



JAYOTI VIDYAPEETH WOMEN'S UNIVERSITY, JAIPUR

SYLLABUS

**MASTER OF BUSINESS ADMINISTRATION
(MBA) IN
BANKING & FINANCE/ HUMAN RESOURCE
MANAGEMENT & MARKETING/ HOSPITAL
ADMINISTRATION & HEALTH CARE**

**SYLLABUS FOR –
(I TRIMESTER)**

FACULTY OF MANAGEMENT & HUMANITIES

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Program Structure – I Year
I year consists of I, II, III Trimester
MBA (Banking & Finance/ Human Resource Management & Marketing/ Hospital Administration & Health Care)
I TRIMESTER

Nature of Course	Course Name	C	T	D&T	P	PS
Core management	Principles & Practices of Management	4	3	0.3	0.2	0.5
Core Applied Mathematics	Quantitative Techniques	5	5	0	0	0
Core Economics	Economics for Managers	4	3.3	0.2	0.5	0
Core Management	Business Environment	4	3.3	0.2	0.2	0.3
Core Accounting	Accounting for Managers	5	3.3	0.2	0.5	1
Core Information technology	Fundamentals & Workshop on IT for Managers	4	0.5	0.5	2	1
Core Marketing	Marketing Management	4	3	0.3	0.5	0.2
University Compulsory Course	Extra-Curricular Activities	1	0	0	1	0
	Community Development Activities	1	0	0	1	0
	English Communication	2	2	0	0	0
University Optional Course	Professional Activities	-	-	-	-	
Total Credit		34	23.4	1.7	5.9	3

Program Structure – I Year
I year consists of I, II, III Trimester
MBA (Banking & Finance)

I – TRIMESTER					
Objective: To equip the students with the basic understanding of management, accounting, economics and information technology.					
Nature of Course	Course Name	C	T	D&T	P
Core management	Principles & Practices of Management: nature, purpose and scope of management;	1	0.7	0.3	0
	Principles & Practices of Management :- Organizational Structure –	1.5	1.5	0	0
	Principles & Practices of Management :-Planning: Types of plans	1	0.8	0	0.2
	Practice session of 3 group discussion and 2 cases in the GD Room	0.5	0	0	5 sessions
Core Applied Mathematics	Quantitative Techniques: Classification of data and construction of Frequency Distribution	2	2	0	0
	Quantitative Techniques: Correlation Analysis:	2	2	0	0
	Quantitative Techniques: Regression Analysis:	1	1	0	0
Core Economics	Economics for Managers- Introduction & Demand and Production Analysis :	1.5	1	0.2	0.3
	Economics for Managers- Cost & Pricing Analysis	1	1	0	0
	Economics for Managers- Macro Economic Analysis of Managerial Decisions	1.5	1.3	0	0.2
Core management	Business Environment - An Overview of Business Environment	1.5	1.3	0.2	0
	Business Environment - Economic Environment:	1.2	1	0	0
	Business Environment - Political Environment	1	1	0	0
	Practice session of 2 group discussion and 1 cases in the GD Room	0.3	0	0	2+1 sessions
Core Accounting	Accounting for Managers- Accounting and its functions,	2	1.8	0.2	0
	Accounting for Managers - Preparation of Final Accounts	2	1.5	0	0.5
	Accounting for Managers: Financial Statement Analysis	1	1	0	0
Core Information technology	Fundamentals & Workshop on IT for Managers:- Classification, Components of Computer System	2	0.5	0.5	1
	IT Applications in Accounting for Business	1	0	0	1

	Decisions				
	10 Practice sessions of MS-Office: Word, PowerPoint, Excel & Internet : E-mailing, Advance Searching, Surfing etc.	1	0	0	10 Sessions
Marketing	Marketing Management: Marketing Concepts and Tasks	1.5	1	0.3	0.2
	Marketing Management: Marketing channel system	1.3	1	0	0.3
	Marketing Management: Identifying and analysing competitors	1	1	0	0
	2 Practice Sessions for case studies & role play	0.2	0	0	2 Sessions
University compulsory course	Extra-Curricular Activities	1	0	0	1
	Community Development Activities	1	0	0	1
	English Communication : Reading and Listening: Vocabulary Building, Passages, Audio and Videos	1	0.5	0	0.5
	English Communication : Writing and Speaking: Grammar, Phonology, Writing Formats	1	0.5	0	0.5
University Optional Course	Professional Activities	-	-	-	-
Total Credits:		34			

Note:

- C represents number of Credit per Course
- T represents number of Theory Credit per Course
- D & T represents the number of Demonstrations and Tutorials
- P represents Practical & Practice
- PS represents no of practice session

**MBA 1st Year
Trimester I**

Principles and Practices of Management

(Credits 4)

Objective: The objective of the paper is to acquaint student with the importance of management in our day to day life, help student to trace the evolution of Management Thought and appreciate the various functions of management.

