

Course Objective:**Total Periods: 40 (4 Credits)**

The basic objective of this course is to make the students aware of the various economic issues that they are expected to face as managers at the firm level and to equip them with the tools and techniques of economic analysis for improving their decision-making skills.

Course Structure:

- Unit I- **Nature and Scope of Managerial Economics:** Micro-Economics and Macro-Economics, Managerial Economics and its relevance in business decisions, Fundamental Principles of Managerial Economics - Incremental Principle, Marginal Principle, Opportunity Cost Principle, Equi-Marginal Principle.
- Unit II- **Demand Analysis and Demand Forecasting:** Types of Demand and their Characteristics, Utility Analysis, Cardinal Utility and Ordinal Utility, Elasticity of Demand and its measurement, Price Elasticity, Income Elasticity, Cross Elasticity and Advertising Elasticity, Techniques of Demand Forecasting.
- Unit III- **Indifference Curve Analysis:** Concept and Properties of Indifference Curves, Income Effect, Substitution Effect and Price Effect.
- Unit IV- **Cost Analysis:** Concept of Cost and Cost Classification, Accounting Cost and Economic Cost, Law of Variable proportions – Increasing Decreasing and Constant Returns, Cost output relationship in the short-run, Cost output relationship in the Long-run, Economies of Scale.
Profit Analysis and Profit Forecasting- Concept of Profit. Accounting, Profit and Economic Profit, Theories of Profit, Dynamic Theory of Profit, Risk and Uncertainty-Bearing Theory of Profit, Innovation Theory of Profit.
- Unit V- **Recent Economic Issues and Developments:**

REFERENCE:

1. Thomas & Maurice: Managerial Economics-Concepts and Applications, Irwin Professional Publication
2. Haynes, Mote & Paul: Managerial Economics, McGraw Hill Publication
3. Dean Joel: Managerial Economics, Prentice-Hall
4. Gupta G.S.: Managerial Economics, Tata McGraw Hill Publication
5. Koutsoyiannis A: Modern Microeconomics. Macmillan,
6. Diwedi D. N.: Managerial Economics, Pearson Education India
7. Petersen, Lewis and Jain: Managerial Economics. Pearson Education India
8. Salvatore Domonik: Principles of Microeconomics, Prentice-Hall
9. Varshney & Maheshwari: Managerial Economic, Sultan Chand & Sons
10. Stonier & Hague: A Text Book of Economic Theory, Pearson
11. Mankiw: Economics-Principles and Application, Cengage Learning.
12. Slowman & Sutcliffe: Economics for Business, Pearson Education

Course Objective:**Total Periods: 40 (4 Credits)**

The objective of the course is to make the students familiar with basic statistical techniques and their applications in managerial decision-making.

Course Structure:

- Unit I- **Statistics: An Overview**-Importance for learning statistics for Managers, Types of Statistical Method.
- Unit II- **Fundamentals of Probability:** Concept of Probability, Definition of probability, counting rules for determining the number of outcomes, The Bayes' Theorem.
Probability Distributions-Probability distribution function, Cumulative probability distribution function, Expected value and variance of a random variable, discrete probability distributions – Binomial and Poisson.
- Unit III- **Measure of Central Tendency:** Objectives of averaging, Requisites of measure of central tendency, Mathematical averages – arithmetic mean (simple and weighted), geometric mean, harmonic mean, quartiles, deciles and percentiles, Relationship between mean, median and mode.
- Unit IV- **Measure of Dispersion:** Significance of measuring dispersion (variation), Classification of measure of Dispersion, Variance and standard deviation, Coefficient of variation, Skewness, Moments and kurtosis; Measures of Skewness.
- Unit V- **Test of Significance and its Designing:** Null Hypothesis and Level of significance.
Tests of Variables and Proportions: 'T' test in small samples. Application of χ^2 test, Testing of coefficients of Correlation, Analysis of Variance.

REFERENCE:

1. Alan Bryman, Emma Bell : Business Research Methods, Oxford University Press
2. Donald R, Cooper, Pamela S Schindler : Business Research Methods, Tata McGraw-Hill Education
3. Mark Saunders, Philip Lewis, Adrian Thornhill: Research Methods for Business Students, Pearson Education India
4. Levin R I & Rubin D. S. : Statistics for Management, PHI, New Delhi
5. Davis & Pecar: Business Statistics using Excel , Oxford University Press
6. Sharma J. K.: Business Statistics, Pearson, New Delhi
7. Beri: Statistics for Management, TMII, New Delhi
8. Gupta S. P. & Gupta M.P. : Business Statistics, S. Chand & Sons, New Delhi.

Course Objective:**Total Periods: 40 (4 Credits)**

The main objective of this course is to acquaint the students with fundamental concepts and processes of accounting so that they are able to appreciate the nature of item presented in the annual accounts of a firm. Further, it aims at familiarizing the student with those significant tools and techniques of financial analysis, which are useful in the interpretation of financial statements. These tools and techniques form an important part of management planning and control systems. Thus, the course does not intend to make the students expert accountant.

Course Structure:

- Unit I- **Financial Accounting:** Definition, Nature and Scope of Accounting. Accounting Principles, Difference between accounting concepts and conventions, Indian Accounting Standards, Difference between traditional and modern accounting.
- Unit II- **Orientation in Accounting:** Double Entry System and Recording of Transactions into the Journals, Posting Transactions into Ledger, Preparations of Trial Balance, Capital and Revenue, Preparation of Annual Accounts - Profit and Loss Account and Balance Sheet, Adjustment Entries.
- Unit III- **Analysis of Financial Statement:** Financial Statements - Meaning, Nature and Limitations. **Techniques of Financial Analysis:** Accounting Ratios - Meaning, Significance and Limitations. Funds Flow Statement - Meaning and Need. Preparation and Interpretation. Cash Flow Statement - Meaning, Need, Preparation and Interpretation.
- Unit IV- **Valuation of Assets:** Valuation of Shares - Need and Methods. Valuation of Goodwill – Need and Methods, Valuation of Inventory - Need and Methods, First in First out (FIFO), Last in First out (LIFO).
- Unit V- **Current Issues:** Forensic Accounting, Money Laundering, Financial intelligence.

REFERENCE:

1. H. G. Guthman: Financial Statements Analysis, PHI
2. Myer: Financial Statements Analysis PHI
3. Robert Anthony & Reece: Management Accounting – Text & Cases, Richard D. Irwin,
4. Morton Backer: Modern Accounting Theory, PHI
5. Roy, A. Foulke: Financial Statement Analysis, McGraw-Hill
6. Shukla & Grewal: Advanced Accounts, S. Chand & Company Limited
7. Mukherjee & Roy: Studies in Accounting Theory, World Press Pvt. Ltd. Calcutta
8. Jain & Narang: Advanced Accountancy, Kalyani Publishers
9. Khan & Jain: Management Accounting, Tata McGraw- Hill Education
10. Bhandari & Kulshrestha: Essays in Accounting, Sahitya Bhawan
11. Roy G.D.: A Survey of Accounting Ideas , Alpha Pub. Concern
12. Sehgal A., Sehgal D.: Taxman's Financial Accounting
13. Bhattacharya S.K. & Dearden: John: Accounting for Management, Vikas Pub House

Course Objective:**Total Periods: 40 (4 Credits)**

This course intends to provide an experienced-based approach to marketing theory and its practical application. The course is designed to enable the students to learn the basic of marketing. Topics of the syllabus shall be addressed and discussed from an application oriented perspective.

Course Structure:

