

M.B.A

(W.E.F. Academic Session 2024-2025 onwards)



Ordinance & Syllabus

(As per NEP 2020)

Faculty of Management

**Pandit Deendayal Upadhyaya Shekhawati University
Sikar (Rajasthan) 332024**

E-mail: reg.shekhauni@gmail.com

Website: www.shekhauni.ac.in

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Shekhawati University,
Sikar (Rajasthan)

Final Credit Summary

M.B.A

Yr	Sem	Credits							Total
		DSC	DSE/ P/D	GEC	AEC	SEC	VAC	Seminar / Internship / Dissertation	
First	Pawas	16	4	---	---	---	2	---	22
	Vasant	16	4	---	---	---	2	---	22
Second	Pawas	8	16	---	---	---	2	---	26
	Vasant	4	8	---	---	---	---	8	20
		44	32	---	---	---	6	8	90

Proposed Distribution of Credits for PG Programme				
Courses	SEM I	SEM II	SEM III	SEM IV
Major DSC	DSC1(4) DSC2(4) DSC3(4) DSC4(4)	DSC5(4) DSC6(4) DSC7(4) DSC8(4)	DSC9(4) DSC10(4)	DSC11(4)
DSE	DSE1(4)	DSE2(4)	DSE3(4) DSE4(4) DSE5(4) DSE6(4)	DSE7(4) DSE8(4)
GEC	---	---	---	---
AEC	---	---	---	---
SEC	---	---	---	---
VAC	VAC1(2)	VAC2(2)	VAC3(2)	---
Seminar / Internship / Dissertation	---	---	---	Dissertation(8)
	22	22	26	20
	44		46	
Total	90			


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Curriculum Structure										
Session 2024-2025 onwards										
Name of the Programme: M.B.A										
Year: First					Semester: I (Pawas)					
	Course Code	Course Title	Contact Hrs per Week			Credits	Weightage (%)			
			L	T	P		CWS	MTE	ETE	
Pawas Semester I	Discipline Specific Core(DSC):									
	24MMB9T101	Principle of Mangement	4	0	0	4	10	20	70	
	24MMB9T102	Marketing Management	4	0	0	4	10	20	70	
	24MMB9T103	Human Resource Management	4	0	0	4	10	20	70	
	24MMB9T104	Managerial Economics	4	0	0	4	10	20	70	
	Discipline Specific Elective(DSE):									
	24MMB9T105	Business Communication	4	0	0	4	10	20	70	
	OR									
	24MMB9T106	Organizational Behavior	4	0	0	4	10	20	70	
	Value Added Course (VAC): * from central Pool									
				2	0	0	2	10	20	70
	Seminar/Intership/Dissertation (S/I/D):									
	--	--	--	--	--	--	--	--	--	
Total								22		

Summary: I Semester		
S.N.	Particulars	Credits
1.	Discipline Specific Core(DSC):	16
2.	Discipline Specific Elective(DSE):	04
3.	Value Added Course(VAC):	02
4.	Seminar/Intership/Dissertation(S/I/D):	--
Total		22
\$CW (Classwork): It would include attendance, assignments, class test/quiz test/assignments,ppt, play,learn by fun activities, etc.		


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Curriculum Structure									
Session 2024-2025 onwards									
Name of the Programme: M.B.A									
Year: First					Semester:II (Vasant)				
Course Code	Course Title	Contact Hrs per Week			Credits	Weightage (%)			
		L	T	P		CW	S	MT	E
Discipline Specific Core(DSC):									
24MMB9T201	Research Methodology	4	0	0	4	10	20	70	
24MMB9T202	Statistical Methods	4	0	0	4	10	20	70	
24MMB9T203	Entrepreneurship	4	0	0	4	10	20	70	
24MMB9T204	Production And Operations Management	4	0	0	4	10	20	70	
Discipline Specific Elective(DSE):									
24MMB9T205	Economic Environment in business	4	0	0	4	10	20	70	
OR									
24MMB9T206	Management Information System	4	0	0	4	10	20	70	
Value Added Course (VAC): * from central Pool									
		2	0	0	2	10	20	70	
Seminar/Intership/Dissertation (S/I/D):									
--	--	--	--	--	--	--	--	--	--
Total									

