

SEMESTER I (MBA)

0203216: FINANCIAL ACCOUNTING MANAGEMENT

Full Marks: 100

Introduction to Financial Accounting

Marks: 7

Meaning and Definition; Functions; Characteristics; Stakeholders of Financial Accounts; Categories of Accounting; Common terms used

Introduction to Book-keeping and Accounting Concepts

Marks: 13

Introduction; Entities; Advantages; Concept of Double Entry; Types of Account; Accounting Concepts

Double Entry and Journals

Marks: 10

Stages of Preparing the Financial Statement; Journals: Importance, Format

Ledger

Marks: 10

Meaning and Definition; Types; Steps in Posting from Journal to Ledger

Trial Balance

Marks: 10

Meaning and Definition; Errors; Limitations

Final Account

Marks: 12

Meaning and Definition: Trading Account, Profit and Loss Account; Balance Sheet

Introduction to Managerial Accounting

Marks: 14

Definition and Meaning; Why Management Accounting; Function of Management Accounting; Difference Between Financial Accounting and Managerial Accounting

Financial Ratio Analysis

Marks: 12

Meaning of Ratio Analysis; Presentation of Ratio; Classification of Ratios

Cash Flows

Marks: 12

Meaning and Definition; Benefits of Statement; Categories; Format; Methods for Preparing Cash Flow Statement

Reference Books:

1. Financial Ratio Analysis. Available at: <www.finpipe.com/equity/finratan.htm>. [Accessed 29 October 2010].
2. Dr. Patankar S., 2008. *Introduction to Accounting and Management Accounting*. University of Pune: Nirali Publications.
3. Dr. Patankar S., 2008. *Introduction to Accounting and Management Accounting*. University of Pune: Nirali Publications.
4. Patkar M.G., 2006. *Book-keeping and Accountancy*. Phadke Publications.
5. Epstein, Lita. 2006. *Bookkeeping For Dummies*. For Dummies

0203215: BUSINESS COMMUNICATION

Full Marks: 100

Nature and Scope of Communication

Marks: 7

Introduction; Definitions; Scope; Process; Functions; Types

Communication Barriers

Marks: 8

Introduction; Types; Physical or Mechanical Barriers; Semantic Language Barrier; Personal and Socio-Psychological Barriers; Socio-Psychological Barriers; Remedies to Overcome Barriers

Reading Skills

Marks: 8

Introduction; Components; Techniques for Improving Reading Efficiency; Techniques for Improving Retention; Guidelines for Effective Reading; Executive Reading

Written Communication

Marks: 10

Introduction; Characteristics; Objectives; Process; Problems; Points and Structure of Written Communication; Structure of Written Communication; Essentials of Effective Written Communication; Tips for Improved Writing

Verbal Communication and Non-Verbal Communication

Marks: 9

Introduction; Oral Communication; Characteristics of Verbal or Oral Communication; Methods; Conversation Skills; Speaking Skills; Group Discussion; Non-Verbal Communication; Relationship of Non-Verbal Message with Verbal Message; Types of Communication

Listening Skills

Marks: 7

Introduction; The Listening Process; Types of Faulty Listening; Barriers to Listening; Why Barriers Succeed; Techniques for Listening; Effective Listening; Improving Listening Skills

Presentation Skills

Marks: 10

Introduction; Words with Audience; Preparation for Presentation; Achieving Clarity and Impact; Using Visuals; Arrangements for Presentation; Tips and Techniques; Presentation Planning Checklist; Understanding Presentations Aspects

Resume Preparation and Interview Skills

Marks: 9

Nature and Importance of Resume; Resume Format; Resume Component; Application Letter; Mistakes in Resume; Nature of Interviews; Purpose; Types; Interview Process; Essential Requirements of a Successful Interview; Appearance and Dress

Meetings

Marks: 5

Introduction; Preparation; Conducting; Managing; Components; Minutes; Resolution; Support

Negotiation Skills

Marks: 9

Negotiation Skills; Nature of Negotiation; Ps of Negotiation; Negotiation Process; Negotiation Skills; Negotiation Climate; Role of Communication in Negotiation; Behaviour of Negotiators; Third Party Negotiations; Decision Biases Hindering Negotiations

Business Letters

Marks: 5

Introduction; Importance; Qualities of Good Business Letters; Format; Types; Personnel Letters

