



**Prof. Ram Meghe Institute Of Technology
And Research Badnera -Amravati**

**An Autonomous Institute Affiliated to
Sant Gadge Baba Amravati University,
Amravati, Maharashtra (India)**

**PROGRAMME SCHEME & SYLLABI
2023-2024**

MBA 1st Year



**Prof. Ram Meghe Institute Of Technology And Research,
Badnera - Amravati.**

**Published By
Principal**

Prof. Ram Meghe Institute Of Technology And Research, Badnera - Amravati.



Department Vision :

To establish a sustainable, regional & national leadership in academics, corporate governance based on information & communication technology (ICT) through management education so as to enable rural community to become part of the mainstream national economy.

Department Mission:

1. To become center of excellence in management education where students are shaped into vibrant, constructive, dedicated workforce.
2. To equip students with analytical and critical thinking abilities enabling them to effectively solve business problems in rapidly changing business environment.
3. To foster learning environment that cultivates leadership, entrepreneurship and Socio-economic awareness.

Program Educational Objectives:

PEO1 Holistic Development: Provide a supportive academic environment for students to excel in communication, critical thinking, responsibility, teamwork, and leadership in their careers.

PEO2 Corporate Readiness: Enable students to apply management principles and practices effectively for success in today's corporate world.

PEO3 Problem Solving Leadership: Develop problem-solving and leadership skills to handle business challenges and uncertainties with a rational approach.

PEO4 Understanding Business Environment: Create managers who understand socio-cultural and business challenges and local, regional and national business environments and stay updated with the latest information.

PEO5 Social Responsibility: Encourage students to actively participate in social responsibilities, value social commitments, and embrace lifelong learning.



Program Outcomes:

Management graduate will be able to:

PO1 Business Management Knowledge: Acquire problem-solving skills through management principles and practices.

PO2 Investigate business problems: Utilize research based knowledge and methodologies to conduct thorough investigation and arrive well founded conclusion.

PO3 Problem Analysis: Use critical thinking to understand managerial issues by collecting and analyzing data

PO4 Development of Solutions: Design management solutions using contemporary methods to improve organizational efficiency and find innovative business solutions.

PO5 Effective Communication: Proficiency in conveying ideas in verbal and non-verbal mode.

PO6 Ethical Decision-Making: Apply ethical principles and consider its societal and environmental impact while managerial decision making.

PO7 Entrepreneurial Mindset: Identify opportunities and develop traits for successful business management.

PO8 Global Business Awareness: Understand the global economic, social, and technological environment for business development.

PO9 Lifelong Learning in Management: Recognizing the value of continuous education and acquiring new knowledge.

PO10 Team Work: Working in diverse environments with individuals from various disciplines.

PO11 Utilizing Technology Tools: Employing ICT resources for managerial decision making process.

PO12 Leadership Expertise: Develop understanding of various leadership theories and best practices to apply in diverse organizational context.



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Program Specific Outcomes:

Management graduate will be able to:

PSO 1 Acquire knowledge, skills and abilities through classroom learning, case analysis, live projects and training.

PSO 2 Apply business management knowledge for the development of diverse business at local, regional and national level.

Prof. Ram Meghe Institute of Technology and Research, Badnera-
Amravati(An Autonomous Institute)
Two Year Post Graduate Degree Program in Masters of Business Administration
(MBA)Choice Based Credit System (Semester Pattern)

SEMESTER: I																		
Sr. No.	Subject Code	Subject	Teaching Scheme					Examination Scheme										
			Hours/ Week			Total Hours/ Week	Credits	THEORY							PRACTICAL			
			Lecture	Tutorial	P/D			Duration of paper (Hrs)	Max. Marks ESE/ ESSE	Internal Marks		Total	Min. Passing Marks inESE/ ESSE	Overall Min Passing Marks	Max. Marks		Total	Min. Passing Marks
										Max. Marks MSE/ MSIE	Max. Marks TA				Int.	Ext.		
01	1SMB01	Managerial Communication	4	4	4	3	60	30	10	100	24	50				
02	1SMB02	Business Economics	4	4	4	3	60	30	10	100	24	50				
03	1SMB03	Accounting for Business Decision	4	4	4	3	60	30	10	100	24	50				
04	1SMB04	Management Process and Organization Behaviour	4	4	4	3	60	30	10	100	24	50				
05	1SMB05	Indian Ethos and Business Ethics	4	4	4	3	60	30	10	100	24	50				
06	1SMB06	Computer Applications for Business	4	4	4	3	60	30	10	100	24	50				
07	1SMB07*	Business Statistics and Analytics	4	4	4					100		50				
Total						28	28					700		350				

