



Jharkhand University of Technology (JUT) Ranchi

**DRAFT SYLLABUS OF MBA
(Semester: I/First Semester).
From the Academic Session - 2021-2022**

Jharkhand University of Technology Ranchi

MBA Semester: I/First Sem.

Principles and Practices of Management (PPM)

Paper Code: MBA 101

Total Credits: 04	Full Marks: 100
Total Credit Hours: 60 hours	Internal Assessment Marks:40 each subject (Teacher's Assessment: 20 + Mid Term Examination: 20
Periods: Lectures-03 Tutorial- 01 Practical-00	End Term Examination Marks: 60 each subject

Course Objectives

The main objective of this course is to design for the student's fundamental knowledge of management and its practical applications in management studies as needed by corporate sectors in the present Scenario.

Learning Outcomes:

1. To understand the concepts related to management and its Principles of business in order to understand the complexities associated with management of human resources in the organizations and integrate the learning in handling these complexities
2. To demonstrate the roles, skills and functions of management within and outside of organization.
3. To analyze effective application of PPM knowledge to diagnose and solve organizational problems and develop optimal managerial decisions.

Unit-I (12 Hours)

Introduction to Management

Meaning and Concepts of Management ,Management Function or Process, Management Discipline as Art or Science, distinguish in between Management and Administration, Management as a profession .Managerial Skills, Roles of a Manager, Types /Levels of Management. Management principles and Practices.Management Thought and its Evolutionary contribution ,Early Classical Approaches- Scientific Management Thoughts by F.W Taylor, Contribution and limitation of Scientific Management, Neo-Classical Approaches – Human Relations Movement. Behavioral Approach-Douglas, McGregor, Abraham Maslow Theory, Modern Approaches - Quantitative and Qualitative Approach, System Approach, Social and Personal Approach.

Unit -II (12 Hours)

Management Planning:

Strategic Planning and Management ,Meaning and concepts of Planning, Nature of Planning, Role and Importance of Planning , Types of Planning, Process of Planning, Steps in Planning, Decision Making Process- Concept, types of Decisions. Significance and applications

Organizing Resources

Concept, Process of Organizing, Forms of Organizational Structure, Formal and informal organization, Line and staff structure,Functional structure , Span of Control.

Unit:-III (12 Hours)

Leading with Leadership

Meaning and Concept of Leadership: types of Leaders Influence, Functions of Leaders, Leadership Style, Leadership Quality and Development, Manager as a Leader, difference- Leader and Leadership.

Unit:-IV (12 Hours).

Communication, Cooperation and Co-ordination

Meaning, Concept and Significance, Process, Importance of Communication, Communication Channels, Barriers to Communication, Co-ordination-concept and its relevance study.

Unit:-V (12 Hours)

Controlling

Meaning and Concept of Controlling, Aim and Objectives of Controlling ,importance of controlling, Characteristics of control, Control process, Types of Control System, Essentials of good Control Systems, Techniques of Control, Budgetary and Non-Budgetary Control-concept, Corporate Law ,Basics of Corporate Social Responsibility (CSR).

Text Books:

- Management, Stoner and Freeman, Prentice Hall of India. Latest edition 2020
- Essentials of Management, Koontz and Heinz Wehrich, McGraw Hill. latest Edition.
- Principles of Management, Gilbert, Mc.Graw Hill, latest Edition 2019

Reference Books:

- Management, A Global and Entrepreneurial Perspective, Wehrich Heinz & Koontz Harold, McGrawHill, latest Edition
- Principles and Practices of Management by T.N Chhabra, Dhanpat Rai & Co

Jharkhand University of Technology Ranchi

MBA Semester: I/First Sem.

Business Statistical Methods (BSM)

Paper Code: MBA 102

Total Credits: 04	Full Marks: 100
Total Credit Hours: 60 hours	Internal Assessment Marks:40 each subject (Teacher's Assessment: 20 + Mid Term Examination: 20
Periods: Lectures-03 Tutorial- 01 Practical-00	End Term Examination Marks: 60 each subject

Course Objectives:

This course is specifically designed for the optimum understanding of business methods and statistical techniques for further study in business, economics, and finance. It also covers descriptive statistics, of Central Tendency, Probability, discrete and continuous random variables, estimation, hypothesis testing, regression analysis. The course emphasizes application of statistical tools to solve management problems in Business.