Communication in Disciplinary Matters

Marks: 5

Introduction; Objectives of Discipline; Two Sides of Discipline Elements of Discipline; Disciplinary Procedure; Communication Aspects in Disciplinary Matters

Legal Aspects of Business Communication

Marks: 5

Introduction; Basic Legal Aspects in Business Communication; Defamation; Elements of Defamation; Invasion of Privacy; Other Legal Areas in Business Communication

Technology and Corporate Communication

Marks: 3

Introduction; Challenge of Communication in the Global Market

Reference Books:

1. Benjamin, J, 1996. *Principle, Element and Types of Persuasion*, 1st ed., Wadsworth Publishing.
2. Bolton, R., 1986. *People Skills: How to Assert Yourself to Listen Others, and Resolve Conflicts*, Later printing ed., Touchstone.
3. Bond, A., 2010. *300+ Successful Business Letters for All Occasions (Barron's 300+ Successful Business Letters for All Occasions)*, 3rd ed. Barron's Educational Series.
4. Brown, L., 2006. *Resume Writing Made Easy: A Practical Guide to Resume Preparation and Job Search*, 8th ed., Prentice Hall.
5. Chambers, H., 2000. *Effective Communication Skills for Scientific and Technical Professionals*, Basic Books.
6. DiSanza, J.R. and Leqqe, N.J., February 2008. *Business and Professional communication*, 4 ed., Allyn and Bacon.

0203076: MANAGERIAL ECONOMICS

Full marks: 100

Basics of Economics

Marks: 7

Introduction; Meaning and Definition of Economics; Basic Concepts; Macroeconomics and Microeconomics; The Two Basic Concepts: Production Possibility Frontier (PPF), Opportunity Cost ; Market Economy; Command Economy

Demand Supply Analysis

Marks: 14

Introduction; Concept of Demand; Demand Schedule and Concept: Market Demand Curve, Law of Demand; Price Elasticity of Demand: Types of Demand; Factors Affecting Demand; Concept of Supply: Supply Schedule and Concept, Market Supply Curve, Law of Supply, Price Elasticity of Supply, Types of Supply, Factors Affecting Supply; Equilibrium in Demand and Supply; Equilibrium as per the Change in Demand and Supply

Consumer Choice and Product Analysis

Marks: 8

Introduction; Utility Theory: Total Utility (TU), Marginal Utility (MU), Budget Constraint; Product Analysis; Short Run Production Function: Total, Marginal and Average Product

Cost Concept

Marks: 10

Introduction; Cost Concept: Total Cost and Marginal Cost, Average Total Cost; Economy of Scale, Diseconomy of Scale and Constant Return to Scale

Market

Marks: 14

Introduction: Perfect Competition, Economic Factors Related to Industry with Perfect Competition, Marginal Revenue, Perfect Competition, Characteristics of Monopoly Firm, Factors of Monopoly Power, Marginal Decision Rule in Monopoly Market; Oligopoly: Concentration in Oligopoly, Game Theory and Oligopoly Behaviour

Introduction to Macroeconomics

Marks: 10

Introduction; History; Goals and Instruments; Instruments of Macroeconomics: Fiscal Policy, Monetary Policy

Aggregate Demand Supply and Measurement of Output

Marks: 13

Introduction: Aggregate Demand and Supply Curve, Gross Domestic Product (GDP) ; Entities of GDP; Measurements of Macroeconomics: GDP at Factor Cost and GDP at Market price, Gross National Product (GNP), Net Domestic Product (NDP) and Net National Product (NNP), Real and Nominal GDP, Per Capita Income and Personal Disposable Income

Consumption Investment and Supply of Money

Marks: 12

Meaning and Definition of Consumption: Marginal Propensity to Consume (MPC); Investment: Investment and Demand Curve; Money Supply: Exogenous and Endogenous Process of Money Supply, High Powered Money and Money Supply, Measures of Money Supply in India

Business Cycle and Inflation

Marks: 7

Meaning and Definition of Business Cycle: Characteristics of Recession in Business Cycle; Inflation: Causes of Inflation, Measurement of Inflation

Monetary Policy

Marks: 5

Meaning and Definition; How to Achieve the Goals of Monetary Policy?; Monetary Measures

Reference Books:

1. Allen, W. Bruce and Weigelt, Keith. 2009. *Managerial Economics: Theory, Applications, and Cases*. W. W. Norton & Company.
2. Atmanand 2007. *Managerial Economics* Excel Books.
3. Ben Bernanke, 2009. *Principles of Microeconomics*, Marginal Decision Rule, Tata McGraw Hill Publication,
4. Dominick Salvatore 2007 *Managerial Economics* Oxford publishers.
5. Dr. Mithani D.M., 2008. *Business Cycle, Institute of Business Study and Research*, Himalaya Publishing House Pvt. Ltd.
6. Dwivedi, D.N. 2005. *Managerial Economics* Vikas Publication.
7. Geetika, 2008. *Managerial Economics. Money Supply and Economics*. Tata McGraw-Hill Publishing Co. New Delhi.

8. Gupta S. B., 2009. *Monetary Economic Money and Payment System, The Demand for Money*. S. Chand & Company, New Delhi.

0203214: MANAGERIAL PRACTICES AND ORGANISATIONAL BEHAVIOUR

Full Marks: 100

Introduction to Management and its processes

Marks: 7

Introduction to Management; Brief History; Approaches of management: Systems approach, Contingency or situational approach

Managerial Planning

Marks: 7

Introduction to Planning: Methods of planning; Forecasting: Forecasting techniques; Objectives: Management by objectives (MBO); Decision making

Organising

Marks: 11

Introduction; Classification; Theories: Classical Theory, Neo-Classical Theory, Modern Theory; Types: Line organisation, Functional organization, Line and Staff Organisation, Matrix Organisation; Delegation of Authority; Decentralisation; Formation of Department; Span of Management

Staffing

Marks: 8

Introduction; Recruitment: Sources of Recruitment Selection; Performance Appraisal: Various methods used for performance appraisal; Training and Development; Job Analysis and Evaluation

Directing

Marks: 11

Introduction; Motivation: Theories of Motivation, X-Theory, Y-Theory, Theory Z , Maslow's Hierarchy of Needs, Herzberg's Theory of Needs; Leadership: Theories of Leadership, Traitist's Theory, Behavioral Theory, Situationist Theory, Follower's or Acceptance theory, System or Path-Goal theory, Functions and qualities of leader; Communication

Controlling

Marks: 8

Introduction; Techniques of Control; Budget Control; Coordination; Management Audit; Business Ethics

Organisational Behavior

Marks: 7

Introduction to Organisation; Organisational Behavior (OB): Foundations of OB, Importance of OB

Approaches and Models of Organisational Behavior

Marks: 9

Approaches to Organisational Behavior; Models of OB; The Interrelationship between Personal and Professional Life

Aspects of Individual Behavior

Marks: 10

Personality: Theories of Personality, Personality and OB; Perception and Values: Perception, Values; Attitude: Theories of Attitude; Learning: Theories of learning; Motivation

Group and Team Dynamics

Marks: 5

Group: Group Dynamics; Teams

Conflict and Stress Management

Marks: 7

Conflict: Functional and Dysfunctional Conflict, Johari Window; Stress: Stress Management

Organisational changes and developments

Marks: 10

Organisational Change: Total Quality Management (TQM), Forces of Change in Organisation; Resistance to Change; Organisational Development (OD); OD Interventions, Effectiveness of OD Programming; Innovation in Organisation

Reference Books:

1. Alfred R Lateiner.1969. Management and controlling employee performance.1st ed. Lateiner Pub.
2. Bowhill, Bruce. 2008. Business Planning and Control: Integrating Accounting, Strategy, and People. Wiley
3. Christian, T. F., 1998. Conflict management and conflict resolution in corrections, American Correctional Association.
4. Christopher S. Chapman.2005.Controlling Strategy: Management, Accounting, and Performance Measurement. Illustrated ed.USA.Oxford University Press.
5. Thompson, B., 1984. Managing conflict & stress, Training by Design
6. Tony J. Watson. 2001.Organising and Managing Work: Organisational, Managerial, and Strategic Behaviour in Theory and Practice. FT Press

0203084: HUMAN RESOURCE MANAGEMENT

Full Marks: 100

Human Resource Management-An Introduction

Marks: 8

Basic Definition; Responsibilities: Human Resource Management Goal, Recruitment and Selection of Candidates, Training and Development of Employee, Organisational Development, Career Development of the employee, Job Design, Performance Management System;; Comparison between Personnel Management and Human Resource Management: Comparison on the Basis Beliefs and Assumption, Comparison on the basis of Strategic Aspects, Comparison on the Basis of Line Management, Key Levers;; Importance; Role; Human Relation Theory; Revolution of the Human Resource Management; Human Relation Concept; To Understand Human Behavior