Summary: II Semester		
S.N.	Particulars	Credits
1.	Discipline Specific Core(DSC):	16
2.	Discipline Specific Elective(DSE):	04
3.	Value Added Course(VAC):	02
4.	Seminar/Intership/Dissertation(S/I/D):	--
Total		22
\$CW (Class work): It would include attendance, assignments, class test/quiz test/assignments,ppt, play,learn by fun activities etc.		


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M.B.A.

Semester-I

Principle of Management
24MMB9T101

Credit-4 L T P
4 0 0

Unit I

Introduction: Concept, Need for Study, Managerial Functions - An overview; Co-ordination: Essence of Managership; Evolution of the Management Thought: Classical Approach-Taylor, Fayol, Neo-Classical and Human Relations Approaches Mayo, Hawthorne Experiments, Behavioural Approach, Systems Approach, Contingency Approach - Lawrence&Lorsch, MBO - Peter F. Drucker, Re-engineering - Hammer and Champy.

Unit II

Planning: Types of Plan: An overview to highlight the differences.; Strategic planning: Concept, process, Importance and limitations.; Environmental Analysis and diagnosis (Internal and external environment): Importance and Techniques, Business environment; Concept and Components; Decision-making: concept, importance; Committee and Group Decision-making, Process, Perfect rationality and bounded rationality, Techniques.

Unit III

Organising: Concept and process of organising - An overview, Span of management, Different types of authority (line, staff and functional), Decentralisation, Delegation of authority; Formal and Informal Structure; Network Organisation Structure

Unit IV

Staffing and Leading: Staffing, Motivation, Leadership and Communication. Control: Concept, Process, Limitations, Principles of Effective Control, Major Techniques of control - Ratio Analysis, ROI, Budgetary Control.; Emerging issues in Management

Suggested Readings:

1. Mark V. Cannice, Heinz Wehrich, and Harold Koontz, Management: An International and Leadership Perspective, McGraw Hill Education.
2. Stephen P Robbins and Madhushree Nanda Agrawal, Fundamentals of Management: Essential Concepts and Applications, Pearson Education.
3. Griffin, Management Principles and Application, Cengage Learning
4. Robert Kreitner, Management Theory and Application, Cengage Learning
5. Peter F Drucker, Practice of Management, Mercury Books, London

Marketing Management
24MMB9T102

Credit 4 L T P
4 0 0

Unit I

Introduction to Marketing: Nature and Scope of Marketing, Marketing Concepts, Marketing Philosophies, Customer Value, Holistic Marketing.

Unit II

Marketing Environment: Understanding the impact of Macro and Micro environment on Marketing,

Unit III

Identifying and Selecting Markets: Consumer Buying Behaviour, Organizational Buying Behaviour, Market Segmentation, Targeting and Positioning, Marketing Research and Market Information.

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Unit IV

Strategic Marketing Planning Process: Competitor analysis, Marketing Warfare Strategies, Marketing Planning Process. Overview of Product, Price, Place and Promotional Strategies, Marketing Practices in India.

Suggested Readings:

1. Etzel, M. J., Bruce, J. W., Stanton, W. J., & Pandit, A. (2011). Marketing (14th ed.). New Delhi: Tata McGraw-Hill.
2. Kotler, P. & Armstrong, G. (2017). Principles of Marketing (17th ed.). Pearson.
3. Kotler, P., Keller, K., Koshy, L., & Jha, M. (2012). Marketing Management: A South Asian Perspective (14th ed.). New Delhi: Pearson.
4. Perrault, W.D (Jr.), Cannon, J.P., & McCarthy, E.J. (2010). Basic Marketing. New Delhi: Tata McGraw-Hill.
5. Ramaswamy, V. S. & Namakumari, S. (2010). Marketing Management: Global perspective Indian context (4th ed). New Delhi: Macmillan.
6. Saxena, R. (2009). Marketing Management (4th ed.). New Delhi: Tata McGraw Hill.

