



**Gautam Buddha University School of Management**  
**Greater Noida**

**5 years BBM+MBA**

**Course: Business Mathematics (MB-105)**

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**Instructor: Dr. Subhojit Banerjee**  
**Email: subhojit@gbu.ac.in**  
**Department: Business Management**  
**Sessions: Forty Five**

**Year/Sem: 2013-14/ I**  
**Phone: 120-2346162**  
**Credit: Three**  
**Each Session: 60 Minutes**

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**Introduction:** In today's dynamic economic environment, effective managerial decision-making requires timely and efficient use of information. Business Mathematics is one of the most important and interesting subject that enhance the ability of analytical and logical thinking of students and helpful to make decision in this competitive world.

**Aims and Objectives:** The course aims to sharpen the analytical and logical skills of the students through mathematical concepts to decision making. The objective of this course is to provide students with a basic understanding of the business mathematics and analytical tools that can be used in decision-making problems.

The objective of the course is to:

1. Use mathematical concepts in the solution of management decision problems
2. Introduce various basic quantitative techniques and develop an analytical toolset that can be used to analyze business models
3. Introduce concepts of data analysis and decision making under uncertainty
4. To understand applications of mathematics in business.

**Pedagogy:** The teaching pedagogy will combine lecture cum discussions, assignments and exercises. Classes will be interactive. The principle teaching method will be lectures.

**Learning Outcomes:** After completing this course students should-

1. be acquainted with the concepts of Business Mathematics
2. be able to apply mathematical tools to various organizational problems and,
3. develop skills to use differentiation, integration and matrices in managerial decision making.

**Evaluation Scheme:**

Class participation/Attendance	10%
Class Test	10%
Assignment	5%
Mid-Sem Exam:	25%
End-Sem Exam:	50%

**Textbook:**

Business Mathematics - D.C.Sancheti, V.K.Kapoor, Sultan Chand & Sons, New Delhi.

**Session Plan:** (Each session of 60 minutes)

1-2	Mathematics of Finance – Simple interest and compound interest	
3-4	Matrices - Types, properties, addition, multiplication, transpose and inverse of matrix	Ch. 20
5-7	Determinants: definition, Properties of determinants, minors and cofactors, the adjoint matrix and formula for the inverse, solution of simultaneous linear equations	Ch. 20
8-10	Matrix methods of solution and Cramer's Rule, Business applications of matrices.	Ch. 20
11-13	Problem solving session/Class test	
14-15	Functions, Types of functions, one-to-one and onto functions, composite functions, the inverse function	Ch. 16
16	Applications of linear functions in Business, Simple equations, Quadratic equations, Cubic equations, Simultaneous equations	Ch.8
17-19	The real numbers: natural numbers, integers, rational and irrational numbers.	Ch 4
20-23	Problem solving session/Class test	
24-25	Theory of Sets: Meaning, elements; types, presentation and equality of sets, Sets and set operations, union, intersection, compliment & difference of sets, Venn diagrams, Cartesian product of two sets, Applications of Set theory.	Ch. 2
26-28	Arithmetic, Geometric and Harmonic progressions and their business applications,	Ch. 12
29-30	Permutations and combinations	Ch. 9
31-32	Problem solving session/Class test	
33-36	The derivative of a function, Techniques of differentiation; sums, products and quotients of functions; composite functions and the chain rule	Ch. 17
37-39	Inverse functions, implicit differentiation, differentiation of functions of single variable (excluding trigonometric functions)	Ch. 17
40-43	Simple problems of maxima and minima; optimization, stationary points, local and global optima, Economic application of maxima and minima	Ch. 17
44-45	Integration: Basic Rules of Integration, Methods of Integration, Definite Integrals, Improper Integrals, Economic Application of Integration.	Ch. 18

**SUGGESTED READINGS**

1. Business Mathematics - D.C.Sancheti, V.K.Kapoor, Sultan Chand & Sons, New Delhi.
2. Business Mathematics - Qazi Zameerudin, V.K.Khanna and S.K.Bhambri, Vikas Publishing House, Pvt. Ltd., New Delhi.
3. A text Book of Business Mathematics - Dr. R.Jaya Prakash Reddy and Y. Mallikarjuna Reddy, Ashish Publishing House, New Delhi.



## Gautam Buddha University School of Management Greater Noida

**BBA+MBA**

**Course/Code: Computer Skills/MB-109**

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**Instructor:** Ms. Monika Bhati  
**Email:** [monika@gbu.ac.in](mailto:monika@gbu.ac.in)  
**Department:** School of Management  
**Sessions:** Forty Five

**Year/Sem:** 2014-019  
**Phone:** 0120-2346166  
**Credit:** 3 (2 Lec + 2 Pract)  
**Each Session:** 60 Minutes

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### **Objective:**

The objective of this course is to give understanding of the role of Computer skills to the Management professionals. It aims to impart to the students necessary computer skills and will be able to improve communication with the IT group and make more accurate decisions.

### **Pedagogy:**

Classroom teaching will be supported by board, power point slides, handouts, group discussions and assignments. Practical sessions would be conducted to supplement the practical and theoretical concepts and their applications.

### **Evaluation Scheme:**

#### **Assessment (Total 100 Marks)**

S. No.	Components	Weightage (%)
1	Group Projects/ Practical	25
2	Assignment, presentations, surprise test	25
3	Mid-Sem Test	25
4	End-Sem Test	25
	<b>Total</b>	<b>100</b>

**Suggested Readings:****Text Book:**

Sinha, P.K., Computer Fundamentals, BPB Publications, New Delhi.

