

*Department of Business Management*  
VBS Purvanchal University, Jaunpur – 222001 (U.P.)  
Syllabus\_MBA/MBA (Agri-Business)/MBA (E-Commerce) – I Semester (Batch 2016-17 onwards)

**Department of Business Management**  
**VBS Purvanchal University, Jaunpur**

**SYLLABUS**  
**Batch 2016-17 Admission Onwards**

**Semester - I**

**MBA / MBA (Agri- Business) / MBA (E-Commerce)**

**FMS 101: PRINCIPLES OF MANAGEMENT**

1. **Managing in today's Environment:** Meaning, Definition, Characteristics of Management, Management VS Administration Management- Art, Science and Profession, Professional Management in India, Arguments for and Against Professionalisation, Levels of Management, Skills of a Manager, Development of Management thought.
2. **Theories of Management:** approaches to Management Analysis, Evolution of management thought- Contribution Taylor, Weber and Fayol management Elton Mayo and modern management thinkers.
3. **Managing the Organisation Resources:** Concept, Process and types of planning- Meaning, Characteristics, Advantages, Limitations, Essentials of sound Plan, Steps In Planning Process, Planning Premises, Types and Elements of Planning, Decision of Rational decision Making, Creativity in Decision- Making Concept of MBO, Characteristics, Objectives, MBO-Process, Advantages, Limitations. Managing organizational change.
4. **The anatomy of an Organisation:** Concept, Nature, Process, Significance, Principle of Organising, Concept of Distinctions between Line and Authority, Line Staff and Functional Authority relationships, Delegation and Decentralisation, Distinction between formal and informal organisation group dynamics.
5. **Managerial Control:** Concepts, Nature, Elements, Significance, Types, Interrelationship between planning and control, Steps in control process, Requirements of an effective control system, Management by Exception, Techniques of Management Control- ROI, PERT, CPM, MIS.

**References:**

- Jha, B., 'Industrial Organization and Management', Novelty Publisher
- Prasad, L.M. 'Principle & Practice of Management', Sultan Chand & Sons
- Gupta, C.B., 'Management : Concepts & Practices', Sultan Chand & Sons
- Koontz & Weihrich, 'Management', Tata McGraw-Hill
- Andrew Littlejohn', 'Company to Company', Cambridge University Press

**FMS 102: ACCOUNTING AND FINANCIAL ANALYSIS**

1. **Overview:** Accounting concepts, conventions and principles; Accounting Equations, International accounting principles and standards; Matching of Indian accounting standards with international accounting standard
2. **Mechanics of Accounting:** Double entry system of accounting, journalizing of transactions; preparation of final accounts, P/L Accounts, P/L Appropriation account and Balance Sheet, Policies related with depreciation, inventory and intangible assets like copyright, trademark, patent and goodwill.
3. **Analysis of financial statement:** ratio analysis- solvency ratios, profitability ratios, activity ratios, liquidity ratios, market capitalization ratios, common size statement; comparative balance sheet and trend analysis of manufacturing, service & banking organisations
4. **Funds flow statement:** Meaning; Concept of Gross and Net Working Capital; Preparation of schedule of change in working capital; Preparation of funds flow statement and its analysis
5. **Cash flow statement:** Various cash and non-cash transaction, flow of cash, Cash from operation, preparation of cash flow statement and its analysis

**References:**

- S K Bhattacharya & John Dearden, 'Accounting for management', Vikas Publication.
- Jain S P & Narang K L, 'Advanced Accounting', Kalyani
- Maheshwari, S N & Maheshwari, S.K., 'Corporate Accounting', Vikas Publications.
- Robert Anthony & Hawkins, 'Accounting Test and Cases' Irwin London.
- Maheshwari, S.N. 'Financial and Management Accounting', Sultan Chand & Sons

**FMS 103: MANAGERIAL ECONOMICS**

1. **Introduction:** Nature and Scope of Business Economics, Fundamental Concepts, Business Goals, Economics and Ethics.
2. **Demand Analysis and Forecasting:** Demand determinants and Distinctions, Elasticity of Demands, Demand Forecasting for established Products and new Products.
3. **Production and Cost Behaviour:** Production Function, Law of returns, Return to scale, Cost volume Relationship in Short and Long Run.
4. **Pricing:** Market Morphology and Pricing, Pricing Methods-Cost plus pricing, Incremental Pricing, Product Line Pricing, Pioneer Pricing, Differential Pricing, Cyclical Pricing and Retail pricing.
5. **Profit Policies and Planning:** Profit Policies, Rationale for Profit constraints, Profit volume Analysis and its applications.

