

Ref: MU/RO/AC/2023/1/28

Dated: 16 January 2024

NOTIFICATION

Subject: Approval of Self Learning Material (SLM) of ODL / OL Programmes

Consequent to the approval of the Centre for Internal Quality Assurance, the Academic Council of the University vide Agenda Item No. 28 dated 30 December 2023 of the University considered and approved the revised Self Learning Material (SLM) of the following Programmes to be offered through Open and Distance Learning and Online Learning mode of study as per the University Grant Commission (Open and Distance Learning Programmes and Online Programme) Regulation, 2020:

1. Bachelor of Arts (BA – FYUGP – English, Hindi, History, Sociology, Political Science, Economics, Value Added Courses, Skill Enhancement Courses, Ability Enhancement Courses as per NEP 2020 Guidelines) – ODL & OL Mode
2. Bachelor of Commerce (BCOM – FYUGP) – ODL Mode
3. Bachelor of Business Administration (BBA - FYUGP) – ODL & OL Mode
4. Bachelor of Computer Applications (BCA – FYUGP) – OL Mode
5. Master of Business Administration (MBA – Marketing Management, Financial Management, Human Resource Management, Operations Management) – ODL & OL Mode
6. Master of Computer Applications (MCA) – OL Mode
7. Master of Science in Physics (MSc Physics) – ODL Mode
8. Master of Science in Chemistry (MSc. Chemistry) – ODL Mode
9. Master of Arts in Psychology (MA Psychology) – OL Mode


Registrar
Mangalayatan University
Beswan, Aligarh

CC.:

- P.A. to Hon'ble Vice Chancellor for his kind information
- P.A. to Hon'ble Pro Vice Chancellor for his kind information
- Controller of Examinations
- Director, Centre for Distance and Online Education (CDOE)
- Director, Centre for Internal Quality Assurance (CIQA)
- All Concerned

MASTER OF BUSINESS ADMINISTRATION

(Marketing Management,
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Finance Management,
Operations Management)

MGO-6101

PRINCIPALS AND PRACTICES OF MANAGEMENT

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Block: I Introduction

Unit: 1 Introduction: Meaning, Nature and Scope of Management, Management Approaches, Processes and Functions,

Unit: 2 Managerial Skills, Tasks and Responsibilities of a Professional Manager;

Unit: 3 Evolution of Management Thought, Taylor and Fayol' contribution to Management, Bureaucracy, Hawthorne Studies; Management thinkers,

Block: II Planning

Unit: 4 The Nature and Purpose of Planning, Management by Objectives, Strategies, Policies and Planning Premises. Forecasting.

Unit: 5 Decision Making; Organizing: Nature & Purpose of Organizing. Span of Management,

Unit: 6 Departmentation, Line/ Staff Authority & Responsibility, Effective Organizing & Organizational Culture, Organization Charts and Manuals.

Block: III Staffing

Unit: 7 Staffing: Definition, Nature and Purpose of Staffing

Unit: 8 Human Resource Management and Selection, Performance Appraisal and Career Strategy

Unit: 9 Manager and Organization Development: Managing Change, Organizational Conflicts.

Block: IV Leadership

Unit: 10 Leading: Managing and the Human Factor.

Unit: 11 Motivation: Meaning, Scope and Importance, Approaches, Motivation and Performance, Approaches for Improving Motivation, Quality of Work Life;

Unit: 12 Leadership: Definition, Ingredients, Approaches;

Unit: 13 Communication: Function, Process and Barriers to Communication;

Unit: 14 Directing- Meaning, Nature and Scope, Direction and Supervision.

Block: V Controlling

Unit: 15 Controlling: Concept, the System and Process of Control, Control Techniques and IT, Productivity and Operations Control;

Unit: 16 Controlling Methods: Budgetary and non- budgetary, Overall and Preventive Control.

Unit: 17 The Quality Concept Factors affecting Quality, Developing a Quality Control System, Total Quality Control;

Unit 18: International Management: Towards a unified, global Management Theory.

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MASTER OF BUSINESS ADMINISTRATION

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MGO-6102

MANAGERIAL ECONOMICS

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Block I: Introduction to Managerial Economics

Unit 1: Basic concepts and principles of Economics,

Unit 2: Introduction to Managerial Economics: Nature, Scope,

Unit 3: Importance and Significance in decision making, Managerial Economist-Role, responsibilities and functions.

Block II: Demand, Supply and Revenue Analysis

Unit 4: Demand & supply analysis,

Unit 5: Consumer Preferences and choices.

Unit 6: Demand Elasticity;

Unit 7: Types & its relevance, demand forecasting, revenue analysis.

