Gautam Buddha University School of Management
Greater Noida

Master in Business Administration

Course: Business Law (MB-509)

Instructor: Dr. Rakesh Kr Srivastava
Email: rakesh@gbu.ac.in
Department: Business Studies
Sessions: Thirty

Year/Sem: 1st (14-16) / Sem I
Phone: 0120-234-6159
Credit: 2
Each Session: 1 Hour

Introduction: Law is essential and integral part of all activities. No Business can be successful without understanding and following laws concerning trade, industry and commerce.

Aims and Objectives: The objectives of the course are:

(a) To create an awareness about legal processes and provisions relevant to running a business.
(b) To gain an insight into the legal positions specifically with reference to business and corporate functioning, and
(c) To apply the provisions of law for taking correct decisions in business.

Pedagogy: The pedagogy will be a mix of lectures, experience sharing, real life discussions and assignments. The principles of law would be discussed with in the relevant cases. In addition to reading materials, additional readings and cases will be distributed in the class from time to time. Students managers are also expected to prepare and analyse all the cases as class participation is very important.

Evaluation Scheme:

Class participation, Assig,Quiz,,Project Presentation	25
Mid-Sem Exam	25
End-Sem Exam	50
	100

Suggested Readings:

Text Book: Kuchhal M.C. Business Law, (Vikas)

Reference Books:

1. D. P. Wadha and N.L. Rajah , The Law of Consumer Protection (New Delhi: Lexis-Nexis, 2009).
2. Tulsian P.C. Business Law (Tata Mc Graw- Hill)
3. Kapoor N. D. Elements of Mercentile Law, (New Delhi : Sultan Chand & Sons, 2010).
4. Avtar Singh, *Marcantile Law* (Lucknow: EBC, 2008).
5. N. S. Gopalkrishnan and T. G. Agitha, Principles of Intellectual Property (Lucknow: EBC, (2009).

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

Session 1-6

Introduction to Indian Legal /Judicial System, Salient Features of Constitution of India, Structure of Judiciary and legislation. Judicial Administration, procedure for legal redressal, Types of petitions, Introduction to relevant Civil and Criminal laws and procedure. Introduction to Business law: Indian Contract Act 1872: Definition, concept of contract, valid contract, and its essential elements, criteria for classification for contract, Quasi Contract, Various Forms of Quasi Contract, Discharge of Contract; Various remedies for breach of contract.

Session 7- 10

Sale of Goods Act, 1930: Introduction, contract of sale, agreement to sell, documents of title, conditions and warranties, Meaning, Difference, Rights and Duties of the Buyer And seller, Unpaid Seller; Doctrine of caveat emptor and its exceptions; transfer of property: significance of transfer of ownership, rules, performance, delivery of goods by seller, acceptance of delivery by buyer, remedies for breach; rights of unpaid sellers.

Session 11- 15

Negotiable Instruments Act, 1881: definition and characteristics, promissory notes, bills of exchange, and cheques, parties to negotiable instrument; methods of negotiation of instrument of Instrument , Endorsement and delivery of a negotiable instrument, negotiation by unauthorized parties, negotiation of dishonored and overdue instruments; banker and customer: introduction, crossing of a cheques, obligations of a banker, protection granted to bankers, obligations of a customer , bouncing of cheques

Session 16- 18

Partnership Act 1932: Definition of partnership, Essentials and types of partnership, Limited Liability Partnership, Distinction between a Partnership, Limited Liability Partnership and a Company; formation of partnership, registration of partnership, and kinds of partners, rights and liabilities of partners, minor's status in a partnership firm, dissolution of partnership firm.

Session 19- 25

Companies Act, 1956: Definition of a company, formation of company, memorandum and articles of associations of a company, types of companies, Share and Share Capital, management of companies: Directors and meetings; winding up of companies. The Companies (Amendment) Act, 1999
Introduction to Companies Act 2013: Key highlights and notified Sections.

Session 26-30

Consumer Protection Act 1986: definition of consumer, goods and defect, services and deficiency, consumer forums, procedure to approach consumer forums (Procedure for Redressal of Consumer's Grievances) Intellectual Property Rights: Copy Rights and Patent Law. The Depositories Act 1996,

Gautam Buddha University
School of Management
Greater Noida
Master in Business Administration
Course Name: Business and Society **Course Code: MB 513**

Instructor: Dr. Kavita Singh **Year/Sem:** 2014-15
Email: kavita@gbu.ac.in **Phone:** 6164
Area : Strategic Management& Entrepreneurship **Credit :** Two

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Introduction: Countless social and ethical issues frame relationship between business and various stakeholders including government and society. Recent rash of scandals involving major corporate giants throughout the world have brought to the attention of public and academia the need to analyse these issues. As corporate India struggles to finds its social and ethical identity in national and global business environment that grows increasingly complex, managers are confronted with exceedingly difficult challenges in balancing their economic, legal, ethical and philanthropic responsibilities to the variety of stakeholder groups with which they interact. This course addresses these challenges from individual, organizational, managerial and societal perspectives. The material covered in this course will enable participants to deal more effectively with pressures and demands companies experience from a range of stakeholders in their external business environment, such as local communities, governments, pressure groups, suppliers and the media to name only a few.

Objectives: Specifically, the course will seek to

1. Provide an understanding of complex relationship between business and various components of its external environment.
2. Describe the *stakeholder approach* to business, society and ethics.
3. Introduce the concept of sustainable business management and *corporate social responsibility* in new and dynamic economy.
4. Discuss various non-market strategies to meet the demands of variety of stakeholders (internal and external).
5. Provide the students with an opportunity to gain an understanding of the importance of socially responsible strategies in sustainable business management practices.

