

ANDHRA LOYOLA COLLEGE (AUTONOMOUS) VIJAYAWADA

DEPARTMENT OF MBA

(Revised CBCS 2020-21 Batch onwards)

I MBA – SEMESTER I Course code-MBA101

COURSE TITLE-MANAGING PEOPLE AND ORGANISATION

Total Hrs. /Semester: 60

Max. Marks: 100

Hrs. /W: 4

Total Credits: 3

COURSE OUTCOMES::On successful completion of the course, students will be able to:

- Comprehend and apply the principal concepts of the field of management at the individual, group, and organizational levels of analysis and identify how these concepts affect organizational and individual performance.
- Recognize the relationship of the basic human resource functions to managerial roles and responsibilities.
- Manage organizational culture and conflict in organizations, and how to manage sustainability and effectiveness of organizations.

SYLLABUS

UNIT I: Introduction to Management

12 hours

Concept, Definition and Nature of Management – Evolution of Management thought – Purpose, Functions, Principles, and Levels of Management – Types and Roles of Managers (Mintzberg), and skills for Managers (Katz)– Management and Environment– Social and Ethical Responsibilities of Managers – Recent Trends in Management Practices in the wake of Globalization.

UNIT-II: Managing People-1

12 hours

Concept of Human Resources – Gaining Competitive Advantage through Managing People –Motivation, Theories of motivation–Leadership, Styles of leadership, leadership theories – Communication– Managing Employee Involvement and Participation –Employment Relationship.

UNIT-III: Managing People-2

12 hours

Performance Management– Coaching and Feedback — Career Management and Progression – Management of Complaints and Grievances – Cross-cultural and Diversity Management – Management by Objectives – Management by Exception – Tipping Point Leadership.

UNIT-IV: Managing Organizations-1

12 hours

Concept, Definition and Characteristics of Organization – Types, Structure and Principles of Organization – Organizational Design – Organization and Environment – Organizational Strategy – Managing Organizational Culture and Identity –Managing Organizational Learning and Transformation – Managing Power, Politics, Influence and Conflicts in Organizations.

UNIT-V: Managing Organizations-2

12 hours

Managing Individual-Organizational Interface – Managing Group Dynamics in Organizations – Organizational Decision-Making and Strategy-Formulation –Organizational Failure and Pathology – Managing Organizational Change and Development –Managing Sustainability and Effectiveness of Organizations.

Reference Books:

1. Stephen Taylor, Carol Woodhams, Managing People and Organizations, **First edition,2012.**
2. Jeremy Adams, Managing People in Organizations –Contemporary Theory and Practice,Palgrave Macmillan.
3. Clegg, S., Kornberger, M., and Pitsis, T., Managing and organisations:An introduction to theory and practice, Sage,London,2011.
4. Ricky Griffin, Gregory Moorhead, Organizational Behavior: Managing People and Organizations, Cengage Learning,2009.
5. Graeme Martin, Managing People and Organizations in Changing Contexts,Routledge, 2006.
6. Knights, D. & Willmott, H. *Introducing organizational behavior and management*, Thompson, London, 2006.
7. Heinz Weihrich, Harold Kontz, *Management: A Global Perspective*, 10/e TMH
8. Stoner, Freeman and Gilbert, Jr. *Management*, Pearson Education, New Delhi.
9. Luthans.F. *Organizational Behaviour*, TMH.
10. Robbins, *Management*, 7/e, Pearson Education
11. John F. Wilson, *The Making of Modern Management*, Oxford University Press

Website References

1. <https://courses.lumenlearning.com/boundless-business/chapter/an-introduction-to-management/>

2. <https://www.businessmanagementideas.com/management/principles-of-management-lecture-notes/7447>
3. <https://www.yourarticlelibrary.com/leadership/leadership-characteristics-principles-types-and-issues-regarding-leadership/5375>
4. https://www.managementstudyguide.com/leadership_basics.htm
5. https://www.gov.nl.ca/tcar/files/CCB_LeadershipGuide.pdf
6. https://www.urenio.org/tools/en/employee_involvement.pdf
7. http://textbook.stpauls.br/human_resources_student/page_33.htm
8. <https://ils.unc.edu/daniel/405/Montana11.pdf>
9. <https://www.sxccal.edu/wp-content/uploads/2020/01/MBA-ManagementConceptsOrganisationalBehaviour-1stYear.pdf>
10. <https://www.blueoceanstrategy.com/tools/tipping-point-leadership/>
11. <https://www.opm.gov/policy-data-oversight/performance-management/performance-management-cycle/developing/performance-coaching-and-feedback/>
12. <https://online.hbs.edu/blog/post/organizational-change-management>

ANDHRA LOYOLA COLLEGE (AUTONOMOUS) VIJAYAWADA

DEPARTMENT OF MBA

(Revised CBCS 2020-21 Batch onwards)

I MBA – SEMESTER I Course code-MBA102

COURSE TITLE-MANAGERIAL ECONOMICS

Total Hrs. /Semester: 75

Max. Marks: 100

Hrs. /W: 5

Total Credits: 4

COURSE OUTCOMES::On successful completion of the course, students will be able to:

- To introduce the fundamentals, tools and theories of managerial economics
- To orient on micro economic techniques as a decision making process
- To understand macro-economic analysis essential for business managers

SYLLABUS

UNIT –I:Managerial Economics

12 hours

Definition, Nature, Scope – Functions and Responsibilities of a Managerial Economist – Law of Demand and its exceptions – Elasticity of Demand – Market Demand Equation– Types of Elasticity of Demand and their Managerial Uses – Demand Forecasting – Methods of Forecasting for Existing and New Product.

UNIT –II:Production Analysis & Firm Theory

12 hours

Economic Theory of Firm – Theories of firm- Baumol's Model and Agency Theory – Production Function – Law of Variable Proportions & ISO-Quants & ISO Costs – Least Cost Factor Combination – Returns to Scale – Economies and Diseconomies of Scale.

UNIT-III:Cost, Profit & Market Structures

12 hours

Cost Concepts – Short-run and Long-run Cost Curves –Determinants of Short-Term & Long Term Profits, Measurement of Profit – Profit Maximization vs. Wealth Maximization – Demand and Supply: Market Equilibrium – Market Structures –Concept of Price – Pricing and Output Determination under Perfect Competition, Monopolistic Competition and Monopoly.

UNIT-IV:Cost, Profit & Market Structures

12 hours

Indian Economic Environment: Overview of Indian Economy – Recent changes in Indian Economy– Macro Economic Aggregates and Concepts - National Income - GDP, GNP, NNP, WPI, CPI –Types of Inflation: Demand Pull and Cost Push Inflation, Philips curve, Stagflation –Measurement of Inflation – Economics of Risk & Finance – Monetary Policy & Fiscal Policy.

UNIT-V:Trade Cycles

12 hours

Phases, Theories, and Corrective Measures – Behavioral and Technical Function: Aggregative Demand and Supply, Consumption Function, and Investment Function – Keynesian Theory (overview).

Reference Books:

- 1.Joel Dean, Managerial Economics, Prentice Hall.
- 2.Mote&Paul, Managerial Economics, TataMcGrawHill.
- 3.Gupta, Managerial Economics, TataMcGrawHill.
- 4.Gupta, Macro Economics, Theory & Applications, TataMcGrawHill.
- 5.Mehta P.L, Managerial Economics – Text and Cases,S.Chand&Co.
- 6.Peterson&Lewin, Managerial Economics, Prentice Hall of India

Website references:

1. <http://www.bcg.com/documents/file13255.pdf>.
2. <http://www.census.gov/econ/concentration.html>.

3. http://epgp.inflibnet.ac.in/epgpdata/uploads/epgp_content/S000023MA/P001405/M02225/ET/1504610552Module-39.pdf
4. <https://www.economicdiscussion.net/trade-cycle/trade-cycle-meaning-features-and-theories/21071>
5. <https://corporatefinanceinstitute.com/resources/knowledge/economics/business-cycle/>
6. <https://www.econlib.org/library/Topics/Details/competitionmarketstructures.html>
7. <https://www.economicdiscussion.net/theory-of-production/theory-of-production-and-the-production-function/12410>
8. https://www.economicsonline.co.uk/Business_economics/Production.html

ANDHRA LOYOLA COLLEGE (AUTONOMOUS) VIJAYAWADA

DEPARTMENT OF MBA

(Revised CBCS 2020-21 Batch onwards)

I MBA. – SEMESTER I Course code-MBA103

COURSE TITLE-QUANTITATIVE ANALYSIS FOR BUSINESS

DECISIONS

Total Hrs. /Semester: 75

Max. Marks: 100

Hrs. /W: 5

Total Credits: 4

COURSE OUTCOMES::On successful completion of the course, students will be able to:

- Understand a Problem(s) in Business. Explore and analyze the problem(s)
- To improve policy making to develop strategy and improve day to day performance of organizations.
- Explore data to find new patterns and relationships (Data Mining)
- Predict the relationship between different variables (Predictive Analytics and Predictive Modeling)
- Estimate the value created using business analytics to address an opportunity/Problem. Understand and use statistical techniques for analysis of research data.

SYLLABUS

UNIT – 1:Data

12 hours

Classification of data – ungrouped and grouped data – Measures of central Tendency –Mean, Median, Mode, G.M & H.M, Measures of Dispersion – Range, Standard deviation and Variance.

UNIT – II:Correlation Analysis

12 hours

Simple correlation – scatter diagram, Karlpearson’s correlation coefficient– Spearmen’s Rank correlation – Concurrent Deviation.

UNIT – III:Regression Analysis

12 hours

Principle of least squares, Regression equations – Properties of regression coefficients – Angle between two regression lines – Multivariate regression.

UNIT – IV:Probability

12 hours

Addition theorem – Multiplication Rule- Conditional probability – Baye’s theorem –Theoretical Distribution – Binomial Poisson.

UNIT – V:Theoretical Distributions

12 hours

Normal Distribution. Decision theory :- Decision under – Uncertainty Risk, Decision Tree Analysis.

Reference Books:

- 1.N.D.Vohra “Quantitative techniques in management” Tata McGrawhillpvtltd.NewDelhi2011
- 2.GuptaS.P “ Stasticalmethods” S.Chand&sons.NewDelhi.
- 3.Fundamentals of Applied statistics by SC Gupta&V.K.Kpoor

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1. https://www.lkouniv.ac.in/site/writereaddata/siteContent/202004241216240370priyamka_SDS_COLLECTION_OF_DATA.pdf
2. <https://ncert.nic.in/textbook/pdf/kest106.pdf>
<http://ncert.nic.in/textbook/pdf/kest105.pdf>
3. <http://www.rajgunesh.com/resources/downloads/statistics/pearsoncorrel.pdf>
4. <https://www.statisticshowto.com/probability-and-statistics/regression-analysis/>
5. <https://www.britannica.com/science/regression-analysis>
6. <https://ncert.nic.in/ncerts/l/lemh207.pdf>
7. <https://www.analyticsvidhya.com/blog/2017/09/6-probability-distributions-data-science/>

ANDHRA LOYOLA COLLEGE (AUTONOMOUS) VIJAYAWADA

DEPARTMENT OF MBA

(Revised CBCS 2020-21 Batch onwards)

I MBA – SEMESTER I Course code-MBA104

COURSE TITLE-BUSINESS, GOVERNMENT & SOCIETY

Total Hrs. /Semester: 75

Max. Marks: 100

Hrs. /W: 5

Total Credits: 4

COURSE OUTCOMES::On successful completion of the course, students will be able to:

- Understand the challenges and complexities faced by businesses and their leaders as they endeavor to maximize returns while responsibly managing their duties to all stakeholders of business.
- Understand the rationale for government interventions in market systems
- Understand and appreciate the social aspects of business
- Develop Social Responsibility and make their own judgments as to the proper balance of attention to multiple bottom lines.
- Develop the skills needed to work through ethical dilemmas in a globalized economic era.

SYLLABUS

UNIT- 1:Introduction

12 hours

Relationship among Business, Government and Society (BGS) – Importance of Business, Government and Society to Managers – Dynamic Forces Changing Business Environment– Models of BGS Relationships – Market Capitalism Model, Dominance Model, Countervailing Forces Model and Stakeholder Model.

UNIT- II: Corporate Governance

12 hours

Definition and Significance of Corporate Governance – Historical Perspective of Corporate Governance – International Perspective on Corporate Governance(Overview) – Theoretical Foundations of Corporate Governance – Elements of Governance in Organizations – Obligation to Stakeholders of Business – Major Corporate Governance Failures in Domestic and MNCs – Whistle-blowing and Corporate Governance.

UNIT-III: Public Policies**12 hours**

The Role of Public Policies in Governing Business – Classification and Levels of Public Policy – Public Private Partnerships – Government Regulations in Business –Environmental Concerns and Corporations – Laws Governing Environment – New Industrial Policy, 2015 – India's Competitiveness in the World Economy.