UNIT I

- An introduction of Management – nature, purpose and scope of management; Functions and roles of a management; Ethics and social responsibility of manager; Organizational Environment.
- Evolution of management thought—System and contingency approach for understanding organization, Management Thought-Classical perspective, Scientific Management, Administrative management, Bureaucratic management and Behavioral perspective.
- Contributions made by Taylor, Gantt, Gilbreth, Fayol, Weber, Elton Mayo, Chester Bernard, Likert, McGregor, Peter F. Drucker, M.E. Porter.

(Credits 1)

UNIT II

- Organizational Structure – definition; work specialization; departmentalization; Chain of Command; Span of control; Centralization and Decentralization; Delegation and why managers hesitate to delegate;
- Organizational Designs – simple structure; functional departments; Divisional structures -- geographical divisions; product and process divisions; client-based divisions; Matrix Structure; Project Structure.
- Modern Design Options – Strategic Business Units; Team Structure; Virtual Organizations; Boundaryless Organization; Empowered organization.
- Organic and inorganic organizations – differences in strategy and management practices
- Why do Structures differ – strategy, organization size, technology, environment,

(Credits 1.5)

UNIT III

- Planning: Types of plans, process of planning, Management by Objectives, Nature and purpose of strategies and policies.
- Decision-Making: Importance and steps in Decision Making; Decision making under certainty -- programmed decisions; decision-making under uncertainty - non-programmed decisions; decision tree; group aided decisions; Brain storming.
- Line and Staff functions and relationships.
- Coordination- need; factors which make coordination difficult; techniques to ensure effective coordination.
- Control: planning-control relationship; process and techniques of control; Human response to control; Types of Control- (a) Feed forward control (b) Concurrent Control (Real Time Information & Control), (c) Feedback Control.

(Credits 1)

Recommended Practice Session : Practice session of 3 group discussion and 2 cases in the GD Room

(Credit 0.5)

Recommended Text Book:

- Principles & Practices of Management: Dr. L. M. Prasad - Sultan Chand & Sons

Suggested Readings:

- N Kumar: Principles of Management: Anmol Publications

- Mukherjee: Principles of Management: TMH
- Tripathi, P C: Principles Of Management: McGraw-Hill Education India Ltd.

Quantitative Techniques

(Credits 5)

Objective: The objective of this paper is to train the students to use various statistical methods in order to understand, analyze and interpret various business, managerial and economic problems.

UNIT I

- Introduction to quantitative technique:- Concept model building for business decision. Role and scope model in business and industry.
- Classification of data and construction of Frequency Distribution.
- Introduction of Descriptive Statistics: Measures of Central Tendency;
- Measures of Dispersion- Range, Quartile Deviation, Mean Deviation, and Standard Deviation,
- Index Numbers: Definition and Methods of Construction of Index Numbers, Importance of Index Numbers in Managerial Decision Making.

(Credits 2)

UNIT II

- Skewness& Kurtosis,
- Correlation Analysis: Rank Method, Karl Pearson's Coefficient of Correlation and Concurrent deviation method.
- Theory of Probability: Basic concepts, Additive and Multiplicative Rule, Idea of Conditional Probability, Theoretical Distributions: Binomial, Poisson and Normal Distribution.

(Credits 2)

UNIT III

- Regression Analysis: Simple Linear Regression Model, Least Square method, Mean Based Method, Coefficient of Determination and Interpretation of Coefficients.
- Time Series Analysis: Components, Measurement of Trend by Least Squares Method, Simple Average and Moving Averages; Importance of Time Series Analysis in Managerial Decision Making.

(Credits 1)

Recommended Text Book:

- S.P. Gupta: Statistical Methods, Sultan Chand & Sons, New Delhi.