Session Plan *(Each session of 60 minutes)*

Session 1-2. Business & Society- Inter-relationship.

Carroll, A.B., and Buchholtz, A.K. 2006. *Business and Society: Ethics and Stakeholder Management.* Thompson. Chapter 1 and Lawrence and Weber. 2010 *Business & Society: Stakeholders, Ethics, Public Policy. Tata McGraw-Hill.* Chapter 1.

Session 3-5. Corporate Social Responsibility.

Crane A, Matten D, Spence L.J. 2008: Corporate Social Responsibility: Readings and cases in a global context. Chapters 1, 2 & 3. Lawrence and Weber. 2010 *Business & Society: Stakeholders, Ethics, Public Policy. Tata McGraw-Hill.* Chapter 2 and 3.

Session 6-10. Corporate Citizenship: Responsibility, Responsiveness and Performance.

Carroll, A.B., and Buchholtz, A.K. 2006. *Business and Society: Ethics and Stakeholder Management.* Thompson. Chapter 2. And Lawrence and Weber. 2010 *Business & Society: Stakeholders, Ethics, Public Policy. Tata McGraw-Hill.* Chapter 4.

Session 11-13. Corporate Responsibility to Stakeholders.

Crane A, Matten D, Spence L.J. 2008: Corporate Social Responsibility: Readings and cases in a global context. Chapters 1, 2 & 3.

Session 14-17. Business and Ethics Management.

Carroll, A.B., and Buchholtz, A.K. 2006. *Business and Society: Ethics and Stakeholder Management.* Thompson. Chapters 7, 8, 9 & 10. And Lawrence and Weber. 2010 *Business & Society: Stakeholders, Ethics, Public Policy. Tata McGraw-Hill.* Chapter 5 & 6.

Session 18-23. External Stakeholders: Issues

Carroll, A.B., and Buchholtz, A.K. 2006. *Business and Society: Ethics and Stakeholder Management.* Thompson. Chapters 11 to 16. And Lawrence and Weber. 2010 *Business & Society: Stakeholders, Ethics, Public Policy. Tata McGraw-Hill.* Chapter 7,8,9,10,11.

Session 24-28. Internal Stakeholders: Issues

Carroll, A.B., and Buchholtz, A.K. 2006. *Business and Society: Ethics and Stakeholder Management.* Thompson. Chapters 2. And Lawrence and Weber. 2010 *Business & Society: Stakeholders, Ethics, Public Policy. Tata McGraw-Hill.* Chapters 15, 16, 17, 18, 19.

Session 29-30. Managing CSR

Crane A, Matten D, Spence L.J. 2008: Corporate Social Responsibility: Readings and cases in a global context. Chapters 1, 2, 3.

Textbook: Business & Society: Stakeholders, Ethics, Public Policy. Twelfth Edition. *Lawrence and Weber*. Tata McGraw-Hill. 2010.

Reference Books:

1. Carroll, A.B., and Buchholtz, A.K. 2006. *Business and Society: Ethics and Stakeholder Management.* Thompson.
2. Crane A, Matten D, Spence L.J. 2008: Corporate Social Responsibility: Readings and cases in a global context. Routledge.
3. Crane A and Matten D. 2008. *Corporate Social Responsibilty*: Vol 1,2 & 3. Sage.
4. Crane, McWilliams, Matten, Moon & Siegel. 2008. The Oxford Handbook of *Corporate Social Responsibilty*. Oxford.

Gautam Buddha University School of Management
Greater Noida

Master in Business Administration

Course: Business Communications (MB 515)

Instructor: Dr. Ompraksh
Email:om@gbu.ac.in
Sessions: 45

Year/Sem: 2014-15 /
Phone: 0120-2344430
Credit: 03

Introduction: Communication for Managers is intended to help the learners think strategically about communication and to aid in improving writing, presentation, and interpersonal communication skills within a managerial setting. The value of communication, particularly in business situations is indispensable. In this highly competitive business environment effective skills of communication are required to put one's ideas across effectively. The course intends to enhance quality of interaction at personal, interpersonal and team levels for the fulfillment of organizational goals and objectives.

Aims and Objectives:

1. To provide the learners with the basic concepts of Communication.
2. To acquaint them with the nuances of Communication in the business organisations.
3. To equip them with desired skills of communication to handle multi-tasked contexts.

Pedagogy: Writing and speaking skills necessary for a career in management. Students polish communication strategies and methods through discussion, examples, and practice. Several written and oral assignments, mostly based on material from other subjects and from career development activities. The teaching methodology will be a judicious blend of Lectures, Demonstrations, Technical Presentations, 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.

<u>Learning Outcomes:</u> After successful completion of the course the learners will be able to:

1. relate to and handle nuances of Communication effectively in the contemporary context.
2. connect to and communicate in business environments as professionals,
3. understand the role and relevance of Communication, with special reference to the domains they will be working in.

<u>Evaluation Scheme:</u> Evaluation Schemes include submission and presentation of Class Participation, Projects and Assignments, 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	05
2	Projects & Assignments	10
3	Case studies & presentations	10
4	Mid-Semester Test	25
5	End-Semester Test	50
Total		**100**

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.

