

ARYAVART INTERNATIONAL UNIVERSITY
Tilthai, Dharmanagar, North Tripura

ARYAVART INTERNATIONAL UNIVERSITY

Tilthai, Dharmanagar, North Tripura-799250

Syllabus for MBA

Semester 1

Theory										
S. No.	Course Code	Topic	L	T	P	Credit	Theory Marks	Internal Marks	Practical Marks	Total Marks
1	BCA101	Fundamentals of IT	3	1	0	4	80	20	0	100
2	MBA101	Organizational Behaviour	4	0	0	4	80	20	0	100
3	MBA102	Financial Accounting	4	0	0	4	80	20	0	100
4	MBA103	Managerial Economics	4	0	0	4	80	20	0	100
5	BM102	Business Communication	4	0	0	4	80	20	0	100
6	MBA104	Quantitative Techniques	0	0	0	4	80	20	0	100
7	MBA105	Indian Economy and Policy	0	0	0	4	80	20	0	100
Total						28	560	140		700

ARYAVART INTERNATIONAL UNIVERSITY
Tilthai, Dharmanagar, North Tripura

Detailed Syllabus

FUNDAMENTALS OF IT

Code: BCA101

Max Marks: 80

UNIT I

(6 Hrs)

Introduction to Computers: Characteristics of computers, Evolution of computers, Generation of computers, Block diagram of computer & role of each block, classification of computers, applications of computers.

Input and Output Devices: Keyboard, pointing devices, speech recognition, digital camera, scanners, optical scanners. Classification of output devices, printers, plotters. computer output microfilm (COM), Classification of output devices, devices- monitors, audio output, projectors and terminals.

Primary and Secondary Memory: Memory hierarchy, Random access memory (RAM), types of RAM, Read only memory (ROM), types of ROM. Classification of secondary storage devices, magnetic tape, magnetic disk, optical disk.

UNIT II

(6 Hrs)

Number Systems: Introduction to number system, Binary, Octal, Hexadecimal, conversion between number bases, Arithmetic operations on binary numbers.

Alphanumeric- BCD, EBCDIC, ASCII, Unicode.

Computer Software: Software definition, relationship between software and hardware. software categories, system software, application software, utility software.

Computer Languages: Introduction, classification of programming languages, generations of programming languages, features of a good programming language.

UNIT III

(10 Hrs)

MS Word: Word processing, MS-Word features, creating saving and opening documents in Word, interface, toolbars, ruler, menus, keyboard shortcut, editing, previewing. printing & formatting a document, advance features of MS Word, find & replace. Using thesaurus, mail merge, handling graphics, tables, converting a Word document into various formats like-text, rich text format, Word perfect, etc.

UNIT IV

(10 Hrs)

MS Excel: Worksheet basics, creating worksheet, entering data into worksheet, data, text, dates, alphanumeric values saving & quitting worksheet, opening and moving around in an existing worksheet, Toolbars and menus, Keyboard shortcuts, working with single and multiple workbook, working with formula & cell referencing, Auto sum, coping formulas. absolute and relative addressing, formatting of worksheet, previewing & printing worksheet, Graphs and Charts, Database, macros, multiple worksheets-concepts.

UNIT V

(12 Hrs)

Power Point: Creating and viewing a presentation, managing Slide Shows, navigating through a presentation, using hyperlinks, advanced navigation with action setting and action buttons, organizing formats with Master Slides, applying and modifying designs, adding graphics, multimedia and special effects.

Microsoft Access: Planning a database (tables, queries, forms, reports), creating and editing database, customizing tables, linking tables, designing and using forms. modifying database structure, Sorting and Indexing database, querying a database and generating reports.

