

GANPAT UNIVERSITY										
FACULTY OF MANAGEMENT STUDIES										
Programme		Master of Business Administration				Branch/Spec.		Marketing/Finance/Human Resources Management/International Business		
Semester		I				Version		1.0.0.0		
Effective from <i>Academic Year</i>				2019-20		Effective for the batch Admitted in			June 2019	
Subject code		IA01POM		Subject Name		Principles of Management				
Teaching scheme					Examination scheme (Marks)					
(Per week)	Lecture(DT)		Practical(Lab.)		Total		CE	SEE	Total	
	L	TU	P	TW						
Credit	4	0	0	0	4	Theory	60	40	100	
Hours	4	0	0	0	4	Practical	-	-	-	
Pre-requisites:										
Learning Outcome:										
this course helps students to understand essential elements of management. They shall be exposed to basic concepts and techniques of analysis. Real life case studies shall be discussed to illustrate contemporary management practices.										
Theory syllabus										
Unit	Content								Hrs	
1	Historical Development: Definition of Management, Science or Art, Management and Administration, Development of Management Thought Contribution of Taylor and Fayol, Functions of Management, Types of Business Organization, Business Ethics and Social Responsibility: Concept, Shift to Ethics, Tools of Ethics.								12	
2	Planning: Nature & Purpose, Steps involved in Planning, Objectives, Setting Objectives, Process of Managing by Objectives, Strategies, Policies & Planning Premises, Forecasting, Decision-making.								12	
3	Organising: Nature and Purpose, Formal and Informal Organization, Organization Chart, Structure and Process, Departmentation by difference strategies, Line and Staff authority – Benefits and Limitations – De-Centralization and Delegation of Authority – Staffing – Selection Process - Techniques – HRD – Managerial Effectiveness.								12	
4	Directing: Scope, Human Factors, Creativity and Innovation, Harmonizing Objectives, Leadership, Types of Leadership Motivation, Hierarchy of Needs, Motivation theories, Motivational Techniques, Job Enrichment, Communication, Process of Communication, Barriers and Breakdown, Effective Communication, Electronic media in Communication.								12	

5	Controlling: System and process of Controlling, Requirements for effective control, The Budget as Control Technique, Information Technology in Controlling, Productivity, Problems and Management, Control of Overall Performance, Direct and Preventive Control, Reporting, The Global Environment, Globalisation and Liberalization, International Management and Global theory of Management	12
Practical content		
Text Books		
1	Stoner, Freeman & Gilbert Jr - Management (Prentice Hall of India, Latest Edition)	
Reference Books		
1	Weihrich Heinz and Koontz Harold - Management: A Global and Entrepreneurial Perspective (Mc Graw Hill, 12th Edition 2008)	
2	Stoner, Freeman & Gilbert Jr - Management (Prentice Hall of India, Latest Edition)	
3	Stephen P. Robbins, Organization Theory – Structure, Design and Applications, Prentice Hall of India, New Delhi, Third or later edition.	
4	Bateman, Management (SIE), Tata McGraw-Hill Publishing Company, New Delhi.	
5	Decenzo David, Robbin Stephen A, "Personnel and Human Reasons Management", Prentice Hall of India, 1996.	
6	Fraidoon Mazda, "Engineering Management", Addison Wesley,-2000	
7	Hillier Frederick S. and Hillier Mark S. - Introduction to Management Science: A Modeling and Case Studies Approach with Spreadsheets (Tata Mc Graw Hill, 2nd Edition 2008)	
8	JAF Stomer, Freeman R. E and Daniel R Gilbert Management, Pearson Education, Sixth Edition, 2004.	
9	Koontz - Principles of Management (Tata Mc Graw Hill, Ist Edition 2008).	
10	Massie, Joseph L., Essentias of Management, Pearson Education.	
11	Robbins & Coulter - Management (Prentice Hall of India, 8th Edition).	
12	Robbins S.P. and Decenzo David A. - Fundamentals of Management: Essential Concepts and Applications (Pearson Education, 5th Edition).	
13	Tripathy PC and Reddy PN, "Principles of Management", Tata McGraw-Hill, 1999.	

- This course helps students to understand essential elements of management.
- Students will be exposed to basic concepts of management and techniques of analysis.
- Real life case studies shall be discussed to illustrate contemporary management practices.

Note:

Version 1.0.0.0 (First Digit= New syllabus/Revision in Full Syllabus, Second Digit=Revision in Teaching Scheme, Third Digit=Revision in Exam Scheme, Forth Digit= Content Revision)

L=Lecture, TU=Tutorial, P= Practical/Lab., TW= Term work, DT= Direct Teaching, Lab.= Laboratory work

CE= Continuous Evaluation, SEE= Semester End Examination

GANPAT UNIVERSITY										
FACULTY OF MANAGEMENT STUDIES										
Programme		Master of Business Administration				Branch/Spec.		Marketing/Finance/Human Resources Management/International Business		
Semester		I				Version		1.0.0.0		
Effective from Academic Year			2019-20			Effective for the batch Admitted in			June 2019	
Subject code		IA02QTM		Subject Name		Quantitative Techniques in Management				
Teaching scheme					Examination scheme (Marks)					
(Per week)	Lecture(DT)		Practical(Lab.)		Total		CE	SEE	Total	
	L	TU	P	TW						
Credit	4	0	0	0	4	Theory	60	40	100	
Hours	4	0	0	0	4	Practical	-	-	-	
Pre-requisites:										
Learning Outcome:										
this course helps students to understand and formulate managerial situations in a theoretic framework in a decision making. It focuses on developing skills in structuring and analyzing problems and to inculcate the attitude of developing an executable solution to the problem with the help of some advanced statistical techniques.										
Theory syllabus										
Unit	Content								Hrs	
1	Basic Statistical Methods: Measures of Central tendency: Mean, Median, Mode and Dispersion: Range, Inter Quartiles, Standard Deviation, Coefficient of Variation								12	
2	Theory of Probability – Definition and Rules of Probability, Baye’s Theorem; Probability Distribution – Discrete distribution – (Binomial and Poisson), Continuous distribution – (Normal & Exponential).								12	
3	Decision Theory: Decision under Certainty, Decision under Uncertainty; Laplace Principle, Maximin or Minimax Principle, Hurwicz Principle Maximax or Minimin Principle & Savage Principle and Decision under Risk; Maximum Likelihood Principle & Expectation Principle, Expected value of perfect information (EVPI), Decision tree analysis and Decision with Marginal analysis.								12	
4	Forecasting Methods: Subjective Delphic, Nominal grouping and Jury of Opinion; Quantitative – Input-Output Model, Time Series Method, Moving Average, Exponential Smoothing, Linear Trend Line, Method of Least Square, Measuring error – MAD, MAPD, CE, MSE, MSPE.								12	
5	Linear programming: Mathematical formulations of LP Models for product-mix problems; graphical and simplex method of solving LP problems; sensitivity analysis; duality. Transportation problem: Various methods of finding Initial basic feasible solution and optimal cost. Assignment model: Algorithm and its applications. Travelling salesman Problem								12	
Practical content										

Text Books	
1	Levin Richard I & Rubin David S, "Statistics for Management", Seventh Edition, Pearson Education Ltd., New Delhi.
2.	Vohra N D, "Quantitative Techniques in Management", Fourth Edition, TMH Publishing Company Ltd., New Delhi.
Reference Books	
1	Statistics for Management by Richard I. Levin, David S. Rubin, Sanjay Rastogi and Masood Husain Siddiqui, Seventh edition (Pearson Education).
2	Quantitative Techniques in Management by Vohra, Tata McGraw-Hill, Fourth edition.
3	Quantitative Techniques by Kothari, Vikas Publication, 1996, 3 rd ed.
4	Business Statistics for Contemporary Decision Making by Ken Black (Fourth or later edition) Wiley Student Edition.
5	Statistics for Management, T N Srivastava and Shailaja Rego, TMH.
6	Complete Business Statistics, Amir D Aczel and Jayavel Sounderpandian, TMH.
7	Business Statistics by J. K. Sharma (2nd Edition or later edition) Pearson
8	Mathematics and Statistics for Management, K. B. Akhilesh & S. B. Balasubrahmanyam, Vikas Publishing.
9	Statistical Method by Gupta, S.C., Himalaya Publication
10	Business Statistics by R.S.Bharadwaj, Excel Books.
11	Comprehensive Statistical Methods by P.N. Arora, S. Chand.

- To be able to understand and formulate managerial problems into linear problems for decision making perspective "
- Acquire the ability to apply statistics and management science theories and models for chosen management decision problem
- To acquire competence in solving linear problems using statics

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Programme		Master of Business Administration				Branch/Spec.		Marketing/Finance/Human Resources Management/International Business		
Semester		I				Version		1.0.0.1		
Effective from Academic Year			2019-20			Effective for the batch Admitted in			June 2019	
Subject code		2IA03MEC		Subject Name		MANAGERIAL ECONOMICS				
Teaching scheme					Examination scheme (Marks)					
(Per week)	Lecture(DT)		Practical(Lab.)		Total		CE	SEE	Total	
	L	TU	P	TW						
Credit	4	0	0	0	4	Theory	60	40	100	
Hours	4	0	0	0	4	Practical	-	-	-	
Pre-requisites:										
Learning Outcome:										
To familiar students with the concepts and analytical tools from micro economic theory that are useful to managers in making decisions at the firm level.										
Theory syllabus										
Unit	Content								Hrs	
1	Introduction: Foundations of Managerial Economics , Nature, Scope and Significance of Managerial Economics, its Relationship with other Disciplines, Role of Managerial Economics in Decision Making, Probabilities for risk assessment, Decision Making under Risk and Uncertainty, Basic mathematics for economics , Time value of money .								12	
2	Consumer Behaviour and Demand Analysis: Cardinal and Ordinal Approaches to Consumer Behaviour, Demand, Demand Functions, Determinants of Demand, Elasticity of Demand, Derivation of market Demand, Demand Estimation and Forecasting, Supply and Market Equilibrium .								12	
3	Theory of Production and Cost: Managerial uses of Production Function, Short Run and Long Run Production Analysis, Isoquants, Optimal Combination of Inputs, Empirical Estimation of Production Functions; Traditional and Modern Theory of Cost in Short and Long Runs, Economies of Scale and Economies of Scope, Empirical Estimation of Cost Function.								12	
4	Theory and Behaviour of Firm: Profit Maximization, Alternative Objectives of Business Firms, Price Output decisions under Perfect Competition, Monopoly, Monopolistic Competition and Oligopoly, Pricing Models , Policies and Methods, Strategic Behaviour of Firms and Game Theory: - Nash Equilibrium, Prisoner's Dilemma – Price and Non-price Competition. Capital Budgeting .								12	
5	Introduction to macro economics; national income, inflation, unemployment and poverty, consumption function, investment function, Government, foreign trade and foreign exchange rate functions, money demand and supply function, production function, factor market and aggregate supply function, state of macroeconomics.								12	
Practical content										

Text Books	
1	Gupta, G.S., Managerial Economics: Micro Economic, Tata McGraw Hill.
2	Gupta G.S. ,Macroeconomics: Theory and Applications, Tata McGraw Hill.
Reference Books	
1	Gupta, G.S., Managerial Economics: Micro Economic, McGraw Hill.
2	Christopher R. Thomas & S. Charles Maurice (2006), Managerial Economics, Tata McGraw Hill, New Delhi.
3	Truett & Truett (2004), Managerial Economics, John Wiley & Sons Inc.
4	Petersen, H. Craig & Cris, L W (2004), Managerial Economics, Pearson Education.
5	Chaturvedi, D.D. & Gupta S.L. (2003), Managerial Economics: Text & Cases, Brijwasi Book Distributors and Publishers.
6	Salvatore, D (2004), Managerial Economics in a Global Economy, Irwin, Mc Graw-Hill.
7	Dholakia, R.H. & Oza, A.N., Micro Economics for Management Students, OUP, New Delhi.
8	Keating Berry and Wilson, J H., An Economic Foundation for Business Decision, Biztantra Publication, New Delhi.

- To gain the knowledge of Production and Cost Theory. Students must be able to derive the combination of inputs (machines, unskilled labor, skilled labor, etc.) which maximizes profits from given production and input usage. Students from the given data on prices and costs, should be able to derive the optimal quantity of goods to produce.
- Students acquire competency in firm pricing, firm costs, sales price, will be able to derive the price to charge that maximizes profits under a variety of circumstances, including perfect and imperfect competition and when the firm can identify groups of consumers who are willing to pay different amounts.
- Students will be able to use economic theories to make decisions in environments with a small group of people or firms, including negotiation and price wars between two firms.

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Programme		Master of Business Administration				Branch/Spec.		Marketing/Finance/Human Resources Management/International Business		
Semester		I				Version		1.0.0.0		
Effective from <i>Academic Year</i>				2019-20		Effective for the batch Admitted in			June 2019	
Subject code		IA04MAC		Subject Name		MANAGERIAL ACCOUNTING				
Teaching scheme					Examination scheme (Marks)					
(Per week)	Lecture(DT)		Practical(Lab.)		Total		CE	SEE	Total	
	L	TU	P	TW						
Credit	4	0	0	0	4	Theory	60	40	100	
Hours	4	0	0	0	4	Practical	-	-	-	
Pre-requisites:										
Learning Outcome:										
the objective of this course is to acquaint students with various concepts of accounting and highlight the decision-making and control focus of managerial accounting.										
Theory syllabus										
Unit	Content								Hrs	
1	Fundamentals of Accounting: Basic understanding of accounting, Conceptual framework of financial statements Business transactions to trial balance, Trial balance to Balance sheet and profit and loss account for non corporate and corporate entities, , Generally Accepted Accounting Principles								12	
2	Asset Valuation: Valuation of Tangible Fixed Assets, Depreciation on fixed assets, valuation of assets under finance lease and intangible assets, amortisation and asset impairment, Valuation of inventories, valuation of investments.								12	
3	Understanding Corporate financial statements: Corporate Balance sheet, corporate profit and loss account, Notes to the accounts and significant accounting policies, understanding and constructing corporate cash flow statement, other financial reports- Auditors report and Directors report, corporate governance report.								12	
4	Financial Statement Analysis: Financial Statement Analysis using the tool kit of Multi step Income statement, horizontal analysis, common size analysis, Trend analysis, Earning per share analysis, Ratio analysis, analysis of cash flow statement.								12	
5	Contemporary issues in financial Accounting: Global financial reporting, GAAPs and IFRSs, IAS, Indian GAAP and US GAAP, Foreign currency accounting, Inflation Accounting, Human Resource Accounting, Environment accounting, Responsibility Accounting.								12	
Practical content										
Text Books										
1	Ambrish Gupta – Financial Accounting for Management: An Analytical Perspective (Pearson E 5 th Edition 2015).									

Reference Books	
1	Ambrish Gupta – Financial Accounting for Management: An Analytical Perspective (Pearson Education, 3 rd Edition 2009).
2	S.K.Bhattacharya, John Dearden – Accounting for Management (Vikas Publishing House) Third revised Edition, 2008).
3	Carl S. Warren, James M. Reeve, and Jonathan E. Duchac – Financial Accounting: Concepts, Methods, and Applications (Cengage Learning, 2009).
4	Robert Anthony & Hawkins- Accounting Test and Cases, Richard D. Irwin London.
5	S N Maheshwari, S K Maheshwari, A Text Book of Accounting for Management, Vikas Publishing, New Delhi
6	N Ramchandran, Ram Kumar Kakani, Financial Accounting for Management, Tata McGraw Hill, 2 nd Edition.
7	Robert N Anthony, David F Hawkins, Kenneth A Merchant: Accounting: Text and Case, The McGraw-Hill companies, 12 th Edition 2007.
8	Harrison and Horngren, Financial Accounting, Pearson Education, 6 th Edition 2008.
9	P C Tulsian, Financial Accounting, Pearson Education, 2009.
10	Pru Marriot, J R Edwards and H J Mellett, Introduction to Accounting, Sage South Asia Edition,
11	Stice and Stice, Financial Accounting- Reporting and Analysis, Cengage Learning.

- To acquaint students with various concepts of accounting.
- To enable students to understand information contained in published financial statements of companies.
- To make student capable to record basic accounting transactions and prepare annual financial statement.