Suggested Readings:

- J.K. Sharma: Business Statistics, Pearson Publication, New Delhi.
- P.N. Arora& S. Arora: Statistics for Management, S. Chand &Co., New Delhi.
- M.P. Gupta & S.P. Gupta: Business Statistics, Sultan Chand & Sons, New Delhi.
- R.S. Bhardwaj: Business Statistics, Excel Publishers.
- L. Maheshwari: Managerial Economics, S. Chand & Sons, New Delhi

Economics for Manager

(Credits 4)

Unit- I

Introduction & Demand and Production Analysis :

Introduction to Managerial Economics-Definition, scope nature and significance in decision making and fundamental concept.

Demand Meaning, type determinate and function .Analysis for decision making, Demand Schedule and demand function, Elasticity of Demand, Demand forecasting, Production Analysis, production Function, One Variable input Production function and two variable Input production function. (Simple numerical problems be solved)

(Credits 1.5)

Unit - II

Cost & Pricing Analysis

Various Cost concepts, Cost Functions – Short run Cost Functions and its Empirical Estimation, Long run Cost Function, Economies of scale and economies of scope. Price and Output decision under perfect Competition, Monopoly, Monopolistic Competition and Oligopoly. Descriptive pricing approaches: full cost pricing, product pricing. Pricing strategies : price skimming, penetration pricing and loss leader pricing. (Simple numerical problems be solved)

(Credits 1)

Unit - III

Macro Economic Analysis of Managerial Decisions

Meaning and Nature of Macro Economics; Circular Flow of income, the concept of GDP, GNP, Concepts of Consumptions, Savings and Investment. Business Cycles: Consequences and Measures to solve the Problems of Business Cycles, Inflation.

(Credits 1.5)

Recommended Text Book:

- Managerial Economics by Dr. D.M. Mithani, Himalaya Publishing House.

Suggested Readings:

- Managerial Economics, Keat, Young, Banarjee, Pearson.
- Managerial Economics, Theory & Applications, D.M. Mithani, HPH.
- Managerial Economics, An Integrative Approach, Mark Hirschey, Cengage.
- Managerial Economics, Salvatre/Srivastava, Oxford.
- Managerial Economics, analysis of managerial decisionmaking, H.L. Ahuja, S. Chand.
- Managerial Economics, D.N. Dwivedi, Vikas.
- Managerial Economics, PLMehta, Sultan Chand and Sons
- Managerial Economics, GeetikaGhosh, Roy Choudhury, (2nd Edition)TMH

Business Environment

(Credits 4)

Objective: The basic objective of this course is to familiarize the students with the nature and dimensions of evolving business environment in India to influence managerial decisions.

UNIT I

- An Overview of Business Environment: Type of Environment-Internal, External, Micro and Macro Environment,
- Political Environment: Functions of State, Economic Roles of Government, Government and Legal Environment
- Socio-Cultural Environment: Nature and Impact of Culture on Business, Culture and Globalization, Social Responsibilities of Business, Business and Society,

(Credits 1.5)

UNIT II

- Economic Environment: Economic, Nature and Structure of the Economy, basic philosophies of Capitalism and Socialism with their variants. Concepts of Mixed Economy.
- Monetary and Fiscal Policies, Exim Policy
- An introduction to MRTP, CCI, FEMA, SEBI Act, Consumer Protection Act; The changing dimensions of these laws and their impact on business
- Impact of liberalization and privatization on Indian economy.

(Credits 1.2)

UNIT III

- Globalization trends and challenges; balance of payments trends; environment for foreign trade and investment; exchange rate movements and their impact; India's competitiveness in the world economy; external influences on India's business environment.
- Natural and Technological Environment: Innovation, Technological Leadership and Followership,
- Current industrialization trends and industrial policy; environment for the SME sector; infrastructure development and policy
- Case Study & Seminar Related to unit topics

(Credits 1)

Recommended Practice Session : Practice session of 2 group discussion and 1 case in the GD Room

(Credit 0.3)

Recommended Text Book

- Business Environment - Text and Cases: Cherunilam, Francis, Himalaya Publishing House.

Suggested Readings:

- Aswathappa, K., (2000), Essentials of Business Environment, 7th edition, Himalaya Publishing House.

