

B-201 ORGANIZATIONAL BEHAVIOUR

Level of Knowledge: Working Knowledge

Course Objective: To understand human behaviour in organizations in order to improve managerial effectiveness.

Scheme of Examination

Total marks 100.

Internal marks 40.

External marks 60.

The External Examination will have Two Sections. Section A will carry 36 Marks Comprising 5 theory questions out of which a student will be required to attempt any **three** questions. Section B will carry 24 Marks Comprising of one or more Case(s). A question can have one or more sub-parts.

Course Contents

Unit 1: Foundations of Organizational Behaviour:

- The Hawthorne Studies
- Introduction to OB & Basic OB Model.

Unit 2: Foundations of Individual Behaviour:

- Personality
- Learning-Theories of Learning.
- Perception-Factors affecting Perception, Cognitive Dissonance Theory.
- Attitude and Job Satisfaction- Meaning, Components of Attitude, Determinants of Job Satisfaction

Suggested Case: Prejudice in work places: Real or Perceived? (K. Aswathappa)

Unit 3: Motivation.

- Concept, Definition
- Theories: Maslow's Hierarchy of Needs, Herzberg's Two Factors, Vroom's Expectancy, Reinforcement Theory, Alderfers ERG Theory.

Suggested Case: When the Perks Fade (Stephen P. Robbins and Seema Sanghi).

Unit 4: Groups and Teams:

- Defining and Classifying groups.
- Stages of Group Development

Suggested Case: Groups make a difference at Brazil's Semco (K. Ashwathappa)

Unit 5: Conflict:

- Defining

- Types of Conflict
- Conflict Process.

Suggested Case : Schneider Nation(Stephen P. Robbins and Seema Sanghi)

Text Readings:

1. Stephen P. Robbins & Timothy A. Judge. **Organizational Behaviour, 13th ED.**, New Delhi, Prentice Hall.
2. K. Aswathappa, **Organizational Behaviour**, Himalaya Publishing House, Mumbai.
3. Fred Luthans, **Organizational Behaviour**, McGraw Hill, New York.

Suggested Readings:

1. Gerard H. Seijts, **Cases in Organization Behaviour**, Sage Publication, New Delhi.
2. John W. Newstorm & Keith Davis, **Organization Behaviour**, Tata McGraw Hill, New Delhi.

B-202 BUSINESS COMMUNICATION

Level of Knowledge: Working Knowledge

Course Objective

- To familiarize the students with the fundamentals of business communication
- To develop the conceptual understanding by grasping the elementary and the general concepts
- To substantiate a theoretical knowledge by practical knowledge of the subject

Scheme of Examination

Total marks 100.

Internal marks 40.

External marks 60.

The External Examination will have Two Sections. Section A will carry 36 Marks comprising 5 Theory questions out of which a student will be required to attempt any **three** questions. Section B will carry 24 Marks comprising of one or more Case(s). A question can have one or more sub-parts.

Course Contents

Unit 1 Introduction:

- Defining Communication
- Process of Communication
- Objectives of Communication
- Communication Models
- Importance of Business Communication

Suggested Case : Arvind Pandey caught in Business Web

Unit 2 Factors affecting Communication:

- Barriers to Communication
- Perception and Reality.
- Effective Listening Skills

Suggested Case: Communication Failure

Unit 3 Types, Channels and Forms of Communication:

- Formal and Informal Communication
- Upward & Downward Communication
- Verbal Communication, Nonverbal Communication
- Communication Networks

Suggested Case: Wave (ATV: Advertising Radio FM Band)

Unit 4: Written Communication:

- Need, Principles
- Structure of Effective Written communication
- Business Letters, Bio-data Preparation, Job Application, Testimonials, Reference Letters, Reports, Memoranda.

Suggested Case: The Case for Ambiguous Communication

Unit 5: Public Speaking

Practical:

- Spoken English
- Presentations
- Group Discussions
- Public Speaking

Text Teadings

1. Rajendra Pal and J.S. Korlahalli, Essentials of Business Communication, Sultan Chand and sons 2005.
2. Urmila Rai and S.M. Rai Business Communication , Himalaya Publication House II/e 2001
3. P.D. Chaturvedi and Mukesh Chaturvedi ,Business communication : concepts, cases and applications ,Pearson Education 2004

Suggested Readings

1. Effective Business Communication- M.V. Rodriques, Concept Publishing Company, New Delhi
2. Business correspondence and Report Writing- Prof. R.C. Sharma and Krishna Mohan, Tata McGraw Hill & Co. Ltd., New Delhi
- Bill Scott, The Skills of Communication, Bombay, Jaico, 1995

B-203 Management Accounting

Objective: To provide students with various Management accounting Procedures.

Scheme of Examination

Total marks: 100

Internal marks: 40

External marks: 60

Section A: 24 Marks Comprising Three Theory questions out of which a student will be required to attempt any Two Questions.

Section B: 36 Marks Comprising Four Practical Problems and out of which a student will be required to attempt any Three questions.

