International Institute of Professional Studies
Devi Ahilya University, Indore
MBA (TA) SEM. I
(JULY – DEC. 2008)
ORGANIZATION BEHAVIOUR

Objectives:

An organization is a living organism whose basic component is the individual. The students are required to gain the intricacies of individual behavior in order to function effectively and efficiently in the organization and also avoid potential sources of conflicts which will make their careers interesting g and enjoyable.

Course Contents:

1. Introduction to Organization Behavior, Definition, Model, Variables.

2. Foundation of Individual Behavior: Biographical characteristics, ability, personality

3. Perception: Definition, Factors affecting perception, process, social perception, perceptual barriers

4. Values & Attitudes: (i) Value importance, source types (ii) Attitudes- source, types, and theory

5. Motivation: Definition, process, process Theories, Content theories, Motivation Applied- MBO, OB Mod, Goal Setting & Job Design.

6. Learning: Meaning, Definition, Types, Theories of learning, Reinforcement, Techniques, of Reinforcement, Punishment

7. Job Satisfaction: Meaning, Factor Affecting JS & Outcomes of JS

8. Group Dynamics: definition, types, Reason for joining groups, group Development, Group Structure

9. Power & Policies: Definitions, Social Influence, and Tactics of SI. Individual Power, Bases Of Power

10. Interactive Behavior & conflict:

    A: Intra-Individual conflict- Conflict due to frustration, Goal conflict, Role conflict
    B: Interpersonal conflict- transactional Analysis, Johari Window
    C: Inter-group Behavior
    D: Managing conflict

11. Job Stress: Meaning, Causes, Effect and Coping Strategies

12. Organization Culture: definition, Type, Creating& Sustaining

13. Organization Change & Development: Reason for Change, OD Technique

Books Recommended:

1. Organization Behavior-Stephen Robbins

2. Organization Behavior-Fred Luthans

Reference Books:

1. Management of Organization Behavior-Paul Hersey & K.H. Blanchard

2. Organization Behavior-Nelson & Quick

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TA– 109

FUNDAMENTALS OF COMPUTER APPLICATIONS

Course Objectives:
The objectives of this course are to introduce the students to the basic concepts of computer. Special emphasis will be laid on helping students acquire a high degree of proficiency in Windows based applications in various functional areas of management.

Examination:

Internal Assessment I-   20 marks
Internal Assessment II-   20 marks
End- Semester Examination   60 marks

Course Contents:
1. Introduction: Course overview and administration. Scope and contents of syllabus. Discussion of assignments, tests and marks criteria.
2. Fundamentals of Computer: Block diagram of the computer Input devices, Output devices.
3. Operating systems: Introduction to operating system, Types of the Operating System, MS-DOS -   DOS Features, External and Internal Commands,   Working with Files,   Working with Directories, Managing Disks,   Advanced Command Techniques.
4. WINDOWS: windows operation, File management, Resource location, Managing icons and location, Control manager, Accessories of windows
5. MS – Word (Word Processing): Introduction, Working with Word, Typing and Editing, Formatting Text, Page design and layout, Adding Tables, Using styles, templates and themes, Merging Data and documents, Using Graphs, Advanced features of Word.
6. MS – Excel (Worksheet):Introduction, Working with Excel, Entering Data, Advanced worksheet formatting, Customizing Workplace, Calculation in Worksheets, Adding Charts, Working with lists databases and pivot table, Advanced features of Excel.
3. MS – PowerPoint (Presentation): Introduction, Working with PowerPoint, Adding Text, Expert presentation – building technique, Including Multimedia, graphics and special effects, Customize PowerPoint.
8. MS –Access: Access essentials, Creating and customizing tables, Linking Multiple tables, Using Queries to find and filter data, Designing and using forms, Presenting Data with reports
 9. Basic Programming Techniques: Algorithms, Flowchart, Program generation

Text Books
01   Computer and commonsense, Roger Hunt and John Shelly
02   Using MS- office 2000, Woody Leonhard
03   The Computer Guide to MS – Office, Ron Monsfield
04   The Complete ref, office 2000, Stephen L. Nelson
05   Learn DOS in a Day, Stulz

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TA – 106B
MARKERTTING FOR TRAVEL AND TOURISM

Course Objective:

The objective of the course is to provide an understanding of the Principles of Marketing concepts and their applications in the Tourism Industry. The course provides students with a customer-oriented approach to Marketing in the Tourism Industry.