UNIT- IV: Business Ethics**12 hours**

Concept and Definition of Business Ethics – Importance of Ethics, Values and Morals for Business Success – Evolution of Business Ethics – Ethical Theories and Approaches– Unethical Issues in Business – Ethical Dilemmas and Decision Making – Managing Ethical Organizations.

UNIT- V: Corporate Social Responsibility**12 hours**

From Social Responsibility to Shared Value into Social Progress – Types and Nature of Social Responsibilities – Arguments for and Against CSR – CSR Principles and Strategies – Models of CSR – Best Practices of CSR – CSR in Indian Perspective– Movement from CSR to Shared Value and Beyond the Thinking of Social Progress.

Reference Books:

- 1.Douglas E. Geer, Business, Government and Society, 3rd Edition,PrenticeHall.
- 2.John Steiner and George Steiner, Business, Government and Society:A managerial Perspective,TMH.
3. AC Fernando, Business Ethics: An Indian Perspective, Pearsonpublications,2009.
- 4.Boatright, Ethics and the conduct of Business, fifth edition, Pearsonpublications,2007
- 5.M. Friedman, The social responsibility of business is to increase its profits, New York Times Magazine, Sept13,1970
- 6.Manual G Velasquez, Business Ethics: Concepts & Cases, sixthedition, Ipublications,2010.
- 7.K.Aswathappa, Essentials of Business Environment, HimalyaPublishing House. Page 14of56
- 8.Justin Paul, *Business Environment*, Tata McGraw Hill.
- 9.Francis Cherunilam, *Business Environment – Text and Cases*, Himalya Publishing
- 10.Recent Economic Survey Reports – Government of India
- 11.Praveen B Malla, *Corporate Governance: Concept, Evolution and India Story*, Routledge.

Website references:

1. https://www.academia.edu/24731723/Business_Government_and_Society_Thirteenth_Edition_A_Management_Perspective_Text_and_Cases
2. <https://ncert.nic.in/textbook/pdf/lebs103.pdf>
3. <https://www.civilserviceindia.com/subject/Management/notes/corporate-governance.html>
4. <https://old.amu.ac.in/emp/studym/99998205.pdf>
5. https://ebooks.lpude.in/management/mba/term_3/DMGT301_DMGT503_CORPORATE_GOVERNANCE_AND_ETHICS.pdf
6. <http://anucde.info/Public%20Policy.pdf>
7. <http://egyankosh.ac.in/bitstream/123456789/19329/1/Unit-1.pdf>
8. <https://byjus.com/free-ias-prep/public-private-partnership-ppp/>
9. <https://www.drishtiiias.com/to-the-points/paper3/ppp-investment-model>
10. https://oraprdnt.uqtr.quebec.ca/pls/public/docs/GSC1730/O0000737491_BusinessEthics_OP.pdf
11. <https://www.dsef.org/wp-content/uploads/2012/07/EthicalTheories.pdf>
12. <https://www.accountingnotes.net/management/corporate-social-responsibility/corporate-social-responsibility/17611>
13. <https://maaw.info/ArticleSummaries/ArtSumPorterKramer2011.htm>

ANDHRA LOYOLA COLLEGE (AUTONOMOUS) VIJAYAWADA

DEPARTMENT OF MBA

(Revised CBCS 2020-21 Batch onwards)

I MBA. – SEMESTER I **Course code-MBA105**

COURSE TITLE-MANAGERIAL COMMUNICATION

Total Hrs. /Semester: 60

Max. Marks: 100

Hrs. /W: 4

Total Credits: 3

COURSE OUTCOMES::On successful completion of the course, students will be able to:

- Understand communication skills and sensitize them to their potential to become successful managers
- Explain the various types of communication in Business Organizations
- Identify the role of communication conflict in intercultural relationships

SYLLABUS

UNIT-1**12 hours**

Definition, Role, Purpose & Classification of Communication – Communication Process – Characteristics of Successful Communication – Importance of Communication in Business Organizations – Communication barriers – Communication Structure in Organization – Communication in Conflict Resolution – Communication in Crisis – Communication in a Cross cultural and Multi-cultural Setting.

