

## **Year-1 Semester-1**

### **Fundamentals of Management & Organisational Behaviour**

**Paper Code: UGMBCC01**

**Credit: Theory-4 + Tutorial-2**

**Contact hrs: 60**

**Course Objective:** To acquaint the students with the fundamentals of managing business and to understand individual and group behavior at work place so as to improve the effectiveness of an organization. The course will use and focus on Indian experiences, approaches and cases

#### **Unit I**

Basic forms of Business Ownership; Special forms of ownership: Franchising, Licensing, Leasing; Choosing a form of Business ownership; Corporate Expansion: mergers and acquisitions, diversification, forward and backward integration, joint ventures, Strategic alliance. Evolution of Management Theory. Managerial functions and Roles. Insights from Indian practices and ethos.

#### **Unit II**

Overview of Planning: Types of Plans & The planning process; Decision making: Process, Types and Techniques. Control: Function, Process and types of Control; Principles of organizing: Common organisational structures; Delegation & Decentralization: Factors affecting the extent of decentralization, Process and Principles of delegation.

#### **Unit III**

Importance of organizational Behaviour. Perception and Attribution: Concept, Nature, Process, Personality: Personality: Learning: Concept and Theories of Learning, reinforcement, Motivation: Concepts and their application, Need, Content & Process theories, Contemporary Leadership issues: Charismatic, Transformational Leadership. Emotional Intelligence

#### **Unit IV**

Groups and Teams: Definition, Difference between Groups and teams; Stages of Group Development, Group Cohesiveness, Types of teams. Analysis of Interpersonal Relationship: Transactional Analysis, Johari Window Organisational Power and Politics: Nature of organisational politics. Conflict: Concept, Sources, Types, Stages of conflict, Management of conflict, Organisational Change: Concept, Resistance to change, Managing resistance to change, Implementing Change, Kurt Lewin Theory of Change. Managing Stress: Insights from Indian ethos

#### **Readings:**

1. Gilbert: Principles of Management, McGraw Hill.
2. Greenberg Jerald and Baron Robert A.: Behaviour in Organisations: Understanding and Managing The Human Side of Work, Prentice Hall of India.
3. Kaul Vijay Kumar, Business Organisation & Management - Text and Cases, Pearson.
4. Kaul, Vijay Kumar, Management- Text & Cases, Vikas Publication.
5. Kavita Singh: Organisational Behaviour, Vikas Publication.
6. Koontz & Heinz Weihrich: Essential of Management, McGraw Hill.
7. Luthans Fred: Organisational Behaviour, Tata McGraw Hill.
8. Mc Shane L. Steven, Glinow Mary Ann Von & Sharma Radha R. - Organisational Behaviour; Tata McGraw Hill.
9. Newstrom John W.: Organisational Behaviour, Tata McGraw Hill.
10. Richard L. Daft: Principles of Management, Cengage Learning India.
11. Robbins Stephen P: Organisational Behaviour, Pearson.
12. Stephen P. Robbins & Mary Coulter: Management, Pearson.

13. Stoner & Wankel: Management, Prentice Hall of India.
14. Y.K. Bhushan: Fundamentals of Business Organisation & Management, Sultan Chand & Sons.
15. Navin Mathur, Management Gurus, National Publishing House, New Delhi

**Statistics for Business Decisions**  
**Paper Code: UGMBCC02**  
**Credit: Theory-4 + Tutorial-2**  
**Contact hrs: 60**

**Objective:** To familiarize the students with various Statistical Data Analysis tools that can be used for effective decision making. Emphasis will be on the application of the concepts learnt.

**Course contents:**

**Unit I:** Measures of Central Value: Characteristics of an ideal measure; Measures of Central Tendency - mean, median, mode, harmonic mean and geometric mean. Merits, Limitations and Suitability of averages. Relationship between averages. Measures of Dispersion: Meaning and Significance. Absolute and Relative measures of dispersion - Range, Quartile Deviation, Mean Deviation, Standard Deviation, Coefficient of Variation, Moments, Skewness, Kurtosis.

**Unit II:** Correlation Analysis: Meaning and significance. Correlation and Causation, Types of correlation. Methods of studying simple correlation - Scatter diagram, Karl Pearson's coefficient of correlation, Spearman's Rank correlation coefficient, Regression Analysis: Meaning and significance, Regression vs. Correlation. Linear Regression, Regression lines (X on Y, Y on X) and Standard error of estimate.

**Unit III:** Analysis of Time Series: Meaning and significance. Utility, Components of time series, Models (Additive and Multiplicative), Measurement of trend: Method of least squares, Parabolic trend and logarithmic trend; Index Numbers: Meaning and significance, problems in construction of index numbers, methods of constructing index numbers-weighted and un-weighted, Test of adequacy of index numbers, chain index numbers, base shifting, splicing and deflating index number.

**Unit IV:** Probability: Meaning and need. Theorems of addition and multiplication. Conditional probability. Bayes' theorem, Random Variable- discrete and continuous. Probability Distribution: Meaning, characteristics (Expectation and variance) of Binomial, Poisson, and Normal distribution. Central limit theorem.

**Unit V:** Hypothesis testing: Concept; Level of Significance; Process of testing; Test of hypothesis concerning Mean; Test of hypothesis Normal Z test & t test for single mean.

**Using on-parametric statistics for hypothesis testing.**

**Suggested Readings:**

1. S.P. Gupta (S.P.): Statistical Methods, Sultan Chand & Sons, 34th Edition.
2. Richard Levin & David Rubin : Statistics for management, Prentice Hall.
3. Anderson, Sweeny & Williams: Statistics for Business and Economics, South Western.

# **Fundamentals of Computer Application**

**Paper Code: UGMBAE01**

**Credit: Theory-3 + Practical-1**

**Contact hrs: 40**

**Objective:** The course aims to impart knowledge about the use and application of computer, particularly, in the field of business administration.

**Unit-I:** Basic Computer Concepts – Different generations of computer hardware; Modern taxonomy of computers; Hardware and software; Programming languages; Problem solving and algorithms; Basic computer applications; General idea of information and communication technologies; Information system development process.

**Unit-II:** Computer Hardware – Input and Output devices; Memory (or storage) devices; Central Processing Unit. Input / Output devices: keyboard, mouse, light pen, barcode readers, scanners, MICR, OCR, voice recognition and handwriting recognition systems; visual display terminals, printers, plotters etc. Storage devices: Primary storage – RAM, ROM, EEROM, PROM, EPROM; Secondary storage – direct access devices, serial access devices: hard disks, floppy disks, magnetic tape, CD-ROM, DVD; Cache memory and Virtual memory. Central Processing Unit – Control Unit; Arithmetic and Logic Unit; Decoders; Registers; Machine Instructions; Stored program concept; Program execution: Fetch-Decode-Execute cycle; Arithmetic, logical and shift operations.

**Unit-III:** Computer Software – Meaning of software; broad classification of software; system software and application software; utilities. Systems software – Operating systems: Basic idea of an OS; OS as a resource manager – memory management, input/output management, secondary storage management, processor management, program management, network management; Brief introduction to different types of operating systems like DOS, Windows, Unix, Linux etc. Application software – System development tools, Utilities, Application packages, User-written programs.

**Unit-IV:** Programming languages and Algorithms – The concept of programming; pseudocode and flowcharts; structure of programs; program development guidelines; programming languages – machine language, assembly languages, high-level languages (procedural and object-oriented languages), fourth generation languages; object code and executable codes; compilers, translators, assemblers; editing tools such as vi. Algorithms – Basic concept; Some typical algorithms – Finding the sum of a series, solving a quadratic equation, generating Fibonacci sequence, checking whether a number is prime or not, creating an array of numbers and displaying the largest element in the list, sorting a given set of numbers, multiplying together two matrices etc. (The algorithms may be implemented using either pseudocode or a high level programming language).

**Unit-V:** Computer networks and Internet – Basic concepts of computer networks; local area networks and wide area networks; switches, hubs, routers, idea of distributed systems; the Internet and the World Wide Web. [6L] 6. Computer Applications: Essential features of computer systems and structures required for office automation, communications, control systems, data acquisition, interactive multimedia, networking, parallel processing and neural networks.

## **Suggested Readings:**

1. Mano – Computer System Architecture; Pearson Education
2. Tanenbaum – Structured Computer Organization, Pearson Education
3. Martin & Powell – Information Systems: A Management Perspective; McGraw-Hill
4. Laudon & Laudon – Management Information Systems: Pearson Education
5. Comer: Computer Networks and the Internet: Pearson Education

## **Ethics & Corporate Social Responsibility**

**Paper Code: UGMBGE01**

**Credit: Theory-4 + Tutorial-2**

**Contact hrs: 60**

**Objective:** The objective of this paper is to make the students more clear about the importance of ethics in business and practices of good corporate governance. It also talks about the corporate social responsibility.

### **Course contents:**

**Unit I:** Business ethics: Meaning of ethics, why ethical problems occur in business. Ethical principles in business: Utilitarianism: weighing social cost and benefits, Rights and duties, Justice and fairness, ethics of care, Integrating utility, rights, justice and caring, An alternative to moral principles: virtue ethics, Moral issues in business: Worker's and employee's rights and responsibilities, Profit maximization vs. social responsibility.