Human Resource Management

24MMB9T103

Credit-4 L T P
4 0 0

Unit I

Foundations and Principles of Managing People in Organizations: Concepts and Perspectives; Contemporary issues and challenges in managing human resources.

Unit II

Job Analysis; Human Resource Planning: Demand and Supply Forecasting, Downsizing and Retention; Talent Acquisition: Recruitment, Selection and Induction.

Unit III

Performance Management: Systems and Strategies; Learning, Training and Development: Process and methods; Compensation and Rewards Management.

Unit IV

Industrial Relations: Dynamics of Employer, Employee and the State; Trade Unions: Past, present and the future; Industrial Harmony: Workers' Participation, Collective Bargaining, Grievance, Discipline; Dispute Resolution and Conflict Management; Employee Engagement; International Dimensions of HRM.

Suggested Readings:

1. Armstrong, M. & S. Taylor. (2017). Armstrong's Handbook of Human Resource Management Practice (14th ed.). London: Kogan Page.
2. Aswathappa, K. (2017) Human Resource Management: Text and Cases. (8th ed.) New Delhi: McGraw Hill.
3. Bohlander, G.W., & Snell, S.A. (2016) Principles of Human Resource Management (16th ed.). New Delhi: Cengage India.
4. Carbonara, S. (2013) Manager's Guide to Employee Engagement. New York: McGraw Hill
5. Cascio, W. (2015). Managing Human Resources: Productivity, Quality of Work Life, Profits (10th ed.). New York: McGraw Hill.
6. DeCenzo, D.A., Robbins, S.P., & Verhulst, S.L. (2016) Human Resource Management (12th ed.). Wiley.
7. Dessler, G. & Varkkey, B. (2015). Human Resource Management (14th ed.). New Delhi: Pearson.
8. Espinoza, C. & Ukleja, M. (2016). Managing the Millennials: Discover the Core Competencies for Managing Today's .
9. Gomez-Mejia, L.R, Balkin, D.B., & Cardy, R.L. (2016). Managing Human Resources (8th ed). Essex: Pearson.
10. Ivancevich, J.M. (2017). Human Resource Management (11th ed.). New York: McGraw Hill.
11. Muller-Camen, M., Croucher, R., & Leigh, S. (2016). Human Resource Management: A Case Study Approach. CIPD. New Delhi: Viva Books.
12. Sharma, R.C. (2016). Industrial Relations and Labour Legislation. New Delhi. PrenticeHall.


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Managerial Economics

24MMB9T104

Credit-4 L T P
4 0 0

Unit I

Introducing Management Students to Microeconomic. Decisions of Business Firms under Different Objectives, Marginal Analysis and its uses in the Business Decision- Making.

Unit II

Theories of Demand: Preference, Utility Function, Indifference Curve, Revealed Preference Approach, Income and Substitution effects, Demand functions, Demand Forecasting, Managerial Applications.

Unit III

Production and Cost: The Production Function, Returns to Scale, Profit Maximization Constrained Optimization Approach to Developing Optimal Input Combination, Relationships, Input Demand Function, Derivation of Cost Curves, Short- Run, Long-Run.

Unit IV

Market Structure: Profit Maximization under Different Market Structures, Perfect Competition, Monopoly, Price Discrimination, Other Pricing Strategies of Firms, Monopolistic Competition, Game Theory, Models of Oligopoly Cournot duopoly Bertrand duopoly,
Market Failures: Externality, Public Good, Economics of Information: Moral Hazard, Adverse Selection.

