

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

SECOND YEAR

FIRST SEMESTER

PAPER – I: ENGLISH

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

POETRY

<u>Title of the Poem</u>	<u>Name of the Poet</u>
1. The Sunne Rising	John Donne
2. The Solitary Reaper	William Wordsworth
3. Road Not Taken	Robert Frost

PROSE

<u>Title of the Prose Lesson</u>	<u>Name of the Author</u>
1. Mr. Know-All	Somerset Maugham
2. Film-Making	Satyajit Ray
3. Not Just Oranges	Premchand

COMMUNICATION AND COMPOSITION

1. Resume Writing
2. e-Correspondence
3. Note-Making

FURTHER READING FOR SECOND YEAR

Short Stories:

- | | |
|----------------|----------------|
| 1. Gajar Halwa | Gita Hariharan |
|----------------|----------------|

One-Act Plays

- | | |
|-----------|----------------|
| 1. Refund | Ritz Karinithi |
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INFORMATION TRANSFER, COMMUNICATION AND COMPOSITION

1. Jumbled Passages (from one-act plays)
2. Paragraph-Writing (with hints from short stories)

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SECOND YEAR

FIRST SEMESTER

PAPER – I: ENGLISH

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

COMMUNICATION CURRICULUM

YEAR - II COMMUNICATION CURRICULUM				
Year - II / Level - 2 Modules	Topics	Skills/ Activities	Time Frame 40 Hours	Additional Infrastructure Requirement
II-B-1 Spoken English	1. Neutralization of Accent- Pronunciation	<ul style="list-style-type: none"> • Word stress, tone, pitch, speed, weak forms, pauses • Reading aloud texts • Sentence stress (Recording voice) • Intonation • Word ending pronunciation • Problem sounds • Accents - regional, standard • Reducing MTI 	10	*Sound System * Recording facility
	2. Art of Conversation	<ul style="list-style-type: none"> • Initiating, sustaining, closing, turn-taking, interrupting, apologizing, clarifying, confirming, etc. 	10	Nil
	3. Giving a Formal Talk/Speech	<ul style="list-style-type: none"> • Speech type: Describing/Narrating-people, place, things, events • 1-3 minute talks (e.g. welcoming a gathering) 	4	*Sound System
	4. Telephoning Skills	<ul style="list-style-type: none"> • Types of Calls-Formal/Informal • Making/changing appointments • Practice with Mock Calls • Telephone etiquette 	10	*Speaker Phone recommended
		<ul style="list-style-type: none"> • 		

**DEPARTMENT OF INTERNATIONAL BUSINESS STUDIES
ACHARYA NAGARJUNA UNIVERSITY::NAGARJUNA NAGAR-522510**

5 YEAR MBA SYLLABUS

SECOND YEAR

FIRST SEMESTER

PAPER – II : HINDI

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

- A. Poetry Text – Kavya Deep
Editor : Sri B. Radha Krishna Murthy
Maruthi Publications, Guntur
- B. History of Hindi Literature : Main tendencies of all the four ages with special references to the following authors and poets :-
(1) Chand Vardai (2) Kabir das (3) Surdas (4) Tulasidas (5) Mirabai (6) Raheem (7) Biharilal (8) Bharatendu Harishchandra (9) Mahaveer Prasad Dwivedi (10) Maithilisharan Gupt (11) Premchand (12) Jayashankar Prasad (13) Pant (14) Nirala (15) Maha Devi Verma (16) Agyeya (17) Dinkar.

Reference Books:

1. Hindi Sahitya Ka Itihas – Prof. T. Mohan Singh,
2. Hindi Sahitya Ka Sanskhipt Itihas – Dr. Vidya Sagar Dayal
3. Hindi Sahitya Ka Sanskhipt Itihas – Dr. Tej Narayan Jaiswal.
4. Hindi Sahitya Ka Subodh Itihas – Gulab Rai
5. Prayojanmoolak Hindi – Dr. Ram Prakash, Dr. Dinesh Gupt

5 YEAR MBA SYLLABUS

SECOND YEAR

FIRST SEMESTER

Paper – 3: ENVIRONMENTAL STUDIES

Unit – I: Environmental studies – Introduction: Definition, scope and importance - Measuring and defining environmental development: indicators

