

**ANNA UNIVERSITY COIMBATORE**  
**MASTER OF BUSINESS ADMINISTRATION**  
**REGULATION 2009- SYLLABUS**

<b>I-TRIMESTER</b>						
<b>Code No.</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>M</b>	<b>Credits</b>
MBA0901	Management Principles	4	0	0	100	3
MBA0902	Quantitative Methods for Management	3	1	0	100	3
MBA0903	Managerial Economics	4	0	0	100	3
MBA0904	Organisational Behaviour	4	0	0	100	3
MBA0905	Accounting for Managers	3	1	0	100	3
MBA0906	Executive Communication-Practical	0	0	4	100	2

## MBA0901-MANAGEMENT PRINCIPLES

Unit	Topics	No. of Hours
1	<b>Managing and Mangers:</b> Definition, Need, Functions, Levels and challenges. The Evolution of Management Theory. Management and society: The External Environment - SWOT, Social responsibility and Ethics – Globalization and Management.	08
2	<b>Planning</b> :Vision, Mission, Objectives, Nature, Importance, Types and Process-Strategies, Policies, Premising and Forecasting – Core competence –Competitive advantage-Management By Objectives (MBO)-Decision Making	08
3	<b>The Nature of Organizing and Entrepreneuring</b> – Organizational Structure : Departmentation - Span of Management-Power and Distribution of Authority <b>Leading in organization</b> – Leadership – Introduction –Fundamentals of Staffing-Direction and Supervision-Committees and Teams – Communication.	10
4	<b>The System and process of Controlling</b> -Control Techniques and Information Technology	07
5	<b>Contemporary trends and perspectives in management</b> – Emerging forms of organization – organizational change.	07
<b>Total</b>		<b>40</b>

## REFERENCE BOOKS:

- Koontz Harold &N Wehrich Heinz Essentials of Management: An International Perspective Tata McGraw Hill 2004
- Heinz Wehrich, Mark.V.Cannice & Harold Koontz Management: A global and Entrepreneurial Perspective Tata McGraw Hill 2008
- Hellriegel, Jackson & Slocum Management A Competency – Based Approach Thomson South-Western2007
- Peter F.Drucker, Managing for Results, Elsevier, Second Reprint 2006.
- Pettinger Introduction to Management 4e Palgrave Macmillan 2007
- P C Tripathi P N Reddy Principles of Management Tata McGraw Hill 2006
- V.S.P Rao V.Hari Krishna,Management : Text and Cases Excel Books 2002
- J S Chandan Management Concepts and Strategies Vikas Publishing House Pvt Ltd 1997
- S.K. Mandal Fundamentals of Business Jaico publishing House2006Tata McGraw – Hills Current Readings in Management Tata McGraw Hill 2006
- Balvinder Shukla Sanjeev Prashar Harvinder Singh Management : Case Studies Excel Books 2007
- Arnold Glena Davies Matt Based Management (Edited Book John Wiley & Sons Inc 2000
- Stoner, Freeman and Gilbert Jr.Management, Pearson Education, Sixth Edition, Second Impression 2007.
- Robert Krcitner,Management,ATTBS
- Robbins S.P., Fundamentals of Management, Pearson,2003

## MBA0902- QUANTITATIVE METHODS FOR MANAGEMENT

Unit	Topics	No. of Hours
1	<b>Introduction to statistics-</b> Types of statistics- Importance of statistics in business-Describing and displaying data using Frequency Tables, Frequency distributions, diagrammatic and graphic presentations	07
2	<b>Measures of central tendency and dispersion</b> Measures of central tendency-Mean, median , mode, quartiles, deciles , percentiles. Measures of dispersion- Range, quartile deviation, Mean deviation, standard deviation, coefficient of variation. Estimation & Confidence Intervals-Types of estimates-Point estimates and confidence intervals for a mean and proportion	08
3	<b>Testing of Hypothesis I</b> Procedure for testing of hypothesis-Hypothesis testing for large sample and small samples ( using z-test, 't' test)- F-test.	09
4	<b>Testing of Hypothesis II</b> Non-parametric tests: chi-square tests Sign test, Mann Whitney U-Test, Kruskal-Wallis Test, Spearman's Rank correlation Test	09
5	<b>Correlation &amp; Regression</b> Concepts of correlation-Types of correlation-Karl Pearson's coefficient of correlation. Simple Regression-Regression Coefficients-Method of least squares	07
<b>Total</b>		<b>40</b>