Text Book: BCOM, Lehman Carol M., Dufrene Debbie D., Sinha Mala, Cengage Learning Publication, First Impression 2011

Suggested Readings:

1. BUSINESS CORRESPONDENCE AND REPORT WRITING, R.C. Sharma & Krishna Mohan, TMH- 3rd Edition 2007
2. BASIC BUSINESS COMMUNICATION SKILLS FOR EMPOWERING THE INTERNET GENERATION, Lasikar & Flatley, TMH- 10th Edition 2007
3. CONTEMPORARY BUSINESS COMMUNICATION, Scot Ober, Biztantra, 5th Edition (Indian Adaptation) 2008
4. NEGOTIATIONS, Michael L. Spangle & Myra Warren Isenhart, Sage Publications, South Asia Edition 2008
5. BUSINESS COMMUNICATION, Meenakshi Raman & Prakash Singh, Oxford University Press

<u>Session Plan:</u> (*Each session of 60 minutes*)

Session 1. **Communication: Foundation and Analysis**

Reading: BCOM, Lehman, Dufrene, Sinha, Cengage Learning Publication, First Impression 2011 (Chapter1, Page 1-9)

Session 2,3. **Verbal and Non Verbal Communication**

Reading: Contemporary Business Communication, Scot Ober, Biztantra, 5th Edition (Indian Adaptation) 2008, (page17-21)

Session 4,5. **Communicating within Organization**

Reading: BCOM, Lehman, Dufrene, Sinha, Cengage Learning Publication, First Impression 2011

Session 6. **Barriers to and Gateways of Effective Communication**

Reading: Contemporary Business Communication, Scot Ober, Biztantra, 5th Edition (Indian Adaptation) 2008, (page17-21)

Session7-9. **Group Communication: Characteristics of Effective Groups, From Groups to Teams, Meeting Management**

Reading: BCOM, Lehman, Dufrene, Sinha, Cengage Learning Publication, First Impression 2011 (Chapter 3 Page 50-63)

Session 10. **Case Presentations**

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

Session 11. **Attributes to Effective Communication**

Reading: BASIC BUSINESS COMMUNICATION SKILLS FOR EMPOWERING THE INTERNET GENERATION, Lasikar & Flatley, TMH- 10th Edition 2007 (Chapter 1 pages 2-15)

Session 12. **Language Skills: LSRW**

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

Session 13. Strategies of Effective Listening

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

Session 14. Practice of Effective Listening

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

Session 15. Strategies for Effective Reading

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

Session 16. Practice of Effective Reading

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

Session 17. Strategies for Effective Writing

Reading: BASIC BUSINESS COMMUNICATION SKILLS FOR EMPOWERING THE INTERNET GENERATION, Lasikar & Flatley, TMH- 10th Edition 2007 (Chapter 2 pages 21-38, Chapter 4 pages 63-78)

Session 18-20. Strategies for Effective Speaking: Designing and Delivering Oral Presentation

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

Session 21-23. Case Presentations

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

Session 24,25. Communicating Electronically

Reading: BCOM, Lehman, Dufrene, Sinha, Cengage Learning Publication, First Impression 2011

Session 26-28. Report Writing

Reading: BASIC BUSINESS COMMUNICATION SKILLS FOR EMPOWERING THE INTERNET GENERATION, Lasikar & Flatley, TMH- 10th Edition 2007 (Chapter 10, Chapter11, Chapter 12, pages 273-355)

Session 29. Business Proposals

Reading: BCOM, Lehman, Dufrene, Sinha, Cengage Learning Publication, First Impression 2011 (Chapter 12 pg 285-289)

Session 30-32. Business Letters

Reading: BCOM, Lehman, Dufrene, Sinha, Cengage Learning Publication, First Impression 2011 (Chapter 6 pg 122-160)

Session 33-35. Communication for Employment: Preparing Résumés and Application Messages

Reading: BCOM, Lehman, Dufrene, Sinha, Cengage Learning Publication, First Impression 2011 (Chapter 14 pg 332-359)

Session 36-38. Notices, Office Memos, Minutes, Tender Notices and other Correspondence

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

Session 39,40. Practice: Internal/External Correspondence

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

Session 41. Communication and Negotiations, Nature of Negotiations, Process of Negotiations

Reading: NEGOTIATIONS, Michael L. Spangle & Myra Warren Isenhart, Sage Publications, South Asia Edition 2008 (Chapter 1 pages 1-17)

Session 42. Negotiations with Different Stakeholders, Attributes to Successful Negotiations

Reading: NEGOTIATIONS, Michael L. Spangle & Myra Warren Isenhart, Sage Publications, South Asia Edition 2008 (Chapter 8 pages 233-254)

Session 43. Case Presentations

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

Session 44,45. Persuasive Communication

Reading: Communication Works, Gamble, Teri Kwal &Gamble Michael, Tata-McGraw Hill, India, Ninth Edition (Chapter 18, pg. 498-511)

Gautam Buddha University School of Management
Greater Noida
Programme: MBA
Course: Quantitative Techniques (Code: MB 505)

Instructor: Dr. Manisha Sharma
Email: manisha@gbu.ac.in
Department: Business Management
Sessions: 45
Year/Sem: 2014-15/ I Sem
Phone: 0120-2346156
Credit: 3
Each Session: 60 minutes

Introduction: Statistics is the art and science of collecting, analyzing, presenting, and interpreting data. It includes descriptive analysis (the study of methods and tools for collecting data and mathematical models to describe and interpret data) and inferential statistics (the systems and techniques for making probability-based decisions and accurate predictions based on incomplete (sample) data). In today's global business and economic environment, vast amount of statistical information is available. The most successful managers and decision makers are the ones who can understand the information and use it effectively and hence it has become very desirable to understand and practice statistical thinking.

Aims and Objectives: This course is designed to help the students get the feel of statistics: what it is, how and when to apply statistical techniques to decision-making situations.
The objective of the course is to:

1. Use mathematical concepts in the resolution 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 inculcate the attitude of ensuring implementability of well thought-out solutions to decision problems

Pedagogy: Class time will be used to expose various concepts and illustrate their applications to business situations. The course is well supported with various business examples and cases. The emphasis in the class will be on learning by doing. Success (or failure) in this course will, therefore, to a large extent be determined by the amount of effort that you put in outside class.