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FACULTY OF MANAGEMENT STUDIES										
Programme		Master of Business Administration				Branch/Spec.		Marketing/Finance/Human Resources Management/International Business		
Semester		I				Version		1.0.0.1		
Effective from Academic Year			2019-20			Effective for the batch Admitted in			June 2019	
Subject code		2IA050BE		Subject Name		ORGANIZATIONAL BEHAVIOUR				
Teaching scheme					Examination scheme (Marks)					
(Per week)	Lecture(DT)		Practical(Lab.)		Total		CE	SEE	Total	
	L	TU	P	TW						
Credit	4	0	0	0	4	Theory	60	40	100	
Hours	4	0	0	0	4	Practical	-	-	-	
Pre-requisites:										
Learning Outcome:										
This course provides framework to the students to understand the human behavior dynamics in work organizations through the study of the individual, the group and the organizational system.										
Theory syllabus										
Unit	Content								Hrs	
1	What is Organizational Behaviour (OB)?: Concept, nature, characteristics, conceptual foundations, determinants and importance; concept of knowledge management & Emotional Intelligence in contemporary business organisation.								10	
2	Perception: Concept, nature, process, importance. Management and behavioural applications of perception. Attitude and job satisfaction: Concept, process, and importance, Attitude measurement, Emotions and Mood. Personality and values: Concept, nature, types and theories of personality shaping. Learning: Concept and theories of learning.								10	
3	Motivation Concept: principles, theories - content and process. Monetary and non-monetary motivation, Motivation: From concepts to Application. Leadership: Concept, functions, styles, and theories of leadership-trait, behavioural, and situational								10	
4	Foundation of group Behaviour: Analysis of Interpersonal Relationship, developing interpersonal relationship, Group Dynamic: Definition of Group, stages of Group Development, Punctuated Equilibrium Model, Group Structure, Group Decision Making.								10	
5	Organizational power and politics: Concept of power, sources of power, classification of power, contingency approaches to power. Political implications of power. Dynamics of power and politics. Organizational Conflict and Negotiation: Concept, Sources, types, functionality and dysfunctionality of conflict. Classification of conflict-intra-individual, inter-personal, inter-group, and organizational. Resolution of conflict, meaning and types of grievance and process of grievance handling.								10	
6	Organization System: foundations of organization structure, technology, work design and stress, organizational culture; Organizational Dynamics: organizational change and development.								10	
Practical content										
Text Books										
1	Organizational Behaviourby Robbins, S.P, Pearson Education, New Delhi.									
Reference Books										

1	Understanding Organizational Behavior, by Udai Pareek, Oxford University Press.
2	Organizational Behavior by Mcshane and Radha Sharma, McGraw-Hill.
3	Organizational Behavior by Stephan Robbins, Pearson Education.
4	Human Behaviour at Works: Organizational Behaviourby Davis, Keith, Tata McGraw Hill.
5	Organizational Behaviour by Gregory Moorhead & Ricky W. Griffin, Jaico Publication.
6	Organizational Behaviour by K. Aswathappa, Himalaya Publishing House Pvt. Ltd.
7	Organizational Behaviour by Niraj Kumar, Himalaya Publishing House Pvt. Ltd.
8	Behavioural Process in Organizations byPareek, Udai, Oxford and IBH, New Delhi.
9	Organizational Behaviourby Robbins, S.P, Pearson Education, New Delhi.
10	Organizational Behaviour byLuthans, Fred, McGraw Hill, New Delhi.
11	Behaviour in Organizations by Greenberg Pearson Publication

- The students able to understand the human behavior dynamics in work organizations.
- To familiarize the students with the behavioural patterns of human beings at individual and group levels in the context of an Organization.
- Students will be able to understand the different concepts of organizational behaviour.

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FACULTY OF MANAGEMENT STUDIES										
Programme		Master of Business Administration				Branch/Spec.		Marketing/Finance/Human Resources Management/International Business		
Semester		I				Version		1.0.0.0		
Effective from Academic Year			2019-20			Effective for the batch Admitted in			June 2019	
Subject code		IA06MCO		Subject Name		MANAGERIAL COMMUNICATION				
Teaching scheme					Examination scheme (Marks)					
(Per week)	Lecture(DT)		Practical(Lab.)		Total		CE	SEE	Total	
	L	TU	P	TW						
Credit	4	0	0	0	4	Theory	60	40	100	
Hours	4	0	0	0	4	Practical	-	-	-	
Pre-requisites:										
Learning Outcome:										
To train students to enhance their skills in written as well as oral Communication through practical conduct of this course. This course will help students in understanding the principles & techniques of business communication.										
Theory syllabus										
Unit	Content								Hrs	
1	Concepts of Communications: Definition, Forms of Communication, Objectives of Communication, Characteristics of Communication, Process of Communication, Communication, Roadblocks, Role of Verbal & Non-verbal Symbols in Communication, Barriers to Effective Communication, Overcoming Communication Barriers.								12	
2	<i>Forms of Communication:</i> (a) Written Communication: Principles of Effective Written Communication; Commercial Letters, Report Writing, Speech Writing, Preparing Minutes of Meetings; Executive Summary of Documents; E-mail: How to make smart e-mail (b) Non-verbal Communication, (c) Oral Communication: Art of Public Speaking, Listening Skills: Definition, Anatomy of poor Listening, Features of a good Listener, Role Play. <i>Applications of Communication:</i> (a) Writing a Summer Project Report and Research Report, (b) Writing CVs & Application Letters, (c) Group Discussions & Interviews, (d) The Employment Interview.								12	
3	Important Parameters in Communication: (a) The Cross Cultural Dimensions of Business Communication, (b) Technology and Communication, (c) Ethical & Legal Issues in Business Communication, (d) Mass Communication: Mass Communication & Promotion Strategies, Advertisements, Publicity, and Press Releases. Media Mix, Public Relations, Newsletters.								12	
4	Business Negotiation: Negotiation Process & its Management								12	
5	Spoken Communication: Telephone, Teleconferencing, Challenges and etiquette, Oral Presentation: Planning presentation, Delivering presentation, Developing & displaying visual aids, Handling questions from the audience, Audio-visual CD.								12	
Practical content										
Text Books										
1	"Basic Communication Skills for Empowering the Internet Generation", Lesikar, (2014),									