*	Overall Internal assessment based on test , Assignment and Teacher Assessment during the semester
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SEMESTER: II																		
Sr. No.	Subject Code	Subject	Teaching Scheme					Examination Scheme										
			Hours/Week			Total Hours/Week	Credits	THEORY							PRACTICAL			
			Lecture	Tutorial	P/D			Duration of paper (Hrs)	Max. Marks ESE/ESSE	Internal		Total	Min. Passing Marks inESE/ESSE	Overall Min Passing Marks	Max. Marks		Total	Min. Passing Marks
										Max. Marks MSE/MSIE	Max. Marks STA				Int.	Ext.		
01	2SMB01	Legal Aspects for Business	4	4	4	3	60	30	10	100	24	50				
02	2SMB02	Business Research	4	4	4	3	60	30	10	100	24	50				
03	2SMB03	Human Resource Management	4	4	4	3	60	30	10	100	24	50				
04	2SMB04	Financial Management	4	4	4	3	60	30	10	100	24	50				
05	2SMB05	Marketing Management	4	4	4	3	60	30	10	100	24	50				
06	2SMB06	Operations Management	4	4	4	3	60	30	10	100	24	50				
07	2SMB07*	Business Entrepreneurship	4	4	4					100		50				
Total			28			28	28					700		350				

*	Overall Internal assessment based on test , Assignment and Teacher Assessment during the semester
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SEMESTER: III																		
Sr. No.	Subject Code	Subject	Teaching Scheme					Examination Scheme										
			Hours/Week			Total Hours/Week	Credits	THEORY							PRACTICAL/VIVA VOCE			
			Lecture	Tutorial	P/D			Duration of paper (Hrs)	Max. Marks ESE/ESSE	Internal		Total	Min. Passing Marks inESE/ESSE	Overall Min Passing Marks	Max. Marks		Total	Min. Passing Marks
										Max. Marks MSE/MSIE	Max. Marks TA				Int.	Ext.		
01	3SMB01	Business Eenviroment	4	4	4	3	60	30	10	100	24	50				
02	3SMB02	DSE 1	4	4	4	3	60	30	10	100	24	50				
03	3SMB03	DSE 2	4	4	4	3	60	30	10	100	24	50				
04	3SMB04	DSE 3	4	4	4	3	60	30	10	100	24	50				
05	3SMB05	DSE 4	4	4	4	3	60	30	10	100	24	50				
06	3SMB06	*Dissertation (Pre ReportSubmission)		..	3	3	2	Internal Assessment			100	..	50					
07	3SMB07	#Summer Internship Program	During Summer VaccationAfter Sem II Examination				2	Internal Assessment			50	..	25					
Total						25	24					650		325				
*	Overall continues Internal assessment based on Seminar and presentation on progress of dissertation till during the semester																	
#	Submission of SIP report and presentation on SIP completion at the start of SEM III																	

*Discipline Specific Electives (DSE) : Students can select any one Discipline Specific Elective Group (Specialization) in SEM III from different specialization offered by autonomy

DSE 1 : (i) 3SMB02MM : Marketing Management (ii) 3SMB02FM : Financial Management (iii) 3SMB02HR : Human Rasearch Management (iv) 3SMB02OM : Operation Management
DSE 2 : (i) 3SMB03MM : Marketing Management (ii) 3SMB03FM : Financial Management (iii) 3SMB03HR : Human Rasearch Management (iv) 3SMB03OM : Operation Management
DSE 3 : (i) 3SMB04MM : Marketing Management (ii) 3SMB04FM : Financial Management (iii) 3SMB04HR : Human Rasearch Management (iv) 3SMB04OM : Operation Management

DSE 4 : (i) 3SMB05MM : Marketing Management (ii) 3SMB05FM : Financial Management (iii) 3SMB05HR : Human Rasearch Management (iv) 3SMB050M : Operation Management

