



CENTRE FOR DISTANCE AND ONLINE EDUCATION

MBA - I SEMESTER

SELF LEARNING MATERIALS (SLM)

Sl. No.	Subject Code	Name of the Subject
1.	MSE 6101	Management Concepts
2.	MSE 6102	Managerial Economics
3.	MSE 6103	Statistics for Decision Making
4.	MSE 6104	Accounting for Managers
5.	MSE 6105	Organisational Behaviour
6.	MSE 6106	Legal Aspects of Business
7.	MSE 6107	Entrepreneurship Development
8.	MSE 6108	Computer Applications in Business Lab
9.	MSE 6109	Business Communication Lab

MSE 6101 MANAGEMENT CONCEPTS

UNIT I

Lesson 1

CONTENTS

Learning Objectives

This lesson is intended to

- Describe a business organization and its various forms.
- Learn the nature, characteristics and functions of management
- Explain the process and levels of Management

Learning Outcomes

At the end of studying this lesson, you should be able to:

- Know the importance & implications of Business organization and management
- Explain the Management process and various functions of management

Overview

1.1		The Concept of Business Organization
	1.1.1	Meaning of Business Organization
	1.1.2	Importance of Business Organization
1.2		Forms of Business Organization
	1.2.1	Sole Proprietorship
	1.2.2	Partnership Firm
	1.2.3	Hindu Undivided Family (HUF)
	1.2.4	Co-operative Societies
	1.2.5	Government Undertaking

MSE 6101 MANAGEMENT CONCEPTS

	1.2.6	Non-governmental Organizations (NGOs)
1.3		Introduction to Management
	1.3.1	Meaning of Management
	1.3.2	Definitions of Management
	1.3.3	Nature of Management
	1.3.4	Characteristics of Management
1.4		Management Process
1.5		Functions of Management
1.6		Management as a Science or Art
	1.6.1	Management as a Science
	1.6.2	Management as an Art
1.7		Levels of Management

Summary

Keywords

Self-Assessment Questions

Further Reading

MSE 6101 MANAGEMENT CONCEPTS

Lesson 2

CONTENTS

Learning Objectives

This lesson is intended to

- Highlight the roles and skills of a manager
- Discuss about various approaches to Management the schools of thought
- Give an overview of Entrepreneurs and Intrapreneurs

Learning Outcomes

At the end of studying this lesson, you should have

- Gained the insights about the roles and skills of a manager and various approaches to management.
- Learnt the definition and functions of an Entrepreneur and an Intrapreneur

Overview

1.1		Managerial Roles
1.2		Skills of Managers
1.3		Approaches to Management
1.4		Schools of Management Thought
1.5		Overview of Entrepreneurs
	1.5.1	Meaning of Entrepreneur
	1.5.2	Definitions of Entrepreneur
	1.5.3	Functions of an Entrepreneur

MSE 6101 MANAGEMENT CONCEPTS

	1.5.4	Entrepreneurs–Born or Made
1.6		Overview of Intrapreneurs
	1.6.1	Definitions of Intrepeneur
	1.6.2	Nature of Intrapreneurs
	1.6.3	Characteristics of Intrapreneurs
1.7		Distinction between Entrepreneur and Intrapreneur

Summary

Keywords

Self-Assessment Questions

Further Reading

MSE 6101 MANAGEMENT CONCEPTS

UNIT II

Lesson 3

CONTENTS

Learning Objectives

This lesson is intended to:

- Introduce you to Planning and various types of plans
- Highlight managing by objectives and exceptions

Learning Outcomes

At the end of studying this lesson, you should be

- Able to understand planning, it's dimensions and types
- Learnt managing by setting objectives and exceptions

1.1		Planning
	1.1.1	Definition of Planning
	1.1.2	Purposes of Planning
	1.1.3	Premises of Planning
	1.1.4	Steps of Planning
	1.1.5	Types of Planning
	1.1.6	Planning hierarchy and limitations
1.2		Management by Objectives (MBO)
	1.2.1	Definition of MBO
	1.2.2	Process of MBO
	1.2.3	Benefits and weakness of MBO



MSE 6101 MANAGEMENT CONCEPTS

1.3		Management by Exception ;
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Summary

Keywords

Self-Assessment Questions

Further Reading

MSE 6101 MANAGEMENT CONCEPTS

Lesson 4

Learning Objectives

This lesson is intended to:

- Make you familiarise the importance of decision making
- Introduce you to the types and process of decision making

Learning Outcomes

At the end of studying this lesson, you should be able to

- Analyse the role and importance of decision making
- Know the process and types of decision making

Overview

1.1		Decision making
	1.1.1	Meaning of Decision making
	1.1.2	Importance of Decision making
	1.1.3	Types of Decision making
	1.1.4	Process of Decision making

Summary

Keywords

Self-Assessment Questions

Further Reading

MSE 6101 MANAGEMENT CONCEPTS

UNIT III

Lesson 5

CONTENTS

Learning Objectives

This lesson is intended to:

- Familiarize with the purpose and process of Organizing and Organizational chart
- Explain the various types of organizations
- Introduce the concepts such as Line & staff authority and Span of Management

Learning Outcomes

At the end of studying this lesson, you should be able to

- Know organizing process and develop organizational charts
- understand the Line & staff relationship and Span of Management

Overview

1.1		Organizing
	1.1.1	Definition of Organizing
	1.1.2	Purpose of Organizing
	1.1.3	Process of Organizing
1.2		Organization: chart and manual – Types of organizations
	1.2.1	Organizational chart and manual
	1.2.2	Types of organizations
1.3		Line & staff authority/relationship
1.4		Span of Management



MSE 6101 MANAGEMENT CONCEPTS

Summary

Keywords

Self-Assessment Questions

Further Reading

MSE 6101 MANAGEMENT CONCEPTS

Lesson 6

CONTENTS

Learning Objectives

This lesson is intended to:

- Impart the knowledge on departmentation
- Highlight the importance of Staffing and its various sub-functions

Learning Outcomes

At the end of studying this lesson, you should be able to

- Understand departmentation and delegation
- Explain the sub-functions of staffing

Overview

1.1		Departmentation
	1.1.1	Meaning
	1.1.2	Span of Control
1.2		Centralization and decentralization
1.3		Delegation
1.4		Staffing
	1.4.1	Definition of Staffing
	1.4.2	Overview of sub-functions of staffing

Summary

Keywords

Self-Assessment Questions

Further Reading

MSE 6101 MANAGEMENT CONCEPTS

UNIT IV

Lesson 7

CONTENTS

Learning Objectives

This lesson is intended to:

- Get familiarize with the concept of Directing
- Give inputs on motivation and leadership

Learning Outcomes

At the end of studying this lesson, you should be able to

- Identify the determinants of directing
- Understand the importance of motivation and leadership styles

Overview

1.1		Directing
	1.1.1	Meaning of Directing
	1.1.2	Requirements of Directing
1.2		Motivation: definition, types of motives, theories
	1.2.1	Definition of Motivation
	1.2.2	Types of Motivation
	1.2.3	Theories of Motivation
1.3		Leadership
	1.3.1	Definition of Leadership
	1.3.2	Leadership styles



MSE 6101 MANAGEMENT CONCEPTS

	1.3.3	Theories of Leadership
	1.3.4	Managers Vs Leaders

Summary

Keywords

Self-Assessment Questions

Further Reading

MSE 6101 MANAGEMENT CONCEPTS

Lesson 8

CONTENTS

Learning Objectives

This lesson is intended to:

- Explain the need for Communication
- Endow with knowledge on Controlling and its techniques

Learning Outcomes

At the end of studying this lesson, you should be able to

- Create the right ways of communication
- Identify and apply the appropriate Controlling techniques

Overview

1.1		Communication
	1.1.1	Types of communication
	1.1.2	Process of communication
	1.1.3	Barriers of communication
	1.1.4	Principles of effective communication
1.2		Controlling
	1.2.1	Purpose of Controlling
	1.2.2	Process of Controlling
	1.2.3	Types of Controlling
	1.2.4	Techniques of Controlling



MSE 6101 MANAGEMENT CONCEPTS

Summary

Keywords

Self-Assessment Questions

Further Reading

MSE 6101 MANAGEMENT CONCEPTS

UNITV

Lesson 9

CONTENTS

Learning Objectives

This lesson is intended to:

- Highlight the role of business environment and its factors on organizations
- Explain the impact of ethos in managerial practice

Learning Outcomes

At the end of studying this lesson, you should be able to

- Identify the factors influencing the business environment
- Adopt the various lessons taught by holy books

Overview

1.1		Business environment
	1.1.1	Managing diverse workforce
	1.1.2	Factors influencing business environment
1.2		Indian ethos
	1.2.1	Role of Indian ethos in Managerial practices
	1.2.2	Management lessons from Vedas, Mahabharata, Bible, Quran, Arthasasthra etc;
	1.2.3	Ethos Vs. Ethics