Reference Books	
1	Scot, O. (2004), Contemporary Business Communication, Biztantra, New Delhi.
2	Lesikar, R.V. & Flatley, M.E. (2005), Basic Business Communication Skills for Empowering the Internet Generation, Tata McGraw Hill Publishing Company Ltd. New Delhi.
3	Ludlow, R. & Panton, F., The Essence of Effective Communications, PHI.
4	Adair, J. (2003), Effective Communication, Pan Mcmillan.
5	Thill, J. V. & Bovee, G. L. (1993), Excellence in Business Communication, McGraw Hill, NY.
6	Bowman, J.P. & Branchaw, P.P. (1987), Business Communications: From Process to Product, Dryden Press, Chicago.

- Acquaint the students with the basic concepts and techniques of communication, viz. Listening, Speaking, Reading & Writing skills (LSRW skills).
- Developing students for multinational and international companies by giving insights for cross cultural communication.
- Enhance the communication skills required in different business contexts through various interactive activities.

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CE= Continuous Evaluation, SEE= Semester End Examination

GANPAT UNIVERSITY									
FACULTY OF MANAGEMENT STUDIES									
Programme		Post Graduate Diploma in Management				Branch/Spec.			
Semester		I				Version		1.0.0.1	
Effective from <i>Academic Year</i>				2019-20		Effective for the batch Admitted in			June 2019
Subject code		2IA07RDM		Subject Name		RESEARCH DESIGN FOR MANAGEMENT			
Teaching scheme					Examination scheme (Marks)				
(Per week)	Lecture(DT)		Practical(Lab.)		Total		CE	SEE	Total
	L	TU	P	TW					
Credit	3	0	0	0	3	Theory	60	40	100
Hours	3	0	0	0	3	Practical	-	-	-
Pre-requisites:									
Learning Outcome:									
The objective of this course is to familiarize the students with the concepts, framework and design for undertaking research project in business and enhance the understanding application of research approach in appropriate situations.									
Theory syllabus									
Unit	Content								Hrs
1	Introduction: What is research? Concept of business research and its applications in the various functions of management; Types of research: Basic and Applied Research. Ontology and Epistemology of business research . Quantitative V. Qualitative . Types of business problems encountered by the research; Problems and precautions to the researcher in India. Characteristics of good research; ethics in research. Research problem definition and developing its approach: Value of Research Questions ; Development of Research questions and Hypotheses; Process of research: Steps involved in research process.								10
2	Research design: Type of research design; Exploratory research design: Secondary data and Qualitative research; Descriptive research design (Cross-sectional , Longitudinal): Survey and observation; Causal research design: Experimental Method : Causality, Controlling Extraneous variables, internal and external validity, types of experimental designs, test marketing. Research design: Comparative. Case Study								13
3	Data collection: Primary data, Data type: Metric and non-metric; Measurement and scaling: comparative and non-comparative scales, Scale evaluation: reliability and validity. Questionnaire design; Precautions in preparation of questionnaire. Research Methods: Structured Interview/Self-completion questionnaire, Structured Observation V. Ethnography, Qualitative research: Focus group, Qualitative interview								12
4	Sampling Methods – Probabilistic & Non Probabilistic Sampling, Sample Design & Procedures-Error: Sampling and Non-sampling error; sources of error; Data preparation: Editing and Coding through SPSS. Research proposal preparation: format. Guideline for tables, figures and references. Writing a thesis/internship report								10
Practical content									
Text Books									
1	Malhotra, Naresh K.- <i>Marketing Research</i> . Pearson Education, Latest Edition.								
Reference Books									