Block III: Production & Cost Analysis

Unit 8: Cost: Concepts, measurement & analysis,

Unit 9: Production Function & its managerial applications,

Unit 10: Cost curves: traditional & modern approach,

Unit 11: Production Function; Laws of returns.

Block IV: Pricing Decisions & Profit Planning

Unit 12: Market Structures, pricing under different market structures,

Unit 13: Perfect, imperfect and monopoly,

Unit 14: Break Even Analysis; Profit Planning;

Unit 15: Oligopoly (Cournot's model, kinked demand curve model, prisoner's dilemma).

Block V: Macro Economics

Unit 16: Concepts of national Income and methods of its measurement,

Unit 17: Inflation: Theories,

Unit 18: Introduction to business cycles

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MASTER OF BUSINESS ADMINISTRATION

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ACCOUNTING FOR MANAGERS

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Block I: Accounting Framework I (Introduction to Accounting)

Unit 1: Introduction, Nature, scope and importance of Accounting, Book Keeping,

Unit 2: Accounting Process, Users of an Accounting information and their needs,

Unit 3: Accounting Equation, Role and Responsibilities of an Accountant; GAAP and Accounting Standards-Indian and international.

Block II: Accounting Framework II (Accounting Books and Final Accounts)

Unit 4: Preparation of Journal, Ledger, Trial balance,

Unit 5: Cash book & other subsidiary books,

Unit 6: Preparation of Trading, Profit & Loss A/c and balance Sheet (with adjustments),

Unit 7: Depreciation Accounting and

Unit 8: Preparation of BRS.

Block III: Cost Accounting

Unit 9: Meaning, importance of Cost Accounting,

Unit 10: Elements and classification of costs and Preparation cost sheet,

Unit 11: Inventory valuation.

Block IV: Management Accounting

Unit 12: Meaning, importance of Management Accounting,

Unit 13: Budgeting & Budgetary Control;

Unit 14: Preparation of Fixed & Flexible budget, Zero Based Budgeting.

Block V: Financial Statements Analysis

Unit 15: Meaning, importance of financial statement,

Unit 16: Ratio Analysis,

Unit 17: Preparation and Analysis of Fund Flow

Unit 18: Cash Flow Statements according to AS-3.

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BUSINESS STATISTICS

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Block I: Introduction

Unit 1: Meaning, definitions of Statistical Data and Applications of Statistics in Managerial decision making

Unit 2: Frequency Distributions and Measures of Central Tendency: Mean, Median, Mode and their implications

Unit 3: Measures of Dispersion: Range, Quartile Deviation, Mean Deviation and Standard Deviation.

Block II: Correlation and Regression

Unit 4: Meaning and uses of correlation

Unit 5: Meaning and uses of regression.

Unit 6: Various methods of calculation of Coefficient of correlation and their analysis (Two Variable)

Unit 7: Regression analysis.

Block III: Analysis of Time Series

Unit 8: Concept of Time Series analysis, Additive and Multiplication model

Unit 9: Seasonal variation and Cyclical Variation

Unit 10: Various methods of Time Series Analysis and their applications in business.

Block IV: Probability

Unit 11: Concept of probability and its uses in business decision-making

Unit 12: Addition, multiplication theorem of probability and Binomial theorem

Unit 13: Probability Distribution: Concept and applications of Binomial, Poisson and Normal Distribution.

Block-V: Estimation Theory and Hypothesis Testing

Unit 14: Sampling theory

Unit 15: Estimation Theory and Hypothesis Testing

Unit 16: t-test and Z-test

Unit 17: F-test and ANOVA

Unit 18: Chi-Square test

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COMMUNICATION FOR MANAGEMENT

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Block I: Introducing Business Communication

Unit 1: Basic forms of communication; Self Development and Communication Development of positive personal attitude

Unit 2: Communication models and processes; Self Development and Communication Development of positive personal attitude; Corporate

Unit 3: Audience analysis Principles of effective communication, formal and informal communication networks, Grapevine, miscommunication (barriers).

Block II: Effective listening

Unit 4: Principles of effective listening; Factors affecting listening exercise;

Unit 5: Oral, written and video sessions.

Unit 6: Modern forms of communicating:

Unit 7: Fax: E-Mail; Video conferencing etc. nonverbal aspects of communication, Kinesics, Proxemics, Para language, sign language.

Block III: Writing skills

Unit 8: Planning business message; rewriting and editing; the first draft; reconstructing the final draft.

Unit 9: **Business** letters; Appearance of request letters; Good news and bad news letters; Persuasive letters;

Unit 10: Sales letters; Collection letters; Office memorandum, notice and circular.