Learning Outcomes:

1. To describe and discuss the key terminology, concepts tools and techniques used in business statistical analysis
2. To evaluate the underlying assumptions of analysis tools in order to understand and critically discuss the issues surrounding sampling and significance
3. To discuss critically the uses and limitations of statistical analysis in order to solve a range of problems using the techniques covered and conducts basic statistical analysis of data.

Unit-I (12 Hours)

Introduction to Business Statistics and Methods

Meaning and Concepts of Business Statistics , Definition, Importance of Statistics, Presentation of Data, Measures of Central Tendency-Arithmetic Mean, Geometric Mean and Harmonic Mean, Median and Mode, Quartiles and Percentiles, Measures of Variation - Concepts, Range, Mean Deviation, Standard Deviation, Coefficient of Variation, Skewness-Karl Pearson's Method, Bowley's Method Frequency distributions, histograms, stem-and-leaf displays, cross-tabulation, bar charts, pie charts, and scatter plots.

Unit: II (12 Hours)

Introduction to Probability

Meaning and Concepts of Normal Probability. Salient features, Types of probability, Probabilities, - Event algebra Conditions of statistical dependence and independence under conditions of statistical independence, conditional probability under statistical dependence, Bayes' theorem and its applications. Random variables, Discrete and continuous random variables. Expected Value, Use of expected value in decision making, Variance of a random variable. Binomial, Poisson, Uniform, Normal and Exponential distributions and their properties and applications in business.

Unit-III (12 Hours)

Sampling Methods and Estimation:

Sampling - Need, benefits and limitations. Probability and Non-probability sampling Methods. Sampling distributions, Central Limit Theorem, Estimation: Point and Interval estimators of mean and proportion - Determining sample size using confidence interval approach.

Testing of Statistical Hypothesis:

Meaning and Concepts of hypothesis, null and alternative hypothesis, testing procedure, level of significance, Types of errors. Measuring power of a hypothesis test. Testing of means and proportions for small and large samples, testing of difference between means and proportions for small and large Samples.

Unit-IV (12 Hours)

Chi-square Test and Analysis of Variance:

Meaning & Concept, Chi-Square test of goodness of fit and test of independence. ANOVA, Multiple comparison procedures. Inference about population variance. Overview of Analysis of CRD, RBD LSD and factorial designs. t-Tests, Chi-square test for Goodness of Fit and independence of attributes, ANOVA using MS Excel.

Unit-V (12 Hours)

Correlation and Regression

Concept of Correlation - Measure of Correlation & Interpretation. Simple Linear Regression and its Practices- Form, fitting, prediction, Time series analysis, Components of Time series.

Text Books:

- Statistics for management. New Delhi: Prentice Hall India Publications.
- Black, K. (2013). Applied business statistics. New Delhi: Wiley Publications.
- Levine, D. M., Stephan, D. F., Krehbiel, T. C. & Berenson, M. L. (2011). Statistics for managers using Microsoft excel, 6th ed. New Delhi: Prentice Hall India Publications.

Reference Books:

- Anderson, D.R., Sweeny, D.J., Williams, T.A., Camm, J.D., Cochran, J.J. (2017). Statistics for business & economics, 13th Edition. Boston: Cengage
- Learning for Essential Reading / Recommended Reading Levin, I. R. & Rubin, D. S. (2011).

Jharkhand University of Technology Ranchi

MBA Semester: I/First Sem.
Accounting for Managers (AM)
Paper Code: MBA 103

Total Credits: 04	Full Marks: 100
Total Credit Hours: 60 hours	Internal Assessment Marks:40 each subject (Teacher's Assessment: 20 + Mid Term Examination: 20)
Periods: Lectures-03, Tutorial- 01 Practical-00	End Term Examination Marks: 60 each subject

Course objectives

This course has been designed to meet the needs and requirements of corporate Sectors, related to financial tools and managerial skills. The content will enable students to manage the financial resources, maximization of stockholder wealth, and distribution of various funds.