Suggested Readings:

1. Allen, W. B., Doherty N. A., Weigelt, K., & Mansfield E. (2009). Managerial Economics: Theory, Applications and Cases 7th ed.). W. W. Norton & Company.
2. Bernheim, B. D., Winston, M., & Sen, A. (2008). Microeconomics. McGraw Hill Education.
3. Geetika, Ghosh P., & Roy Chowdhury, P. (2017). Managerial Economics 3rd ed.). McGraw Hill Education.
4. Hirschey, M. (2009). Managerial Economics: An Integrative Approach. Cengage Learning
5. Koutsoyiannis, A. (2008). Modern Microeconomics (2nd ed.). Palgrave, McMillan
6. Mark, H. (2009). Fundamentals of Managerial Economics (9th ed.). Cengage Learning
7. Paul, K., Philip, K. Y., Steve, E., Dickinson, C., & Banerjee S. (2017). Managerial Economics 7th ed.). Pearson.
8. Salvatore, D. (2016). Managerial Economics (8th ed.). Oxford University Press

Business Communication (DSE)

24MMB9T105

Credit-4 L T P
4 0 0

Unit I

Communication in Organizations: Introduction to Business Environment and Communication, Basics of Communication (7Cs), Corporate Communication, Listening Skills, Verbal and Non-Verbal Skills and Presentation Skills., Legal issues in Communication

Unit II

Written Communication: Planning and executing different types of messages, Writing reports, proposals and Business plans, Improving personal writing skills

Unit III

Interpersonal Communication: Communicating in teams, Negotiation Skills, Communication skills during a conflict, Mentoring and Appraisals, Communication in Social Media and Digital Communication

Unit IV

Cross Cultural Communication & Career Management and Communication Theoretical Framework of Cross-Cultural Communication, Communication across cultures through different mediums, Business Etiquettes across cultures. Resume writing and cover letters, Group Discussions and Interviews, Communication during Exit Interviews, Ethics and Communication.


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Suggested Readings:

- 1 Lehman, C. M., Dufrene D. D., & Sinha, M. (2016). BCOM: The South Asian Perspective on Business Communication (2nd ed.). New Delhi: Cengage Learning.
- 2 Murphy, H. A., Hildebrandt, H.W., & Thomas, J.P. (1997). Effective Business Communication (7th Revised ed.). Boston: McGraw-Hill Companies.
- 3 Bovee, C., & Thill, J. V., & Raina, R.L. (2016). Business Communication Today (11th ed.). Pearson

Organizational Behavior (DSE)
24MMB9T106

Credit 4 L T P
4 0 0

Unit I

Introduction to Individual Behaviour. Personality: Determinants, Measurement, Different Traits; Perception: Process, Factors, Attribution Theory; Learning: Approaches, Measurement; Attitudes, Values and Emotions

Unit II

Interpersonal Relationship: Transactional Analysis: Ego States, Transactions, Life Positions, Stroke Analysis, Games Analysis; Johari Window
Motivation at Work: Introduction, Content Models of Motivation, Process Models of Motivation, Use of Motivation

Unit III

Leadership and followership: Introduction, Trait, Behavioural and Contingency Approaches to leadership, Transactional and Transformational leadership

Unit IV

Work teams and Groups: Introduction, Reasons for joining groups, Types of groups, Group Cohesiveness, Group Think and Risky Shift
Decision Making: Introduction, Types of Decision, Process of Decision, Individual and Group Decision Making Models
Stress and Well-being at work: Introduction, Sources, Reaction and Organization Structure and Design.

Suggested Readings:

1. Luthans, F. (2015). Organizational Behaviour. An Evidence Based Approach (13th ed.). McGraw-Hill Irwin.
2. Nelson, D. L., Quick, J.C., & Khandelwal, P. (2016). ORGB: A South Asian Perspective (2nd ed.). Cengage Learning India Pvt. Ltd
3. Nelson, DL, Quick, J.C., & Khandelwal, P. (2013). Organizational Behaviour. A South Asian Perspective (7th ed.). Cengage Learning India Pvt. Ltd.
4. Pareek, U. and Khanna, S. (2016). Understanding Organizational Behaviour (4th ed.). New Delhi: Oxford University Press.

Research Methodology

MMS9201T

Unit I

Introduction and definition of Research, characteristics of Research, Objectives of Research, Nature, and importance of Research, Research process, the difference between Research method and Research process, Scientific method, steps in Scientific method, Distinction between Scientific and Non-scientific method, Inductive and Deductive Logic.