Unit –II: Basic principles of ecosystem functioning : Concept of an ecosystem - Structure and function of an ecosystem - Producers, consumers and decomposers - Energy flow in the ecosystem - Food chains, food webs and ecological pyramids - **Introduction, types, characteristic features, structure and functions:** Forest ecosystem - Grassland ecosystem - Desert ecosystem - Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

Unit - III: Environment and Natural Resources: Forest resources; Use and over – exploitation – Deforestation - Timber extraction - Mining and dams – their effects on forests and tribal people - Case studies; **Water resources:** Use and over – utilization of surface and ground water - Floods, droughts - Conflicts over water - Dams – benefits and costs - Mineral resources - Use and exploitation - Effects of extracting and using mineral resources - Case studies; **Food resources:** World food problems - Changes caused by agricultural and overgrazing - Effects of modern agriculture, fertilizer-pesticide problems, water logging, and Salinity - Case studies; **Energy resources:** Growing energy needs - Renewable and non renewable energy sources - Use of alternate energy sources - Case studies; **Land resources:** Land as a resource - Common property resources - Land degradation – Soil erosion and desertification

Unit - IV: Biodiversity and its conservation: Introduction- Genetic, species and ecosystem diversity - Bio- geographical classification of India - Value of biodiversity consumptive and productive use, social, ethical, and option values - Biodiversity – global, national and local levels - Hot – spots of biodiversity; Threats to biodiversity – habitatloss, poaching of wildlife, man-wildlife conflicts - India as a mega- diversity nation - Endangered and endemic species of India - Conservation of biodiversity- In-situ and Ex-situ conservation

Unit – V: Environmental valuation: Welfare Measures and Environmental Values - Definition and Classification of Environmental Values - Valuation Methods

Unit - VI: Environmental Economics: Economic approach to environmental preservation and conservation - Property rights and externalities - Management of Natural Resources - Natural Resource Accounting - Economics of natural resources ; Forestry - Water resources – Fisheries - Biodiversity

Unit – VII: Environmental pollution: Causes, effects and control measures of ; Air pollution - Water pollution - Soil pollution - Marine pollution -Noise pollution - Nuclear pollution - Solid waste Management - Urban and industrial wastes; Pollution case studies Pollution control methods - Disaster management-flood, earthquake, cyclone and landslides.

Unit - VIII: Regional and sectoral issues: Urbanisation – Agroforestry – Drylands - Goods and services - Mountain development - River basin water resource management Sustainable tourism - Coastal zone management

Unit – IX: Environment and Development: The economy and environment interaction State of the environment - Economics of development, preservation and conservation Sustainability: theory and practice - Equitable use of resources for sustainable lifestyles Role of an individual in prevention of pollution

(6 lectures)

Unit - X: Environmental problems in India: Effects of human activities on the quality of life - Water and River, Ground water - Wasteland reclamation - Energy –Firewood, Animal energy, thermal and Nuclear energy - Access to Common property Resources(CPR) - Pollution: domestic - Solid waste, Health and Sanitation and Unsafe Drinking water

Unit - XI: Human Population and the Environment: Population growth and environment Human Rights - Value Education - Women and Child Welfare - Role of Information Technology - Case Studies

Unit - XII: Social Issues and the Environment: From Unsustainable to Sustainable development - Water conservation, rain water harvesting, water management - Resettlement and rehabilitation of people; its problems and concerns - Case studies - Environmental ethics: Issues and possible solutions - Consumerism and waste products - Public awareness - Role of an individual in conservation of natural resources.

Unit - XIII: Sustainable Resource Management: Benefits and costs of environmental management; Market and non-market benefits - Health benefits - Recreation benefits - Aesthetic benefits - Environmental costs; - Environmental impact assessment - Evaluation of project and programmes

Unit – XIV: Design of Environmental Policy: Direct regulation by government - Command and control instruments; Economic instruments - Pollution taxes - Marketable permits - Mixed instruments - Informal Regulation by local communities; - Monitoring and Enforcement of Environmental Regulation

Unit –XV: Institutions and Governance: Evolution of laws, institutions, and policies relating to India - Popular participation in environmental movement - Environmental activities and ethics that sustain the world

Unit - XVI: Environment and Sustainable Development: Concepts and indication - Linkages and trade-offs - Indications of sustainability - Approaches to sustainable development

Unit – XVII: Field Work: Visit to local area to document environmental assets- river/forest/grass and hill /mountain - Study of local environment – common plants, insects, birds - Study of simple ecosystems – pond, river, hill slopes, etc - Prepare a term paper based on the observations during the field work.

Reference Book:

1. Krishnamurthy, Environmental Management: Text and cases 2nd ed PHI, 2008.

5 YEAR MBA SYLLABUS

SECOND YEAR

FIRST SEMESTER

Paper – 4: BUSINESS STATISTICS

The objective of this course is to provide the basic knowledge of the various statistical techniques useful to managers in their decision. making

(Proofs and derivations are excluded)

1. Introduction- Need for Information in decision making- Data sources – Primary Vs Secondary data – Research procedure.
2. Data collection methods- observation –Questionnaire –In. terviews – Experiments.
3. Data analysis techniques – percentages – rations – Averages – Mean Mode – Median –Quartiles – range – Standard deviaion – Index numbers.
4. Data representation – Tables – Graphs – Diagrams.
5. Correlation – Karl pearsons' coefficient – spearmen's rank correlation.
6. Regression – Least square method – regression coefficients.
7. Time series – Estimation of trend values.
8. Interpolation- Newton's and Lagrange methods.
9. Testing of Hypothesis – Hypothesis formulation – Chi-square-t –test- z-test- Analysis of variance.
10. Elements of probability – Laws of probability- Baye'srule and their application.
11. Research report writing.

Books Recommended:

1. Levin and Rubin, Statistics for Management PHI. New Delhi 2008.
2. D.N. Elhance : Fundamental of Statistics, Kitad Mahal, Allahabad.
3. Gupta S.C : Fundamentals of Business statistics, Sultan Chand, New Delhi.
4. Asthana & Braj Bhusan, Statistics for Social Sciences PHI, New Delhi, 2008
5. Pal and Sarkar, Statistics concepts and applications, PHI, New Delhi, 2008.

5 YEAR MBA SYLLABUS

SECOND YEAR

FIRST SEMESTER

Paper – 5: COMPUTER APPLICATIONS IN MANAGEMENT

Objectives

The objectives of this course include developing and appreciation of different software and hardware systems available in the industry among the participants and build up the experience of computer usage in business organizations with specific reference to commercial data processing systems.

Course Contents

Unit – I:

Computers – An Introduction – Computers in Business: Elements of Computer System Set –up; Indian computing environment; components of a computer system; generations of computers and computer languages; personal computers in business.

Unit – II:

PC- software packages – An introduction – disk operating system and windows; text processing software. Introduction to a spreadsheet software; creation of spreadsheet applications; Range, formulas, Functions, Data base Functions in spreadsheet; Graphics on spreadsheet. Modes of data processing – computer software systems

Unit – III:

Software development process; file design and & report design; data filesp-types/Organization; Master & transaction file; Relevance of data base management systems and integration of applications

Unit –IV:

Basics of data processing ; Data Hierarchy & Data file structures. Application portfolio development introduction to a Micro data base manager; program development cycle; flow charting; input- process- output analysis; report generation & label generation; programming concepts; Use of files in programming presentation graphics – creating a presentation on a PC Data communications;

Unit – V:

Networking – LAN & WANS. Management of data processing system in business organizations.

Suggested readings

1. I T L Education Solutions ltd, Introduction to Computer Science Pearson Delhi, 2007.
2. Burch, john and grudniski gary. Information system; theory and practice. 5TH ed., new york, john wiley, 1989.
3. david, van over. Foundations of business systems. Fort worth, Dryden, 1992.
4. Eliason, A L.ON-line business computer applications. 2nd ed., Chicago, science research associates, 1987.
5. Estrade, susan. Connecting to the internet. Sebastopol, CA, O'Relly, 1993.
6. John moss jones. Automating managers; the implications of information technology for magagers. London, pinter, 1990.
7. Long, L. computers, Englewwod clifts, new jersey, prentice hall inc., 1986.
8. Summer, M.computers concepts and uses 2nd ed., Englewood clifts, new jersey, prentice hall enc., 1988.
9. SADAGOPAN, Management Information System PHI, 2008

The list of cases and specific reference including recent articles will be announced un the class at the time of launching of the course.

