

**Medi-Caps University, Indore**  
**Bachelor of Business Administration**  
**Even Semester**  
**BUSINESS COMMUNICATION**

**Course Code: MS3AE02**

**L – 3, T-0, P-0 Credits – 3**

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**Objectives:**

- To help students to acquaint with application of communication skills in the business world.
- To develop skills of effective communication among the students.
- To understand the concept, process, types and importance of communication.
- To acquire skills in reading, writing, comprehension and communication.
- To acquire the basics of interpersonal communication, corporate communication and soft skills.

**Course Outcome:** Students will develop effective communication and interpersonal skills to handle various business situations effectively.

**Course Contents:**

**UNIT- I**

**Introduction to Communication:** Nature, Process and Importance of Effective Communication, Different forms of Communication. Barriers to Communication, Principles of Effective Communication. Types of Communication(verbal & Non Verbal), Body language: Kinesics, Proxemics, Para language. . Channels of Communication Formal, Upward, Downward, Lateral. Informal: Grapevine; Advantages and Disadvantages of the grapevine. Comparing Formal and Informal Channels for Communication Situations

**UNIT- II**

**Effective listening:** Principles of effective listening; Factors affecting listening, Importance of Listening, Types of Listening ,Barriers to Listening and overcoming them ,Listening situations Developing Listening Skills, Importance of Feedback. Purpose of Organizational Communication. Introduction to Corporate Communication

**UNIT- III**

**Presentation Skills :** Preparing for and conducting Presentations, Interviewing and being interviewed. Group Discussions. Speeches and Public Speaking. Cultural sensitiveness and cultural context. Writing and presenting in international situations; Intercultural factors in interactions or adapting to global business.

**UNIT- IV**

**Business Correspondence :** Introduction, Principles of Business Letter Writing, Types of Business Letters, Format for Business Letters Cover letters, Sales and Credit letters,

Applications ,Memorandum, Inter office Memo, Notices, Agenda, Minutes, Job application letter, preparing the resume, Report Writing ,types of reports .

#### **UNIT- V**

**Technology and Business Communication:** Introduction, what is an Intranet? Communicating through Email, Modern Forms of Communicating: Fax; E-mail: text messaging, instant messaging and modern techniques like video conferencing, social networking, and strategic importance of e-communication.

#### **Text Books**

1. Lesikar, R.V. & Flatley, M.E.; *Basic Business Communication Skills for Empowering the Internet Generation*, Tata McGraw Hill Publishing Company Ltd. New Delhi.
2. Bovee, and Thill, *Business Communication Today*, Pearson Education
3. Shirley, Taylor, *Communication for Business*, Pearson Education
4. Locker and Kaczmarek, *Business Communication: Building Critical Skills*, TMH
5. Kaul: *Effective Business Communication*: Prentice Hall, New Delhi.

#### **Reference Books**

1. Ronald E. Dulek and John S.Fielder: *Principles of Business Communication*; Macmitlan Publishing Company London.
3. Randall E.Magors; *Business Communication*: Harper and Raw New York.
4. Webster's Guide to Effective Letter Writing; Harper and Row, New York.
5. Senguin J: *Business Communication; The Real World and Your Career*, Allied Publishers, New Delhi.
6. Robinson, Netrakanti and Shintre: *Communicative Competence in Business English*; Orient Longman, Hyderabad.

**Medi-Caps University, Indore**  
**Bachelor of Business Administration**  
**Even Semester**  
**Computer Application in Business**

**Course Code: MS3SE02**

**L – 3, T-0, P-2 Credits – 4**

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**Course Contents:**

**UNIT- I**

**Basic Concepts:** Characteristics of a Computer, Advantages of Computers, Limitation of Computers; Types of Computers; Applications of computers, Hardware, Firmware, Livewire; Software; System Software: Operating system, Translators, interpreter, compiler; Overview of operating system, function of operating system; Basic linux commands, Application software: General Purpose Packaged Software and tailor-made software.

**UNIT- II**

**Internet:** Meaning of Internet; Growth of internet, Owner of Internet, Anatomy of Internet, Net Etiquette ; World Wide Web; Internet Protocols, Usage of Internet to society, Search Engines

**UNIT- III**

**Word Processing:** Introduction to word Processing; Word processing concepts, working with word document, Opening an existing document/creating a new document; saving, Selecting text, Editing text, Finding and replacing text, Formatting text, Bullets and numbering, Tabs, Paragraph Formatting, Page Setup

**UNIT- IV**

**Spreadsheet and its Business Applications:** Spreadsheet concepts; Creating a work book, saving a work book, editing a work book, inserting, deleting work sheets, entering data in a cell, formula Copying, Moving data from selected cells, Handling operators in formulae: Inserting Charts- LINE, PIE, BAR, Mathematical-ROUND ALL, SUM, SUMIF, COUNT, COUNTIF; Statistical – AVERAGE, MAX, MIN, STDEV, FREQUENCY, INTERCEPT, SLOPE. Financial - PMT, PPMT, IPMT; Logical - IF, AND, OR

**UNIT- V**

**Presentation Software & Practical applications:** Creating a presentation; Editing, Sorting, Layout, Set-up row, Rehears timing. Loan& Lease statement; Ratio Analysis, Graphical Representation of data Payroll statements: Frequency distribution. Cumulative and calculation of Means, Mode and Median, Regression.