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Unit II

Types and methods of Research:- Introduction, Pure and Applied Research, Exploratory or Formulative Research, Descriptive Research, Diagnostic Research, Evaluation Studies, Action Research, Experimental Research, Historical Research, Surveys, Case study, Field

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studies, **Research Design:-** Introduction, Meaning & Definitions, Need and Importance, types of Research designs. Formulating of Research problem, Steps in Formulation of Research problem.

Unit
III

Hypothesis:- Meaning, Significance of Hypothesis, types of Hypothesis, Sources of Hypothesis, Characteristics of Good Hypothesis. **Sampling:-** Basis, Advantages and Limitations of Sampling, Sampling Techniques, Probability, and Non- Probability Sampling methods. Sample design.

13

Unit
IV

Methods and Techniques of Data collection:- Distinction between Primary and Secondary Data, Data Collection for Primary data. Processing of data.

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Reference Books:

- 1 Srivastava, S. C.: Foundation of Social Research and Economics Techniques, Himalaya Publishing House, 1990.
- 2 Sharma H.D. and Mukherji S. P.: Research Methods in Economics and Business, New York: The Macmillan Company, 1992.
- 3 Gerber R. and Verdoom, P.J.: Research Methods in Economics and Business, New York, The Macmillan Company, 1992.
- 4 Krishnaswami O.R.: Methodology of Research in Social Sciences, Himalaya Publishing House, 1993.
- 5 Courtis J.K. (ed.) Research and Methodology in Accounting & Financial Management, 1980.
- 6 Menden HYall and Varacity: Reinmuth J.E.: Statistics for Management and Economics (2nd Edition), 1982.

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M.B.A Semester-II

Statistical Methods
24MMB9T202

Credit-4 L T P
4 0 0

Unit -I

Introduction: Application of Statistics in Business & Management; Basic Concepts of Statistical Studies: Population, Variable and Parameter, Sample; Classification of Data; Diagrammatic & Graphical Presentation of Data: Bar Diagram, Histogram, Pie - Diagram, Frequency Polygons, and Ogives.

Unit-II

Summary Statistics: Measures of Central Tendency: Arithmetic Mean, Weighted Mean, Median and Mode .Index Numbers: Concept & Applications.

Unit-III

Measures of Dispersion: Range, Average Deviation. Standard Deviation, Variance and Coefficient of Variation.

Unit-IV

Forecasting Techniques: Simple Correlation & Regression Analysis, Time Series Analysis- Trend Analysis, Cyclical Analysis, Seasonal Analysis, Irregular Variation. Probability : Introduction of Probability Theories, Concepts, Addition & Multiplication Theorems, Probability Distributions: Binomial Poission, Normal and Exponential.

Suggested Readings

- 1.Chadha, N. K. Statistics for Behavioral and Social Scientists, Reliance Publishing House, Delhi,1996
- 2.Gupta, S P and Gupta M P. Business Statistics. New Delhi, Sultan Chand, 1997. 3.Kazmier, L J and Pohl, N F. Basic Statistics for Business and Economics. New York, McGraw Hill, 1988

Entrepreneurship
24MMB9T203

Credit-4 L T P
4 0 0

Unit I

Concept of Entrepreneur and Entrepreneurship, Myths about Entrepreneurship, Types of Entrepreneurship, Traits/competencies and functions of an entrepreneur, Types of entrepreneurs, Society, Technology and Entrepreneurship, Entrepreneurship as a career option, Role of Entrepreneurship in the wealth building and creating impact.

Unit II

Design Thinking, Design Thinking Process, Identification of the problem, Generation of Idea, Identifying Customer Segments, Value proposition, Lean Canvas, Idea Validation, Creativity and Innovation at Grassroots, Effectuation Theory, Principles of Effectuation

Unit III

Developing Business Model, Sizing the opportunity, Concept of Start-up, Incubation Centres, Entrepreneurial Finance and Venture Capital, financial statement, cash flow, budget making, Concept of Unit Economics, Financial and Non-financial Support: Revenue Streams; Pricing and Costs, Sources of Funds.

