

SCHEME OF MBA PROGRAM

- The Master of Business Administration (MBA) is 4 semesters program. The Program structure and credits for MBA have been taken as per AICTE guidelines and model Scheme based on the stakeholders needs and general structure of the program.
- Minimum number of classroom contact teaching credits for MBA is 96 credits and field work/ internship of 06 credits, thus the minimum number of credits for award of MBA course is 102 credits. Out of 96 credits, 54 credits are allotted for core courses and rest 42 credits for electives including laboratory work.
- The following shall be the scheme for teaching and examination of MBA Course for academic session 2020-21. The teaching scheme is given in terms of number of sessions for a course/lab work. Each session is of 90 minutes. There will be 5 days teaching in a week.

FIRST SEMESTER MBA TEACHING SCHEME

SN	Course Type	Paper Code	Paper Title	No of Sessions		Credits	Internal	External	Total
				Per Semester	Per Week				
1	PCC	M-101	Fundamentals of Management	24	2	3	30	70	100
2	PCC	M-102	Managerial Economics	24	2	3	30	70	100
3	PCC	M-103	Operations Management-I	24	2	3	30	70	100
4	PCC	M-104	Marketing Management	24	2	3	30	70	100
5	PCC	M-105	Information Technology for Managers	24	2	3	30	70	100
6	PCC	M-106	Organizational Behavior	24	2	3	30	70	100
7	PCC	M-107	Cost and Management Accounting	24	2	3	30	70	100
8	PCC	M-108	Business Statistics and Analytics for Decision Making	24	2	3	30	70	100
9	MCC	MCC	AUDIT COURSE	12	1	0	30	70	100*
10	REW	M-109	Seminar on Contemporary Issues	24	2	1	60	40	100
11	PCC	M-110	Data Analytics Lab.	24	2	1	60	40	100
12	PCC	M-111	Business Communication Lab.	24	2	1	60	40	100
13	SODECA		Social Outreach, Discipline & Extra Curriculum Activities	-			-	100	100
Total for I Semester				276	23	27	420	780	1200

*Note: Marks of audit course will not be considered for credit purpose

SECOND SEMESTER MBA TEACHING SCHEME

SN	Course Type	Paper Code	Paper Title	No of Sessions		Credits	Internal/ Minimum Marks	External/ Minimum Marks	Total
				Per Semester	Per Week				
1	PCC	M-201	Legal and Business Environment	24	2	3	30	70	100
2	PCC	M-202	Corporate Strategy	24	2	3	30	70	100
3	PCC	M-203	Quantitative Techniques	24	2	3	30	70	100
4	PCC	M-204	Financial Management	24	2	3	30	70	100
5	PCC	M-205	Human Resource Management	24	2	3	30	70	100
6	PCC	M-206	Marketing Research	24	2	3	30	70	100
7	PCC	M-207	Operations Management- II	24	2	3	30	70	100
8	PCC	M-208	New Enterprise and Innovation Management	24	2	3	30	70	100
9	MCC		AUDIT COURSE	12	1	0	30	70	100*
10	REW	M-209	Mini-Project	24	2	1	60	40	100
11	PCC	M-210	Business Ethics Lab.	24	2	1	60	40	100
12	PCC	M-211	Managerial Computing Lab.	24	2	1	60	40	100
13	SODECA		Social Outreach, Discipline & Extra Curriculum Activities	-			-	100	100
Total for II Semester				276	23	27	420	780	1200

*Note: Marks of audit course will not be considered for credit purpose

- The first year of the MBA Program provides the incoming students, a thorough grounding in the basic and functional disciplines and courses are delivered with managerial focus. The first-year courses in the core curriculum are common to all students, and are aimed at providing contextual understanding, conceptual knowledge, analytical skills, tools and techniques, social, cultural, and environmental sensitivity. This will enable them to enter any stream of management when they embark upon a career, regardless of the choice of specialization they make in the second year.

M-110: DATA ANALYTICS LAB.

- OBJECTIVES** To equip the students with an understanding of the, tools like MSEXCEL/Solver, LINGO /SYSTAT /R/SAS/MINITAB/Design Expert etc to facilitate managerial decision making.
- LEARNING OUTCOMES:** Use software's like MSEXCEL/Solver, LINGO /SYSTAT /R/SAS/MINITAB/Design Expert for taking managerial decisions.