**Other Books and Reference:**

- 1) Introduction to Information Technology, Efraim Turban, R. Kelly Rainer, Richard E. Potter, Wiley India, 2008.
- 2) Introduction to Computers, Peter Norton, Tata McGraw Hill, 6<sup>th</sup> Edition.
- 3) SQL & PL/SQL for Oracle 10g, Dr. P.S. Deshpande, Hemal Impression, Delhi.
- 4) Using Information Technology, A Practical Introduction to Computers & Communication, Williams Sawyer, Tata Mc Graw-Hill, 6th Edition.
- 5) Stephen. L. Nelson, The Complete Reference – MS-Office TMH, New Delhi.

**Session Plan:** *(Each session of 60 minutes)*

Session No.	Topics To Be Covered
1-2	Introduction to Computer –Types of computers, Brief history of evolution of computers and generation of computers.
3	Labe class
4-5	Components of computers- Hardware elements- input, storage, processing & output devices.
6-7	Labe class
8-9	Introduction to MS-Office and its integrated nature - MS-Word: starting Word, new documents, entering text, changing text, aligning, underlining and justifying text, Use of table saving, printing preview.
10-13	Labe class
14-15	MS-Excel: Basic editing and formatting features, Inserting and Deleting row-columns-worksheet, renaming worksheet, comments, chart, sort, filter- auto filter and advanced filter, split, functions- sum, min, max, count, if average.

16-19	Labe class
20-22	MS-Power Point: Basic concept of presentation software, Standard, Formatting, and drawing toolbars in power point and their use, Creating and opening of presentation, Creating, Deleting, opening and copying slides, Closing and saving a presentation, Uses of header and footer, Use of animation features, Inserting and resizing pictures, Inserting organization chart, Use of auto content wizard.
23-25	Labe class
26-28	Data representation – Representation of Characters and integers in hexadecimal and binary.
29-31	Labe class
32-33	Computer and Communication – Need for computer in management, Computer network, Internet, LAN, WAN and TCP/IP.
34-36	Labe class
37-40	Computer Memory- processor and memory , ROM, RAM, Secondary storage device- Floppy disk, Hard disk, CDROM.
41-42	Labe class
43-45	Computer Languages- Machine language, Assembly Language, High Level Language.
46-47	Labe class
48-54	Structured Query Language (SQL).
55-60	Labe class



## **Gautam Buddha University School of Management Greater Noida**

**5 Years BBM+MBA I Sem**

**Course: English Proficiency (MB-111)**

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<b>Instructor:</b> Dr. Bipasha Som	<b>Year/Sem:</b> 2014-15, I
<b>Email:</b>	<b>Phone:</b> 4430
<b>Department:</b> School of Management	<b>Credit:</b> Three
<b>Sessions:</b> Forty five	<b>Each Session:</b> 60 Minutes

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**Introduction:** Language is essential for expressing ideas, views and opinions. English is the preferred language of communication across the continents. It becomes pertinent to equip students with language skills for proper self-expression in written and oral communication. The course lays stress on developing the nuances of English language with emphasis on practical grammar usage and critical appreciation of thematic texts.

### **Aims and Objectives:**

1. To provide the learners with the basic concepts of Communication.
2. To develop knowledge as regard to understanding of the role and relevance of Communication, with special reference to the domains they will be working in.
3. To develop the skills for proper self-expression in written as well as oral communication using correct grammar and sentence construction.
4. To develop students' interest in expanding vocabulary and making it a recurring feature in the learning process.

**Pedagogy:** The teaching methodology will be a judicious blend of Lectures, Class works, Real life situation analysis, Case Study, Presentation by students of their project work, and Exercises. The content delivery shall be in a highly interactive mode, expected to be participated by all, and therefore students are advised to come equipped with sufficient readings on the topic. Cases will be intimated later. Exercises will be provided at the lecture sessions.

**Learning Outcomes:** After successful completion of the course the learners will be able to:

1. understand the basic concepts of Communication,
2. understand the role and relevance of Communication, with special reference to the domains they will be working in, and

3. develop language skills.

**Evaluation Scheme:** Evaluation Schemes include presentation of Class Participation, Projects and Assignments, Submissions, Case-Studies and Presentations, and Mid-Semester & End-Semester Tests. It is essential to follow the deadlines for preparation and submission of assignments, projects, and presentations as indicated by the course coordinator.

S. No.	Components	Weightage (%)
1	Class Participation	5
2	Projects & Assignments	10
3	Case studies & presentations	10
4	Mid-Semester Test	25
5	End-Semester Test	50
<b>Total</b>		<b>100</b>

#### **Class participation**

The attendance requirement for successful completion of the course is a minimum of 75%. Students are encouraged to participate actively and contribute to the quality of teaching-learning process.

#### **Projects & Assignments**

Projects and Assignment shall be comprehensive in nature. In case of Group Assignment, The group shall be decided in consultation with the course coordinator. The credit shall be given to analytical writing and ability to relate it with the context. It is mandatory that the participants use Power Point Slides in their class presentations. Credit shall be given for structured presentation, analytical content and ability to respond to queries.

#### **Case studies & presentations**

Cases shall engage students in exploring current communication challenges in the business environment. Students are expected to do little research before presenting final outcomes of the case in oral and written formats.

#### **Mid-Sem Exam**

Mid-Sem test shall comprise of medium-size answer questions. The test shall be of two hours duration. The test shall be based broadly on the syllabus covered till mid-term teaching.

