

Tilak Maharashtra Vidyapeeth -Pune MBA Syllabus- 1st Semester MBA 101 Essentials and Functions of Management

I. Introduction To Management

- 1. Evolution of Management thought
- 2. Systems and contingency approach for understanding organisations
- 3. Contribution to Management by Experts.

II Environmental Pressures.

- 1. Economic Pressures
- 2. Technological Changes.
- 3. Political and Legal Environment.
- 4. Social Trends.
- 5. Social Responsibility of Managers.
- 6. Ethical Environment.
- 7. International Management and Multinational Corporations.

III Planning

- 1. Nature and Purpose of Planning
- 2. Objectives and Management of Objectives.
- 3. Strategies and policies.
- 4. Managerial Decision-making.

IV Organising

- 1. Nature and Purpose of Organising.
- 2. Basic Departmentation.
- 3. Line and Staff Authority Relationships
- 4. Decentralization of Authority
- 5. Co-ordination
- 6. Making Organisation Effective

V Staffing

- 1. Nature and Purpose of Staffing
- 2. Selection Matching People and Jobs.



VI Leading

- 1. Managing and the Human Factor
- 2. Motivation
- 3. Leadership
- 4. Communication

VII Controlling

- 1. Control Techniques and Information Technology.
- 2. Integrating Control with other Management Processes.

Books Recommended

- 1. Essential of management
- 2. Principles & Practices of Management
- 3. Principles & Practices of Management
- 4. Management Concepts & Practices
- Koontrz
- Saxena

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- Shejwalkar & Ghanekar
- Hannagan



Tilak Maharashtra Vidyapeeth -Pune MBA Syllabus- 1st Semester MBA 102 Organizational Behavior (Design, Development and Change)

1. Organisation And Organisational Behaviour

- 1.1 Introduction
- 1.2 Organisation
- 1.3 Organisational Behavioural
- 1.4 Intuition and Systematic Study
- 1.5 Organisation and Organisational Behaviour
- 1.6 Discipline Organisational Behaviour
- 1.7 Historical Evolution of Organisational Behaviour
- 1.8 Organisation Behaviour To-day
- 1.9 Models of Organisational Behaviour

2. Perception and Iindividual Decision Making

- 2.1 Introduction
- 2.2 Factors influencing perception
- 2.3 Attribution theory
- 2.4 Frequently used shortcuts in judging others
- 2.5 Specific applications in organizations
- 2.6 The link between perception and individual decision making
- 2.7 Improving creativity in decision making
- 2.8 How are decisions actually made in organizations?
- 2.9 Individual differences: decision making styles
- 2.10 Organizational constraints
- 2.11 Ethics in decision making

3. Personality And Attitude

- 3.1 Introduction
- 3.2 Definition
- 3.3 Theories on personality
- 3.4 The shaping of personality
- 3.5 Assessment of Freud's stages
- 3.6 Immaturity to maturity
- 3.7 Determinants of personality
- 3.8 Personality traits
- 3.9 The Myers Briggs framework



- 3.10 Major traits influencing Organisational Behaviour
- 3.11 Personality and Organisational Behaviour:
- 3.12 Attitudes
- 3.13 Formation of attitude
- 3.14 Types of attitudes
- 3.15 Functions of attitude
- 3.16 Changing attitude
- 3.17 Ways of changing
- 3.18 Types of change
- 3.14 Attitude and OB
- 3.20 Job satisfaction
- 3.21 Job involvement
- 3.22 Organisational commitment
- 3.23 Values
- 3.24 Job satisfaction

4. Motivation

- 4.1 Introduction
- 4.2 Intrinsic and extrinsic motivation
- 4.3 Some theories on motivation
- 4.4 Motivation and Performance
- 4.5 Motivation strategies
- 4.6 Importance of motivation
- 4.7 Motivational drives

5. Stress

- 5.1 Introduction
- 5.2 Model of stress
- 5.3 Stress manifestation
- 5.4 Coping strategies
- 5.5 Coping and personality
- 5.6 Sources of stress
- 5.7 Stress management
- 5.8 Organization approaches to stress management

6. Team

- 6.1 Foundations of group behavior
- 6.2 Key group concepts
- 6.3 Implications for performance and satisfaction
- 6.4 Group behavior model
- 6.5 Personal Systems (PS)
- 6.6 Towards improved group decision making



- 6.7 Group cohesiveness
- 6.8 Cohesiveness and group productivity
- 6.9 Team
- 6.10 Organizational context for teams
- 6.11 Team work
- 6.12 Life cycle of a team
- 6.13 Ingredients of effective teams
- 6.14 Potential team problems
- 6.15 Team building
- 6.16 Self-Managing teams

7 Organisation Structure and Design

- 7.1 Organization
- 7.2 Organization structure
- 7.3 Organization environment
- 7.4 Environmental sectors
- 7.5 Characteristics of the environment
- 7.6 Organizations as systems
- 7.7 Generic types of organizations
- 7.8 Formal organizations: design and structure
- 7.9 Division of labour and task interdependence
- 7.10 Work specialization
- 7.11 Departmentation choices
- 7.12 Product and functional organizations
- 7.13 Some differences between functional and product organization
- 7.14 Matrix organization
- 7.15 Project organization
- 7.16 Distribution of authority

8. Leadership

- 8.1 Introduction
- 8.2 Leadership theories
- 8.3 Types of leaders
- 8.4 Leadership styles
- 8.5 Relevant conditions for leadership styles
- 8.6 Contingency model of leader effectiveness
- 8.7 Fred Fiedler's contingency model
- 8.8 Functions of leadership
- 8.9 Technique of leadership
- 8.10 Path goal theory
- 8.11 Leader behaviours
- 8.12 Contingency factors
- 8.13 The managerial grid



9. Conflict Management

- 9.1 Definition
- 9.2 Individual conflict
- 9.3 Organizational conflict
- 9.4 Types of organizational conflict
- 9.5 Saran's conflict model
- 9.6 Integration
- 9.7 Diffusion
- 9.8 Complementarily
- 9.9 Other resolution technologies

Books Recommended :

- 1) Human Behaviour at work
- 2) Organizational Behaviour
- 3) Organizational Behaviour
- 4) Organizational Behaviour
- 5) Organizational Behaviour
- Davis & Newstrom
- Uma Sekaran
- Fred Luthans
- Sharma

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Mr. Shane



Tilak Maharashtra Vidyapeeth -Pune MBA Syllabus- 1st Semester MBA 103 Management Accounting

1. The concept of Management Accounting

- 1.1 Introduction
- 1.2 Definitions
- 1.3 The Management and Financial Accounting Differs from each other
- 1.4 Difference between Management Accounting and Cost Accounting
- 1.5 Structure and use of Management Accounting
- 1.6 Overview of Planning, Control and Decision Making based on

2. Principles of Double Entry Bookkeeping and Accountancy

- 2.1 Introduction
- 2.2 Double Entry System of Book-keeping
- 2.3 Classification of Accounts

3. Journal and Subsidiary Book

- 3.1 Journal
- 3.2 Purchase Book

4. Cash Book

- 4.1 Introduction
- 4.2 Meaning of Cash Book and its advantages
- 4.3 Bank Transactions in a Cash Book
- 4.4 Honour and Dishonour of a Cheque
- 4.5 Cash Book with two columns- Cash and Bank
- 4.6 Cash Book with three Columns
- 4.7 Cash Book with Bank column only

5. Trial Balance

5.1 Trial Balance

6. **Preparation of Final Accounting**

6.1 Preparation of Final Accounts

7. Fixed Assets and Depreciations

- 7.1 Fixed Assets and Depreciation
- 7.2 Depreciation
- 7.3 Auditor's Duty as regards Depreciation



8. Inflation Accounting

- 8.1 Inflation Accounting
- 8.2 Objectives of Inflation Accounting
- 8.3 Determination of current cost profit attributable to shareholders

9. Basic Concept of Management Control

- 9.1 Introduction
- 9.2 Budgetary Control
- 9.3 Classification of Budgets
- 9.4 Cash Budget
- 9.5 Flexible Budgets
- 9.6 Capital Budgeting and Investment Decisions
- 9.7 Master Budget
- 9.8 Fixed Budget
- 9.9 Zero Based Budgeting