**References:**

- Mithani, D.M., 'Principles of Economics', Himalaya Publishing
- Mithani & V.S.R.Murthy, 'Fundamental of Business Economics', Himalaya Publishing
- Dwivedi D.N., 'Principles of Economics', Vikas Publishing
- Mehta, P.L., 'Managerial Economics', Sultan Chand & Sons
- Varshney, R.L. 'Managerial Economics', Sultan Chand & Sons
- Pandey, K.M. & Pandey, M. 'Managerial Economics for Managerial decision', Himalaya Publishing House

**FMS 104: RESEARCH METHODOLOGY**

1. **Introduction:** Meaning, Definition, Characteristic, Objectives, Significance, Process of Research, Approaches to Research, Characteristics of Business Research, Application of Business Research in India.
2. **Research Design:** Types of Research - Exploratory, Conclusive, Modelling and Algorithm, Formulation and Testing of Hypothesis - Means, Proportion and Variances.
3. **Information Collection:** Collection of Data - Primary & Secondary Sources, Classification- Questionnaire construction, Schedule and Scale Development, Attitude Management.
4. **Sampling:** Sampling method - Probability and non Probability, Analysis of data - Tabulation, Coding, Graphical Representation of Data, Statistical Tools, Mean, Mode, Median, Measures of Standard Deviation.
5. **Statistical Techniques & Report Writing:** Correlation (product - moment) Karl Pearson's and Rank, Regression Analysis, Skewness, T-test and  $\chi^2$  - test, Contents of research Report, Types of Report, Report format - Research in Decision Making,

**References:**

- Kothari C.R., *Research Methodology*
- Good & Scates, *Method of Research*
- Gupta S.P. , *Statistical Method*
- Newbold, *Statistics for Business & Economics*
- Panneerselvam, R., *Research Methodology*
- Levin, *Statistics for Management*

### **FMS 105: COMMUNICATION FOR MANAGEMENT**

1. **Nature of Communication:** Different types of communication like letters, memos, reports, fax, email, presentations, telephone, and multimedia, choosing the means of communication, stages in communication cycle, Barriers to communication, communication systems.
2. **Writing Techniques:** rules of good writing, adaptation and selection of words, masculine words, writing with style- choosing words with right strength and vigor, using a thesaurus, writing effective sentences, developing logical paragraphs, overall tone, drafting, editing and finalizing the business letters
3. **Recruitment and employment correspondence:** Application letter, curriculum vitae, interview, references, offer of employment, job description, letter of acceptance, letter of resignation. Internal communications: memoranda, reports: types of reports, formal reports and informal reports, meetings, documentation. External communications: Public notices, invitations to tender bid, auction, notices, etc; Report writing: planning, technique of writing a report, characteristics of business reports, common types of reports, purposes of reports
4. **Persuasive messages:** planning the persuasive message, common types of persuasive requests, principles of persuasive communication Effective communication and impact of information technology, Oral communication: nature and significance
5. **Reformulating and summarising:** what is a summary? Using synonyms & antonyms, reducing phrases, guidelines for writing summaries, business summaries Comprehension: using a dictionary, grammatical precision, (phonetics), contextual clues, guidelines for comprehension

**References:**

- Lesikar R V and Pettit Jr J D, 'Business Communication: Theory and Application', Tata McGraw-Hill, 2002
- Tayler Shinley, 'Communication for Business', Pearson Education, 2002
- T N Chhabra, Bhanu Ranjan, 'Business Communication', Sun India, 2004
- P.D. Chaturvedi, 'Business Communication' Pearson Education
- Meenakshi Raman, 'Technical Communication' Oxford University Press