Unit IV

Entrepreneurial Marketing: Marketing: Positioning, Channels and Strategy, Sales: Sales Planning. Team: Importance of Team building, Complimentary skill sets Legal Issues: Brief Overview of Intellectual Property Rights, Patent, Trademarks, Copy Rights, Trade Secrets, Licensing and GI, Business Plan Writing. Uniqueness and Importance of Family Business, Issues and Process for Entering Family Business, Crafting Family Business Strategies, Governance, Communication and Conflict Resolutions in Family Business, Gender and Family Business.

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Case Studies of contribution of Indian Business Leaders-Azim Premji, Dhirubhai Ambani, Ghanshyam Das Birla, Jehangir Ratanji Dadabhoy Tata, Lakshmi Niwas Mittal, Narayana Murthy, Ram Krishna Bajaj, Sunil Bharti Mittal etc.

Suggested Readings

1. Passiante, G., Romano, A. (2016). Creating Technology Driven Entrepreneurship Foundations, Processes and Environment (4ed). Palgrave Macmillan, New Delhi
2. Bygrave, W. & Zacharakis, A. (2011). Entrepreneurship (1sted). John Wiley & Sons Inc, New Delhi
3. Maurya, A (2012) Running Lean Iterate from Plan A to A Plan that works (2ed). O'Reilly, New Delhi.

Production And Operations Management 24MMB9T204

Credit-4 L T P
4 0 0

Unit I

Nature, Evolution and Scope of Production and Operations Management. Emerging trends in Operations Management. Operations Strategy: Linkage with Competitive Strategy and formulation of Operations Strategy.

Unit II

Facilities location: Globalization of operations, factors affecting location decisions, location planning methods, linkage with supply chain network design decisions. Design of production process and facility layout, Process design and analysis.

Unit III

Design of products and services: Process of product and service design, tools.
Inventory Management: Deterministic Models, Probabilistic Models: Multi-period and Single period (News vendor) models, Selective Inventory Models.

Unit IV

Aggregate Production Planning (APP), Master production schedule (MPS), Materials requirements planning (MRP).
Quality: Quality Management, Statistical Process Control (SPC), Process capability and Six Sigma. Just-in-time, Lean operations and Toyota Production System. Theory of Constraints, Critical chain project management.

Suggested Readings:

1. Bedi, K. (2014). Production and Operations Management (3rd ed.). Oxford University Press, New Delhi
2. Cachon, G. and Terwiesch, C. (2018). Matching supply with demand. McGraw Hill, 3rd edition, Chennai
3. Chase, R. B., Shankar, R., and Jacobs, R. F. (2019) Operations and Supply Chain Management (15th ed.) McGraw Hill, Chennai
4. Gaither, N. and Frazier G. (2011). Operations Management (9th ed.), Cengage Learning, New Delhi
5. Heizer, J., Render, B., Munson, C and Sachan, A. (2017). Operations Management (12th ed.). Pearson Education,
6. Krajewski, L.J., Malhotra, M.K., and Ritzman, L.P. (2016). Operations Management: Processes and Supply Chains (11th ed.), Pearson Education, RAJASTHAN.
7. Mahadevan, B. (2015). Operations Management (3rd ed.). Pearson Education,.
8. Nahmias S. and Olsen, T.L. (2015). Production and Operations Analysis (7th ed.). Waveland Press, Inc.
9. Russell, R. S and Taylor, B.W. (2016). Operations and Supply Chain Management (9 ed.), Wiley, New Delhi.
10. Stevenson, W. J., (2018) Operations Management (12th ed.). McGraw Hill, Chennai


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Unit I

Introduction, Key Macro economic Variables and their Relevance to Business, National Accounts, Measuring the State of the Economy, Problems of GDP Measurements, Inflation, Inequality, and Unemployment - Measurement and Issues