Summary

Keywords

Self-Assessment Questions

Further Reading

MSE 6101 MANAGEMENT CONCEPTS

Lesson 10

CONTENTS

Learning Objectives

This lesson is intended to:

- To give insights on Ethics, Corporate Social Responsibility and Corporate Governance
- Highlight the Ethics need to be followed in organization in various areas of management
- Explain the importance and implications of Corporate Social Responsibility and Corporate governance

Learning Outcomes

At the end of studying this lesson, you should be able to

- Adopt ethical practices in various functional areas of management.
- Identify various ways of CSR activities and its role in the competitive environment
- Identify means and strategies to govern the organization

Overview

1.1		Ethics
	1.1.1	Definition of ethics
	1.1.2	Nature of ethics
	1.1.3	Elements of ethics
	1.1.4	Sources of ethics
	1.1.5	Benefits of ethics
	1.1.6	Principles of ethical conduct
	1.1.7	Factors Influencing Managerial Ethics

MSE 6101 MANAGEMENT CONCEPTS

	1.1.8	Ethics in Marketing, advertising, Product safety, Accounting HR, Cyberspace
1.2		Values
	1.2.1	Meaning of value
	1.2.2	Importance of values
1.3		Corporate Social Responsibility (CSR)
	1.3.1	Concept of CSR
	1.3.2	Nature of CSR
	1.3.3	Reasons for growing concern
1.4		Corporate Governance
	1.4.1	Definition of Corporate Governance
	1.4.2	Need for Corporate Governance
	1.4.3	Significance of Corporate Governance
	1.4.4	Strategies of Corporate Governance

Summary

Keywords

Self-Assessment Questions

Further Reading

MSE 6102 MANAGERIAL ECONOMICS

UNIT I

Lesson 1

CONTENTS

Learning Objectives

The lesson aims to teach

- Basics of economics and fundamental economic problems
- Branches of economics: Micro and Macro Economics

Learning Outcomes

At the end of this lesson, you will be able to:

- Comprehend basic concepts of economics and their relevance
- Explain microeconomics and macroeconomics and their application

Overview

1.1 Introduction to Economics

1.1.1 Definition, Scope, Fundamental Economic Problem

1.1.2 Basic Terms and Concepts related to Economics

1.2 Branches of Economics

1.2.1 Micro and Macro Economics and their Relation

Summary

Keywords

Self-Assessment Questions

Further Reading

MSE 6102 MANAGERIAL ECONOMICS

Lesson 2

CONTENTS

Learning Objectives

The lesson aims to teach

- Nature and scope of Managerial Economics
- Basic principles of Managerial Economics

Learning Outcomes

At the end of this lesson, you will be able to:

- Discuss managerial economics and its application in decision making
- Explain main principles of managerial economics

Overview

1.1 Managerial Economics

1.1.1 Definition, Nature and Scope

1.2 Basic Principles of Managerial Economics

1.2.1 Marginal & Incremental Principle

1.2.2 Opportunity Cost Principle

1.2.3 Time Perspective Principle

1.2.4 Discounting Principle

Summary

Keywords

Self-Assessment Questions

Further Reading

MSE 6102 MANAGERIAL ECONOMICS

UNIT II

Lesson 3

CONTENTS

Learning Objectives

The lesson aims to teach

- Demand, its determinants, law of demand & Its exceptions and shift in demand
- Elasticity of demand and its types
- Supply, its determinants, law of supply and shift in supply and price elasticity of supply

Learning Outcomes

At the end of this lesson, you will be able to:

- Explain the concept of demand and supply
- Analyse the elasticity of demand and supply and their effect in business

Overview

1.1 Demand

1.1.1 Types & Determinants of Demand

1.1.2 Demand Function, Law of Demand, Demand Schedule, Demand Curve, Shift in Demand Curve

1.1.3 Exceptions to Law of Demand

1.1.4 Demand Function, Law of Demand, Demand Schedule, Demand Curve, Shift in Demand Curve

1.2 Elasticity of Demand

1.2.1 Price Elasticity

1.2.2 Income Elasticity

1.2.3 Cross Elasticity

MSE 6102 MANAGERIAL ECONOMICS

1.2.4 Promotional Elasticity

1.3 Supply

1.3.1 Meaning & Determinants of Supply

1.3.2 Supply Function, Law of Supply, Supply Schedule & Supply Curve

1.3.3 Shift in Supply Curve

1.4 Elasticity of Supply

1.4.1 Various Types

Summary

Keywords

Self-Assessment Questions

Further Reading

MSE 6102 MANAGERIAL ECONOMICS

Lesson 4

CONTENTS

Learning Objectives

This lesson aims to teach

- Market equilibrium and its adjustment mechanism
- Demand forecasting and its subjective and quantitative methods

Learning Outcomes

At the end of this lesson, you will be able to:

- discuss market equilibrium and causes of disequilibrium
- explain demand forecasting and application of its various methods

Overview

1.1 Market Equilibrium

- 1.1.1 Meaning, Excess Supply, Excess Demand;
- 1.1.2 Price Adjustment Mechanism, Changes in Market Equilibrium

1.2 Demand Forecasting

- 1.2.1 Meaning and Scope
- 1.2.2 Subjective Methods
- 1.2.3 Quantitative Methods - I
- 1.2.4 Quantitative Methods - II

Summary

Keywords

Self-Assessment Questions

Further Reading

MSE 6102 MANAGERIAL ECONOMICS

UNIT III

Lesson 5

CONTENTS

Learning Objectives

This lesson aims to teach

- Market structure like perfect and imperfect competition
- Price and output determination under different market forms

Learning Outcomes

At the end of this lesson, you will be able to:

- discuss various market structure and their relevance
- explain price and output determination under different market structure

Overview

1.1 Market Structure

- 1.1.1 Perfect Competition
- 1.1.2 Monopoly
- 1.1.3 Monopolistic Competition
- 1.1.4 Oligopoly & Duopoly

1.2 Price and Output Determination under Different Market Forms

Summary

Keywords

Self-Assessment Questions

Further Reading

MSE 6102 MANAGERIAL ECONOMICS

Lesson 6

CONTENTS

Learning Objectives

The lesson aims to teach

- Concept of cost, its kinds, TC, AC, MC in short and long run
- Concept of revenue, TR, AR, MR and profit maximization
- Economies and diseconomies of scale

Learning Outcomes

At the end of this lesson, you will be able to:

- discuss concept of cost and revenue and their application in business
- examine the positive and negative effects of business scale

Overview

1.1 Cost

- 1.1.1 Various Kinds
- 1.1.2 Cost in Short-run & Long-run
- 1.1.3 Total Cost Function & Curve (Fixed & Variable), Average and Marginal Cost Function

1.2 Revenue

- 1.2.1 Total Revenue, Average Revenue & Marginal Revenue
- 1.2.2 Link Between Cost, Revenue and Output
- 1.2.3 Profit Maximization Rule ($MR = MC$)

1.3 Scale

- 1.3.1 Economies of Scale
- 1.3.2 Diseconomies of Scale



MSE 6102 MANAGERIAL ECONOMICS

Summary

Keywords

Self-Assessment Questions

Further Reading

MSE 6102 MANAGERIAL ECONOMICS

UNIT IV

Lesson 7

CONTENTS

Learning Objectives

This lesson aims to teach

- Functions of money, money supply, RBI measures of money supply
- Inflation, types, causes and measures to control inflation

Learning Outcomes

At the end of this lesson, you will be able to:

- discuss functions of money and measures of money supply
- explain inflation, its causes and measures to control

Overview

1.1 Money

- 1.1.1 Functions of Money
- 1.1.2 Money Supply and its Various Measures

1.2 Inflation

- 1.2.1 Types, Causes
- 1.2.2 Effects of Inflation; Measurement of Inflation: Price Indices (WPI & CPI)

1.3 Inflation Control

- 1.3.1 Monetary Measures
- 1.3.2 Fiscal Measures

Summary

Keywords

Self-Assessment Questions

Further Reading

MSE 6102 MANAGERIAL ECONOMICS

Lesson 8

CONTENTS

Learning Objectives

The lesson aims to teach

- Direct and Indirect Taxes and GST
- Unemployment and its kinds

Learning Outcomes

At the end of this lesson, you will be able to:

- Gain insight of direct and indirect taxes and GST
- Explain unemployment, its types and its impact on business

Overview

1.1 Taxation

- 1.1.1 Direct Taxes: Various Types
- 1.1.2 Indirect Taxes: Various Types
- 1.1.3 GST: Central & State

1.2 Unemployment

- 1.2.1 Various Kinds

Summary

Keywords

Self-Assessment Questions

Further Reading

MSE 6102 MANAGERIAL ECONOMICS

UNIT V

Lesson 9

CONTENTS

Learning Objectives

This lesson aims to teach

- Various concepts of national income
- Measurement of national income

Learning Outcomes

At the end of this lesson, you will be able to:

- Explain various concept of national income and their application
- Discuss various methods to measure national income and their relevance

Overview

1.1 National Income Concepts

- 1.1.1 GDP, GNP, GDP at Factor Cost, GDP at Market Price, NDP, NNP
- 1.1.2 Nominal GDP Vs Real GDP,
- 1.1.3 Private Income, Personal Income (PI), Disposable Income (DI), Per Capita Income (PCI);

1.2 Measurement of National Income

- 1.2.1 Expenditure Method
- 1.2.2 Income Method
- 1.2.3 Value Added or Net Product Method

Summary

Keywords

Self-Assessment Questions

Further Reading

MSE 6102 MANAGERIAL ECONOMICS

Lesson 10

CONTENTS

Learning Objectives

The lesson aims to teach

- Business cycle and its different phases
- Policy of Liberalization, Privatization and Globalization (LPG)

Learning Outcomes

At the end of this lesson, you will be able to:

- Explain various phases of business cycle and their impact
- Analyse LPG (Liberalization, Privatization and Globalization) policy

Overview

1.1 Business Cycle

1.1.1 Various Phases

1.2 Liberalization, Privatization and Globalization (LPG)

1.2.1 Liberalization & Privatization: Pros & Cons

1.2.2 Globalization – Merits & Demerits; Impact on Economy

Summary

Keywords

Self-Assessment Questions

Further Reading

MSE 6103 STATISTICS FOR DECISION MAKING

UNIT I

Lesson 1

CONTENTS

Learning Objectives

This lesson is intended to

- Learn the fundamental measures of central tendency

Learning Outcomes

At the end of studying this lesson, you should be able to:

- Know the importance & implications of the fundamental measures of central tendency and probability distribution
- Gain the decision making knowledge on estimating the business situations

Overview

1.1		Basics of Statistics
	1.1.1	Statistics in Business Analysis
	1.1.2	Definition of Population
	1.1.3	Descriptive Statistics
1.2		Measures of Central Tendency and Dispersion
1.3	1.2.1	Mean, Mode, Median, Standard Deviation Distributions

Summary

Keywords

Self-Assessment Questions

Further Reading

MSE 6103 STATISTICS FOR DECISION MAKING

Lesson 2

CONTENTS

Learning Objectives

This lesson is intended to

- Introduce you about the probability distribution
- Learn the fundamental measures of probability distribution

Learning Outcomes

At the end of studying this lesson, you should have

- Gained the insights about the probability distribution

Overview

1.1		Probability
	1.1.1	Conditional Probability Independence of Events
	1.1.2	Applications of Binomial Distribution
1.2		Applications of Poisson Distribution
1.3		Applications of Normal Distribution

Summary

Keywords

Self-Assessment Questions

Further Reading

MSE 6103 STATISTICS FOR DECISION MAKING

UNIT II

Lesson 3

CONTENTS

Learning Objectives

This lesson is intended to:

- Introduce you to distribution
- Gain knowledge on estimating the business situations for better decision making

Learning Outcomes

At the end of studying this lesson, you should be

- Able to understand your knowledge about probability
- Identify the appropriate assessment methods to probability

Overview

1.1		Sampling Distributions, Sampling Distribution of Mean and Proportion
	1.1.1	Definition of Central Limit Theorem and Concepts
1.2		Point and Interval Estimates

Summary

Keywords

Self-Assessment Questions

Further Reading

MSE 6103 STATISTICS FOR DECISION MAKING

Lesson 4

Learning Objectives

This lesson is intended to:

- Gain knowledge on estimation
- Explain the importance of Point and Interval Estimates

Learning Outcomes

At the end of studying this lesson, you should be able to

- Analyse the role and importance of estimation in decision making
- Understand the importance of Point and Interval Estimates

Overview

1.1		Application of Estimation
	1.1.1	Meaning
	1.1.2	Point and Interval Estimates for Population Parameter (Mean) of Large Sample
1.2		Application of Estimation
1.3		Point and Interval Estimates for Population Parameter (Mean) of Small Samples

Summary

Keywords

Self-Assessment Questions

Further Reading

MSE 6103 STATISTICS FOR DECISION MAKING

UNIT III

Lesson 5

CONTENTS

Learning Objectives

This lesson is intended to:

- Highlight the importance of parametric tests such as Z Test t Test
- Explain the various Tests

Learning Outcomes

At the end of studying this lesson, you should be able to

- Identify the role of analyse research questions based on statistical data and draw relevant
- Identify and understand the various Tests

Overview

1.1		Parametric Tests
	1.1.1	One Sample and Two Sample Tests for Means and Proportions of Large Samples (Z-Test)
1.2		One Sample and Two Sample Tests for Means of Small Samples (T-Test)

Summary

Keywords

Self-Assessment Questions

Further Reading

MSE 6103 STATISTICS FOR DECISION MAKING

Lesson 6

CONTENTS

Learning Objectives

This lesson is intended to:

- Impart the knowledge on t Test
- Highlight the importance of t Test
- Explain the role of t Test

Learning Outcomes

At the end of studying this lesson, you should be able to

- Know the importance of analyse research questions based on statistical data and draw relevant conclusions
- Realise the importance of t Test

Overview

1.1	F-test for Two Sample Standard Deviations
1.2	ANOVA
1.3	One and Two Way
1.4	Application in Business Decisions

Summary

Keywords

Self-Assessment Questions

Further Reading

MSE 6103 STATISTICS FOR DECISION MAKING

UNIT IV

Lesson 7

CONTENTS

Learning Objectives

This lesson is intended to:

- Get familiarize with the concept of non-parametric tests
- Identify the differences between Chi-Square, F-Test

Learning Outcomes

At the end of studying this lesson, you should be able to

- Identify the Apply the non-parametric tests such as Chi-Square, F-Test and Anova for better interpretation
- Understand the importance of Chi-Square, F-Test and Anova for better interpretation

Overview

1.1		Chi-Square test for Single Sample Standard Deviation
	1.1.1	Definitions
1.2		Chi-Square Tests for Independence of Attributes and Goodness of Fit
1.3		Sign test for Paired Data.
1.4		Rank Sum test

Summary

Keywords

Self-Assessment Questions

Further Reading

MSE 6103 STATISTICS FOR DECISION MAKING

Lesson 8

CONTENTS

Learning Objectives

This lesson is intended to:

- Get familiarize with the concept of non-parametric tests
- Identify the differences between Chi-Square, F-Test

Learning Outcomes

At the end of studying this lesson, you should be able to

- Identify the Apply the non-parametric tests such as Chi-Square, F-Test and Anova for better interpretation
- Understand the importance of Chi-Square, F-Test and Anova for better interpretation

Overview

1.1		Kolmogorov-Smirnov
	1.1.1	test for Goodness of Fit
	1.1.2	Comparing two Populations
1.2		Mann – Whitney U test and Kruskal Wallis test.
1.3		One Sample Run test

Summary

Keywords

Self-Assessment Questions

Further Reading

MSE 6103 STATISTICS FOR DECISION MAKING

UNIT V

Lesson 9

CONTENTS

Learning Objectives

This lesson is intended to:

- Highlight the role of Learn the application of other statistical tools like correlation, regression, etc.
- Explain the various concerns the correlation, regression

Learning Outcomes

At the end of studying this lesson, you should be able to

- Identify the time series data and apply relevant statistical tools
- Analyse the various concerns in correlation, regression, etc. to arrive at conclusions.

Overview

1.1		Simple Linear Correlation
1.2		Rank Correlation
1.3		Simple Linear Regression
1.4		Time Series Analysis
	1.4.1	Methods of Semi-average

Summary

Keywords

Self-Assessment Questions

Further Reading

MSE 6103 STATISTICS FOR DECISION MAKING

Lesson 10

CONTENTS

Learning Objectives

This lesson is intended to:

- Highlight the role of Learn the application of other statistical tools like correlation, regression, etc.
- Explain the various concerns the correlation, regression

Learning Outcomes

At the end of studying this lesson, you should be able to

- Identify the time series data and apply relevant statistical tools
- Analyse the various concerns in correlation, regression, etc. to arrive at conclusions.

Overview

1.1		Time series analysis
	1.1.1	Weighted Average
	1.1.2	Moving Averages
1.2		Least Squares
1.3		Ratio-to-Trend
1.4		Application in business decision

Summary

Keywords

Self-Assessment Questions

Further Reading

MSE 6104 ACCOUNTING FOR MANAGERS

UNIT I

Lesson 1

CONTENTS

Learning Objectives

This lesson is intended to:

- Learn the basics of accounting and different streams of accounting.
- Understand the principles of accounting.
- Know and prepare the journal entries, ledger postings and Trial Balance from the transactions.

Learning Outcomes

At the end of studying this lesson, you should be able to:

- Know the basics of accounting and different streams of accounting.
- Know the principles of accounting.
- Prepare journal, ledger, and Trail Balance.

