

**NORTH MAHARASHTRA UNIVERSITY,
JALGAON - 425 001.**

DEPARTMENT OF MANAGEMENT STUDIES

Syllabus

for

M. B. A.

[Semester - I & II]

NORTH MAHARASHTRA UNIVERSITY, JALGAON

M.B.A. SYLLABUS

SEMESTER - I

PRINCIPLES AND PRACTICES OF MANAGEMENT (PAPER I)

1. Basic concepts of management; Role and importance of management in modern society; Management as a social system; Situational nature of management; The operational concept of management; Other approaches to management.
2. The development of management; Management in antiquity; Industrial revolution and its impact; Emergence of scientific management movement; Contribution of Taylor, Fayol and Bernard to management science; Emergence of modern management thought and contribution of behavioural science.
3. The process of management; Planning, organising, staffing, directing controlling nature, purpose and principles of management decision making; Managerial development; Leadership theories; Communication; Control techniques.
4. Important concept in management; Co-operation and Co-ordination; Managerial authority and responsibility; Delegation and decentralization, Line and staff concepts; Committees, Policies and strategies; Performance appraisal, Morale and Motivation.

BUSINESS ACCOUNTING (PAPER - II)

1. Journal, Ledger, Trial Balance, Profit and Loss Account, and Balance Sheet based on the Double-Entry Book-keeping system.
2. Accounting for fixed and current assets; short term and long term liabilities; reserves and owner's funds; Accounting for income and expenditure; Cash vs. accrual basis; Capital expenditure vs. revenue expenditure; Capital incomes vs. operating income; Deferred revenue expenditure; Depreciation, depletion and amortisation; Accounting for fictitious assets and obsolescence.
3. Reporting and accounting for direct and indirect material purchasing; receiving; Storage; Issue and valuation of materials; Inventory control; Direct and indirect Labour; Methods of remuneration and incentive schemes; Labour turnover.

4. Overhead cost; Classification; Allocation; Apportionment & Absorption of overheads, treatment of under and over absorption of overheads, control of overheads; Elementary study of methods of costing.

MANAGERIAL ECONOMICS (PAPER - III)

1. Economics, concepts relevant to business; Demand and supply; Production; distribution, consumption, Consumption function, Cost Price, Competition, monopoly, profit optimization margin and average, elasticity, micro and macro analysis.
2. Pricing decision, policies and practices, pricing and out-put decisions under perfect and imperfect competition, Oligopoly and monopoly; pricing methods; product line pricing forecasting. Specific pricing problem; Price discrimination and price forecasting.
3. National income analysis: National income at factor costs and at market prices; Domestic and national product; Gross and net product; Personal income and disposable income; G.N.P. and national income at current and constant prices; Distribution of national product; Function distribution; marginal productivity theory; Nature of profits; Risk, uncertainty and profits of an enterprise; Role of profits of an enterprise; Role of profit in the Economy.
4. Meaning and nature of inflation and effects of inflation on production distribution and saving and investment; Control of inflation; Objectives of monetary policy under static; Cyclical and growth settings; Objectives and fiscal policy.

BUSINESS COMMUNICATIONS (PAPER - IV)

1. Background for understanding communication in organisation, Communication flower in an organisation - Small group Network of communication. Human relations - The context in which people operate-Middle management-Management by communication and efficiency - Co-partnership - Reaction to communication- A manager's objective-Effect of testing information-Reprimand- Delegation - Instructions - Initial objectives in preparing to improve communications- authority and obedience - Examples of communication failure-Ten commandments of good communication.

2. Communication channels-barriers to communication-
Communication practices in organisations in India.
Establishing need-Promoting communication-Organization-
Developing ability-Main sources of conflict- Transmitting
information - Speaking and writing - Technical language -
Quality depends on attitudes.
3. Need for meeting in industry - Causes of unsuccessful
meeting-Participation Types of meetings-Reflective thinking
- Function of a Chairman-Leading a discussion - How to get
ready to lead a discussion - Meeting- Leader's Authority
-Introductory remarks - Question - Ways of asking Question -
Violating meeting - Relationship with leader-Checking
summaries-Difficult members and embracing subject-
Distribution of discussion-Participation-Formal chairmanship
- Annual general meeting.
4. Principles of correspondence - Planning letter-Application
letters- Quotations- Sales letters-Orders and tenders- claim
adjustment letters - office procedures - Report writing The
Structure of reports, the style and the use of writing for
the Report. Writing in Industry - Types of report in
practice -The value of a synopsis - Organising a report -
Suggested scheme of division in the layout of a report -
check list of some common errors in writing.

