

ACHARYA NAGARJUNA UNIVERSITY::NAGARJUNANGAR – 522 510
5 YEAR INTEGRATED MBA (INTERNATIONAL BUSINESS)
I YEAR SYLLABUS

PAPER – 1: ENGLISH (NR)

Syllabus applicable w.e.f. 2012-13 academic year

POETRY

<u>Title of the Poem</u>	<u>Name of the Poet</u>
1. Ode to Autumn	John Keats
2. Dover Beach	Mathew Arnold
3. The Unknown Citizen	W. H. Auden
4. Poem - 36	Rabindranath Tagore
5. Myriad-Winged Bird	A. Satyavathi Devi
6. Telephone Conversation	Wole Soyinka

PROSE

<u>Title of the Prose Lesson</u>	<u>Name of the Author</u>
1. Is Progress Real?	Will Durant
2. Stephen Leacock	Conjuror's Revenge
3. The Best Investment I Ever Made	A. J. Cronin
4. Prospects of Democracy	Dr. B. R. Ambedkar
5. I Have a Dream	Martin Luther King
6. Letter to a Teacher	Nora Rossi and Tom Cole

GRAMMAR AND VOCABULARY

1. Reading Comprehension
2. Verb Forms
3. Right Words (Synonyms, Antonyms, Homonyms and One-Word Substitutes)
4. Idioms
5. Detection of Errors

FURTHER READING FOR FIRST YEAR

Short Stories:

- | | |
|------------------------------------|-------------|
| 1. How Far is the River | Ruskin Bond |
| 2. Little Girls are wiser than Men | Leo Tolstoy |

One-Act Plays

- | | |
|--------------------------------------------------|---------------------|
| 1. The Boy Comes Home | A. A. Milne |
| 2. <i>Merchant of Venice</i> (Casket Scene only) | William Shakespeare |

LANGUAGE USAGE

1. Punctuation (to be given from a one-act play)
2. Dialogue Writing (to be given from a short story)

COMMUNICATION CURRICULUM

YEAR - I COMMUNICATION CURRICULUM				
Year - I/ Level - I Modules	Topics	Concepts / Activities	Time Frame 40 Hours	Additional Infrastructure Requirement
1-B-1 Spoken English	1. Neutralization of Accent-Pronunciation	<ul style="list-style-type: none"> • Intro to English sounds • Practice in identifying Vowels • Symbols, words, stress, using Consonants(GIE) • The dictionary, common words (Contrasted with Br.E, Am.E) • Syllables • Stress • Intonation Reducing MTI-Problematic Sounds of regional Language 	15	Sound System
	2. Formal / Informal English differences Monologue / Dialogue	<ul style="list-style-type: none"> • Self - Introduction • Hobbies and favorites • Greeting people • Giving instructions/directions, making requests, asking permission, offering help 	5	
	3. Telephoning Skills	<p>Types of calls</p> <ul style="list-style-type: none"> • Call structure-stages of a call • Leaving a message • Role play • Voice modulation practice 	5	Speaker Phone recommended
1-B-2 Listening Comprehension	1. Listening for stress, accent, rhythm and intonation	<ul style="list-style-type: none"> • Identifying sounds / word stress / intonation patterns 	5	Audio CD / Tapes
	2. Listening for the main idea	<ul style="list-style-type: none"> • Listening to and understanding a speech /talk conversation 	4	Audio CD / Tapes
	3. Listening for specific information	<ul style="list-style-type: none"> • Handling a cell-(live / answering machine) listening to and taking down a message • Following instructions / directions • Dictation practice 	4	<ul style="list-style-type: none"> • Audio CD / Tapes • Site maps recommended
	4. Listening for pleasure	<ul style="list-style-type: none"> • Stories, anecdotes, • English songs 	2	Audio CD/tapes

Reference Book : A course in Listening and speaking - I

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PAPER – II : HINDI (NR)

(Syllabus applicable with effect from 2012-13 Academic Year Batch)

A) PROSE: 'GADYA SANDESH'

Editor : Dr.V.L Narasimham Shiva Koti

Published by: LORVEN Publications, Hyderabad

Lessons to be Studied:

Sl.No	Lesson No	Title of the Lesson	Name of the Writer
01	01	Sahithya Ki Mahattha	Mahaveer Prasad Dwivedi
02	03	Mithratha	Acharya Ramachandra Shukla
03	05	Poos Ki Raath	Premchand
04	08	Samakruthi aur Sahithya Ka Paraspar sambandh	Dr. G. Sunder Reddy
05	10	Bharath Ek Hai	Ramdhari Singh Dinakar
06	12	HIV / AIDS	Harib Shankar Parasayi

B) Non – Detailed Study : 'KATHALOK'

Editor : Dr.Ghanashyam

Published by: SUDHA Publications, Hyderabad.