#### **End-Sem Exam**

End-Sem test shall comprise of fundamental, analytical and comprehensive questions. The test shall be based on the entire course coverage (more weightage on the post-mid term coverage) and designed to test the conceptual clarity of the subject and their applications.

### **Suggested Readings:**

1. BUSINESS COMMUNICATION, Meenakshi Raman & Prakash Singh, Oxford University Press,
2. BASIC BUSINESS COMMUNICATION SKILLS FOR EMPOWERING THE INTERNET GENERATION, Lasikar & Flatley, TMH- 10<sup>th</sup> Edition 2007
3. TECHNICAL COMMUNICATION–PRINCIPLES AND PRACTICE, Meenakshi Raman and Sangeeta Sharma. Oxford University Press, 2004
4. CONTEMPORARY BUSINESS COMMUNICATION, Scot Ober, Biztantra, 5<sup>th</sup> Edition (Indian Adaptation) 2008
5. CAMBRIDGE GRAMMAR OF ENGLISH: A COMPREHENSIVE GUIDE. Carter, McCarthy, Michael. Cambridge University Press, (2006).

### **Session Plan:** *(Each session of 60 minutes)*

#### **Session 1. Communication: Definition, Nature and Scope**

**Reading:** BUSINESS COMMUNICATION, Meenakshi Raman & Prakash Singh, Oxford University Press, 2006

#### **Session 2. Process of Communication**

**Reading:** BASIC BUSINESS COMMUNICATION SKILLS FOR EMPOWERING THE INTERNET GENERATION, Lasikar & Flatley, TMH- 10<sup>th</sup> Edition 2007 (Chapter 1 pages13-17)

#### **Session 3. Basic forms, features and functions of Communication**

**Reading:** BUSINESS COMMUNICATION, Meenakshi Raman & Prakash Singh, Oxford University Press, 2006

#### **Session 4-10 Practical grammar: Basic fundamentals of grammar and usage**

**Reading:** OXFORD ENGLISH GRAMMAR. Greenbaum, Sidney (1996). Oxford and New York: Oxford University Press.

#### **Session 11-12 Adaption and the Selection of Words**

**Reading:** BASIC BUSINESS COMMUNICATION SKILLS FOR EMPOWERING THE INTERNET GENERATION, Lasikar & Flatley, TMH- 11 Edition 2009 (Chapter 2 pages31-55)

#### **Session 13-15 Phonetic Transcription**

**Reading:** Relevant Reference Material to be suggested/distributed during session

#### **Session 16-17 Effective Paragraphs, Précis Writing**

**Reading:** TECHNICAL COMMUNICATION–PRINCIPLES AND PRACTICE, Meenakshi Raman and Sangeeta Sharma. Oxford University Press, 2004.(Chapter 10 &11 pages 200-243)

#### **Session 18 Strategies for Effective Reading**



**Reading:** TECHNICAL COMMUNICATION–PRINCIPLES AND PRACTICE, Meenakshi Raman and Sangeeta Sharma. Oxford University Press, 2004.(Chapter 12pages244-249)

**Session 19-20 Strategies for Effective Listening**

**Reading:** BUSINESS COMMUNICATION, Meenakshi Raman & Prakash Singh, Oxford University Press, 2006 (Chapter-3 pages 87-109)

**Session 21 Strategies for Effective Writing**

**Reading:** BUSINESS COMMUNICATION, Meenakshi Raman & Prakash Singh, Oxford University Press, 2006 (Chapter 8 pages 234-255)

**Session 22 Practice of Writing Skills**

**Reading:** Relevant Reference Material to be suggested/distributed during session

**Session 23-25 Strategies for Effective Speaking: Oral Presentation**

**Reading:** BASIC BUSINESS COMMUNICATION SKILLS FOR EMPOWERING THE INTERNET GENERATION, Lasikar & Flatley, TMH- 10<sup>th</sup> Edition 2007 (Chapter 15 pages 433-447)

**Session 26-29 Group Presentations**

**Session 30-32 Pragmatics**

**Reading:** Relevant Reference Material to be suggested/distributed during session

**Session 33-45 Learning Through Thematic Texts (10 stories and 10 essays)**

**Reading:** Relevant Reference Material to be suggested/distributed during session



**Gautam Buddha University  
School of Management  
Greater Noida  
5 Years BBM+MBA**

**Course: Professional Development Lab (MB-116)**

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<b>Instructor:</b>	<b>Year/Sem:</b> 20014-15, IInd
<b>Email:</b> <a href="mailto:pvij@gbu.ac.in">pvij@gbu.ac.in</a>	
<b>Department:</b> School of Management	<b>Credit:</b> 02
<b>Sessions:</b> 30	<b>Each Session:</b> 60 Minutes

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**Introduction:** Professional development is about improving and moving forward. The purpose of this course is to develop, evaluate and hone individual and team based skills in business and professional communication. The learners will gain confidence by learning new methods and information about prospective work domain. During the sessions foundation is laid on which students' personality is bit by bit, layer by layer so that they are able to come out as a wholesome person. As facilitators we have to make them understand that they should start preparing for employability from now onwards.

**Aims and Objectives:**

1. The objective of the programme is bring about personality development with regard to the different behavioural dimensions that have far reaching significance in the direction of organizational effectiveness.
2. The students will learn about their own personality and how they can use that information in professional success.
3. To develop students' interest in expanding vocabulary and making it a recurring feature in the learning process.
4. Demonstrate effective writing skills and oral communication skills in various formats and for various purposes.