- Gupta C. B., (2008), Business Environment, 4th edition, Sultan Chand.
- Bedi, Suresh, ((2004)), Business Environment Excel Book.
- Ian Worthington, Chris Britton, (2009), Business Environment, Pearson Education.
- CasesShaikh, Saleem, (2010), Business Environment, 2nd edition, Pearson Education.
- Cherunilam, Francis, (2007), Business Environment - Text and Cases, Himalaya Publishing House.
- Cherunilam, Francis, (2007), Business Environment - Text and Cases, Himalaya Publishing House.

Accounting for Managers

(Credits 5)

Objective: To develop understanding of accounting tool and information and their uses in managerial decision taking.

UNIT I

- Accounting and its functions,
- Need for Accounting Standards,
- Accounting Principles concepts and conventions
- Introduction to Indian Accounting standards,
- Understanding financial Statement; Journal, Ledger, Trial Balance, Cash Book Income Statement, and Balance Sheet (Vertical and Horizontal Performa),

(Credits 2)

UNIT II

- Preparation of Final Accounts (With and Without Adjustment),
- Techniques of financial statement analysis-Ratio analysis
- Depreciation: Methods of Depreciation: Straight Line and Written Down Value Method
- Case Studies, Group Discussion, Presentation and Seminars, Business games and quiz based on the topics of unit.

(Credits 2)

UNIT- III

- Statement of changes in financial position Cash basis(Cash Flow)
- Fund Flow analysis
- Case Studies, Group Discussion, Presentation and Seminars, Business games and quiz based on the topics of unit.

(Credits 1)

Recommended Text Book:

- Khan, Jain: Management Accounting 5e, McGraw-Hill Education (India) Pvt. Ltd.

Suggested Readings:

- Management Accounting, 5/e: Pearson, Anthony A Atkinson, Robert S Kaplan, S Mark Young, Ella Mae Matsumura, G Arunkumar.
- Fundamentals Of Accounting For CPT: Vikas Publishing House S K Maheshwari, S N Maheshwari
- Fundamentals of Accounting for CA Common proficiency Test(CPT) : Tata McGraw-Hill:Tulsian, Tulsian
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Fundamentals & Work shop on IT for Managers

(Credits 4)

Objective: This course offers a good understanding of basics of Information Technology.

UNIT I

- Introduction to Computers: Classification, Components of Computer System, Introduction to High level and low level languages.
- Software: Application Software and System Software, Applications Basic concepts of operating systems, Flow charts and data flow diagrams.
- Networking concepts, Internet and intranet, sending and reading e-mails.
- Practical on Internet using emails, Use of search engines,
- End User computing using MS-Office: Word processing: MS-Word, formatting text and documents, working with header and footer, tables and sorting, graphics and mail merge.
- MS Excel basics, Rearranging, Worksheets, Excel formatting techniques, using formulas and functions, chart features and working with graphics in Excel

(Credits 2)

UNIT II

- Power Point: Basics, working with texts and graphics in Power Point, Creating and delivering presentations
- Computer Security: Introduction, Malicious programs, cryptography, digital signature, firewall, Users Identification and Authentication, Security Awareness Issues
- **IT Applications in Accounting for Business Decisions**
- Record entries in Sales Journal and post to appropriate ledgers, Record entries in Purchases Journal and post to appropriate ledgers, Record entries in Cash Receipts Journal and post to appropriate ledgers, Simultaneous Cash-Contra entry automatically generated.
- Bank Pass Book updation and Bank Reconciliation statement, Group/Sub-group-wise Trial Balance for any period, Journalize and post adjusting entries.
- Journalize and post closing entries, Journalize and post reversing entries.
- Manufacturing Account, Trading Account, Profit and Loss Account and Fixed Assets Schedule with depreciation calculation, Cash/Fund flow statements, Ratio Analysis.

(Credit 1)

Recommended Practice Session: 10 Practice sessions of MS-Office: Word, PowerPoint, Excel & Internet : E-mailing, Advance Searching, Surfing etc.

(Credit 1)

Recommended Text Book:

- Computer Application in Management :NirupmaPathak, Himalaya Publishing House.

Suggested Readings:

- Leon & Leon : Internet for Everyone Leon Tech World
- Curtin, Foley, Sen& Martin : Information Technology Tata McGraw Hill
- Rajaraman, V: Fundamentals Of Computers: PHI
- AakashSaxena, Sunil Chauhan, Kratika Gupta: Fundamentals of Computer: Laxmi.
- P. K. Sinha: Fundamental of Computers: BPB

English Communication**Credit: 2**

Objective: To enable students to develop Four major skills Reading, Writing, Speaking and Listening in relevance to English culture according to time and venue.