Unit 11: Writing resume and letter of application.

Block IV: Report writing

Unit 12: Introduction to a proposal, short report and formal report, report preparation,

Unit 13: Sales presentation, training presentation,

Unit 14: Conducting surveys, speeches to motivate.

Block V: Practices in business communication

Unit 15: Group discussions; Mock interviews; Seminars; Effective listening exercises;

Unit 16: Individual and group presentations, Oral presentation:

Unit 17: Principles of oral presentation, Factors affecting presentation,

Unit 18: Interviewing skills: Appearing in interviews; conducting interviews

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MASTER OF BUSINESS ADMINISTRATION

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MGO-6201

ENTREPRENEURSHIP & SMEs MANAGEMENT

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Block I: Entrepreneurship: A Conceptual Framework

Unit 1: Introduction: Concept of Entrepreneurship; Role of entrepreneurship in economic Development;

Unit 2: Factors impacting emergence of entrepreneurship; Managerial vs. entrepreneurial approach; Intrapreneurship.

Unit 3: Types of Entrepreneurs. Characteristic of successful entrepreneurs; Entrepreneurship process;

Unit 4: Women Entrepreneurs; Social entrepreneurship; Entrepreneurial challenges.

Block II: Entrepreneurial Growth:

Unit 5: Role of Entrepreneurship in Economic Development, Entrepreneurial Theories; Factors affecting entrepreneurial growth

Unit 6: Entrepreneurial Challenges; New Product

Unit 7: Development and Growth Strategies for Entrepreneurial ventures.

Block III: New Ventures Planning

Unit 8: Ownership Structures; Acquisition; Franchising, Marketing plan,

Unit 9: Marketing research, Marketing Mix; Business Plan-benefits of drivers

Unit 10: Perspectives in business plan preparation, elements of a business plan.

Block IV: MSME Registration and Promotion

Unit 11: MSME registration, MUDRA Loan, Start-up India.

Unit 12: Make In India, Institutional Finance to Entrepreneurs

Unit 13: MSME and Economic Development,

Unit 14: Institutional Support for Small Enterprises.

Block V: International Entrepreneurship:

Unit 15: Export Business Registration, Intellectual Property Protection- Patents,

Unit 16: Trademarks and Copyrights – importance for start-ups,

Unit 17: Legal acts governing business in India;

Unit 18: International entrepreneurship- opportunities and challenges,

Unit 19: Export Documentation in India.

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BUSINESS ENVIRONMENT

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Block I: Theoretical Framework of Business Environment

Unit 1: Concept, Significance, of Business Environment

Unit 2: Nature, Elements & Dimensions;

Unit 3: Environmental Scanning and Monitoring.

Block II: Economic Environment of Business

Unit 4: Significance and Elements; Economic Systems; Economic planning in India; Government Policies- Industrial,

Unit 5: Fiscal, Monetary, EXIM; Public Sector and economic development; Development banks and its relevance to Indian business;

Unit 6: Economic Reforms, Liberalization and structural adjustment programmes;

Unit 7: Regulation of Financial Markets, SEBI.

Block III: Political and Legal Environment of Business

Unit 8: Critical elements; Government and business;

Unit 9: Changing dimensions of political and legal environment in India;

Unit 10: MRTP Act, Competition Act, FEMA and licensing policy

Unit 11: Consumer Protection Act.

Block IV: Socio-cultural Environment

Unit 12: Social institutions, systems, values, attitudes, groups, etc;

Unit 13: Dualism in Indian society and problems of uneven income distribution;

Unit 14: Rural sector in India; Social Responsibility of Business; Consumerism in India.

Block V: International and Technological Environment

Unit 15: Multinational Corporations; Foreign collaborations and Indian business; NRIs and Corporate sector

Unit 16: International Economic Institutions- WTO, World Bank, IMF and their importance to India; Foreign trade Policies;

Unit 17: Impact of Rupee devaluation; Technological environment in India; Policy on research and development

Unit 18: Intellectual Property Rights; Technology transfer.

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RESEARCH METHODOLOGY

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Block I: Research Formulation

Unit 1: Introduction, meaning of research,

Unit 2: Types, Role of research in important area and Process of Research,

Unit 3: Defining research Problems, Hypothesis Formulation.

Block II: Research Elaborated

Unit 4: Research Design, Research plan,

Unit 5: Concept of sample, Sample size, Various types of sampling techniques.

Unit 6: Types of Data and Methods of its Collection; Questionnaire Design,

Unit 7: Precautions in preparation of questionnaire, Measurement scales.

Block III: Data Analysis and Interpretation-1

Unit 8: Processing and Analysis of Data by application of statistical tools,

Unit 9: Various kinds of charts and diagrams used in data analyses

Unit 10: Application of Data Analysis.

Block IV: Data Analysis and Interpretation-2

Unit 11: Hypothesis Testing (F-test, ANOVA, Chi –square test, t-test) ,

Unit 12: Multivariate Statistical techniques- Multiple regression, discriminate analysis,

Unit 13: Factor analysis, Multivariate analysis of variance,

Unit 14: Conjoint analysis, Cluster analysis, Multidimensional Scaling, Role of computer in research, Excel- A tool for statistical analysis, SPSS, Interpretation and conclusion.

Block V: Report Writing

Unit 15: Report Writing, Significance of report writing, Steps in report writing,

Unit 16: Layout of research report, Types of reports; Appendices;

Unit 17: Bibliography, Characteristics of a good report; Precautions for report writing

Unit 18: Ethics in business research.

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BUSINESS LAWS

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Block I: Contract Act, 1872

Unit 1: Definition & Classification of Contract, Essential elements of a Valid Contract,

Unit 2: Quasi Contract – Various Forms,

Unit 3: Contingent contract,

Unit 4: Discharge & Breach of Contract, Remedies of breach of contract.

Block II: Sales of Goods Act, 1930

Unit 5: Contract of sale of Goods-Meaning, Essentials, etc.

Unit 6: Provisions relating to Conditions and Warranties, Provisions relating to Transfer of Property

Unit 7: Ownership, Provisions relating to Performance of Contract of Sale- Rights and duties of Unpaid Seller and Buyer.

Block III: The Negotiable Instruments Act, 1881

Unit 8: Negotiable Instruments- Meaning, Characteristics, Types, Parties- Holder and Holder in Due Course;

Unit 9: Negotiation and types of endorsements, Dishonour of Negotiable Instruments and Overdue Instrument,

Unit 10: Banker and Customer- Crossing of Cheques, Obligations of a Banker & a Customer, Bouncing of Cheques, Liabilities of parties.

Block IV: Partnership Act, 1932

Unit 11: Definition, Formation, Types and Registration of Partnership,

Unit 12: Kinds, Rights and liabilities of Partners, Minor's Status in Partnership Firm,

Unit 13: Dissolution of Partnership Firm.

Block V: The Companies Act, 1956 & 2013

Unit 14: Company- Definition, Meaning, Features and Types,

Unit 15: Incorporation of a Company- Memorandum & Articles of Association and their Alteration;

Unit 16: Prospectus, Management of company- Directors and Meetings,

Unit 17: Share capital-Account and Audit,

Unit 18: Winding up of companies.

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HUMAN RESOURCE MANAGEMENT

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Block I: Introduction:

Unit 1: Conceptual foundations; Human aspect of management;
Human resource Management- concept, scope and importance;

Unit 2: Competencies of HR manager- employer branding and competency mapping;

Unit 3: Changing role of HRM- workforce diversity, Technological change, restructuring and rightsizing, empowerment; TQM.

Unit 4: Management of ethics.

Block II: Human Resource Planning, Job Analysis, and Job Design:

Unit 5: Assessing human resource requirements; Human resource forecasting;

Unit 6: Work load analysis; Job analysis; Job description and specifications;

Unit 7: Job design; Job characteristic approach to job design.

Block III- Recruitment, Selection, Training, and Development:

Unit 8: Factors affecting recruitment; Sources of recruitment (internal and external);

Unit 9: Basic selection model; Psychological tests for selection; Interviewing; Placement and induction;

Unit 10: Job changes- Transfers, Promotions, and Separations;

Unit 11: An overview of training and development; Emerging trends in recruitment, selection, and development.

Block IV- Compensation Management, Performance Appraisal, and Audit:

Unit 12: Compensation Management- Job evaluation, base compensation and supplementary compensation;

Unit 13: Innovations in compensation management- Pay band system, ESOP; Performance appraisal- concept, traditional and modern methods-

Unit 14: MBO, 360degree appraisal, 720degree appraisal, behaviourally anchored rating scale, balanced scorecard; Potential appraisal.

Block V- Emerging Horizons of HRM

Unit 15: International HRM, challenges of international HR managers; Green HRM; E-HRM; HRIS (Human Resource Information System);

Unit 16: Human resource audit;

Unit 17: Contemporary issues in human resource management

Unit 18: Moonlighting phenomenon, employee engagement, flexi timing, psychological contract, managing protean career, layoffs.

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