SN DETAILS OF LAB WORK

- 1 To use the following basic features of MSEXCEL using the given dataset: Essential shortcuts, Paste Special (Value, Transpose), Absolute & Relative referencing. Data Analytics using Excel: Sort & Filter, SUBTOTAL, SUMIFS, COUNTIFS, Pivot Table for multivariable analysis, Computations, Sum, Max, Min, Average, Count.
- 2 To use the following advanced features of MSEXCEL using the given dataset: Generating multiple reports, VLOOKUP, HLOOKUP, IF, Nested IFs, AND, OR etc. Data Cleaning and MIS reporting: LEFT, RIGHT, MID, UPPER, PROPER, LOWER, TRIM, Find & Replace, Go To Etc. MIS reporting: Automatic row-wise Subtotal, Conditional Formatting, File Password Select Dashboard Techniques, Grouping, Hide-Unhide Columns & Rows etc
- 3 To develop tables and charts for categorical and numerical data: Bar Chart, PIE Chart, Pareto Diagram, Steam and Leaf display, Frequency distribution, Histogram, Scatter plot and Time Series plots for the given dataset.
- 4 To compute the numerical descriptive statistics, covariance and coefficient of correlation for the given raw data and to construct Box and Whisker plot
- 5 Data Execution: Data Exporting, Data Validation, Data Analysis, V-Lookup, Data Segregation, creating a Pivot Table, working with Pivot Charts, Advance Statistical Functions
- 6 To construct contingency table, compute conditional, marginal probability and use Bayes theorem for the given data and interpret results
- 7 To construct the distribution plot for discrete distribution and continuous distribution probability distributions and infer results.
- 8 To compare the characteristics of data with theoretical properties of Normal distribution and to construct the normal probability plot
- 9 To carry out break even analysis using Excel's Goal Seek feature for the given problem.
- 10 Case Study on Demand Forecasting
- 11 To compute PV, NPV, XNPV, EMI, term of loan, IRR and infer the result for the given data set.

Note: The above list is suggestive. Experiments/case studies may be added relevant to the theory courses taught in the semester

BOOKS RECOMMENDED:

1. Stephen L. Nelson, Elizabeth C. Nelson "Microsoft Excel Data Analysis For Dummies, 2018 , Wiley
2. MacInnes, J. (2016), "An Introduction to Secondary Data Analysis with IBM SPSS Statistics", Sage Publishing.
3. Maheshwari, A. (2017), "Data Analytics", McGraw Hill Education.
4. Manohar Hansa Lysander, "Data Analysis and Business Modelling Using Microsoft Excel Paperback – 1", January 2016, PHI
5. Mize Edward, " Data Analytics: The Ultimate Beginner's Guide to Data Analytics", 2019, Venture Ink

M-111: BUSINESS COMMUNICATION LAB.

- OBJECTIVES**
1. To understand the fundamentals and importance of communication for managers.
 2. To prepare students to acquire necessary communication skills required for better effective performance.
 3. To enhance soft skills that are important to achieve goals.
- LEARNING OUTCOMES:**
1. Learning key principles of effective business communication and business etiquette.
 2. Effectively solving problems and making good decisions
 3. Developing and delivering business presentations
 4. Collaborating in business with team and cross-functional teams

SN DETAILS OF LAB WORK

- 1 **Introduction:** Business Communication-Process, Barriers to Communication, the Importance of Communication at Workplace, Applying 7 C's of communication.
Practice: Describing about personal life and work life, one way and two-way communication and understand the various communication barriers, noise, filters. Select a text-based data (e.g., a newspaper article, a story, etc.) and analyze the effectiveness of 7 C's of communication.
- 2 **Oral Communication:** Paralanguage - appropriate use of Voice, tone, pauses and vocabulary. Elevator Speech. Practice: creating an outline for a short (30 to 90 second) Elevator Speech to introduce yourself
- 3 **Written Communication:** Introduction, need, significance and practice of:
 - a) Cover Letters/Business letters
 - b) Preparation of CV/Resume,
 - c) Email writing and etiquette,
 - d) Social Media writing
 - e) Write your own one-page resume, Cover Letters/Business letters etc.
- 4 **Written Communication:** need, significance and practice of:
 - a) Memo
 - b) Circulars
 - c) Press Release
- 5 Communication Media Etiquette: Telephone, Mobile, E-mail, social settings etc.
 - a) To practice etiquette using communication media by using Role Plays
 - b) To discuss do and don'ts while interacting on communication media.