1	Cooper D and Schindler P- <i>Business Research Methods</i> (Tata McGraw-Hill).
2	Bryman A and Bell E- <i>Business Research Methods</i> (Oxford University Press)
3	Collis J and Hussey R- <i>Business Research</i> (Palgrave, 2003).
4	Saunders- <i>Research Methods for Business Students</i> (Pearson Education, 3 rd edition).
5	Beri G- <i>Marketing Research</i> (Tata McGraw-Hill), 1993, 2 nd ed.
6	Kothari C.R. - <i>Research Methodology Methods and Techniques</i> . Wishwa Prakashan. 2004.
7	Krishnaswamy K.N.,Sivakumar, Mathirajan- <i>Management Research Methodology</i> , Pearson.
8	S.L. Gupta- <i>Marketing Research-Excel</i> .
9	Easwaran & Singh- <i>Marketing Research: Concepts, Practice and Cases</i> – Oxford.
10	Pati D- <i>Marketing Research</i> , Universities Press.
11	William MK Trochim- <i>Research Methods</i> , Biztantra.

- To be able to identify research problem in business functions.
- Acquire the ability to recognise and apply research design and methodology for chosen research problem.
- To acquire competence in reporting the statistics and report writing which is plagiarism free.

Note:

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L=Lecture, TU=Tutorial, P= Practical/Lab., TW= Term work, DT= Direct Teaching, Lab.= Laboratory work

CE= Continuous Evaluation, SEE= Semester End Examination

GANPAT UNIVERSITY										
FACULTY OF MANAGEMENT STUDIES										
Programme		Master of Business Administration				Branch/Spec.		Marketing/Finance/Human Research Management/International Business		
Semester		I				Version		2.1.0.0		
Effective from Academic Year				2019-20		Effective for the batch Admitted in			June 2019	
Subject code		IB08CEL		Subject Name		COMMUNICATIVE ENGLISH LABORATORY				
Teaching scheme					Examination scheme (Marks)					
(Per week)	Lecture(DT)		Practical(Lab.)		Total		CE	SEE	Total	
	L	TU	P	TW						
Credit	2	0	0	0	2	Theory	-	100	100	
Hours	2	0	0	0	2	Practical	-	-	-	
Pre-requisites:										
Learning Outcome:										
This course is intended to impart the quality of written as well as spoken skills through improving their listening and reading abilities that makes him/her globally competent in English communication.										
Theory syllabus										
Unit	Content								Hrs	
1	Listening Skills: Definition and process of listening, Rudiments of effective listening, Modes of listening, Barriers to listening, Tips for effective listening, Traits of a good listening; <i>Listening comprehension practice using audio-visuals (IELTS Listening);</i> Listening to Announcements- (railway/ bus stations/ airport /sports announcement/ commentaries etc.)								6	
2	Reading Skills: Definition, Purposes & types of reading, Techniques for effective reading comprehension, <i>reading comprehension practice through simple to advanced passages.(IELTS- General training)</i>								6	
3	Speaking: Significance of effective interpersonal oral conversation competence; Familiarity with tone, stress and voice modulations and paralinguistic features; Characteristics of an erudite speaker; <i>Oral practice of speaking in different situations (IELTS Speaking)</i>								10	
4	Writing: Significance of effective writing skill; Coherence and cohesion; Points to ponder (fundamentals) for producing impressive written drafts; Significance of language								8	

	quality (4 Cs) and attractive appearance of the draft; Difference in structures of formal and informal; <i>Writing practice for preparing drafts of various informal, semi-formal and formal letters (IELTS General Training Writing task-1).</i>	
Practical content		
Text Books		
1	Technical Communication - Principles and Practice by Meenaksi Raman & Sangeeta Sharma (Oxford University Press)	
Reference Books		
1	Effective Technical Communication by M Ashraf Rizvi (TMH Publication)	
2	Cambridge IELTS 1-10, Cambridge University Press	

- To be able to identify research problem in business functions.
- Acquire the ability to recognise and apply research design and methodology for chosen research problem.
- To acquire competence in reporting the statistics and report writing which is plagiarism free.

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