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SEMESTER: IV																			
Sr. No.	Subject Code	Subject	Teaching Scheme					Examination Scheme											
			Hours/Week			Total Hours/Week	Credits	THEORY										PRACTICAL/VIVA VOCE	
			Lecture	Tutorial	P/D			Duration of paper (Hrs)	Max. Marks ESE/ESSE	Internal		Total	Min. Passing Marks inESE/ESSE	Overall Min Passing Marks	Max. Marks		Total	Min. Passing Marks	
										Max. Marks MSE/MSIE	Max. Marks STA				Int.	Ext.			
01	4SMB01	Business Strategy	4	4	4	3	60	30	10	100	24	50					
02	4SMB02	DSE 5	4	4	4	3	60	30	10	100	24	50					
03	4SMB03	DSE 6	4	4	4	3	60	30	10	100	24	50					
04	4SMB04	DSE 7	4	4	4	3	60	30	10	100	24	50					
05	4SMB05	DSE 8	4	4	4	3	60	30	10	100	24	50					
06	4SMB06	Dissertation (Final ReportSubmission)		..	3	3	2	External Assessment				100	..	50					
07	4SMB07	MOOC			4	Through NPTEL/SWYAM /IGNOU---Portal											
Total						23	26					600		300					

***Discipline Specific Electives (DSE) :** Students can select any one Discipline Specific Elective Group (Specialisation) in SEM IV from among the different specializations offered by the University

DSE 5 : (i) 4SMB02RM : Retail Management (ii) 4SMB02EM : Enterprise Management (iii) 4SMB02BA :Business Analytics (iv) 4SMB02MI : Management Information System

DSE 6 : (i) 4SMB03RM : Retail Management (ii) 4SMB03EM : Enterprise Management (iii) 4SMB03BA :Business Analytics (iv) 4SMB03MI : Management Information System

DSE 7 : (i) 4SMB04RM : Retail Management (ii) 4SMB04EM : Enterprise Management (iii) 4SMB04BA :Business Analytics (iv) 4SMB04MI : Management Information System

DSE 8 : (i) 4SMB05RM : Retail Management (ii) 4SMB05EM : Enterprise Management (iii) 4SMB05BA :Business Analytics (iv) 4SMB05MI : Management Information System

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Summary of Marks and Credits

S.No	Year	Semester	Sem Marks	Yearly Marks	Semester Credits	Yearly Credits
1	First Year	I	700	1400	28	56
		II	700		28	
2	Second Year	III	650	1250	24	50
		IV	600		26	
			2650		106	

Exit Option after Completion of First Year :

Students has to passed all subjects of Semester I & II examination of MBA Program and they should complete the summer internship program of two credits to qualify for the Post Graduate Diploma in Business Management
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Syllabus of Semester-I (MBA Program)

MBA 1SMB01-Managerial Communication

Lectures/week: 04

Credits: 04

Course Prerequisites:

Course Objective: Develop essential communication skills for leaders/managers for

1. Develop effective verbal and non-verbal techniques, applying principles of business writing,
2. Cultivating interpersonal relationships, and delivering impactful presentations.

Course Outcomes:

CO-01	Discuss effective communication skills essential for managerial roles including both verbal and non-verbal techniques.
CO-02	Apply principles of effective business writing to draft clear and concise communication materials such as emails memos ,reports and resumes.
CO-03	Develop and maintain effective interpersonal relationships utilizing active listening feedback techniques conflict resolution negotiation skills and collaboration strategies.
CO-04	Deliver impactful presentations by planning and organizing content employing effective delivery techniques incorporating visual aids and multimedia tools and overcoming public speaking anxiety.

Unit 1: Introduction to Managerial Communication

(12 Hours)

Introduction & Communication Basics: Importance of effective communication in managerial roles, Key communication skills for managers, Communication barriers and challenges in a managerial context, Verbal and non-verbal communication techniques

Unit 2: Written Communication for Managers

(12 Hours)

Effective business writing: Principles, Drafting clear and concise emails, memos, and reports, Professional communication etiquette in written communication, Editing and proofreading techniques for error-free communication, Adapting writing styles for different audiences and purposes, Resume Writing

Unit 3: Interpersonal Communication

(12 Hours)

Building effective interpersonal relationships in a managerial role: Active listening and feedback techniques, Conflict resolution and negotiation skills for managers,

Facilitating effective meetings and Group discussions, Collaboration and teamwork communication strategies, Interview Techniques

Unit 4: Presentation Skills for Managers

(12 Hours)

Presentations: Planning and organizing presentations for managerial purposes, Effective delivery techniques and body language in presentations, Visual aids and multimedia tools for impactful presentations, Public Speaking , Barriers in public speaking , Business Video Conferencing

Text Books :