MATHEMATICAL METHODS AND QUANTITATIVE TECHNIQUES (PAPER - V)

1. Set & subset Real number system. - Relations and functions -
Permutation and combination - Binomial Theorem -Determinants
and matrices.
2. The nature of statistical data as a tool of management -
Collection of data, Primary and secondary data - Sampling
methods, Types of sampling errors- Classification and
Tabulation of data- Graphical methods.
3. Measure of central tendency and dispersion: Computations;
Correlation: Partial and multiple - Linear regression-Brief
introduction to statistical quality control.
4. Linear programming - Waiting line methods-The transportation
model - Sequencing for 2 or 3 machines.

Books Prescribed for MBA I Semester
Principles & Practices of Management

1. An Introduction to Business Management - P.N. Reddy & Tripathi P.C.
2. Basic Management - E.C. Eyre
3. Business Management - J.K. Jain
4. Business Org. & Management - R.K Sharma
5. Business Org. & Management - Y.K. Bhushan
6. Cases in Management - Ashworth D. Neil
7. Contemporary Challenges in Management - Subba P. Rao
8. Effective management - W.J. Reddy
9. Essentials of Management - Tripathi & Reddy
10. Essentials of Management - Joseph L. Massie
11. Factory Org. & Management - K. Ashwathappa
12. Industrial Engineering & Management - G.P. Khanna
13. Industrial Organisation & Management - Awate & Chunawala
14. Introduction to Management - Prem Kumar & Ghosh
15. Management - Hingorani & Chawla
16. Management - James A.F. Stoner
17. Management - William F. Gullick
18. Management - Harold Koontz
19. Management - Arthur
20. Management -
21. Management for Managers - V.P. Michael
22. Management Principles & practices - Srinivasan & Chunawala
23. Modern Management - N.S. Gupta
24. Modern Business Org. & Management - Sherlekar & Sherdakar

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| 25. Principles of Management | - P.C. Tripathi |
| 26. Principles & Practices of Management | - T.N. Chhabra |
| 27. Principles & Practices of Management | - C.B. Gupta |
| 28. Principles of Management | - A. Parthasarthy |
| 29. Principles of Management | - George R. Terry |
| 30. The Principles of Management | - R.S. Davar |
| 31. The Process of Management | - Rakesh Gupta |
| 32. Principles & Practices of Management | - S.C. Saxena |

Business Accounting

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| 1. Double Entry System of Books-Keeping | - Botliboi J.R. |
| 2. Advanced Accountancy | - S.P. Jain & K.L. Narang |
| 3. Advanced Accountancy | - R.J.P. Reddy |
| 4. Advanced Accountancy | - R.L. Gupta |
| 5. Advanced Accountancy | - M.A. Arulanandam |
| 6. Advanced Accountancy | - M.C. Shukla & T.S. Grewal |
| 7. Advanced Accountancy | - S.M. Shukla |
| 8. Accounting & Financial Management | - P.V. Rathnam |
| 9. Basic Accounting | - Agrawal |
| 10. Book-Keeping & Accounting | - S.K. Paul |
| 11. Advanced Cost Accounting | - S.P. Jain & K.L. Narang |
| 12. Advanced Cost Accounting | - Nigam & Sharma |
| 13. Cost Accounting | - B.K. Bhar |
| 14. Cost Accounting | - Chales T. Horngren |
| 15. Practical Costing | - Nigam & Sharma |
| 16. Principles of Cost Accounting | - Ashish K. Bhattacharya |

Managerial Economics

1. Business Managerial Economics - V.G. Manuar
2. Managerial Economics - Dean Jeol
3. Managerial Economics - Gopalkrishnan D.
4. Managerial Economics - Mote V.L.
5. Managerial Economics - Mixon Wilson J.
6. Managerial Economics - Rahman Habib V.
7. Managerial Economics - Hange D.G.
8. Introduction of managerial - Christopher J. Savage,
Small John R.

Business Communications

1. Business Communications - Rai V.S./Rai S.M.
2. Business Communications - Pillai/Manuar
3. Business Communications - Pradhan
4. Business Communications - Himstreet William C.
5. Business Communications - Kenrick Eligbath
6. Business Correspondence & Report Writing - R.C. Sharma
7. Communication in Organisation - Layman Porter, Karlne Robert
8. The Art of Communication - A.C. Leyton
9. Business Communication - M. Balasubramanyan
10. Managing Business Communication - Bogert B.W.

Mathematical Methods & Quantitative Techniques

1. Quantitative Techniques in Management - Vohra
2. Linear Programming - U.K. Sharma
3. Linear Programming & Theory of Games - P.K. Gupta
4. Mathematical Modelling in Business - Finlay Paul N.
5. Quantitative analysis for business - Vazsonyi Andra1
6. Quantitative Method for Management - C.R. Reddy
7. Quantitative Method & Operation Research - Gopikuttan G.
8. Quantitative Techniques for Business - J.I. Siskin
9. Higher Basic Statistics - A.B. Rao
10. Mathematics for Modern Management - B.V. Dear & M.V. Sasieni
11. Statistics: Theory Method & Applications - D.C. Sancheti & V.K. Kapoor

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