Human Resource Management in India

Marks: 5

Introduction; Concern of the Human Resource Management Department; Significance of The Human Resource Department are as Follows; History of the Human Resource Management in India; Indian Management is Unique; Human Relation Movement in India; Scope of Human Resource Management in India

Human Resource Planning

Marks: 7

Definition: Human Resource Planning; Benefits; Uses; Activities Involved; Need; Process: Benefits of HRP; Human Resource Planning System; Responsibility of Human Resource Planning Department

Recruitment and Selection

Marks: 10

Introduction; Concept: Manpower Planning, Job Analysis Method, Identification of Vacancies, Preparation of Budget, Preparation and Publication of Information, Reception of Application Form; Other Methods of Recruitment: Campus Recruitment, Walk-In Interview, Employee's Referrals, Labor Unions, Indoctrination Seminars, Unconsolidated Application, Nepotism, Leasing, Voluntary Organisations, Computer Data Bank; Recruitment and Selection Policy: Selection Policy, Recruitment Policy; Recruitment Practice In India; Selection Technique; Evaluation and Selection Criteria; The Selection Process: Preliminary Interviews, Application Blanks, Check of References, Written Tests, Employment Interviews, Medical Examination, Appointment Letter; Types of Interviews: Informal Interview, Formal Interview, Patterned Interview, Depth Interview, Stress Interview, Group Interview, Panel Interview; Approval by Manager; Medical Examination; Induction

Training and Development

Marks: 12

Introduction; Concept of Training; Objective: To Increase Productivity, To Improve Quality, To Help a Company Fulfill Its Future Personnel Needs, To improve Organisational Climate, Obsolescence Prevention, Personal Growth; Difference between Training and Development; Objective: Acquiring Intellectual Knowledge, Acquiring Manual Skills, Acquiring Problem-solving Skills; Importance of Training; Benefits of Training; Training Need Identification; Total Organisational Analysis; Organization Analysis Requirements; Organisational Diagnosis; Task Analysis: Task Lists, Job Breakdown, Job Performance; Performance Analysis; Training Needs Identification; Different Kinds of Training Needs; Methodology of Training and Development: On-the-job Technique, Off-the-job Technique, Orientations are for New Employees; Training and Development Process; Simulation Exercises and Role Playing: Audiovisual, Job Rotation, Apprenticeship, Internship, Programmed Learning, Laboratory Training; Evaluating Training Program; What Should Be Evaluated?; Training Evaluation Outcomes: Reactions, Learning, Behavior, Results

Employees Growth

Marks: 5

Introduction; What is Career Planning; Importance of Career Planning; Succession Planning; Need for Succession Planning; Other Career Programs: Work Family Programs, Relocation Assistance and Hiring Practices, Work Family Seminar and Flexible HR Practices, Flexible Work Schedules, Outplacement Program, Special Programs for Women, Minorities and Employees with Disabilities, Fast Track Employees

Performance Appraisal

Marks: 9

Introduction; Concept and Need of Employee Review; Concept of Performance Appraisal: Objectives of; Types of Appraisal Methods: Critical Incident Method, Weighted Checklist Method, Paired Comparison Analysis, Graphic Rating Scales, Essay Evaluation Method, Behaviorally Anchored Rating Scales, Performance Ranking Method, Management by Objective (MBO) Method, 360 Degree Performance Appraisal, Forced Ranking (Forced Distribution), Behavioral Observation Scale; 360 Degree Performance Appraisal; Steps of the Performance Appraisal: Superiors, Self-assessment, Peers, Subordinates, Customers; Important Factor in the 360 Degree Feedbacks; Advantages of the 360 Degree Appraisal; Problem with the 360 Degree Appraisal Process; Management by Objectives (MBO); Unique Features and Advantages of MBO; Benefit

Compensation Management

Marks: 7

Introduction: Components of Compensation System; Types of Compensation: Direct Compensation, Indirect Compensation; Need of Compensation Management; Managing Compensation: Subsistence Theory, Standard of Living Theory, Residual Claimant Theory, The Wage Fund Theory, Demand and Supply Theory, Marginal Productivity Theory, Purchasing Power Theory, The Bargaining Theory of Wages, Classification of Wages; Designing and Administering Benefits: Collective Bargaining, Mediation and Conciliation, Investigation, Arbitration, Adjudication