Homework may be assigned and is due at the beginning of class on the designated submission date.

Learning Outcomes: By the end of the course, it is expected that the students will be able to

- Understand basic statistical concepts.
- Develop skills in structuring and analyzing problems
- Apply a range of statistical tests to business problems.
- Use statistics creatively and productively in decision making.

Evaluation Scheme:

Class participation: 5%
Quiz: 10%
Assignments/Cases: 10%
Mid-Sem Exam: 25%
End-Sem Exam: 50%

Text Book:

Levin, R.I., & Rubin, D.S.: Statistics for Management, 7th Ed., Prentice-Hall India.

Reference Books:

1. Render, B., Stair Jr. R. M., & Michael E. H.: Quantitative Analysis for Management, 8th Ed., Pearson Education.
2. Beri, G.C.: Business Statistics, 2nd Ed., Tata Mc Graw-Hill.
3. Keller, G.: Statistics for Management and Economics, 7th Ed., Thomson.
4. Anderson D., Sweeney D. & Williams T.: Statistics for Business and Economics, Thomson.

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

Session No.	Topics to be covered	Readings
1 - 7	**Module I : Data and Statistics** Descriptive Statistics: Numerical Methods –measures of Central Tendency, Measures of Dispersion Probability: Concepts & Enumeration, Conditional Probability, Bayes' Theorem	Chap 3 (TB) Chap 4 (TB)
8-13	**Module II : Probability Distributions** Discrete Distributions- Random Variables, Expected Value & Variance Discrete Distributions-Binomial Distribution, Poisson Distribution Continuous Distributions - Normal Distribution: Normal Curve, Standard Normal Probability Distribution, Computing Probabilities for any Normal Distribution	Chap 5 (TB)
14-18	**Module III :Sampling and Sampling Distributions** Random Sampling, Non Random Sampling, Sampling distribution of $\bar{x}$, Sampling distribution of $\bar{p}$, Determining the Sample Size Estimation: Point Estimation, Interval Estimation, Population mean: σ known, Population mean: σ unknown	Chap 6 (TB) Chap 7 (TB)
19-22	**Module IV: Hypothesis Testing** Developing Null and Alternative Hypothesis, Type I and Type II Errors, One-Tailed and Two –Tailed tests with σ known and σ unknown. Hypothesis Testing and Decision Making	Chap 8 (TB)
23-26	**Statistical Inference with Two Populations** Hypothesis Techniques-Two Sample Tests: σ_1 and σ_2 known Two Sample Tests: σ_1 and σ_2 unknown Hypothesis Testing: Dependant Samples	Chap 9 (TB)
27	**Case Problem: PAR, INC.**	

28-30	**Module V : Tests of Goodness of Fit and Independence** χ^2-test- As a test of independence χ^2-test- As a test of goodness of fit: Binomial, Poisson and Normal Distribution χ^2-test- Inferences about one population variance	Chap 11 (TB)
31	**Case Problem: A Bipartisan Agenda for Chance**	
32-34	**Analysis of Variance and Experimental Design** Analysis of Variance-Testing for Equality of k Population Means An Introduction to Experimental, Randomized and Block Designs Analysis of Variance- Inferences about two population variance	Chap 11 (TB)
35	**Case Problem: Wentworth Medical Center**	
36-39	**Linear Regression** Simple Linear Regression model, Least Square Method, Correlation: Coefficient of Determination and Testing for Significance Multiple Regression Model, Regression Analysis- An Introduction to Model Building	Chap 12 (TB) Chap 13 (TB)
40	**Case Problem: Consumer Research, INC**	
41-45	**Module VI : Statistics and Decision Analysis** Fundamentals of Decision Theory: Decision making under uncertainty, certainty and risk Decision Analysis with Probabilities: Expected Values Approach Decision Trees, Analytical Approach to Decision Problems, Computing Branch Probabilities using Bayes' Theorem	Chap 4 (RB1), Chap 16 (TB) Chap 4 (RB1), Chap 17 (TB)

* TB- Text Book, RB- Reference Book

Gautam Buddha University School of Management
Greater Noida
MBA

Course/Code: IT for Management (MB-517)

Instructor: Ms. Monika Bhati
Email: monika@gbu.ac.in
Department: Business Management
Sessions: Thirty

Year/Sem: 2014/15
Phone: 0120-2346166
Credit: **2**
Each Session: 60 Minutes

Objective:

The objective of this course is to give understanding of the role of Information technology to the Management professionals. The personal computer has developed into a powerful tool for gathering, manipulating and delivering information and sophisticated databases allow us to store, collate and access data. Networking and telecommunications technology allow delivering and retrieving information from around the world. Understanding information technology, its components, language and potential has become a requirement for personal and professional growth and success.

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 assignment,	10
2	Presentations/ Surprise test	15
3	Mid-Sem Test	25
4	End-Sem Test	50
Total.....		**100**

Suggested Readings:

Text Book:

1.Fundamentals of Information Technology, Leon &Leon, Vikas Publication House Pvt.Ltd., 1999.

Other Books and Reference:

1. Information Technology for Management ,Ramesh Behl, Tata McGraw-Hill Education Private Limited, New Delhi.
2. Introduction to Information Technology, Efraim Turban, R. Kelly Rainer, Richard E. Potter, Wiley India, 2008.
3. Introduction to Computers, Peter Norton, Tata McGraw Hill, 6th Edition.
4. Management Information System, Mahadeo Jaiswal, Monika Mittal, Oxford University Press, 2004
5. Sinha, P.K., Computer Fundamentals, BPB Publications, New Delhi.
6. Stephen. L. Nelson, The Complete Reference – MS-Office TMH, New Delhi.