Overview

1.1		Introduction to Accounting
	1.1.1	Meaning and Definition of Accounting
	1.1.2	Groups interested in Accounting information
	1.1.3	Streams of Accounting
	1.1.4	Business Cycle
	1.1.5	Different Financial Statements
1.2		Accounting Principles
	1.2.1	Accounting Concepts
	1.2.2	Accounting Conventions
1.3		Single entry and Double entry system of Book keeping

MSE 6104 ACCOUNTING FOR MANAGERS

1.4		Preparation of Journal, Ledger and Trial Balance
	1.4.1	Categories of Business Transactions
	1.4.2	Golden rules of Accounting
	1.4.3	Journalising
	1.4.4	Ledger posting
	1.4.5	Trial Balance

Summary

Keywords

Self-Assessment Questions

Further Reading

MSE 6104 ACCOUNTING FOR MANAGERS

Lesson 2

CONTENTS

Learning Objectives

This lesson is intended to:

- Gain knowledge in the preparation of Trading, Profit & Loss account, and Balance sheet.
- Know the treatment of adjustment entry (Closing stock) in the preparation of final accounts.

Learning Outcomes

At the end of studying this lesson, you should be able to:

- Prepare Trading, Profit & Loss account, and Balance sheet.
- Know how the adjustment entry (Closing stock) to be treated in the preparation of final accounts.

Overview

1.1			Preparation of Final Accounts
	1.1.1		Trading Account
		1.1.1.1	Components of Trading Account
		1.1.1.2	Preparation of Trading Account from Trial balance
	1.1.2		Profit and Loss Account
		1.1.2.1	Components of Profit and Loss Account
		1.1.2.2	Preparation of Profit and Loss Account from Trial balance
	1.1.3		Balance sheet
		1.1.3.1	Components of Balance sheet
		1.1.3.2	Preparation of Balance sheet from Trial balance
1.2			Treatment of Adjustment entry (Closing stock)



MSE 6104 ACCOUNTING FOR MANAGERS

Summary

Keywords

Self-Assessment Questions

Further Reading

MSE 6104 ACCOUNTING FOR MANAGERS

UNIT II

Lesson 3

CONTENTS

Learning Objectives

This lesson is intended to:

- Understand the International Financial Reporting Standards (IFRS).
- Gain knowledge on the preparation of Income Statement and Statement of Financial position.

Learning Outcomes

At the end of studying this lesson, you should be able to:

- Understand the International Financial Reporting Standards (IFRS).
- Prepare the Income Statement and Statement of Financial position.

Overview

1.1		Reporting Standards
	1.1.1	International Financial Reporting Standards
	1.1.2	Accounting standards
1.2		Income Statement
	1.2.1	Components of Income Statement
	1.2.2	Preparation of Income Statement
1.3		Statement of Financial Position
	1.3.1	Components of Balance sheet
	1.3.2	Preparation of Balance sheet

Summary

Keywords

Self-Assessment Questions

Further Reading

MSE 6104 ACCOUNTING FOR MANAGERS

Lesson 4

Learning Objectives

This lesson is intended to:

- Understand the meaning and importance of Shareholder's Equity and Cash flow statement.
- Help one in the calculation of Shareholder's Equity and preparation of Cash flow statement.

Learning Outcomes

At the end of studying this lesson, you should be able to:

- Know the meaning and importance of Shareholder's Equity and Cash flow statement.
- Find the Shareholder's Equity and prepare the Cash flow statement.

Overview

1.1		Shareholders' Equity
	1.1.1	Meaning of Shareholder's Equity
	1.1.2	Importance of Shareholder's Equity
	1.1.3	Components of Shareholder's Equity
	1.1.4	Preparation of Shareholder's Equity
1.2		Statement of Cash flows
	1.2.1	Meaning and importance of cash flow statement
	1.2.2	Components of Cash inflows
	1.2.3	Components of Cash outflows
	1.2.4	Preparation of Cash flow statement

Summary

Keywords

Self-Assessment Questions

Further Reading

MSE 6104 ACCOUNTING FOR MANAGERS

UNIT III

Lesson 5

CONTENTS

Learning Objectives

This lesson is intended to:

- Know the importance of different financial ratios.
- Understand the managerial applications of financial ratios.

Learning Outcomes

At the end of studying this lesson, you should be able to:

- Know the importance of ratios.
- Understand the managerial applications of ratios.

Overview

1.1		Financial Ratio Analysis
	1.1.1	Definition of Ratios
1.2		Classification of Ratios
	1.2.1	Traditional Ratios
	1.2.2	Ratios based on Functions
	1.2.3	Ratios based on Significance
1.3		Managerial uses of Ratio analysis
1.4		Limitations of Ratios

Summary

Keywords

Self-Assessment Questions

Further Reading

MSE 6104 ACCOUNTING FOR MANAGERS

Lesson 6

CONTENTS

Learning Objectives

This lesson is intended to:

- Help in the calculation of different ratios to find the performance of the company.
- Help in the preparation of Trading, Profit & Loss account, and Balance sheet using the ratios.

Learning Outcomes

At the end of studying this lesson, you should be able to:

- Calculate different ratios and analyse the performance of the company.
- Prepare Trading, Profit & Loss account, and Balance sheet using the ratios.

Overview

1.1		Computation of Financial Ratios
	1.1.1	Computation of Liquidity Ratios
	1.1.2	Computation of Leverage Ratios
	1.1.3	Computation of Activity Ratios
	1.1.4	Computation of Profitability Ratios
1.2		Computation of Ratios from Trading, Profit & Loss statement, and Balance sheet
1.3		Preparation of Trading, Profit & Loss statement, and Balance sheet from the ratios

Summary

Keywords

Self-Assessment Questions

Further Reading

MSE 6104 ACCOUNTING FOR MANAGERS

UNIT IV

Lesson 7

CONTENTS

Learning Objectives

This lesson is intended to:

- Get familiarize with cost accounting and the preparation of cost sheet.
- Identify the differences between absorption costing and marginal costing.

Learning Outcomes

At the end of studying this lesson, you should be able to:

- Prepare the cost sheet.
- Understand the differences between absorption costing and marginal costing.

Overview

1.1		Cost Accounting
	1.1.1	Definition and Meaning of Cost Accounting
	1.1.2	Importance of Cost Accounting
	1.1.3	Elements of Cost
	1.1.4	Cost sheet
1.2		Absorption Costing
1.3		Marginal Costing

Summary

Keywords

Self-Assessment Questions

Further Reading

MSE 6104 ACCOUNTING FOR MANAGERS

Lesson 8

CONTENTS

Learning Objectives

This lesson is intended to:

- Explain the meaning, uses, and limitations of Break–even analysis.
- Help one in drawing the break-even chart.
- Know the managerial applications of marginal costing.

Learning Outcomes

At the end of studying this lesson, you should be able to:

- Understand the Uses and limitations of Break-even analysis.
- Draw break-even chart with the available data.
- Apply break-even techniques for managerial decisions.

Overview

1.1		Break - even analysis
	1.1.1	Meaning of Break-even analysis
	1.1.2	Assumptions in Break-even analysis
	1.1.3	Concepts in Break-even analysis
	1.1.4	Uses of Break-even analysis
	1.1.5	Limitations of Break-even analysis
1.2		Break-even chart
1.3		Managerial applications of Marginal costing
	1.3.1	Pricing decision
	1.3.2	Sales mix decision
	1.3.3	Make or Buy decision



MSE 6104 ACCOUNTING FOR MANAGERS

Summary

Keywords

Self-Assessment Questions

Further Reading

MSE 6104 ACCOUNTING FOR MANAGERS

UNITV

Lesson 9

CONTENTS

Learning Objectives

This lesson is intended to:

- Know the different classifications of budget.
- Help one in the preparation of Flexible budget, and Cash budget.

Learning Outcomes

At the end of studying this lesson, you should be able to:

- Know the different classifications of budget.
- Prepare the Flexible budget, and Cash budget.

Overview

1.1			Budgets
	1.1.1		Definition of Budget
	1.1.2		Classification of Budgets
		1.1.2.1	Based on Time
		1.1.2.2	Based on Function
		1.1.2.3	Based on Flexibility
1.2			Preparation of Flexible budget
1.3			Preparation of Cash budget

Summary

Keywords

Self-Assessment Questions

Further Reading

MSE 6104 ACCOUNTING FOR MANAGERS

Lesson 10

CONTENTS

Learning Objectives

This lesson is intended to:

- To give insights about Zero base budgeting.
- To give insights about budgetary control.

Learning Outcomes

At the end of studying this lesson, you should be able to:

- Get a better understanding of Zero base budgeting.
- Get an insight on budgetary control.

Overview

1.1		Zero base budgeting
	1.1.1	Definition of Zero base budgeting
	1.1.2	Steps involved in Zero base budgeting
	1.1.3	Advantages of Zero base budgeting
	1.1.4	Limitations of Zero base budgeting
1.2		Budgetary control
	1.2.1	Definition of Budgetary control
	1.2.2	Importance of Budgetary control
	1.2.3	Limitations of Budgetary control
	1.2.4	Installation of Budgetary control system

Summary

Keywords

Self-Assessment Questions

Further Reading

MSE 6105 ORGANIZATIONAL BEHAVIOUR

UNIT I

Lesson 1

CONTENTS

Learning Objectives

This lesson is intended to

- Learn the concepts & evolution of organizational behaviour
- Identify the scope & challenges in organizational behaviour
- Explain the principles of Scientific Management

Learning Outcomes

At the end of studying this lesson, you should be able to:

- Know the importance & implications of organizational behaviour
- Explain the role of Scientific Management in organizational behaviour

Overview

1.1		Organizational Behaviour
	1.1.1	Meaning of an Organization
	1.1.2	Definition of Organizational Behaviour
	1.1.3	Approaches to Organizational Behaviour
	1.1.4	Scope of Organizational Behaviour
	1.1.5	Challenges of Organizational Behaviour
1.2		Evolution of Organization Behaviour
1.3		Scientific Management
	1.3.1	Principles of Scientific Management
	1.3.2	Limitations of Scientific Management

Summary

Keywords

Self-Assessment Questions

Further Reading

MSE 6105 ORGANIZATIONAL BEHAVIOUR

Lesson 2

CONTENTS

Learning Objectives

This lesson is intended to

- Introduce you about the various experiments conducted in Hawthorne Plant
- Highlight the outcomes of the experiment conducted in Hawthorne studies

Learning Outcomes

At the end of studying this lesson, you should have

- Gained the insights about the Hawthorne studies
- Learnt the limitations and outcome of the Hawthorne Studies

Overview

1.1		Hawthorne Studies
	1.1.1	Purpose of the test
	1.1.2	Experimenters
1.2		Tests conducted at Hawthorne Plant
	1.2.1	Illumination test
	1.2.2	Relay assembly test
	1.2.3	Bank wiring test
	1.2.4	Mass Interviewing
1.3		Outcomes and limitations of the Hawthorne experiments

Summary

Keywords

Self-Assessment Questions

Further Reading

MSE 6105 ORGANIZATIONAL BEHAVIOUR

UNIT II

Lesson 3

CONTENTS

Learning Objectives

This lesson is intended to:

- Introduce you to different types and theories of individual personality
- Highlight the various personality assessment methods

Learning Outcomes

At the end of studying this lesson, you should be

- Able to understand your personality dimensions and types of personalities
- Identify the appropriate assessment methods to measure personality

Overview

1.1			Mars Model of Individual Behavior
	1.1.1		Implications of Mars Model
1.2			Personality
	1.2.1		Types of personality
	1.2.2		Theories of personality
		1.2.2.1	Trait Theory
			Social Learning Theory
			Psychoanalytic Theory
			Physique Temperament Theory
			Situation Theory
	1.2.3		Individual differences in personality
	1.2.4		Johari Window



MSE 6105 ORGANIZATIONAL BEHAVIOUR

	1.2.5		Transactional Analysis
	1.2.6		Methods of Assessing Personality

Summary

Keywords

Self-Assessment Questions

Further Reading

MSE 6105 ORGANIZATIONAL BEHAVIOUR

Lesson 4

Learning Objectives

This lesson is intended to:

- Make you familiarise the importance of perception
- Types of values and its role in understanding individual behaviour
- Introduce you to the concept of attitude and its component
- Highlight the various learning theories
- Explain the various motivation theories and its applications

Learning Outcomes

At the end of studying this lesson, you should be able to

- Analyse the role and importance of perception
- Know the roles of values and attitude in understanding individual behaviour
- Analyse the learning pattern of individual
- Identify the best method to motivate people

Overview

1.1		Perception
	1.1.1	Meaning
	1.1.2	Perceptual Process Model
	1.1.3	Factors influencing Perception
	1.1.4	Perceptual Errors
1.2		Self-Fulfilling Prophecy Cycle
1.3		Values
	1.3.1	Types
1.4		Attitude
	1.4.1	Types

MSE 6105 ORGANIZATIONAL BEHAVIOUR

	1.4.2	ABC Component of Attitude
1.5		Learning
	1.5.1	Meaning
	1.5.2	Learning and Behaviour
	1.5.3	Behaviour Modification
	1.5.4	Cognitive
	1.5.5	Social Learning Theory
1.6		Motivation
	1.6.1	Motivation Theories
	1.6.2	Application of motivation theories
	1.6.3	Relating Motivation Theory to Job and Personality Types.

Summary

Keywords

Self-Assessment Questions

Further Reading

MSE 6105 ORGANIZATIONAL BEHAVIOUR

UNIT III

Lesson 5

CONTENTS

Learning Objectives

This lesson is intended to:

- Highlight the importance of group behaviour
- Explain the stages for group development
- Impart the various leadership theories

Learning Outcomes

At the end of studying this lesson, you should be able to

- Identify the role of group behaviour in organizational performance
- Identify and understand the various leadership styles

Overview

1.1		Foundations of Group behaviour
	1.1.1	Classification of Group
	1.1.2	Stages of Group Development
	1.1.3	Group Properties
	1.1.4	Group Decision Making Techniques
1.2		Group Values Team structure and effectiveness:
	1.2.1	Empowered Teams
	1.2.2	Self-Managed Teams
1.3		Leadership
	1.3.1	Concept
	1.3.2	Theories



MSE 6105 ORGANIZATIONAL BEHAVIOUR

	1.3.3	Leadership Styles
	1.3.4	Leadership Competencies
	1.3.5	Shared Leadership

Summary

Keywords

Self-Assessment Questions

Further

Reading

MSE 6105 ORGANIZATIONAL BEHAVIOUR

Lesson 6

CONTENTS

Learning Objectives

This lesson is intended to:

- Impart the knowledge on conflict management
- Highlight the importance of negotiation
- Explain the role of power and politics in organization

Learning Outcomes

At the end of studying this lesson, you should be able to

- Know the importance of causes of conflict and methods to resolve conflict
- Realise the importance of negotiation
- Explain the types of power and role of politics in organization

Overview

1.1		Conflict
	1.1.1	Causes
	1.1.2	Types
	1.1.3	Consequences
	1.1.4	Conflict Management Strategies
1.2		Negotiation
1.3		Power & Politics

Summary

Keywords

Self-Assessment Questions

Further Reading

MSE 6105 ORGANIZATIONAL BEHAVIOUR

UNIT IV

Lesson 7

CONTENTS

Learning Objectives

This lesson is intended to:

- Get familiarize with the concept of organization structure
- Identify the differences between organization culture and climate and its role in functioning of organization

Learning Outcomes

At the end of studying this lesson, you should be able to

- Identify the determinants of organization structure
- Understand the importance of organizational culture in creating sustainable organization

Overview

1.1		Organizational Structure
	1.1.1	Meaning
	1.1.2	Determinants
	1.1.3	Characteristics of organization structure
1.2		Organizational CultureConcept
	1.2.1	Creating and Sustaining Culture
	1.2.2	Customer Responsive Culture
	1.2.3	Cross Cultural Issues in Organization
1.3		Organizational Climate
1.4		Organization Development



MSE 6105 ORGANIZATIONAL BEHAVIOUR
Summary

Keywords

Self-Assessment Questions

Further Reading

MSE 6105 ORGANIZATIONAL BEHAVIOUR

Lesson 8

CONTENTS

Learning Objectives

This lesson is intended to:

- Explain the need for change and reasons for resistance to change
- Endow with knowledge on organization development intervention techniques

Learning Outcomes

At the end of studying this lesson, you should be able to

- Create the change management process for any business
- Identify the appropriate Development Intervention techniques

Overview

1.1		Change
	1.1.1	Reasons for Change
	1.1.2	Change Process
	1.1.3	Types of Change
	1.1.4	Resistance to Change
	1.1.5	Change Process
1.2		Organization Development Intervention Techniques
1.3		Lewin's Three Step Model

Summary

Keywords

Self-Assessment Questions

Further Reading

MSE 6105 ORGANIZATIONAL BEHAVIOUR

UNITV

Lesson 9

CONTENTS

Learning Objectives

This lesson is intended to:

- Highlight the role of IT in managing organization
- Explain the various concerns an organization has in managing employees

Learning Outcomes

At the end of studying this lesson, you should be able to

- Identify the changing profiles of employees and customers
- Analyse the various concerns in managing employees

Overview

1.1		Changing Profiles of Employees and Customers
1.2		Globalization: Threats and Opportunities
1.3		Information Technology: Benefits and Limitation
1.4		Diversity: Bases of Diversity, Promoting Diversity
1.5		Concerns for OB
	1.5.1	Employee Retention
	1.5.2	Gender Issues at the workplace
	1.5.3	Employee Engagement
	1.5.4	Employee Productivity