**Reference Books**

1. Pradeep K. Sinha and Preeti Sinha, Foundation of Computing, , BPB, Publication.
2. Deepak Bharihoka, Fundamentals of Information Technology, Excel Book, New Delhi
3. V. Rajaraman, Introduction to Information Technology, PHI. New Delhi
4. R. Hunt, J. Shelley, Computers and Commonsense, Prentice Hall of India New Delhi

**Medi-Caps University, Indore**  
**Bachelor of Business Administration**  
**Even Semester**  
**Business-Economics-II**

**Course Code: MS3EG03**  
**Credit- 3**

**L-3, T-0, P-0**

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**Course Objective:**

- To familiarize the students with the macro economics, students will learn major issues and Concepts of macroeconomics.
- To enable students that how income rotate in an economy, they also learn measurement of National income.
- To provide an insight to the students about employment, consumption and investment. They will learn how these variables are correlated and jointly affect an economy.
- To develop the understanding of students about money and its value. Student will have broad idea of money and its prices.
- To enable students about business cycle, inflation and macroeconomic policy. So that they can understand the state of an economy and how one economy can reach to the upper level of economic growth.

**Course Outcome:**

- Students will understand concepts and major issues of macroeconomics.
- The course will give the Students a broad view about the circular flow of income and measurement of national income.
- After the study of theory of employment, consumption and investment. Students will understand the association between these variables and have a broad sight that how these variables affect an economy.
- The course helps the students to understand the value of money and its price. In that way they have a broad view about the change in money supply by the central bank.
- After having the acquaintance of business cycle, Inflation, monetary policy and fiscal policy students will be able to understand the real phenomenon of an economy and able to correlate the changes in the macro economic variables. They also comprehend that how an economy gets the moment of higher economic growth.

**Course Contents:**

**Unit-1:**

**Introduction:** Meaning of macroeconomics, kinds of macroeconomics, major issues and concern of macroeconomics, development of macroeconomics, scope of macroeconomics concept of stock and flow variables importance of macroeconomics and limitations of macroeconomics.

**Unit-2:**

**National Income Accounting:** Meaning and definition of national income, circular flow of income in two sector economy, circular flow of income in three sector economy with government sector and circular flow of income in four sector open economy

Concept of National Income: Gross National Product, Gross Domestic Product, Net National Product or National income at market prices, National income at factor cost, Personal Income and Disposable Income-

Measurement of National Income: Income Method, Expenditure Method, value Added Method, importance of national income.

### **Unit-3:**

**Theories of Employment, Consumption and Investment:** – J. B. Say's law of market, Classical theory of employment, Keynes's theory of employment, concept of consumption function, average propensity to consume, marginal propensity to consume, saving function, average propensity to save and marginal propensity to save, meaning of investment, types of investment, determinants of investment, marginal efficiency of capital, theory of multiplier

### **Unit-4:**

**Concept and Theories of Money and Prices:** Definition of Money, Functions of Money, Importance of Money, Measures of money supply– M1, M2, M3 and M4, Theories of Money and prices – Irving Fisher's quantity theory of Money, Cambridge cash balance approach (Marshall, Pigou, Robertson and Keynes).

### **Unit-5:**

**Business cycles and Inflation:** Phases of Business Cycles- Features of Business Cycles, Theories of Business Cycles: Hawtrey Theory of Business Cycles, Keynes's Theory of Business Cycles, Inflation: Meaning of inflation, Deflation, Stagflation, causes of inflation demand pull inflation, cost push inflation, Inflation and unemployment (Phillips curve), Measures to control Inflation, Monetary Policy and Fiscal Policy – objectives and instruments.

### **Text Books**

1. Dr. Abha Mittal, *Macroeconomics*, Taxmann Publications Pvt Ltd
2. D. N. Dwivedi, *Macroeconomics : Theory & Policy*, 3e Tata McGraw Hill
3. G. Gupta, *Macroeconomics: Theory and Applications*, 3e Tata McGraw Hill, New Delhi.
4. M. L. Jhinigan, *Macroeconomics*, Vrinda Publications (P) Ltd
5. H. L. Ahuja, *Macroeconomics Theory and Policy*, S.Chand and Company Lts., New Delhi.
6. Mankiw N. Gregory, *Macroeconomic*, McMillan Worth Publishers, New York.

