

UNIVERSITY OF JAMMU

(NAAC ACCREDITED 'A' GRADE' UNIVERSITY)

Baba Sahib Ambedkar Road, Jammu-180006 (J&K)

NOTIFICATION

(19/May/Adp/12)

It is hereby notified for the information of all concerned that the Vice-Chancellor, in anticipation of the approval of the Academic Council, is pleased to authorize the adoption of the revised Syllabi and Courses of Study in the subject of **MBA of Master Degree Programme in Business Administration** for I and II Semesters under the **Choice Based Credit System (through regular mode)** in the main Campus for the examinations to be held in the years as per the details given below:-

Subject	Semester	for the examination to be held in the years
MBA	✓ Semester-I	December 2019, 2020 and 2021
	Semester-II	May 2020, 2021 and 2022

The Syllabi of the courses is available on the University website: www.jammuuniversity.in

Sd/-

DEAN ACADEMIC AFFAIRS

No. F. Acd/II/19/2652-2676

Dated: 26-6-2019

Copy for information and necessary action to:

1. Dean, Faculty of Business Studies
- ✓ 2. Director/Convener, Board of Studies in Business Management
3. All members of the Board of Studies
4. C.A to the Controller of Examinations
5. I/c Director, Computer Centre, University of Jammu
6. Asst. Registrar (Conf. /Exams. PG/ Inf./Pub.)
7. Incharge, University Website for necessary action please.

Assistant Registrar (Academic)

Sheetal
Altheban

25/6/19 25/6/19 25/6/19

UNIVERSITY OF JAMMU

MASTER OF BUSINESS ADMINISTRATION (MBA) (CBCS)

Semester-I			
Course Code	Paper	Credits	L-T-P
PSMBTC101	Management Perspective	4	3-1-0
PSMBTC102	Principles of Marketing	4	3-1-0
PSMBTC103	Legal Aspects of Business	4	3-1-0
PSMBTC104	Managerial Economics	4	3-1-0
PSMBTC105	Accounting for Managers	4	3-1-0
PSMBTC106	IT Applications in Management	4	3-1-0
PSMBTC107	Quantitative Techniques	4	3-1-0
PSMBTC108	Organizational Behaviour	4	3-1-0
PSMBTC109	Business Communication	2	0-0-2
PSMBVC110	Viva-Voce	2	0-0-2
	Total	36	
Semester-II			
Course Code	Paper	Credits	L-T-P
PSMBTC201	Business Environment	4	3-1-0
PSMBTC202	Marketing Management	4	3-1-0
PSMBTC203	Management Science	4	3-1-0
PSMBTC204	Human Resource Management	4	3-1-0
PSMBTC205	Financial Management	4	3-1-0
PSMBTC206	Operations and Material Management	4	3-1-0
PSMBTC207	Management Information and Decision Support Systems	4	3-1-0
PSMBTC208	Business Research Methods	2	1-1-0
PSMBTC209	Sales Tools & Technique	2	1-1-0
PSMBVC210	Viva-Voce	2	0-0-2
	Total	34	

Atul Sharma
19/6/19

*Convener,
BOS in Management*

Master of Business Administration
MBA (CBCS)

Semester- I

Course Title: Management Perspectives Maximum Marks: 100 Marks

Course No.: PSMB TC101 Semester Examination: 60 Marks

Minimum Contact hrs.: 45 Internal Assessment: 40 Marks

Duration of Examination: 3 hours

Total Credits: 4

(For the examination to be held in Dec. 2019, 2020 and 2021)

OBJECTIVES

The objective of the course to familiarize the participants with the basic concepts, processes and current issues in management and thus to enhance their understanding of how organizations function and the complex relationship existing within the organization and processes of management.

UNIT-I

The management process and the nature of managerial work; the evolution of management. Current and emerging management thought: Approaches to management; the manager's complex environment; Professionalization of management in India. The nature and process of decision-making. Decision making models: Groups and decision-making analytical aids in decision making.

UNIT-II

Nature, purpose and framework of Planning: types of plans. The nature of objectives and MBO; Strategies, Policies and Planning Premises. Nature and purpose of organizing; Determinants of organization structure; Basic Departmentation; Line and staff concept, New approaches in organization design; Downsizing and its implications; Span of management; Authority relationships; Delegation and decentralization; Organization Climate; Organizational change Creativity and innovation.

