

DBA (w.e.f June 2010-11)

Course Code	SLM Code	Name of the subject	Instructional System							Credits	Marks
			PCP	AW	VGD	PDP	PEC	PRO	IIIL		
DBA-1	M-201	(A) Principles of Management	√		√	√				8	100
	M-202	(B) Organization Behavior									
DBA-2	M-203	Business Communication	√	√	√	√				4	100
DBA-3	M-207	Principle of economics	√	√	√					4	100
DBA-4	M-212	Financial Management	√	√	√					4	100
DBA-5	M-205	Financial Accounting	√	√						6	100
DBA-6	C-115	Computer Fundamental	√	√			√			6	100
DBA-7	-	Project						√		4	200
Total									36	800	

PRINCIPLES OF MANAGEMENT
M-201

SECTION –A: PLANNING AND ORGANIZING MANAGEMENT

Unit-I: Definitions of Management

Its Nature and Purpose, Management as a Science and art, the Elements of science, Patters of Management Analysis-System Approach to Operational Management.

Function of managers.

Management and Society - Social Responsibility and Ethics with Reference to Indian and EN India. Operating in a Pluralistic Society, Social Responsibility of Manager, and ethics in Managing. A Broad Overview of the Different Forms of Business Enterprises in India.

Unit-II: Nature and Purpose of Planning

Types of Plans; Steps in Planning, The Planning Process- A rational Approach to Goal Achievement.

Objectives- The Nature of Objectives, Evolving Concepts in Management by Objectives (MBO), The Process of MBO, Setting Objectives, Benefits and weakness of MBO .The Nature and Purpose of Strategies Planning Process, The TOWS matrix, The portfolio Matrix, Major kinds of Strategies and Policies, The Three Generics Competitive Strategies by Porter, Effective Implementation of Strategies, Premising and Forecasting.

Decision Making- The importance and limitations of Rational Decision Making. Evaluation of Alternatives, Selecting a Alternative, Programmed and Non- Programmed Decisions, Decision Making Under Certainty and Risk, Modern Approaches to Decision Making under Uncertainty, Evaluating the Importance of a Decision, Other Actors in Decision Making, Decision Support Systems, Systems Approach and Decision making.

Unit-III: Nature and Purpose of Organizing

Formal and Informal Organization,

Organizational Division—The Department, Organization Level and the Span of Management, Factors Determining an Effective Span, Organizational Environment for Entrepreneur and Entrepreneur, The Structure and Process of Reorganizing.

Departmentation by Simple Member, by Time, by Enterprise function, by Territory or Geography by Customer, by Process or Equipment, and by Product. Matrix Organization, Strategic Business Unit, Choosing the Pattern of Departmentation. Authority and Power, Line and Staff concepts, Functional Authority, Benefits and Limitations of Staff, Decentralization and Delegation of Authority, art of Delegation, Balance as a key to Decentralization.

SECTION – B : FUNCTIONAL METHODOLOGY

Unit – I: Human Resource Management and Selection

Definition of Staffing, Defining the Managerial job, System Approach to HRM- an overview the staffing Function, Situational Factors Affecting Staffing, Selection-Matching the Person with the Job, Systems Approach, Position Requirements and Job Designs, Skills and Personal Characteristics Required by Managers, matching Qualifications with Position Requirements, Selection- Process , Techniques and Instruments, Orienting and Socializing New Employees.

Performances Appraisal- Purposes and uses of Appraisal , Problem of Management Appraisal, Choosing The Appraisal Criteria, Traditional, Traits Appraisals, Appraising Managers Against Verifiable Objectives , Appraising Managers as Managers, Rewards and Stress of Managing , Formulating the career Strategy.

Manager Development Process and Training, Approaches to Manager Development, on – the- job Training and Internal and External Training, Managing Changes, Organizational conflict, Organizational Development.