**Pedagogy:** The teaching methodology will be a judicious blend of discussions, real life situation analysis, case study, presentation and exercises. The content delivery shall be in a highly interactive mode, expected to be participated by all the students.

**Learning Outcomes:**

1. Understand the basic concepts of PDL sessions,
2. Be sensitized how a personality develops and accordingly develop the skills.
3. The development model of learning will create the continuous building the skills

**Evaluation Scheme:**

S. No.	Components	Weightage (%)
1	Class Participation	20
2	Activities	30
3	Mid-Semester Test	20
4	End-Semester Test	30
<b>Total</b>		<b>100</b>

**Class participation:**

The attendance requirement for successful completion of the course is a minimum of 75%. Students are encouraged to participate actively and contribute to the quality of teaching-learning process.

**Mid-Sem and End-Sem Assessment:**

Besides the continuous evaluation, assessment will be done twice during the semester based on oral and written skills.

**Session Plan:** *(Each session of 60 minutes)***Module I Verbal Communication**

<b>Understanding the basics of Verbal Communication</b>	<b>2</b>
<b>Audience Analysis</b>	<b>2</b>
<b>Creating and Organizing messages</b>	<b>2</b>
<b>Delivering Prepared Speeches</b>	<b>2</b>
<b>Delivering Impromptu Speeches</b>	<b>2</b>

**Module II Formal Communication**

<b>Making Proper Introductions &amp; Quiz</b>	<b>3</b>
<b>Getting Familiar with Protocol</b>	<b>2</b>

<b>Communicating Informally in Organization</b>	<b>2</b>
 <b><u>Module III      Developing Professional Telephone Skills</u></b>	
<b>Telephone and Cell Phone Etiquette</b>	<b>1</b>
 <b>Placing and Receiving Calls; Leaving Professional Messages</b>	<b>1</b>
<b>Activities</b>	<b>2</b>
 <b><u>Module IV    Working with Clients</u></b>	
<b>Communicating Empathetically, Asking Questions, Denying Requests,</b>	<b>2</b>
<b>Dealing with the Unexpected</b>	
 <b>Role-play Based Activities</b>	<b>2</b>
 <b><u>Module V    Thinking Critically</u></b>	
<b>Class Discussions on the basis of Readings from Literature, Newspaper, Social Issues and Short Films screenings</b>	<b>5</b>
	<b>Total 30</b>



**Gautam Buddha University School of Management  
Greater Noida**

5 Years BBM+MBA

Course: Fundamentals of Economics

Instructor	Dr. Ombir Singh	Year/Sem.	2014-15, I
Email	<a href="mailto:omvir.singh@gbu.ac.in">omvir.singh@gbu.ac.in</a>	Phone	0120-2346161
Department	Business Management	Credit	3
Sessions	45	Each session	60 minutes

### Introduction

The world around us provides opportunities and hard choices. Economics is the study of choice under limited resources. Charles Edison once said that economics, politics and personalities are inseparable. This reflects us to imbibe an economic way of thinking in our personalities. Its principles are applied by each one of us whether we study it formally or not. The course intends to address the needs of first year undergraduate business students to grow them as a rational man. The input from this course may be applied to understand the other disciplines and day to day phenomenon of business world. The course offers to provide basic understanding of economics to act as consumer and management professional. The course broadly covers the principles of micro, macro and international economics.

### Objectives

1. To introduce elementary concepts of economics
2. To approach material world's problems
3. To apply economics understanding in other discipline
4. To gain day to day business information and apply economic logic
5. To feel confident about potential of applications

### Pedagogy

The sessions would mostly be lecture based. Students are advised to put the habit of reading one business newspaper like economic times on daily basis. They can freely discuss the trouble areas with me. A Students is advised to sort out his/her queries by either mode of communication in which one is comfortable i.e. in-class or off-class. Practical exercises will be conducted after conceptual understanding. Schedule of the quizzes will be announced in the class.

### Evaluation Scheme

Assignment and comprehension (10 marks)

Quiz (10 marks)

Attendance (5 marks)

Mid semester examination (25 marks)

End Semester examination (50 marks)

### Text book

Economics: Principles and Applications by Mankiw, publisher-Cengage.

**Reference book**

Economics by Samuelson, Publisher- TMH

Principles of Economics by Case and Fair, Publisher- Pearson Asia.