Master of Business Administration
MBA (CBCS)

Semester- I

Course Title: Management Perspectives Maximum Marks: 100 Marks

Course No.: PSMB TC101 Semester Examination: 60 Marks

Minimum Contact hrs.: 45 Internal Assessment: 40 Marks

Duration of Examination: 3 hours

Total Credits: 4

(For the examination to be held in Dec. 2019, 2020 and 2021)

UNIT-III

Direction as a management process: it's significance and main elements; Coordination-it's importance and techniques; Nature, scope and concept of management control system; control techniques; Information resource management; Behavioral implications of management control.

UNIT-IV

Knowledge management; Total quality management; Business process re-engineering; New people management; management of productivity; Organizing new ventures; Comparative management in selected countries; International management and MNCs; Corporate Governance; Theory of constraints: Issues and concerns.

Note for the paper setting:

The Question Paper shall contain two parts A and B. In Part A the Paper Setter will be required to set Ten Short Answer questions (of two marks each) from any part of the Syllabus. In part B, a total of Six Long Answer questions (of ten marks each) will be set selecting at least one question from each unit of the Syllabus. Part A shall be compulsory and in Part B the Candidates will be required to attempt any four questions out of six.

Suggested Readings:

Koontz and O'Donnel	:	Essentials of Management
G.R.Terry	:	Principles of Management
Koontz and Weihrich	:	Management: A Global Perspective
Peter F. Drucker	:	Management: Tasks and Responsibility
Bratton & Thakur	:	Management Today - Principles & Practices
Study Material	:	

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Master of Business Administration
MBA (CBCS)

Semester- I

Course Title: Principles of Marketing
Course Number: PSMBTC102
Minimum Contact Hours: 45
Duration of Examination: 3 hours
Total Credits: 4

Maximum Marks: 100 marks
Semester Examination: 60 marks
Internal Assessment: 40 marks

(For the examination to be held in Dec. 2019, 2020 and 2021)

OBJECTIVES

The course aims to introduce the fundamental concepts of marketing and its role in an organization. The students will be able to understand the context of marketing environment, consumer behavior issues and strategies to build a customer centric organization.

Unit I

Importance and Scope of Marketing; Core Marketing Concepts; Marketing Management Philosophies; Marketing and Customer Value; Marketing Plan; Marketing Research Process; Marketing Productivity.

Unit II

~~Market Segmentation~~; Bases of Segmentation-Consumer Markets and Business Markets; Selecting Target Markets; Understanding Consumer Behavior; Consumer Decision Making Process; Factors Influencing Consumer Buying Decisions; Competitor Analysis; Competitive Strategies for Market Leaders, Challengers and Followers.

Unit III

Marketing Mix concept; Components of Marketing mix for products; Components of Marketing mix for Services; Brand Equity Models; Brand Value; Product Life Cycle Marketing Strategies; Business Marketing; Types of Business Customers; Business Buying Process.

Unit IV

Direct and Digital Marketing; Relationship Marketing; Social Media Marketing; Mobile Marketing; Ethics in Marketing; Sustainable Marketing

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Master of Business Administration
MBA (CBCS)

Semester- I

Course Title: Principles of Marketing
Course Number: PSMBTC102
Minimum Contact Hours: 45
Duration of Examination: 3 hours
Total Credits: 4

Maximum Marks: 100 marks
Semester Examination: 60 marks
Internal Assessment: 40 marks

(For the examination to be held in Dec. 2019, 2020 and 2021)

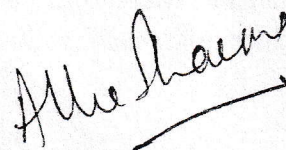
Note for Paper Setter

The question paper shall contain two parts A and B. In part A setter will be required to set ten short answer questions (of two marks each) from any part of the syllabus. In part B, a total of 6 long answer questions (of ten marks each) will be set by selecting atleast one question from each

unit of the syllabus. Part A shall be compulsory and in part B the candidate will be required to attempt any four questions out of six.

Recommended Books

- Marketing Management- A South Asian Perspective by Philip Kotler, Kevin Lane Keller, Abraham Koshy and M Jha, 14th Edition, Pearson (2014), India.
- MKTG - A South Asian Perspective by CW Lamb, J F Hair, Dheeraj Sharma, C McDaniel, Cengage Learning, India (2012)
- MM - A South Asian Perspective by Dawn Iacobucci, Avinash Kapoor, Cengage Learning (2011)
- Marketing Management by Dr. K Karunakaran, Himalaya Publishing House.