Stories to be Studied:

Sl.No	Lesson No	Title of the Lesson	Name of the Writer
01	01	Mukthidhan	Munshi Premchand
02	02	Goodad Sayi	Jayashankar Prasad
03	03	Usne Kaha tha	Chandradhar Sharma Gulari
04	06	Bhook Hadthal	Bala Shouri Reddy
05	07	Mai Haar Gayi	Mannu Bhandari
06	09	Paramaathma Ka Kutha	Mohan Rakesh

C) Grammer pertaining to the following topics :

- I. Rewriting of Sentences as directed based on: Case, Gender, Number, and Voice.
- II Correction of Sentences.
- III Usage of words into Sentences
- IV Karyalaya Hindi: Administrative terminology (Prashashanik Shabdabali)
Official Designations (Padnaam 200 words)
(A) Changing English term to Hindi
(B) Changing Hindi term to English
- V Sandhi Vichched
- VI Antonyms (Virodhi Shabd)
- VII Letter – Writing: Personal letters, Official letters, Letters of Complaints,
Application for appointment

Books Recommended for Reference:

1. Saral Hindi Vyakaram – D.B.H.P.Sabera,Hyderabad
- 2.Prathamik Vyakaran Evam Rachana – Harish Chandra.

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IB 1.3

PAPER – III: PRINCIPLES OF MANAGEMENT

The objective of this course is to equip the students with the basic principles and functions of Management

Unit – I:

Introduction : Concept of Management: Definition – Nature – Purpose – Scope and Significance – Management Vs. Administration- Universality of Management Principles – Evolution of Management thought – Approaches to Management – Process of Management – Internal and External environment Forces – Functions of Management.

Unit – II:

Planning : Concept and Significance – Types of Plans – Objectives – Management by objectives, by exception, by crisis - Strategies – Policies – Procedures – Rules – Programmes- Planning Premises.

Decision Making : Decision Making Process – Decision Tree Analysis – Linear Programming – Game Theory.

Unit-III:

Organising : Nature and Purpose – Principles of organisation: formal and informal organisation- span of control – Hierarchy - Authority and responsibility – Delegation of authority –centralisation – decentralisation – Line and Staff conflict and cooperation – Plural executive – Committees – Board of Directors.

Staffing : The Nature and purpose of staffing - Recruitment – Selection – Placement and Promotion – training – Executive development programmes.

Unit – IV:

Direction : Elements of Directing – Communication – Importance Process – Media – barriers to communication : Effective communication – Motivation and importance in management- Leadership.

Unit – V:

Control : Process of Control – Reporting system for Control- Modern Control Techniques – PERT and CPM.

Indian Management Scenario : Business Class in India – Management Development in India- Social responsibilities of business and managers role.

RECOMMENDED BOOKS:

Harold Koontz & Heinz Weihrich	: Management
Peter F. Drucker	: Practice of Management
L A. Alien	: Management and Organisation
Newman & Summer	: The Process of Management
Black & Moulton	: Managerial Grid
A. Das Gupta	: Business & Management in India
Sahru S. Rangneker	: In the Wonderland of Indian Managers
Prasad. Lallan & S.S. Guhan	: Management principles and Practice
M. Benarjee	: Modern Management
Sherlekar & Sherlekar	: Principles of Business Management
Davar R.S.	: Management process
Agarwal	: Organisation and management

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IB 1.4

PAPER – IV: MANAGERIAL ECONOMICS

Objectives :- The Objectives of this course is to acquaint the participants with concepts and techniques used in Micro-Economic Theory and to enable them to apply this knowledge in business decision-making. Emphasis is given to changes in the nature of business firms in the context of globalisation.

Unit – I: Introduction: Meaning, Nature, Scope and significance of Managerial Economics – Fundamental Principles of Managerial Economics - It's relation to other branches of learning – Role of Managerial Economist in the Management team. Theory of Firm - profit maximisation, sales maximisation, organisational slack, ownership and control;

Unit – II: Theory of Consumer Behaviour and Demand: Cardinal utility –law of diminishing Ordinal utility –Equip marginal principle- Ordinal utility- Indifference curve analysis- Derivation of Consumer's Demand curves. Market demand –demand function –demand schedule- demand curves –Shifts in demand –law of demand and exceptions to it. Concept of Elasticity-price, income and cross elasticities.