Summary

Keywords

Self-Assessment Questions

Further Reading



MSE 6105 ORGANIZATIONAL BEHAVIOUR

Lesson 10

CONTENTS

Learning Objectives

This lesson is intended to:

- To give insights about talent management
- Highlight the work ethics need to be followed in organization
- Explain the importance and implications of Corporate Social Responsibility

Learning Outcomes

At the end of studying this lesson, you should be able to

- Brief the role of understanding individual behaviour in managing talent
- Identify means to balance work life stress
- Identify various ways of CSR activities and its role in the competitive environment

Overview

1.1			Talent Management
1.2			Work-Life Stress
1.3			Work Ethics
1.4			Competitive Strategy and CSR

Summary

Keywords

Self-Assessment Questions

Further Reading

MSE 6106 LEGAL ASPECTS OF BUSINESS

UNIT I

Lesson 1

CONTENTS

Learning Objectives

This lesson is intended to

- Explain the fundamental concepts of Law of Contract
- Analyse the practical aspects of performance and discharge of contracts

Learning Outcomes

At the end of studying this lesson, you should be able to:

- Mitigate the financial risk by adhering to the legal aspects
- Draft the contractual terms with reciprocal rights and duties

Overview

1.1		The Indian Contract Act 1872
	1.1.1	Meaning & essentials of contract
	1.1.2	Classification of contracts
	1.1.3	Performance of contracts
	1.1.4	Breach of contract and its remedies Agency
	1.1.5	Agency
		1.1.5.1 Rights and duties of principal, agent and third party
		1.1.5.2 Termination of agency

Summary

Keywords

Self-Assessment Questions

Further Reading

MSE 6106 LEGAL ASPECTS OF BUSINESS

Lesson 2

CONTENTS

Learning Objectives

This lesson is intended to

- Introduce you to the legal provisions in sale of goods
- Explain the legal aspects of Negotiable Instruments used in the business

Learning Outcomes

At the end of studying this lesson, you should be able to

- Identify the passing of title and risks in the goods
- Secure the business transactions identifying the liabilities of parties to negotiable instruments

Overview

1.1		The Sale of Goods Act 1930
	1.1.1	Sale contract
	1.1.2	Transfer of title and risk of loss
	1.1.3	Conditions and Warranties
	1.1.4	Performance of sales contracts
	1.1.5	Rights of an unpaid seller
1.2		Negotiable Instruments Act 1881
	1.2.1	Nature and requisites of negotiable instruments
	1.2.2	Transfer of negotiable instruments and liability of parties
	1.2.3	Holder in due course
	1.2.4	Crossing of cheques
		Discharge of negotiable instruments



MSE 6106 LEGAL ASPECTS OF BUSINESS

Summary

Keywords

Self-Assessment Questions

Further Reading

MSE 6106 LEGAL ASPECTS OF BUSINESS

UNIT II

Lesson 3

CONTENTS

Learning Objectives

This lesson is intended to:

- Orient on the formation and the various documents in a company
- Analyse the authority and liabilities of key personal in a company

Learning Outcomes

At the end of studying this lesson, you should be able to

- Prepare the required documents in forming a company
- Advise the board of directors on their power, duties and liabilities

Overview

1.1		Company Law
	1.1.1	Nature and types of companies
	1.1.2	Formation & prospectus
	1.2.1	Memorandum and Articles of Association
	1.2.2	Power, duties and liabilities of Directors

Summary

Keywords

Self-Assessment Questions

Further Reading

MSE 6106 LEGAL ASPECTS OF BUSINESS

Lesson 4

Learning Objectives

This lesson is intended to:

- Understand the different types of winding up of companies

Learning Outcomes

At the end of studying this lesson, you should be able to

- Prepare and apply for winding up process
- Advise the entrepreneurs on the LLP Act, 2008

Overview

1.1	Winding up of companies
1.2	Corporate Governance
1.3	Companies (Amendment) Act, 2020
1.4	Limited Liability Partnership Act, 2008

Summary

Keywords

Self-Assessment Questions

Further Reading

MSE 6106 LEGAL ASPECTS OF BUSINESS

UNIT III

Lesson 5

CONTENTS

Learning Objectives

This lesson is intended to:

- Sensitise on the rights and duties of workers in the factory

Learning Outcomes

At the end of studying this lesson, you should be able to

- Comply the legal aspects in a factory
- Ensure the labour welfare formally

Overview

1.1		Industrial Law
	1.1.1	Factories act, 1948
	1.1.2	Payment of Wages Act, 1936
	1.1.3	Payment of Bonus Act, 1965

Summary

Keywords

Self-Assessment Questions

Further Reading

MSE 6106 LEGAL ASPECTS OF BUSINESS

Lesson 6

CONTENTS

Learning Objectives

This lesson is intended to:

- Sensitise on the disputes that arise in the industry
- Analyse the rights and duties of both employer and worker

Learning Outcomes

At the end of studying this lesson, you should be able to

- Resolve the disputes arising in the industry
- Advise the workers and the management in case of mishaps in the industry

Overview

1.1	Industrial Disputes act, 1947
1.2	Workmen compensation act, 1923
1.3	The Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013
1.4	Maternity Benefit act, 1961

Summary

Keywords

Self-Assessment Questions

Further Reading

MSE 6106 LEGAL ASPECTS OF BUSINESS

UNIT IV

Lesson 7

CONTENTS

Learning Objectives

This lesson is intended to:

- Educate on the rights of consumers

Learning Outcomes

At the end of studying this lesson, you should be able to

- Draft a consumer complaint
- Analyse the appeal provisions of a consumer complaint

Overview

1.1		Consumer Protection Act-1986
	1.1.1	Rights of Consumer
	1.1.2	Consumer dispute
	1.1.3	Consumer complaint
	1.1.4	Procedure for filing Complaint

Summary

Keywords

Self-Assessment Questions

Further Reading



MSE 6106 LEGAL ASPECTS OF BUSINESS

Lesson 8

CONTENTS

Learning Objectives

This lesson is intended to:

- Educate on pecuniary jurisdiction of the different consumer fora

Learning Outcomes

At the end of studying this lesson, you should be able to

- Identify the merits of the case for an appeal
- Draft the appeal petitions

Overview

1.1		Types of consumer redressal forum
	1.1.1	Jurisdiction of district consumer forum
	1.1.2	State and national commissions

Summary

Keywords

Self-Assessment Questions

Further Reading

MSE 6106 LEGAL ASPECTS OF BUSINESS

UNIT V

Lesson 9

CONTENTS

Learning Objectives

This lesson is intended to:

- Sensitise on the legal aspects of using information technology in the business

Learning Outcomes

At the end of studying this lesson, you should be able to

- Secure the business transactions through the electronic records
- Mitigate the offences arising out of e-commerce
- Have hands on experience obtaining information from the public bodies

Overview

1.1		Information Technology Act 2000
	1.1.1	Electronic records and digital signatures
	1.1.2	Major offences under the IT Act & penalties
	1.1.3	Data privacy rules
1.2		Right to Information Act, 2005
	1.2.1	Scope of RTI
	1.2.2	Governance and process of RTI
	1.2.3	Exemptions under RTI Act

Summary

Keywords

Self-Assessment Questions

Further Reading

MSE 6106 LEGAL ASPECTS OF BUSINESS

Lesson 10

CONTENTS

Learning Objectives

This lesson is intended to:

- Educate on the infringements of intellectual property rights
- Familiarise the intellectual property rights

Learning Outcomes

At the end of studying this lesson, you should be able to

- Identify and protect the Intellectual Property

Overview

1.1		Intellectuals Property Rights
	1.1.1	The Patents Act, 1970
	1.1.2	The Trade Marks Act, 1999;
	1.1.3	The Copyright Act, 1957
	1.1.4	The Designs Act, 2000
	1.1.5	The Geographical Indications of Goods (Registration & Protection) Act, 1999

Summary

Keywords

Self-Assessment Questions

Further Reading

MSE 6107 ENTREPRENEURSHIP DEVELOPMENT

UNIT I

Lesson 1

CONTENTS

Learning Objectives

This lesson is intended to

- Learn the concepts & evolution of Entrepreneurship
- Identify the Types in Entrepreneurship
- Explain the process of Entrepreneurship

Learning Outcomes

At the end of studying this lesson, you should be able to:

- Know the Meaning & Types of Entrepreneurship
- Explain the process of Entrepreneurship

Overview

1.1		Entrepreneurship: knowledge and skills requirement
	1.1.1	Meaning of an Entrepreneurship
	1.1.2	Definition of Entrepreneurship
	1.1.3	Types to Entrepreneurship
1.2		Characteristic of successful entrepreneurs
1.3		Entrepreneurship process
1.4		Factors impacting emergence of entrepreneurship

