

**Course Title: Organizational Behavior and Leadership Skill**

**Code No: C-MGT 104**

**Area of Study: Core**

**Credit: 3**

**Course Objective:**

The course aims to make students well equipped with knowledge and skills in understanding and investigating the impact of individual, group and structure on the behavior of people at work. It will enable them to apply such knowledge and skills to adopt appropriate managerial policies and leadership styles to improve organizational performance and effectiveness in dynamic environment.

**Course Details:**

**Unit 1: Introduction to Organizational Behavior**

**LH 9 hrs**

Meaning and Importance of Organizational Behavior, Contributing discipline to OB, Challenges and Opportunities for OB, Developing an OB Model

**Unit 2: Foundations of Individual Behavior**

**LH 8 hrs**

Learning, Attitudes and Job Satisfaction, Personality, Perception and Individual Decision Making, Motivation

**Unit 3: Foundations of Group Behavior**

**LH 6 hrs**

Group development and structure, Understanding Work Teams, Communication, Power and Politics.

**Unit 4: Leadership and Change in Organizations**

**LH 7 hrs**

Leadership in Organization (Discuss both traditional and contemporary leadership theories), Organizational Change (Focus on the behavioral aspect of change).

**Unit 5: Structural Perspective of Behavior**

**LH 6 hrs**

Foundations of Organization Structure, Organizational Designs and behavior, Work design and technology.

**Suggested References:**

Luthans, Fred, *Organizational Behavior*, McGraw Hill, New York

Newsrom J.W. and Davis Keith, *Organizational Behavior: Human Behavior at Work*, Tata McGraw-Hill Publishing Company Limited, New Delhi.

Pareek, Udai, *Understanding Organizational Behavior*, Oxford University Press, New Delhi.

Robbins, S.P., *Organizational Behavior*, Prentice Hall of India, N. Delhi

**Course Title: Marketing for Managers**

**Code No: CO 516**

**Area of Study: Core**

**Credit: 3**

**Course Objectives:**

The foundation course is aimed at developing basic knowledge, skill and attitude, of students, about the concepts and strategies of marketing management. This course is designed to promote understanding of concepts, philosophies, processes and techniques of managing marketing operations and to develop a feel of the market place

**Course Detail**

**Unit I: Basic Concepts      LH-6 hrs**

The different Marketing Concepts in Marketing Management (traditional and modern concepts) i.e. production, product, sales, marketing, societal marketing;

**Unit II: Marketing Environment      LH-6 hrs**

Internal and External Marketing Environment; Marketing Research and Information system

**Unit III: Market segmentation      LH-8 hrs**

Market Segmentation, Target Marketing, Product Positioning; Tools of Product Differentiation

**Unit IV: Product and Pricing Decision      LH-8 hrs**

New Product Development, Decisions Relating to Product Mix and Product Line Decisions; Branding and Packaging Decisions; Product Pricing, Various methods of Product Pricing

**Unit V: Physical Distributions and Product Promotion      LH-8 hrs**

Channel Decisions, Management of Physical Distribution, Promotional Decisions including Personal Selling, Advertising and Sales Promotion, Public Relations

**References:**

1. Kotler Philip and Keller; Marketing Management; PHI, New Delhi
2. Kotler, Philip, Kevin Keller, A. Koshy and M. Jha, Marketing Management in South Asian Perspective , Pearson Education, New Delhi
3. Kerin, Hartley, Berkowitz and Rudelius, Marketing, TMH, New Delhi
4. Etzel, Michael J, Marketing: Concepts and Cases, TMH, New Delhi or
5. David A. Aker, Strategic Marketing management, Wiley India, Delhi

**Purbanchal University**

**MBA I Semester**

**LH:- 36**

**Course Title: Financial Accounting**

**Code No: CO 517**

**Area of Study: Core**

**Credit: 3**

**Course Objectives:**

This course aims to inculcate the basic understanding of financial accounting principles with a view to develop students' skill in analyzing and preparing financial statements.

**Course Details**

**Unit I: Introduction to Financial Accounting**

**LH 6 hrs.**

Basic understanding of financial accounting, Forms of Organization, Business Activities: Financing, Investing and Operating, Basic Rules for Recording and Posting, Financial Statements and their Relationship, Ethics and Accounting, Business Decision Cases Analysis.

**Unit II: Financial Reporting**

**LH 10 hrs..**

Objectives of Financial Reporting, Qualitative Characteristics of Financial Statements, Procedure and Methods of Preparing Financial Statements: Multiple Step Income Statement, Statement of Retained Earnings and Balance Sheet (reporting format). Other Financial Reports: Auditors Report, Directors Report and Corporate Governance Report. Business Decision, Cases Analysis.

**Unit III: Reporting and Interpreting Cash Flow Statement**

**LH 10 hrs. .**

Purpose, Use and Structure of Cash Flow Statements, Preparing of Cash Flow Statements under Indirect and Direct Method, Interpreting the Cash Flow Statement, Business Decision, Cases Analysis.