UNIT- II: Inter & Intrapersonal and Oral & Nonverbal Communication **12 hours**

Interpersonal Communication Models – Intrapersonal Communication Models – Principles of Successful Oral communication– Barriers to Oral Communication – Types of Managerial Speeches– Principles of Non verbal Communication – Group Communication: Meetings and Group Discussions.

UNIT- III: Managerial Writing & Business Correspondence **12 hours**

Purpose of Writing – Clarity in Writing –Principles of Effective Writing – The Seven Cs of Effective Written Communication – Applying the Three Step Writing Process – Planning and Writing Business Reports and Proposals – The Process of Preparing Effective Business Correspondence – The Organization and Composition of Business Messages – Principles of Effective Presentations.

UNIT- IV: Media Management & Meeting Documentation**12 hours**

Press Release, Press Conference &Media Interviews – Notice, Agenda, and Resolution & Minutes – Designing & Delivering Business Presentations – Advanced Visual Support for Managers – Communication and Negotiation –Negotiation Process – Negotiation Strategies.

UNIT- V: Communication Networks & Employment Communication **12 hours**

Technology-enabled Communication – Communication Networks: Intranet, Internet, e-mails, SMS, Tele conferencing, Video conferencing, Blogs and Social Media – Composing Application Messages: Writing CVs& Resumes – Interview skills – Listening Skills.

Reference Books:

- 1.Courtland L Bovee, John V. Thill, &Mukesh Chaturvedi, Business Communication Today. Ninth Edition. NewDelhi:Pearson.
2. Jerry C. Wofford, Edwin A. Gerloff and Robert C. Cummins,Organizationa lCommunication – The Keystone to Managerial Effectiveness, New York: McGraw-Hill.

3. Lesikar&Flatley., Basic Business Communication – Skills for Empoweringthe Internet Generation. 9thEdition,McGraw-Hill.
4. Monippally, M M., Business Communication Strategies,McGraw-Hill.
5. K.K. Ramachandran Lakshmi, Kartik, M. Krishna Kumar,Business Communication MacMillan India Ltd., 2007.
6. Shirley Taylor, Communication for Business,PearsonEducation.
7. Courtland L Bovee, John V. Thill, & Mukesh Chaturvedi, Business Communication Today. Ninth Edition. New Delhi: Pearson.
8. Herta A Murphy, Herbert W Hildebrandt, Jane P Thomas, Effective Business Communication, The McGraw-Hill Company, New Delhi.

Website references:

1. <https://www.managementstudyguide.com/types-of-managerial-communication.htm>
2. <https://repository.ruforum.org/system/tdf/Types%20of%20communication.pdf?file=1&type=node&id=33539&force=>
3. <https://coschedule.com/blog/marketing-meeting-agenda-template>
4. <https://edu.gcfglobal.org/en/business-communication/how-to-write-a-formal-business-letter/1/>
5. <http://old.nios.ac.in/Secbuscour/cc14.pdf>
6. <https://granite.pressbooks.pub/organizationalcommunication/chapter/chapter-6-communication-networks-and-leadership/#:~:text=A%20communication%20network%20refers%20to,information%20flows%20in%20an%20organization.>
7. <file:///D:/syllabus%20and%20QP/references.pdfv>

ANDHRA LOYOLA COLLEGE (AUTONOMOUS) VIJAYAWADA

DEPARTMENT OF MBA

(Revised CBCS 2020-21 Batch onwards)

I MBA. – SEMESTER I Course code-MBA106

COURSE TITLE-ACCOUNTING FOR MANAGERS

Total Hrs. /Semester: 75

Max. Marks: 100

Hrs. /W: 5

Total Credits: 4

COURSE OUTCOMES::On successful completion of the course, students will be able to:

- Explain fundamental accounting concepts, the elements of financial statements, and basic accounting vocabulary.

3. Maheswari SNN, *Management Accounting and Financial Control*, Mahavir Book Depot.
4. Noore Carl L and Robert K. Joedicke, *Managerial Accounting*, South Western Pub. Co.
5. Rober S. Kaplan and Anthony A. Atkinson, *Advanced Management Accounting* (PHI), New Delhi.
6. Jack L. Smith, Robert M. Keith and William L. Stephens, *Managerial Accounting*, McGraw Hill.
7. Bhatatosh Banarjee, *Financial Policy and Management Accounting*, The World Press.
8. I.M. Pandey, *Management Accounting*, Vikas Publishing House.
9. Marriot, *Introduction of Accounting*, Sage Response Books.
10. Jasmine Kaur, *IFRS: A Practical approach*, McGraw Hill.
11. Ashish K Bhattacharya, *Introduction to Financial Statement Analysis*, Elsevier India.
12. Raman B. S, *Financial Accounting*, Vol I & Vol II, 1/e, United Publishers, 2009.