- 6 **Group Discussion:** Practicing Mock Group Discussions, types of GD's, Applying leadership skills in a GD. Goal Setting. Conduction of Group Discussion on any topic.
- 7 **Art of Presentation:**
 - a) To discuss the various elements of effective presentation, Designing Content, Use of creative ideas and interesting audio-visual aids, impressive grooming as per occasion – appearance, posture and gestures, Handling Stage fear and anxiety, Practicing delivery of presentation.
 - b) **Practice:** Initial Planning, Preparation and Handling questions. To make effective use of Power Point Presentation demonstrating the use of animation, effects, hyperlinks, and productivity tools etc., Each student is required to give presentation of 5 minutes (this can be spread throughout the semester) and to be evaluated by the faculty
- 8 **Teamwork:**
 - a) Discuss the elements of teamwork, stages of team formation, essential building block of effective teams
 - b) To perform the given exercise on team building.
- 9 **Employability Skills:**
 - a) Account creation on various social Media Platforms for employability and Networking,
 - b) Getting ready for interview: First Impression and Clothing styles; Practicing Mock interviews, types of interviews, creating first right impression while approaching interview panel, analyzing interview questions (FAQ)
- 10 **Business Etiquette and Success Abilities:** Business and social etiquette, Guidelines for a meeting, a workshop or a conference and common mistakes, Time Management Skills, Art of giving and receiving feedback, Identifying and mapping success habits from successful people.
 - 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 identifying an issue of their concern. The students should prepare notice, agenda, and minutes of the meeting.
- 11 **Case Analysis and Presentation:** A suitable case is to be selected and administered in the class sticking to all the guidelines of case administering and analysis.
- 12 **Group Activity:** Form Student groups and ask them to write a persuasive letter and proposal for an innovative product or service. Circulate the work from each group among all other groups and ask them to evaluate the letter and proposal in line with possible responses to a letter (pleased, displeased, neither pleased nor displeased but interested, not interested)
Note: The above list is suggestive.

BOOKS RECOMMENDED:

1. Murphy, Effective Business Communication, 7th edition, Tata McGraw-Hill.
2. Sethi, Anjane, and Bhavana Adhikari. Fundamentals of Communication, McGraw-Hill Education, 2013
3. Kaul, Asha, Effective Business communication, Prentice Hall of India.
4. Chaturvedi, P. D. and MukeshChaturvedi, Business Communication: Concepts, Cases and Applications, Pearson Education.
5. Ludlow, Ron & F. Panton, The Essence of Effective Communication, Prentice Hall of India.
6. Sally Chew. Business Etiquette: An Essential Guide for Executives. Times Books, 1992
7. Thill, John & C. V. Bovee, Excellence in Business Communication, McGraw Hill.

M-201: LEGAL AND BUSINESS ENVIRONMENT

- OBJECTIVES**
1. To have practical knowledge of legal issues to become more informed, sensitive and effective business leaders.
 2. To understand various micro and macro environmental forces that affect business decision making.
 3. To comprehend emerging trends in business environment. Also, to understand the government policies and current issues in Indian perspective.
- LEARNING OUTCOMES:**
1. Realize the importance of creating general legal boundaries that define the regulation of business.
 2. Evaluating the role of law in an economic, political and social context.
 3. Analyze the interaction between External and Internal forces of business environment.
 4. Assess the changing business environment of India.

SECTION A		
UNIT	COURSE DESCRIPTION	SESSIONS
I	Legal Aspect of Business: Introduction to Business Laws- Business Management and Jurisprudence; structure of the Indian Legal Systems: sources of Law; Manager and Legal System.	1
II	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 bailer and bailee and Law of Agency: Definition, Kinds of agents, Rights and Duties of agent and principal only. Elements of Law relating to Sale of Goods: Essentials of a Contract of Sale; Sale Distinguished from Agreement to Sell & Doctrine of Caveat Emptor.	5
III	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. Elements of Company Law 2013: 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.	3