Unit – II: Controlling the Basis Control Process

Critical control points and Standards, Control as a feedback, Real-time information and Control feed Forward Control, Requirements for Effective Controls.

Budget—Traditional non-budgetary control devices, Time-event Network analysis, information technology, use of computer in handling information, Challenges created by information technology.

Control of overall performances, budget Summaries and report, profit and loss control, Control through return investment, Direct Control vs. Preventive Control, developing Excellent Managers.

ORANISATIONAL BEHAVIOUR
M-202

Chapter –I: INTRODUCTION

PART-I

- Unit –I** : Emergence, concepts, importance, nature, characteristics.
Unit –II : Models, cognitive, social cognitive framework
Unit –III : Relationship with other fields.

PART-II

- Unit –I** : Perception- nature, concept, process and importance.
Unit –II : Attitude- concept, process and importance, attitude measurement.
Unit –III : Personality- concept, nature, types and theories.
Unit –IV : Learning – concept and theories.

Chapter – II: WORK MOTIVATION

- Unit- I** : Concept, application, principles theories, involvement.
Unit-II : Theories of Motivation: Maslow’s need hierarchy, Herzberg theory of motivation.

Chapter – III: GROUP DYNAMICS

- Unit-I** : Definition types of group, Stage of Group Development.
Unit-II : Group Characteristics, Group Structure, Group norms and Group Cohesiveness. Group decision-making.

Chapter – IV: LEADERSHIP

- Unit –I** : Definition and framework of leadership perspectives.
Unit –II : Leadership theories and models: Trait theories, Behavior theories, Leadership styles.
Unit –III : Nature of conflict, Reaction of conflict, Managing Conflicts.

Chapter – V: ORGANISATIONAL CHANGE

- Unit –I** : Forces of change, process for planned Organizational Cultures.
Unit –II : Globalization and Organizational Cross Cultures, the emergence of global organization.

BUSSINESS COMMUNICATION

M-203

SECTION –A: BUSINESS COMMUNICATION AND SELF DEVELOPMENT

Unit-1 : Introducing Business Communication

Basics Forms of Communication, Communication models and processes, Effective Communication, Theories of communication, Audience analysis.

Unit-2: Self Development and Communication

Development of positive personal attitudes, SWOT analysis, Vote's Model of interdependence, Whole Communication.

Unit-3: Corporate Communication

Formal and Informal Communication Networks, Grieving, Miscommunication (Berries), Improving Communication.

SECTION –B: PRINCIPLES OF EFFECTIVE COMMUNICATION

Unit-1: English Grammar

The Noun, The Pronoun, Articles, The Adjectives, The Verb.

Unit-2: Practices in Business Communication

Group Discussions, Mock Interview, Seminars, Effective Listening Exercises, Individual and Group Presentation and Reports Writing.

Unit-3 : Writing Skills

Planning Business Messages , Rewriting and Editing, The First Draft, Reconstructing the Final Draft, Business Letters, Sales Letters, collection Letters, Collection Letters, Office Memorandum.

SECTION –C : REPORT WRITING AND PRESENTATION SKILLS

Unit-1: Report Writing

Introduction to Proposal, Short Report and Format Report, Report Preparation.

Unit-2 : Oral Presentation

Principal of Oral Presentation, Factors Affecting Presentation, Sales Presentation, Training Presentation, Conducting Surveys, Speeches to Motivate, Effectives Presentation Skills, Interviewing Skills: Appearing in Interviews, Conducting Interviews, Writing Resumes and Letter of Application.

PRINCIPLE OF ECONOMICS
M-207

Section A

Introduction

Nature and significance of economics, meaning of science, engineering & technology and the relationship with economic development.

Section B

Basic Concepts

The concept of demand & supply, elasticity of demand and supply. In differences curve analysis, price effect, income effect and substitution effect.

Section C

Money & Banking

Function of Money, Value of Money, inflation and measure to control its brief data of function of Banking System.

FINANCIAL MANAGEMENT
M-212

SECTION –A

Unit-1 : Introduction : Financial Objectives – Profits and Wealth Maximization, Finance Function, Role of Finance Manager.

Unit-2 : Capitalisation : Basics of Capitalisation, Estimation of Annual Net Earnings, Capitalisation Rate, Overcapitalisation, Undercapitalisation.

SECTION –B

Unit-3 : Capital Structure : Principle of Capital Structure , Management , Factors Affecting Capital Structure.

Unit-4 : Capital Structure and cost of Capital : Concept of Cost of Capital- Importance Calculation, Composite, Leverage, Theories of Capital Structure.

SECTION –C

Unit-5 : Time Value of Money : Compounding and Discounting Techniques, Present Value of Cash Flows, Techniques of Evaluation of Capital Expenditure Proposals.

Unit-6: Sources of Working Capitals: Meaning and Concept of Working Capital, Management, Management Policies and Various Elements, Cash Management – Nature, Planning Aspect, Control Process, Models, Cash Budgets, Playing and Kinds of Floats.

Financial Accounting
M-205

Section A: Fundamentals of Accounting

UNIT 1: Meaning and Scope of Accounting

Need, Development and Definition of Accounting; Book keeping and Accounting; Persons interested in Accounting; Disclosures; Branches of Accounting; Objectives of Accounting.

UNIT 2: Accounting Principles

International Accounting Standards (Only Outlines); Accounting Principles; Accounting standards in India.

UNIT 3: Accounting Transactions

Accounting Cycle; Journal; Rules of debit and credit; Compound Journal Entry; Opening Entry; Relationship between journal and Ledger, Rules Regarding Posting; Trail balance; Sub Division of Journal.

Section B: Concepts of Income and Depreciation

UNIT 1: Capital and Revenue

Classification of Income; Classification of Expenditure; Classification Receipts. Accounting Concept of Income; Accounting Concepts and Income Measurement; Expired Cost and Income Measurement. Final Accounts; Profit and Loss account; Balance sheet; Adjustment entries. Rectification of Errors; Classification of Errors; Location of Errors; Rectification of Errors; Suspense Account; Effect on Profit.

UNIT 2: Depreciation Provisions and Reserves

Concept of Depreciation; Causes of Depreciation; Depreciation, Depletion, Amortization and Dilapidation; Depreciation Accounting; methods of Recording Depreciation; methods for Providing Depreciation of Different Assets; Depreciation of Replacement Cost; Depreciation Policy as per Accounting Standard : u; Depreciation Accounting; Provisions and Reserves.

UNIT 3: Accounts of Non - Trading Institutions

Introduction, Financial Statements of Not-for-Profit organizations, Income and Expenditure Account, Steps in Preparation of Balance Sheet, Incidental trading Activity.

COMPUTER FUNDAMENTAL

C-115

Section A

Information Concepts & Processing

Definition of information, data vs information, introduction to information system, information representation digital media, images, graphics, animation, audio, video, etc. Need a value & quality of information the concept of information entropy & numerical.

Section B

Computer Appreciation

Definition of electronic computer, history, generation, characteristics and application of computers, classification of computer RAM, ROM, computer hardware, CPU, various I/O devices, peripherals, storage media, software definition and concepts.

Section C

Data Communication & Networks

Computer networks, networking of computers, introduction to LAN, WAN, MAN, network topologies, basic concepts in computers, computers networks, introduction to GPRS, CDMA, GSM & FM technologies.

Section D

Introduction to Internet Technologies

HTML, DHTML, WWW, FTP, TELINET, web browser, net surfing, search engines, E-mail, ISP, e-commerce, public key, private key, safety of business transaction on web.

Concepts in Operation System

Elementary concepts in operations system, GUI, introduction to DOS, MS windows, Classification of computers, RAM, ROM, computer hardware, CPU, various I/O devices, peripherals storage media, software definition and concepts.