

DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY

LUCKNOW



Study & Evaluation Scheme with Syllabus

for

MBA (Integrated) First Year

On

Choice Based Credit System

(Effective from the Session: 2017-18)

1st Year I-SEMESTER

S. No.	Subject Code	Subject Name	L-T-P	ESE Marks	Sessional		Total	Credit
					CT	TA		
1.	RAS105	Business English-I	3-2-0	70	20	10	100	4
2.	RMBI101	Principles & Practices of Management	3-2-0	70	20	10	100	4
3.	RMBI102	Micro Economics	3-2-0	70	20	10	100	4
4.	RAS106	Business Mathematics	3-2-0	70	20	10	100	4
5.	RCS102	Computer Applications in Management	3-2-0	70	20	10	100	4
6.	RCS152	Computer Practices	0-0-3	50	30	20	100	2
Total							600	22

CT: Class Test

TA: Teacher Assessment

L/T/P: Lecture/ Tutorial/ Practical

1st Year II-SEMESTER

S. No.	Subject Code	Subject Name	L-T-P	ESE Marks	Sessional		Total	Credit
					CT	TA		
1.	RAS205	Business English-II	3-2-0	70	20	10	100	4
2.	RMBI201	Organisational Behaviour	3-2-0	70	20	10	100	4
3.	RMBI202	Business Law	3-2-0	70	20	10	100	4
4.	RMBI203	Fundamentals of Accounting	3-2-0	70	20	10	100	4
5.	RAS206	Business Statistics	3-2-0	70	20	10	100	4
6.	RAS254	Professional Communication Lab	0-0-3	50	30	20	100	2
Total							600	22

CT: Class Test

TA: Teacher Assessment

L/T/P: Lecture/ Tutorial/ Practical

RAS105: BUSINESS ENGLISH-I

Course Objective:

This course intends to develop good communication skills in students for their future jobs and endeavours in the corporate world so that they can gain a cutting edge over their other counterparts within the country and across the globe.

UNIT-I

Basic English: Introduction to phonetics – Application of phonetics Direct translation of words and essential phrases to English Language, Short conversations.

UNIT-II

Grammar and Usage

Sentences: Types, Noun, Noun gender, Number types, Pronouns Types, Verbs Types, Adjectives types and Adverbs types, usage in sentence .Create the plural form of a noun. Create the possessive form of a noun or pronoun. Utilize the correct pronoun form in a sentence

UNIT-III

Preposition types & Usage: Conjunction types & Usage interjection, Articles , usage in sentences, Punctuation.

UNIT-IV

Tenses: Recognize sentence elements, patterns, and types. Framing sentences using tenses.

UNIT-V

Active Voice and Passive Voice, Direct speech and Indirect speech - Idioms and Phrases – Frequently and phrasal verbs.

References:

1. Dr. V.H. Baskaran, “English Made Easy”, Shakespeare Publication.
2. J.C. Nesfield, “Current English Grammar”, Macmillan India Ltd. Delhi.
3. P.C. Wren & Martin, “English Grammar & Composition”, S. Chand & Company Ltd., New Delhi.
4. John Seoly, “Oxford 7-2 of grammar & punctuation,”, Oxford University Press, New Delhi .

RMBI101: PRINCIPLES & PRACTICES OF MANAGEMENT

Course Objective:

The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of management.

UNIT-I

Introduction: Management Concept, Process and Significance of Management; Managerial-skills, Functions and Roles; Management vs. Administration; Evolution and Development of Management Thought: Classical, Neo-Classical, Behavioral, Systems and Contingency Approaches.

UNIT-II

Planning: Objectives and Scope of Planning; Types of plans; Planning Process; Forecasting; Management By Objective (MBO): Concept, Types, Process of Decision-Making; Bounded Rationality, Organising: Concept, Nature, Process and Significance; Principles of an Organization; Span of Control; Departmentation; Types of an Organization; Authority-Responsibility; Delegation and Decentralization; Formal and Informal Organization.

UNIT-III

Staffing: Concept, Nature and Importance of Staffing. In brief Recruitment & Selection.

UNIT-IV

Directing: The basic concepts, scope and principles, Importance of Directing Motivation: Nature and Importance of Motivation; Types of Motivation; Theories of Motivation: Maslow, Herzberg, X, Y and Z; Leadership: Meaning and Importance; Traits of a leader; Leadership Styles.