10. Elements of Costs

- 10.1 Elements of marginal costing
- 10.2 Break even Analysis

11. Job Costing

- 11.1 Introduction
- 11.2 Batch Costing
- 11.3 Contract Account
- 11.4 Recording of Value of Contract
- 11.5 Cost Plus Contract

12. Process Costing

- 12.1 Introduction
- 12.2 Waste, Scrap, Spoilage, Defectives
- 12.3 Normal Losses, Abnormal Losses, Abnormal Gains
- 12.4 Equivalent Units
- 12.5 Inter Process Profits

13. Labour cost control and Incentives Schemes

- 13.1 Labour Cost
- 13.2 Labour Remuneration
- 13.3 Labour Turnover
- 13.4 Cost of Labour
- 13.5 Labour Turnover
- 13.6 Bin-Card
- 13.7 Utility of Ledger
- 13.8 Slandered Cost



- 13.9 FIFO System of Pricing Issues
- 13.10 Time Recording

14. Marginal Cost

- 14.1 Marginal Costs
- 14.2 Inventory Turnover Ratio
- 14.3 Machine Hour Rate
- 14.4 Perceptual Inventory System

Summary.....

15. Standard Costing

- 15.1 Introduction
- 15.2 Variance Analysis

16. Overheads

- 16.1 Introduction
- 16.2 Allocation, Apportionment and Absoraption of Overhead
- 16.3 Over and Under Absorption of Overheads
- 16.4 Disposal of Overheads

17. Materials

- 17.1 Introduction
- 17.2 Concept of Inventory
- 17.3 Price
- 17.4 Economic Order Quantity(EQO)
- 17.5 Purchasing
- 17.6 The Materials Management Concept
- 17.7 A. B. C. Analysis
- 17.8 Types of Financial Analysis
- 17.9 Limitations of Financial Analysis

18. Introduction to Financial and cost Audit

- 18.1 Introduction to Financial and Cost Audit and Activity based costing
- 18.2 Cost Audit (Report) Rules 1968
- 18.3 Cost Control
- 18.4 Cost Reduction
- 18.5 Cost Control and Reduction
- 18.6 Cost Reduction Program

Books Recommended :

- Principles of Management Accounting
 Introduction to Management Accounting
 Cost and Management Accounting
 Management Accounting
 Management Accounting
 Management Accounting
 Dr. Mahesh Kulkarni
- 5) Double Entry Book Keeping T.S. Grewal.



Tilak Maharashtra Vidyapeeth -Pune MBA Syllabus-1st Semester

MBA 104 : Marketing Management

1. Marketing Environment In India

- 1.1 Introduction
- 1.2 Role of Multinational Corporations (MNCs)
- 1.3 Duties and responsibilities of the Marketing in the changing economy

2. Marketing Concept

- 2.1 Introduction
- 2.2 Other Orientations of Organizations
 - 2.2.1 Production orientation Product orientation Selling orientation
- 2.3 Different between Selling and Marketing
- 2.4 Different between Production / Product Orientation & Consumer Orientation.
- 2.5 Definitions Marketing Functions 2.6.1 Product Promotion price Physical Distribution
- 2.7 Function of Marketing Manager Internally Oriented Functions External Orientation

3. Marketing Organization

- 3.1 Introduction
- 3.2 Types of Organization 3.2.1 Tall Organization
 - 3.2.2 Flat Organization
- 3.3 Different Ways to form Organization Functional Organization Geography Organization Product Organization End – user based Organization
- 4. Market Segmentation



- 4.1 Market Segmentation
- 4.2 Advantages of Market Segmentation
- 4.3 Process of Market Segmentation 4.3.1 Geographic Segmentation Psychographics Segmentation Behavioral Segmentation Demographic Segmentation
- 4.4 Superimposing of Market Segment
- 4.5 Dynamic Nature of Segments
- Criteria for selection of a group of consumers as a "Segment"

4.6.1 Substantiality Measurability Accessibility Differentiability Stability

- 4.7 Types of Market Segmentation No Segmentation Complete Segmentation Partial Segmentation
- 4.8 Deciding Target Segment Evaluation of Market Segment Size and growth rate Structural Attractiveness Company's Objectives and Resources
- 4.9 Selecting Target Market Market segmentation for industrial Products