**Unit II:** Corporate governance: concept, Need to improve corporate governance standards, Features of good governance, Role played by regulators to improve corporate governance, accounting standards and corporate governance, corporate disclosure, insider trading. The Board –Quality, Composition and role of Board, Outside Directors on the board (independent, nominee), Executive and Non-Executive directors, SEBI clause 49, directors and financial institutions in enhancing corporate governance, critical issues in governance of board directors, CEO Duality.

**Unit III:** Role of auditors in enhancing corporate governance, duties and responsibilities of auditors, corporate governance and internal auditors, Whistle blowing: Kinds of whistle blowing, precluding the need for whistle blowing. Discrimination, affirmative action, and reverse discrimination: Equal employment opportunity, Affirmative action, Preferential hiring, Corporate social responsibility: Meaning, Evolution of corporate social responsibility, common indicators for measuring business social performance, reporting social responsibility measures in annual report.

### **Readings:**

1. Manuel G Velasquez : Business ethics- concepts and cases Pearson.
2. Luthans Hodgetts and Thompson: Social issues in business, Macmillan USA
3. A.C. Fernando: Business Ethics Pearson Education.
4. A.C. Fernando: Corporate Governance Pearson Education.
5. Adrian Davies: Strategic approach to corporate governance Gower Pub Co.
6. N. Gopalswamy: Corporate governance a new paradigm A H Wheeler Publishing Co Ltd.
7. Marianne M Jennings: Cases in Business Ethics Indian South-Western College Publishing
8. Kevin Gibson: Ethics and Business, An Introduction, Cambridge Applied Ethics Cambridge University Press
9. Bhanumurthy K V: Ethics and Social Responsibility of Business

**Entrepreneurship Development**  
**Paper Code: UGMBGE02**  
**Credit: Theory-4 + Tutorial-2**  
**Contact hrs: 60**

**Objective:** This course provides students with a solid introduction to the entrepreneurial process of creating new businesses, role of Creativity and innovation in Entrepreneurial start-ups, manage family-owned companies, context of social innovation and social entrepreneurship and issues and practices of financing entrepreneurial businesses.

**UNIT-1 ENTREPRENEURIAL MANAGEMENT:** The evolution of the concept of entrepreneurship, John Kao's Model on Entrepreneurship, Idea Generation, Identifying opportunities and Evaluation; Building the Team /Leadership; Strategic planning for business; Steps in strategic planning, Forms of ownership – Sole proprietorship; partnership; limited liability partnership and corporation form of ownership; advantages/disadvantages, Franchising; advantages/disadvantages of franchising; types of franchise arrangements; franchise contracts; franchise evaluation checklist, Financing entrepreneurial ventures; Managing growth; Valuation of a new company; Harvesting and Exit Strategies; Corporate Entrepreneurship

**UNIT-2 ENTREPRENEURSHIP, CREATIVITY AND INNOVATION:** Stimulating Creativity; Organisational actions that enhance/hinder creativity, Managerial responsibilities, Creative Teams; Sources of Innovation in Business; Managing Organizations for Innovation and Positive Creativity.

**UNIT-3 SOCIAL ENTREPRENEURSHIP:** Introduction to Social Entrepreneurship; Characteristics and Role of Social Entrepreneurs; Innovation and Entrepreneurship in a Social Context; Start-Up and Early Stage Venture Issues in creating and Sustaining a Non-profits Organization; Financing and Risks; Business Strategies and Scaling up.

**UNIT-4 FAMILY BUSINESS AND ENTREPRENEURSHIP:** The Entrepreneur; Role and personality; Family Business: Concept, structure and kinds of family firms; Culture and evolution of family firm; Managing Business, family and share holder relationships; Conflict and conflict resolution in family firms; Managing Leadership, succession and continuity; women's issues in the family business; Encouraging change in the family business system.

**UNIT-5 FINANCING THE ENTREPRENEURIAL BUSINESS:** Arrangement of funds; Traditional sources of financing, Loan syndication, Consortium finance, role played by commercial banks, appraisal of loan applications by financial institutions, Venture capital.

**Suggested Readings**

1. Burns, P. (2001). Entrepreneurship and small business. New Jersey: Palgrave.
2. Drucker, P. F. (2006). Innovation and entrepreneurship: Practice and principles. USA: Elsevier.
3. Gersick, K. E., Davis, J. A., Hampton, M. M., & Lansberg, I. (1997). Generation to generation: Life cycles of the family business. Boston: Harvard Business School Press.
4. Hisrich, R., & Peters, M. (2002). Entrepreneurship. New Delhi: Tata McGraw Hill.
5. Holt, D. H. (2004). Entrepreneurship new venture creation. New Delhi: Prentice Hall of India.
6. Kaplan, J. (2004). Patterns of entrepreneurship. Wiley.
7. Khandwalla, P. (2003). Corporate creativity. New Delhi: Tata Mc.Graw Hill.
8. Mullins, J. (2004). New business road test. New Delhi: Prentice Hall.
9. Nicholls, A. (Ed.). (2006). Social entrepreneurship new models of sustainable social change. Oxford University Press.
10. Prahalad, C. K. (2006). Fortune at the bottom of the pyramid, eradicating poverty through profits. Wharton school Publishing.