Examination:

Internal Assessment I-   20 marks
Internal Assessment II-   20 marks
End- Semester Examination   60 marks

Course Contents:

1. UNDERSTANDING MARKETING & THE MARKETING PROCESS: Concept & Scope of Marketing, Marketing Challenges in the Digital Age, Customer Value, Satisfaction, & Retention, Philosophies of marketing management.

2. DEVELOPING MARKETING OPPORTUNITIES: Marketing Planning, Marketing Environment, Marketing Information System, Market Research, Consumer Buyer Behavior: Model and Factors affecting, Segmentation, Targeting, & Positioning

3. DEVELOPING THE MARKETING MIX:
   - (i)   Product & Service – Nature & Classification, Branding, New-Product Development & Product Life Cycle
   - (ii)   Price – Pricing Considerations & approaches; Initiating & Responding to price changes
   - (iii)   Marketing Channels – Channel Design
   - (iv)   Promotion – Advertising, Sales Promotion, Personal Selling, Direct Marketing, Public Relations

4. MANAGING MARKETING: Creating Competitive Advantage, The Global Marketplace, Internet Marketing, Communication process. Building customer relationship through satisfaction, value and retention.

Books Recommended:
Principles of Marketing – Philip Kotler
Hospitality Marketing – Wearne & Morrison

Reference Books:
1. Marketing Management by Philip Kotler
2. Doyle, P. (1995)," Marketing in the new millennium", Journal of Marketing.

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TA-105

PRINCIPLES AND PRACTICES OF MANAGEMENT

Objectives:

The basic objective of this course is to provide an opportunity for the participants to understand the various methods of management techniques and eventually to develop skills in problem solving and decision making.

Examination:

Internal Assessment I-   20 marks

Internal Assessment II-   20 marks

End- Semester Examination   60 marks

Course Contents

1. Introduction–What is Management, Definition of management, Functions of Management, Principles of Management, Is management Art or Science?

2. Management Thoughts – The Classical School, the Human relation School, the Decision Theory School, The Management Science School, The System Theory School, The Contingency Theory School

3. Planning – The Concept, Nature, Type, Steps and Principles of Planning, Instruments of Planning, Strategies Rules, Procedures, Methods, Standards, Projects and Budgets.

4. Decision Making- Nature, Theories, Types, Process of Decision Making, Group Decisions.

5. Organizing & Directing   Organization and Organization Structure, Line Staff & Lateral Relation, Directing or Actuating.

6. Motivation and Communication   Need Concept, theories of Motivation, , Process, Strategies for Communication.

7. Leadership- Tasks of Leaders, Meaning, Approaches

8. Coordination & Control Concept, Nature, Types, Methods of Coordination, Management Control, Types, Principles, Techniques of Controlling

Text Readings

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1. Harold Koontz, O'Donnell and Heinz Weihrich, "Essentials of Management", New Delhi, Tata McGraw Hill, 1992.

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BUSINESS MATHEMATICS AND STATISTICS

Objectives:

The objectives of the course are to equip the students with the mathematical and statistical techniques and their application to business problems. The emphasis will be on the concepts and application rather than derivations.

Examination:

Internal Assessment I-   20 marks
Internal Assessment II-   20 marks
End- Semester Examination   60 marks

PART I – BUSINESS MATHEMATICS

1. <u>Theory of Equations</u>: Introduction, Degree of an equation, Solution of an equation, Linear equation in two variables and its application, Solution of quadratic equation and its application, Linear & Quadratic simultaneous equation.
2. <u>Differentiation concepts</u>: Derivatives of a function, derivatives of sum, difference, product and quotient, applications of differentiation in economic and managerial problems like marginal analysis, elasticity, Maxima and Minima.
3. <u>Integration Concepts</u>: Elementary integration, Integration by parts, Integration by partial fractions, definite integrals, economic application, consumer surplus and producer surplus.
4. <u>Sequences and Series</u>: Introduction to Arithmetic, Geometric and Harmonic Progressions, introduction to Discounting, Compounding, and Annuity.
5. <u>Determinants and Matrices with Business application</u>: Types of matrices, operations on matrices, adjoint matrix, inverse matrix, elementary row operations. Solution of simultaneous linear equations using matrices, input/output analysis.