5. Types of Markets

- 5.1 Types of Markets 5.1.1 Consumer market Industrial market
- 5.2 Classification of industrial goods Materials Capitals Goods Supplies and Services

5.3 Characteristics of industrial buying Bulk buying Few buyers Derived demand Short run inelastic demand Volatile demand for capital goods



Closer interaction by suppliers Formalized buying Many Buying Influences Direct purchasing Reciprocatory buying Leasing of capital equipments Geographic concentration

- 5.4 Government Market
- 5.5 Global Market

6. Market Research and Forecasting

- 6.1 Introduction
- 6.2 Types of Market Research6.2.1 Focused Market ResearchTime based market research
- 6.3 Planning of Market Research
- 6.4 Define problems and objective
- 6.5 Developing Research plan6.5.1 Data Sources
- 6.6 Primary data6.6.1 Merits of Primary Data areDemerits of Primary Data areUsefulness of Primary Data
- 6.7 Secondary Data Merits of Secondary Data are Demerits of Secondary Data Usefulness of Secondary Data Source of Secondary Data
- 6.8 Collection of Primary Data
 - 6.8.1 Postal Survey
 - 6.8.2 Telephone Interview
 - 6.8.3 Personal Interviews
 - 6.8.4 Group Interviews
 - 6.8.5 Experimentation
- 6.9 Use of Questionnaire in Interview Advantage of Using a Questionnaire Designing of Questionnaire Types of Questions Framing of Questions Phrasing of Questions Format of Questionnaire



- 6.10 Sampling Plan
 Simple Random Sampling
 Stratified Random Sampling
 Clustered Sampling
 Systematic Random Sampling
 Non probability Sampling
- 6.11 Recording And Analysis of Data
- 6.12 Presenting the Findings
- Characteristics of a good market research report
 - 6.13.1 Language Format
- 6.14 Merits and Demerits of market research by own staff vis-a-vis consulting agency
- 6.15 Objective to Market Research

Reasons for Failure of Market Research

Forecasting

Methods of Demand Fore-casting of Industrial Products

6.18.1 Adjusted Industry Demand End use method or Market build up Simulation Technique Expert Opinion

 6.19 Demand Forecasting in Consumer Products Graphic Method Causal Regression Method Economic Indicators Method Buyer Intention Survey Delphi Technique

7. Marketing Mix

- 7.1 Introduction
- 7.2 Policy decisions regarding existing products7.2.1 Product Modification
- 7.3 Product Diversification
- 7.4 Types of Product Diversification
 7.4.1 Related diversification
 Unrelated Diversification
 Forward or backward integration
- 7.5 New Product Development Approach to New Product Development
- 7.6 If the decision is "YRE" Developing ideas



Evaluation of ideas Prototype development or a pilot batch production Test marketing Launching of Product

- 7.7 Branding And Brand Loyalty Advantages of Branding Brand Loyalty Factors affecting brand loyality
- 7.8 Promotion
- 7.9 Sales Promotion
- Personal Selling

7.10.1 Advantages of Personal Selling are Limitations of Personal Selling are

- 7.11 Public RelationsPublic relations is particularly useful in Major Tools for Public Relations
- 7.12 Advertising and Publicity Differences Between Advertising and publicity How the advertisement accomplishes this role ? Types of Advertisements
- 7.13 Major Advertising Decisions Advertising Objective Advertising Message Advertising Media Media Selection Advertising Budget Advertising Effectiveness
- 7.14 Ethics in Advertising
- 7.15 Price Introduction And Definition
- Mechanism of price agreement
- Pricing Methods

7.17.1 Cost – related Pricing Completion related Pricing Marketing Related Methods

7.18 Credit Policy

Types of Credit Effect of Credit on Cost The factors to be considered while offering credit Calculating and Controlling Cost of Credit Some of the methods to control the credit is as below