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Tilthai, Dharmanagar, North Tripura

Text Book:

1. Introduction to Computer, Peter Norton's, Tata McGraw Hill Publication

Reference Books:

1. Microsoft; 2007/2010 Microsoft Office System; PHI.
2. Microsoft; Microsoft Office 2007/2010: Plain & Simple; PHI.
3. Sanjay Saxena; A First Course in Computers 2003 Edition; Vikas Pub.
4. Computer Fundamentals by P.K. Sinha, BPB Publication.
5. Computer Fundamentals and Programming in C, Reema Thareja, OXFORD University Press.
6. MS-Office, Dr. S.S. Shrivastava, Published by Laxmi Publication.
7. Office 2019: In Easy Steps, Michal Price, BPB Publication.



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Tilthai, Dharmanagar, North Tripura

ORGANISATIONAL BEHAVIOUR

Code: MBA101

Max Marks: 80

Course Objectives:

- To provide basic understandings of management processes
- To help the students understand the concepts of organizational behaviour
- To apply the concepts of management and organizational behaviours in real world situations.
- Familiarizing the students with the contemporary issues in management.
- Developing managerial and leadership skills among students

UNIT I

(8 Hrs)

Fundamentals of Management: Management practices from past to present, Different levels of Management, Managerial skills and Managerial Functions, Case Studies.
Planning- Objective of planning, Planning process, Types of planning, Types of plans, Management by Objective, Decision-making- types, process & techniques, Case Studies

UNIT-II

(8 Hrs)

Organising & Staffing- Types of organization, Organization structure and decentralization of authority, Meaning of staffing, Recruitment, selection & placement, Training & development.
Directing & Controlling- Principle of directing, Essence of coordination, Different control techniques, Management by exception, Case Studies

UNIT III

(8 Hrs)

Fundamentals of individual behaviour, Personality, types of personality, Personal effectiveness, meaning Of Attitudes, Types, Components, attitude formation and attitude change. Meaning & Type of Group Behaviour, Interpersonal skills, Transactional Analysis, Johari Window.

UNIT IV

(8 Hrs)

Motivation:, Theory of Motivation: Maslow's, Herzberg's, McClelland, Contemporary theories of Motivation: Self Determination Theory, Self-Efficacy Theory, Vroom's Expectancy Theory, Equity Theory, Reinforcement Theory, Meaning of Perception, process, behavioural applications of perception.

UNIT V:

(8 Hrs)

Leadership: What is leadership, types of leaders and leadership styles, traits and qualities of effective Leader, trait theory, LSM – Leadership Situational Model, Team Building, Tuckman Model of Team Development.
Organizational Change: Meaning of organizational change approaches to managing Organizational change, creating a culture for change, implementing the change, Kurt Lewin Model of Change.

Reference Books:

1. Organizational Behaviour by Stephen P. Robbins and Timothy A. Judge
2. Organizational Behaviour: Concepts, Controversies, Applications by Debra L. Nelson and James Campbell Quick
3. Organizational Behaviour by Fred Luthans

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Tilthai, Dharmanagar, North Tripura

FINANCIAL ACCOUNTING

Code: MBA102

Max Marks: 80

Course Objectives:

- To understand the fundamentals, basic theory and concepts of financial accounting.
- To have a knowledge about various Accounting Standards used in preparation of financial statements.
- To have an understanding of preparation and presentation of financial statements.
- To acquire knowledge about various techniques used for analysing financial statements with its application.
- To enable students acquainted with current trends and social responsibility accounting.

UNIT I

(6 Hrs)

Meaning and Scope of Accounting: Evolution and Users of Accounting, Basic Accounting terminologies, Principles of Accounting, Accounting Concepts & Conventions, Accounting Equation, Deprecation Accounting.

UNIT II

(6 Hrs)

Mechanics of Accounting: Accounting Standards and IFRS: International Accounting Principles and Standards; Matching of Indian Accounting Standards with International Accounting Standards, Double Entry system of Accounting, journalizing of transactions; Ledger posting and Trial Balance.

UNIT III

(12 Hrs)

Presentation of Financial Statement: Preparation of final accounts (Profit & Loss Account and Balance Sheet) according to companies act 2013 (vertical format), Excel Application to make Balance sheet, Case Studies and Workshops, Preparation of Cash Flow Statement and its analysis.