- Unit I- **Conceptual Framework of Marketing:** Concept, Meaning, definition, nature, scope and importance of marketing; Marketing concept and its evolution.
- Unit II- **Core concepts of marketing:** Customer Satisfaction, Customer Delight, Approaches to Marketing – Product – Production – Sales – Marketing – Societal – Relational. Concept of Marketing Myopia, Selling versus marketing, Holistic Marketing Orientation & Customer Value, Adapting marketing to new liberalised economy – Digitalisation, Customisation, Changing marketing practices.
- Unit III- **Market Analysis and Selection:** Nature, Process and Contents of Marketing Plan - Marketing environment – Macro and Micro components and their impact on marketing decisions, Buyer Behaviour, 5 steps Buyer decision process, Bases for market segmentation of consumer goods, industrial goods and services Niche & Local Marketing Target Markets, differentiation strategies, Concept of positioning – Value Proposition and USP, Marketing Information System.
- Unit IV- **Marketing Mix: Product Decision:** Concept of a product; Classification of products; Major product decisions; Product line and product mix; Branding; Packaging and labelling; Product life cycle – strategic implications; New product development and consumer adoption process.
Price Decision- Concept, and Meaning of Price and Pricing, Significance of Pricing Decision, Factors affecting price determination; Pricing Methods and Techniques, Pricing policies and strategies.
Place Decision- Nature, functions, and types of distribution channels; Distribution channel intermediaries; Channel management decisions, Marketing channel system - Functions and flows; Selection, Training, Motivation and evaluation of channel members;
Promotion Decision- Communication Process; Promotion mix – advertising, personal selling, sales promotion, publicity and public relations; Media selection; Advertising effectiveness; Sales promotion – tools and techniques.
- Unit V- **Emerging Concepts in Marketing Management:**

REFERENCE:

1. Philip Kotler : Marketing Management, Pearson Education/PHI.
2. Stanton: Fundamentals of Marketing, McGraw Hill
3. Rajan Saxena : Marketing Management, Tata McGraw Hill.
4. Philip Kotler and Gary Armstrong: Principles of Marketing 12th Edition, Pearson Education, PHI
5. Ramasamy & Namakumari : Marketing Management, Macmillan India.
6. S. Jayachandran : Marketing Management, Tata McGraw Hill
7. Rampal and Gupta: Case and Simulations in Marketing, Goglatia, Delhi
8. Etzel Walker: Fundamentals of Marketing Stanton, Tata-McGraw Hill, New Delhi
9. McCarthy E.J: Basic Marketing: A managerial approach, Irwin, New York.
10. Bovee and John Thill : Marketing, McGraw-Hill
11. Kotler, Lilien & Moorthy : Marketing Models, Prentice-Hall of India
12. H.Kaushal : Case Study Solutions Marketing, Macmillan Publishers India Ltd.
13. William D. Perreault Jr : Basic Marketing, McGraw-Hill Companies, Inc

Course Objective:**Total Periods: 40 (4 Credits)**

The present course aims at familiarizing the participants with various aspects of HRM. It aims at providing a rich fund of contemporary knowledge, time tested principles, basic concepts, emerging ideas, evolving theories, latest technique, ever changing procedures & practices in the field of HRM in a comprehensive way.

Course Structure:

- Unit I- **Human resource management:** Meaning, definition, scope, Objectives and functions of Human Resource Management, Evolution of HRM, Relevance of Study of HRM, Personnel Management Vs. Human Resource Management, Challenges of HRM, HRM Environment; Strategic HRM.
- Unit II- **Human Resource Planning:** Meaning, definition, importance, characteristics of good HR factors affecting HR Planning, barriers of HR Planning, HR Planning process.
Job Analysis And Design- Meaning, definition, process of job analysis, problems in job analysis, job design; factors affecting job design, process of job design, contemporary issues in job design.
- Unit III- **Human Resource Acquisition:**
Recruitment; Meaning, definition, importance, factors governing recruitment, recruitment process.
Selection; Meaning, definition, step-wise selection process, barriers to selection, selection in Indian context.
Placement; Meaning and purpose, problems in placement.
- Unit IV- **Training and Development:** Nature of Training and Development; Training and Development as source of competitive Advantage, Training Process; Implementation and Evaluation of the Training Program.
- Unit V- **Human Resource Management and Ethics:** Nature, Importance and Relevance of HRM ethics, Ethical issues in HRM, HR Audit; nature, benefit, scope and approaches to HR Audit.

REFERENCE:

1. V. S. P. Rao: Human Resource Management, Excel Books, New Delhi
2. K. Ashwathappa: Text & Cases in Human Resources Management, Tata McGraw Hill
3. Arun Monappa: Managing Human Resources, McMillan
4. Kesho Prasad: Strategic Human Resource Management, Prentice Hall India
5. Ronald R. Sims: Human Resource Management, Indian Associated Press
6. Gary Dessler: Human Resource Management, Pearson Education India
7. Wayne Mondy: Human Resource Management, Pearson Education India