7.19 Importance of Distribution



7.20 Channels of Distribution Need for Channels of Distribution Selection of Channels of Distribution 7.22.1 Affectivity of Distribution Cost of Distribution **Vending Machines** 7.23 8. **Marketing Planning** 8.1 Introduction Types of organization 8.2 8.2.1 Tall Organization Flat Organization Different Ways to form Organization 8.3 **Functional Organization** Geographic Organization **Product Organization** End – user based organization 8.4 Planning of marketing programs and strategies **Planning Marketing** Planning Marketing programs Marketing Control 8.5 Sales analysis 8.6 **Sales Ratios Building Expenses** Advertising audit advertising effectiveness study Controlling sales force 8.10.1 Recruiting and selection Salesmen's training Field training

Refresher training

- 8.11 Allocation of Sales Territories And Quota Advantages of allocating sales territories are Factors affecting the territory decisions are
- 8.12 Sales Quota Advantages of assigning quota are Factors affecting quota decision are

9. Service Marketing

9.1 Characteristic of Services9.1.1 Intangibility9.1.2 Inseparability



- 9.1.3 Variability
- 9.1.4 Perish ability
- 9.2 Classification of Services
- 9.3 Marketing strategies for services
- 9.3.1 Gronroos has suggested three pronged marketing for service marketing

10. Consumerism and Consumer legislations

- 10.1 History of consumer protection
- 10.2 Consumer Protection Act 1986
- 10.3 The salient features of the consumer Protection Act, 1986 are as below
 10.3.1 Application, Extent and Scope
 Who is consumer ?
 Who can make a complaint before the consumer forum?
 What may be said to be a "compliant" ?
 Where the complaint is to be filed ?
 How to file a complaint ?
 Format of the complaint ?
 What relief"s can be granted to a complainant ?
 Procedure to file appeal
 10.3.10 Limitation for filling complaint



Tilak Maharashtra University, Pune M.B.A. I Semester (Medical 1)

MH-105 Hospital Planning & Project Management

1. Concept of the Hospital :

1.1 Definition, Objectives: Types of Hospital

2. Levels of Hospital Planning

2.1 Macro (National), Regional, Micro (Local)

3. Steps to process the project proposal:-

- 3.1 Establish need for a new Hospital
- 3.2 Feasibility
- 3.3 Preparation of project report.
- 3.4 Appoint Hospital Project team

4. Steps to process the project proposal:-

4.1 Selection of site

5. Prepare Hospital Design:-

5.1 Master plan, circulation pattern, layout, grouping, toning Planning for outpatient department & Accident Emergency services planning for inpatient ward, Maternity, Pediatric Planning for operation theatre, Intensive care unit, NICU

6. Hospital Engineering Services:-

- 6.1 Water supply, Electricity, sewage disposal, Drainage system, Medical Gases.
- 6.2 A/c Plants, Landscaping

7. Construction Phase

- 7.1 Project team, tendering work scheduling, Monitoring & Control
- 7.2 Mobilization of Resources, cost control
- 7.3 Completion/Clearing of site

8. Commissioning & Review



Tilak Maharashtra Vidyapeeth -Pune MBA Syllabus- 1st Semester

MBA 106 Total Quality Management

- 6.1 Quality circles- Deming, Juran, Ishikawa, Philip Crosby, Kaizan.
- 6.2. Human Resource & Quality.
- 6.3. Quality Control.
- 6.4. Role of Hospital Administrator & Owner in implementation of ISO.
- 6.5. Problem Solving Techniques- old, new.
- 6.6. Importance of statistical methods in hospitals for control service quality.
- 6.7. VAM- Value added management
- 6.8. Dr. Deming's '14' points.
- 6.9. Implementation of TQM period of complete transformation.
- 6.10 Detection of customers, problems & corrections



MAHARASHTRA TECHNICAL EDUCATION SOCIETY'S

School of Management

Tilak Maharashtra Vidyapeeth -Pune MBA Syllabus- 1st Semester

MBA 107 Communication Skills in Business

1. The Types of Business Communication

- 1.1 Introduction
- 1.2 Business Communication
- 1.3 The Classification, Functions & Scope of Business Communication
- 1.4 Internal Communication
- 1.5 External Communication
- 1.6 Conclusion

2. The Communication Process

- 2.1 Elements of Communication
- 2.2 The Communication Cycle
- 2.3 The Barriers To Communication

3. The Principles of Communication

- 3.1 Introduction
- 3.2 The Medium of Communication
- 3.3 Accuracy
- 3.4 Brevity
- 3.5 Clarity
- 3.6 Courtesy
- 3.7 Conclusion