Summary

Keywords

Self-Assessment Questions

Further Reading

MSE 6107 ENTREPRENEURSHIP DEVELOPMENT

Lesson 2

CONTENTS

Learning Objectives

This lesson is intended to

- Introduce you about the various approach of Entrepreneurship
- Highlight the polices related to Skill Development and Digital India

Learning Outcomes

At the end of studying this lesson, you should have

- Gained the insights about various approach of Entrepreneurship
- Learnt the polices related to Skill Development and Digital programme of Government of India

Overview

1.1		Managerial vs. Entrepreneurial approach
	1.1.1	Various Approach of Entrepreneurship
1.2		Emergence of entrepreneurship - Need for Achievement
1.3		National Policy on Skill Development and Entrepreneurship 2015
1.4		Digital India and Make in India flagship programme of Government of India

Summary

Keywords

Self-Assessment Questions

Further Reading

MSE 6107 ENTREPRENEURSHIP DEVELOPMENT

UNIT II

Lesson 3

CONTENTS

Learning Objectives

This lesson is intended to:

- Introduce you to venture
- Highlight the steps of process in venture

Learning Outcomes

At the end of studying this lesson, you should be

- Able to understand about Venture
- Identify the steps in Venture Process

Overview

1.1		Starting the venture
	1.1.1	Definition of venture
1.2		Generating business idea – sources of new ideas, methods of generating ideas
1.3		Creative problem solving
1.4		Opportunity recognition - environmental scanning

Summary

Keywords

Self-Assessment Questions

Further Reading

MSE 6107 ENTREPRENEURSHIP DEVELOPMENT

Lesson 4

Learning Objectives

This lesson is intended to:

- Make you familiarise the importance of Competitor and Industry analysis
- Highlight the Procedure for registration
- Explain the various Government of India start up India Scheme
- **Learning Outcomes**

At the end of studying this lesson, you should be able to

- Analysis of Competitor and Industry
- Know the Procedure for registration in small industry
- Identify the Scheme provided by Government of India

Overview

1.1		Competitor and Industry analysis
	1.1.1	Meaning
1.2		Forms of ownership
1.3		Procedure for registration in small industry
1.4		Government of India start up India Scheme

Summary

Keywords

Self-Assessment Questions

Further Reading

MSE 6107 ENTREPRENEURSHIP DEVELOPMENT

UNIT III

Lesson 5

CONTENTS

Learning Objectives

This lesson is intended to:

- Highlight the Fundamentals of management
- Explain the roles of Marketing - Human resources
- Explain the roles of Finance and Operation
- Identify the sources of fund

Learning Outcomes

At the end of studying this lesson, you should be able to

- Identify the role of various Functional in Management
- Identify and understand the various sources of funds

Overview

1.1	Fundamentals of management
1.2	Overview of Marketing - Human resources:
1.3	Finance and Operation requirement for new venture
1.4	Sources of funds

Summary

Keywords

Self-Assessment Questions

Further Reading



MSE 6107 ENTREPRENEURSHIP DEVELOPMENT

Lesson 6

CONTENTS

Learning Objectives

This lesson is intended to:

- Impart the knowledge on venture capital and angel investment
- Highlight the importance of project management
- Explain the role of Incubators and Accelerators

Learning Outcomes

At the end of studying this lesson, you should be able to

- Know the importance of venture capital and angel investment
- Realise the importance project management
- Explain the types of Incubators and Accelerators in entrepreneurship Development

Overview

1.1	Overview of venture capital and angel investment
1.2	Overview of project management
1.3	The role and functions of Business
1.4	Incubators and Accelerators in entrepreneurship Development

Summary

Keywords

Self-Assessment Questions

Further Reading

MSE 6107 ENTREPRENEURSHIP DEVELOPMENT

UNIT IV

Lesson 7

CONTENTS

Learning Objectives

This lesson is intended to:

- Get familiarize with the concept of Business Plan
- Explain the steps in prepare Project Report

Learning Outcomes

At the end of studying this lesson, you should be able to

- Familiarize in Business Plan Report Preparation
- Understand the importance of Project Report Overview

Overview

1.1	Business Plan Report Preparation
1.2	Understanding the value of a business plan
1.3	Developing an investor presentation
1.4	Preliminary Project Report

Summary

Keywords

Self-Assessment Questions

Further Reading

MSE 6107 ENTREPRENEURSHIP DEVELOPMENT

Lesson 8

CONTENTS

Learning Objectives

This lesson is intended to:

- Explain the need and importance for Executive Summary
- Endow with knowledge on Financial Forecasting and Marketing Strategy

Learning Outcomes

At the end of studying this lesson, you should be able to

- Understand the importance of Executive Summary
- Identify the appropriate role of Financial Forecasting and Marketing Strategy

Overview

1.1		Executive Summary
	1.1.1	Definition and importance of Executive Summary
1.2		Financial Forecasting
1.3		Marketing Strategy
1.4		Students' business plan presentation

Summary

Keywords

Self-Assessment Questions

Further Reading

MSE 6107 ENTREPRENEURSHIP DEVELOPMENT

UNIT V

Lesson 9

CONTENTS

Learning Objectives

This lesson is intended to:

- Highlight the Objectives and scope of Social Entrepreneurship
- Explain the various Types and Issues in Social Entrepreneurship

Learning Outcomes

At the end of studying this lesson, you should be able to

- Understand the importance of Social Entrepreneurship
- Analyse the various types and Issues in Social Entrepreneurship

Overview

1.1		Social Entrepreneurship
	1.1.1	Definition
1.2		Objectives and scope of Social Entrepreneurship
1.3		Significance of social entrepreneurship
1.4		Types and Issues in Social Entrepreneurship

Summary

Keywords

Self-Assessment Questions

Further Reading



MSE 6107 ENTREPRENEURSHIP DEVELOPMENT

Lesson 10

CONTENTS

Learning Objectives

This lesson is intended to:

- To give insights about Static impact of social Entrepreneurship
- Highlight the Static impact of social Entrepreneurship Vs Profit companies

Learning Outcomes

At the end of studying this lesson, you should be able to

- Understanding impact of social Entrepreneurship on Society
- Realise the issues of Real Time Entrepreneur

Overview

1.1	Static impact of social Entrepreneurship
1.2	Impact of For- Profit companies Vs social entrepreneurship
1.3	Case study on social entrepreneur 1
1.4	Case study on social entrepreneur 2

Summary

Keywords

Self-Assessment Questions

Further Reading

MSE 6108 COMPUTER APPLICATIONS IN BUSINESS LAB

UNIT I

Lesson 1

CONTENTS

Learning Objectives

This lesson helps the students to

- Know about different interfaces in excel
- Know about basic shortcuts and different types of Inferences
- Develop Knowledge on Logical functions related to

Learning Outcomes

- Students can work with basic function like count,sum and logical function
- Students can use the excel in an effective manner through the usage of shortcuts
- Students can apply the learning in real life scenario

Overview

1.1		Introduction to Ms-Excel basics
	1.1.1	Introduction to Excel Interfaces
	1.1.2	Introduction to basic shortcuts
	1.1.3	Introduction to cell reference
1.2		Introduction to functions
	1.2.1.	Count and Sum functions
	1.2.2	Logical functions
	1.2.3	Date and Time function

Summary

Keywords

Self-Assessment Questions

Further Reading

MSE 6108 COMPUTER APPLICATIONS IN BUSINESS LAB

Lesson 2

CONTENTS

Learning Objectives

This lesson helps the students to

- Acquire Knowledge on text related and financial function
- Acquire Knowledge on Lookup and Reference functions

Learning Outcomes

- Students can use the acquired knowledge to format data and use financial functions
- Students can use the Lookup and reference function to deal with data.

Overview

1.1	Explanation of text related functions through practical example
1.2	Explanation of Financial function like FV, NPV through practical example
1.3	Explanation of VLOOKUP and HLOOKUP function through practical example
1.4	Explanation of INDEX and TRANSPOSE function through practical example

Summary

Keywords

Self-Assessment Questions

Further Reading

MSE 6108 COMPUTER APPLICATIONS IN BUSINESS LAB

UNIT II

Lesson 3

CONTENTS

Learning Objectives

This lesson helps the students to

- Acquire Knowledge on statistical function
- Acquire Knowledge on other basic financial functions
- Acquire Knowledge on formula error.

Learning Outcomes

- Students can use the acquired knowledge to work with number and apply the knowledge on statistical functions in decision making
- Students can use financial function to make real time decision making.