UNIT-V

Controlling: Concept, Types and Scope of Control; Control Process; Control Techniques – Traditional and Modern; Effective Control System

References:

1. Koontz, H, "Essentials of Management", McGraw Hill Education.
2. Gupta CB, "Management Concepts and Practices", Sultan Chand and Sons, New Delhi.
3. Ghillyer AW, "Management- A Real World Approach", McGraw Hill Education.
4. Mukherjee, K, "Principles of Management", McGraw Hill Education.
5. Robbins, "Fundamentals of Management: Essentials Concepts and Applications", Pearson Education.
6. Pillai RSN & Kala S, "Principles and Practice of Management", S.Chand.

RMBI102: MICRO ECONOMICS

Course Objective:

This course is designed to reinforce and expand students' understanding of the basic microeconomic theory. It aims to provide students with an introductory-level treatment of economic theory with emphasis on the technique besides the results. Besides, it helps the students to master the basic tools used by the prominent economists, and makes them able to apply these tools in a variety of contexts to set up and solve economic problems.

UNIT-I

Introduction: Introduction to Economic Theory, Problem of scarcity, Introduction to Microeconomics and Macroeconomics, Function of microeconomic theory, Basic economic problems, Market forces in solving economic problems, Positive and normative economics, and Circular flow of income & expenditure.

UNIT-II

Demand Analysis: Meaning and Concept of Demand, Law of Demand, Shifts in demand, Price Elasticity of Demand & types, Income Elasticity, Cross price Elasticity, Determinants of Elasticity, uses and importance of elasticity. Cardinal approach of utility. Consumer Equilibrium, ordinal approach of utility, indifference curve, marginal rate of substitution, budget line, consumers equilibrium, application of ordinal analysis –separation of substitution and income effect from price effect for normal, inferior and Giffen good.

UNIT-III

Supply Analysis: Meaning and Concept of Supply, Law of Supply, Factors affecting Supply, Shift in Supply, Elasticity of supply.

UNIT-IV

Cost and Revenue Analysis: Short run and long run production functions: laws of variable proportions, law of returns; optimal input combination; classification of costs; short run and long run cost curves and Interrelationships.

Economies of scale: Internal and external. Revenue curves: optimum size of the firm, factors affecting the Optimum Size.

UNIT-V

Pricing under Various Market Condition

Equilibrium of the firm and Industry, perfect competition, monopoly, monopolistic competition, monopoly power, discriminating monopoly, aspects of non-price competition; meaning of an Oligopolistic Behaviour. Price and Output, Determination of Price under various market condition.

References:

1. Salvatore D, "Principles of Microeconomics", Oxford University Press.
2. Koutsoyiannis A, "Modern Microeconomic", Macmillan Education Ltd.
3. Dwivedi DN, "Principles of Microeconomics", Pearson Education.
4. Cowell, FA, "Microeconomic Principles and Analysis", Oxford University Press.
5. Watson, DS & Getz M, "Price Theory and its Uses", AITBS Publisher and Distributors.

RAS106: BUSINESS MATHEMATICS

Course Objective:

This course aims at equipping student with a broad based knowledge of mathematics with emphasis on business applications. It will also help the students develop their technical & analytical skills.

UNIT-I

Set Theory: Notation of sets, Singleton set, Finite Set, Infinite Set, Equal Set, Null Set, Sub Set, Proper subset, Universal set, Union of sets, Inter section of sets, Disjoint sets, Power set, Venn diagram, Complementary set, Uses of set theory is business, Elementary permutations and combinations.

UNIT-II

Matrices & Determinants: Introduction, types of matrices, Addition of matrices, Subtraction of matrices, Multiplication of matrices, Transpose of matrix, Expansion of determinants, Minor and Cofactors, Properties of determinant, Adjoint and Inverse of matrices, System of linear equations, Applications of matrix operations in business decision making.

UNIT-III

Commercial Arithmetic and Mathematical Series: Simple interest, Compound interest, Present value or Present worth, Profit and Loss, Arithmetic progression, Geometric progression, Harmonic progression, relationship among AP, GP and HP.

UNIT-IV

Differential Calculus: - Concepts of differentiation, Derivative of a function, Differential coefficient of product and quotient of two functions, Differentiation of different forms of functions – Chain rule, Exponential, Logarithmic, Implicit and Parametric functions and derivatives of higher order, Maxima and Minima, Applications of differentiation in business.

UNIT-V

Integral Calculus & Differential Equations: Concept of integration, Elementary integration, integration by substitution, Integration by parts, Applications of integration in business, Differential equations, Order and degree of differential equations, Solution of differential equations in variable separable form.

References:

1. Gupta, KL, Agarwal, Ravi Kant & Jain, Praveen, "Business Mathematics", Nirupam Sahitya Sadan.
2. Sancheti DC & Kapoor VK, "Business Mathematics", Sultan Chand & Sons.
3. Gupta, BN, "Business Mathematics", SBPD.
4. Hazarika, Padmalochan "Business Mathematics", S. Chand Publishing.
5. Sharma, JK, "Business Mathematics", Ane Books.
6. Singh, JK, "Business Mathematics", Himalaya Publishing House.
7. Gupta, Kavita, "Business Mathematics", Taxmann Publications.

RCS102: COMPUTER APPLICATIONS IN MANAGEMENT

Course Objective:

This is a basic paper for Business Administration students to familiarize with computer and its applications in the relevant fields and expose them to other related papers of IT.

UNIT-I

Basics of Computer and its Evolution, Data, Instruction and Information, Characteristics of Computers, Input output Devices, Function of Different Units of Computer, Classification of Computers. Computer Software: Types of Software, Compiler and Interpreter, Generations of languages. Types of computer networks

UNIT-II

Computer Memory: Primary Memory (ROM and its type – PROM, EPROM,EEPROM, RAM) Secondary memory- SASD, DASD Concept, Magnetic Disks – Floppy Disks, Hard Disks, Magnetic Tape, Optical Disks – CD ROM and its type (CD ROM, CD ROM-R, DVD ROM, Flash Memory, Introduction to Operating System (OS); Function of OS, Types of Operating Systems.

UNIT-III

Introduction to MS Office: Components of MS Office, Application of MS Office, MS Word –Working with MS word Documents, Text formatting, Table Creation and Operations, Autocorrect, Spell Check, Word Art, Working with Header and Footer, Working with Graphics, Inserting objects, Page Setup, Page Preview, Printing a document, Mail Merge.

UNIT-IV

MS Excel – Starting Excel, Worksheet, Rearranging Worksheet and Cell Inserting Data into Rows/ Columns, Alignment, Text Wrapping, Sorting Data, Excel Formatting tips and Techniques, Generating Graphs, Formula & Functions (Sum, max, min, count, sumif), Inserting Charts.

UNIT-V

MS Power Point- Creating Presentations, Working with Animation, Slide Design & Slide Layout, MS Access - Fundamentals of database, creating & working with database.

References:

1. Rajaraman V, “Fundamentals of Computers”, Prentice Hall of India.
2. Deepak, “Fundamentals of Information Technology”, Excel Books.
3. Goel A, “Computer Fundamentals”, Pearson Education.
4. Sinha P.K., “Computer Fundamentals”, BPB Publications.
5. Mansfield R, “Working in Microsoft Office”, Tata McGraw Hill Publications.
6. Courter, G & Margins A, “Microsoft Office 2000 – No Experience Required”, BPB Publications.

RAS205: BUSINESS ENGLISH–II

Course Objective

This course intends to develop good communication skills in students for their future jobs and endeavours in the corporate world so that they can gain a cutting edge over their other counterparts within the country and across the globe.

UNIT–I

Paragraph Writing: Introduction to structure and construction of paragraph, Techniques of paragraph writing Emphasis, Expansion and paraphrasing.

UNIT–II

Comprehension and Précis writing comprehension writing: Listening/Reading comprehension, Developing skills of comprehension writing, précis writing: Techniques exercises.

UNIT–III

Letter Writing: Types of Letter: Personal, Business, Proposal, Applications, Thanks, Invitation, Requisition, complaint.

UNIT–IV

Conversation: Basics of Accent – American and British (Neutral), greetings, requests, demands, enquiries, Telephone Etiquette.

UNIT–V

Presentation: How to make a presentation, various Presentation tools, Guidelines of effective presentation, Interactive presentation.

References:

1. Dr. VH Baskaran, “English Made Easy”, Shakespeare Publication.
2. JC Nesfield, “Current English Grammar”, Macmillan India Ltd. Delhi.
3. PC Wren & Martin, “English Grammar & Composition”, S. Chand & Company Ltd., New Delhi.
4. John Seoly, “Oxford 7-2 of grammar & punctuation”, Oxford University Press, New Delhi .

RMBI201: ORGANIZATIONAL BEHAVIOUR

Course Objective:

To understand the various facets of individual, group and organisational behaviour which have an impact on personal and organisational effectiveness.