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1. Book no 2
2. Book no 3
3. book no10

ANDHRA LOYOLA COLLEGE (AUTONOMOUS) VIJAYAWADA

DEPARTMENT OF MBA

(Revised CBCS 2020-21 Batch onwards)

I MBA – SEMESTER I Course code-MBA107

COURSE TITLE-LEGAL FRAMEWORK FOR BUSINESS

Total Hrs. /Semester: 60

Max. Marks: 100

Hrs. /W: 4

Total Credits: 3

COURSE OUTCOMES::On successful completion of the course, students will be able to:

- enable students understand the legal framework of business

SYLLABUS

UNIT-I : Law of Contract -1872

12 hours

Nature of contract and essential elements of valid contract, Offer and Acceptance, Consideration, Capacity to contract and free consent, Legality of object. Unlawful and illegal agreements, Contingent and quasi contracts, Performance and discharge of contracts, Remedies for breach of contract.

UNIT-2: Special Contracts

12 hours

Indemnity and guarantee, Contract of Agency, Sale of goods Act -1930: General Principles, Conditions & Warranties, Performance of Contract of Sale, basics of Indian partnership act-1932, law of bailment and pledge.

UNIT-III : Negotiable Instruments Act – 1881

12 hours

Negotiable Instruments- Promissory Note, Bills of Exchange, & Cheque, and their definitions and characteristics, Types of endorsements, Holder-in-due course, Discharge of Parties.

UNIT-IV: Companies Act, 2013

12 hours

Steps and procedure for incorporation of the company, Company Management–Appointment of Directors, Powers, duties, & liabilities of Directors, Company Meetings, Resolutions, Winding-up of a Company.

UNIT-V

12 hours

consumer protection act-1986, environmental laws, ipr law, FEMA, information technology act, goods and services tax act -2016.

Reference Books:

1. Tuleja S.K., *Business Law for Managers*, Sultan Chand & Sons.
2. Akhileshwar Pathak, *Legal Aspects of Business*, Tata McGraw-Hill.
3. Kapoor, N.D., *Mercantile Law*, Sultan Chand & Sons.

4. Maheshwari, S.N. and Maheshwari, *Business Regulatory Framework*, Himalaya Publishing House.
5. Bulchandani, K.R., *Business Law for Management*, Himalaya Publishing House.
6. Gulshan, S.S., *Mercantile Law*, Excel Books.
7. Bansal, C.L., *Business and Corporate Laws*, Excel Books.

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1. Book no 2
2. Book no 3
3. Book no 6

ANDHRA LOYOLA COLLEGE (AUTONOMOUS) VIJAYAWADA

DEPARTMENT OF MBA

(Revised CBCS 2020-21 Batch onwards)

I MBA – SEMESTER I Course code-MBA108

COURSE TITLE-FOUNDATION COURSE

Total Hrs. /Semester: 60

Max. Marks: 100

Hrs. /W: 4

Total Credits: 2

COURSE OUTCOMES::On successful completion of the course, students will be able to:

- To acquaint students with fundamentals of accounting, mathematics, computers, economics and business and help them to transform their communication abilities.
- To help students to acquire some of the necessary skills to handle day-to-day managerial responsibilities, such as making speeches, controlling one to one communication, enriching group activities and processes, giving effective presentations, writing letters, memos, reports, advertising, and maintaining one's poise in public and in private.
- To build the students' confidence and to enhance competitiveness by project in a positive Image of themselves and of their future.

SYLLABUS

UNIT- I: Accounting

12 hours

Concept - objectives of accounting -accounting process -accounting concepts and conventions -Double entry system book keeping - users of accounting -accounting cycle.

UNIT -II: Mathematics

12 hours

Cramer's Rule, Matrix Inversion Method, Permutations & Combinations- Limits-Functions – Differentiation- Maxima & Minima

UNIT -III: Introduction To Computers

12 hours

Data - information processing - operating systems - networks - data bases - DBMS – software development - programming languages - computer organization - system development life cycle- security measures.