**Session Plan**

Sessions	Sections/outlines	Reference
	<b>Section 1 (Introduction to Economics)</b>	
1-2	Meaning, significance, concepts like trade off, opportunity cost, rational man, scarcity and choice, time perspective, marginalism, market economy, productivity	Chapter 1
*3-4	Economic systems, externalities, , business cycles, role of Government, public goods ,welfare state	To be supplied
5-6	Thinking like an economist, role of assumptions, economic models, positive vs. normative analysis, Micro and Macro economics	Chapter 2
7-8	Interdependence, comparative advantage and gains from trade	Chapter 3
	<b>Section 2 (How Market Works: Supply and Demand)</b>	
9-12	Markets and competition, law of demand, individual and market demand, normal and inferior goods, substitutes and complements, factors influencing buyers, law of supply, Equilibrium price and quantity	Chapter 4
13-14	Elasticity and applications, Price and income elasticity, determinants	Chapter 5
15-16	Supply, demand and Government policies, control on prices, price ceiling and price floor, tax and market, tax incidence,	Chapter 6
17-18	Consumer surplus, producer surplus, market efficiency, market power, externalities	Chapter 7
	<b>Section 3 (Firm Behaviour and Industry Organization)</b>	
19-21	Firms's objective, cost, revenue, economic vs. accounting profit, production function, economies of scale	Chapter 13
22-27	Monopoly, Oligopoly and Monopolistic competition	Chapter 15, 16, 17
	<b>Section 4 (The Households)</b>	
28-30	The consumption decisions-budget constraints, Indifference curve, income and substitution effect	Chapter 21
*31-32	Investment and savings decision, alternative and attributes, Choice between leisure and consumption	To be supplied
	<b>Section 5 (Foundations of Macro Economics)</b>	
33-34	National income and GDP; components and measurement	Chapter 23
35-36	Cost of living and inflation, consumer price index, biases	Chapter 24
37-39	Meaning and functions of money, monetary system, money and prices	Chapter 29, 30
	<b>Section 6 (International economics)</b>	
40-41	Trends in foreign trade, role of international institutions like world bank, WTO and IMF	To be supplied
42-43	Balance of payment, current and capital account, factors affecting exchange rate, purchasing power parity	Chapter 32
44-45	Trade barriers, Tariffs, subsidies and quotas, free trade and protection	Chapter 9+Supplements



**Gautam Buddha University School of Management**  
**Greater Noida**  
**Programme: Integrated BBM +MBA**

**Course: FINANCIAL ACCOUNTING (MB-107)**

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<b>Instructor</b>	: Dr. Satish K Mittal	<b>Year/ Sem</b>	: 2014-15, I
<b>Email</b>	: skumar@gbu.ac.in	<b>Phone</b>	: 01202346170
<b>Department</b>	: Business Management	<b>Credit</b>	: 3
<b>Sessions</b>	: Forty Five	<b>Each Session</b>	: 60 Minutes

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**Introduction:**

Financial accounting keeps track of a company's financial transactions. Using standardized guidelines, the transactions are recorded, summarized, and presented in a financial report or financial statement such as an Income Statement and Balance Sheet. Its purpose is to provide enough information for management and others to assess the value of a company for them.

**Aims and Objectives:**

- (a) To help the students gain a thorough understanding about the process and accounting system in an organization and generation of reports through this systems. The uses of various accounting information in business decision, internal as well as external reporting purposes.
- (b) To develop expertise in preparation of Balance Sheet and Profit & Loss Account.
- (c) To develop an appreciation of corporate financial reporting system in the national and international context i.e. the role of International Accounting Standards (IAS), Generally Accepted Accounting Principles (GAAP) as well as Indian Accounting Standards (AS).

**Pedagogy:**

A mix of instructional methods will be used like lectures, exercises and case analysis. The efforts would be made to strengthen the conceptual knowledge and application through cases and exercises. Emphasis throughout will be applications of concepts, principles and techniques to company data available from published sources. Special Emphasis will be given to help the participants to develop analytical ability to prepare financial reports.

**Learning Outcomes:**

At the end of this course students will able to:

- Understand the accounting process and accounting system in an organization.
- Prepare Financial Statements (Profit & Loss Account and Balance Sheet) of the company.

**Evaluation Scheme:**

Continuous assessment will be done. All the students are advised and expected to be regular in all evaluation exercises.

The weight-age for the above parameters is as follows:

➤ Quizzes/ Class Tests/ Assignments	15%
➤ Class Participation/ Presentation & Discussion (Includes class attendance)	10%
➤ Mid-Semester Exam	25%
➤ Term- Semester Exam	50%

**Text Book:**

S. N. & S.K. Maheshwari : An Introduction to Accountancy (SN-1)

**Suggested Readings:**

1. R. Narayanaswami : Financial Accounting; a managerial Perspective (2005), P H I (R N)
2. T. S. Grewal - Introduction To Accountancy (TSG)
3. M.Y. Khan and P. K. Jain : Management Accounting (KJ)
4. Kieso and Weygandt: Financial Accounting (KW)
5. Robert Anthony, Hawkins and Merchant – Accounting: Text and Cases (AHM)
6. Maheshari and Maheshwari - Corporate Accounting (M&M)



**Reference Readings:**

1. A Lynch, Richard M, and Williamson Robert W., “Accounting for Management Planning and Control” 3<sup>rd</sup> Edition, Tata McGraw Hill. **(LW)**.
2. Horngren, Foster & Datar – “Cost Accounting – A Managerial Emphasis” 10<sup>th</sup> Edition, Prentice Hall **(HG)**
3. Sharma and Gupta – “Management Accounting/Financial Management”, Kalyani Publication **(SG)**