UNIT IV

(10 Hrs)

Analysis of financial statement: Ratio Analysis- Solvency ratios, Profitability ratios, activity ratios, Liquidity ratios, Market capitalization ratios; leverage Ratio, Detailed Analysis using excel application.

UNIT V

(6 Hrs)

Financial Statement Analysis and Recent Types of Accounting: Common Size Statement; Comparative Balance Sheet and Trend Analysis of manufacturing, Service & banking organizations, Case Study and Workshops in analysing Balance sheet. Human Resource Accounting, Forensic Accounting, Accounting For corporate social responsibility.

Reference Books:

1. Financial Accounting: A Managerial Perspective by R. Narayanaswamy
2. Financial Accounting by S.N. Maheshwari and S.K. Maheshwari
3. Financial Accounting: A New Perspective by Bhattacharyya

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Tilthai, Dharmanagar, North Tripura

MANAGERIAL ECONOMICS

Code: MBA103

Max Marks: 80

Course Objective:

To understand the importance of Managerial Economics in management and businesses.
To apply the principles of managerial economics in achieving business objectives.
Be equipped with the tools necessary in forecasting product demand
Understand and be able to apply latest pricing strategies.
Understand and analyze the macro environment affecting the business decision making.

UNIT –I

(6 Hrs)

Basic Concepts and principles: Definition, Nature and Scope of Economics-Micro Economics and Macro Economics, Managerial Economics and its relevance in business decisions. Fundamental Principles of Managerial Economics – Incremental Principle, Marginal Principle, Opportunity Cost Principle, Discounting Principle, Concept of Time Perspective, Equi-Marginal Principle, Utility Analysis, Cardinal Utility and Ordinal Utility. Case Studies

UNIT –II

(8 Hrs)

Demand and Supply Analysis: Theory of Demand, Types of Demand. Determinants of demand, Demand Function, Demand Schedule, Demand curve, Law of Demand, Exceptions to the law of Demand, Shifts in Demand curve, Elasticity of Demand and its measurement. Price Elasticity, Income Elasticity, Arc Elasticity . Cross Elasticity and Advertising Elasticity. Uses of Elasticity of Demand for managerial Decision making, Demand forecasting meaning, significance and methods.(numerical Exercises).

Supply Analysis; Law of Supply, Supply Elasticity; Analysis and its uses for managerial decision Making. Price of a Product under demand and supply forces . Case Studies

UNIT –III

(10 Hrs)

Production and cost Analysis: Production concepts & analysis; Production function, Types of production Function, Laws of production: Law of diminishing returns, Law of returns to scale. Cost concept and analysis: Cost, Types of costs, Cost output relationship in the short-run. Cost output Relationship in the Long-run. Estimation of revenue. Average Revenue, Marginal Revenue . Case Studies

UNIT –IV

(10 Hrs)

Market structures: Perfect and Imperfect Market Structures, Perfect Competition, features, determination Of price under perfect competition. Monopoly: Feature, pricing under monopoly, Price Discrimination. Monopolistic: Features, pricing under monopolistic competition, product differentiation. Oligopoly: Features, kinked demand curve, cartels, price leadership. Case Studies

UNIT –V

(6 Hrs)

National Income; Concepts and various methods of its measurement, Circular flows in 2 sector, 3 sector, 4 sector economies, Inflation, types and causes, Business Cycle & its phases.