Learning Outcomes:

1. To understand what managerial accounting is and why it is an important function for successful businesses
2. To identify problems associated with relying on financial accounting information for internal decision making
3. To organize cost information according to the decision-making needs of the organization.

Unit-1 (12 Hours)

Introduction to Accountancy

Fundamentals of Accounting: Concept of Accounting Principles and Conventions, Definitions of Accounting Data ,Double Entry system, Journal, Ledger, Trial Balance and Preparation of Final Account. Scope & Functions of Finance, Role of Finance Manager, Goals of Financial Management- Profit Maximization Vs. Wealth Maximization, Organization of the Finance Function.

Unit-II (12 Hours)

Time Value of Money

Meaning and Concept, Process of Evaluation, future value of a single cash flow, Annuity, Present value of a single cash flow, Annuity, Present value of an Uneven Cash Flow, Multi-Period Compounding & Discounting,

Unit-III(12 Hours)

Capital Budgeting

Capital Budgeting Decisions, Types of Investment Decisions, Capital Budgeting Techniques– Discounting and Non Discounting Techniques-NPV, IRR, PI, PB, DPB & ARR.

Unit-IV (12 Hours)

Capital Structure

Capital structure- Relevance of Capital Structure, Theories of Capital Structure- EBIT Approach, EBT Approach, MM Approach, Traditional Position, Capital Structure Decision - EBIT – EPS Analysis., Nature of Risk, Financial Leverage, Operating Leverage, Combined Leverage

Unit-V (12 Hours)

Cost of Capital & Working Capital Management

Meaning and Concept of Cost ,Cost of debt, Cost of Equity Capital, Weighted Average Cost of Capital ,Concept & Importance, Factors Influencing Working Capital Requirements, Operating Cycle and Cash Cycle. Sources of Working Capital.

Text Book:

- Financial Management, M.Y. Khan, P.K.Jain, Tata Mcgraw Hill Publication
- Financial Management, Prasanna Chandra, Tata Mcgraw Hill Publication
- Financial Management, I.M.Pande, Vikash Publication
- Financial Accounting – A Managerial Perspective, Narayanaswamy, PHI,

Reference Book

- Accounting for Managers, Anthony R.N.andReice J.S.
- Advance Accountancy, S.N. Maheshwari, Vikas Publication
- Modern Accountancy, Amitabh Mukherjee &MdHanif ,TMH Publication.
- Financial Management – An Introduction, Jim McMenamin, Taylor and Francis
- Accounting, Robert N Anthony, David F Hawkins and Kenneth A Merchant
- Accounting for Non Specialists, Michael Jones, Person Education

Jharkhand University of Technology Ranchi

MBA Semester: I/First Sem.
Marketing Management (MM)
Paper Code: MBA 104

Total Credits: 04	Full Marks: 100
Total Credit Hours: 60 hours	Internal Assessment Marks:40 each subject (Teacher's Assessment: 20 + Mid Term Examination: 20)
Periods: Lectures-03, Tutorial- 01 Practical-00	End Term Examination Marks: 60 each subject

Course Objectives

The main objective of this course is to impart basic understanding of Marketing Management. It provides an overview of marketing in relation to its environment. It aims to provide field study, marketing surveys to the students in national and multinational retail outlets for practical exposure of themselves for gaining first-hand knowledge.

Learning Outcomes:

1. Critically evaluate the key analytical frameworks and tools used in marketing and apply key marketing theories, frameworks and tools to solve Marketing problems.
2. To utilize information of a firm's external and internal marketing environment to identify and priorities appropriate marketing strategies and exercise critical judgment through engagement and reflection with existing marketing literature and new developments in the marketing environment
3. Critically evaluate the marketing function and the role it plays in achieving organizational success both in commercial and non-commercial settings

Unit-I (12 Hours)

Evolutions of Marketing (From Barter to Modern)

Concept, Need and significance of Marketing, types of Marketing, Functions of Marketing, Porters five models of Marketing for Company orientation , Marketing Myopia, Environment, concepts of Green Marketing, Rural Marketing , E-marketing and digital Marketing , S-Commerce, Consumer Rights ,and Protection Act.

