, Nature, Causes of Depreciation and Other Related Terms. 3.2. Methods of Depreciation: SLM and WDV Methods including Numerical.		
Unit- 4 Introduction to Cost Accounting	4.1. Understanding and Classifying Cost, Elements of Cost, Component of Total Cost, Classification of Costs and Format, 4.2. Preparation of Cost Sheet and Tender including Practical and Numerical.		
Unit -5 Standard Costing, Variance Analysis and Budgetary Control	5.1. Meaning of Standard Cost &Variance, Cost Variance – Determination of DirectMaterial Variance, Direct Labor Variance, Sales Variance and Control of Variance, including Numerical. 5.2. Types of Budgets. 5.3. Relationship of Standard Costing and Variance Analysis with Budgetary System including Numerical.		
Learning Resources: Text Books: Latest Edition of- R.L. Gupta, and V.K. Gupta, “ Principles of Accountancy ”, Sultan Chand & Sons. S.N. Maheshwari, “ Introduction to Accounting ”, Vikas Publishing House, New Delhi. S. N.Maheshwari, “ Cost Accounting, Theory and Problems ”, Vikas Publications, New Delhi. Reference Books: Latest Edition of- S.P. Iyengar, “ Cost Accounting ”, Sultan Chand & Sons. Robert N. Anthony and James S. Recee, “ Accounting Principles ”, A.I.T.B.S. Pub. and Distributions, R.P.Rastogi, “ Graded Problems and Solutions in Financial Management ”, Galgotia Publication, New Delhi.			
INSTITUTE OF MANAGEMENT STUDIES			
M.B.A.(MARKETINGMANAGEMENT) Semester – I			
Subject Name	QUANTITATIVE METHODS	Subject Code	MS5D-515

		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;			
1. Interpret and Organise the data to get solutions to managerial issues.			
2. 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: 3.2 Introduction to Measurement of Central Tendency 3.3 Introduction 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	4.1 Probability: 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 6.4 Introduction to Fibonacci Series
Unit – 7 Statistical Decision Theory	7.1 Decision making process 7.2 Decisions under Uncertainty and Decisions under Risk

Text Reading: Latest Editions

1. J.K. Sharma, “**Mathematics for Management and Computer Applications**”, New Delhi, Galgotia Publication,
2. S. Saha, “**Business Mathematics and Quantitative Techniques**”, Calcutta, Central Book Agency.
3. 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.