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Tilthai, Dharmanagar, North Tripura

Reference Books:

1. Managerial Economics: Analysis, Problems, and Cases by William S. Samuelson and Stephen G. Marks
2. Managerial Economics and Financial Analysis by Aryasri and Ramana Murthy
3. Managerial Economics by D.N. Dwivedi



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Tilthai, Dharmanagar, North Tripura

QUANTITATIVE TECHNIQUES

Code: MBA104

Max Marks: 80

Course Objectives

1. Understand the importance of the use of OR application in decision Making environment
2. To formulate LPP and Obtain Graphical Solutions & Acquire General idea of the Simplex Method.
3. To understand and solve transportation & assignment models.
4. To know optimal sequence model and understand concepts of queuing theory.
5. To identify right time for replacement of equipment and understand project management Techniques

Unit I-Operations Research & Decision Making Environments (6 Hrs)

Operations Research:- Uses, Scope and Applications of Operation Research in managerial decision- Making
Decision-making environments:- Decision-making under certainty, uncertainty and risk Situations; Decision tree approach and its applications.

Unit II -Linear Programming Problem & Transportation Problem (10 Hrs)

Linear programming: Mathematical formulations of LP Models for product-mix problems; graphical And simplex method of solving LP problems; duality.

Transportation problem: Various methods of finding Initial basic feasible solution-North West Corner Method, Least Cost Method & VAM Method and optimal solution-Stepping Stone & MODI Method, Maximization Transportation Problem

Unit III-Assignment model & Game Theory (8 Hrs)

Assignment model: Hungarian Algorithm and its applications, Maximization Assignment Problem. Game Theory: Concept of game; Two-person zero-sum game; Pure and Mixed Strategy Games; Saddle Point; Odds Method; Dominance Method and Graphical Method for solving Mixed Strategy Game.

Unit IV-Sequencing & Queuing Theory (6 Hrs)

Sequencing Problem: Johnsons Algorithm for n Jobs and Two machines, n Jobs and Three Machines, Two jobs and m – Machines Problems.

Queuing Theory: Characteristics of M/M/I Queue model; Application of Poisson and Exponential Distribution in estimating arrival rate and service rate; Applications of Queue model for better service to The customers.

Unit V-Replacement Problem & Project Management (6 Hrs)

Replacement Problem: Replacement of assets that deteriorate with time, replacement of assets which fail Suddenly.

Project Management: Rules for drawing the network diagram, Applications of CPM and PERT Techniques in Project planning and control; crashing of operations.

Reference Books:

1. Quantitative Techniques for Decision Making by N. D. Vohra
2. Quantitative Methods for Business by David R. Anderson, Dennis J. Sweeney, Thomas A. Williams, Jeffrey D. Camm, James J. Cochran
3. Business Mathematics by Cheryl Cleaves and Margie Hobbs

ARYAVART INTERNATIONAL UNIVERSITY
Tilthai, Dharmanagar, North Tripura

INDIAN ECONOMY AND POLICY

Code: MBA105

Max Marks: 80

UNIT -I

Circular Flow of Income: National Income Accounting –Terms and Concepts, Three Methods of Measuring GDP/GNP.

Theory of Income Determination Simple Keynesian Model: Aggregate Demand – Aggregate Supply Method, Savings Investment Method Concepts of Multiplier: Autonomous Expenditure Multiplier, Introducing the Government, Government Expenditure Multiplier, Tax Rate Multiplier, Balanced Budget Multiplier, Open Economy – Export and Import Multipliers. Paradox of Thrift, Crowding Out Effect, Business Cycle – Phases and Stabilization

Introduction of Money and Asset Market: IS-LM Model, Fiscal Policy and Monetary Policy using IS-LM

Inflation and Unemployment: Concepts of Inflation – Demand Pull and Cost Push, Stabilization Policies Introduction to Philips Curve as Relation between Inflation and Unemployment.

Introduction to Foreign Trade & International Linkages: Concepts of Balance of Payments Alternative Exchange Rate Systems – Fixed, Flexible and Managed Float Comparative Advantage as basis for Trade; Tariff and Non-tariff Barriers.

UNIT -II

Indian Economy: An Overview Evolution of Indian Economy since Independence Liberalization of Indian Economy since 1991.

New Industrial Policy: LPG Model, New Industrial Policy (1991)

Banking and Capital Market Reforms: Banking Structure in India, Composition of Indian Capital Market, SEBI and Capital Market Reforms.