Unit II

Economic Growth, Growth around the World, A Model of Production, Total Factor Productivity, The Solow Model, Balanced Growth Path, Steady State, Transition Dynamics, Lessons for Developed and Developing Countries,

Unit III

The Short Run, Real Business Cycle, Keynesian Framework, IS/LM Framework, Analyzing Policy Effectiveness, Supply-Side Economics, AD/AS Framework, Developing the Framework, Analyzing Policy Effectiveness. Phillips Curve, Expectation Augmented Phillips Curve, Fiscal Policy, Monetary Policy, Neutrality of Money. Crowding Out, Liquidity Trap, Role of the Central Bank, Inflation Targeting.

Unit IV

Open Economy, Theories of Trade, Nominal and Real Exchange Rates, Balance of Payment, Capital Account, Current Account, Exchange Rate Regimes, Capital Account Convertibility, Mundell Fleming Framework in difference Exchange Rate Regimes

Suggested Readings:

1. Blanchard, O. (2017). Macroeconomics (6th ed.). Pearson Education.
2. Dornbusch, R., S. Fischer & Startz, R. (2017). Macroeconomics (11th ed.). McGraw Hill Education.
3. D'Souza E. (2012). Macroeconomics (2nd ed.). Pearson Education.
4. Farnham, P. G. (2014). Economics for Managers (3rd ed.). Pearson Education.
5. Jones, C. (2017). Macroeconomics. W. W. Norton & Company.
6. Krugman, P. & Obstfeld, M. (2017). International Economics: Theory and Policy (10th ed.). Pearson Education.
7. Mankiw, N. G. (2012). Principles of Macroeconomics (6th ed.). Cengage India
8. Moorthy, V. (2017). Applied Macroeconomics: Employment, Growth and Inflation. I K International Publishing House Pvt. Ltd.
9. Moss, D. A. (2015). A Concise Guide to Macroeconomics: What Managers, Executives, and Students Need to Know (2nd ed.). Harvard Business School Press
10. Roy, S. (2017). Macroeconomic Policy Environment: An Analytical Guide for Managers (2nd ed.). McGraw Hill Education

Unit I

Emerging Technology Issues and Data Processing in Organizations; Introduction to Information Systems; Shift in information system thinking. Decision Making and MIS. Cost and Value of Information.

Unit II

Computer Based Information Systems: Office Automation Systems; Transaction Processing Systems; Management Information Systems; Decision Support Systems; Group Decision Support Systems; Executive Information Systems. Artificial Intelligence Based Systems such as Expert Systems. End User Computing.


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Unit III

Discussion on using IT for competitive advantage; Role of Internet and emerging technologies; IT enabled services; Seamless organizations; Virtual corporations; Web enabled computing as a strategic tool; Outsourcing as a strategic alternative. International Information Systems. Interorganizational Information Systems.

Unit IV

Structured Systems Analysis; System Development; System Development Life Cycle. Discussion on ERP, CRM and SCM.

Planning and Building IT Architecture; Information Infrastructure; Legal Issues and National Information Infrastructure. IT Leadership & IS Strategic Planning; IS Strategy and Effects of IT on Competition. Re-engineering Work Processes for IT application. Cases on strategic use of IT in different industries.

Suggested Readings:

1. Davis, G., & Margrethe, O.(2017). Management Information System: Conceptual Foundations - Structure and Development (2nd ed.). McGraw Hill Education.
2. Effy, OZ. (2013). Management information systems (6th ed.). USA:Cengage Learning.
3. Efraim, T., & Wetherbe, J. (2014). Information technology for management: Transforming organizations in the digital economy introduction to information technology (7th ed.).NY: John Wiley & Sons.
4. Kelley, G. (2008).Selected readings On information technology management:Contemporary issues. New York: Information ScienceReference.
5. Rainer, R.K., & Prince, B. (2015). Management Information Systems: Moving Business Forward.John Wiley & Sons.
6. Joseph, P.T. (2013). Management Information Systems in the Knowledge Economy (2ded.). New Delhi: Prentice Hall of India.

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