Principles of Management


Unit 4 Decision making: Meaning of decision – types of decisions – Rationale decision making process – Models of decision making – Problem solving and decision making – increasing participation in decision making – Vroom’s Participative decision making model – challenges and problems in decision making


Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.

REFERENCES:
Managerial Economics

UNIT 1:

UNIT 2:
Demand Analysis: Elasticity of demand, types and significance of Elasticity of Demand - Measurement of price Elasticity of Demand – Need for Demand forecasting, forecasting techniques, law of Supply, Elasticity of Supply.

UNIT 3:
Supply and Production Analysis: Production function, Marginal Rate of Technical Substitution, Production function with one/two variables, Cobb-Douglas Production Function, Returns to Scale and Laws of returns.

UNIT 4:

UNIT 5:

Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.

References
Accounting for Managers

UNIT 1

UNIT-2
Final Accounts: Preparation and Presentation of income statement - Balance Sheet with Adjustments - Accounting standards - Preparation and Presentation of Company Final Accounts – Limitations of Financial Statements

UNIT-3
Financial Analysis: The scope and purpose of financial analysis - financial statement analysis - Ratio analysis – liquidity, activity, structural, coverage and profitability ratios - Funds flow analysis - concepts of funds; ascertaining funds from operations ; Sources of funds - Uses of funds - Preparation and analysis of funds flow statement and cash flow statement.

UNIT-4
Cost accounting concepts: Methods of Costing, Techniques of Costing - Role of Cost accounting - Elements of cost - Financial accounting Vs Management Accounting - Basic Cost concepts - Determination of product cost - Preparation of cost sheet under different cost heads

UNIT-5
Cost behavior and Decision making: Behavioural classification of costs and methods for calculation of fixed, variable and semi variable costs - CVP analysis and decision making - Break Even analysis - Key factor distribution & analysis - Optimization of Product mix - Make or Buy decisions - Capacity utilization - Plant shutdown or continue decision CVP under conditions of uncertainty - sensitivity analysis.

Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.

References:
Managerial Communication & Soft Skills

UNIT 1

UNIT 2

UNIT 3
Managing Interpersonal Communication: Inter-Personal communication – Role of Emotion in Inter Personal Communication – Communication Styles – Barriers to Communication – Gateways to Effective Interpersonal Communication.

UNIT 4

UNIT 5

Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.

References:

4. C.S.G. Krishnamacharyulu and Dr. Lalitha Ramakrishnan, Business Communication, Himalaya Publishing House, Mumbai
Business Environment

UNIT 1
Business Environment: Importance at national and international level – problems and challenges – factors both internal and external influencing business environment. Industrial policies since independence and their significance – regulatory and promotional framework - Five-year plans and their importance.

UNIT 2

UNIT 3

UNIT 4

UNIT 5
Legal Frame: special features of the SICA (special provisions) 1985, BIFR, Consumer protection act 1986, Environmental laws (pertaining to the control and prevention of Air and Water pollution) and the Essential Commodities Act 1955.

Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.

References:
1. Shaikh Saleem: “Business Environment”, Pearsons, New Delhi,
Quantitative Techniques for Business Decisions

UNIT 1
Basic Mathematical & Statistical Techniques: Linear, Quadratic, Logarithmic and Exponential Functions- Permutations and Combinations – Matrices - Elementary operations of matrices. Measures of Central Tendency – Measures of Dispersion –Simple Correlation and Regression Analysis

UNIT 2
Introduction to Decision Theory: Steps involved in Decision Making, different environments in which decisions are made, Criteria for Decision Making, Decision making under uncertainty, Decision making under conditions of Risk-Utility as a decision criterion, Decision trees, Graphic displays of the decision making process, Decision making with an active opponent.

UNIT 3
Linear Programming: Formation of mathematical modeling, Graphical method, the Simplex Method; Justification, interpretation of Significance of All Elements In the Simplex Tableau, Artificial variable techniques: Big M method, Two phase method.

UNIT 4
Transportation, Assignment Models & Game theory: Definition and application of the transportation model, solution of the transportation problem, the Assignment Model, Traveling Salesman Problem. Game Theory: Introduction – Two Person Zero-Sum Games, Pure Strategies, Games with Saddle Point, Mixed strategies, Rules of Dominance, Solution Methods of Games without Saddle point – Algebraic, matrix and arithmetic methods.

UNIT 5
P.E.R.T. & C.P.M. and Replacement Model: Drawing networks – identifying critical path – probability of completing the project within given time- project crashing – optimum cost and optimum duration. Replacement models comprising single replacement and group replacement

Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.

References
Information Technology Lab (100% Lab)

UNIT 1
Introduction of various software used for business: Significance in the current business environments - Introduction of software MS Office, SQL.

UNIT 2
Financial modeling: Present value of cash flows, Valuations, Financial ratio analysis, Forecasting, Trend analysis of data, Random input generations

UNIT 3
Statistics for Management - correlation and regression analysis data presentation techniques. Spreadsheet showing the monthly payments with changing interest rate over a period of loan. (Using excel)

UNIT 4
Data Collection and analyzing techniques: Chats, Flow diagrams TQM methodologies

UNIT 5
Preparation and presentations of Mini projects assigned for course work of first semester.

References: