



## **BARKATULLAH UNIVERSITY, BHOPAL**

Revised Syllabus for MBA (Full Time) Semester-I  
With Effect from Session 2019-20

### **"INTERNATIONAL BUSINESS ENVIRONMENT"**

Course No. CP: 105

Max Marks : 80  
Min. Pass Marks : 32

#### **COURSE OBJECTIVE:**

This course will provide the students with an opportunity to learn and understand how business is conducted in the international arena and developing problem-solving and critical thinking abilities within the context of trading across national boundaries.

#### **COURSE CONTENTS:**

- UNIT 1: Introduction to International Business: Various forms of International Business, Modes of entry in International Market, Understanding Globalization, Multinationals as global intermediaries, Theories of International Trade and their application.
- UNIT 2: International Business Environment: Introduction, Economic Environment, Political Environment, Demographic environment, Legal Environment, Cultural & Social Environment.
- UNIT 3: International Trade Institutions & Agreements: Introduction, World trade organization (WTO), Overview of Regional Integration, Types of Integration, Regional Trading Arrangements, Instruments of Trade Policy (Tariff & Non- Tariff Barriers to Trade)
- UNIT 4: International Financial Management: Overview of Decision Area of International Financial Management, Exchange rate Determination, Financial Institutions (IMF, World Bank), Financial markets.
- UNIT 5: International Human Resource Management & Ethics in International Business, Social Responsibility of Business.

#### **SCHEME OF EXAMINATION:**

Total Marks: (Internal 20, External 80) = 100 Marks

#### **PATTERN FOR EXTERNAL EVALUATION:**

Sec A: (Short Answers)	4 out of 8	4x8 = 32 Marks
Sec B: (Essay Type and Cases)	3 out of 5	3x16 = 48 Marks

#### **SUGGESTED READINGS:**

1. Aswathappa, K., International Business, Tata McGraw-Hill Publishing company Ltd.
2. Hill & Jain, International Business (SIH), Tata McGraw-Hill Publishing company Ltd.
3. Sundaram & Black, The International Business Environment: Text and Cases, PHI Learning Private Limited.
4. Cherunilam, International Business: Text and Cases, PHI Learning Private Limited.
5. Justin Paul, International Business, PHI Learning Private Limited.

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## **BARKATULLAH UNIVERSITY, BHOPAL**

Revised Syllabus for MBA (Full Time) Semester-I

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### **"MANAGERIAL ECONOMICS"**

Course No. CP: 103

Max Marks : 80

Min. Pass Marks : 32

#### **COURSE OBJECTIVE:**

The objective of this course is to illustrate the application of economic theory and methodology as an alternative in managerial decisions.

#### **COURSE CONTENTS:**

- UNIT 1: Introduction to Managerial Economics –Nature, Scope –Marginal Analysis, Determination of Consumer's Equilibrium through Utility and Indifference Curve Approach, Theory of Demand – Demand Functions, Change in Demand, Elasticity of Demand.
- UNIT 2: Cost Analysis-Types of Costs, Cost-Output Relationship: Cost Function, Production Analysis, Meaning of Production and Production Function, Cost of Production, Return to a Factor, Return to Scale, Profit and Sales Maximization.
- UNIT 3: Market Structure –Types & Characteristics, Price Determination under Perfect, Monopolistic, Oligopoly and Monopoly Market, Introduction to Duopoly and Price Discrimination under Monopoly.
- UNIT 4: National Income –Aggregates and concepts, GNP and GDP, and Methods to Measure National Income, Centre –State Financial Relationship.
- UNIT 5: Money Supply and Monetary Policy, Aggregate Consumption, Gross Domestic Savings, Gross Domestic Capital Formation –WPI, CPI and Inflation, Fiscal Policy, Business Cycle- Introduction, Meaning and Features, Balance of Payment, Balance of Trade.

#### **SCHEME OF EXAMINATION:**

Total Marks: (Internal 20, External 80) = 100 Marks

#### **PATTERN FOR EXTERNAL EVALUATION:**

Sec A: (Short Answers)	4 out of 8	4x8 = 32 Marks
Sec B: (Essay Type and Cases)	3 out of 5	3x16 = 48 Marks

#### **SUGGESTED READINGS:**

1. Managerial Economics, Geetika Ghosh, Roy Choudhury, Tata McGraw Hill Publication.
2. Modern Economic Theory, Dewett. K.K. & Chand. Adarsh, Shyam Lal Charitable Trust, New Delhi.
3. Managerial Economics, Diwedi D.N., Vikas Publication.
4. Managerial Economics, Varshney R.L. & Maheswari R.L.
5. Business Economics, Adhikary, M. Excel Books, New Delhi.