Master of Business Administration
MBA (CBCS)

Semester- I

Course Title: Legal Aspects of Business
Course No.: PSMBTC103
Minimum Contact hrs.: 45
Duration of Examination: 3 hours

Maximum Marks: 100 Marks
Semester Examination: 60 Marks
Internal Assessment: 40 Marks
Total Credits: 4

(For the examination to be held in Dec. 2019, 2020 and 2021)

OBJECTIVES

The course objective is to provide working knowledge of business laws and company law and their practical application in Management

UNIT I

Forms of Business, Business Laws in India, The Indian Contract Act, 1872, Definition of a Contract and its essentials, Formation of a valid Contract - Offer and Acceptance, Consideration, Free consent, Legality of object, Discharge of a Contract by performance, Breach, Damages for breach of a contract, Quasi contracts. Special Contracts Contract of Indemnity and Guarantee, Contract of Bailment and Pledge, Contract of Agency.

UNIT II

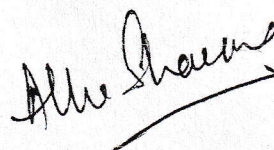
Sale of Goods Act, 1930 Definition of a Contract of Sale, Essentials, Agreement to sell, Conditions and Warranties, Doctrine of Caveat Emptor, Right of Unpaid Seller against the Goods, Remedies for Breach. The Negotiable Instrument Act, 1881 Definition and characteristics, Kinds of negotiable instruments, Transfer of Negotiable instrument. Discharge from Liability, Dishonour & Crossing of Cheque.

UNIT III

The Companies Act, 1956, Nature and Formation of a Company, Kinds of Companies, Characteristics, Memorandum of Association, Doctrine of Ultravires, Articles of Association, Rule of constructive notice, Doctrine of Indoor Management Prospectus, Winding up. The Consumer Protection Act, 1986 Aims and Objectives of the Act, Redressal Machinery under the Act, Procedure for complaints under the Act, Remedies, Enforcement of orders and Penalties.

UNIT IV

The Information Technology Act, 2000, E-filing, Digital Signature, Electronic Governance, Data Protection, Penalties and Offences, , Concept of Cyber Crime, Protection of Cyber Consumers in India. The Right to Information Act, 2005 Right to know, Salient features of the Act, Designation of Public Information officer, Request for obtaining information, Duties of a PIO, Exemption from disclosure of information, Partial disclosure of information, Appellate Authorities, Penalties, Jurisdiction of courts.



Master of Business Administration
MBA (CBCS)

Semester- I

Course Title: Legal Aspects of Business
Course No.: PSMBTC103
Minimum Contact hrs.: 45
Duration of Examination: 3 hours

Maximum Marks: 100 Marks
Semester Examination: 60 Marks
Internal Assessment: 40 Marks
Total Credits: 4

(For the examination to be held in Dec. 2019, 2020 and 2021)

Note for the paper setting:

The question Paper shall contain two parts A and B. In Part A the Paper Setter will be required to set Ten Short Answer questions (of two marks each) from any part of the Syllabus. In part B, a total of Six Long Answer questions (of ten marks each) will be set selecting at least one question from each unit of the Syllabus. Part A shall be compulsory and in Part B the Candidate will be required to attempt any four questions out of six.

References

1. Legal Aspects of Business: Akhileshwar Pathak, Tata Megraw Hill
2. Business Law- Kuchhal M.C. , Vikas Publication
3. Business Legislation for Management : M. C. Kuchhal and Deepa Prakash, Vikas Pub.
4. Business Law: Dr. Ashok Sharma, V. K. Publication
5. Business Law : P. C. Tulsian, Tata Megraw Hill
6. Elements of Mercantile Law : N. D. Kapoor, Sultan Chand and Sons.
7. Principles of Mercantile Law: Avtar Singh , Eastern Book Company

Ashok Sharma

Master of Business Administration

MBA (CBCS)

Semester- I

Course Title: Managerial Economics
Course No: PSMBTC 104
Contact Hours: 45
Total credits: 4

Max. Marks: 100 Marks
Internal Assessment: 40 Marks
Semester Examination: 60 Marks

(For the examination to be held in Dec.2019, 2020 and 2021)

Objective:

The objective of this foundation course is to impart basic knowledge of the concepts and tools of economic analysis and their application to business decision making to acquaint learners with the main features of the aggregate economic system.

Unit I- Introduction to Managerial economics

Nature and scope of managerial economics, Circular flow of economic activity, Demand Analysis – Demand function, Law of Demand, Determinants of Demand, Demand Elasticity- Price, Income, Cross and Advertising; their use in Managerial Decision Making. Demand Forecasting: Methods and their application. Production function – in short run and long run. Economies of Scale and scope.

UNIT II- Cost Theory and analysis

Cost Analysis: Cost Concepts , types of Cost: Accounting/Economic Analysis; production and cost, relevance of different types of cost in business decision-making; Cost function – short run and long run; estimating cost function.

UNIT III- Market structure & Pricing of Goods and Services

Market structure and degree of competition, profit maximization, price and output determination in the short-run and long run: in perfect competition, monopoly, monopolistic competition and oligopoly; Price rigidity: Kinked Demand Model; Discriminating Monopoly. Pricing of Goods: pricing of multiple products, Peak load pricing, cost plus or mark up pricing, product bundling, cyclic pricing and other pricing strategies.

UNIT IV- Macro Economics for managerial Decision Making

Business cycles: concept, Impact and tools to manage business cycle, Fiscal and Monetary policy: objectives and tools; consumption function; Concept of National Income, Inflation,

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Master of Business Administration

MBA (CBCS)

Semester- I

Course Title: Managerial Economics
Course No: PSMBTC 104
Contact Hours: 45
Total credits: 4

Max. Marks: 100 Marks
Internal Assessment: 40 Marks
Semester Examination: 60 Marks

Note for Paper Setting

The question paper shall contain two parts A and B. In part A the paper setter shall be required to set short questions (two marks each) from any part of the syllabus. In part B, a total of six long questions (ten marks each) will be set selecting at least one question from each unit of the syllabus. Part A shall be compulsory and in part B the candidate will be required to attempt any four questions out of six.

Recommended Books

- Joel Dean, *Managerial Economics*, Prentice-Hall of India Pvt. Ltd., New Delhi, 1998.
- Ravindra H. Dholakia, *Microeconomics for Management Students*, Oxford University Press, Delhi, 2007.
- Michael Bays; Mote, Paul and Gupta, *Managerial Economics: Concepts and Cases*, Tata McGraw-Hill Publishing Company Limited, New Delhi, 34th Edition.
- Craig H. Peterson, W. Cris Lewis, and Sudhir K. Jain, *Managerial Economics* – Pearson, Fourth Edition.
- Varshney, R.L and Maheswari, K L: "Managerial Economics", Sultan Chand and Sons, New Delhi, 2002.
- Dwivedi D N: "Managerial Economics", Vikas Publishing House Private Limited, New Delhi, 2009
- P.N.Chopra: "Managerial Economics", Kalyani Publications, New Delhi, 2011

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Master of Business Administration
MBA (CBCS)

Semester- I

Course Title: Accounting for Managers
Course No.: PSMBTC105
Minimum Contact hrs.: 45
Duration of Examination: 3 hours
Total Credits: 4

Maximum Marks: 100 Marks
Internal Assessment: 40 Marks
Semester Examination: 60 Marks

(For the examination to be held in Dec. 2019, 2020 and 2021)

OBJECTIVES

The basic objective of this course is to enable the management students to update their knowledge of accounting concepts and techniques and also to enhance skills in utilizing the accounting and financial information in the process of managerial decision - making.

UNIT-I Introduction

Financial accounting: Concept, importance and scope, Accounting concepts, conventions and Generally Accepted Accounting Principles (GAAP), Preparation of Journal, Ledger and Trial Balance.

UNIT-II Final Accounts

Concepts and methods of Depreciation including straight line method, Diminishing balance method. Preparation of Final Accounts - Manufacturing Accounts, Trading & Profit and Loss A/C and Balance sheet. Adjustment in Final accounts.

UNIT-III Cost Accounting and Budgetary Control:

Cost Accounting: Concept, need, importance and scope, Preparation of Cost Sheet with element-wise classification of various costs. Marginal costing and Absorption costing their difference. Concept & utility of CVP analysis in business decision making. Standard costing and variance analysis - Material Variance and Labour Variance.

UNIT-IV Management Accounting and Financial Analysis:

Management Accounting - Concept, need, importance and scope. Financial Analysis-Ratio Analysis and Du-Pont Analysis, Preparation of Funds flow statement and Cash flow statement. Budget and Budgetary control including Performance Budgeting and Zero Based Budgeting.