5 YEAR MBA SYLLABUS

SECOND YEAR

FIRST SEMESTER

Paper – 6 : BUSINESS LAW - I

Objectives

The course is designed to assist the student in understanding basic laws affecting the operations of a business enterprise.

Course contents

The Companies Act, 1956: Nature and Types of Companies. Formation. Memorandum and Articles of Association. Prospectus Allotment of Shares. Shares and Share Capital. Membership. Borrowing Powers. Management and Meeting. Accounts and Audit. Compromise a Arrangements and Reconstruction. Prevention of Oppression and Mismanagement. Winding Up.; Consumer Protection Act and Cyber Laws.

Suggested Readings:

1. Chandra Bose, Business law, PHI, Delhi 2008.Avtar Singh. Company Law. 11th ed. Lucknow, Eastern, 1996.
2. Khergamwala, J S. The Negotiable Instrument Acts. Bombay, N.M. Tripathi, 1980.
3. Ramaiya, A Guide to the Companies Act. Nagpur, Wadhwa, 1992.
4. Shah, S M. Lectures on Complany Law. Bombay, N.M. Tripathi 1990.
5. Tuteja, S K. Business Law For Managers. New Delhi, Sultan Chand, 1998.

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SECOND YEAR

SECOND SEMESTER

PAPER – I: ENGLISH

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

POETRY

<u>Title of the Poem</u>	<u>Name of the Poet</u>
4. Refugee Mother and Child	Chinua Achebe
5. Good Bye Party for Mrs. Pushpa T. S.	Nissim Ezekiel
6. I will embrace only the sun Post-Modern Telugu Poetry, OUP)	Tripuraneni Srinivas (<i>Down to Earth</i> ,

PROSE

<u>Title of the Prose Lesson</u>	<u>Name of the Author</u>
4. Talk on Advertising	Herman Wouk
5. On Shaking Hands	A. G. Gardiner
6. Decolonizing the Mind	Ngugi wa Thiong'o

COMMUNICATION AND COMPOSITION

4. Report Writing
5. Expansion of Proverbs and Ideas
6. Description of Pictures

FURTHER READING FOR SECOND YEAR

Short Stories:

2. My Brother, My Brother
(from *Indian Literature*, 166 Mar-Apr 1995, Vol XXXVIII, No: 2, Sahitya Academy)

One-Act Plays

2. *Julius Caesar* (Caesar's Murder Scene only) William Shakespeare

INFORMATION TRANSFER, COMMUNICATION AND COMPOSITION

3. Jumbled Passages (from one-act plays)
4. Paragraph-Writing (with hints from short stories)

COMMUNICATION CURRICULUM

YEAR - II COMMUNICATION CURRICULUM				
Year - II / Level - 2 Modules	Topics	Skills/ Activities	Time Frame 40 Hours	Additional Infrastructure Requirement
II-B-2 Listening Comprehension	1. *Barriers to listening *Types of listening- ▪ Academic (lectures)) ▪ Information (facts and inferences)	<ul style="list-style-type: none"> • Role play • Listening to and understanding live or recorded text • Taking dictation-paragraphs, dialogues (written/spoken) 	3	*Audio, CD / Tapes
	2. Real life listening- ▪ railway/airport announcements, radio/TV news ▪ casual conversations	<ul style="list-style-type: none"> • Identifying context • Listening for the main idea • Listening for specific information • Information transfer-filling in a form/table while listening 	3	*Audio, CD / Tapes

**DEPARTMENT OF INTERNATIONAL BUSINESS STUDIES
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5 YEAR MBA SYLLABUS

SECOND YEAR

SECOND SEMESTER

PAPER – II : HINDI

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

A. General Essay

(1) Sahitya Aur Samaj (2) Vidhyarthi Aur Rajniti (3) Vidhyarthi Aur Anushasan (4) Aaj Ki Shiksha Niti (5) Vigyan : Abhishap Ya Vardan (6) Nari Shiksha (7) Samaj Main Nari Ka Sthan (8) Adhunik Shiksha Aur Nari (9) Bharat Main Berojgari Ki Samasya (10) Bharat par Bhoomandalikaran Ka Prabhav (11) H.I.V./Aids (12) Paryavaran Aur Pradooshan (13) Bharat Main Badhati Hui Janasankhya Ki Samasya.

