
LIST OF SUBJECTS

**MBA (EXECUTIVE) /MBA (EXECUTIVE) RETAIL Management
SEM. Ist 2008-09**

1. Fundamental of Management
 2. Organizational Behaviour
 3. Accounting for Managers
 4. Statistics for Management
 5. Business Communication
 6. Managerial Economics
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Institute of Management Studies
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M.B.A. (Executive)/MBA (Executive- Retail Management)
Semester –Ist (2008-09)
Fundamental of Management

1. **Concept of Management:** Functions and Responsibilities of Managers, Fayol's Principles of Management, Management thought; the Classical School, The Human Relations School, Systems theory, Contingency Approach, Developing Excellent Managers.
2. **Planning:** Nature and purpose of planning process, principles of planning, Types of planning, Advantages and Limitations of planning.
3. **Concept and Nature of Objectives:** Types of Objectives, Importance of Objectives, Setting objectives, Management by Objectives (MBO) benefits and weaknesses of MBO.
4. **Strategies and Policies:** Concept of Corporate Strategy, formulation of strategy, Types of strategies, Types of Policies, Principles of formulation of policies, Decision Making Process, Individual Decision Making Models.
5. **Organizing:** Nature and purpose of organizing, Basis of Departmentation, Span of control, Line Staff Conflict, Basis of Delegation, Kind of Delegation and Decentralization, Method of Decentralization.
6. **Controlling:** Concept and Process of control, Control Techniques, Human Aspects of Control, Control as a feedback system, Feed forward Control, Preventive Control, Profit and Loss Control, Control through Return on Investment, the use of Computer in Controlling & Decision Making, the challenges created by IT as a Control Tool

Text Readings:

1. Stephen Robbins- Fundamental of Management, New Delhi Pearson Education 2008.

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Organizational Behaviour**

1. **Foundation of Individual and Organizational Behaviour:** OB Models, Personality Determinants and Attributes, Values, Job Attitudes, Learning and Learning Theories, Perception, Factors affecting Perception and Cognitive Dissonance theory.
2. **Motivation:** Needs, Contents and Process, Maslow's Hierarchy of Needs, Herzberg's Two Factor theory, ERG theory, Vroom's Expectancy theory, Reinforcement theory and Behaviour Modification.
3. **Foundations of Group Behaviour:** Defining and Classifying Groups, Group Structure and Processes, Process of Group formation, Group Decision Making.
4. **Leadership:** Trait theories, Behavioural theories- Ohio State Studies, Michigan Studies and Managerial Grid. Contingency theories- Fiedler's Model, Hersey and Blanchard's Situational theory, Leader-member exchange theory, Path Goal theory, Charismatic Leadership.
5. **Conflict:** Intra-individual Conflict, Interpersonal Conflict, Inter group Conflict, Organizational Conflict, Transitions in Conflict Thought, functional Versus Dysfunctional Conflict, Conflict process, Conflict Management Techniques.
6. **Organizational change and Stress Management:** Forces of Change, Resistance to Change and Lewin's Three Step Model, Stress Management-Potential Sources, Consequences and Coping Strategies for Stress.
7. **Organizational Culture:** Definition, uniform Cultures, Relevance to Culture, Creating and Sustaining Culture, How Employee Learn Culture.

Text Reading:

1. Estiphen P. Robbins, Timothy A Judge, Seema Sanghi Organisational Behaviour 13th Edition Pearson Education 2009.

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Accounting for Managers

1. **Introduction to managerial decision making-** Introduction, Managerial decision making process, qualitative and quantitative consideration
2. **Fundamental of Financial Accounting** - Basic concept of financial accounting, money measurement, dual aspect, cost concept etc. recording of transactions, double entry system, trail balance profit and loss account, balance sheet.
3. **Cost accounting** - introduction, classification of cost, full costing, elements of full cost determination of full cost, uses of full cost.
4. **Financial analysis-** Ratio analysis, leverage analysis, break even analysis, budgeting and profit intro types of budgets, capital budgeting, planning decision needs
5. **Financial decision** - Cost control and cost reduction, budgetary control and total cost management, contemporary issues in management accounting like value claim analysis, human resources accounting etc.

