VEER NARMAD SOUTH GUJARAT UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION

(Full Time)

(With Effect From July 2002)

Semester - I

CP 101  Managerial Economics
CP 102  Organizational Behavior
CP 103  Managerial Accounting
CP 104  Principles of Management
CP 105  Business Communication
CP 106  Indian Ethos and Values
CP 107  Computer Applications in Management
CP 108  Quantitative Methods
VEER NARMAD SOUTH GUJARAT UNIVERSITY
MBA (Full Time)
Semester – I
CP 101
Managerial Economics

Objectives:

The Objectives of the course is to acquaint the participants with concepts and techniques used in Micro-Economic Theory and to enable them to apply this knowledge in business decision-making. Emphasis is given to changes in the nature of business firms in the context of globalisation.

The Objective of this course is to given the students an understanding and an appreciation of use of the concepts and tools of economic analysis in relation to managerial decision making and to enable them to understand the economic forces governing industry and business.

Course Contents :


Suggested Readings :

OBJECTIVES:

The basic objectives of the courses is to reflect the latest thinking and practices for creating conduction in behavioural areas among the participants of the programme who have no prior formal exposure or training in the topic, issues and concepts central to organization behaviour. With the broad objectives the goal of the course would be

(a) To make the participants acquaint about the important concepts and issues, which may influence their behaviour and various competences in practice.

(b) To help the participants develop their competencies and knowledge that they will need to be as effective professional managers and leaders & role of behavioural science.

(c) To encourage the students for active involvement in challenging task of developing analytical, perceptual, communication, skill and managing self-esteem,

Programme aims to focus behavioural aspect and its linkage with developing competencies.

COURSE CONTENTS:

Concept of Organisational Behaviour, Role of Behavioural Factors in Management, Foundation of Organisational Behaviour.

Individual Behaviour: Psychological factors in Human Behaviour Perceotion: Perceptual selectivity, Managerial Implications, Theories of Personality Development; Personality and Performance; Attitude-its formation and change. Theories of Motivation: Need Hierarchy, two-Factor Theory X and Theory Y; Theory Z; Motivation-Expectancy models. Immaturity-Maturity.

Leadership: Theories styles and leadership effectiveness; Interaction of individual and organization : organizational Effectiveness-concept and Approaches.

Concept of Organizational change and Development.

Linking the above concepts to developing and influencing competences of individuals as managers.
Suggested Reading:

Objectives:
The objective of the course is to acquaint the students with the language of Accounting and to develop in them the ability to evaluate and use accounting data as an aid to decision making. The main purpose is to assist the students in developing skills in problem solving and decision-making in the financial area. Emphasis is laid on analysis and utilization of financial and accounting data for Planning and Control.

Course Contents:

Suggested Reading:
Objectives:

The objectives are to acquaint the student with the theory of management as far as it has been built-up as a body of knowledge and to develop in him an integrated approach to management problems.

Course Contents:


Suggested Readings:

Objectives:

The objective is to make the students acquainted with the basic concepts and techniques of communication that are useful in developing skills of communicating effectively in the corporate world.

Course Contents:

The process of communication and the roadblocks, Role of verbal and non-verbal symbols in communication, Barriers that make communication less effective and ways to bring them down, Forms of communication, Listening- anatomy of poor listening, features of a good listener, Spoken communication over phone- challenges and etiquette, Oral presentations- how to plan presentations, how to deliver them, how to develop and display visual aids, how to handle questions from audience, Meetings- ways to make meetings work, Forms of communication in the written mode, Body language of writing letters, memos, tone of writing, E-mail- how to make the e-mail smart, Reports- how to write reports, Proposals

Suggested Readings:

2. Khosla A. R., Drafting and Official Correspondence
3. Leyland and Priow, Communicating Facts and Ideas in Business
4. Janis and Dressner, Business Writing
Objective:

The objective of the course is to make the students aware about the great Indian values and the significance of these values in the management of 21st Century businesses.

Contents:

An Introduction to the values of Indian Society; The concept of the Human Values, Managerial Values in Corporate World – Organizational values and role of organizational culture; Indian Ancient scriptures and Vedic values – The Ramayana. The Mahabharata, Puranic Values, Important tenets from Islam, Christianity, Jainism, and Buddhism, Kautilya’s Arthashastra; Studies on qualities of great Indian Leaders – The Rama, Lord Krishna, Akbar the Great, Maharana Pratap, Chhatrapati Shivaji, Guru Govindsingh and Mahatma Gandhi, Autobiographies of great Indian corporate Leaders like Lala Shree Ram, Sheth Jamnalal Bajaj, Raja Ghanshyam Das Birla, Shri T.V.S. Iyanger, Jamshetji N. Tata, Phiroz Godrej, Azim Premji, K. R. Narayanmurthy, V. Kurian. Standards; Empirical Evidences of use of moral standards in Practice; Ethics in Decision – Making and Making moral Decisions, Ethics in Practice.

Suggested Readings:

Objectives:

The objectives of this course include developing an appreciation of different software and hardware systems available in the industry among the participants and build up the experience of computer usage in business organizations with specific reference to commercial data processing systems.

Course Contents:

1. Introductory Concepts, Hardware And Software
2. Numbering System for Data Representation
3. Input & Output Devices
4. Operating Systems
5. Types of Computers
6. Programming Concepts & Programming Languages
7. Introduction to Business Practice & Business Computer System
8. Introduction to Data Bases, Entering and Retrieving Information, Modifying information, Arranging Data, Multiple Files and Aggregate, Queries, Report Generation
9. Computer Virus
10. Presentation Techniques
11. Introduction to Local Area Network (LAN)
12. Introduction to Management Information System
13. Introduction to Internet
14. Introduction to E-Commerce
15. Spreadsheet (MS-Excel) as a Managerial Tool to solve various Business Problems*
16. Introduction to MS Access as a Managerial Tool*

Suggested Readings

Objective:

The objective of the course is to make the students familiar with some basic statistical and linear programming techniques. The main focus, however, is in their applications in business decision-making.

Course Contents:


Suggested Readings: