Semester

I

Name of the Programme: MBA	**Year**: I	**Semester**: I
Course Name: Management Process & Organizational Behaviour	**Course Code**: MGM1PC500	**Credit**: 03
Max Marks:100	**CIE:40**	**SEE: 60**
End Term Exam Time: 3Hrs	**Teaching Scheme:** 3L+0T+0P	

Introduction: Objective, Scope, Outcome of the Course and Prerequisite

Unit No.	Contents	Hours
1	**Introduction to Management:** Meaning, Definition, Nature & Purpose, The Management Process, Managerial Roles and Skills. Evolution of Management- Theories of Management - Classical, Scientific, Administrative, Behavioral, Management Sciences Theories; Systems and Contingency theory	**10**
2	**Management Functions:** Planning- Strategies, Process of Planning, Barriers to Effective Planning Decision Making and MBO; Organizing- Organizational Design and Structure, Span of Management, Centralization and Decentralization; Staffing-HR Functions, Selection Process, Techniques of Selection-Tests and Interviews; Directing- Leadership, Motivation and Communication; and Controlling- Need & Importance, Types, Process, Techniques	**10**
3	**Organizational Behaviour:** Individual and Group Behaviour: Importance of Organizational Behaviour, Culture and diversity, personality theories, perception, formation of group behaviour, classification of groups, group properties, Meaning of Interpersonal Behaviour & Interpersonal skills, Transactional Analysis, Johari Window, FIRO – B, MBTI.	**9**
4	**Leadership and Motivation:** Leadership traits, Leadership styles, Leadership theories, Power and Politics. Motivation: Approaches to Motivation, Maslow's needs hierarchy theory, Two Factor theory of motivation, McGregor's theory, ERG theory, McClelland's needs theory, Vroom's Expectancy Theory.	**9**
5	**Organizational Change:** Meaning of organizational change, approaches to managing organizational change, creating a culture for change, implementing the change, Kurt Lewin Model of change.	**7**
	Total	**45**

Text Books:

1. G.S. Sudha- Principles and Practice of Management, Malik & Company, latest edition.
2. L.M. Prasad- Principles and Practice of Management, Sultan Chand & Sons, latest edition.
3. Robbins, Stephen P., Decenzo, David, A. Essentials of Management. Pearson Education.
4. Stephen P. Robbins, Timothy A. Judge, Neharika Vohra, Organization Behavior, Pearson Education, latest edition.
5. Ashwathappa, K., Organizational Behavior, Himalaya Publication, latest edition
6. Nahar Amandeep, Rao PCK, Nigah Rajesh Kumar Organisational Behaviour Sultan Chand & Sons 2021
7. Nelson Debra L,Organizational Behavior,New Delhi Cengage-2022.

Reference Books:

1. Weihrich, Heinz and Koontz, Harold. Management A Global and Entrepreneurial Perspective. McGraw Hill.
2. Koontz. Essentials for Management: An International Perspective. Tata McGraw-Hill.
3. Bhat. Management: Principles, Processes and Practices. Oxford University Press.
4. PC Tripathi and PN Reddy, "Principles of Management", Tata McGraw-Hill, Fifth Edition.
5. Fiona M. Wilson, Organizational Behavior and Work, Oxford University Press, 5th Edition, 2018.
6. Robbins & Judge, Essentials of Organizational Behavior, 14th edition, Pearson Education 2017.

Prerequisite:

Knowledge of Management terminologies: Knowing and understanding some basic management terms (e.g. planning, business, difference between management and administration) can help to build new concepts. Knowing the basics terms will help to make the course feel more familiar.

1. **Having Current knowledge of the business world:** Reading newspapers, watching news can help you understand management concepts and how they apply to the real world.

Name of the Programme: MBA	**Year**: I	**Semester**: I
Course Name: Managerial Economics	**Course Code:** MGM1PC501	**Credit**: 03
Max Marks:100	**CIE:40**	**SEE:60**
End Term Exam Time: 3 Hrs	**Teaching Scheme:** 3L+0T+0P	

Introduction: Objective, Scope, Outcome of the Course and Prerequisite		
Unit No.	**Contents**	**Hours**
1	**Introduction to Managerial Economics & Fundamental Concepts:** Meaning, Nature, Scope & Significance. Relationship with Statistics. Opportunity Cost, Incremental Principle, Time Perspective, Discounting, Equi-Marginal Principle. Theory of Firm.	9
2	**Demand and Supply Analysis:** Theory and Law of Demand, Individual and Market Demand, Determinants of Demand, Concept of Elasticity of Demand, Types of elasticity of demand, Uses of elasticity of demand for Managerial decision making, Measurement of elasticity of demand. Concept of Demand Forecasting, Methods – Qualitative and Quantitative (basic concepts only). Supply – Law of Supply, Its determinants and Elasticity of supply.	9
3	**Production, Cost and Pricing**: Concepts, production function with one variable input - Law of Variable Proportions. Laws of Production, Economies of Scale. Cost Concepts & Analysis (Short & Long Run). Pricing Approaches & Strategies.	9
4	**Market Structure & Pricing Practices: Perfect Competition:** Features, Pricing under perfect competition. Monopoly: Features, Pricing under monopoly. Price Discrimination. Monopolistic Competition: Features, Pricing under monopolistic competition, Product differentiation. Oligopoly: Features, Kinked demand Curve, Cartels, Price leadership.	8
5	**National Income, Business Cycle & Profits:** National Income Concept, GNP,NNP,GDP,PCI Methods and difficulties in Measurement of National Income, Review of index Number- Meaning, Importance and Limitations. Meaning and Features of Business Cycles, Phases of Business Cycles, Determinants of Short-term & Long-term profits. Classification - Measurement of Profit.	10
	Total	**45**

Text Books:

1. D. N. Dwivedi, Managerial Economics, Vikas Publishing House.
2. D. M. Mithani, Managerial Economics - Theory and Application, Himalaya Publishing House.
3. Damodaran, Managerial Economics, Oxford University Press.

Reference Books:

1. Keat/ Banerjee, Managerial Economics: Economic Tools for Today's Decision Makers, Pearson Education.
2. Petersen, H. Craig., Lewis and Jain. Managerial Economics. Pearson Education, Fourth Edition.
3. Geetika, PiyaliGhosh, Purba Roy Chowdhury, Managerial Economics, McGraw-Hill Education.

Prerequisite:

1. The ability to understand macroeconomic factors such as inflation, unemployment, interest rates, and economic growth is necessary.
2. The ability to understand and draw simple graphs and proficiency in mathematics, including calculus, algebra, and optimization techniques, is crucial for analyzing economic models and solving problems in managerial economics.
3. Managerial economics requires the ability to critically evaluate information, analyze data, and make informed decisions based on economic reasoning.

Name of the Programme: MBA	Year: I	Semester: I
Course Name: Accounting for Managers	Course Code: MGM1PC502	Credit: 03
Max Marks: 100	CIE: 40	SEE: 60
End Term Exam Time: 3 Hrs	Teaching Scheme: 4L+0T+0P	

Introduction: Objective, Scope, Outcome of the Course and Prerequisite.		
Unit No.	**Contents**	**Hours**
1	**Introduction to Accounting:** Need and Types of Accounting, Users of Accounting, concepts and conventions of Accounting, Accounting Equations. **Elementary Preparation of Books of Accounts:** Journals, ledgers and trial balance. Final Accounts, Trading, Profit Loss account without adjustments, Balance Sheets	12
2	**Financial Statements preparation, analysis and Interpretation:** Income statement, Comparative, common size statements, Analysis techniques- Ratio Analysis, Cash flow Statement analysis as per AS3 and Fund flow statement analysis	8
3	**Cost Accounting -An Introduction:** Concept, classification and Elements of Cost, Cost Sheet, Basics of Marginal costing **Standard Costing:** Introduction, Material Variances only **Budgetary Control –** Concept, Types and Formats with basic calculations	12
4	**Accounting Standards and Introduction to IFRS:** IFRS and proposed changes in Indian Accounting Standards. **Emerging issues in Financial Accounting :** Introduction to Human Resource Accounting, Responsibility Accounting and Basic concept of GST	8
5	**Valuation:** Valuation of goodwill, Inventory Management (LIFO, FIFO and HIFO methods)	5
	Total	**45**

Text Books:

1. Anthony, Hawkins & Merchant, Accounting: Text and Cases, Tata McGraw Hill Education, 2010.
2. M Y Khan& P K Jain, Managerial Accounting, Tata McGraw Hill Publication, 6th Edition, 2017.
3. Narayanaswamy R., Financial Accounting: A Managerial Perspective, PHI, 6th Edition, 2017.
4. Ravi M Kishore, Advanced Cost Accounting & Cost Systems, Taxmann's Publication, 6th Edition 2016
5. Vijay Kumar, Accounting for Management, McGraw Hill Publication, 4th Edition, 2010.
6. Anthony, Hawkins, Merchant, Accounting: Text and Cases, Tata McGraw Hill Publication, 12th Edition 2015.
7. Ramachandran & Kakani, Financial Accounting for Management, Tata McGraw Hill, 4th Edition, 2016.

Reference Books:

1. Introduction To Management Accounting by Horngren, 13th edition.

2. Financial Accounting For Managers by Ghosh, Publisher: Taxman Allied Service, 4th edition.
3. Double Entry Book Keeping - T.S.Grewal.
4. DK Goel, 2nd Edition, 2019.
5. Accounting: Texts And Problems Authors: M.C. Shukla, T. S. Grewal & Dr M.Cost P. Gupta Publisher: S. Chand and Company Private Limited, New Delhi (An ISO 9001:2008 Company)

Prerequisite:

1. Understanding the principles, concepts, and conventions of financial accounting is essential. This includes knowledge of accounting equations, types of accounts, and the preparation of basic financial statements like the income statement and balance sheet.

2. A basic understanding of cost concepts, cost classification, and elements of cost is necessary for comprehending topics related to cost accounting, such as cost sheet preparation and marginal costing.

3. Understanding the principles of valuation, particularly for goodwill and inventory management methods like LIFO, FIFO, and HIFO, will be helpful for comprehending valuation techniques.

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Name of the Programme: MBA	**Year**: I	**Semester**: I
Course Name: Marketing Management	**Course Code**: MGM1PC503	**Credit**: 03
Max Marks:100	**CIE:40**	**SEE:60**
End Term Exam Time: 3Hrs	**Teaching Scheme:** 3L+0T+0P	

Introduction: Objective, Scope, Outcome of the Course and Prerequisite		
Unit No.	**Contents**	**Hours**
1	**Introduction to Marketing Management**:; Elements of Marketing; Marketing Mix (4Ps & extended 7Ps); Holistic Marketing Concept; Evolution of Marketing (Marketing 1.0 to 5.0), Role of AI in Marketing, Ethical Issues in Marketing.	10
2	**Marketing Environment & Strategic Planning**: Internal and External Environment;; Strategic Marketing Planning; Managing & Controlling Marketing Programs, Data-Driven Decision Making, Use of Marketing Dashboards & KPIs.	9
3	**Segmentation, Targeting, Positioning & Consumer Behaviour**: STP Process; Market Segmentation; Targeting Strategies; Positioning Strategies; Consumer Buying Behaviour (Types, Factors, Decision Process, Models); Behavioural Economics in Marketing, Personalization.	8
4	**Product & Brand Management**: Product Levels & Classification; Product Line & Mix Strategies; Packaging & Labelling; New Product Development; Branding Concepts ; Brand Equity Measurement Models, Sustainable Product Design, Innovation & Design Thinking in Product Development.	8
5	**Pricing & Distribution Management**: Pricing Methods; Pricing Strategies; Channel Management; Distribution Design; Logistics Management; Dynamic Pricing & AI-based Pricing, Omnichannel & E-commerce Distribution, Integrated Marketing Communication & Emerging Trends, Marketing Performance Evaluation (Control Systems); Influencer Marketing, Digital Marketing, Sustainable & Green Marketing.	10
	Total	45

Text Books:

1. Kotler, Philip, Keller, K., Koshy, A., Jha, M., Marketing Management, a South Asian Perspective, 14th edition, N. Delhi, Pearson Education. (KKK

2. Ramaswamy, V S, Namakumari, S, Marketing Management – Global Perspective, the Indian Context, 5th edition, New Delhi, Macmillan Publications.(RN)

3. Marketing Management, An Indian Perspective by Prof Vijay Prakash Anand, 2nd Edition, Biztantra Publisher, Distributed by Wiley Internation

Reference Books:

1. Michael J Etzel, Bruce J Walker, William J Stanton, Ajay Pandit. Marketing, 14e, McGraw Hill Education

2. Baines, P., Fill, C., & Page, K. Essentials of marketing. Oxford University Press.

3. Gupta, P. (2024). Marketing management: Indian cases (2nd ed.). Pearson Education.

Prerequisite:

1. Knowledge of Marketing: Having a foundational understanding of marketing principles is fundamental for success in marketing management. This includes knowledge of the marketing mix (product, price, place, promotion), segmentation, targeting, and positioning strategies.

2. Understanding Basic Marketing Management: Marketing management involves overseeing the planning, implementation, and control of marketing activities to achieve organizational goals. Understanding the role and responsibilities of marketing managers is crucial.

3. Digital Literacy: Proficiency in using digital marketing tools and platforms is increasingly vital in today's digital landscape. Familiarity with social media, email marketing, search engine optimization (SEO), and analytics is advantageous.

Name of the Programme: MBA	**Year**: I	**Semester**: I
Course Name: Operations Management	**Course Code**: MGM1PC504	**Credit**: 03
Max Marks: 100	**CIE: 40**	**SEE: 60**
End Term Exam Time: 3Hrs	**Teaching Scheme:** 3L+0T+0P	

Introduction: Objective, Scope, Outcome of the Course and Prerequisite.

Unit No.	Contents	Hours
1	**Introduction and Demand Forecasting:** Scope of Operations Management, role of operations manager and management process, operations strategy, competitiveness and productivity; components of demand forecasting, qualitative methods, time series methods, regression methods, accuracy and control of forecasts, selection of forecasting techniques.	9
2	**Product, Process and Capacity Planning:** Product and service design; types of production systems: mass production, batch production, job shop production; product–process matrix, defining and measuring capacity, steps in capacity planning, determining capacity requirements, capacity alternatives, evaluation of alternatives using cost–volume analysis.	8
3	**Facilities Location and Layout Planning:** Facility location: need for location decisions, strategic importance and objectives, factors affecting location, general procedure for making location decisions, qualitative and quantitative techniques; Facilities layout: product layout, process layout, fixed position layout, cellular layout, service layout, line balancing.	9
4	**Production Planning and Control:** Planning levels: long range, intermediate range, short range; aggregate planning: objectives, strategies and techniques; master production scheduling, bill of materials, material requirements planning: inputs, processing and outputs, overview of MRP II, capacity requirement planning, introduction to ERP; production control, loading: order release, loading and assignment using Gantt charts, infinite and finite loading, sequencing, priority rules, sequencing through work centers.	9
5	**Inventory and Supply Chain Management:** **Inventory Management:** Nature and importance of inventories, functions and objectives, inventory costs, inventory ordering policies; economic order quantity model, economic production quantity, quantity discounts, reorder point, shortages and service levels, fixed-order-interval model, single-period model, continuous stocking levels, discrete stocking levels, selective inventory control techniques. **Supply chain management:** introduction, trends, global supply chains, ERP integration, management responsibilities at strategic, tactical and operational levels, e-business, supplier management, bullwhip effect, vendor managed inventory, creating effective supply chains; Just-in-time and lean operations.	10
	Total	**45**

Text Books:

1. Stevenson, William J. Operations Management, Tata McGraw-Hill, 13 edition, 2022.
2. Chase, R. B. et al., Operations and Supply Management, Tata McGraw-Hill, 17 edition, 2023.
3. Russell & Taylor, III. Operations Management, Prentice Hall of India, latest edition **.**

Reference Books:

1. Blanchard, David., Supply Chain Management Best Practices, NY, John Wiley & Sons, latest edition.
2. Nair. Production and Operations Management. Tata McGraw-Hill
3. Govil, M., and Proth, J., Supply Chain Design and Management, Academic Press, latest edition.

Prerequisite:

1. It does require understanding of basic mathematics and statistics.
2. Understanding of basic business concepts help in understanding of operations management concepts and techniques better.
3. Contextual understanding help to understand and interpret operations management case studies.

Name of the Programme: MBA	**Year**: I	**Semester**: I
Course Name: Business Statistics and Quantitative Techniques	Course Code: MGM1PC505	**Credit**: 03
Max Marks:100	**CIE: 40**	**SEE: 60**
End Term Exam Time: 3 Hrs	**Teaching Scheme:** 4L+0T+0P	

Introduction: Objective, Scope, Outcome of the Course and Prerequisite		
Module No.	**Contents**	**Hours**
1	**Descriptive Statistics:** Measures of central tendency and dispersion and their implications. Mean, Mode, Median, quartile, inter quartile range, range, Variance and standard deviation, coefficient of variation, Z Score, exploratory data analysis, Box and Whisker Plot.	9
2	**Correlation:** Types of correlation**,** Covariance and coefficient of correlation, Calculation of Karl Pearson correlation coefficient, Rank correlation. **Regression:** Types of Regression models, determination of simple linear regression equation using least square method and introduction to multiple regressions.	9
3	**Linear Programming:** Structure of LP model, Model Formulation of LP model. Solution of LPP by graphical method and simplex method. Problems and case production, marketing, finance etc.	9
4	**Transportation problems:** Transportation problem, General structure of transportation problem, methods of finding initial basic feasible solution (NWCM, LCM & VAM), test for optimality (MODI Method). **Assignment problems:** Introduction, General structure, Hungarian method of solution, variations of assignment problems: minimization, maximization and unbalanced cases.	9
5	**Decision Theory**: Decision-making under certainty, uncertainty- Maximin, Maximax, Laplace and Hurwicz criteria; decision-making under Risk- Expected Value (EMV, EOL, EVPI), decision tree analysis. **Replacement Theory:** Replacement of items that deteriorate with time, Replacement of items that fail completely. **Simulation:** Process of simulation, types of simulation, steps in simulation process, Monte Carlo simulation.	9
	Total	**45**

Text Books:

1. Gupta, S.P. Statistical Methods. Sultan Chand & Sons.
2. Sharma S. D, Operations Research: Theory, Methods and Applications, Kedar Nath, Ram Nath & Company.

Reference Books:

1. Arora, H. (2010). Applied Statistics for Business and Economics: An Essentials Version, Allen L. Webster, Tata McGraw Hill.
2. Francis Andre, Ben Mousley, Business Mathematics and Statistics, Cengage Learning.
3. Frederick S. Hillier, Gerald J. Lieberman, Introduction to Operations Research - 9/e, Tata McGraw-Hill.

Prerequisite:

1. Basic knowledge of mathematics
2. Basic knowledge about industrial and business environment

Name of the Programme: MBA	**Year**: I	**Semester**: I
Course Name: Managerial Computing & Analytics Lab.	**Course Code**: MGM1LB501	**Credit**: 02
Max Marks:100	**CIE: 60**	**SEE:40**
End Term Exam Time: 3	**Teaching Scheme:** 0L+0T+4P	

Introduction: Objective, Scope, Outcome of the Course and Prerequisite		
Unit No.	**Contents**	**Hours**
1	**Introduction:** Objective, Scope, Outcome of the Course and Prerequisite.	1
2	To perform: Basic formatting, Conditional Formatting, Hide-Unhide Columns & Rows.	2
3	To use Paste Special, Absolute & Relative referencing, Sum, Max, Min, Average, Count, Sort & Filter, SUBTOTAL, SUMIFS, COUNTIFS, VLOOKUP, HLOOKUP, etc. functions of MSEXCEL for given dataset. To develop tables and charts for categorical and numerical data: Bar Chart, PIE Chart, Pareto Diagram, Frequency distribution, Histogram, Scatter plot, etc. for the given dataset.	6
4	To construct the 95% confidence interval and estimate of population characteristics for each variable and draw conclusions for the given survey data,.	3
5	To perform correlation and regression analysis. To perform a Case Study on logistic regression analysis.	6
6	To Perform data analysis using cross tabulation and chi square test. To carry out One-way ANOVA for a given case.	6
7	To use p-value approach to hypothesis testing to test a mean or proportion: One sample test.	3
8	To use hypothesis testing for comparing the difference between means, proportions, and variances of two populations.	6
9	To compare the characteristics of data with theoretical properties of Normal distribution and to construct the normal probability plot.	3
10	To determine the optimal solution of LPP using Excel Solver for any case related to: ● Product Mix ● Marketing Applications ● Financial Applications	3
11	To determine the optimal solution using Excel Solver for the /case study related to: ● Transportation problem ● Assignment problem	6
	Total	**45**

Text Books:

1. Maheshwari, A. “Data Analytics”, McGraw Hill Education.
2. Manohar Hansa Lysander, “Data Analysis and Business Modelling Using Microsoft Excel Paperback – 1”, PHI

Reference Books:

1. Stephen L. Nelson, Elizabeth C. Nelson “Microsoft Excel Data Analysis For Dummies, Wiely
2. MacInnes, J. “An Introduction to Secondary Data Analysis with IBM SPSS Statistics”, Sage Publishing.
3. Mize Edward, " Data Analytics: The Ultimate Beginner's Guide to Data Analytics", Venture Ink

Prerequisite:

1. Basic Mathematics
2. Basic Statistics

Name of the Programme: MBA	**Year**: I	**Semester**: I
Course Name: Business Communication Lab.	**COURSE CODE**: MGM1LB501	**Credit**: 2
Max Marks:100	**CIE:60**	**SEE:40**
End Term Exam Time: 3 Hrs	**Teaching Scheme**: 0L+0T+4P	

Introduction: Objective, Scope, Outcome of the Course and Prerequisite

Module No.	Contents	Hours
1	**Public Speaking 101** Public Speaking Games, Extempore, Debate, Storytelling, Story Creation, JAM Sessions, Tone, Pauses, Advertisements, Articulation, Structuring of Thoughts, Overcoming Stage Frights.	10
2	**Written Communication and Assertiveness.** Formal Letter Writing, E-Mail Writing, E-Mail Etiquette: Professional Behaviour at Work, Subject Line, Cc-Bcc, Professional E Mail Address and Other Basic Do's And Don'ts , How and When to Say No, Ghost Report Writing.	4
3	**Listening and Interpersonal Skills** Listening Skills, Questioning, Probing and Paraphrasing through Group Discussion. Response to the Needs, Requirements and Capabilities of People at Different Levels, Empathetic Responses. Conflict Resolution , Persuasive Speaking, Interest-Based Negotiation. Inter-Personal Communication	5
4	**Time Management** Managing Time Effectively, 80/20 Rule, Pomodoro Technique, Eisenhower Matrix, Procrastination. **Goal Setting** The To-Do and Not To Do List, Smart Goals and Career Planning, Ways to Avoid Traps and Time Sinkers, SWOT Analysis	2
5	**Understanding Resume Making** Resume Rubric, Know Your Industry, Some Key Notes About Linkedin, Using Linkedin and Networking, Resume Writing Guidelines and Formatting. Cover Letter- Key Components and Guidelines. Using Social Media Platforms Refining Online and Offline CVs., Creating Digital CVs. Creating ATS Compatible CVs.	6
6	**Pre-presentation Research and Prep** Pre-Presentation Prep, Preparing Slides and Yourself, Delivering the Presentation, Practical- Individual Presentations, Do's and Don'ts in Presentations, Using Graphics, Images and Videos, Saving Presentations, Importance of Research.	8
7	**Training Workshops and Seminars**	10
	Total	**45**

Text Books:

1. Lucas, Kristen, Jacob D. Rawlins, and Jenna Haugen. Business Communication: Five Core Competencies. SAALCK, 2023.
2. McLean, Scott. Business Communication for Success. University of Minnesota Libraries Publishing, 2015.
3. Raman, Meenakshi, and Sangeeta Sharma. Technical Communication: Principles and Practice. 3rd ed., Oxford University Press.

Reference Books:

1. Carnegie, Dale. The Quick and Easy Way to Effective Speaking. Pocket Books.
2. Covey, Stephen R. The 7 Habits of Highly Effective People. Free Press.
3. Guffey, Mary Ellen, and Dana Loewy. Essentials of Business Communication. Cengage Learning.
4. Lesikar, Raymond V., et al. Business Communication: Making Connections in a Digital World. McGraw-Hill.

Prerequisite:

1. Basic proficiency in English language (reading, writing, listening, and speaking).
2. Fundamental computer literacy for preparing documents, emails, and presentations.
3. Willingness to participate in interactive classroom activities, discussions, and presentations.
4. Basic awareness of professional and academic communication contexts.
5. Readiness for self-assessment and personal skill development.

Semester

II

Name of the Programme: MBA	**Year**: I	**Semester**: II
Course Name: Legal & Business Environment	**Course Code**: MGM2PC500	**Credit**: 03
Max Marks:100	**CIE:40**	**SEE:60**
End Term Exam Time: 3 Hrs	**Teaching Scheme:** 3L+0T+0P	

Introduction: Objective, Scope, Outcome of the Course and Prerequisite		
Unit No.	**Contents**	**Hours**
1	**Law of Contract:** Meaning of Contract; Essentials of a Valid Contract; Nature and Performance of Contract; Termination and Discharge of Contract. Contract of Indemnity and Guarantee- Definition and Concept Basic Essentials of a valid contract of Indemnity and Guarantee, Difference between contract of guarantee and contract of indemnity, Contract of Bailment: Definition and essentials. Rights and Duties of bailor and bailee.	9
2	**Law relating to Business Organizations:** Partnership Act, 1932: Partnership and its essentials, Rights and Duties of Partners, Types of Partners, Registration of Firms, and Modes of Dissolution of firms. **The Companies Act, 2013 and amendments:** Meaning and Nature of Company, Incorporation of a Company, Concept of Memorandum of Association, Article of Association , Concept of Board of Directors, Company Meetings and Winding of Company, Introduction to Consumer Protection Act 2019: Formation & Working of Consumer redressal agencies.	10
3	**Liberalization, Privatization and Globalization (LPG):** Introduction of Liberalization, Privatization and Globalization (LPG). Current industrialization trends and industrial policy. Role of Agriculture in Economic Development, Business opportunities in the rural sector. Emerging sectors of Indian economy.	9
4	**Economic and Monetary Policies of India:** Emergence of Micro, Small and Medium (MSME) enterprises and Role of Institutions MSMEs. Public sector reforms and performance; public-private partnership. Monetary policy, Fiscal policy, current inflationary position and their impact on the business environment. Role of RBI and various Banking reforms and challenges.	9
5	**Globalization trends and challenges:** Foreign Trade and Global Trends - Foreign Trade Policy, Balance of payment and Balance of Trade, Exchange rate and competitiveness, foreign capital flows and foreign collaboration, FDI in India. India's competitiveness in the world economy.	8
	Total	**45**

Text Books:

1. C. L. Bansal, Business & Corporate Laws, Excel Books, New Delhi
2. Francis Cherunillam, Business Environment-Text and Cases, Himalaya Publishing House**.**

Reference Books:

1. Kapoor G.K., Suri A. P. Corporate Laws, Taxmann Publications.
2. Ghosh ,B.N., Business Environment, Oxford University Press.
3. Veena Keshav Pailwar, Business Environment.
4. Justin Paul, Business Environment Text & Cases, Tata McGraw Hill Publishing Co. Ltd.
5. A Comparative Study of Companies Act 2013 with Rules and Companies Act 1956 with Rules (2014)
6. Corporate Laws, The Companies Act 2013, Lexis-Nexis

Prerequisite:

1. Knowledge of basic terminologies: Knowing and understanding some basic management terms (e.g. business environment, legal environment, monetary policy, fiscal policy, FDI, etc.) can help to build new concepts. Knowing the basics terms will help to make the course feel more familiar.
2. Having Current knowledge of the business world: Reading newspapers, watching news can help you understand management concepts and how they apply to the real world.

Name of the Programme: MBA	**Year**: I	**Semester**: II
Course Name: Human Resource Management	**Course Code**: MGM2PC501	**Credit**: 03
Max Marks:100	**CIE:40**	**SEE:60**
End Term Exam Time: 3 Hrs	**Teaching Scheme** 3L+0T+0P	

Introduction: Objective, Scope, Outcome of the Course and Prerequisite		
Unit No.	**Contents**	**Hours**
1	Essentials of HRM: Nature of HRM, Scope, functions and importance of HRM, HRM vs. HRD, SHRM: Introduction, characteristics and scope of SHRM, SHRM vs. Conventional HRM, Barriers to strategic HRM, Linking HR strategy with business strategy, HRM linkage with TQM & productivity.	9
2	Human Resource Planning and Employee Hiring : Nature of job Analysis, job design, Human Resource Planning, Demand forecasting for manpower planning, HR supply forecasting, factors influencing HRP, Employee hiring-Nature of Recruitment, Sources of recruitment, Employee selection, process of employee selection, recent trends in recruitment.	8
3	Employee Training & Development: Nature and importance of Training, methods and types of training, career planning, promotion, transfer, demotion and separation, Performance Appraisal: Meaning and types of appraisal, Job Evaluation: Meaning and methods of job evaluation.	10
4	Compensation Management and Employee Relations: Introduction to compensation management, Components of employee and executive compensation, Factors affecting employee compensation, Employee incentive schemes, and recent trends in compensations management. Meaning and nature of employee relation and industrial relations	8
5	Employee Safety/ Health and International Human Resource Management: Basics of ethics and fair treatment at work, measures and policies for employee safety at work, basic principles governing International Human Resource Management and the role of culture	10
	Total	**45**

Text Books:

1. Byars, L & Rue, L. Human Resource Management. McGraw Hill.
2. Aswathappa, K. Human Resource Management. Tata McGraw-Hill.
3. Dessler, Varkkey. Human Resource Management. Pearson.
4.V.S.P.Rao, Human Resource Management (Text and Cases) Himalaya Publications, Thirteenth Edition.

Reference Books:

4. Jyothi. Human Resource Management. Oxford University Press.
5. Mondy, R. Human Resource Management. Prentice Hall.
6. Steve Fleetwood, Anthony Hesketh, Explaining the Performance of Human Resource Management, Cambridge University Press..

Prerequisite:

1. Business Fundamentals: Familiarity with basic business concepts such as organizational structure, management principles, and business operations provides context for HRM within the broader business environment.

2. Communication Skills: Effective communication skills, including written, verbal, and interpersonal communication, are crucial in HRM roles for interacting with employees, managers, and external stakeholders.

3 Legal and Regulatory Knowledge: Understanding of employment laws, labor regulations, and compliance requirements ensures that HRM practices are aligned with legal standards and organizational policies.

4. Ethics and Professionalism: Awareness of ethical principles and professionalism is important in HRM to handle sensitive issues, maintain confidentiality, and promote fairness and equity in the workplace.

Name of the Programme: MBA	**Year**: I	**Semester**: II
Course Name: Financial Management	**Course Code**: MGM2PC502	**Credit**: 03
Max Marks:100	**CIE:40**	**SEE:60**
End Term Exam Time: 3 Hrs	**Teaching Scheme:** 4L+0T+0P	

Introduction: Objective, Scope, Outcome of the Course and Prerequisite

Unit No.	Contents	Hours
1	**Introduction to Financial management & Sources of Finance:** Meaning and Objectives of Financial Management, Role of Finance Manager, Sources of Financing: Shares, Equity Shares, Preference Shares Debentures, Term loans.	8
2	**Time value of Money:** Future value of single cash flow & annuity, present value of single cash flow, annuity & perpetuity. Capital recovery & loan amortization.	5
3	**Investment Decisions:** Investment evaluation techniques-Net present value, Internal rate of return, Modified internal rate of return, Profitability index, Payback period, Discounted payback period, Average Rate of Return Method Estimation of cash flow for new project, replacement projects	10
4	**Cost of Capital & Financial Decisions:** Cost of Debt, Equity, Preference, WACC. Working Capital Management: Working capital determinants, Current Assets financing policy. Determination of operating cycle. Estimation of working capital requirements of a firm: Operating Cycle Method and Net Assets Method. Leverage: Operating Leverage, Financial Leverage and Total Leverage.	12
5	**Capital Structure & Dividend Policy:** Capital Structure NI Approach, MM Theory, EBIT-EPS Analysis, Dividend Theories: Walter, Gordon and MM Approach.	10
	Total	**45**

Text Books:

1.Pandey, I.M. Financial Management.Vikas Publishing House.
2. Khan, M. Y., & Jain, P. K. (2017). Financial Management: Text and Cases.
3.Pearson Hunt, Charles Marvin Williams, Gordon Donaldson Basic Business Finance: A Text. R. D. Irwin.

Reference Books:

1.James, C. Van, Horne. Wachowicz,John. M. Fundamentals of Financial Management. Prentice Hall of India.
2.S. B., Hirt, G. A., & Short, J. D. Foundations of Financial Management. Toronto: McGraw-Hill Ryerson.
3.Hampton, John. J. Financial Decision Making: Concepts, Problems, and Cases. Prentice-Hall International.

Prerequisite:

1.Proficiency in basic algebra, calculus, and statistics is necessary for financial analysis, forecasting, and modeling.

2. Knowledge of basic accounting principles such as bookkeeping, financial statements (balance sheet, income statement, cash flow statement), and accounting equations.

3. Competency with financial software and tools (e.g., spreadsheets, financial modeling software) is important for data analysis and presentation.

Name of the Programme: MBA	**Year**: I	**Semester**: II
Course Name: Business Research Methods	Course Code: MGM2PC503	**Credit**: 03
Max Marks:100	**CIE: 40**	**SEE: 60**
End Term Exam Time: 3 Hrs	**Teaching Scheme:** 4L+0T+0P	

Introduction: Objective, Scope, Outcome of the Course and Prerequisite.		
Unit No.	**Contents**	**Hours**
1	**Introduction to Research:** An Overview – Nature, Scope, Objectives and Motivation of research. Types of Research. Research Process – Defining the problem, formulating the objectives and research hypothesis, research design, sample design, data collection, analysis and presentation. Research Design – Concepts and steps in research design. Types of research design, features of good research design.	8
2	**Measurement & Scaling Techniques –** Meaning, Importance of scaling, and Types of scale: Nominal Scale, Ordinal Scale, Interval Scale, Ratio Scale, Criteria for good measurement. Attitude measurement - Attitude measurement scale – Likert's Scale, Semantic Differential Scale, Thurston scale, Multi-Dimensional Scaling. Sources of Error in Measurement scales. Validity and Reliability of an Instrument – Methods to determine Validity and Reliability	9
3	**Data Collection and Sampling:** Data – Primary Data, Secondary data – Sources – Pros and Cons, Data collection Methods – Observations, Survey, Interview and Questionnaire design, Qualitative Techniques of data collection. Sampling – Definition, Steps in Sampling process, Types of Sampling - Probability and non-probability Sampling Techniques, Errors in sampling.	10
4	**Data Processing, Analysis and Interpretation:** Preparing the data for analysis - Editing, Coding, Classification, Tabulation. Descriptive vs. Inferential Analysis, Univariate Analysis (Histograms, box plots, frequency tables, etc.), Bivariate Analysis (Correlation; Karl Pearson's vs. Correlation Coefficient and Spearman's Rank Correlation). **Estimation Theory and Hypothesis Testing:** Sampling theory; Formulation of Hypotheses; Hypothesis testing procedure, Type I and Type II Errors. **Techniques of association of Attributes & Testing:** Parametric (Z-test, t-test, F-test) and Non-Parametric tests (Chi-Square Goodness of fit test, Mann-Whitney test, Kruskal-Wallis test, Kolmogorov Smirnov Test, etc.), Selection of Statistical test. **Analysis of Variance:** One-way and Two-way classification.	9
5	**Research report preparation and Ethics in business research:** Types and Layout of Research Report, Significance of Report writing, Contents of Report. Process of report writing, Interpretation – Meaning, Techniques, Findings, Suggestions and Recommendations, Conclusion. Referencing Format, Index, Footnote, Appendices, Precautions in Preparing the Research Report. Ethics in research – ethical behaviour of research – subjectivity and objectivity in research, Ethical issues related to publishing Plagiarism, Paraphrasing & Citation.	9

Total	**45**

Text Books:

1. Cooper, Donald. Schindler, R. and Pamela, S. Business Research Methods. McGraw-Hill.
2. Naval Bajpai, Marketing Research: An Indian perspective, Pearson India, 2017
3. C.R. Kothari – Research Methodology: Methods and Techniques, New Age International Publishers
4. Deepak Chawla & Neena Sondhi – Research Methodology: Concepts & Cases, Vikas Publishing. House

Reference Books:

1. Bryman, Business Research Methods, Oxford University Press.
2. R. Panneerselvam – Research Methodology, Prentice-Hall of India
3. Business Research Methods by T N Srivastava & Shailaja Rao, TMH Publication, 2ndEdition.
4. Zikmund, W.G. and Babin, B. J. (2016), "Essence of Marketing Research", (11th Ed.), Cengage Learning.

Prerequisite:

1. Understanding the fundamentals of marketing research, including its meaning, objectives, and significance, lays the groundwork for conducting effective research aligned with organizational goals.
2. Understanding the marketing research process, including research design, data collection and analysis techniques, ensures systematic and reliable gathering of information for decision-making.
3. Understanding statistical tools like the z-test, t-test, ANOVA, and nonparametric tests helps analyze data carefully. This analysis helps create and assess marketing strategies effectively.

Name of the Programme: MBA	**Year**: I	**Semester**: II
Course Name: E-Commerce and Emerging Platform Businesses	**Course Code**: MGM2PC504	**Credit**: 03
Max Marks: 100	**CIE:** 40	**SEE:** 60
End Term Exam Time: 3Hrs	**Teaching Scheme:** 3L+0T+0P	

Introduction: Objective, Scope, Outcome of the Course and Prerequisite.

Unit No.	Contents	Hours
1	**Introduction to E-Commerce :** Meaning, nature, and evolution of E-Commerce , Traditional commerce vs E-commerce ,Types: B2B, B2C, C2C, C2B, D2C, E-commerce ecosystem and stakeholders, Advantages, limitations, and challenges in India, Regulatory framework (IT Act, data protection basics)	8
2	**E-Business Models & Revenue Strategies:** E-business vs E-commerce, Business models: Marketplace, Inventory-based, Aggregator, Subscription, Premium, Revenue models: Advertising, Commission, Subscription, Affiliate marketing, Case examples: Platform-based companies ,Network effects and platform economics, Unit economics and scalability.	8
3	**Digital Infrastructure & Technologies :**E-commerce architecture (front-end & back-end) ,Payment systems: UPI, wallets, payment gateways, Cyber security & data privacy, Role of Cloud computing, AI, Big Data in e-commerce, Block chain in digital transactions, Logistics and supply chain integration	10
4	**Emerging Business Platforms :** Platform economy and digital ecosystems ,Gig economy and sharing economy platforms, Social commerce & influencer-driven commerce, Mobile commerce (M-commerce), Omni-channel retailing, Role of AI in personalization and recommendation engines	9
5	**Digital Marketing, Ethics & Future Trends :**Digital marketing tools: SEO, SEM, SMM, Email marketing ,Customer journey & experience management, Ethical issues in E-commerce, Data protection and consumer rights, Sustainability in digital business, Future trends: Metaverse commerce, Web 3.0, voice commerce	10
	Total	**45**

Text Books:

1. E-Commerce: Strategy, Technologies and Applications – David Whiteley
2. E-Commerce 2023: Business, Technology, Society – Kenneth C. Laudon & Carol Guercio Traver
3. Electronic Commerce: A Managerial and Social Networks Perspective – Efraim Turban et al.

Reference Books:

1. Platform Revolution – Geoffrey G. Parker, Marshall W. Van Alstyne, Sangeet Paul Choudary
2. The Everything Store – Brad Stone
3. Digital Marketing – Dave Chaffey & Fiona Ellis-Chadwick
4. Competing in the Age of AI – Marco Iansiti & Karim R. Lakhani

Prerequisite:

Students should have a basic understanding of:

1. Fundamentals of Management Principles
2. Basic Marketing concepts (4Ps, customer behavior)
3. Introductory Information Technology concepts
4. Basic knowledge of internet usage and digital tools
5. Analytical thinking and familiarity with business environment

Name of the Programme: MBA	**Year**: I	**Semester**: II
Course Name: Business Analytics and Data Science	**Course Code**: MGM2PC505	**Credit**: 03
Max Marks: 100	**CIE: 40**	**SEE: 60**
End Term Exam Time: 3Hrs	**Teaching Scheme:** 4L+0T+0P	

Introduction: Objective, Scope, Outcome of the Course and Prerequisite.

Unit No.	Contents	Hours
1	**Introduction and Historical Overview:** Introduction of business analytics, Historical Overview of data analysis, Data Scientist vs. Data Engineer vs. Business Analyst, Career in Business Analytics, Introduction of data science, Significance of Data Science, Applications for data science, Data Scientists Roles and Responsibility.	8
2	**Data and Data Science life cycle project:** Data Collection, Data Management, Big Data Management, Organization/sources of data, Importance of data quality, Dealing with missing or incomplete data, Data Visualization, Data Classification, Business Requirement, Data Acquisition, Data Preparation, Hypothesis and Modeling, Evaluation and Interpretation, Deployment, Operations, Optimization.	10
3	Introduction to Data Mining: The origins of Data Mining, Data Mining Tasks, OLAP and Multidimensional data analysis, Basic concept of Association Analysis and Cluster Analysis.	7
4	**Introduction to Machine Learning:** History and Evolution, AI Evolution, Statistics Vs Data Mining Vs, Data Analytics Vs, Data Science, Supervised Learning, Unsupervised Learning, Reinforcement Learning, Frameworks for building Machine Learning Systems.	8
5	**Introduction to Python and R:** Introduction of Python, Juypter Notebook, Data Structure of Python, Python Functions, Strings, Reading and Writing CSV files, Programming and Data Visualization in Python. Introduction of R and R Studio, Data Structure of R, Importing and Manipulating data in R, Functions in R, Programming and Data Visualization in R.	12
	Total	**45**

Text Books:

1. Essentials of Business Analytics: An Introduction to the methodology and its application, Bhimasankaram Pochiraju, Sridhar Seshadri, Springe.
2. Introduction to Machine Learning with Python: A Guide for Data Scientists 1st Edition, by Andreas C Müller, Sarah Guido, O'Reilly
3. Introduction to Data Science, Laura Igual Santi Seguí, Springer.
4. Learning Python, 5th Edition by Mark Lutz, O'reilly.
5. R Data Science Essentials, By Raja B. Koushik, Sharan Kumar Ravindran, Packt Publishing.

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Reference Books:

1. An Introduction to Business Analytics, Ger Koole, Lulu.com, 2019.
2. Introduction to Data Mining, Pang-Ning Tan, Michael Steinbach, Vipin Kumar, Pearson Education India
3. R Data Mining: Implement data mining techniques through practical use cases and real world datasets, Andrea Cirillo, Packt Publishing; 1 edition.

Prerequisite:

1. Prerequisites for studying business analytics and data science , requires basic knowledge of mathematics.
2. It requires basic knowledge of Statistics.
3. Basic understanding of data interpretation.

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Name of the Programme: MBA	**Year**: I	**Semester**: II
Course Name: Corporate Readiness Lab-1	**Course Code**: MGM2LB500	**Credit**: 02
Max Marks: 100	**CIE: 60**	**SEE: 40**
End Term Exam Time: 3 Hrs	**Teaching Scheme:** 0L+0T+4P	

Introduction: Objective, Scope, Outcome of the Course and Prerequisite.

Unit No.	Contents	Hours
1	**Personal Branding: Converting Hobby into Passion** Introduction to Personal Branding, Choosing the Best Social Media Network, Brand Maintenance, Online Identity. **Linkedin:** Online Footprints, Do's and Don'ts Of Using And Uploading Content.	4
2	**Etiquette: Business Etiquette:** Grooming, Positive Impression, Phone Etiquette: Tone of Voice, Receiving and Dialling, Phone Language, Eliminating Distraction, Basic Etiquette and Do's and Don'ts. Whatsapp/Messaging Etiquette, Social Etiquette, Business Meeting Etiquette, Cubicle Manners, Dining Etiquette, Social Media Etiquette.	6
3	**Professionalism** Professional Networking, Workplace Professionalism, Managing Upward and Downward Communication, Stakeholder Communication, Event Etiquette	5
4	**Body Language** Gestures, Posture, Greeting, Handshake, Eye Contact, Expressions, Inborn Responses, Conveying and Showing Disapproval and Rejection, Shrugging Signals. The Right Way to Approach People, Importance of Body Language, Personal Space, Being able to Apologise.	5
5	**Online Meetings** a) To Demonstrate Conduction of Online Meetings / Video Conferencing With the Help of Google Meet, Webex, Microsoft Teams Etc. in the Class. b) To Conduct a Mock Meeting of Students in the Class. The Students Should Prepare Notice, Agenda, and Minutes Of the Meeting.	5
6	**Personal Interview** Answering the Most Common Interview Questions, Body Language in an Interview, Document Filing, Be the Auto Biographer, Grooming, Mirroring, FAQs. **Mock PI**	10
7	**Training Workshops and Seminars**	10
	Total	**45**

Text Books:

1. Lucas, Kristen, Jacob D. Rawlins, and Jenna Haugen. Business Communication: Five Core Competencies. SAALCK, 2023.
2. McLean, Scott. Business Communication for Success. University of Minnesota Libraries Publishing, 2015.
3. Raman, Meenakshi, and Sangeeta Sharma. Technical Communication: Principles and Practice. 3rd ed., Oxford University Press

Reference Books:

1. Carnegie, Dale. The Quick and Easy Way to Effective Speaking. Pocket Books.
2. Covey, Stephen R. The 7 Habits of Highly Effective People. Free Press.
3. Guffey, Mary Ellen, and Dana Loewy. Essentials of Business Communication. Cengage Learning.
4. Lesikar, Raymond V., et al. Business Communication: Making Connections in a Digital World. McGraw-Hill.

Prerequisite:

1. Basic proficiency in English language (reading, writing, listening, and speaking).
2. Fundamental computer literacy for preparing documents, emails, and presentations.
3. Willingness to participate in interactive classroom activities, discussions, and presentations.
4. Basic awareness of professional and academic communication contexts.
5. Readiness for self-assessment and personal skill development.

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Name of the Programme: MBA	**Year**: I	**Semester**: II
Course Name: Seminar on Contemporary Issues	**Course Code**: MGM2SM800	**Credit**: 01
Max Marks: 100	**CIE: 60**	**SEE: 40**
End Term Exam Time: 3 Hrs	**Teaching Scheme:** 0L+0T+0P	

Contents

In the Second semester, the students are required to take Seminars on contemporary issues. The faculty members will assign contemporary issues concerning the Indian Corporate sector like, merger & acquisition, current economic issues, global interface, stock market developments, new HR initiatives, recent trends in marketing trends etc, to the students.

The students will prepare a seminar under guidance of faculty members allotted by the Head of Department. There will be regular interactions between student and the faculty.

The student will submit a written report of seminar work, prepared individually, and shall make an oral presentation before a panel consisting of internal and external examiner (Preferably from Industry) appointed by HOD. The assessment of 40 marks shall be done by the external examiner appointed by the Head of the department. The average number of pages in the report shall be 40. The format of the report is to be provided to students by the Coordinator.

Prerequisite:

1. **Basic Understanding of Business and Economics:** A foundational understanding of business concepts such as marketing, finance, human resources, and economics will provide a framework for comprehending contemporary issues within the corporate sector.
2. **Communication Skills:** Strong oral and written communication skills are essential for presenting seminar findings effectively and articulating insights to a panel of examiners. This includes the ability to structure coherent arguments, convey ideas clearly, and engage in meaningful discussions.
3. **Teamwork and Collaboration:** While the seminar work may be prepared individually, students may benefit from collaborating with peers, sharing insights, and engaging in constructive discussions. Collaboration skills will enhance the quality of seminar presentations and foster a collaborative learning environment.
4. **Familiarity with Seminar Requirements:** Students should be familiar with the specific requirements of the seminar, including the format for the written report, guidelines for oral presentations, and expectations for classroom interactions. This may involve attending orientation sessions or consulting with faculty members for clarification.
5. **Openness to Learning:** An open-minded approach to learning and exploring diverse perspectives on contemporary issues is essential. Students should be willing to engage with new ideas, challenge assumptions, and continuously seek knowledge to deepen their understanding of the corporate sector.