

**SEMESTER I
MAJOR SUBJECT**

B11 PAPER I MANAGEMENT THEORY AND PRACTICE

I. Objective:

The subject will provide a fundamental exposure to the theories in management and practice by contemporary executives with international perspective.

I. Levels of Understanding:

Application of theories of management to practical management decisions.

II. Syllabus:

1. Management:

Science, Theory, Practice, Evolution of Management Thought and the patterns of Management Analysis. The External Environment, Social Responsibility and Ethics.

2. Planning:

Nature and purpose of Planning, Objectives, strategies, Policies, Planning, Premises, Decision making.

3. Organizing:

Nature of Organising and Enterpreniuring, Organizational structure, Line/Staff Authority, Decentralization, Effective organizing and organizational Culture.

4. Staffing:

Human Resources Management and selection, performance Appraisal, Career, Strategy, Managing change through Manager and Organisation Development.

5. Leading:

Human Factors and Motivation, Leadership, Committees and Group Decision making, Communication.

6. Controlling:

The System and process of Controlling, Control Techniques and information technology, productivity and operations Management, overall control and toward the future through Preventive control.

7. Global aspects in planning, Organizing, Staffing, Leading, Controlling, Cases studies of Indian Companies in various aspects of managements.

Recommended Text Books:

1. Management perspective - A Global Heinz Wehrich Harold Koontz
- McGrawHill
2. Management - Boone and Koontz
- McGrawHill
3. Essentials of Management. - Harold Koontz, Cyrilo' Donnell & Heinz weighrich
- McGrawHill

Suggested Reference Books:

1. Great Writings in Management
And organizational Behaviour - Boone - McGrawHill
2. Management - Boone, ThillWood - McGrawHill
3. International Management - Hodgetts, Luthans - Allied
4. Management: Tasks,
Responsibilities and Practice - Peter F. Drucker - Allied
5. Managing in times of
Great change - Peter F. Drucker

Dailies and Magazines:

Business India, Business World, Business Today, Journal for Decision makers, Fortune, The Economist, Harward Business Review, Business Line, The Economic Times.

SEMESTER - 1
MAJOR SUBJECT
PAPER 2 MANAGERIAL ECONOMICS

Objective:

A knowledge of economics as applied to management decision making is fundamental to any M.B.A course. This course is aimed at providing applied skills to managerial problems using economic theory.

Level of Understanding:

The Standard should acquire applied and analytical skills using economic theory to solve management problems. The stress will be on using quantitative tools to a moderate extent.

Syllabus :

1. Introduction to Managerial Economics:

Definition, Scope of Managerial Economics, Interdisciplinary approach to Managerial Economics. Circular flow of economic activity, Nature of the firm, Profits in market system, Economics and decision making, Economic Models.

2. Demand Theory and Analysis: *IMF*

Individual and market demand, Total and Marginal Revenue, Price Income, Cross Elasticities, Imperfect information and Advertising, Utility, indifference curves and maps, the consumers Budget constraints, Utility maximation.

Empirical Demand functions: Regression techniques, Demand estimation.

Business and Economic Forecasting: Sources of data, Time series Analysis, Barometric forecasting, Input/output Analysis, Economic Models and forecasting under risk.

3. Production and Costs:

Basic concepts in production Theory: The Production function, Production with one variable input, two variable inputs, Economics of Scale and Scope.

Meaning of

Estimating the production function: production in the short run, short run cost relationship.

Production Isoquants Isocost curves, optimal contribution of inputs, Returns to Scale, Relationship between short run and long run costs.

Empirical Analysis of Production and Costs:

Specification of short run linear, cubic production functions, Estimation and Problems.

4. Market Structure:

A. Perfect Competition:

Characteristics, of the market, Basic Principles of Profit maximization in the short run and long run, Demand, Profit-maximizing Input usage, maximizing expected profit under risk. Equilibrium Price, losses and the shut down decisions, Evaluation of Perfect Competition.

B. Monopoly:

Characteristics, Profit maximizing prices and output in the short run and long run, Allocative inefficiency and Income distribution, technical efficiency and rent seeking Measurement and determinants of market power.