Monetary and Fiscal Policy Reforms: Composition of Indian Money Market Components and Instruments of Monetary Policy Concepts and Management of Deficits

Trade Policy Reforms: Major Components of Trade Policy Reforms Idea of FEMA, NITI AYOJ Role and Function Current and Capital Account Convertibility.

Reference Books:

1. Indian Economy by Ramesh Singh
2. Indian Economy by Datt and Sundharam
3. Indian Economy: Performance and Policies by Uma Kapila

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BUSINESS COMMUNICATION

Code: BM102

Max Marks: 80

UNIT I

(8 Hrs)

Means of Communication:

Meaning and Definition – Process – Functions – Objectives – Importance – Essentials of good communication – Communication barriers, 7C's of Communication

UNIT II

(12 Hrs)

Types of Communication:

Oral Communication: Meaning, nature and scope – Principle of effective oral communication – Techniques of effective speech – Media of oral communication (Face -to-face conversation – Teleconferences – Press-Conference – Demonstration – Radio Recording – Dictaphone – Meetings – Rumour –Demonstration and Dramatisation – Public address system – Grapevine – Group Discussion –Oral report – Closed circuit TV). The art of listening – Principles of good listening.

UNIT III

(5 Hrs)

Written Communication

Purpose of writing, Clarity in Writing, Principles of Effective writing, Writing Techniques, Electronic Writing Process.

UNIT IV

(12 Hrs)

Business Letters & Reports:

Need and functions of business letters – Planning & layout of business letter – Kinds of business letters – Essentials of effective correspondence, Purpose, Kind and Objective of Reports, Writing Reports. Drafting of business letters: Enquiries and replies – Placing and fulfilling orders – Complaints and follow-up Sales letters –Circular letters Application for employment and resume

UNIT V

(6 Hrs)

Information Technology for Communication:

Word Processor – Telex – Facsimile(Fax) – E-mail – Voice mail –Internet – Multimedia –Teleconferencing – Mobile Phone Conversation – Video Conferencing –SMS – Telephone Answering Machine – Advantages and limitations of these types.

Text Book:

1. Business Communication - M. Balasubrahmanyam - Vani Educational Books

Reference Books:

1. Business Communication - K. K. Sinha - Galgotia Publishing Company, New Delhi.
2. Media and Communication Management - C. S. Rayudu - Himalaya Publishing House, Bombay.
3. Essentials of Business Communication - Rajendra Pal and J. S. Korlhalli - Sultan Chand & Sons, New Delhi.
4. Business Communication (Principles, Methods and Techniques) Nirmal Singh - Deep & Deep Publications Pvt. Ltd., New Delhi.
5. Business Communication - Dr. S.V. Kadvekar, Prin. Dr. C. N. Rawal and Prof. Ravindra Kothavade - Diamond Publications, Pune.
6. Business Correspondence and Report Writing - R. C. Sharma, Krishna Mohan - Tata McGraw Hill Publishing Company Limited, New Delhi.
7. Communicate to Win - Richard Denny - Kogan Page India Private Limited, New Delhi.
8. Modern Business Correspondence - L. Gartside - The English Language Book Society and Macdonald and Evans Ltd.

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Theory Paper

Total: 100 Marks
External: 80 Marks
Internal: 20 Marks

External : 80 Marks

15 Question (MCQ): 1 marks each ($1 \times 15 = 15$)
10 Question (Very Short 20-30 Words): 2 marks each ($2 \times 10 = 20$)
5 Question (Short 50-70 Words): 3 marks each ($3 \times 5 = 15$)
Answer any 5 out of 6 (Long 100 Words): 4 marks each ($4 \times 5 = 20$)
Answer any 1 out of 2 (Very Long 150-200 Words): 10 marks each ($10 \times 1 = 10$)

Internal : 20 Marks

Internal Exam: 8 Marks
Assignment : 6 Marks
Attendance : 3 Marks
G.P.(General Proficiency) : 3 Marks