## REFERENCE BOOKS:

- Richard I. Levin and David S. Rubin Statistics for Management Prentice Hall of India Pvt. Ltd, 1997
- Aczel Amir Sounderpandian Jayvel Complete Business Statistics 6th Edn Tata McGraw Hill, 2006
- Hooda P.R Statistics for Business and Economics 3rd Edition Tata McGraw Hill 2007
- Taylor Business Statistics 2e Palgrave Macmillan 2006
- David R. Anderson Dennis J. Sweeney Thomas A. Williams Statistics for Business & Economics 9th Edition Thomson South- Western 2005
- Dey B.R Textbook of managerial Statistics Macmillan India Ltd 2005
- Shenoy G.V. Pant Madan Statistical Methods in Business and Social Sciences Macmillan India Ltd 2006
- Doane P. David Seward E. Lori Applied Statistics in Business and Economics Tata McGraw Hill 2007
- Beri Business Statistics 2nd Edition Tata McGraw Hill 2005
- R.S. Bhardwaj Business Statistics Excel Books 2005
- Gupta S.C. and Kapoor V.K Fundamentals of Mathematical Statistics Sultan Chand & Sons 2002
- Levin & Rubin Statistics for Management PHI, 7th Edition 2006
- Moore The Practice of Business Statistics Worth Publishers 2006

## MBA0903- MANAGERIAL ECONOMICS

Unit	Topics	No. of Hours
1	<b>Introduction:</b> Meaning and Scope of managerial Economics-Role and Responsibility of A managerial Economist-Fundamentals concepts Demand & Supply:Law of Demand-Types of Demand-Elasticity of demand-Demand forecasting, Law of Supply, Elasticity of Supply	08
2	<b>Production Function:</b> Production function-Short Run-Law of variable proportions- Iso-quants- Long Run production Function>Returns to Scale-Cobb-Douglas production function	08
3	<b>Cost Function:</b> Cost concepts, short run Cost Functions Long run cost Function- Economies of Scale.	08
4	<b>Theory of Pricing:</b> Perfect competition and monopoly, Monopolistic competition, Duopoly and oligopoly, Pricing practices and strategies, Advanced topics in pricing theory.	08
5	<b>National Income:</b> National Income Accounting and Economic Indicators( GDP, GNP, WPI, CPI ) – Business Cycle-Inflation,-Fiscal and Monetary Policies	08
<b>Total</b>		<b>40</b>

## REFERENCE BOOKS:

- Mankiw, Principles of Economics Thomson Learning 2006
- Nordhaus & Samuelson , Economics, 18th Edition Tata McGraw Hill 2007
- Suma Damodaran , Managerial Economics Oxford University Press 2006
- Thomas. R. Christopher And Maurice Charles S Managerial Economics: Concepts and Application Tata McGraw Hill 2006
- Mulhearn Economics for Business Palgrave Macmillan 2005
- Krugman & Walls: Microeconomics Palgrave Macmillan 2005
- Pal Sumitra Managerial Economics Macmillan India Ltd 2007
- G S Gupta Macro Economics Tata McGraw Hill 2006
- Mankar V.G Business Economics Macmillan India Ltd 2007
- H.Carig Peterson and W.Cris Lewis Managerial Economics Pearson Education 2005
- Hirschey Economics for Managers Thomson Learning 2006
- Ahuja H.L Economic Environment of Business, Macroeconomic analysis S.Chand & Company Ltd. 2005
- Ruddar Datt and K.P.M.Sundharam Indian Economy S.Chand & Company Ltd 2003
- Dwivedi D.N Macroeconomics- Theory and Policy Tata McGraw-Hill 2001
- Atmanand Managerial Economics Excel Books 2009
- Maheswari Managerial Economics PHI 2007
- Koutsoyiannis Modern Microeconomics Palgrave Macmillan 2005
- P.L.Metha, Managerial Economics, Sultan Chand & Sons
- Business Line

## MBA0904-ORGANISATIONAL BEHAVIOUR

<b>Unit</b>	<b>Topics</b>	<b>No. of Hours</b>
<b>1</b>	Meaning of OB- Contributing disciplines- Challenges and opportunities for OB- OB Model	<b>07</b>
<b>2</b>	Foundations of individual behaviour- Attitudes- components – Job attitudes and job satisfaction. Personality – Meaning – Determinants – Personality traits – Personality attributes-. Values – Types – Values across cultures . Learning – Definition – Theories – Shaping – Perception – Meaning – Factors.	<b>09</b>
<b>3</b>	Motivation – Meaning – Content and Process Theories – Application of motivation theories – leadership – Situational theories.	<b>08</b>
<b>4</b>	Foundations of group behaviour – Classification- Stages of group development – Group properties- Teams – Types of teams – Creating effective teams .Conflict – Meaning – Views – Conflict process .Negotiation – Process – Bargaining strategies .	<b>08</b>
<b>5</b>	Power – Bases of power – Power tactics .Politics Definition – Factors contributing to political behaviour – Impression management Organizational culture- Definition – Functions – Creating and sustaining culture.	<b>08</b>
<b>Total</b>		<b>40</b>