Unit-II (12 Hours)

Market segmentation

Concept ,Purpose of Segmentation, Bases of segmenting Consumer Markets - Demographic, Geographic, Psychographic & Behavioral, Evaluating & Selecting Market Segments, Strategies for the Market leader, Follower, Challenger &Niche, Market Positioning.

Consumer Behavior: Concepts, meaning and significance, determinant of consumer Behaviour, Consumer decision making process and buyer Behaviour models.

Unit-III (12 Hours)

a)Product Strategy

Concepts of product, Classification of products, Product levels, New Product Design .Introduction to product line & product mix, Product Life Cycle.

b) Pricing Strategies

Introduction to pricing, pricing Objective, Determining demand, estimating costs, pricing methods

c)Distribution Strategies

Concept of Value Networks, Role of marketing channels. Channel design decisions, channel management decisions. Channel Integration through Vertical Marketing systems & Horizontal Marketing Systems.

Unit- IV (12 Hours)

Retailing Strategy

Basics of retailing , Retail Planning ,Classification of Store Formats, Types of Retail Formats, Retail positioning, Store Location, Product assortment & Services, Price, promotion, Store Atmosphere, ware house management

Unit: V (12 Hours)

Digital Marketing:

Overview of: Web based Marketing, mobile based marketing, Social Media Marketing, Drone Services Marketing, Current trends in marketing

Text Book:

- Marketing Management A South Asian Perspective, Kotler, Keller, Koshy&Jha, Prentice Hall/Pearson
- Marketing Management , Arun Kumar, N Meenakshi, Vikas Publishing
- Web based Advertising, Singh B, Anamika Publishers, 2017 First Edition.

Reference Book

- Marketing Management, Ramswami&Namakumari,
- Marketing Management by Philip Kotlor,Prentice Hall, Newyerk, USA
- W.D. Perraut& E.J. McCarthy, Basic Marketing, TMH
- Russel S. Winner, Marketing Management , Pearson

Jharkhand University of Technology Ranchi

MBA Semester: I/First Sem.

Micro Economics (ME-1)

Paper Code: MBA 105

Total Credits: 02	Full Marks: 100
Total Credit Hours: 30 hours	Internal Assessment Marks:40 each subject (Teacher's Assessment: 20 + Mid Term Examination: 20)
Periods: Lectures-02 Tutorial- 00 Practical-00	End Term Examination Marks: 60 each subject

Course Objective

The objective of this course is to provide the fundamental and applied knowledge of micro economic in real-life and business organizations .Concepts, principles and tools of micro economics that can be applied to various business decisions making whenever manager/employee faces various problems related to fiscal deficit and management.

Learning Outcomes:

1. To explain what micro economics is and explain why it is important for using economic models in day-to-day human life?
2. To illustrate society's trade-offs by using a production possibilities frontier (or curve) and differentiate between positive and normative statements.
3. To explain the price elasticity of demand and price elasticity of supply, and compute both using the midpoint method related to micro perspective.

Unit-1 (06 Hours)

Introduction to micro Economics

Meaning and concept of Micro Economics, Definition ,Micro Economics as a science and Arts ,Theory of Demand ,The Cardinal Utility and Indifference Curve Theories, The Consumer's Surplus; The Derivation of Market Demand Curve, Elasticity of Demand, Total Revenue and Marginal Revenue.

Unit-II (06 Hours)

Theory of Production:

Basics of Production: Meaning and Concept, The Production Function; Laws of Production Return to Scale, the Law of Variable Proportion; Choice of Optimal Combination of Factors of Production, Expansion Path.

Unit - III(06 Hours)

Theory of Costs:

Cost Concepts and Definitions, Types of Cost Curves: Direct cost. Indirect Cost, General Cost , Cost Analysis , Preparation of Cost Sheet, Balance sheet, Traditional Theory of Costs - Short-Run Costs, Long –Run Costs: The Envelop Curve; Modern Theory of Costs - Short-Run Costs, Long –Run Costs: The L-Shaped Cost Curve.