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

Session	Topics To Be Covered
1-3	**Introduction:** Computers system, Types of computer system, Limitation of the computers, Brief history of computers and generation of computers.
3-4	**Basic Computer Organisation** Classification of Computers, Function of computers system, Input unite, Storage, Processing and output unite.
5	**Introduction to Information Technology** Information Technology Basic, Management Roles, , Uses of Information Systems, IT Trends.
6-8	**Computer Application and its Components** Application of computer, Application of multimedia, Who control PC software and hardware and System components Computer networks components, Objective of networking, Advantage, Protocols, Topology (LAN, MAN and WAN),

9-11	**Communication and Information System** Information System (IS), Types, Need, Categories, Transaction processing system, Management information system, Decision support system, Executive information system and Office automotive system.
12-14	**Word Processing-MS-Word** What is Word Processing, Creating, Editing, Text formatting, Headers and Footers, Finding and Replacing text, Checking spelling and Grammar, Clip gallery, Tables, Using mail merge,
15-17	**Microsoft Excel** Starting excel, Basic operations, Modifying the worksheet layout, Printing the workbook, Working with functions, What-if analysis, Introduction to charts
18-20	**Business Project Management and Presentation Tool with Power Point** Use of Power Point, Design templates, Starting Power Point, Work with the text in a slide, Moving the frame and inserting clip art, Formatting the slide design, Working with the slide master, Saving , Auto content wizard, Different view of slide, Running slide show, PowerPoint standard toolbar buttons
21-24	**Data representation:** Data type, Representation of data, Number system, Conversion from one base to another base (Binary, Decimal, Octal and Hexadecimal)
25-27	**Planning and Implementing Systems** Introduction, Information System Planning (ISP) ,System Development Phases, Methodologies, Capability Maturity Models
28-30	**E-Commerce** Introduction to Internet,Defining E-Commerce, Internet's Role in E-Commerce, Application, Components, Benefits, Security/ Insecurity, Risk and Challenges, internet payment system, E-Business Models.

Gautam Buddha University School of Management

Greater Noida

Programme: MBA and Integrated B.Tech. + MBA

Course: FINANCIAL ACCOUNTING & ANALYSIS (MB-501)

Instructor	**:** Dr. Satish K. Mittal	**Year/ Sem**	: 2014-15/Sem- I, VII
Email	**:** skumar@gbu.ac.in	**Phone**	: 01202346170
Department	: Finance & Economics	**Credit**	: 3
Sessions	: Forty Five	**Each Session**	: 60 Minutes

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 or a 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 analyzing the financial performance of a company with the help of scanning the 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).

(d) To provide insights into using accounting information for decision-making with help of Fund flow and Cash flow analysis

Pedagogy:

A mix of instructional methods will be used like lectures, case analysis and exercises. 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 analysis corporate financial reports. This will be done on the basis of a company balance sheet. Case and Exercises will be announced separately.

Learning Outcomes:

At the end of this course, the students will to able to:

- Understand the accounting process and accounting system in an organization.
- Prepare Financial Statements of the company.
- Use of various accounting information in business decision with help of Fund flow and Cash flow analysis.
- Analyze the financial performance of a company with the help of scanning the Balance Sheet and Profit & Loss Account.

Evaluation Scheme:

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

➢ Quizzes/ Class Tests/Presentations	20%
➢ Class Participation	05%
➢ Mid-Semester Exam	25%
➢ Term- Semester Exam	50%

Text Book:

R. Narayanaswami: Financial Accounting; a managerial Perspective (2011), 4th Edition, P H I Learning Pvt Ltd

(R N)

Suggested Readings:

1. S. N. & S.K. Maheshwari : Advanced Accounting Vol.-1 **(SN-1)**
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, 13th Edition, MCGraw Hills Publications. **(AHM)**
6. Maheshari and Maheshwari - Corporate Accounting **(M&M)**

SESSION NO.	TOPICS TO BE COVERED	Reference Books
1-2	Overview of Accounting, Evolution of Accounting, Types of Accounting, Need and Scope of Accounting,	**(R N)-**Chap.-1, Pg.-7-39
3-4	Accounting Concepts and Conventions and its Significance	**(R N)-**Chap.2, Pg.-56-75
5	Accounting Policies-Tangible & Intangible Assets and depreciation, Accounting Standards, GAAP,	**(SN-1)**-Chap-2, pg-1.15-1.29
6-7	The concept of double entry- Accounting Equation, **(Exercise on Accounting Equation) Case -1**	**(R N)-**Chap.-1, Pg.-28, Chap.2, Pg.-56-75
8-9	Types of accounts, Fundamental Principles-Golden rules of accounting	**(SN-1)**-Chap-2, pg-1.15-1.29
Quiz – 1,		
10-11	Accounting Process-Recording Transactions, Cash Book, Subsidiary Books,	**(R N)--**Chap.-3, Pg.-107-122
12-13	Journalizing of transactions, Ledger and Trial Balance	**(SN-1)-**Chap.4, Pg.-1.47-1.52
14-15	Errors and Rectification of Errors, Bank Reconciliation Statement.	**(SN-1)-**Chap.5, Pg.-1.61-72
16	Final Accounts-Capital and Revenue Expenditure/Receipts	**(R N)--**Chap.3, Pg.-107-122 (Handouts)
17-21	Formats of Mfg. Acc., Trading and P/L Acc., Profit Appropriation Acc. and Balance Sheet with contents **(Case-2)**	**(SN-1)-**Chap.9, 1.140-1.143, chap-10, pg-1.148-1.185
22-24	Preparation of Final Account and B/S with practice questions	**(R N)--**Chap.3, Pg.-2.7-2.68
25	Final Accounts from Incomplete Records	**(R N)-**Chap.8, Pg.-8.1-8.56 (SN-1)chap-10,
26-28	Policies related with Depreciation, Inventory and Intangible Assets with practice questions **(Case-3)**	**(R N)-**Chap.6, 7 & 8
Quiz – 2		
29-30	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,Pg402-433
31-32	**Presentation & Discussion on Financial Statement**	
33-34	Financial Statements Analysis Part II: Meaning and types, Common size statement, Comparative B/S and Trend Analysis.	**(RN)** Chap-11, **(AHM)-**Chap.14
35-37	Ratio Analysis: Liquidity and Activity Ratios, Solvency and Profitability Ratios & Problems	**(RN)** Chap-11
38-39	Fund Flow and Cash Flow-Meaning and concept only **(Exercise)**	**(RN)** Chap-12
40-41	Creative Accounting and Implications, Inflation and Human Resource Accounting, Global Financial Reporting,	(Handouts)
42-43	**Presentation & Discussion on Financial Statement Analysis**	
44-45	Reconciliation of Profit determined as per Indian vs. International GAAPs. Window Dressing in the Statements	(Handouts)