Course Content:

Unit I: Introduction to Management Accounting

- Nature ,Scope & Functions of Management Accounting
- Limitation of Management Accounting
- Distinction of Management Accounting with Financial Accounting

Unit II : Statement of Changes in Financial Position

- Statement Of Changes in Working Capital
- Funds Flow Analysis

Unit III: Cash Flow Analysis

- Preparation of Cash Flow Statement by Direct & Indirect Method
- Simple Numerical Problems
- Difference Between Cash Flow & Fund Flow

Unit IV: Ratio Analysis

- Use & Significance of Ratio Analysis
- Limitations of Ratio Analysis
- Meaning of Terms like Liquid/Quick Assets, Net worth, Capital employed, Shareholder's funds/Equity/Proprietor's funds etc.
- Meaning, Computation and Significance of the Following Ratios:
 - Current Ratio
 - Quick Ratio
 - Debtors Turnover Ratio
 - Inventory Turnover Ratio
 - Working Capital Turnover Ratio
 - Debt-Equity Ratio
 - Solvency Ratio
 - Proprietary Ratio
 - Gross Profit Ratio
 - Net Profit Ratio
 - Return on Equity

- Earning Per Share

Unit V: Financial Statement Analysis

- Meaning & Concept of Financial Analysis
- Types of Financial Analysis
- Comparative Statements
 - Comparative Balance Sheet
 - Comparative Income Statement
- Common Size Statement
 - Common –Size Balance Sheet
 - Common Size Income Statement

B204: MARKETING MANAGEMENT

Knowledge level: Working knowledge

Course Objectives: To develop a strong understanding of the concepts in Marketing Management which would allow the student to apply theory learnt to Case Studies or situations with Marketing as a central theme.

Scheme of Examination

Total marks 100.

Internal marks 40.

External marks 60.

The External Examination will have Two Sections. Section A will carry 36 marks Comprising 5 Theory questions out of which a student will be required to attempt any **three** questions. Section B will carry 24 Marks Comprising of one or more Case(s). A question can have one or more sub-parts.

Unit- 1: Introduction to Marketing Management

Unit II: Marketing Environment:

- Macro-environmental variables
- Micro-environmental variables

Unit III: Consumer Behaviour:

- Factors affecting Consumer behaviour
- The Purchase Decision making process

Unit IV: Market Segmentation

- Need for segmenting
- Bases of Market segmentation

Unit V:

- Positioning; Meaning; Bases;
- Product life cycle, different strategies to be followed in different PLC stages.

Unit VI: New Developments in Marketing Management

- Internet marketing
- Rural marketing
- Global marketing.

Books Referred:

1. Marketing Management, Philip Kotler, 12th Ed.
2. Marketing Management-3rd or 4th Ed., V S Ramaswamy, S Namakumari

B-205 (हिन्दी)

पाठ्यक्रम का उद्देश्य : इसके माध्यम से छात्रों को हिन्दी व्याकरण, हिन्दी में पत्रलेखन एवं भारतीय एवं मध्यप्रदेश के सांस्कृतिक वैभव से अवगत कराना है।

ज्ञान का स्तर : सामान्य।

परीक्षा योजना : आंतरिक मूल्यांकन – 40
बाह्य मूल्यांकन – 60

नोट:- कुल 8 प्रश्न पूछे जाते हैं जिसमें से कोई भी पाँच प्रश्नों के उत्तर देना है। प्रत्येक प्रश्न 12 अंकों का होगा।

इकाई – 1

(क) मानक हिन्दी भाषा:

1. मानक हिन्दी के लक्षण और उदाहरण,
2. मानक हिन्दी का स्वरूप
3. मानक हिन्दी के प्रकार।

(ख) अशुद्धियाँ और उनका संशोधन:

4. अशुद्धियों के उदाहरण,
5. अशुद्धियों के प्रकार (उच्चारणगत, वर्तनीगत, भाव और अर्थगत, व्याकरणगत)।

इकाई – 2

(क) हिन्दी का शब्द भंडार:

1. शब्दों के प्रकार,
2. शब्दों की रचना,
3. नये प्रयोग

(ख) हिन्दी की वाक्य रचना:

4. वाक्यों के प्रकार,
5. वाक्य विन्यास,
6. वाक्यगत सामान्य अशुद्धियाँ,
7. विराम चिह्न

इकाई – 3

पत्र लेखन, सार लेखन, पल्लवन:

1. पत्रों के उदाहरण,
2. पत्रों के प्रकार,
3. पत्र लेखन की विशेषताएँ (पत्र लेखन, संबोधन, अंत दिनांक आदि डालना),
4. सार लेखन,
5. पल्लवन

इकाई – 4

भारतीय संस्कृति, भारत देश और उसके निवासी, भारतीय समाज की संरचना, सामाजिक गतिशीलता – अद्यतन, कार्य और दर्शन।

इकाई – 5

भारतीय संस्कृति का विश्व पर प्रभाव, मध्य प्रदेश का सांस्कृतिक वैभव

पाठ्यपुस्तक : भारतीयता के अमर स्वर, प्रकाशक: म. प्र. हिन्दी ग्रंथ अकादमी, भोपाल।