**Unit IV: Analyzing Financial Statements**

**L H 10 hrs.**

Objectives of Financial Statement Analysis, Techniques of Financial Statement Analysis: Horizontal Analysis, Vertical Analysis, Trend Analysis, Ratio Analysis and their Uses. Business Decision Cases Analysis

**References:**

Porter, G.A., & Norton, C.L. (2011). Financial Accounting: IFRS Update. (6th Edition). New Delhi: Cengage Learning India Private Limited.

Kimmel, P., Weygandt, J., & Kieso, D. (2010). Financial Accounting: Tools for Business Decision Making. (5th Edition). New Delhi: Wiley India Private Limited.

Libby, R., Libby, P. A., & Short, D.G. (2011). Financial Accounting. (6th Edition) New Delhi: Tata McGraw Hill Education Private Limited.

Powers, M., & Needles, B.E. (2011). Financial Accounting: A Case Based Approach. New Delhi: Cengage Learning India Private Limited.

Dahal, R.K. (2012). Financial Accounting. (2nd Edition). Kathmandu: Khanal Publication Private Limited.

**Course Title: Quantitative Skills for Business studies**

**Code No: FO 511**

**Area of Study: Core**

**Credit: 2**

**Course Objective:** The course is designed to give students basic quantitative skills needed for the other management courses. The knowledge of these skills will enable them to apply quantitative tools relating to business decisions.

**Course Detail:**

**Unit I: Probability Theory and Probability Distribution**

**LH 6**

Basic Concepts, Set Operations, Venn diagram, Classical, Empirical (Relative) and Subjective Probability, Additive and Multiplicative Rule, Conditional Probability, Bayes' Theorem, Binomial distribution, Poisson distribution, Normal distribution

**Unit II: Sampling and Sampling Distribution**

**LH 2**

Sampling, Types of Sampling

**Unit III: Correlation and Regression**

**LH 3**

Partial Correlation and its properties, Multiple regression (up to three variables) and its properties.

**Unit IV: Hypothesis Testing**

**LH 7**

Null and Alternative Hypothesis, Level of Significance, Critical Value, One and Two Tailed Test, Type I and Type II Error, One Sample Tests for Mean (Z and t Test) and Proportion, Two Sample Tests for Mean (Z and t Test) and Proportion.

**Unit V: Chi Square Test**

**LH 3**

Introduction, Chi Square as a Test of Goodness of Fit and Test of Independence,

## **Unit VI: Linear Programming      LH 3**

Concept of Linear Programming, Graphic for a general LP problem

**Note: SPSS software is to be used in the Unit 3, Unit 4 and Unit 5**

### **References:**

1. Richard I. Levin, David S. Rubin, Joel P. Stinson, Everette S. Gardner, Jr. Quantitative Approaches to Management, Eighth Edition, Prentice Hall.
2. Richard I. Levin, David S. Rubin, Statistics for Management, Seventh Edition, Prentice Hall.
3. Business Statistics, Third Edition, Levine, Krehbiel, Berenson, Pearson Education
4. Practical Business Statistics, Siegel, Andrew F, Irwin
5. H B Shrestha, Learning Statistic and SPSS in Tandem: A step by step manual, 1<sup>st</sup> edition, 2008, Ekta Book Distributor Pvt Ltd., Nepal



Written communication: mechanics of writing, report writing, circulars, notices, memos, agenda and minutes; business correspondence – business letter format, style, types of letters- direct letters, response letters, persuasive letters, collection letters, sales letters, electronic mail; diary writing; developing resume

## **References**

1. Lesikar R.V. and Pettit J.D.: Business Communication (7th ed.), Richard Irwin & AITBS, Delhi.
2. Lesikar R.V. and Flatley M.E.: Basic Business Communication (10th ed.), Tata McGraw Hill Company, New Delhi.
3. Kaul, Asha, Effective Business Communication, PHI, New Delhi
4. McGrath, E.H., Basic Managerial Skills for All, PHI, New Delhi

**Course Title: Managerial Economics and Decision Making**

**Code No: FO 513**

**Area of Study: Core Credit: 2**

**Course Objective:** The objective of the course is to develop analytical perspective of the students to understand theories and methods of economics as they are applied to business and decision making.

**Unit I: Introduction to Managerial Economics LH 4 hrs**

Manager, Economics, Managerial Economics, Importance of Managerial Economics in decision making, Objectives of the firm: Profit Maximization [Numerical problems]; Accounting profit vs Economic profit

**Unit II: The Theory of Consumers Behavior LH 3 hrs**

Concept of Utility (Total Utility and Marginal Utility), Cardinal vs Ordinal, Indifference Curve, **Budget Line, Consumer's Equilibrium**

**Unit III: Demand and Supply: Theory and Analysis LH 6 hrs**

Demand: Concept, Individual Demand, Market Demand [Numerical problems]; Change in Quantity Demand, Change in Demand, Demand Function, Elasticity of Demand (Price, Income, Cross) [Numerical problems];

Supply: Concepts, Market Supply, Shift in Supply Curve, Price elasticity of Supply, Demand and Supply together: Equilibrium