Gautam Buddha University School of Management
Greater Noida

Master in Business Administration

Course: Managerial Economics

Instructor:	Dr. Ombir Singh	**Year/Sem:**	2014-15/ I
Email:	omvir.singh@gbu.ac.in	**Phone:**	0120-2346161
Department:	Business Studies	**Credit:**	Three
Sessions:	Forty Five	**Each Session:**	60 Minutes

Introduction: In today's dynamic economic environment, effective managerial decision-making requires timely and efficient use of information. Managerial Economics is the application of economic theory and methodology to managerial decision making problems within various organizational settings. The emphasis in this course will be on demand analysis and estimation, production and cost analysis under different market conditions.

Aims and Objectives: The course aims to sharpen the analytical skills of the students through integrating the theories of micro economic concepts to decision making. The objective of this course is to provide students with a basic understanding of the economic theory and analytical tools that can be used in decision-making problems.

Pedagogy: The teaching pedagogy will combine lecture cum discussions, cases, assignments and exercises. Classes will be interactive. The principle teaching method will be lectures. Problem sets will be handed out to be solved by groups of students (each group member is expected to contribute equally to the solution of the problem).

Learning Outcomes: After completing this course students should-

1. be acquainted with the concepts of Micro Economics
2. be able to apply economic concepts to various organizational settings and,
3. develop skills to use economic theories in managerial decision making.

Evaluation Scheme:

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

Textbook:

1. Salvatore, D, *'Managerial Economics'*, Thomson, 2008.

Suggested Readings:

1 Peterson, Lewis & Jain, *'Managerial Economics'*, Pearson Education, 2009.
2 Keat, P. and Young, P. '*Managerial Economics: Economic Tools for Today's Decision Makers'*, Prentice Hall, 2003.
3 Mehta P L, 'Managerial Economics: Analysis, Problems and cases', Sultan Chand and Sons, 10th edition, 2004.
4 G S Gupta, 'Managerial economics', Tata McGraw Hill, 2003.
5 Mote V, Paul S and Gupta G, *'Managerial economics: Concepts and cases'*, Tata McGraw hill, 2001.
6 Trivedi, M L, '*Managerial economic*: Theory & Applications', Tata McGraw Hill, 2003.
7 Koutsyannis A, '*Modern Microeconomics',* Macmillan, 1979
8 Adhikary, M, '*Managerial economics'*, Khosla & co, 2005

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

Session No.	Lecture Title
1.	Managerial Economics- Introduction, significance, scope. • **Textbook:** Salvatore Cht 1 **Other references:** Keat & Young Cht1; Mehta Cht 1; Adhikary Cht 1; Peterson & Lewis Cht 1; Trivedi Cht 2.
2-3	Basic tools & Concepts related to Managerial Economics: opportunity cost, marginalism, incrementalism & equi marginalism, time perspective, discounting & compounding. • **Textbook::** Salvatore Cht 1,2 • **Other references:** Keat & Young Cht1, 3; Mehta Cht 2; Peterson & Lewis Cht 1, 3; Adhikary Cht 1, 2, 6; Trivedi Cht 2, 8
4 -6	Demand Analysis: demand curve, demand schedule, law of demand, determinants of demand, exceptional demand curves, change in demand versus change in quantity demanded, market demand. • **Textbook: :** Salvatore Cht 3 • **Other references:** Keat & Young Cht3; Mehta Cht 5; Peterson & Lewis Cht 3; Adhikary Cht 6; Trivedi Cht 8