Overview

1.1		Introduction to statistical functions
	1.1.1	Explanation of function like min,max,average,median,mode through practical example
	1.1.2	Explanation of function like correlation,rankand forecast through practical example
1.2		Introduction to Financial function
	1.2.1	Explanation of function like PV and XIRR through practical example
1.3		Introduction to Round function
1.4		Discussion on formula array and formula error

Summary

Keywords

Self-Assessment Questions

Further Reading

MSE 6108 COMPUTER APPLICATIONS IN BUSINESS LAB

Lesson 4

Learning Objectives

This lesson helps the students to

- Acquire Knowledge on sorting, formatting and freezing
- Acquire Knowledge on how to use filter function

Learning Outcomes

- Apply the knowledge to sort, filter and format data

Overview

1.1		Sorting of data
	1.1.1	Introduction on various way to sort data
	1.1.2	Explanation on Custom sorting through practical example
1.2		How to filter data
1.3		How to freeze row and columns
1.4		Introduction to formatting of data
	1.4.1	How to format the data using conditional formatting

Summary

Keywords

Self-Assessment Questions

Further Reading

MSE 6108 COMPUTER APPLICATIONS IN BUSINESS LAB

UNIT III

Lesson 5

CONTENTS

Learning Objectives

This lesson helps the students to

- Acquire Knowledge on basics charts available in excel
- Acquire Knowledge to modify and format chart for better representation.

Learning Outcomes

- Apply the knowledge to represent the data pictorially

Overview

1.1		Introduction to basic charts
	1.1.1	Introduction to different type of column chart
	1.1.2	Introduction to different type of Line chart
	1.1.3	Introduction to different type of Pie chart
	1.1.4	Introduction to different type of Area chart
1.2		Introduction to chart elements an/d steps to create column, line ,pie and area chart
1.3		Formatting of charts to create a better look

Summary

Keywords

Self-Assessment Questions

Further Reading

MSE 6108 COMPUTER APPLICATIONS IN BUSINESS LAB

Lesson 6

CONTENTS

Learning Objectives

This lesson helps the students to

- Acquire Knowledge on Advanced charts available in excel
- Acquire Knowledge on Pivot table

Learning Outcomes

- Apply the knowledge to work with large table using pivot tables options

Overview

1.1		Introduction to Advance chart and Pivot table
	1.1.1	Creating tree map chart
	1.1.2	Creating sparkline chart
	1.1.3	Creating Bridge charts
1.2		Introduction to pivot table
	1.2.1	How to create a pivot table
	1.2.2	Operations related to pivot table
	1.2.3	Introduction to getpivotdata functions
	1.2.4	Introduction to slicers

Summary

Keywords

Self-Assessment Questions

Further Reading

MSE 6108 COMPUTER APPLICATIONS IN BUSINESS LAB

UNIT IV

Lesson 7

CONTENTS

Learning Objectives

This lesson helps the students to

- Acquire Knowledge on concepts like goalseek, scenario and data manager
- Acquire Knowledge on Analysis tool pack.

Learning Outcomes

- Apply the knowledge to analyze different scenario based on different condition.

Overview

1.1		Introduction to what if analysis
	1.1.1	Introduction to goal seek with practical example
	1.1.2	Introduction to Scenario manager with practical example
	1.1.3	Introduction to Data table with practical example
1.2		Introduction to solver
1.3		Introduction to analysis tool pack
	1.3.1	Using analysis tool pack to create descriptive statistics
	1.3.2	Using analysis tool pack to perform regression
	1.3.3	Using analysis tool pack to perform student t-test

Summary

Keywords

Self-Assessment Questions

Further Reading

MSE 6108 COMPUTER APPLICATIONS IN BUSINESS LAB

Lesson 8

CONTENTS

Learning Objectives

This lesson helps the students to

- Acquire Knowledge on concepts like macro and conditional statements
- Acquire Knowledge on workbook and worksheet object

Learning Outcomes

- Apply the knowledge to automate certain function using Macros
- Can work effectively with worksheets

Overview

1.1		Introduction to macros
	1.1.1	Creating a simple macro
1.2		Introduction to workbook and worksheet objects
1.3		Introduction to if -then statement
1.4		Introduction to loop
1.5		Introduction to Macro error

Summary

Keywords

Self-Assessment Questions

Further Reading

MSE 6108 COMPUTER APPLICATIONS IN BUSINESS LAB

UNITV

Lesson 9

CONTENTS

Learning Objectives

This lesson helps the students to

- Acquire Knowledge on user defined functions.

Learning Outcomes

- Apply the knowledge to create user defined function
- Can enhance the knowledge to work with application objects

Overview

1.1		Introduction to user defined function
	1.1.1	Creation and usage of user defined function
	1.1.2	How to make the defined function available for future use
1.2		Introduction to Application objects

Summary

Keywords

Self-Assessment Questions

Further Reading



MSE 6108 COMPUTER APPLICATIONS IN BUSINESS LAB

Lesson 10

CONTENTS

Learning Objectives

This lesson helps the students to

- Acquire Knowledge on activex control and user form

Learning Outcomes

- Apply the knowledge to create forms.

Overview

1.1	Introduction to activex control and user form
1.2	Working with form control and activex control

Summary

Keywords

Self-Assessment Questions

Further Reading



MSE 6109 BUSINESS COMMUNICATION LABORATORY

UNIT I

Lesson 1

CONTENTS

Learning Objectives

This lesson helps the students to

- The features of an effective presentation
- Know the Structure of a presentation
- Know the different kinds of delivery style

Learning Outcomes

- Deal with nerves and think more positively about public speaking
- Consider ways of grabbing the listener's attention, holding their interest, and concluding strongly
- Use body language and tone of voice to enhance their presentations
- Use slides and visual aids effectively
- Deliver an enthusiastic presentation

Overview

1.1	Introduction Strategies
1.2	Examples
1.3	Analysis of Examples
1.4	Tips for great presentations
1.2	Planning and structuring your presentation
1.5	Audience, purpose, and narrative
1.6	Planning sheet for your presentation
1.7	Using slides and visual aids to enhance your presentation
1.8	Delivering an engaging presentation and dealing with nerves



MSE 6109 BUSINESS COMMUNICATION LABORATORY

1.9	Recording your presentation
2.0	Debating Skills

Summary

Keywords

Self-Assessment Questions

Further Reading

MSE 6109 BUSINESS COMMUNICATION LABORATORY

UNIT II

Lesson 2

CONTENTS

Learning Objectives

This lesson helps the students to

- Learn decoding skills
- Improve vocabulary
- Build world knowledge through reading and relate what you know to what you read, by asking questions as you read

Learning Outcomes

By the end of the module, students will be able to:

- Demonstrate comprehension strategies like prediction, analysis, visualizing, and summarizing.
- Monitor their comprehension understand the essence of the reading passage

Overview

1.1	What is Reading Comprehension
1.2	Reading Techniques
1.3	Pre-reading Strategies
1.4	Skimming and Scanning
1.5	Anticipating and Predicting
1.6	Increasing Reading Speed
1.7	Note taking strategies
1.8	Inferencing and Gap filling
1.9	Critical Reading

Summary

Keywords

Self-Assessment Questions

Further Reading

MSE 6109 BUSINESS COMMUNICATION LABORATORY

UNIT III

Lesson 3

CONTENTS

Learning Objectives

This lesson helps the students to

- Identify their listening styles
- Know the Strategies of Listening
- Understand Basic Listening Models

Learning Outcomes

By the end of the module, students will be able to:

- Summarize activities that improve listening skills
- Demonstrate mastery of listening content at levels of 70% or higher.
- Comprehend native accent

Overview

1.1	introduction to Listening
1.2	Active Listening
1.3	Stages of Listening
1.4	Listening Behaviour
1.5	Listening Models
1.6	Combative, Passive and Empathetic Listening
1.7	Types of Listening
1.8	Appreciative Listening
1.9	Comprehensive and Critical Listening
2.0	Barriers and Listening with Empathy



MSE 6109 BUSINESS COMMUNICATION LABORATORY

Summary

Keywords

Self-Assessment Questions

Further Reading

MSE 6108 ADVANCED EXCEL

MSE 6109 BUSINESS COMMUNICATION LABORATORY

UNIT IV

Lesson 4

CONTENTS

Learning Objectives

This lesson helps the students to

- Effectively communicate through the written word for a wide variety of purposes and audiences
- Accurately convey the intent of their message when writing
- Structure written communication that is clear, logical, and easy to follow

Learning Outcomes

By the end of the module, students will be able to:

- Use correct mechanics such as grammar, spelling, and punctuation
- Select and incorporate appropriate supporting materials
- Effectively adjust their writing styles to appropriately address the audience

Overview

1.1	Letter writing (Complaint Letter)
1.2	Job applications letter
1.3	Drafting an email
1.4	Writing agenda of a meeting
1.5	Minutes of the meeting
1.6	Writing
1.7	Product review writing
1.8	Memo, Notice, Circulars & general correspondence
1.9	Interpretation or inferencing of a graph, table, chart or diagram



MSE 6109 BUSINESS COMMUNICATION LABORATORY

Summary

Keywords

Self-Assessment Questions

Further Reading

MSE 6108 ADVANCED EXCEL