### **Reference Books**

1. Edward Shapiro, Macro Economic Analysis, 5<sup>th</sup> e, Galgotia Publications Pvt Ltd, New Delhi.
2. Gardner Ackley, Macroeconomics: Theory and Policy, Macmillan' New York'
3. R.G. Lipsey and K.Alec Chrystal, Principles of Economics (9th Ed') oxford university Press'
4. Paul Anthony Samuelson and William Dawbney "Bill" Nordhaus, Economics (18<sup>th</sup> ed.), Tata McGraw-Hill Publishing Company, New Delhi'
5. Errol D'Souza (2009), Macro Economics, Pearson Education.
6. Rudiger Dornbusch, Stantey Fischer and Richard Startz, Macro Economics (11<sup>th</sup>), Tata McGrawHill Publishing Company, New Delhi'
7. Paul Anthony Samuelson and William Dawbney "Bill" Nordhaus, Economics (18<sup>th</sup> ed.), Tata McGraw-Hill Publishing Company, New Delhi'
8. Errol D'Souza (2009), Macro Economics, Pearson Education.
9. Rudiger Dornbusch, Stantey Fischer and Richard Startz, Macro Economics (11<sup>th</sup>), Tata McGrawHill Publishing Company, New Delhi'

**Medi-Caps University, Indore**  
**Bachelor of Business Administration**  
**Even Semester**  
**Business Environment**

**Course Code: MS3CO04**

**L – 3, T-0, P-0 Credits – 3**

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**Course Objectives**

1. To understand business environment and its role in society.
2. To enable the student to analyze the planning and development phases of India.
3. To enable the student to undertake business activities.
4. To enable the students to acquaint with the dynamics of business scenario in India.
5. To comprehend the International business environment.

**Course Outcomes:**

After completion of this syllabus the students develop business skills for growth of organization and forecast possible impacts of changes in business environment.

**Course Contents:**

**Unit: I Overview of Business Environment:**

Meaning of business, scope & objectives of Business environment, Micro and Macro Environment- Political, Economic, Social, Technological, Legal and Natural Environment, Environmental Analysis – Concept, Objectives, and Significance.

**Unit: II Economic Environment:**

Characteristics of Indian Economy, Elements of economic environment, Economic systems, Economic Planning in India, Economic Reforms, Impact of Liberalization, Privatization and Globalization on Indian business, Industrial policy of 1991.

**Unit: III Political and Legal Environment:**

Elements of Political Environment, Role of government in regulation and development of business, Government and Legal Environment Monetary Policy, Exim policy, Fiscal policy, Competition Act 2003, FEMA.

**Unit: IV Socio-Cultural and Technological Environment:**

Elements of Socio-cultural environment, Social responsibilities of business, Social audit, Elements of Technological environment- Impact of technology on business, Transfer of technology.

**Unit – V International Business Environment:**

Elements of International environment, Challenges of international business, Multinational Corporations, International Economic Institutions: WTO, World Bank, IMF, IBRD

**Text Books**

1. Paul Justin - Business Environment Text and Cases (Tata Mc Graw Hill) 3<sup>rd</sup> Edition.
2. P.Subba Rao, Business Environment, Himalaya Publishing house, Bombay.
3. Aswathappa, K.; *Essentials of Business Environment*, Himalaya Publishing House, 2000 7th edition.
4. Suresh Bedi, Business Environment, Excel books New Delhi.
5. Business environment, P. Subba Rao, Himalaya Publishing house, Bombay.

**Reference Books**

1. Sundaram & Black: International Business Environment Text and Cases, PHI
2. Fernando-Business Environment, Prentice hall
3. Avid W. Conklin, Cases in Environment of Business, Sage Response Books
4. Paleri- Business Environment, Cengage Learning.
5. Francis Cherunilam – Business Environment, Text and Cases (Himalaya Publishing House)



**Medi-Caps University, Indore**  
**Bachelor of Business Administration**  
**Even Semester**  
**Operation Research in Management**

**Course Code: MS3CO05**

**L-4, T-1,**

**P-0**

**Credits: 5**

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**Course Objectives:**

- Ability to understand and analyze managerial problems in industry so that they are able to use resources (capitals, materials, staffing, and machines) more effectively.
- Knowledge of formulating Mathematical Models for quantitative analysis of managerial problems in industry
- To formulate the real life problems and to find their solution using Linear Programming problem.
- To use the concepts of network analysis.

**Course Outcomes:** Recognize the importance and value of Operations Research and Mathematical Modeling in solving practical problems in industry.

