



# ANWARUL ULOOM COLLEGE OF BUSINESS MANAGEMENT

(A MUSLIM MINORITY INSTITUTION)

#11-3-918, New Mallepally, Hyderabad - 500001, T.S., India.

## 1.3.1 List of courses with topics of Gender, Environment and Sustainability, Human values and Professional Ethics.

| Sl.No. | Program code | Program Name | Course code | Course Name                          |
|--------|--------------|--------------|-------------|--------------------------------------|
| 1      | 1403         | MBA          | MB101       | Economics for Managers               |
| 2      | 1403         | MBA          | MB206       | Business Law and Ethics              |
| 3      | 1403         | MBA          | MB01        | Management and Organization Behavior |
| 4      | 1403         | MBA          | MB401       | Business Policy and Strategy         |



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Principal

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New Mallepally, Hyderabad.

**SEMESTER-I**  
**PAPERCODE-MB105**  
**Course: ECONOMICS FOR MANAGERS**

**Course Objectives:**

1. To make students familiarize with Economic behavior of a person for market analysis.
2. To understand the environment of Business firms.
3. To know the demand conditions and contemporary economic policies.

**Learning Outcomes:**

1. Students can learn micro factors of Economic behavior of a consumer..
2. Students can assess opportunities and threats of business.
3. Students can better understand nature of the products and demand conditions that can be used in decision making..

**Unit-I:**

Introduction to managerial functions, nature and scope of managerial economics, relation with other subjects, fundamentals concepts of Managerial Economics, Decision Making Process, Decision making under certainty, uncertainty and Risk, Role and Functions of Managerial Economist, Use of Econometric Models.

**Unit-II:**

Theory of Utility & Demand utility, Marginal Utility, Law of Marginal Utility, Demand concepts, determinants of demand, Law of Demand, Elasticity of demand, Types of Elasticity, Measurement of Elasticity (Numerics), Demand Estimation for Firm & Industry, Demand Forecasting Methods.

**Unit-III:**

Production & Cost structure, production function, Determinants of Production, Theories of Production, Benham Theory, Law of Two Variable proportions, Law of Returns to Scale – Cost Concepts, Types of Costs, Short-term and Long-term Cost Curves, Learning Curve, Iso-cost Curve – Equilibrium – BEP Analysis (Numeric).

**Unit-IV:**

Markets & Market Behavior, Classification of Markets, Virtual Markets, Perfect Competition Market, Imperfect Competition Markets, Monopolistic Competition Market, Monopoly, Oligopoly, Strategies of Oligopolists, Agriculture Markets & Overview of Market Laws, Overview of Agriculture Market Committees (AMCs), Price Determination under different market structures.



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**Unit-V:**

Macro Economics: National Income concepts and Measurement Income, Employment and Investment, Keynesian Theory& Employment and Investment, Inflation: Types of Inflation, Control Technique of Inflation. Fiscal policies – Budget – Current Budget.

**Suggested Books:**

1. Dominik Salvatore, "Managerial Economics", Oxford University Press.
2. H. Craig Petersen, W. Cris Lewis, Sudhir K. Jain, "Managerial Economics", Pearson Publication.
3. D.M.Mithani, "Managerial Economics", Himalayan Publishing House.
4. JoelDean, "Managerial Economics", Tata Mcgraw Hill.
5. R.L.Varshney, K.L.Maheshwari, "Managerial Economics", Sultan Chand Publications.
6. P L Mehatha, "Managerial Economics", S. Chand Publishing.

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## SEMESTER-II

PaperCode-MB206

### Course: BUSINESS LAW AND ETHICS

#### Course Objectives:

1. This course is designed to introduce the legal aspects of business from the national and transnational perspective.
2. This Course also provides knowledge of trade agreements and trade partnerships.
3. The course also intends to offer insights into the ethical considerations in Business entities and their responsibility towards society.

#### Learning Outcomes:

1. The students would have a comprehensive understanding of business law.
2. The legal and ethical considerations in business organizations are imparted for business integrity.
3. The learners may gain knowledge of provincial and international business law in changing scenario.

#### Unit-I: Law of Contracts:

Definition of Contract and Agreement- Classification of Contracts, Essential elements of a valid Contract – Offer - Acceptance - Consideration -Capacity to Contract- Free consent-Legality of Object-Performance of Contract-Remedies for breach of Contract.

#### Unit-II: Law relating to Special Contracts:

Salient features of Contract of Agency, Bailment and Pledge, Indemnity and Guarantee. Sale of Goods Act – Distinction between Sale and agreement to sell - Conditions and Warranties. Negotiable Instruments Act - Definitions, Essential elements and distinctions between Promissory Note, Bill of Exchange, and Cheques - Types of crossing.

#### Unit-III: Companies Act, 2013:

Definition of company-Characteristics- Classification of Companies- Formation of Company -Memorandum and Articles of Association – Prospectus - Share holders and their meetings - Board meetings -Law relating to meetings and proceedings-Management of a Company - Qualifications, Appointment, Powers and legal position of Directors-Board- M.D and Chairman - Their powers.