Unit 1: Reading and Listening

- Types of passages, purpose of reading, reading strategies, vocabulary building, antonyms and synonyms and one-word substitution etc.
- Role of Listening, Barriers of Listening, Remedies to remove the barriers. Listening to Narratives, Listening to specific information or data, listening to Conversational contexts etc.

Unit 2: Writing and Speaking

- Subject- Verb Concord, Sentence Pattern (SVOCA), Time and Tenses. Different Letter Writing Formats: Application, Cover Letter, Notice, Report etc. Resume Building.
- Introduction to the sounds of English-Vowels, Diphthongs and Consonants phonetic sounds, Introduction to Stress and Intonation, Situational Dialogues / Role Play 'Just a minute' Sessions (JAM), action verbs (play way method), Describing Objects/ Situations/ People (personality), Debates (current topics), Turn Coat, Telephonic Conversation.

Recommended Text Books:

- Phonetics by Peter Roach, Oxford University Press 2004.
- Better English Pronunciation by J.D.O'Connor, OUP 2010.

Suggested Readings:

- Accents of English by J.C.Wells, Cambridge University Press.
- English Grammar Today with CD: An A-Z of Spoken and Written
- Grammar by Ronald Carter, Michael Mac Carthy, Geraldine Mark
- Anne O'Keeffe, Cambridge University Press, 2009.
- Alred, Gerald J. . The Business Writers Handbook. 9th ed. Boston:
- Bedford/St. Martins, 2009.
- Geeta Jajivan, Kiranmai: Course Listening and Speaking Skills part 1. Foundation Books Pvt Ltd.

- Lorven: Enrich Your Communication in English

MARKETING MANAGEMENT

(Credit: 4)

Unit I Marketing Concepts and Tasks, Defining and delivering customer value and satisfaction - Value chain - Delivery network, Marketing environment, Adapting marketing to new liberalised economy - Digitalisation, Customisation, Changing marketing practices, e-business - setting up websites; Marketing Information System, Strategic marketing planning and organization.

Buyer Behaviour, Market Segmentation and Targeting, Positioning and differentiation strategies, Product life cycle strategies, New product development, Product Mix and Product line decisions, Branding and Packaging, Price setting - objectives, factors and methods, Price adapting policies, Initiating and responding to price changes.

(Credit: 1.5)

Unit II Marketing channel system - Functions and flows; Channel design, Channel management - Selection, Training, Motivation and evaluation of channel members; Channel dynamics - VMS, HMS, MMS; Market logistics decisions.

Integrated marketing communication process and Mix; Advertising, Sales promotion and Public relation decisions. Direct marketing - Growth, Benefits and Channels; Telemarketing; Salesforce objectives, structure, size and compensation.

(Credit: 1.3)

Unit-III Identifying and analysing competitors, Designing competitive strategies for leaders, challengers, followers and nichers : Customer Relationship marketing - Customer database, Data warehousing and mining. Attracting and retaining customers, Customerism in India, Controlling of marketing efforts. Global Target market selection, standardization Vs adoption, Product, Pricing, Distribution and Promotional Policy.

(Credit: 1)

Recommended Practice Session:

Practice Sessions for case studies & role play

(Credit: 0.2)

Recommended Text Book:

1. Marketing Management - Philip Kotler - Pearson Education/PHI 12th Edition, 2006.

Suggested Readings:

1. Marketing Management - Rajan Saxena - Tata McGraw Hill, 2002.
2. Marketing Management: Planning, Implementation and Control: Global Perspective Indian Context – VS Ramasamy & S. Namakumari - Macmilan India, 2007.
3. Marketing Management: A South Asian Perspective – Philip Kotler and Kevin Lane Kotler, Pearson Education, 11th Edition, 2007.
4. Basic Marketing - Perreault and McGarthy - Tata McGraw Hill, 2002.

5. Case and Simulations in Marketing - Ramphal and Gupta - Gollgatia, Delhi.
6. Case Studies in Marketing - R.Srinivasan - PHI.
7. Marketing concepts and cases – Michael J Etzel, Bruce J Walker, William J Stanton and Ajay Pandit, TMH 13th Edition, New Delhi, 2007.
8. Marketing Management – S.Jayachandran - TMH, 2003