Session No.	Topics to be covered	Reference Books
1-2	Meaning and Scope of Accounting: Need for Accounting, Development of Accounting, Definition and Functions of Accounting, Objectives of Accounting, Limitation of Accounting,	(R N)-Chap.-1, (SN-1)-Chap-1
3-4	Book Keeping and Accounting, Accounting: Science or Art, End User of Accounting Information,	(R N)-Chap.-1, (SN-1)-Chap-1
5-6	Accounting and other Disciplines, Role of Accountant, Branches of Accounting, Difference between Management Accounting and Financial Accounting,	(R N)-Chap.-1, (SN-1)-Chap-1
7-8	Accounting Principles and Standards: Meaning of Accounting Principles, Accounting Concepts, Accounting Conventions and its Significance,	(R N)-Chap.1, (SN-1)-Chap-2
9-10	The concept of double entry- Accounting Equation, (Exercise on Accounting Equation)	(R N)-Chap.-2, (SN-1)-Chap-2
11-14	Types of accounts, Fundamental Principles- Golden rules of accounting Journalizing Transactions: Journal, Compound Journal Entry, Opening Entry, Sub Division of Journal: Cash Journal, Petty Cash Book, Purchase Journal, Sales Journal, Sales Return Journal, Voucher System.	(SN-1)-Chap-3 & 5, (R N)--Chap.-4,
15-18	Ledger, Posting, Rules Regarding Posting, Relationship between Journal and Ledger, Trial Balance and rectification of errors in Trial Balance	(SN-1)-Chap.4, (R N)--Chap.4,
19	Capital and Revenue: Classification of Income, Classification of Expenditure, Classification of Receipts,	(R N)--Chap.8, ((SN-1)-Chap-9
20-22	Preparation of Manufacturing Account and Trading Account with numerical problems	(SN-1)-Chap.10, (R N)--Chap.5,
23-25	Inventory Valuation: Meaning of Inventory, Objectives of Inventory Valuation, Inventory Systems, Methods of Valuation of Inventories	(SN-1)-Chap-6 in Sec-II, (R N)--Chap.7,
26-28	Concept of Depreciation, Objectives of Providing Depreciation, Fixation of Depreciation Amount, Method of Recording Depreciation, Methods of Providing Depreciation,	(SN-1)-Chap-12, (R N)-Chap.8,
29-31	Preparation of Final Accounts, Profit & Loss Account, Balance Sheet, Requirements of Schedule VI concerning Profit & Loss Account and Balance Sheet,	(SN-1)-Chap.10, (R N)--Chap.4,
32-34	Problems of Profit & Loss Account and Balance Sheet with adjustment entries and Final Accounts from Incomplete Records.	(R N)--Chap.5 & .8, (SN-1)chap-10,
35-39	Shares and Share Capital: Shares, Share Capital, Accounting Entries, Under-subscription, Oversubscription, Calls in Advance, Calls in Arrears, Issue of Share at Premium, Issue of Share at Discount, Forfeiture of Shares, Surrender of Shares, Issue of Two Classes of Shares, Right Shares, Re-issue of shares. Bonus Shares and its accounting entries	(SN-1)-Chap-2 Sec-IV (R N)--Chap.10,
40-42	Financial Statements Analysis Part I: Understanding Annual Reports, Chairman's Statement, Directors' Report & Auditors Report, Statement of Accounting Policies followed & Notes to Accounts.	(AHM)-Chap.14, Annual Reports of Companies
43-45	Summary of the syllabus through Students Presentations & Discussion in the presence of faculty.	



**Gautam Buddha University**  
**School of Management**  
**BBM+MBA 5 year**

**Course: Principles and Practices of Management, MB-101**

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<b>Instructor:</b>	<b>Dr.Samar Raqshin</b>	<b>Year/Sem: 2015-12020, I</b>
<b>Email:</b>	<b>samar@gbu.ac.in</b>	<b>Phone: 2346165</b>
<b>Department:</b>	<b>Business Management</b>	<b>Credit: 3</b>
<b>Sessions:</b>	<b>45</b>	<b>Each Session: 60 Minutes</b>

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**Aims and Objectives:** The course is designed to give a basic understanding of the role and functions of a manager and to explain the principles, concepts, and techniques used by managers in carrying out their work. A central concept of the course is that there is a general framework for understanding management that applies to managers in all organizations--large or small, public or private, product-oriented or service-oriented.

Topics covered in this course include values and ethics, communicating, planning, decision making, organizing, leading, controlling, and innovating. The course emphasizes the skills needed to apply management principles and concepts to real-life situations; students will analyze management issues and problems and how to formulate realistic, practical plans to resolve them. These practical skills are developed through case studies in the course assignments, and through applying course concepts to business situation and approaches.

**Pedagogy:** Entire course will be taught through lectures, relevant cases, and role plays.

**Learning Outcome:** At the end of this course students should have an understanding of the following:

- What is that process that drives the organization towards its performance?
- What is that specific organ of an organization that has the responsibility for delivering the results consistently?
- Who has the authority to plan, organize, lead, and control different organizational activities so that the organization attains its goals?
- What is that discipline, that body of organized knowledge, which deals with getting things done for, with and through people?

It is *Management*.

**Evaluation Scheme:**

Regularity & Participation	: 10 Marks
Assignments & Presentation	: 15 Marks
Mid-Sem	: 25 Marks
End-Sem	: 50 Marks
<b>Total</b>	<b>: 100 marks</b>

### **Text Book**

Stoner, James A.F., Freeman, R. Edward, & Gilbert, Jr. Daniel R. Management, Prentice Hall of India, Sixth Ed.2007

### **Suggested Readings:**

Bhat, A & Kumar, A. Management- Principles, Processes, and Practices, Oxford University Press, 2008

Heinz and Koontz Management: A Global and Entrepreneurial Perspective:, Mc Graw Hill, 2008