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## **BARKATULLAH UNIVERSITY, BHOPAL**

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### **"MANAGEMENT CONCEPTS & PRACTICES"**

COURSE NO. CP-101

Max. Marks : 80  
Min. Pass Marks : 32

#### **COURSE OBJECTIVE :**

To familiarize students with Comprehensive contemporary Management Principles & Practices.

#### **COURSE CONTENTS:**

- UNIT 1: Management - Objectives, Process, Function, Roles, Definition of Business Ethics, Ethics for Manager, Indian Values & Ethics.
- UNIT 2: Evolution of management Thought, Taylor, Fayol, Elton Mayo, Likert & Webber (Theories of Management): Recent Trends and Future Challenges of Management.
- UNIT 3: Planning - Concept, Types and Process, Strategic Management Overview and Process; MBO, MBE; Tools of Planning, Decision Making - Concept and Process.
- UNIT 4: Organizing- Principles, Structure, Process, Departmentalisation: Span of Control; Decentralizations Staffing, Scope, Process, Line & Staff Relationship & Conflict.
- UNIT 5: Directing and Controlling Overview Motivation, Morale and Productivity, leadership, Communication (Organizational); Controlling: Process, Coordination.

#### **SCHEME OF EXAMINATION:**

Total Marks Internal 20, External 80) = 100 Marks

#### **PATTERN FOR EXTERNAL EVALUATION:**

Sec A: (Short Answers)	4 out of 8	4x8 = 32 Marks
Sec B: (Essay Type and Cases)	3 out of 5	3x16 = 48 Marks

#### **SUGGESTED READINGS:**

1. Anil Bhat & Arya Kumar, Principles Processes, and Practices, Oxford Higher Education.
2. Satyaraju & Parthasarthy, Management Text and Cases, PHI Learning.
3. J.S. Chandan, Management Theory and Practice, Vikas Publishing House.
4. Kamishka Bedi, Management and Entrepreneurship, Oxford Higher Education.

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## **BARKATULLAH UNIVERSITY, BHOPAL**

Revised Syllabus for MBA (Full Time) Semester-I  
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### **"QUANTITATIVE METHODS"**

Course No. CP: 102

Max Marks : 80

Min. Pass Marks : 32

#### **COURSE OBJECTIVE:**

The objective of the course is to make the students familiar with some basic statistical and linear programming techniques. The main focus, however, is in their application in business decision making.

#### **COURSE CONTENTS:**

- UNIT 1: Statistical basis of managerial decision: Frequency distribution and graphic representation of frequency distribution, Measures of Central Tendency-Mean, Median, Mode, Requisite for ideal measures of Central tendency.
- UNIT 2: Dispersion: Measures of dispersion - Range, Quartile Deviation, Mean Deviation from mean, Standard Deviation, Measure of shape - Concept of skewness, kurtosis.
- UNIT 3: Theory of Probability distribution - Trial and event, sample space, Simple problem based on sample space, Binomial, Poisson, Normal Distribution and their application in business decision making.
- UNIT 4: Correlation and regression analysis- Karl Pearson's coefficient of correlation, Spearman rank correlation, Simple regression equation, Regression coefficient, Time Series analysis and forecasting.
- UNIT 5: Sampling Distribution, Null-hypothesis, Alternative hypothesis, One sample test for mean, Index Number, Fisher and Laspeyres, Paasche.

#### **SCHEME OF EXAMINATION:**

Total Marks: (Internal 20, External 80) = 100 Marks

#### **PATTERN FOR EXTERNAL EVALUATION:**

Sec A: (Short Answers)	4 out of 8	4x8 = 32 Marks
Sec B: (Essay Type and Cases)	3 out of 5	3x16 = 48 Marks

#### **SUGGESTED READINGS:**

1. Gupta, S.P. and Gupta M.P., "Business Statistics", New Delhi, Sultan Chand.
2. Levin Richard I and Rubin David S., "Statistics for Management", New Jersey, Prentice Hall Inc.
3. Shrivastava, T. N and Shailaja Rago, "Statistics for Management", Tata McGraw Hills Pvt. Ltd., New Delhi.
4. Kapoor V. K, Sancheti D.C., and Mehta P.L., Quantitative Methods, Sultan Chand & Sons, New Delhi.
5. Elhance D. N, and Agrawal R. D., "Fundamental of Statistics for Management", Kitab Mahal, New Delhi.