UNIT-I

Behavioural Concepts: Nature and Concepts of OB, Models of Organizational Behaviour, Relationship with Other Fields, Contemporary challenges. Learning: Nature and Significance of Learning, Process of Learning, Theories of Learning,

UNIT-II

Motivation Concepts: Nature of Motivation, Classification of Motives, Motivation Process, Theories of Motivation: Early Theories: Hierarchy of Needs, Two-Factor Theory, McClelland's Theory of Needs; Contemporary Theories: Goal Setting Theories, Reinforcement Theory, Equity Theory, Expectancy Theory

Attitudes: Nature & Dimensions of Attitude, Components of Attitude, Types of Attitude, Cognitive Dissonance Theory.

UNIT-III

Perception: Perceptual Process Model, Social Identity Theory, Attribution Theory: Attribution Errors, Perceptual Errors in Organizational Setting, Improving Perceptions

Personality: Meaning of Personality, Determinants of Personality, Five-Factor Model of Personality, Myers-Briggs Type Indicator (MBTI); Theories of Personality: Freudian Theory (Psychoanalytic Theory of Personality), Erik Erikson Stages of Personality Development, Trait Theory, Jungian Theory given by Carl Jung .

UNIT-IV

Group Dynamics: Nature of Group Dynamics, Types, Stages of Group Formation: The Five Stage Model; Group Structure: Group Tasks, Team Development: Nature, Significance, Comparing Work Groups and Work Teams, Types of Work-Teams, Team-Effectiveness Model, Team Process, Contemporary Issues in Managing Teams, Concept of Conflict.

UNIT- V

Organizational Change – Meaning and approaches to managing organizational change, creating a culture for change implementing the change Kurt Lewin Model of change.

Leadership: Nature, Components, Leadership Styles, Traits of Effective Leader, Myths, Models and Theories of Leadership, Leadership Skills.

References:

1. Luthans, Fred, "Organizational Behaviour", Tata McGraw Hill.
2. Rao VSP, "Organizational Behaviour", Excel Books.
3. Robbins, Stephen P & Judge and Sanghi, "Organizational Behaviour", Pearson Education.
4. Aswathapa K, "Organisational Behaviour", Himalaya Publishing House.
5. Prasad LM, "Organisational Behaviour", Sultan Chand & Sons.

RMBI202: BUSINESS LAW

Course Objective:

To acquaint students with general business laws issues to help them become more informed sensitive and effective business leaders. To develop the skills to interpret the laws and apply it to practical problems, affecting the operations of a business enterprise.

UNIT-I

Indian Contract Act 1872 – Contract - Definition & Concept; Agreement - Offer & Acceptance; Consideration and Legality; Capacity of Parties to the Contract; Free Consent - Coercion, Undue Influence, Fraud, Misrepresentation, Mistake - Bilateral and Unilateral; Void Agreements - Agreements in Restraint of Marriage, Agreement in Restraint of Trade, Uncertain Agreements, Agreements in Restraint of Legal Proceedings, Wagering and Contingent Agreements and Contracts; Quasi Contracts; Performance and Discharge of Contracts; Breach of Contracts and Remedies.

UNIT-II

Special Contracts Indemnity and Guarantee - Meaning, Nature and Features, Types of Guarantee, Provisions related to different types of Guarantee, Surety and Co-surety - Rights and Liabilities, Discharge of Surety.

UNIT-III

Bailment and Pledge: Rights and Duties of Bailor and Bailee, Termination of Bailment; Agency: Creation of Agency, Classification of Agents, Relationship between Principal and Agent, Rights, Duties and Liabilities of Agent and Principal, Termination of Agency.

UNIT-IV

Contract of Sale of Goods: The Sale of Goods Act 1930- Introduction, Contract of Sale, Sale and Agreement to Sale, Kinds of Goods, Conditions and Warranties - Implied Conditions and Warranties, Doctrine of 'Caveat Emptor', Transfer of Property, Delivery of Goods, Duties of the Seller and the Buyer, Unpaid Seller's Remedies.

UNIT-V

Partnership - Law of partnership: Definition, essentials of partnership, registration of partnership, kinds of partners, rights, liabilities of partners, dissolution of partnership.

References:

1. Kapoor, ND, "Elements of Mercantile Law by Mercantile Law", Sultan Chand and Sons.
2. Kuchhal, MC, "Business Law", Vikas Publishing House Pvt. Ltd.
3. Agarwal, Rohini, "Mercantile & Commercial Laws", Taxman Allied Services Pvt. Ltd.
4. Gulshan, SS, "Business Law", Excel Books New Delhi.
5. Pathak, Akhileshwar, "Legal Aspects of Business", Tata McGraw Hill.
6. Tulsian, PC, "Business Law", S. Chand & Company.

RMBI203: FUNDAMENTALS OF ACCOUNTING

Course Objectives:

The primary objective of the course is to familiarize the students with the basic accounting principles and techniques of preparing and presenting the accounts for user of accounting information.

UNIT-I

Meaning and Scope of Accounting: Definition and Functions of Accounting, Book Keeping and Accounting, Interrelationship of Accounting with other Disciplines, Branches of Accounting, Limitation of Accounting, Overview of Basic Terminologies -Types of Capital, Shares, Debentures, Income and Expenditure .

UNIT-II

Accounting Principles and Standards: Accounting Principles, Concepts and Conventions, Accounting equations, Accounting cycle system of accounting Introduction to Accounting IFRS.

UNIT-III

Journalising Transactions: Journal, Rules of Debit and Credit, Sub Division of Journal:
Ledger Posting and Trial Balance: Ledger, Posting, Rules Regarding Posting, Trial Balance.

UNIT-IV

Depreciation Provisions and Reserves: Concept of Depreciation, Causes of Depreciation, Meaning of Depreciation Accounting, Objectives of Providing Depreciation, Fixation of Depreciation Amount, Methods of Providing Depreciation, Depreciation Policy, as per current accounting standards (AS) Provisions and Reserves.

UNIT-V

Concept of Final Accounts: Trading Accounts, Profit and Loss Accounts, Objectives of Final Accounts, Preparation of Final Accounts with adjustments as per current schedule.

References:

1. Bhattacharya SK & Dearden J, "Accounting for Manager – Text and Cases", Vikas Publishing House.
2. Glautier MWE & Underdown B, "Accounting Theory and Practice", Pearson Education.
3. Bhattacharyya Asish K, "Essentials of Financial Accounting", Prentice Hall of India.
4. Maheshwari, SN & Maheshwari SK, "An Introduction to Accountancy", Vikas Publishing House.
5. NP Srivasatava & Dr. M Sakthivel Murugan, "Accounting for Management", S. Chand.
6. PC Tulsian, "Financial Accounting", Pearson Education.

RAS206: BUSINESS STATISTICS

Course Objectives:

The objective of this paper is to develop student's familiarity with the basic concept and tools in statistics and operations research. These techniques assist specially in resolving complex problems serve as a valuable guide to the decision makers. Course

UNIT-I

Descriptive Statistics (Part-I): Definition, Importance & Limitation, Collection of data and formation of frequency distribution, Graphic presentation of Frequency distribution – Graphics, Bars, Histogram, Diagrammatic; Measures of Central Tendency – Mean, Median and Mode, Partition values – quartiles octiles, deciles and percentiles; Measures of variation – Range, IQR, Semi inter-quartile range, Quartile deviation and its coefficients.

UNIT-II

Descriptive Statistics (Part – II): Measures of dispersion: Mean deviation, Variance, Standard deviation, Coefficient of variation, Concept and measurement of skewness, moments and kurtosis.

UNIT-III

Correlation Analysis: Correlation Coefficient; Assumptions of Correlation Analysis; Coefficients of Correlation; Measurement of Correlation- Karl Person's Methods; Spearman's Rank correlation; Limitations of Correlation Analysis; Applications of correlation analysis in business.

UNIT-IV

Regression Analysis: - Meaning and definition of regression, Utility and applications of regression analysis, Types of regression, Difference between correlation and regression, Regression lines, Regression equations, Regression coefficients.

UNIT-V

Probability: Introduction, importance or applications or uses of the theory of probability in business decision making, Meaning and definition of probability, Elementary problems of probability, Addition and Multiplication theorems of probability, Baye's theorem of probability.

References:

1. Jhunjhunwala, Bharat, "Business Statistics", S. Chand & Company Ltd.
2. Patri, Digambar & Patri, DN, "Business Statistics for Management", Kalyani Publishers.
3. Sharma J.K. "Business Statistics", Pearson Education.
4. Gupta S.P., "Statistical Methods", Sultan Chand & Sons.
5. Gupta S.C., "Fundamentals of Statistics", Himalaya Publishing House.
6. Arora, PN, Arora, Sumeet & Arora, S, "Comprehensive Statistical Methods", S. Chand & Company Ltd.
7. Beri, GC, "Business Statistics", Tata McGraw Hill Education Pvt. Ltd.
8. Kapoor, VK, "Fundamentals of statistics", Sultan Chand & Sons.
9. Levin Richard I & Robin David S., "Statistics for Management", Pearson Education.
10. Srivastava, TN & Rego, Shailaja, "Statistics for Management", Tata McGraw Hill.