#### Unit-IV: Consumer Protection and other Essential Laws:

Introduction to consumer protection law in India - Consumer councils - Redressal machinery -Rights of consumers - Consumer awareness. Law of Industrial and Intellectual Property; Cyber Law; Competition Law; Land and Real Estate laws; Law of Insurance.



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### Unit-V: International Business Law and Business Ethics:

Law of Export - Import Regulation; International and Comparative Commercial Arbitration. Ethical and Value based Considerations in Business, Need and Justification of ethics, efficiency and integrity in business operations—Corporate Social Responsibility.

### Suggested Readings:

1. M.C. Kuchchal, Vivek Kuchchal, "Mercantile Law", Vikas Publishing House Pvt. Ltd.
2. Akhileshwar Pathak, "Legal Aspects of Business", Tata McGraw Hill.
3. K.R. Bulchandani, "Business Law for Management", HPH.
4. C.Rama Gopal, "Export Import Procedures—Documentation and Logistics", New Age International (P) Limited.
5. Sony Pellissery, Benjamin Davy, Harvey M. Jacobs, "Land Policies in India: Promises, Practices and Challenges", Springer Nature.
6. S.R. Myneni, "International Trade Law: International Business Law", Allahabad Law Agency
7. Margaret L. Moses, "The Principles and Practice of International Commercial Arbitration", Cambridge University Press.
8. N.D.Kapoor, "Elements of Mercantile Law", Sultan Chand & Co.
9. PPS Gogna, "A Text Book of Company Law", S. Chand
10. Marianne Moody Jennings, "The Legal, Ethical and Global Environment of Business", South western Cengage learning, New Delhi.



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**PAPERCODE-MB101**

**Course: MANAGEMENT AND ORGANIZATIONAL BEHAVIOUR**

**Course Objectives:**

1. This course is designed to introduce the concepts and theories of management
2. To analyze human perceptions and behavior at work place.
3. The course aims at offering insights into contemporary situations in organizational settings.

**Learning Outcomes:**

1. By the end of the course, the students would have a comprehensive understanding of management principles
2. The student is exposed to the organizational functions in various organizational settings
3. The Learner may gain insights into individual, inter-personal and group actions in organizations.

**Unit-I: Management Philosophy and Approaches:**

Management Principles, Process, Functions and Typology, 3D Model of Managerial Approach, Management thought-Classical, Human Relations, Systems and Contingency Approaches, Hawthorne's Experiments, Contributions of Henry Fayol, F. W.Taylor and Peter Drucker.

**Unit-II: Organizational Design, Structure and Decision Making:**

Basic and advanced Models of Organizational Designs, Main Approaches to Organization Structure - Decision making under Bounded Rationality, Certainty, Uncertainty, Risk, Conflict. Open and Closed Decision making models, QWL. Quality Circle. Emerging Organizational Architectures.

**Unit-III: Organizational Behavior:**

Personality Traits, Big 5 personality traits, MBTI, the Process of Perception and Attribution, Kelly's personal construct Theory, Cognitive Dissonance, Classical, Operant and Reinforcement Conditioning, Transactional Analysis, Johari Window, Attitudinal Genesis in Mentoring, Motivation - Content and Process Theories.

**Unit-IV: Group Dynamics and Leadership:**

Group Dynamics & Team Building, Kurt Lewin contribution, Conflict Resolution models, Worklife balance. Trait and Behavioral Approaches to Leadership, Managerial Grid, Path - GoalTheory, Vroom's Decision Tree Approachto Leadership, Herseyand Blanchard Model.

**Unit-V:Emerging aspects of OB:**

Organization culture and Organization climate. Stress Management and Counseling, Management of change and Organization development. Communication Process. Organizational Citizenship Behaviour. Organizational Behaviour Modification. Behavioural Entropy in Learning Organization, Behavioural Metrics in Effective Organization.



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**Suggested Readings:**

1. Harold Koontz and Heinz Weihrich, Essentials of Management, TMH.
2. Prasad LM, Principles and Practice of Management, Sultan Chand & Sons, New Delhi.
3. Stephen P.Robbins, "Organizational Behaviour", Prentice Hall.
4. FredLuthans, "Organizational Behaviour", McGraw Hill International Edition.
5. Udai Pareek, Understanding Organisational Behaviour, Oxford University Press
6. P.C.Tripathi, P.N.Reddy, Principles of Management, Tata McGraw-Hill Publishing Company Limited, New Delhi.
7. Robbins & Judge, Organisational Behaviour, Prentice Hall of India.
8. Lauriel J Mullins, Management and Organisational Behaviour, Pearson
9. Ashwathappa, Organisational Behaviour, HPH, Hyderabad
10. L M Prasad, Management Principles and Practices, S.Chand Publications, New Delhi.



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