Unit - IV(06 Hours)

Perfect Competition:

Concept of Perfect and Pure Competition, Short-Run and Long-Run Equilibrium of Firm and Industry under Perfect Competition. The Cases of Near Perfect Competition. Monopoly, Definition, Equilibrium of a Firm in Short-run and Long-Run under Monopoly, Comparison of Pure Competition and Monopoly, Discriminating Monopoly. Monopolistic Competition: Oligopoly: Non-Collusive Oligopoly and Collusive oligopoly, Assumptions, Comparison with Pure Competition.

Unit - V(06 hours)

Applications of Micro Economics in Real World

.Average Cost-Pricing: Full-Cost Pricing Principle; Limit –Pricing Theory and Barriers to Entry of New Firms. Managerial Theories of the Firm: Baumol's Theory of Sales Revenue Maximization; Marris's Model of the Managerial Enterprise; Williamson's Model of Managerial Discretion; The Behavioral Models of Cyert and March.

Reference Book and Text Book

- Modern Microeconomics: A. Koutsoyiannis, Macmillan, 1979.
- Microeconomics Theory & Applications: Dominick Salvatore, Oxford University Press N Delhi, 2006.
- Managerial Economics: Principles & Worldwide Applications. Dominick Salvatore, Oxford University Press N Delhi, 2008.

Jharkhand University of Technology Ranchi

MBA Semester: I/First Sem.

Macro Economics (ME-2)

Paper Code: MBA 106

Total Credits: 02	Full Marks: 100
Total Credit Hours: 30 hours	Internal Assessment Marks:40 each subject (Teacher's Assessment: 20 + Mid Term Examination: 20
Periods: Lectures-02 Tutorial- 00 Practical-00	End Term Examination Marks: 60 each subject

Course Objectives

The objective of this course is related to in macroeconomic analysis and policy in the context of globallyintegrated economies.. The course emphasizes theuse of macroeconomic theory to understand the workings of key markets and the impact ofgovernment policies. Specifically, we cover the determinants of national income, employment,investment, interest rates, and inflation as well as the formulation and operation of stabilizationpolicies of Economics.

Learning Outcomes:

- 1.To define macroeconomics and explain how economic indicators like GDP are used to assess the state of the economy at present scenario of world economic development and its sustainability.
2. To examine causes and types of unemployment, including cyclical, frictional, structural, and natural unemployment and illustrate economic growth, unemployment, and inflation using the AS/AD model
- 3.To understand the tenets of Neoclassical Economics and Describe how the neoclassical model responds to fluctuations in the economy and explain policy recommendations in order to Compare and contrast the Keynesian and Neoclassical perspectives

Unit-I (06 hours)

Introduction to Macro Economics

Meaning & Concept , definition, Macro Economics as a Science or an Arts ,Classical Theory and Long run Theory of Macro Economics ,Nature of macro-economic system, components of fiscal policy, Aspects of balance of payment management, Approaches to macro-economic planning Trade-off or Opportunity Costs, Circular Flow of Income, Market Equilibrium.

Unit-II (06 hours)

Corporate /Government Policies

Fundamentals of Policy framing by Central/State Government. Determinants of national income related with GDP, employment,investment, interest rates, and inflation as well as the formulation and operation of stabilizationpolicies of Economics.Economic Growth

and development in National/International Market, Factors influencing Growth and Development Application of Economic policies in behavioral Perspectives

Unit-III (06 hours)

Money and Inflation:

Concepts of money, Functions of money; quantity theory of money; determination of money supply and demand; credit creation; tools of monetary policy Inflation and its social costs; hyperinflation. Simple Keynesian model of income determination; ISLM model; fiscal and monetary multipliers.

Unit: IV (06 hours)

National Income and Economic Index

Basic Concepts of National Income, Measurement of National Income- Methods and Problems, National income is a Long Run Equilibrium, Price Indexes. One Nation one Ration, Growth of Gross Domestic Product (GDP)

Unit: V (06 hours)

National Employment and Unemployment Policy,

Concepts of National Employment ,Causes of unemployment, National Policy for Employment, Factors influencing unemployment, Employment as a good system of Economic Growth in India.

