

Annexure to Notification No.F(Pres-Syllabi-PG Courses)Acad/KU/14 dated 30-08-2014
Syllabus for IMBA 1st to 10th semester

**Choice based Credit System (CBCS)
 Scheme and course structure for
 IMBA 1st semester effective from academic session 2014 and onwards**

Course Code	Course Name	Paper Category	Hours/Week			Credits
			L	T	P	
IMBA14101CR	Principles of Management	Core	3	2	-	4
IMBA14102CR	Financial Accounting	Core	3	2	-	4
IMBA14103CR	Managerial Economics	Core	3	2	-	4
Note: All the candidates are required to opt any two of the following allied papers						
IMBA14104EA	Computer Applications in Management	Allied	3	2	-	4
IMBA14105EA	Business Communication	Allied	3	2	-	4
IMBA14106EA	Business Mathematics	Allied	3	2	-	4
IMBA14107EA	Office Management	Allied	3	2	-	4

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Course Code: IMBA14101CR
Course Title:- **Principles of Management**
IMBA 1st Semester
Credits: 4

Cont. Assessment: 20
Term End Exam: 80
Min. Pass Marks: 40%

Course Objective: The basic aim of this course is to expose the student to the basic concepts of management in order to help them to understand how an organization manages its functions in a complex and dynamic business environment.

Course Outcome: Upon the successful completion of this course the students should be knowledgeable on the historical, current, and future issues in management.

Course Structure:

UNIT I Nature, Meaning, and Significance of Management, Managerial functions, Principles of Management, Evolution of Management Thoughts-Traditional, Behavioral, Systems, Contingency and Quality viewpoints. Contemporary management practices, Managing in global environment.

Unit II Nature & Elements of Planning, Planning types and Models, Planning in learning organizations; Decision making process-Approaches to decision making, Decision models, Pay off Matrices, Decision trees; Strategic Planning-an overview; Management by Objectives (MBO), SWOT Analysis.

Unit III Nature of Organizing, Basic issues in organizing – Work Specialization, chain of command, Delegation, Decentralization, Span of Management, Line-staff Authority and Decentralization, Staffing Decisions – Authority and Responsibility Relationships, Decision Making Process, Models of Decision Making.

Unit IV Nature of Evaluation, Design and Problems – Appraising Techniques- Developing Compensation Plans, Direction, Co-ordination, Quantitative and Qualitative measures of Control, Feedback Management; System and Process of Controlling, Control techniques and information technology; Social Corporate Responsibility of Business.

Note:-

1. Cases Studies and other assignments will be provided by the concerned faculty in the class.

Suggested Readings:

1. Robbins, S.P., Management Concepts, Pearson Education India, New Delhi.
2. Koontz, Weilhrich & Cannice, Management: A Global and Entrepreneurial Perspective, 13th Edition, McGraw Hill.
3. Jones and George, Contemporary Management, McGraw Hill.
4. Richard L. Draft, The New Era of Management, Cengage India
5. Stoner, Jetal, Management, Prentice Hall of India., New Delhi
6. Chandan, J.S., Management Concepts and Strategies, Vikas Publishing House.

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Course Code: IMBA14102CR
Course Title: Financial Accounting
IMBA 1st Semester
Credits: 4

Cont. Assessment: 20
Term End Exam: 80
Min. Pass Marks: 40%

Objective: The course has been designed to equip the students with the knowledge of accounting process and preparation of final accounts.

Contents:

UNIT – I:

Accounting: Conceptual Framework; Nature, Development and Need of accounting, Accounting and other disciplines, Branches of Accounting, Accounting Principles: GAAP; Accounting Standards in India; Accounting as MIS.

Capital & Revenue: Classification of Income, Expenditure and Receipts.

UNIT-II:

Accounting Transaction; Accounting Cycle; Journal; Rules of debit and credit; Compound journal entry; Opening entry; Ledger Posting; Rules regarding posting; Sub division of journal; Trial Balance – objectives and methods of preparation.

UNIT-III:

Final Accounts: Meaning, features, uses and preparation of Manufacturing Account, Trading Account, Profit & Loss Account and Balance Sheet - Adjusting and Closing entries.

Errors and their Rectification - Types of Errors - Rectification before and after preparations of final Accounts - Suspense Account- Effect of Errors on Profit.

UNIT-IV:

Depreciation – Concept and Causes- objects of providing for depreciation –Factors affecting depreciation - Accounting Treatment- Methods of providing depreciation -Straight line method - Diminishing Balance Method. Depreciation of replacement cost; Depreciation policy as per Accounting Standard,Provisions and Reserves - Reserve Fund – Different Types of Provisions and Reserves.

Accounting Concept of Income: Accounting Concept and Income Measurement.

Note:-*This paper shall have 70% numerical and 30% theoretical questions.*

Note:- Cases Studies and other assignments will be provided by the concerned faculty in the class.