Job Evaluation

Marks: 7

Introduction; Assess Employee Contribution; Definition; Objective; Essentials for the Success of Job Evaluation Programme; Procedure: Analyze and Prepare Job Description; Select and Prepare a Job evaluation Plan, Classify Jobs, Install the Programme, Maintain the Programme; Job Evaluation Method; Advantages of Job Evaluation; Limitations of Job Evaluation; Job Satisfaction; Determinants of Job Satisfaction can be Enumerated as; Promotion and Transfers Promotion; Definitions of Promotion; Transfers; Types of Transfer

Morale

Marks: 7

Introduction; Meaning; What is Low Morale; Importance; Employee's Morale: The Employee's Background Which Includes, An Employee's Personal Environment Encompasses, Management Practices Influencing Morale Include, Bottom Line; Morale and Productivity; Measurement of Employee's Morale; Interview Method: Guided Interview, Unguided Interview; A combination of the Guided and Unguided Interview; Company's Record Method; General Impression of the Supervisor; Listening-in by a Trained Observer; The Questionnaire Method; Conducting the Survey Measurement of Employee Morale; Improving Morale

Motivation

Marks: 5

Introduction; Concept; Definition of Motivation by Different Author; The Motivation Cycle; Working Situation of Employees; Motivation Techniques; Steps of Motivation; Theories of Motivation; Maslow's Hierarchy of Needs; McGregor's Theory X and Theory Y: Theory X, Theory Y, Theory Z, Some Important Points; Herzberg's Hygiene & Motivational Factors: Hygiene or Dissatisfiers, Motivators or Satisfiers; Analysis of Maslow, Herzberg, and McGregor's Theories

Grievance and Discipline Procedure

Marks: 8

Introduction; Pre-requisites of a Grievance Procedure; Grievance Handling Procedure; Benefits; Grievance Handling: Initial Step, Intermediate Step, Final Company-Union Step; Arbitration; Concept of the Discipline Principles for Maintenance of Discipline; Meaning and Objective of Discipline; The Aims and Objectives of Discipline are; Disciplinary Procedure; Basic Ingredients or Guidelines of a Disciplinary Action; Disciplinary- Action Penalties; Procedure for Disciplinary: An Accurate Statement of the Disciplinary Problem, Collection of Data or Fact Bearing on the Case, Selection of Tentative Penalty, Choice of Penalty

Group and Leadership

Marks: 10

Concept of Group: Definition; Characteristic; Group Fulfills the Following Needs of its Members; Group Serves the Following Purposes; Types of Groups; Formal Work Groups; Informal Work Groups: Informal Work Groups and Security Needs, Informal Work Groups and Social Needs, Informal Work Groups and Esteem Needs, Informal Work Groups and Esteem Needs, Advantages of Informal Groups, Disadvantages, Elements of Group Behavior; Group Decision Making; Advantages of Group Decision Making; Potential Problems with Group Decisions; Problems of Individual Dominance; Group Dynamics; Principles of Group Dynamics; Definition Leadership; Concept of Leadership; Characteristics of Leadership; Co-existence with Followership; Responsibility; Understanding Nature; Situation; Importance of Leadership; Impact of Leadership in an Organisation; Leadership Theories; Contingency Theories; Situational Leadership Theory; The Path-Goal Theory; Contemporary Theories; Charismatic Leaders; Transformational Leader; Team Leader; Classification of Leadership

Reference Books:

1. Aswathappa, K. *International Human Resource Management*, Sadhna, Das, McGraw Hill Companies.
2. Beardwell, L. & Holden, L., *Human Resource Management*, Jacrnillan, Delhi.
3. Bohlander, et al, 2004. *Managing Human Resources*, 13th ed., Cengage Learning

4. Byars, L. & Rue, L., 2010. *Human Resource Management*, 10th ed., McGraw-Hill/Irwin.
5. Chhabra, T. N. *Human Resource Management*, Dhanpat Rai & Co., Delhi.
6. De Cenzo D.A & Robin, S.P.,1997. *Personnel /Human Resource Management*. McGraw Hill.
7. DeCenzo, D. A. & Robbins, P. R., 2004. *Human Resource Management*, 8th ed., John Wiley and Sons Ltd