Text Reading:

1. Accounting for Managers – Gupta & Kothari – Frank Brothers and Company New Delhi.
2. Accounting for Managers: Interpreting Accounting Information for Decision-making- PM Collier, John Wiley and Sons Ltd.

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Managerial Economics

- 1. Introduction to Economics:** Definition, Nature and Scope of Economics. Micro and Macro Economics.
- 2. Demand and Supply Analysis:** Law of demand, Demand Schedule, Demand Curve, Elasticity of demand- price elasticity of demand. Income elasticity of demand, Cross Elasticity of demand, Law of Supply, Supply Schedule, Supply Curve, Price elasticity of supply, Equilibrium of demand and supply.
- 3. Production and Cost Analysis:** Production function, Law of Diminishing returns, Returns to scale, Short and Long run returns to scale, Cost concepts, Elements of Cost, Relationship between Production and Cost.
- 4. Market Structures:** Perfect Competition, Imperfect Competition, Monopolistic Market, Oligopoly Market, Duopoly Market.
- 5. Measuring National Output and National Income:** Concept of National Product, GDP, GNP, Problems of measuring national income.
- 6. Money and Banking:** Money supply and interest rates, Real v/s Nominal interest rates, Interest rates and inflation, Open Economy.

Text Reading:

1. Managerial Economics; Peterson, Lewis and Jain, Pearson Education. New Delhi
2. “Economics” Samuelson and Nordhaus, 7th Edition, Tata McGraw Hill.

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Statistics for Management

1. Introduction, Grouping and Display Data to Convey Meaning: Tables and Graphs.
2. Measures of Central Tendency- Mean, Median, Mode. Dispersion in Frequency Distributions- Mean Deviation, Standard Deviation, Coefficient of Variation.
3. Probability: Introductory Ideas, Terminology, Conditions of Statistical Dependence and Independence, Baye's Theorem.
4. Probability Distributions- Random Variable, Binomial Distribution, Poisson Distribution, Normal Distribution.
5. Sampling and Sampling Distributions.
6. Estimation- Point estimates and Interval estimates (Mean from large samples and Proportion from large samples).
7. Testing Hypotheses: Hypothesis testing Procedure, Testing of Means, Power of a test. Type I and Type II error.
8. Simple Regression and Karl Pearson's coefficient of Correlation and rank correlation
9. Decision Theory.

Text Reading:

1. Statistics for Management by Levin RI and Rubin DS, Pearson Education Seventh Edition.
2. Statistical Methods by Patri and Patri, Kalyani Publishers, Fourth Edition

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Business Communication**

1. **Introduction:** Defining Communication, Process of Communication model, Objectives of Communication, Principles of Effective Communication, Importance of Business Communication and Importance of Feedback.
2. **Factors Affecting Communication:** Perception and Reality, Physical, Organizational, Psychological and Socio-cultural Barriers to Communication, Effective Listening- Types and Essentials of Effective Listening.
3. **Channels, Types and Forms of Communication:** Verbal, Non Verbal, Formal, Informal, Internal, External and Communication Networks.
4. **Designing for Effective Communication:** Techniques of Oral Presentations, Communication approaches during Interview, Understanding the Composition Process, Defining the Purpose, Analyzing the Audience, Establishing the main idea, Selecting the Appropriate Channel and Medium.
5. **Mechanism of Business Writing:** Approaches to writing-Direct, Indirect and Persuasive Styles, Cover Letters; Writing the Opening Paragraph, Summarizing the Key Selling Points, Writing the Closing Paragraph. Writing Resume, Report and Proposals, Drafting e-mails, memos.

Text Reading:

1. Business Communication, Chaturvedi and Chatuvedi Pearson Education.

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