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Master of Business Administration
MBA (CBCS)

Semester- I

Course Title: Accounting for Managers
Course No.: PSMBTC105
Minimum Contact hrs.: 45
Duration of Examination: 3 hours
Total Credits: 4

Maximum Marks: 100 Marks
Internal Assessment: 40 Marks
Semester Examination: 60 Marks

(For the examination to be held in Dec. 2019, 2020 and 2021)

Note for Paper Setter.

The question Paper shall contain two parts A and B. In Part A the Paper Setter will be required to set Ten Short Answer questions (of two marks each) from any part of the Syllabus. In part B, a total of Six Long Answer questions (of ten marks each) will be set selecting at least one question from each unit of the Syllabus. Part A shall be compulsory and in Part B the Candidate will be required to attempt any four questions out of six.

Books Recommended:

Accounting Principles	Anthony R.N. and Reece, 6 th ed., Homewood, Illinois, Richard D. Irwin, 1995.
Accounting for Management	Bhattacharya, S.K and Dearden J., New Delhi, Vikas, 1996. Text and Cases.
Financial Accounting	Heitger, L.E and Mautlich, Serge, New York, Mc-Graw Hill, 1990.
Management Accounting	Hingorani, N.L and Ramanathan, A.R., 5 th ed., New Delhi, Sultan Chand, 1992

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Master of Business Administration
MBA (CBCS)

Semester- I

Course Title: IT Applications in Management
Course No.: PSMBTC106
Minimum Contact hrs.: 45
Duration of Examination: 3 hours
Total Credits: 4

Maximum Marks: 100 Marks
Internal Assessment: 40 Marks
Semester Examination: 60 Marks

(For the examination to be held in Dec. 2019, 2020 and 2021)

OBJECTIVES

The objective of course is to familiarize the students with the basic concepts of Computer Systems and Information Technology

UNIT-I

Evolution of Information Technology, Indian Computing Environment, computer applications in Business, IT enabled Services, current and Emerging Trends in IT, IT and Innovation, Process Modelling and digital convergence.

UNIT-II

Generations of programming languages, operating systems, Types of Software, Operation System, memory and storage, Input and output Devices and their mechanisms, flowcharts and system Modelling, phases of Information System, Traditional System Life Cycle, Prototypes, Application Packages, End User Involvement

UNIT-III

Approaches to computing in organizations, Telecommunications in Business, types of networks, Functions and components, protocols, IP Addresses, Bounded and unbounded medium Technologies, ISP, Web Server, Domain Names, Mail Server, SMTP, POP3 and IMAP4

UNIT-IV

Microsoft EXCEL, Introduction to Spread Sheet software, creation of spreadsheet, Applications using worksheets and workbooks, Sorting, Filtering, Validation, Consolidation, Graphics; Creating Charts; Formatting charts, labels, scaling etc, Error Checking, Formula Auditing; Various Mathematical and Statistical Functions, Other Formatting and Editing Functions, What-if analysis,

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Master of Business Administration
MBA (CBCS)

Semester- I

Course Title: IT Applications in Management
Course No.: PSMBTC106
Minimum Contact hrs.: 45
Duration of Examination: 3 hours
Total Credits: 4

Maximum Marks: 100 Marks
Internal Assessment: 40 Marks
Semester Examination: 60 Marks

(For the examination to be held in Dec. 2019, 2020 and 2021)

Note for Paper Setter.

The question Paper shall contain two parts A and B. In Part A the Paper Setter will be required to set Ten Short Answer questions (of two marks each) from any part of the Syllabus. In part B, a total of Six Long Answer questions (of ten marks each) will be set selecting at least one question from each unit of the Syllabus. Part A shall be compulsory and in Part B the Candidate will be required to attempt any four questions out of six.

Book Recomendaded:

Information Systems: The Foundation of Steven Alter, E-Business Pearson Education

Information Systems for Mangers Ashok Arora & Akshay Bhatia, Excel Books

Introduction to Information Technology ITL Education Solutions, Person

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Master of Business Administration
MBA (CBCS)
Semester- I

Title: Quantitative Techniques

Course No.PSMBATC107

Total Credits: 4
Internal 40 Marks
External 60 Marks

(For the examination to be held in Dec. 2019, 2020 and 2021)

Objective:

- To bring out applications of business research methods and its usefulness in managerial decision making
- To expose the students with the various research techniques and the process of applying these techniques

Unit 1

Measures of Central Tendency; Arithmetic Mean ,Median, and Mode; Measures of Dispersion :Standard Deviation; Coefficient of Variation; Correlation Karl Pearson Coefficient of Correlation; Spearman's Rank Correlation Method, Probable Error

Unit 2

Regression Analysis ,Simple Linear Regression Model; Regression Coefficients; Regression Equations; Standard Error of Estimate, Coefficient of Determination , Concepts of Probability; Binomial Distribution and Poisson Distribution; Continuous Probability Distribution, Normal Distribution

Unit 3

Hypothesis – Introduction, Format and Types; Procedure of Hypothesis Testing; Errors in Hypothesis; Two-tail and One-tail Test of Hypothesis; Tests of Significance for Attributes; Tests of Significance for Variables; Tests of Significance for Small Samples; t-distribution and its application

Unit 4

Non-parametric tests; Chi-Square Distribution; Chi-Square Distribution Statistic; Goodness of Fit; Analysis of variance (ANOVA), One Way and Two Way , Index numbers, Time Series Analysis

Note for Paper Setting

Books Recommended:

Statistical Methods, S P Gupta ,Sultan Chand Publication, Edition 2009
Business Statistics , J K Sharma , Pearson Education, 2nd Edition
Statistics for Managers Using Microsoft Excel, Levine,Stephan Krehbiel, Berenson, PHI, 2012

Master of Business Administration
MBA (CBCS)
Semester- I

Course Title: Organizational Behaviour
Course Number: PSMBTC108
Minimum Contact Hours: 45
Duration of Examination: 3 hours
Total Credits: 4

Maximum Marks: 100 marks
Semester Examination: 60 marks
Internal Assessment: 40 marks

(For the examination to be held in Dec. 2019, 2020 and 2021)

OBJECTIVES

- Develop an understanding of the dynamics of individual behaviour at Individual, interpersonal, group and organizational levels;
- Acquire and sharpen such behavioural skills and attitudes as are desirable for improving personal and managerial effectiveness;
- Diagnose and make appropriate interventions in directing employees behavior towards achieving organizational goals.

UNIT - 1

Conceptual Framework for Understanding Human Behavior in Organizations and the Major Variables influencing it. Historical Development of Organizational Behavior. Contemporary Challenges and Opportunities in Organizational Behavior. International Dimensions of Organizational Behavior: Managing across Cultures.

UNIT-II

Understanding and managing individual behavior: Individual differences and work behavior. Personality and Personality Attributes. Perception and Attribution. Attitudes and Learning. Emotions: Emotional Labour and Emotional Intelligence. Self Growth and Interpersonal Effectiveness: The Johari Window Model. Transactional Analysis: Ego states, Life positions, Transactions.

UNIT-III

Group Dynamics and Behavior. Teams: Nature and Effectiveness, Team Building and Interpersonal Relations. Conflict, Negotiations and Stress Management: Processes and Strategies. Organizational Culture: Creating and maintaining a culture. Organizational Change, Organizational Effectiveness and Organizational Development.

UNIT-IV

The Organization in relation to its Environment: Culture, Society and Organizations. Learning Organizations. Power and Politics: Bases of Power, Power Tactics, Political strategies for attaining power in organizations. Work Motivation: Contemporary Theories and Approaches. Leadership: Approaches and Styles, Leadership effectiveness.

M. Sharma

Master of Business Administration
MBA (CBCS)
Semester- I

Course Title: Organizational Behaviour
Course Number: PSMBTC108
Minimum Contact Hours: 45
Duration of Examination: 3 hours
Total Credits: 4

Maximum Marks: 100 marks
Semester Examination: 60 marks
Internal Assessment: 40 marks

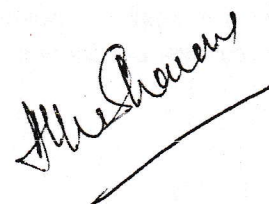
(For the examination to be held in Dec. 2019, 2020 and 2021)

Note for Paper Setter.

The question Paper shall contain two parts A and B. In Part A the Paper Setter will be required to set Ten Short Answer questions (of Two marks each) from any part of the Syllabus. In part B, a total of Six Long Answer questions (of Ten marks each) will be set selecting at least one question from each unit of the Syllabus. Part A shall be compulsory and in Part B the Candidate will be required to attempt any four questions out of six

Recommended Books:

- Luthans Fred (2012): Organization Behaviour (12th Ed), Tata Mc Graw Hill, New Delhi.
- Robbins, Judge and Vohra (2011): Organizational Behaviour, Pearson Education, New Delhi.
- Adler, N.J. (2007): International Organizational Behavior, Cengage Learning, New Delhi.
- Neelu Rohmetra and Anil Gupta, "Cross-Cultural Management: Practice and Research", PRIMUS BOOKS, New Delhi, 2014
- Hodgetts, R., Luthans, F. & Doh, J. (2005): International Management (6th Ed.), Tata Mc Graw Hill, New Delhi.
- Neelu Rohmetra, Bhanu Pratap Singh and Vishal Sharma, "Business Dynamics: Contemporary Issues and Challenges", Excel Books, New Delhi, 2014
- Hofstede, G. (2001): Culture's Consequences (2nd Ed). Sage, New Delhi.
- Neelu Rohmetra and J.R, Dhotra, "Strategic Thought in the New Age Management", EXCEL BOOKS, New Delhi, 2006.
- Hofstede, G., Hofstede, G.J. & Minkov, M. (2010), Cultures and Organizations: Software of the Mind (3rd) Ed.), McGrawHill, USA.
- Neelu Rohmetra, Bhanu Pratap Singh and Vishal Sharma "Sustainable Business Practices", EXCEL BOOKS, New Delhi, 2014
- Kast and Resonewieg, Organization and Management-A System and Contingency Approach.



- Neelu Rohmetra and Anuradha Sharma, "Emotional Intelligence in the Telecom Sector: Strategy, Communication and Motivation Connect", Lambert Academic Publishing, 2012
- Hearsay and Blanchard, Management of Organization Behaviour- Utilizing Human Resources Prentice Hall of India, New Delhi.
- Ivacevich and Matterson, Organization Behaviour and Management, Business Publication Inc Plan Texas.
- Neelu Rohmetra, "Cultural Paradigm in Managing People and Organisations", EXCEL BOOKS, New Delhi, 2005
- Newstrom and Keith Davis, Organization Behaviour at work, Tata MC Graw Hill, New Delhi.
- Tyagi, Archana Organization Behaviour - Text, Cases, Games, Himalaya Publishing House, Mumbai.
- Neelu Rohmetra, Vipin Gupta and Dinesh Sharma, "Transformative Organizations Across Globe, Response Books, SAGE INDIA, New Delhi, 2004,

Alke Sharma

Master of Business Administration
MBA (CBCS)
Semester- I

Course Title: Business Communication
Course No.: PSMBTC109
Contact Hours.: 25
Total Credits: 2

Maximum Marks: 50 Marks
Evaluation: Internal

(For the examination to be held in Dec. 2019, 2020 and 2021)

OBJECTIVES

The course is designed to provide exposure to the students about forms and practices of business communication and also enable them to enhance their communication skills.

UNIT I

Business communication: Functions, Process, Communication Networks, Barriers and strategies, Effective Organizational Communication, Cross cultural communication, Non verbal communication, Technology and Communication.

UNIT II

Written communication: Business writing and correspondence, Instructions, Business Reports and Proposals

UNIT III

Effective listening, Business Presentations and Public speaking, Conversations, Interviews, Group Discussions, Corporate Communication and strategies, Ethics in Communication

Note for Paper Setter.

The question Paper shall contain two parts A and B. In Part A the Paper Setter will be required to set Ten Short Answer questions (of two marks each) from any part of the Syllabus. In part B, a total of Six Long Answer questions (of ten marks each) will be set selecting at least one question from each unit of the Syllabus. Part A shall be compulsory and in Part B the Candidate will be required to attempt any four questions out of six.

References:

Meenakshi Raman & Prakash Singh
Krizan, Merrier, Logan & Williams

Business Communication
Business Communication

Atul Sharma

Master of Business Administration
MBA (CBCS)
Semester- I

(For the examination to be held in Dec. 2019, 2020 and 2021)

PSMBVC110 : The code represents viva-voce examination of MBA I- Semester. The viva-voce examination shall be held for 50 marks (2 credits) and two external examiners (one academic and one corporate) and one internal examiner shall examine the students for their understanding of management concepts.

Alu Sharma