**Course Contents**

**Unit –I**

**Introduction to Operations Research**

Definition of Operations Research, Models of Operations Research, Scientific Methodology of Operations Research, Scope of Operations Research, Importance of Operations Research in Decision Making, Limitations of Operations Research.

**Unit-II**

**Linear Programming Problem**

Introduction, Mathematical Formulation, Graphical method and Simplex method for solving Linear Programming Problem, Advantages and Limitations of Linear Programming Problem.

**Unit –III**

**Transportation Problem**

Introduction, Initial Basic Feasible Solution (North West Corner Rule, Least Cost Method, Vogel's Approximation Method), Test for optimality by MODI Method (solution procedure without degeneracy)

**Unit-IV**

### **Assignment Problem and Job Sequencing Problem**

**Assignment Problem:** Introduction, Mathematical Model, Hungarian Method.

**Job Sequencing Problem:** Introduction, Johnson's rule for n jobs through two machines, Johnson's rule for n jobs through three machines, 2 jobs with K machines and Travelling Salesman Problem.

### **Unit –V**

#### **Network Analysis**

Meaning and Objectives, Network Techniques: Managerial Applications of Network Techniques – PERT and CPM, Difference between PERT and CPM, Network Diagram, Activity, Event – Dummy Activity, Construction of Network Diagram, Numbering of Events, Activity and Event Times – Float and Slack, Steps in the Application of CPM, Critical Activity, Finding of Critical Path and Estimated Duration, Time Estimates in PERT – Steps involved in PERT Calculations.

#### **Text Books**

1. P.K Gupta, D.S. Heera, Problem in Operations Research, S. Chand and Co, 2007.
2. J.K. Sharma, Operations Research: Theory and Applications, Macmillan India Ltd.

#### **References:**

1. H. A .Taha, Introduction to Operations Research, Prentice Hall India, Seventh Edition, Third Indian Reprint 2004.
2. V.K. Kapoor, Operations Research Techniques for Management, Sultan chand and Sons, Delhi.
3. J.K. Sharma, Operations Research: Problems and solutions, Macmillan India Ltd.
4. N. D. Vohra, Quantitative Techniques in Management, Tata McGraw Hill, 2010.

**Medi-Caps University, Indore**  
**Bachelor of Business Administration**  
**Even Semester**  
**Financial Management**

**Course Code: MS3CO06**

**L-4, T-1, P-0 Credits: 5**

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**Objective:**

1. To acquaint the students with the fundamentals principles of Financial Management.
2. To provide knowledge about the cost of capital.
3. To provide knowledge about the Capital structure decision.
4. To provide knowledge about the various capital budgeting techniques.
5. To provide knowledge about the Working capital management.

**Unit-I: Introduction**

Finance: meaning, importance and Function .Finance & related disciplines. Financial management: meaning, definition, Importance, objectives, role of finance manager, Time value of money, Present value of single amount & Annuity, Future value of single amount & Annuity, Doubling period.

**Unit-II: Cost of capital**

Meaning & Significance of cost of capital, Components of cost of capital, Calculation of cost of Equity, cost of debt, cost of preference shares and cost of retained earnings. Weighted average cost of capital and marginal cost of capital.

**Unit- III: Capital structure decision**

Factors affecting capital structure, Determination of optimum capital structure. EBIT, EBT analysis, Leverages: operating and financial leverage, Measurement of. Operating financial and Combind leverages.

**Unit –IV: Capital Budgeting**

Need and importance of capital budgeting, Techniques of capital budgeting: Payback period, Accounting Rate of return, Discounted Payback period, Net present value Method, profitability index and internal rate of return.

**Unit-V: Working capital**

Meaning & Importance of working capital, Types of working capital, factors affecting working capital requirements, Working capital estimation and calculation, Working capital as a percentage of Net Sales, Working capital as a percentage of total Assets, Working capital based on Operating Cycle.

### **Text Books**

- 1 Khan and Jain : Financial Management, Tata McGraw Hill, New Delhi
- 2 Rustagi, R.P : Strategic Financial Management, Sultan Chand & Sons, New Delhi
- 3 Vyuptakesh Sharan: Fundamentals of financial management, Pearson education.
- 4 Reddy, G.S : Financial Management-Principles and Practices, Himalaya Publishing House, New Delhi.
- 5 Bhalla, V.K : Financial Management, Anmol Publications, New Delhi

### **Reference Books**

- 1 Kulkarni and Satyaprasad Financial Management, Himalaya Publishing House, New Delhi
- 2 Maheshwari, S.N : Financial Management, Sultan Chand & Sons, New Delhi
3. Prasanna, Chandra : Fundamentals of Financial Management, Tata McGraw Hill, New Delhi
- 4 Palanivelu, V.R : Financial Management, S. Chand, New Delhi
5. C Rama gopal: Financial management & Management Accounting, New Age international publishers