Suggested Readings:

1. Gupta, RL and Radhaswamy, M : Financial Accounting ; Sultan Chand and Sons
2. Maheshwari, Introduction to Accounting, Vikas Publishing
3. Anthony, RN and Reece, JS : Accounting Principles; Richard Inwin Inc
4. Ramchandran & Kakani : Financial Accounting for Managers; Tata McGraw-Hill
5. Heitger LE and Matulich Serge Financial Accounting. McGraw Hill, New York.

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Course Code: IMBA14103CR
Course Title: **Managerial Economics**
IMBA 1st Semester
Credits: 4

Cont. Assessment: 20
Term End Exam: 80
Min. Pass Marks: 40%

Course Objective

The objective of this course is to provide the students an understanding of the concept and tools of economic analysis in relation to Management decision making and to enable them to understand economics forces governing industry business.

Unit-I

Managerial Economics, Nature, Scope and role of Managerial Economics. Basic Concepts Demand and supply. Management of Elasticity of demand and its measurements Indifference Curve analysis, Law of distinguishing Managerial Rate of substitution. Demand Analysis and theory of demand estimation and demand forecasting. Utility Analysis.

Unit-II

Theory of Production. ISO quant and its properties, Least Cost combination. Law of variable properties, Returns to scale. Concepts of Cost, Cost input scale relationship. Cost Analysis and its aid to decision making.

Unit-III

Market Structure and theory of revenue curve. Pricing and Marketing Structure. Perfect and imperfect competition .Monopoles- Price output and determination Monopoly. Discriminating Monopoly Monopolistic Competition. Oligopoly. Duopoly.

Unit IV

Introducing Macro economics- Meaning and Concept Nation income-Measurement & its problems. Nation income in close and open economy. Trade Cycles. Inflation Cause and Consequences. Concept of profit and its Theories. The New Economy- Definition and Characteristics. Managerial economics – Analysis, Policies and cases.

Note: Case studies and other assignments will be provided by the concerned faculty in the class.

Suggested Readings:

1. Joel Dean Managerial Economics,(Heritage Publishers)
2. Sanpat Mukerjee Managerial Economics,(New central book agency ltd.8/1 Chinatamoni Das lane Calcutta 700009)
3. Spaner & Sigleman Managerial Economics
4. Varshnay Maheshwari Managerial Economics
5. Suma Damodarann Managerial Economics (Oxford Publishers)

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Syllabus for IMBA 1st to 10th semester

Course Code: IMBA14104EA
Course Title: Computer Applications In
Management
IMBA 1st Semester
Credits: 4

Cont. Assessment: 20
Term End Exam: 80
Min. Pass Marks: 40%

Course Objectives: - This course aims at making students conversant with the basic concepts of computers, various input, output, and storage devices, softwares and operating systems and MS-office.

Unit-I

- Introduction to computers, Block Diagram of Computer, Advantages and Disadvantages of computers
- Evolution (Generations) and classification of computers (super, mainframe, Mini, Micro etc)
- Common I/O devices and their characteristics.
- Primary and secondary memory: RAM and ROM, Hard Disk, Magnetic Tape and Optical devices.

Unit-II

- Computer software: Classification and Types.
- Generations of computer Languages
- Operating System: Functions, types-Multiprogramming, Multiprocessing, Timesharing, Real time, Online and Batch Systems.
- Booting process

Unit-III

- Windows Basics: The Desktop, My Computer, Working with files and Folders.
- Windows Explorer, Windows Help and Support center.
- Searching in Windows and System utilities.
- Start Menu, Accessories like Notepad, Paint and WordPad.

Unit-IV

- Word Processing with MS Word: Working with Word documents, Working with Text- fonts, size, formatting etc, Working with tables, checking spelling and grammar, Adding Graphics to documents
- Spreadsheets and MS Excel, Working with Excel workbook and worksheets, Formulas and functions, inserting charts
- MS-Power point- preparing power point presentations

Note:-

Practical work and other assignments will be provided by the concerned faculty in the class.

Suggested Readings:

1. ITLES, "Introduction to Information Technology", Pearson Education.
2. Peter Norton, "Introduction to Computers", PHI.
3. Sanders M, "Computers in Business: An introduction" Mcgraw Hill

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Course Code: IMBA14105EA
Course Title: **Business Communication**
IMBA 1st Semester
Credits: 4

Cont. Assessment: 20
Term End Exam: 80
Min. Pass Marks: 40%

COURSE OBJECTIVE:

The objective of this paper is to equip the students with Business Communication Skills to enable them to effectively communicate and present the technical report/presentations.

UNIT – I: INTRODUCTION

Communication in Business, the process of communication, models of communication, principles of communication, barriers of communication, Strategies for overcoming Barriers.

UNIT–II: CHANNELS OF COMMUNICATION

Channel effectiveness, Channel limitations. Media of communication approaches to effective communication, Essentials of non verbal communication, types: kinesics, proxemics, paralanguage, time language, color, report writing organization and techniques, Short & Long Formal Reports.