PART II – BUSINESS STATISTICS

1. <u>Introduction to Statistics</u>: Meaning and Definition of Statistics, Scope and Limitations of Statistics, Role of Statistics in Management Decisions.

2. <u>Introduction to Measurement of Central Tendency</u>: Types of central tendency and its application. Introduction to Measures of dispersions, Types and its application.
3. Sampling Theory: Introduction, Population, Sample, Parameter and Statistic, Types of sampling.

4. <u>Probability Theory and Probability Distributions</u>: Concepts, additive, multiplicative, conditional probability rules, Baye's Theorem, Binomial, Poisson and Normal distributions- their characteristics and applications
5. <u>Correlation & Regression</u>: Correlation (Karl Pearson's and Spearman's Coefficient), Methods of computing simple correlation and regression.
6. <u>Time Series</u>: Time Series and its Components, Analysis, Models of Time Series, Methods of Studying Components of Time Series: Measurement of trend (moving average, exponential smoothing and least squares method), Measurement of seasonal variations (simple average, trend, and moving average method) Measurement of cyclic variations (residual method).

Text Reading

1. J.K. Sharma, "**Mathematics for Management and Computer Applications**", New Delhi, Galgotia Publication,
2. R. K. Ghosh and S. Saha, "**Business mathematics and statistics**", Calcutta, New Central Book Agency 9th Ed., 1999.
3. S. Saha, **"Business Mathematics and Quantitative Techniques"**, Calcutta, Central Book Agency, 2000
4. Richard I. Levin and D.S. Rubin, "**Statistics for Management**", New Delhi: Prentice Hall of India, 2000
5. S. P. Gupta, "**Statistical Methods**," New Delhi, Sultan Chand and Sons, 2001

Text Reading

1. J. N. Kapur and H. C. Saxena. "**Mathematical Statistics**", New Delhi, Sultan Chand and Company Ltd., 20th ed., 2001
2. R. Jayprakash Reddy and Y. Mallikarynna Reddy, "**A Text book of Business Mathematics**", New Delhi, Ashish Publishing House, 2002
3. K. B. Dutta, "**Matrix and Linear Algebra**", New Delhi, Printice Hall of India 1999
4. D. C. Sancheti and V. K. Kapoor, "**Statistics: Theory, Methods and Applications**," New Delhi: Sultan Chand and Sons., 2001
5. D.N. Elhance, Veena Elhance and B. M. Aggrawal, "**Fundamentals of Statistics**", Allahabad: Kitab Mahal, 1996

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GEOGRAPHY FOR TOURISM

Objectives:

To make students understands the basic concepts of physical and human geography. The main objective is to create awareness of all important tourist destination countries in the world.

Examination:

Internal Assessment I-   20 marks

Internal Assessment II-   20 marks

End- Semester Examination   60 marks

Course Contents:

01. Introduction
02. The Physical World
03. North America –An overviews of the continent : Geographical location and condition: main countries of tourist interest: referring political and physical maps.
04. Central America - An overviews of the continent : Geographical location and condition: main countries of tourist interest: referring political and physical maps:
05. South America –An overview of the continent: Geographical   location and condition: main countries of tourist interest: referring political and physical maps.
06. Europe – An overviews of the continent: Geographical location and condition: main countries of tourist interest: referring political and physical maps.

Books Recommended:

1. Tourism Geography-Philip G.Davidoff. J. Doughlas Eyer.
2. The 21st Century World Atlas.

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ACCOUNTING FOR MANAGERS

Objectives:

Objective of the subject is to acquaint students with concepts of accounting and help them acquire the ability to develop and use the accounting data as an aid to decision making.