## REFERENCE BOOKS:

- Robbins Stephen P Organisational Behaviour 12th Edition Prentice Hall (India) Pvt Ltd 2006
- Mcshane L.Steven VonGlinow Ann Mary Sharma R. Radha Organisational Behaviour Tata McGraw Hill 2006
- Robin Fincham Peter Rhodes Principles of Organizational Behaviour Oxford University Press 2005
- Luthan Fred Organisational Behaviour Tata McGraw Hill 2000
- Bratton Work and Organizational Behaviour Palgrave Macmillan 2005
- V.S.P Rao, Organisational Behaviour, Excel Books, 2009
- Dwivedi R.S Human Relations and Organisational Behaviour: A Global Perspective 5th Edition Macmillan India Ltd 2006
- Sekaran Uma Organisational Behaviour 2nd Edition Tata McGraw Hill 2006
- Ivancevich M.John et.al Organisational Behaviour and Management 7th Edition Tata McGraw Hill 2005
- Angelo Kinicki Robert Kreitner Organisational Behaviour Concepts, Skills and Practices Tata McGraw Hill 2006
- Mirza S Saiyadain Organisational Behaviour Tata McGraw Hill 2003
- Udai Pareek Understanding Organisational Behaviour 2/e Oxford University Press 2004

## MBA0905- ACCOUNTING FOR MANAGERS

<b>Unit</b>	<b>Topics</b>	<b>No. of Hours</b>
<b>1</b>	Accounting principles, conventions and concepts - Understanding of financial statements	<b>08</b>
<b>2</b>	Analysis of Financial statements: Cash flow Statements - Ratio Analysis: Liquidity Profitability, Activity, Market Test and Leverage ratios.	<b>08</b>
<b>3</b>	General cost classification (Product-Period-Manufacturing & Non-manufacturing cost) - Types of cost behavior patterns-Variable-semi variable-Fixed and Mixed costs-Preparation of cost sheet – Concepts of activity based and target costing.	<b>08</b>
<b>4</b>	Basics of Cost Volume Profit (CVP) analysis-Contribution format-Contribution margin-Contribution margin ratio-BEP analysis-BEP Computation-Sales mix-Sales mix and BEP.	<b>08</b>
<b>5</b>	Profit Planning : Basic framework of budgeting – Preparation of fixed – flexible and cash budgets.	<b>08</b>
	<b>Total Hours</b>	<b>40</b>

## REFERENCE BOOKS:

- Ramachandran N Kakani Kumar Ram Financial Accounting for Management Tata McGraw Hill 2006
- Robert N. Anthony David F. Hawkins Kenneth A. Merchant Accounting Text and Cases Tata McGraw Hill 2007
- Ashok Banerjee Financial Accounting: A Managerial Emphasis Excel Books 2005
- S.N Maheswari S.K Maheswari Accounting for Management Vikas Publishing 2006
- S.K Bhattacharyya John Dearden Costing for Management Vikas Publishing 2002
- Khan MY Jain P.K Management Accounting : Text, Problems and Cases 4th Edition Tata McGraw Hill 2007
- Anthony N. Robert et.al Accounting Text and Cases 12th Edition Tata McGraw Hill 2007
- Tulsian P.C Fundamentals of Accounting – For CA Common Proficiency Test(CPT) Tata McGraw Hill 2007
- Prasanna Chandra Fundamentals of Financial Management : 4th Edition Tata McGraw Hill 2005
- Ronald W. Hilton Managerial accounting Tata McGraw Hill 2005
- Jan R. Williams Susan F. Haka Mark S. Bettner Financial & Managerial Accounting:- The Basis for Business Decisions Tata McGraw Hill 2005
- Jain & Narang Cost Accounting Kalyani publisher 2005
- Nigam & Jain Cost Accounting PHI 2006

## MBA0906 - EXECUTIVE COMMUNICATION- PRACTICAL

<b>Unit</b>	<b>Topics</b>	<b>No. of Hours</b>
<b>1</b>	Communication - Meaning and significance for management - Types of communication - Media-Barriers to communication - Principles of effective communication.	<b>07</b>
<b>2</b>	Correspondence - Norms for Business letters - Letter for different kinds of situations - Personalized standard letters, enquiries, customers complaints, collection letters – sales promotion letters.	<b>09</b>
<b>3</b>	Report writing - Structure of reports - long & short reports - formal & informal reports - writing research reports technical reports - norms for including exhibits & appendices.	<b>08</b>
<b>4</b>	Non-verbal communication - personal appearance posture - body language - use of charts, diagrams & tables - visual & audio visual aids for communication – Dyadic communication:- face to face communication - telephonic conversation.	<b>08</b>
<b>5</b>	Conducting Meetings: Procedure - preparing Agenda, minutes and resolutions - conducting seminars and conferences:- Procedure of Regulating speech - evaluating oral presentation - Group Discussion: Drafting speech	<b>08</b>
<b>Total</b>		<b>40</b>

## REFERENCE BOOKS

- John M. Penrose Robert W. Rasberry Robert J. Myers Business Communication For Managers Cengage South –Western 2007
- Ramachandran K.K,et.al Business Communication Macmillan India Ltd 2007
- Hargie Communication Skills for Effective Management Palgrave Macmillan 2006
- Soundararaj Francis Speaking and writing for effective business communication Macmillan India Ltd 2007
- Lesikar V. Ramond Flately E.Marie Basic Business Communication :Skills For Empowering the internet Generation ,10th Edition Tata McGraw Hill 2005
- Mohan Krishna Banerjee Meera Developing Communication Skills Macmillan India Ltd 2007