UNIT–III: GROUP COMMUNICATION

Group communication through committees, conference and other formal communication with public at large, interviews, seminar, symposia and conferences. Specific business communication: essentials of effective business communication .structure of business correspondence: inquires and replies, orders and their executions, complaints and adjustment, credit and status inquires, agency letters and sales letters.

UNIT–IV: STRATEGIES FOR IMPROVING COMMUNICATION

Strategies to improve - reading skills, speaking skills, listening skills; Guidelines to effective public speaking; developing job application – Covering letter, Resume; Essentials of Interviewing: Negotiating the job offer.

NOTE: Case studies and other assignment will be provided by the concerned faculty in the class.

SUGGESTED READINGS:

1. Lesikar, Petit & Lesikar's, Basic Business, Tata McGraw
2. Poe & Fruchling, Basic Communication, AITBS
3. Diwan & Aggarwal Business Communication Excel
4. Baugh, Frayer & Thomas, How to write first class Business Correspondence, Viva Books

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Course Code: IMBA14106EA
Course Title: **Business Mathematics**
IMBA 1st Semester
Credits: 4

Cont. Assessment: 20
Term End Exam: 80
Min. Pass Marks: 40%

Course Objectives: - The aim of the paper is to expose students to the application of mathematics in a business context and help them understand the need for mathematical models as tools of increasing the efficacy of decision making process.

Unit-I:

Theory of Sets: Meaning, elements, types, presentation and equality of sets; Union, intersection, compliment & difference of sets; Venn diagrams; Cartesian product of two sets; applications of set theory.

Quadratic equations: solutions by factorization and formulae methods.

Arithmetic and geometric progressions their means and sums to n terms.

Unit-II:

Matrix Algebra- Definition, Matrix Operations- Addition, Subtraction, and Multiplication of matrices, Types of

Matrices: Square, Diagonal, null, Transpose of a matrix; Determinant of a Square matrix; Singular and non-singular matrix; Co- factor matrix, ad-joint of a matrix; Inverse of a matrix; Solution of simultaneous equations by using matrices and determinants; Properties of determinants.

Unit-III:

Differential Calculus: Differentiation, Differentiation of a product of two functions, Differentiation of a quotient of two functions, Differentiation of a function of function, Differentiation of a logarithmic and exponential function, Differentiation of implicit function, Maxima and Minima Applications for determining sales revenue, profits and cost in business situations.

Unit-IV:

Integral Calculus: Fundamental Rules of Integration, Integration by substitution, integration by parts, Integration by decomposition into a sum using partial fractions (Simple Problems), Simple business applications.

Permutations, combinations and binomial theorem (positive index)

Note:-Cases Studies and other assignments will be provided by the concerned faculty in the class.

Suggested Readings:

- 1.Sancheti, D.C., A.M. Malhotra & V.K. Kapoor, Business Mathematics, Sultan Chand & Sons, New Delhi.
- 2.Zameerudin, Qazi, V.K. Khanna & S.K. Bhambri, Business Mathematics, Vikas Publishing House Pvt. Ltd, N. Delhi.
- 3.Reddy, R.Jaya Prakash, Y. Mallikarjuna Reddy, A Text Book of Business Mathematics, Ashish Publishing House, New Delhi.

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Course Code: IMBA14107EA
Course Title: **Office Management**
IMBA 1st Semester
Credits: 4

Cont. Assessment: 20
Term End Exam: 80
Min. Pass Marks: 40%

Course Objectives: This course aims to familiarize the students with the functions of planning and organizing an office and how to control office operations to work effectively with people.

UNIT- I

Meaning & definition of office, nature of office Work, Meaning, functions and importance of office management; office management and organization. Principles of office management and organization. Principal departments of modern office. Centralization vs. decentralization of office services. Functions, duties & qualities of office manager.

UNIT- II

Meaning & importance of system & routines, system Vs. Routines. Organization structure :- meaning & Definition of organization structure , importance of Organization structure, types of organization, Structure, advantages and disadvantages of Different types of structures.

UNIT- III

Meaning & importance of office accommodation , Factors influencing choice of office Accommodation. Meaning and definition of working Environment, factors affecting working Environment.

UNIT- IV

Meaning , definition & scope of record management, Principles of record keeping , filing :- meaning, Definition & different types of filing system. Indexing :- meaning, definition & different types of Indexing .Meaning, importance of safety & security. Measures To ensure safety and security.

Note:-

Cases Studies and other assignments will be provided by the concerned faculty in the class.

Suggested Readings:

1. Chopra & Chopra, Office Management, Himalaya Publications
2. Sharma & Gupta, Office Organisation & Management, Kalyani Publications.
3. Krishna Murthy, Office management, S. Chand publications
4. Odgers and Keeling. Administrative Office Management, Complete Course. 12th edition. South-Western Educational Publishing.