11. Scarborough & Zimmerer, Effective Small Business Management  
 12. Stevenson, H. (Ed.). (2007). Perspective on entrepreneurship. Boston: Harvard Business Press.

**Elementary Arabic & Islamic Studies**  
**Paper Code: AUUGCC01 (Non-Credit)**  
**Credit: Theory-4 + Tutorial-2**  
**Contact hrs: 60**

**Objective:** The students will learn a new language and culture associated with it. They will understand the fundamental realms and posits of Islam.

**Elementary Arabic**

Unit –I: The alphabets-Forms & Sounds-Vowel points-‘Nunation’-Double Consonants-Vowel Less-Definite article-Weak letters -Exercise based on the above topics

Unit-II : Parts of speech-Gender (masculine & feminine)-Number(singular .dual plural-The Sentence –Nominal and Verbal-Exercise based on the above topics

Unit-III: The Pronouns-Possessive-Demonstrative Pronouns-Relative Pronouns-Exercise based on the above topics

Unit-IV: Learning & Usage of the Terminologies related to the nature of the course such as:

Arabic to English translation English to Arabic translation

Personal loans SMS, Phone Banking ,ATM Service ,Visa Card, Safe Deposit Boxes .Current Account, Saving Account, Travellers Cheque, Bill for Collection, Letters of Guarantee, Demand Draft Certified Cheques, World Trade Organization, Budget, Globalization, Special Economic Zone ,Company ,Revenue, Prices, Physician, Surgeon, To avoid, Surgery Visitor, Report ,To take rest Operation, Abdomen, Pharmacy, Blood bank etc.

**Islamic Studies**

Unit-I:

- Arabia before Islam
- Early life of prophet Muhammad (P.B.U.H): Birth, Marriage, Revelation, Hostility of Quraysh, Hizarat.
- The Prophet at Medina: Battle of Badar, Uhud, Ditch, Treaty of Hdaybiah, Battle of Muthah
- The Prophet at Makkah: The conquest of Makkah, Battle of Hdaybiah, Battle of Hunayun, Tabuk, The Farewell Pilgrimage, the Prophet as a reformer, the Prophet as a statesman
- The four pious Caliphs: Abu Bakr Siddique, Umar Farrukh, Uthman bin Affar, Ali bin Abu Talib
- Umayyad Dynasty
- Abbasid Dynasty

Unit-II:

- Islam
- Quran
- Hadith /Sunna
- Pillars of Islam: Tauheed, Namaz, Roza, Haj, Zakat
- Sources of Islamic law: Quran, Hadith, Ijma, Qiyas
- School of thoughts: Hanafi, Maliki, Shaafi, Hambali, Sufism

Unit-III:

- Human rights and justice in Islam
- War and peace in Islam
- Status of Women in Islam

- Importance of Education in Islam
- Muslim Contribution to knowledge: Mathematics, Philosophy, Medicine, Geography, Historiography, Astronomy and Technology Conversation

Books Recommended.

- 1 Syed Ali: Arabic for Beginners
- 2 R.I. Faynan: The Essential Arabic
- 3 Michael M : Introducing Arabic
- 4 S. Arhman: Teach Yourself Arabic.

### **Suggested Readings: Elementary Arabic**

1. Brustad, Kristen, Mahmoud Al-Batal, and Abbas Al-Tonsi. Alif Baa with DVDs: Introduction to Arabic Letters and Sounds, 2nd edition. Washington, D.C.: Georgetown University Press, 2004.
2. Brustad, Kristen, Mahmoud Al-Batal, and Abbas Al-Tonsi. Al-Kitaabfi Tacallum al-ʿArabiyya: A Textbook for Beginning Arabic, Part One, 2<sup>nd</sup> edition. Washington, D.C.: Georgetown University Press, 2004.
3. Wehr, Hans. A Dictionary of Modern Written Arabic. Ed. J. Milton Cowan.

### **Suggested Readings: Islamic Studies**

- 1 A study of Islamic History – K. Ali
- 2 History of the Arabs-P.K. Hitti
- 3 The Caliphate: Its Rise, Decline and Fall—Sir William Muir
- 4 History of Islam—Prof Masudul Hasan
- 5 The Spirit of Islam—Syed Ameer Ali
- 6 Towards Understanding Islam-- Maulana Maududi
- 7 The Preaching of Islam—T.W. Arnod
- 8 The Preaching of Islam—Reynold Nicolson