B. Translation from English or Telugu to Hindi

C. Prayojan moolak Hindi : (1) Prayojanmoolak Hindi : Arth Evam Swaroop (2) Raj Bhasha, Rastra Bhasha aur Sampark Bhasha.

Reference Books:

- A. Hindi Sahitya Ka Itihas – Prof. T. Mohan Singh,
- B. Hindi Sahitya Ka Sanskhipt Itihas – Dr. Vidya Sagar Dayal
- C. Hindi Sahitya Ka Sanskhipt Itihas – Dr. Tej Narayan Jaiswal.
- D. Hindi Sahitya Ka Subodh Itihas – Gulab Rai
- E. Prayojanmoolak Hindi – Dr. Ram Prakash, Dr. Dinesh Gupt

5 YEAR MBA SYLLABUS

SECOND YEAR

SECOND SEMESTER

Paper – 3: ORGANIZATIONAL BEHAVIOR

Unit-1

Role of manager-Importance of managing people: *Workforce diversity – Team building- Motivating for productivity-Ensuring ethical behavior – Conflict resolution for cooperation* -**Organizational behavior**: An interdisciplinary mix-Scope of OB.

Unit-II

Personality – Concept-Types-Myers and Briggs Type Indicator-Big-Five model-Achieving personality fit –Emotions –Emotional intelligence-Values –Attitudes.

Unit-III

Perception-Factors influencing perception-Problems in perception-Influence of perception on Decision making-**Cognition**-learning theories –Making learning effective-**Motivation**-Maslow's theory –Herzberg theory –McClelland theory-Motivating managers and workers.

Unit-IV

Group dynamics- Types of **groups** –Group development stages –Hawthorne experiments-Group decision making-**Team building**: Making effective teams-Leadership-**Leadership** styles-Transactional vs Transformational-Principled leadership.

Unit-V

Organizational **effectiveness**: Concept and measurement- Organizational **Climate**: Concept and measurement -Organizational **culture** –Types of culture-Creating right culture-Organization **development**- Concept-assumptions-techniques.

References

1. Stephen P.Robbins and Seema Singhi, *Organisaional Behaviour*, Pearson Education, New Delhi.
2. Sarma V.S. Veluri, *Organisaional Behaviour*, A Jaico Publishing house, Delhi, 2009.
3. Hellreigel, Slocum and Woodman, *Organizational Behavior*, Thomson Ltd, Singapore.
4. Fred Luthans, *Organisaional Behaviour*, Tata McGraw Hill, NewDelhi.
5. Aswathappa, *Organisaional Behaviour*, Himalaya Publishing House, Mumbai.

5 YEAR MBA SYLLABUS

SECOND YEAR

SECOND SEMESTER

Paper – 4: BUSINESS LAW - II

Industrial Law:

1. Industrial Disputes Act, 1947 – Strikes and lock outs; lay off retrenchment; Preventing and settlement of industrial disputes Works committees: Machinery for conciliation; Arbitration and Adjudication.
2. Factories Act, 1948 – Provisions regarding Health; Safety: welfare of workers; employment of women; leave and wages penalties and procedures.
3. The Employees State Insurance Act. 1948 Sickness benefit Maternity benefit; Disablement benefit; dependents benefit; funeral benefit, Medical benefit.
4. Consumer Protection Act- Environment and pollution control Act – Essential services maintenance Act.

Books Recommended:

1. Sen Mitra : Commercial and Industrial law.
2. Gulshan, S.S & : A Handbook of Business law. Kapoor, G.K.

5 YEAR MBA SYLLABUS

SECOND YEAR

SECOND SEMESTER

Paper – 5: BUSINESS COMMUNICATION & SOFT SKILLS

Objective

The objective of this paper is to help the students to learn the principles and art of effective communication both oral and written in the context of inter personal small group and organization and how to make the correspondence in business an effective one. and to introduce the mechanics of English applicable to business in both the written and spoken forms and to make the students learn the skills in applied areas.