UNIT-IV: Introduction Of Economics

12 hours

Introduction - market and market dynamics - household consumption and savings - production -investment - expenditure - financial intermediaries - government and external sector - balance of payments - money supply - GDP - inflation - interest rates - exchange rates.

UNIT -V :Introduction Of Business

12 hours

Basics - marketing - finance - production - human resource management - system and information technology.

Reference Books:

1. *AC Fernando, Business Ethics: An Indian Perspective, Pearson publications, 2009.*
2. *Graeme Martin, Managing People and Organizations in Changing Contexts, a. Routledge, 2006.*
3. *Joel Dean, Managerial Economics, Prentice Hall*
4. *Gupta S.P “ Statistical methods” S.Chand & sons. New Delhi.*
5. *Human Resource Management: Text and Cases by Aswathappa*
6. *Managing Human Resources Through STR (Managing Human Resources Through Strategic Partnerships) by SCHULER, JACKSON*
7. **Marketing Management. 12th ed.** by Kotler, Philip, and Kevin Lane
8. **Financial Accounting for Management (Author: N Ramchandra and published by Tata McGraw Hill).**
9. **Industrial Finance (Author: R. ...**
10. **Fundamentals Of Financial Management (Author: Vyaptakesh Sharan and published by Dorling**
11. *Knights, D. & Willmott, H. Introducing organizational behavior and management, Thompson, London, 2006.*

12. Heinz Wehrich, Harold Kontz, *Management: A Global Perspective*, 10/e TMH
13. Stoner, Freeman and Gilbert, Jr. *Management*, Pearson Education, New Delhi.
14. Luthans.F. *Organizational Behaviour*, TMH.

Website references:

1. <file:///C:/Users/WINDOWS/Downloads/FundamentalsofComputerStudies.pdf>
2. <https://www.sxccal.edu/wp-content/uploads/2020/01/MBA-ManagerialEconomics-1stYear.pdf>
3. https://icmai.in/upload/Students/Syllabus-2012/Study_Material_New/Foundation-Paper2-Revised.pdf
4. <https://home.iitk.ac.in/~peeyush/102A/Lecture-notes.pdf>
5. <https://www.businessmanagementideas.com/notes/management-notes/notes-on-functional-areas-of-management/4661>
6. http://textbook.stpauls.br/Business_Organization/page_11.htm

ANDHRA LOYOLA COLLEGE (AUTONOMOUS) VIJAYAWADA

DEPARTMENT OF MBA

(Revised CBCS 2020-21 Batch onwards)

I MBA – SEMESTER I Course code-MBA109

COURSE TITLE-EMOTIONAL INTELLIGENCE AND MANAGERIAL EFFECTIVENESS

Total Hrs. /Semester: 60

Max. Marks: 100

Hrs. /W: 4

Total Credits: 2

COURSE OUTCOMES::On successful completion of the course, students will be able to:

SYLLABUS

UNIT-1:Introduction

12 hours

Emotions and the Tripartite Brain – Emotions and Enneagram – Role of Emotions – Emotions and Attitudes – Fundamentals of Emotional Intelligence – Emotional Intelligence Models and Theories –Managing Emotions.

UNIT-II:Emotional Intelligence at Work

12 hours

Intrapersonal and interpersonal Emotional Intelligence – Emotional Intelligence and Personality – Importance of Emotional Intelligence at Work – Empathy and Social Skills at Work Place – Individual and Group level Emotional Intelligence at Work.

UNIT-III:Executive Emotional Intelligence

12 hours

Executive Emotional Quotient – Emotional Competence Framework – Emotional Transformation – Measuring Emotional Intelligence – Benefits of Emotional Intelligence.

UNIT-IV: Managerial Effectiveness

12 hours

Understanding Organizational Goals – Innovation & Creativity – Optimizing Resources – Execution Skills (PDCA Cycle) – Challenges faced by Organizations – Expectations from Practicing Managers

UNIT-V: Emotional Intelligence and Organizational Effectiveness

12 hours

Sources of EI in Organizations – Role of EI on Organizational effectiveness in the areas of Employ Recruitment and Selection – Team Work– Productivity – Efficiency – Quality of Service.

Reference Books:

- 1.The Brain and Emotional Intelligence: New Insights by Daniel Goleman

2. Dalip Singh, Emotional Intelligence at Work: A Professional Guide, Response Books, New Delhi.
3. Daniel Goleman, Working with Emotional Intelligence, Bloomesbury

Website references

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