0203135: STATISTICS

Full Marks: 100

Introduction to Statistics

Marks: 8

Introduction; Definition; Statistics-Science or Art; Scope and Applications of Statistics; Characteristics; Functions; Limitations; Distrust

Collection, Classification and Tabulation of Data

Marks: 14

Collection of Data: Methods of Collecting Primary Data, Observation Method, Questionnaire Method, Interview Method, Schedules Method, Essentials of a Good Questionnaire, Methods of Collecting Secondary Data, Precautions in the Use, Differences between Primary and Secondary; Classification of data: Objectives, Characteristics of a Good Classification, Types; Tabulation of Data: Objectives of Tabulation, Components of a Good Table, Rules Regarding the Construction of a Table, Difference between Classification and Tabulation; Frequency Distribution: General Principles for Preparing Frequency Distribution, Formation of Discrete Frequency Distribution, Formation of Continuous Frequency Distribution, Methods of Classification of Data

Diagrammatic and Graphical Representation of Data

Marks: 12

Introduction; The Need of Representing Data; Importance; Limitations; Rules; Diagrammatic: Line Diagram, Bar Diagram, Pie-Diagram or Pie-Chart; Graphical Representation of Data: Histogram, Frequency Polygon, Frequency Curve, Ogive or Cumulative Frequency Curve

Measures of Central Tendency

Marks: 8

Introduction; Properties of a Good Average; Measures of Central Tendency or Averages; Arithmetic Mean: Merits and Demerits of Arithmetic Mean; Median: Quartiles (Q), Deciles (D) and Percentiles (P), Merits and Demerits of Median; Mode: Merits and Demerits of Mode

Measures of Variation

Marks: 8

Introduction; Meaning and Definition of Measures of Variation; Properties of a Good Measure of Variation; Absolute and Relative Measure of Dispersion; Methods of Studying Variation; Range; Quartile Deviation; Mean Deviation; Standard Deviation

Probability

Marks: 12

Introduction; Definition; Basic Terminologies Used; Approaches; Mathematical Expectation; Conditional Probability; Addition Theorem on Probability; Multiplication Theorem on Probability; Baye's Theorem; Steps to Solve Probability

Probability Distribution

Marks: 11

Introduction; Types; Binomial or Bernoulli's Probability Distribution: Probability Function of Binomial Distribution, Parameters of Binomial Distribution, Important Measures or Constants of Binomial Distribution; Poisson Probability Distribution: Important Measures or Constants of Binomial Distribution; Normal Distribution

Correlation and Regression

Marks: 12

Introduction to Correlation; Properties of Correlation Coefficient; Uses of Correlation; Interpretation of Correlation Coefficient; Methods of Studying Correlation: Karl Pearson's Method of Correlation Probable Error and Standard Error of Coefficient of Correlation; Introduction to Regression; Regression Lines and Regression Equations: Regression Equation of Y on X., Regression Equation of X on Y; Properties of Regression Coefficients; Uses of Regression; Difference between Correlation and Regression

Chi-Square Tests

Marks: 7

Introduction; Conditions for the Application of Test; Important Characteristics of χ^2 Test; Steps Involved in Applying χ^2 Test; Caution in Using χ^2 Test

Analysis of Variance (ANOVA)

Marks: 8

Introduction; Why to Use ANOVA; The Basic Principle; Steps Involved in ANOVA Technique

Reference Books:

1. Aczel and Sounderpandian, 2006. *Complete Business Statistics*, 9th ed., Tata-McGraw Hill. P. 26-32, 45-62, 84-95.
2. Anderson, Sweeney, William, 2007. *Statistics for Business and Economics*. 1st edition. Thomson Publishing. P. 5-32
3. Bulmer, M.G. 1967. *Principles of Statistics*. 2nd ed. Dover Publications. P. 1-45.
4. Kothari, C.R., 1984. *Quantitative Techniques*, 3rd ed., Vikas Publishing House. P. 72-107, 233-250, 256-276.
5. 2004. *Classification, Clustering and Data Mining Applications*, 1st edition. Springer-Verlag . P. 3-33.
6. Anderson, Sweeney, William, 2007. *Statistics for Business and Economics*. 1st edition. Thomson Publishing. P. 45-62