

## IMSR MBA 1<sup>st</sup> YEAR SYLLABUS

Sr. No.	Subject Name
1	MANAGEMENT CONCEPTS
2	BUSINESS ENVIRONMENT
3	HUMAN RESOURCES MANAGEMENT
4	MANAGEMENT INFORMATION SYSTEMS
5	MANAGERIAL ECONOMICS
6	PRINCIPLES OF MARKETING
7	STRATEGIC MANAGEMENT
8	ORGANIZATIONAL BEHAVIOR

## IMSR MBA 2<sup>nd</sup> YEAR SYLLABUS

Sr. No.	Subject Name
1	QUALITY SYSTEM MANAGEMENT
2	EXECUTIVE COMMUNICATION
3	LEADERSHIP SKILLS
4	QUANTITATIVE TECHNIQUES IN MANAGEMENT
5	RESEARCH METHODOLOGY OR PROJECT REPORT
6	SPECIALIZATION SUBJECTES-I
7	SPECIALIZATION SUBJECTES-II
8	SPECIALIZATION SUBJECTES-III

# **1<sup>ST</sup> YEAR**

## **MANAGEMENT CONCEPTS**

- 1 PRINCIPLES OF MANAGEMENT
- 2 PLANNING
- 3 ORGANIZING
- 4 ORGANIZATION – GROUPING & DEPARTMENTATION
- 5 STAFFING
- 6 DIRECTING
- 7 MOTIVATION
- 8 COMMUNICATION
- 9 LEADERSHIP
- 10 CONTROLLING

## **BUSINESS ENVIRONMENT**

- 1 BUSINESS
- 2 OBJECTIVE OF BUSINESS
- 3 BUSINESS ENVIRONMENTS
- 4 OBJECTIVES AND SOCIAL RESPONSIBILITIES OF MANAGEMENT
- 5 DYNAMIC OF ORGANISATIONAL STURCTURE IN INDIA

## **HUMAN RESOURCES MANAGEMENT**

- I HUMAN RESOURCE MANAGEMENT - FUNCTIONS
- II HUMAN RESOURCE PLANNING
- III RECRUITMENT AND SELECTION
- IV TRAINING AND DEVELOPMENT
- V PERFORMANCE APPRAISAL
- VI WORKER'S PARTICIPATION IN MANAGEMENT

## **MANAGEMENT INFORMATION SYSTEMS**

1. INTRODUCTION & BASIC CONCEPTS
2. COMPOSITION & STRUCTURE OF MIS-DEVELOPMENT
3. ROLE OF MIS IN ORGANIZATION PLANNING & DECISION MAKING
4. IMPLEMENTATION OF MIS IN ORGANIZATION
5. COMPUTER & DATA MANAGEMENT IN MIS
6. EMERGING TRENDS IN MIS
7. MIS IN MARKETING INFORMATION SYSTEM

## 8. FUTURE THRUSTS & METHODOLOGIES OF MIS

### **MANAGERIAL ECONOMICS**

- 1 NATURE OF MANAGERIAL ECONOMICS
- 2 SUPPLY
- 3 A LV MARKET STRUCTURE
- 4 NATURE OF PROFIT
- 4 NATURE OF PROFIT
- 5 NATIONAL BECOME & PRODUCT

### **PRINCIPLES OF MARKETING**

1. MARKETING- ORIGINS & DEVELOPMENT
2. THE MARKETING ENVIRONMENT
3. INTEGRATED MARKETING
4. MARKETING STRATEGY
5. MARKETING PLANNING
6. SERVICE MARKETING
7. MARKETING ORGANIZATION
8. CONSUMER BEHAVIOR
9. PRODUCT MANAGEMENT
10. PRICING IN MARKETING
11. ADVERTISEMENT
12. PERSONNEL MANAGEMENT IN MARKETING
13. MARKETING RESEARCH

### **STRATEGIC MANAGEMENT**

1. WHAT IS STRATEGIC MANAGEMENT?
2. STRATEGY ITS HISTORY AND IMPLEMENTATION
3. DOES STRATEGIC MANAGEMENT WORK?
4. THE STRATEGIC MANAGER
5. WHY STRATEGIES FAIL?
6. THE ANATOMY OF IMPLEMENTATION
7. DRIVING STRATEGY IMPLEMENTATION WITH OPERATING PLANS
8. SETTING THE STAGE
9. SETTING THE RIGHT PRIORITIES AND OBJECTIVES
10. TRACKING STRATEGY IMPLEMENTATION PROGRESS
11. MAKING STRATEGY HAPPEN