Course Contents:

1. FUNDAMENTALS OF FINANCIAL ACCOUNTING: Meaning and definition of accounting, Need and functions of accounting, users of accounting information, importance and limitations of accounting, Relationship of accounting with other disciplines, Accounting Principles- Concepts and Conventions, An introduction to Accounting Standards and US GAAPs

2. DOUBLE ENTRY SYSTEM OF ACCOUNTING: Concept and definition, Process of Accounting, various stages of DES accounting: Journal, Ledger, Trial Balance, Preparation of Final Accounts, Adjustments in Final A/cs., Preparation of Final a/cs. With adjustments, Numerical Problems

3. FUNDAMENTALS OF COST ACCOUNTING: Concept of Cost, Classification of Cost, Elements of Cost, Need for Cost accounting, Advantages and Limitations of Cost Accounting, Various techniques of Cost Accounting, Installation of Cost Accounting system, Cost Reduction, Cost Control and Cost Management, Components of Total Cost, Preparation of Cost Sheet, Numerical Problems

4. INTRODUCTION TO MANAGEMENT ACCOUNTING: Introduction to Management Accounting, Balance sheet & related concepts, Profit/ Loss account & related concepts, Need, Importance and Limitations of Management Accounting, Difference between Management, Cost & Financial Accounting.

   5. ANALYSIS OF FINANCIAL STATEMENTS: An overview of Financial Statement Analysis, Objectives, Methods and Importance, Ratio Analysis, Funds Flow Analysis, Cash Flow Analysis, Trend Analysis, Comparative Statement Analysis. Numerical Problems

6. COST ANALYSIS AND DECISION MAKING: Marginal, Absorption and Differential Costing, Break Even Analysis & CVP Analysis. Budget, it's meaning & types, Fixed & Flexible Budgets, Preparation of various types of Budgets, viz: Cash Budget, Production Budget, Sales & Revenue Budget Flexible Budget, Standard Costing and Variance Analysis,

TEXT BOOKS: Financial A/c. for Management by Ambrish Gupta (Pearson Education), Accounting for Managers by M.E. Tukaram Rao (New Age) and Management Accounting by S. P. Gupta (Sahitya Bhawan, New Delhi)
REFERRENCES BY: 1. I.M. PANDEY
                      2. S.K. BHATTACHARYA
                      3. KHAN & JAIN
                      4. LATEST ANNUAL REPORTS OF LISTED COMPANIES
JOURNALS: 1. "THE MANAGEMENT ACCOUNTANT" (ICMA, LONDON)

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2. "THE - - - - - - - - - - - - - CHARTERED
ACCOUNTANT" (ICAI, NEW DELHI)

TA-10
FUNDAMENTALS OF TOURISM

Objectives:
The main objective of this course is to develop a practical prospective on the travel and tourism industry. The knowledge of such will help students understand the intricacies of the travel and tourism industry.

Examination:

Internal Assessment I-   20 marks

Internal Assessment II-   20 marks

End- Semester Examination   60 marks

Course Contents:

1. Introduction: Historical evolution of travel and tourism. Understanding tourism. Definitions of tourism. Models of tourism, Tourism as a system. Types of tourism. Tourist motivators.
2. Classification of tourism and travelers
3. Transportation: History, Types, Various national and international organizations related to transportation.
4. Accommodation: Introduction, Bases of classification, Primary and supplementary accommodation, Ratings, Accommodation related national and international organizations.
5. Social and Economic Benefits of tourism: Benefits, Multiplier Effect, Factors governing the benefits.
6. National and International Organizations related to travel and tourism
7. International conventions held for the development and Planning of travel and tourism
8. National Tourism Acts and National Tourism Policies along with State tourism policies
9. Impact of tourism: Economic impact: Social impact: Environmental impact and political impact.
10. Threats and Obstacles to tourism

Books Recommended:

Tourism & Travel: Concepts and Priciples- Dr. Jagmohan Nagi
Tourism Development –Bhatia

References:
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Outlook Travel