Text Book:

- N.Gregory. Macroeconomics. 7-10th edition. 2009-2019.
- Abel A., Bernanke B., Croushore D. Macroeconomics (6-7 editions recommended).
- Miles D., Scott A. Macroeconomics and The Global Business Environment, 2nd Edition

Reference Book

- Managerial Economics, H. Craig Petersen &W.Cris Lewis, Pearson Education.
- Dornbusch, Fischer and Startz, Macroeconomics, McGraw Hill, 11th edition, 2010.
- N. Gregory Mankiw. Macroeconomics, Worth Publishers, 7th edition, 2010.
- Olivier Blanchard, Macroeconomics, Pearson Education, Inc., 5th edition, 2009.
- Managerial Economics, H.L. Ahuja, S. Chand and Co. Ltd.Mankiw,

Jharkhand University of Technology Ranchi

MBA Semester: I/First Sem.

Computer Application for Business (CAB)

Paper Code: MBA 107

Total Credits: 04	Full Marks: 100
Total Credit Hours: 60 hours	Internal Assessment Marks:40 each subject (Teacher's Assessment: 20 + Mid Term Examination: 20
Periods: Lectures-03 Tutorial- 01 Practical-00	End Term Examination Marks: 60 each subject

Course Outline

This course is designed for meeting the present demands of the corporate sectors related with the student's fundamental knowledge with computer skills and growth of Business. In Computer Application in Business (CAB) . Contains will enable students to know the fundamentals and application in business and industries for competitive advantages.

Learning Outcomes:

1. It Provides Proper Computer education to students to use and application software to solve business problems and increase efficiency in the workplace.
2. It provides education for office careers by focusing on developing human relations skills, communication skills, as well as skills in modern office technology systems and procedures.
3. It enables the sophistication of the office systems technology field demands trained and competent personnel, and the College offers the opportunity for this training for careers as administrative assistants, office managers, and directors of information support systems, office supervisors, word processing managers, trainers, marketing support representatives, desktop publishers, and office automation specialists.

Unit: I (12 Hours)

Introduction to Computer Application in Business (CAB)

Basic knowledge of Computers ,Brief History of Computers ,Generation and its Evolution ,Characteristics of Computers (Hardware, Software),Organizations and Functions of Computers, Advantages and Disadvantages of Computers, Main Areas of Computers and their Applications.Analog, Digital, Hybrid, General Purpose and Special Purpose Computers, Micro Computers, Mini – Computers,Main-frame Computer, and Super Computers.

Unit: II 12 hours

Input and Output Device

Concept ofStorage Units (Disks, CD-ROM, DVD–RO Magnetic tapes),Memory Types (Cache, RAM, ROM),meaning and concept of data and information , methods of data Processing.Operating Systems Concepts, Fundamentals of Data Communication;Network Concepts and Classification;Introduction to the internet and its applications.

Unit-III (12 hours)

MS Windows

Fundamentals of MS Windows, Practical application of MS Office (MS Word, PowerPoint, Excel, e- mail).

Unit-IV (12 hours)

Information Systems in Global Business Today

The Role of Information Systems in Business, Concepts of MIS; Components of MIS, Role of Managers, Business and Technology Trends; Management and Decision Levels; Foundation of Information Technology: Information Systems as a Competitive Advantage, Managerial Challenges of information technology, overview of DBMS.

Unit-V (12 hours)

Computer Application of MIS

Basic Knowledge for Computer application, e-commerce, Electronic Payments Systems, Enterprise Resource Planning (ERP), Advantages of ERP, Challenges of ERP, ERP and Related Technologies: Basics of Data Warehousing, Data Mining, Role of Expert Systems in Complex Decision, Management of Expert system.

Text Book:

- Computer Fundamentals by Pradeep K. Sinha & Priti Sinha, latest edition
- Computer Applications In Business by R. Parameswaran ,Latest Edition
- Computer application in Business by Sultan Chand & Sons, New Delhi latest Edition 2

Reference Book:

- Computer Applications in Business by **Dr. R. Parameswaram, Sultan Chand** , Revised Edition 2019
- Computer Applications by **Smita Arora, Dhanraj Rai & Co** edition -2020-2021
- Basics of Computer Applications in Business by **Hemchand Jain and H.N.Tiwari, Taxmann Books Third Edition , August 2021.**