C. Monopolistic Competition. Oligopoly, Barriers to Entry:

Monopolistic:

Characteristics, Profit maximizing prices and output in the short run and Long run, Evaluation of monopolistic competition.

Oligopoly:

Characteristics, price rigidity, (The Kinked Demand Model), Interdependence (The Cournot Model), Cartel and Collusive leadership, Non cooperative oligopoly, strategic interaction in oligopoly markets.

Strategic Entry Deterrence:

Sources and Spectrum of market Structures.

D. Game Theory and Strategic Behaviour:

Introduction to Game Theory, Game Theory and Oligopoly, Strategic Behaviour.

5. Pricing Decisions:

Pricing of Multiple products, price discrimination, Product Bundling, Peak load pricing, Cost plus pricing and other pricing theories. Pricing in Global integration.

Pricing and Employment of Inputs:

Input pricing and Employment, correspondence between output and Input decision, Economic Rent, Wage and Income differentials, labour Unions.

VI Technological Changes and Location decisions in Global Economy

VII Capital Budgeting Decisions: Various Tools.

VIII Macroeconomic Analysis for Business Decision Making.

A. Efficiency, Equity, Environment and Government:

Approach and Economic Efficiency, Government, Public choice, Monetary, Fiscal policy, earning Market power, Natural resources & Environmental Economics, Income distribution and struggle against poverty.

B. Fundamental Concepts of Macro economics:

Overview, National Income and product Account, Consumption and Investment, Aggregate demand and multiplier Model, Government, International Trade and output.

C. Aggregate Supply, Economic Growth and Macroeconomic

D. Economic Growth and aggregate supply, Business cycles and unemployment. Ensuring Price strategy, (The Warring school of Macro economics. Economic consequences of debt, polices for growth and stability.)

D. International Trade and the world Economy:

International Trade and exchange rates, comparative advantage and practioner strategy for economic development, managing the central Economy.)

Suggested Text Books:

1. Managerial Economics(3c) – H.Craig Peterson -Prentice Hall of India
W.CrisLewis
2. Managerial Economics(se) – Maurice/Shornad - Irwin
3. Economics (15e) – PualA.Sämuelson – McGraw Hill
William D.Nördhaus
4. Managerial Economics – Maurice Thomas

Recommended Readings:

1. Managerial Economics – Joeldean – prentice Hall
of India
2. Managerial Economics – M.S:Subramaniaj
3. Managerial Economics – Koutsoyianns – ELBS
4. Managerial Economics – Mote, Poul, Gupta – Tata
McGrawHill
5. Macro Economics – Ackley – Collier, Macmillan

Dailies, Magazines, Journals:

The Economic Times, Business Line, The Hindu, Business India, Business Today
Economic and Political Weekly, The Economist, Business week.

SEMESTER-1
MAJOR SUBJECT
PAPER 3 QUANTITATIVE METHODS

Objective:

This subject aims at providing a quantitative basis in solving business problems. Problems emphasizing personnel, marketing, finance, operations will be the focal points in this subject. It has also to provide an in-depth understanding in the statistical application to various business research problems thus laying a foundation for seminar course on Research methodology in the Second Semester.

Level of Understanding:

An in-depth knowledge in statistical tools and its application to business decision making and a basic understanding in the mathematical applications.

Syllabus:

1. Introduction:

Mathematics: Sets, Relations, Functional representation, A.P., G.P., and their applications to financial mathematics. Derivatives, higher order derivatives, applications of financial mathematics, Derivatives, higher order derivatives, application of derivatives. Maxima and Minima and its application to business problems. Function of one variable, two variables. Matrices and applications.

Definition, strategy, Assumption and concepts of statistical subject.

2. Techniques of Data Arrangements:

Frequency distribution, graphing frequency distribution, Different types of tabulations, Polygons, Ogives, Lorenz curve, Histogram, Bar charts, Pie Diagrams, Pictograms etc,

3. Measures of Central Tendency;

Arithmetic Mean, Geometric Mean, Weighted Mean, Median, Mode Different Formulas, Comparison.