**Unit IV: Production Theory and Analysis LH 5 hrs**

Production: Importance of Production, Concept of Short-run and Long-run, Concepts of Factors of Production, Law of Variable Promotion: Short run production function, Iso-quants, Producer's equilibrium: Least cost combination, Expansion path, and Law of returns to scale: Long run production function,

**Unit V: Working of firms and Industry: Markets**

**LH10**

**Hrs**

Cost: Cost Concepts, Short-run and Long-run cost curves, Economies and Diseconomies of Scale; Revenue: Revenue Curves in the different markets (Perfect and Imperfect competition); Perfect Competition: Equilibrium of Firm and Industry in short-run and long-run, Shut down position Monopoly: Reason for Monopoly, Price and Output Determination in SR and LR; Price Discrimination Oligopoly: Concepts on Collusion, Cartel, Price leadership; Game Theory: Pure strategy and Mixed strategy, Nash equilibrium Monopolistic Competition: Competition with differentiated products- equilibrium of firms (SR and LR), excess capacity Pricing of Multiple products: Pricing of products with interrelated demands, Optimal pricing of joint product (Fixed proportion and Variable proportion)

**References:**

Craig H Petersen, W. Cris Lewis and Sudhir K. Jain, *Managerial Economics*, 4/ed, Pearson Education, New Delhi, 2003

N.G. Mankiw, *Principles of Microeconomics*, 4e, South- Western Cengage Learning India Ltd., 2006

K K Seo, *Managerial Economics*, 6/ed, Surjeet Publications, 2003

Dominic Salvatore, *Microeconomics Theory and Application*, 4/ed, New York Oxford University Press, 2003.

Dwevidi D.N., *Microeconomics Theory and Applications*, Pearson Education, New Delhi, 2003

Peterson and Lewis, *Managerial Economics*, 4/ed, Prentice-Hall of India, 2006

Nepal, Dahal and Uprety, *Business Economics*, Asmita Books (Kathmandu)

**Purbanchal University**

**MBA I Semester**

**LH: 24**

**Course Title: Legal Environment of Business**

**Code No: FO 514**

**Area of Study: Core**

**Credit: 2**

**Course Objective:**

The course is designed to provide a general understanding of legal processes and practices that have close nexus with the management of an organization. The course helps the students understand legal environment of business and furthermore enables them apply their skills to comply with the legal system they work for their organization

**Course Detail**

**Unit I: Introduction to the Legal Environment of Business:      LH 3 hrs**

Meaning, nature and importance of legal environment of business; Meaning, Nature, Classification, Importance and Sources of both General Law and Business Law

**Unit II: Principles of Contract Law      LH 5 hrs**

Definition, genesis and importance of contract law ; Formation of contract (Offer, Acceptance and consideration) ; Types and essential elements of contract; Significance and validity of E-contract; Void and voidable contracts; Discharge of contracts; Breach of contract and remedies. Special contracts: Sale of goods: Contract of sale of goods, conditions and warranties, rights of an unpaid seller.

**Unit III: Negotiable Instruments      LH 4 hrs**

Meaning, genesis, nature, importance and types of Negotiable Instruments; types; negotiation and assignment; holder-in-due course, dishonor of a negotiable instrument

**Unit IV: Companies Law      LH 8 hrs**

Definition, nature, genesis and importance of company; Incorporation of company; Rights and obligations of promoters, shareholders, board of directors; Winding up of a company; Liquidation of

company and provisions relating to Liquidator under Insolvency Act; Corporate Governance and its theories; Corporate social responsibilities; Criminal liability of company; Business related cyber corporate crimes.

**Unit V Labour Laws:                    LH 4 hrs**

Meaning, Nature, scope and genesis of Labour law; Labour employment and welfare; Trade unions; Powers and functions of Labour Office, Factory Inspector

References:

Acts

Contract Act, 2056 BS;

Agency Act 2014 BS,

Labour Act 2048 BS,

Labour Rules, 2050 BS

Trade Unions Act, 2049 BS

Company Act, 2063 BS

Bank and Financial Institutions Act, 2063 BS

Insolvency Act, 2063 BS

Negotiable Instruments Act, 2034 BS

Treatises

C.G. Weeramantry, An Invitation to Law, Lawman (India) Private Limited, New Delhi, 1998. Chapters 1,3 and 4.

Christopher D. Stone, Where the Law Ends: The Social Control of Corporate Behaviour, Harper & Row Publishers, New York, 1975, Chapters 17-19

Reinier Krakkman and et al., The Anatomy of Corporate Law, Oxford University Press, 2004.

Arthur R. Pinto and Douglas M. Branson, Understanding Corporate Law, Matthew Bender & Co. Inc, 1999

Frank H. Easterbrook and Daniel R. Fischel, The Economic Structure of Corporate Law, Harvard University Press, Cambridge, 1991

Satyanarayan, Kalika, Business Law, Buddha Academic Enterprise, Kathmandu

S.R Bahl, Business Law, Kitab Mahal, Alahabad