### **FMS 106: BUSINESS ENVIRONMENT**

1. **Introduction:** The concept, Nature and significance of Business Environment, Historical Evolution of modern business enterprises, their structure and managerial personnel with special reference to India. Salient features of capitalism, socialism and socialistic pattern of society, Concept of Mixed Economy, Emergence of Public Sector and Joint sector.
2. **Socio-Cultural Environment:** Social interests and values-its implications for industrialization and Economic Growth. Ecology and Social Responsibility, Consumerism as an emerging Environmental force, ethics of Business, Social Audit.
3. **Industrial Environment:** Public sector Enterprises, Small Scale Industries, Privatisation, Industrial labour, Industrial sickness, Industrial Policy, Industrial Licensing, Workmen's Compensation act 1923.
4. **Economic Environment:** Foreign Exchange and management Act. MRTP Act. 1969 (as amended up to date); Fiscal and Monetary Policies, Government-Business relationship, MNC'S, Foreign Trade (Development and Regulation) Act, 1992 New Economic Policy. Protection of patent and trade marks.
5. **Technological Environment:** Choice of appropriate technology; problems in selecting appropriate Technology; Technology Transfer; Phases, Causes and Control of Business cycles. Problem of pollution and its control. Role of business and Management in controlling pollution, Technology policy, Technology and plant level changes, Restraints in a technological growth.

**References:**

- Aswathappa, K, 'Business Environment', Himalaya Publishing house
- Cherunilam, Francis, 'Business Environment' Himalaya Publishing house
- Chidambaram & Alagappan, 'Business Environment' Vikas Publishing House

### FMS 107: COMPUTER APPLICATIONS

1. **Fundamental and computer Application:** Computer application, Hardware, Software, Languages of computer, Operating system.
2. **MS-Word:** File, Edit, Format, Drawing, Tools, Tables, Practicing on Cut-Copy Paste, merger, Letter Writing, Page Setup.
3. **MS-Excel/Basics:** Creating Worksheet, Entering and Editing Text, Numbers and formulas cells lookup tables, auto fill. Rearranging work sheets: Moving, copying, sorting, inserting deleting cells, deleting & parts of work shared, reaction at formulas to worksheet design changes. Excel formatting: Excel page setup. Auto format, manual format using styles; format painter. Changing font sizes and attributes. Wrapping text, using border buttons and command. Working with graphics: Creating and placing graphic objects, resizing positioning graphic
4. **Power Point basics terminology colour scheme:** Power Point templates, getting started. Creating presentation: Auto content wizard, inserting, deleting slides. Working with text: Editing and moving text, spell checking, finding and replacing text; formatting text-aligning text. Show Time: Arranging previewing and rehearsing slides, transition and Build effects, Deleting slides printing presentation elements creating overhead transparencies; sharing presentation tiles with other.
5. **MS-ACCESS (Data Base Managing System):** Preparation of database corresponding to management practices such as level information farm-level in information. Agro-climatic zone information, etc. Creating database and tables: Creating database with and without wizards, access tables wizard, field names, data types and properties, adding deleting, renaming and moving fields, resizing fields, primary key fields, indexing fields. Forms: The form wizard, saving modifying forms, designing forms. Entering and Editing data: Typing, adding records, undo, correcting entries, global replacements moving records. Finding Sorting and Displaying Data: Queries and Dynasts, creating and using select queries, multiple search reformatting dynasts, multilevel sorting, showing all records after a query Cross tab queries. Printing Reports, Forms Letters and labels: Simple table, form and database printing. Manual reporting and modifying properties in reports, saving printing, mailing labels, changing label design.

#### **Practicals:**

- A. Make new files and use of cut, copy, paste, merger.
- B. Creating and formatting tables using work excel.
- C. Creating and managing data files of agriculture management system.
- D. Use of Internet for World Wide Web browsing.
- E. Sending and receiving e-mails through e-mail POP 3 account.
- F. Creating worksheet and different types of graphs using excel.
- G. Creating slides and presentation using PowerPoint.
- H. Study of small and submission of report of the system in terms of suitable system.

#### **References:**

- P. K. Sinha & P. Sinha, 'Computer Fundamentals', BPB Publication
- Ed Bott & Woody Leonbard, 'MS-Office 2000', Prentice Hall India
- Nelson, 'MS-Office 2000', Tata Mc-Graw Hill