12. MULTI-BUSINESS
13. SMALL BUSINESS
14. E-BUSINESS

## **ORGANISATIONAL BEHAVIOUR**

- 1 WHAT IS ORGANIZATIONAL BEHAVIOUR
- 2 PERSONALITY
- 3 LEARNING
- 4 WHAT IS PERFECTION & WHY IS IT IMPORTANT
- 5 MOTIVATION
- 6 FOCUS ON THE INDIVIDUAL
- 7 FOCUS ON INTERPERSONAL & GROUP PROCESSES
- 8 LEADERSHIP
- 9 CONFLICT
- 10 DECISION MAKING

## **2<sup>ND</sup> YEAR**

### **QUALITY SYSTEM MANAGEMENT**

- 1 QUALITY CONCEPT AND DEFINITION
- 2 QUALITY CONTROL AND INSPECTION
- 3 TOTAL QUALITY MANAGEMENT
- 4 BENCHMARKING
- 5 QUALITY CIRCLES
- 6 ISO 9000 & 14000 QUALITY STANDARDS
- 7 CE MARKING
- 8 SOFTWARE QUALITY ASSURANCES

### **EXECUTIVE COMMUNICATION**

1. COMMUNICATION IT'S RULE
2. THREE STEPS TO EFFECTIVE WRITING
3. CHOOSING THE RIGHT WORD
4. BUSINESS LETTER FORMAT
5. STYLE IN BUSINESS LETTERS
6. OFFICE COMMUNICATION 60
7. WHAT EXECUTIVE WRITE: MEMOS AND MORE

## 8. COMMUNICATION MODELS

### **LEADERSHIP SKILLS**

1. LEADERSHIP PRINCIPLES: THE BASIS OF SUCCESSFUL LEADERSHIP
2. THE MANY CONTEXTS OF LEADERSHIP
3. THE TOP-DOWN ORGANIZATION: LEARNING THAT IT'S NOT SO SIMPLE
4. THE ORGANIZATION OF PEERS: LEADING YOUR EQUALS
5. THE ORGANIZATION IN CRISIS: TURNING DANGER INTO OPPORTUNITY
6. WHEN ORGANIZATIONS CHANGE: TRANSFORMING THE CULTURE
7. THE ENTREPRENEURIAL ORGANIZATION: SHARING YOUR VISION WITH OTHERS
8. THE ACADEMIC ORGANIZATION: LEARNING FROM THE WHARTON EXPERIENCE
9. NATIONAL CULTURES AND CONTEXT: LEADING IN A GLOBAL ENVIRONMENT
10. THE HEART OF LEADERSHIP: MOTIVATING WORKERS
11. PUTTING IT ALL TOGETHER CONTRIBUTOR BIOGRAPHIES

### **QUANTITATIVE TECHNIQUES IN MANAGEMENT**

- 1 INTRODUCTION OF STATISTICS
- 2 MORE ABOUT THE COLLECTION OF DATA
- 3 PRESENTATION OF DATA: TABLES
- 4 PICTORIAL REPRESENTATIONS OF STATISTICALS DATA 1: PICTOGRAMS AND OTHER DIGRAMS
- 5 PICTORIAL REPRESENTATIONS OF STATISTICALS DATA 2: GRAPHS
- 6 AVERAGES: MEASURES OF CENTRAL TENDANCIES
- 7 MEASURES OF DISPERSION
- 8 ELEMENTS OF PROBABILITY

### **RESEARCH METHODOLOGY**

- 1 PERCEPTION OF RESEARCH
- 2 ASSORTMENT OF PROBLEM
- 3 APPRAISE OF RELATED LITERATURE
- 4 FOUNDATION OF HYPOTHESIS
- 5 RESEARCH PLANNING AND SAMPLING APPRAISE
- 6 SURVEY METHOD
- 7 HISTORICAL METHOD
- 8 PHILOSOPHICAL METHOD
- 9 EXPERIMENTAL METHOD
- 10 TOOLS OF RESEARCH
- 11 MODEL QUESTION PAPER