### **Session Plan:** *(Each session of 60 minutes)*

<b>Session No.</b>	<b>Contents</b>	<b>Chapter No.</b>
1-6	<b>Introduction to Management</b> <ul style="list-style-type: none"><li>• Organizations &amp; the need for Management</li><li>• The Management Process</li><li>• Types of Managers</li><li>• Management Levels &amp; Skills</li></ul>	01
7	<b>Class exercise</b>	
8-12	<b>The Evolution of Management Theory</b> <ul style="list-style-type: none"><li>• Early thinking about Management</li><li>• The Evolution of Management Theory</li><li>• The Scientific Management School</li><li>• Classical Organizational Theory School</li><li>• The Behavioural School</li><li>• The Management Science School</li><li>• Recent Developments in Management Theory</li></ul>	02
13	<b>Class exercise</b>	
14-16	<b>Organizational &amp; Natural Environments</b> <ul style="list-style-type: none"><li>• Introduction</li><li>• Organizational Environments</li><li>• Managing Multiple Stakeholder Relationships</li><li>• Natural Environments</li><li>• Managing Environments</li></ul>	03
17	<b>Case Study</b>	
18-19	<b>Social Responsibility &amp; Ethics</b> <ul style="list-style-type: none"><li>• Ethics and Social Responsibility Today</li><li>• The Changing Concept of Social Responsibility</li><li>• The Shift to Ethics</li><li>• Tools of Ethics</li></ul>	04
20	<b>Case Study</b>	
21-22	<b>Globalization &amp; Management</b> <ul style="list-style-type: none"><li>• Introduction of the Concept</li><li>• Globalization and Competitiveness</li><li>• The Changing International Scene</li><li>• Global Business Practices</li></ul>	05

23	<b>Class exercise</b>	
24-26	<b>Inventing and Reinventing Organizations</b> <ul style="list-style-type: none"> <li>• Small Business</li> <li>• The meaning of Entrepreneurship</li> <li>• The Entrepreneur</li> <li>• Reinventing Organizations</li> </ul>	06
27	<b>Case Study</b> The Secret of Starbucks' Success	
28-30	<b>Culture And Multiculturalism</b> <ul style="list-style-type: none"> <li>• Defining Culture in Organizations</li> <li>• Corporate Culture and Performance</li> <li>• From Culture to Multiculturalism</li> <li>• Multiculturalism and Organizational Success</li> </ul>	07
31	<b>Class exercise</b>	
32-33	<b>Quality</b> <ul style="list-style-type: none"> <li>• Defining Quality</li> <li>• A History of Quality</li> <li>• Deming's Fourteen Points</li> <li>• TQM: The Main Ideas</li> </ul>	08
34	<b>Case Study</b>	
35-36	<b>Decision Making</b> <ul style="list-style-type: none"> <li>• The Nature of Decision Making</li> <li>• The Rational Model of Decision Making</li> <li>• The Rational Model in Perspective</li> </ul>	09
37	<b>Case Study</b>	
38-40	<b>Organizational Design And Organizational Structure</b> <ul style="list-style-type: none"> <li>• Building Blocks</li> <li>• Organizational Design: The Classical Approach</li> <li>• Downsizing</li> <li>• Types of Organizational Structure</li> </ul>	10
41	<b>Case Study</b> Hewlett-Packard and the Digital Revolution	
42-45	<b>Presentations</b>	



## Gautam Buddha University School of Management Greater Noida

### Integrated BBM+MBA

#### Course: Principles and Practices of Management

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<b>Instructor:</b>	<b>Year/Sem:</b>	2014-15, I	
<b>Email:</b>	shadma@gbu.ac.in	<b>Phone:</b>	2346168
<b>Department:</b>	Business Management	<b>Credit:</b>	3
<b>Sessions:</b>	45	<b>Each Session:</b>	60 Minutes

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**Aims and Objectives:** The course is designed to give a basic understanding of the role and functions of a manager and to explain the principles, concepts, and techniques used by managers in carrying out their work. A central concept of the course is that there is a general framework for understanding management that applies to managers in all organizations--large or small, public or private, product-oriented or service-oriented.

Topics covered in this course include values and ethics, communicating, planning, decision making, organizing, leading, controlling, and innovating. The course emphasizes the skills needed to apply management principles and concepts to real-life situations; students will analyze management issues and problems and how to formulate realistic, practical plans to resolve them. These practical skills are developed through case studies in the course assignments, and through applying course concepts to business situation and approaches.

**Pedagogy:** Entire course will be taught through lectures, relevant cases, and role plays.

**Learning Outcome:** At the end of this course students should have an understanding of the following:

- What is that process that drives the organization towards its performance?
- What is that specific organ of an organization that has the responsibility for delivering the results consistently?
- Who has the authority to plan, organize, lead, and control different organizational activities so that the organization attains its goals?
- What is that discipline, that body of organized knowledge, which deals with getting things done for, with and through people?

It is *Management*.

**Evaluation Scheme:**

Regularity & Participation	: 10 Marks
Assignments & Presentation	: 15 Marks
Mid-Sem	: 25 Marks
End-Sem	: 50 Marks
<b>Total</b>	<b>: 100 marks</b>

**Text Book**

Stoner, James A.F., Freeman, R. Edward, & Gilbert, Jr. Daniel R. Management, Prentice Hall of India, Sixth Ed.2007

**Suggested Readings:**

Bhat, A & Kumar, A. Management- Principles, Processes, and Practices, Oxford University Press, 2008

Heinz and Koontz Management: A Global and Entrepreneurial Perspective:, Mc Graw Hill, 2008