7-8	Marginal Utility approach, Indifference Curve approach- Indifference curve, Budget line, consumer equilibrium. • **Textbook:** Salvatore Cht 3 • **Other references:** Mehta Cht 4; Koutsoyiannis Cht 2; Peterson & Lewis Cht 3
9-11	Elasticity of demand: meaning, measurement, determinants, and business applications. • **Textbook: :** Salvatore Cht 3 • **Other references :** Keat & Young Cht 4; Mehta Cht 6; Peterson & Lewis Cht 3; Adhikary Cht 6; Trivedi Cht 9
11-14	Demand forecasting: meaning, objectives and methods • **Textbook: :** Salvatore Cht 4,5 • **Other references:** Keat & Young Cht 5, 6; Mehta Cht 7; Peterson & Lewis Cht 5; Trivedi Cht 10
15	Case
16-17	Supply & Production decisions- supply curve, supply schedule, law of supply, determinants of supply, change in supply versus shift in supply, elasticity of supply- meaning, types, measurement. • **References:** Keat & Young Cht3, 4; Adhikary Cht 7; Trivedi Cht 8; Peterson & Lewis Cht 6; Koutsoyiannis Cht 3.
18-19	Short run analysis of production function- one factor variable (law of variable proportions) (Returns to a factor). • **Textbook: :** Salvatore Cht 6 • **Other references:** Peterson & Lewis Cht 6; Mehta Cht 10; Adhikary Cht 7; Trivedi Cht 13; Koutsoyiannis Cht 3
20-21	Short run analysis of production function - Two factors variable Iso-quants, ridge lines, isocost lines, optimal combination of inputs,expansion path. • **Textbook: :** Salvatore Cht 6 • **Other references:** Peterson & Lewis Cht 6; Mehta Cht 10; Adhikary Cht 7; Trivedi Cht 13; Koutsoyiannis Cht 3

22	Long run-all factors variable (Returns to scale), Empirical production functions • **<u>Textbook:</u> :** Salvatore Cht 6 • **<u>Other references</u> :** Keat & Young Cht7; Mehta Cht 10; Peterson & Lewis Cht 6; Adhikary Cht 7; Trivedi Cht 13; Koutsoyiannis Cht 3
23	Cost concepts & analysis: introduction, types, relationship between production & cost. • **<u>Textbook:</u> :** Salvatore Cht 7 • **<u>Other references</u> :** Keat & Young Cht8; Mehta Cht 11; Peterson & Lewis Cht 7; Adhikary Cht 1, 7; Trivedi Cht 11; Koutsoyiannis Cht 4.
24	Short-run cost function. • **<u>Textbook:</u> :** Salvatore Cht 7 • **<u>Other references</u> :** Keat & Young Cht8; Mehta Cht 11; Adhikary Cht 1, 7; Trivedi Cht 11; Peterson & Lewis Cht7; Koutsoyiannis Cht 4.
25-26	Long-run costs function, relation between short run & long run cost curves, economies of scale & scope. • **<u>Textbook:</u> :** Salvatore Cht 7 • **<u>Other references</u>** : Mehta Cht 11; Adhikary Cht 7; Peterson & Lewis Cht 6,7.
27	Applications of cost analysis (optimum output level, optimum inventory level, optimum scale of operation), Empirical estimates of costs. • **<u>Textbook:</u> :** Salvatore Cht 7 • **<u>Other references</u> :** Peterson & Lewis Cht 7; Mehta Cht 11; Adhikary Cht 7; Trivedi Cht 11
28-29	Break even analysis & profit planning. • **<u>Textbook:</u> :** Salvatore Cht 7 •**<u>Other references</u>** : Keat & Young Appendix 9B; Mehta Cht 11; Trivedi Cht 12
30	Case
31-32	Pricing under different market structure: perfect competition- features, equilibrium of a firm, price determination in an Industry, shut down point. • **<u>Textbook:</u> :** Salvatore Cht 8 • **<u>Other references</u>** : Keat & Young Cht 9; Mehta Cht 13; Peterson & Lewis Cht 9; Trivedi Cht 27; Koutsoyiannis Cht 5

33-34	Monopoly- features, causes of origin, equilibrium of a firm, price discrimination. • **Textbook: :** Salvatore Cht 8 • **Other references** : Keat & Young Cht 9; Mehta Cht 13; Peterson & Lewis Cht 9; Trivedi Cht 27; Koutsoyiannis Cht 6.
35	Case
36-37	Monopolistic Competition- meaning, features, concept of 'Group', excess capacity & ideal output. • **Textbook**: : Salvatore Cht 8 • **Other references :** Keat &Young Cht 10; Mehta Cht 14; Peterson & Lewis Cht 10; Koutsoyiannis Cht 8.
38	Case
38-41	Oligopoly- features, Collusive oligopoly- model of centralized cartels, model of market sharing cartels. • **Textbook: :** Salvatore Cht 9 • **Other references:** Keat & Young Cht 10; Mehta Cht 14; Peterson & Lewis Cht 10; Trivedi Cht 28; Koutsoyiannis Cht 10.
42- 43	Oligopoly: non-collusive oligopoly- prisoners' dilemma, Sweezy kinked demand model. • **Textbook: :** Salvatore Cht 9 • **Other references :** Mehta Cht 14; Trivedi Cht 28; Koutsoyiannis Cht 9; Peterson & Lewis Cht 10.
44	Cases
45	Revision Class

Gautam Buddha University School of Management
Greater Noida

Programme: MBA, 1st Semester

Course: Marketing Management Code: MB 511

Instructor: Dr. Naveen Kumar
Email: naveen@gbu.ac.in
Department: Business Management
Sessions: 45
Year/Sem: 2014-15, 1st Sem
Phone: 2346160
Credit: Three
Each Session: 60 Minutes

Introduction:

All business activities should aim at recognizing and satisfying customer wants and needs effectively. A marketing program starts with idea generation for a product and ends only when customers' wants have been completely satisfied. It might run well beyond the sale of the product, to ensure customer satisfaction and encourage repeat business. Marketing has become an inherent part of our lives and permeates every aspect of our day-to-day existence. Activities such as watching television, listening to the radio, reading the newspaper, buying grocery items – they are all dependent on marketing. Marketing focuses on satisfying human and social needs and wants, and helps companies transform private and social needs into profitable business opportunities. Marketing Management helps students understand the marketing management process and the nature of strategic planning in a marketing organization. It discusses different ways in which marketing programs can be developed and put into action.

Aims and Objectives:

The focus of the course in on building up a managerial perceptual frame work for decisions related to Marketing Functions. The objective of the course is to make students familiar with the basic elements of Marketing analysis and planning and include the recent concepts and trends in marketing.

Pedagogy:

The pedagogy will be a mix of lectures, experience sharing, real life case discussion, assignments and industry/research based projects. In addition to the reading materials, additional readings and cases will be distributed in the class from time to time. Students are also expected to prepare and analyze all the cases as class participation is very important.

Learning Outcomes:

At the end of the course it is expected that the Students will be

- Proficient to understand and appreciate the concept of marketing in theory and practice.
- To evaluate the environment of marketing and develop a feasible marketing plan(process)
- To understand and apply the STP of marketing (Segmentation, targeting, Positioning)
- To understand and appreciate the concept of marketing strategy formulation and implementation.
- Develop skills in product and pricing strategy.
- Familiarize with designing and managing Integrated Marketing Communications and enhance problem solving and decision making abilities in these areas.
- Devising strategies for entry into the global market.
- Providing a platform for presenting and defending their own case recommendations and critically examining and discussing others recommendations too.

Evaluation Scheme:

Quiz (surprise)	05 Marks
Assignment Submission	05 Marks
Class participation/Attendance	05 Marks
Project Preparation and Presentation	10 Marks
Mid-Sem Exam	25 Marks
End-Sem Exam	50 Marks
Total	100 Marks

Text Books:

(KK) Karunakaran K, Marketing Management, Current Edition, Himalaya Publication.

Suggested Readings:

1. Kotler P, Keller, Koshy and Jha : Marketing Management, 13th Edition, Pearson Education.
2. Ramaswamy & Namakumari, Marketing Management, Planning, Implementation & control, McMilan, India, Third Edition.
3. Michael, Bruce & William, Marketing Concept and cases, McGraw-Hill, New Delhi, Thirteenth Edition.
4. Sherlekar S, "Marketing Management", Himalaya Publishing House, Mumbai.
5. Maurice & Mondell & larry Rosenberg - Marketing: Prentice Hall of India Ltd. New Delhi.
6. Mohammad Amanatuallh: Principles of Modern Marketing. Kalyani Publications New Delhi.
7. William J, Stanton and Charles Futrell, Fundamentals of Marketing, Tata McGraw Hill, New York.

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

Session	Topic(s)	Reading(s)
1-4	Introduction to Marketing Nature, Scope and Importance, Definition and Evolution of Marketing, Core Marketing concepts, Marketing as a Function, Marketing Management, Marketing orientation or concepts, Customer Relationship Management, Marketing Process, Developing the Marketing Mix, The role of Marketing Mix in Marketing Planning and Marketing Strategy, choosing the optimum Marketing Mix	KK Ch. 1
5-7	Understanding the Marketing Environment Scanning the Environment, Meaning and Concepts, Microenvironment, Macro Environment, Responding to the Environment	KK Ch. 2
8	Case Study	
9-12	Market Segmentation, Targeting and Positioning What is Market Segmentation, Need for segmentation, Benefits of segmentation, Bases of segmentation, Segmenting consumer markets and Business Markets, Target Marketing, Positioning	KK Ch. 3
13	Case Study	
14-17	Buyer Behavior(Consumer Behavior) What is Buyer Behavior, Meaning and Importance, Buyer Behavior Models, Buying characteristics influencing Buyer Behavior, Buying Motives, Buying Decision Making Process, types of Buyer Behavior, Stages in the Buying Decision Process, Business Markets and Buying Behavior, Characteristics of organizational Markets, Buying Decision of organizational Buyer, Factor influencing organization Buyers, Organizational Buying Process Case Study	KK Ch. 4
18	Case Study	
19-22	Marketing Research Introduction to Marketing Research, Objectives, scope and Importance, Characteristics of a Good Research, the marketing research process, Applications and limitations of Marketing research, Ethics in Marketing research	KK Ch. 5
23-26	Demand Measurement and Sales Forecasting Meaning and Importance, Measures of Market Demand, Major concepts in Demand Measurement, Steps in Forecasting, Methods of Sales Forecasting, Limitations	KK Ch. 6
27	Case study	
28-30	Product Decision Concepts of Products, Levels of Products, The Product Hierarchy, Classification of Products, Concept of Product Life cycle, Product Decision, Product Line Decisions, Product Mix Decisions, Brand Concepts, Product Differentiation, Brand Positioning	KK Ch. 7

31-32	Pricing Decision and Strategies Importance of Pricing, Objectives of Pricing, Factor Influencing Pricing Decisions, Pricing Strategies, Steps in Pricing Procedure, Price and Terms of Sale, Special Pricing Strategies	KK Ch. 16
33-35	Distribution Decisions Channels of Distribution, Role and Importance of channels, Functions of Channels, Channel Levels, Types of Intermediaries and Number, Selection of Channel for Consumer and Business Markets, Retailing, Types of Retailing, wholesaling-Types and service, Multichannel Marketing systems	KK Ch. 12
36-39	Marketing Communications Components of Promotion Mix, Integrated Marketing Communications(IMC), the IMC Process, Promotion Mix Strategies-Push and Pull, Factors Determining Promotion Mix, Developing Effective Advertising Programmes, Sales Promotion, consumer Sales promotion, trade Promotions, Public Relations, Popular Advertising Campaigns Case Study	KK Ch. 13
40-43	New Horizons in Marketing The Future Belongs to Holistic Marketing, The 4 As Framework and Customer Focus, Brand-building Implications for the Present and the Future, Experiential Marketing, Emotional Marketing	KK Ch. 23
44	Case Study	
45	Presentations and Discussions	

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