SOFT SKILLS

Unit – I: Communication Skills:

Role of Communication in Business: Basic Elements of communication process Verbal and nonverbal communication Functions and Types. Organisational Communication, Formal and Informal Communication, Written Communication, LSRW Skills

Unit – II: Inter Personal Relations:

Inter Personal Relations and effects Communication Skills, The process of Intra and inter personal communication. The effects of Intra and Inter Personal variables on effective communication

Unit – III: Leadership and Team Building Skills:

Leadership styles, Leadership traits, Organisational Leadership – Group Dynamics, Homogenous and Heterogenous groups, Motivation, Individual Goals and Team Goals.

Unit – IV: Business Communication:

Personnel: drafting of interview letters, call letters and offer of appointment; provisional appointment orders; final orders of appointment.

Purchase: requests for quotations, tenders, samples and drawings; test order; complaints and follow-up.

Sales: drafting of sales letters, circular letters, preparation of sale notes with conditions of sale; status inquiries; reports to sales manager such as sales promotion matters.

Accounts : Correspondence with various agencies : customers – regarding dues, follow up letters; banks – regarding over – drafts, cash credits and account current, insurance companies – regarding payment, renewal of insurance premium, claims and their settlement.

Unit – V:

Secretarial : Correspondence with shareholders and debenture-holders pertaining to dividend and interest, transfer and transmission, stock Exchange, Registrar of companies and various authorities like Reserve Bank of India, SEBI.

Feed back: Reporting

Miscellaneous : Resume, letter of application, good will messages, condolence letters.

Books Recommended:

1. Sharma, Business Correspondence & Report Writing, Tata Mc. Graw Hill.
2. Pradhan, Bhande & Thakur, Business Communication, Himalaya publishing.
3. Rao & Rao, Business Communications, Himalaya.
4. M.Balasubrahmanyam, Business Communications Vikas publishing.
5. G.T.Huni. Communication Skills in the organization, prentice Hall.
6. Bery Williams, Communicating Effectively, Sterling publishers.
7. Larry L. Barket. Communications, prentice Hall of India.
8. Professional communication by Koneru-tata McGraw Hill
9. Essentials of Business Communication – R.Pal and Kolahalli
10. Business Communication and Report Writing – Sharma, Mohan
11. Lesikar's Basic Business Communication - Lesikar

5 YEAR MBA SYLLABUS

SECOND YEAR

SECOND SEMESTER

Paper – 6: MANAGEMENT ACCOUNTING

Unit – I: Introduction: Concept of Management of Accounting – Nature, Scope
Significance and Limitations of Management Accounting – Tools of management
accounting – Role of management accounting

Unit – II: Financial Statement Analysis – Types of Financial Statements – Parties
Interested in Financial Analysis – Significance and Limitations of Financial Analysis
– Types of Analysis: Vertical Analysis, Horizontal Analysis – Methods of Analysis:
Comparative Statement Analysis, Common-size Statement Analysis, Trend
Analysis. Funds Flow Analysis: Preparation of Funds Flow Statement: Calculation
of Funds from operations, Schedule of Changes in Working Capital, Sources and
uses of Funds – Cash Flow Analysis: Preparation of Cash Flow Statement – Ratio
Analysis: Significance and Limitations of Ratios, Classification of Ratios.

Unit – III: CVP Analysis and Marginal Costing – Budget and Budgetary control – Flexible
Budgeting

Unit – IV: Standard Costing and variance Analysis – Computation of material cost
variances, labour cost variances, and Overhead cost variances.

Unit – V: Capital Budgeting: Methods of Capital Budgeting: Traditional Methods and DCF
Techniques – Capital Budgeting under conditions Riské and Uncertainty

RECOMMENDED BOOKS:

1. C.T. Horngren Introduction to Management Accounting
2. N.K. Prasad Cost Accounting
3. G. Prasad &
V. Chandra Sekhara Rao Accounting for Managers