**Session Plan:** *(Each session of 60 minutes)*

<b>Session No.</b>	<b>Contents</b>	<b>Chapter No.</b>
1-6	<b>Introduction to Management</b> <ul style="list-style-type: none"> <li>Organizations &amp; the need for Management</li> <li>The Management Process</li> <li>Types of Managers</li> <li>Management Levels &amp; Skills</li> </ul>	01
7	<b>Class exercise</b>	
8-12	<b>The Evolution of Management Theory</b> <ul style="list-style-type: none"> <li>Early thinking about Management</li> <li>The Evolution of Management Theory</li> <li>The Scientific Management School</li> <li>Classical Organizational Theory School</li> <li>The Behavioural School</li> <li>The Management Science School</li> <li>Recent Developments in Management Theory</li> </ul>	02
13	<b>Class exercise</b>	
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17	<b>Case Study</b>	
18-19	<b>Social Responsibility &amp; Ethics</b> <ul style="list-style-type: none"> <li>Ethics and Social Responsibility Today</li> <li>The Changing Concept of Social Responsibility</li> <li>The Shift to Ethics</li> <li>Tools of Ethics</li> </ul>	04
20	<b>Case Study</b>	
21-22	<b>Globalization &amp; Management</b> <ul style="list-style-type: none"> <li>Introduction of the Concept</li> <li>Globalization and Competitiveness</li> </ul>	05

	<ul style="list-style-type: none"> <li>• The Changing International Scene</li> <li>• Global Business Practices</li> </ul>	
23	<b>Class exercise</b>	
24-26	<b>Inventing and Reinventing Organizations</b> <ul style="list-style-type: none"> <li>• Small Business</li> <li>• The meaning of Entrepreneurship</li> <li>• The Entrepreneur</li> <li>• Reinventing Organizations</li> </ul>	06
27	<b>Case Study</b>	
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31	<b>Class exercise</b>	
32-33	<b>Quality</b> <ul style="list-style-type: none"> <li>• Defining Quality</li> <li>• A History of Quality</li> <li>• Deming's Fourteen Points</li> <li>• TQM: The Main Ideas</li> </ul>	08
34	<b>Case Study</b>	
35-36	<b>Decision Making</b> <ul style="list-style-type: none"> <li>• The Nature of Decision Making</li> <li>• The Rational Model of Decision Making</li> <li>• The Rational Model in Perspective</li> </ul>	09
37	<b>Case Study</b>	
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41	<b>Case Study</b>	
42-45	<b>Presentations</b>	

**Gautam Buddha University, Greater Noida**  
**School of Management**  
**Programme: Integrated MBA**  
**Course: Sociology for Managers**

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<b>Instructor</b>	: Dr. Syed Nadeem Fatmi	<b>Year/ Sem</b>	: 2014-15, I
<b>Email</b>	: snfatmi@gbu.ac.in	<b>Phone</b>	: 0120-2344428
<b>Department</b>	: Business Management	<b>Credit</b>	: 3
<b>Sessions</b>	: 45	<b>Each Session</b>	: 60 Minutes

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**Introduction:**

The course will enable the students to have an insight into basic concepts of society and social processes. Study of fundamentals of sociology helps in comprehending the social relationships, social interactions and interdependence of various institutions. The course will enlighten the students towards societal concepts and will enable them to develop rational decision making ability in diverse social contexts. This course will give the introduction and advanced practical concepts and applications to business organizations.

**Aims and Objectives:**

1. Familiarizing the students about the basic concepts of Sociology.
2. Help the students to understand the process of social change and development.
3. Facilitating the knowledge about industry-society inter linkages and its impact.

**Pedagogy:**

Lectures would focus on application of the concepts and theories in practical field examples in Indian society. Class lectures would be supported by discussions, exercises and assignments.

**Learning Outcomes:**

- Students will be able to understand the societal concepts and its applications.
- They will be more analytical while decision making in any organization.
- They will development good insight about the public policies that relevant for industrial practice.

**Evaluation Scheme:**

Internal	: 25 Marks
Mid-Sem	: 25 Marks
End-Sem	: 50 Marks
<b>Total</b>	<b>: 100 marks</b>

**Text Book:**

1. Gisbert, P. 1994. *Fundamentals of Sociology*, Orient Longman

**Reference Book:**

1. Haralambos, 1991, *Sociology: Themes and Perspectives*, Collins Educational
2. Shankar Rao, C. N. 2010. *Sociology*, S. Chand: New Delhi
3. Bottomre, T. B. 1976, *Sociology*, OUP: New Delhi
4. Agarwal, S. K. 2008, *Corporate Social Responsibility in India*, Sage Publications: New Delhi



**Course Outline:**

Session No.	Topics to be covered	
<b>Unit-I (Introduction)</b>		
1-3	Society: Meaning and Theories, Society and the Individual	
4-5	Family System: Meaning, Types and Changing Pattern	
6-7	Sociology and its relationship with other social sciences	
8-9	Sociological Method	
<b>Unit-II (Basic Societal Concepts)</b>		
10-11	Social Group: Meaning and Types	
12-13	Community, Association , Institution	
14	Status and Role	
15-17	Culture, Norms, Folkways, Mores, Values	
18	Assimilation and Acculturation	
<b>Unit-III (Social Stratification )</b>		
19-21	Social Stratification: Concept and Theories	
22-24	Caste and Class System and the Changing Pattern	
<b>Unit-IV (Social Change and Management Perspective)</b>		
25-27	Meaning, definition, nature and characteristics of Social change, factors of social change	
28-30	Theories of Social Change	
31-32	Social change and development	
33-35	Urbanization, Westernization	
36-37	Modernization	
<b>Unit-V (Industry and Society)</b>		
38-39	Industrialization and Impact of Industry on Society	
40-41	Bureaucracy: Nature and Function	
42-43	Corporate Policy and its implications	
44-45	Corporate Social Responsibility and Business Organizations	