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## **BARKATULLAH UNIVERSITY, BHOPAL**

Syllabus for MBA (Full Time) Semester-I  
With Effect from Session 2019-20

### **"ACCOUNTING FOR MANAGERS"**

Course No. CP: 106

Max Marks : 80

Min. Pass Marks : 32

#### **COURSE OBJECTIVE:**

The basic purpose of this course is to develop an insight of postulates, principles and techniques of accounting and utilization of financial and accounting information for planning decision-making and control.

#### **COURSE CONTENTS:**

- UNIT 1: Financial Accounting – Concept, Importance and Scope, principles of Double Entry, Ledger Accounting, Preparation of Trial Balance.
- UNIT 2: Preparation of Financial Statements – Profit and Loss Account and Balance Sheet; Depreciation Accounting.
- UNIT 3: Financial Statement analysis - Comparative Statement; Common Size Statement; Ratio analysis, Cash flow and fund flow analysis.
- UNIT 4: Management Accounting – Concept; Needs, Importance; Cost Accounting – Records and Processes, Inventory Valuation, Reconciliation between Financial and Cost Accounts.
- UNIT 5: Costing for Decision – Making, Marginal Costing and Absorption Costing.

#### **SCHEME OF EXAMINATION:**

Total Marks: (Internal 20, External 80) = 100 Marks

#### **PATTERN FOR EXTERNAL EVALUATION:**

Sec A: (Short Answers)	4 out of 8	4x8 = 32 Marks
Sec B: (Essay Type and Cases)	3 out of 5	3x16 = 48 Marks

#### **SUGGESTED READINGS:**

1. Anthony R N and Reece, J.S., 'Accounting Principles', 6th ed. Homewood, Illinois Richard D, Irwin.
2. Bhattacharya S K and Dearden J, 'Accounting for Management', Text and Cases, New Delhi.
3. Sharma & Gupta, 'Management Accounting' Kalyani publication.
4. Pandey I.M., 'Management Accounting', Vikas Publication.

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## **BARKATULLAH UNIVERSITY, BHOPAL**

Revised Syllabus for MBA (Full Time) Semester-I

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### **"COMMUNICATION SKILLS"**

Course No. CP: 104

Max Marks : 80

Min. Pass Marks : 32

#### **COURSE OBJECTIVE:**

The basic objective of this course is to sharpen the Analytical, Written, non-verbal, Spoken Communication and Inter-personal Skills essential in organizations involving decision making and implementation.

#### **COURSE CONTENTS:**

- UNIT 1: Meaning, nature, needs, types of Communication: Oral Written & non Verbal, Upward, Downward & Lateral, Theories of Communication, Process of Communication, Barriers to Effective Communication.
- UNIT 2: Written Strategies: Letter writing, types of business letter, Do's and Don'ts of business letter, Business Memos, Resume Writing, Essentials of Resume writing, Importance of Resume and Covering letter.
- UNIT 3: Communication for employment: Strategies to develop effective communication skills, Speeches, Public Speaking, Interviews, Group Discussion, Conference, Effective Listening, and Grapevine Communication.
- UNIT 4: Types of Non Verbal Communication: Meaning and Importance Kinesics, Proxemics, Chronemics, Paralanguage and Artefacts, Business Etiquettes: Dressing & Grooming, Business Meals, Table Manners.
- UNIT 5: Report Writing: Types and Structure of Reports, Drafting of Reports, Introduction to Electronic Communication, Designing and Delivering Business Presentations.

#### **SCHEME OF EXAMINATION:**

Total Marks: (Internal 20, External 80) = 100 Marks

#### **PATTERN FOR EXTERNAL EVALUATION:**

Sec A: (Short Answers)	4 out of 8	4x8 = 32 Marks
Sec B: (Essay Type and Cases)	3 out of 5	3x16 = 48 Marks

#### **SUGGESTED READINGS:**

1. Rodrigues, M.V., Effective Business Communication, Concept Publishing Company, Delhi, 2003.
2. Rayudu. C.S., Communication, Himalaya Publishing House, Delhi 2008.
3. Sinha, K.K., Business Communication, Galgoita Publishing Company, New Delhi, 2006.
4. Raymond V. Lesikar, John D. Pettit, Jr, Business Communication – Theory and Application, AITBS Publishers & Distribution, Delhi, 1999.
5. Hesta A. Murphy, Herbert W. Hildebrandt, Jane P. Thomas, Effective Business Communication, Tata McGraw – Hill Publishing Company Limited, New Delhi, 2008.
6. Divan Parag, Business Communication, Excel Books, New Delhi, 1997.

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