Unit – III: Theory of production and cost: Concept of production function-Law of variable proportions-Isoquant and Isocost curves- determination of least cost combination of inputs-Returns to scale – Economics of scale. Cost concepts- opportunity cost- short run cost curves- long run cost curves.

Unit – IV: Market structures: Perfect competition –Characteristics-Equilibrium in Market period – Short run equilibrium of a firm and industry- Long run adjustment of firm and industry.

Monopoly – Basis of monopoly – short run equilibrium under monopoly- Long run equilibrium- under monopoly- price discrimination.

Monopolistic competitions: Characteristics- Price Competition Non- Price competition. Product differentiation- Selling costs-Short run equilibrium- Long run equilibrium of a firm. Concepts of Duopoly and oligopoly markets.

Unit – V: Macro Economics: Concepts of GNP and GDP - Concept and Measurement of National Income – Inflation – Types and Causes of inflation - Affects of inflation on different groups – Control of inflation - Monetary and fiscal measures - Money Supply and Monetary Policy - Fiscal Policy – Business cycles: Phases of Business cycles – Hatray, Keynes and Hicks theories – Measures to Control Business Cycles.

BOOKS RECOMMENDED:

1. C.E.Ferguson & C.P.Gould: Microeconomic Theory
2. Donald S. Watson : Price Theory and its uses
3. Donald Dewey : Micro Economics
4. Adhikary, M. *Business Economics.*, New Delhi, Excel Books, 2000.
5. Baumol, W J. *Economic Theory and Operations Analysis.* 3rd ed., New Delhi, Prentice Hall Inc., 1996.
6. Chopra, O P. *Managerial Economics.* New Delhi Tata McGraw Hill 1985.
7. Keat. Paul G & Philips K. Y. Young, *Managerial Economics*, Prentice Hall, New Jersey, 1996.
8. Koutsoyiannis, A. *Modern Micro Economics.* New York, Macmillan, 1991.
9. Milgram, P and Roberts J. *Economics, Organization and Management*, Englewood Cliffs, New Jersey, Prentice Hall Inc .. 1992.

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IB 1.5

PAPER – V: BUSINESS MATHEMATICS

The objectives of this course are to familiarise the students with mathematical tools useful for decision making.

(Proofs and derivations are excluded)

Unit – I:

Introduction- Concept and nature of decision making-decision making process – need for information, Computation and analysis role of mathematical models-role of computers.

Unit – II:

Linear and quadratic equations- progressions- permutation and combinations – Binomial theorem - Set theory- sets and operation on sets- Functions- limits

Unit – III:

Vectors-type- Geometric interpretation and linear dependence - Matrix algebra- addition, subtraction and multiplication of matrices- ad joint matrix – Inverse of matrix-rank of matrix-rank of matrix – solutions of simultaneous equations.

Unit – IV:

Differentiation – basic laws of derivatives- higher order derivatives- partial differentiation- maxima and minima of functions - Integration – concept- methods- definite integrals- integration by parts.

Unit – V:

Elements of OR- concept of modeling- modeling procedures –OR techniques – an overview - Linear programming – graphic solution – simplex method.

Books recommended:

1. SIVAYYA K. V. and Satya Rao **Business Mathematics** Saradhi Publications, Guntur.
2. Sancheti and Kapoor **V.K.,Business Mathematics** Sultan Chand & Sons, New Delhi.

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PAPER – VI: BASICS OF FINANCIAL AND COST ACCOUNTING

Financial Accounting:

1. Introduction – Accounting concepts, Conventions and GAAP
2. Double entry system – Rules of double entry book keeping – Subsidiary books – Ledger – Trail Balance.
3. Cash Book – Single – Double – Triple column cash book – Petty cash book.
4. Preparation of Final Accounts – Manufacturing account – Trading account – Profit and Loss Account – Balance sheet - Treatment of outstanding and prepared expenses – Methods of Depreciation – Treatment of bad Debts. – Inventory Valuation Methods.
5. Company Final Accounts with Adjustments - Contemporary issues in Accounting – Accounting software.