4. Forms of Communication

- 4.1 Introduction
- 4.2 The Types of Communication
- 4.3 Oral Communication
- 4.4 Written Communication
- 4.5 Non-Verbal Communication
- 4.6 Visual Signs in Non-Verbal Communication
- 4.7 Audio Signals in Non-Verbal Communication
- 4.8 Silence
- 4.9 Time
- 4.10 Touch
- 4.11 The Functions of Non-Verbal Communication
- 4.12 The Merits & Demerits of Non-Verbal Communication
- 4.13 Conclusion



5. Verbal Skills

- 5.1 Introduction
- 5.2 The Language used in Oral Communication
- 5.3 Verbal & Linguistic Modifiers & Regulators & Voice Culture
- 5.4 The Techniques of Delivery
- 5.5 Conclusion

6. The Art of Listening

- 6.1 Listening & Hearing
- 6.2 The Value of Listening
- 6.3 The Pitfalls involved in Listening
- 6.4 The Functions of Listening
- 6.5 The Process of Listening
- 6.6 How to Listen Efficiency
- 6.7 The Barriers to Efficient Listening
- 6.8 The Types of Listening
- 6.9 Conclusion

7. Body Language

- 7.1 Introduction
- 7.2 The Types of Body Language
- 7.3 Facial Expressions
- 7.4 Kinesics related to the Body
- 7.5 Touch
- 7.6 Conclusion

8. How to conduct Oral Communication

- 8.1 The Classification of Oral Communication
- 8.2 Dyadic Communication
- 8.3 Group Communication
- 8.4 Requests
- 8.5 Complaints
- 8.6 Inquiries
- 8.7 Introduction
- 8.8 Dictation
- 8.9 The Telephone
- 8.10 Interview: An Overview
- 8.11 At the Interview Venue

9. The Essentials of Written Communication

- 9.1 Introduction
- 9.2 Alignments
- 9.3 Font Style
- 9.4 Bold, Italic & Normal
- 9.5 Font Size
- 9.6 Indentation & Block Style
- 9.7 Items



- 9.8 Emphasis
- 9.9 Letter Heads
- 9.10 Continuation Sheets
- 9.11 Stationery
- 9.12 Presentation
- 9.13 Conclusion

10. Reading Skills

- 10.1 10.1 Introduction
- 10.2 The Speed of Reading
- 10.3 Eye Span
- 10.4 Ascertaining the Type of Communication
- 10.5 Ascertaining the Burden of Communication
- 10.6 The Structure of the Communication
- 10.7 Ascertaining the Details of Communication
- 10.8 Ascertaining the Meaning of Communication
- 10.9 Conclusion

11 How to Go About Written Communication

- 11.1 Introduction
- 11.2 Alignment
- 11.3 Complaints & Adjustment Letters
- 11.4 Précis Writing
- 11.5 Report Writing
- 11.6 Conclusion

Books Recommended :

Business correspondence & Report writing
 Business Communication
 Essentials of Business Communication
 Business Communication & Report Writing
 Business Communication
 Business Communication
 Urmila Rai. & S.M. Rai



Tilak Maharashtra University, Pune M.B.A. I Semester (Medical 1) MH-108-A Introduction to Human Anatomy & Physiology, including Medical Procedures

- 1. Introduction to the Human Body
- 2. Skeletal System & Movements,
- 3. The Respiratory System
- 4. The Cardio-Vascular System
- 5. The Digestive System
- 6. The Urinary System
- 7. The Nervous System
- 8. The Reproductive System
- 9. Routine Investigation Urine , Blood, stools, CSF, X-Ray examination, ECG, EEG
- 10. Special Investigation & Procedures-
 - 10.1 CT Scan, Ultra Sonography, 2 D Echo
 - 10.2 MRI, Mammography
 - 10.3 Angiography, Amniocentesis
 - 10.4 Pace maker, audiometry
 - 10.5 Spirometry, Bronchography
 - 10.6 Hoemodialysis Cardiac catheterization
 - 10.7 Cardio-Pulmonary Resuscitation.
 - 10.8 Endoscopy, Hystero- salphingography