Cost Accounting:

1. Cost Accounting: Nature - Objectives – Scope and Significance of Cost Accounting – Limitations of Cost Accounting.
2. Elements of Cost: Material Cost, Labour Cost and Overhead Expenses – Cost Sheet – Absorption Costing Vs. Marginal Costing.
3. Cost finding methods: Job order costing – Contract Costing – Process Costing - Treatment of process losses.
4. Cost Control and reduction

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PAPER – VII: PERSONALITY DEVELOPMENT

Objective : The Objective of this programme is to understand the important role that personal qualities play in the work-environment and to develop the success-attitudes, interpersonal-skills and human-values that are needed by the organizations and employers..

Unit – I : 16 hrs

Personality: Introduction to Self and Personality - Historic Perspective - Personality Definition - Personality Determinants - Personality Traits - Personality Types – Indicators - Relevance of Personality Development today

Self-Awareness: Awareness about human body and mind- Feelings and their impact on personality- behaviour and its influence on personality

Personal qualities and skills: Self Esteem- Development of Self Esteem – Learning from failures – Feedback.

Goal-Setting: Long term goals – Medium Term Goals-Short term goals – Mini and micro goals - Action plans to achieve the goals.

Self Improvement: Auto Suggestion-Mentoring and Coaching – Counseling –Behaviour Modification – Aptitude and interest testing.

Attitudes: ABC of life (Attitude, Behaviour and Character), Attitudes – Steps to improve positive attitudes – Negative attitudes and their effect – Coping with other People's negative attitudes.

Unit – II 21 hrs

Presentation Skills: Attire – Appearance – Smile – Manners – Etiquette – Body language.

Motivation : Introduction to Motivation – features of a motivated person- features of a non-motivated person-Relevance and types of Motivation – Self-Motivation-Motivating others - Analysis of Motivation.

Leadership : Introduction to Leadership - Leadership Power - Leadership Traits-Leadership Styles -Leadership in Administration.

Interpersonal Relations: Introduction to Interpersonal Relations – Impact of interpersonal relations on the individual and institution-Techniques of Interpersonal relations

Stress Management: Nature of Stress - Causes of Stress – Signs and symptoms-stress and illness-Impact of stress on person and profession-Stress-Management

Assertiveness: Assertiveness – Aggressiveness – Balance-Techniques of Assertiveness

Time Management: Time as a Resource - Identifying Important Time Wasters - Individual Time Management Styles - Techniques for better Time Management.

Unit – III : 16 hrs

Conceptual Skills : Vision - Exercise into Future - Judgment skill – Creativity-Preparation of Vision and Mission Statements.

Organizational Awareness: Knowledge of the organisation – General Awareness – Social Awareness – Technical Awareness.

Communication Skills : - Understanding Communication - Types of Communication - Methods of Communication - Communication Styles - Common Roadblocks to Communication - Criteria for Assessing Communication Competence – Techniques of Effective Communication - Some Dos and Donts of Effective Communication - Listening Skills - Speaking Skills - Reading Skills - Writing Skills - Public Speaking Skills.

Unit – IV : 5 hrs

Human Values : Truth – Righteousness – Peace – Love - Non-Violence - Compassion - Sacrifice - Sincerity - Integrity - Courage – Duty - Devotion – Discrimination – Determination – Discipline-Their effect on the individual and institution.

Unit – V : 22 hrs

Social Values: Social Awareness- Gregarious Nature of the human beings-Habits – Unity - Togetherness - Role Modeling - Ethics of life - Eco-Environmental friendliness - Decency, Dignity and Decorum.

Family Relations: Family Fabric- Importance of the family in the society-Family as a builder of values- Techniques of building a happy family-Role of family in social peace.

Transactional Analysis: Ego States-Types of transactions-Basic Life Positions-Stroke Analysis-Game Analysis-Script Analysis- Role of TA in personal and social relations.

Role Plays – Group Discussions – Demonstrations - Presentations

Recommended Books:

1. Wallace & Masters, “Personal Development for Life and Work”, 8th Edition, Thomson Asia Pvt. Ltd.
2. Cheema D. S, “Personality Development Mastering Soft Skills” Purana Books, New Delhi.
3. Roz Townsend, “Presentation Skills for the Upwardly Mobile”, Emerald Publishers, Chennai
4. Janardhana Krishna Pillalamarri, “Practical Personality and Development”, M.R. Purushothamam for Scitech Publications (India) Pvt. Ltd.
5. Elizabeth B. Hurlock, “Personality Development”, 25th reprint, Tata McGraw Hill Publishing Company Limited, New Delhi-110 008
6. Don't Say yes when you want to say No. Dr.Feinster Ham
7. Eliminating Stress, Finding peace-Brian L Weiss-hay House Inc.New Delhi