1. "Managerial Communication: Principles and Practice" Author: R.S. Dwivedi
Publication: Pearson India Edition: 2nd Edition
2. "Business Communication: Concepts, Cases, and Applications" Author: R.K. Madhukar
Publication: Himalaya Publishing House Edition: 1st Edition
3. Written Communication for Managers 3. Book: "Effective Business Communication"
Author: Muruganandan R. Publication: Himalaya Publishing House Edition: 1st Edition
4. "Business Communication: Building Skills for Professionals" Author: Meenakshi Raman and Prakash Singh
Publication: Oxford University Press Edition: 4th Edition
5. "Interpersonal Communication Skills for Managers" Author: M.S. Rao
Publication: Excel Books Edition: 1st Edition
6. "Communication Skills for Managers" Author: Sunita Bhuyan and Alok Bhuyan
Publication: Dorling Kindersley India Edition: 2nd Edition
7. "Effective Presentation Skills: A Practical Guide for Better Speaking" Author: Priti Sharma
Publication: SAGE Publications India Edition: 1st Edition

Syllabus of Semester-I (MBA Program)

1SMB02-Business Economics

Lectures/week: 04

Credits: 04

Tutorials: NIL

Course Prerequisites:

Course objectives: Developed overall knowledge of

1. Macro economics required for business purpose /industry purpose/ corporate
2. Micro economics required for business purpose /industry purpose/ corporate purpose amongst management students .

Course Outcomes:

CO-01	Define the concepts of Macroeconomics & Microeconomics & its application in Business Decisions making
CO-02	Illustrate the fundamental understanding of demand, supply, and their elasticity's.
CO-03	Demonstrate the concepts in Producer's theory & cost theory for optimum production & cost effectiveness.
CO-04	Analyze different market competitions & pricing strategies in these competitions.

Unit I: Basics of Managerial Economics

(12 Hours)

- **Fundamentals of Economics:** Nature, scope, importance & Principles of Economics, of Economics
- **Business Economics concepts:** Applications of business economics
- **Macro Economics for managerial Decision-making:** Different Economic Systems, Concept of National Income, Concept of Inflation & Economic Policies
- **Market structure & competitions:** Perfect Competition, Monopoly, Oligopoly, Monopolistic Competition. Pricing Behavior in different market structure

UNIT-II : Demand and Supply Analysis

(12 Hours)

- **Consumer Theory:** Utility meaning and types, Law of diminishing marginal utility, Indifference Curve Analysis, Utility Maximization and Budget line Consumer's equilibrium.
- **Demand Analysis:** Types & Determinants of demand, Demand Function, Schedule & curve, Law of Demand & its exceptions, Demand Elasticity's - Price, Income, Cross and advertising;

their use in Managerial Decision Making, Impact of Government intervention, Demand forecasting- meaning, need & methods.

- **Supply Analysis:** Law of Supply, Supply Elasticity; Analysis and its uses for managerial decision making.
- **Market Mechanism:** Price of a Product under demand and supply forces, Price Restriction and Market Equilibrium – Price Ceiling & Floor, Tax & Subsidy, and Comparative Statics.

Unit III: Theories of Micro and Macro Economics

(12 Hours)

- **Producer's Theory:** Production function, Laws of production: Law of diminishing returns, Output Elasticity of a variable input, Law of returns to scale. Production Isoquant, Iso-cost, Expansion Path, Optimal Input Substitution. Role of Manager in Production Process.
- **Cost Theory:** Concept of cost, Types of costs
- **Cost Behavior:** Long run & short run cost behavior, cost minimization
- **Revenue Concepts:** Revenue concept- total, average and marginal revenue. Revenue curves of perfect and imperfect markets.

Unit IV: Oligopoly and Game theory

(12 Hours)

- **Theories of firm-Introduction:** Profit Maximization & Sales Maximization under different market conditions
- **Pricing Practices:** Price discrimination, Mark up pricing, Marginal cost pricing, Peak-load pricing, Transfer pricing,
- **Oligopoly:** Cournot, Bertrand, Stackelberg Model, Collusion, Cartel
- **Game Theory and Competitive Strategy-** Market Entry, Bargaining, Application of One Shot Games, Infinitely Repeated Games, Factors affecting Collusion in pricing games, finitely repeated games.

Text Books:

1. Principles of Microeconomics, N. G. Mankiw, 4th edition, Pearson Education, 2017
2. Microeconomics, Paul Krugman & Robin Wells, Worth Publisher, 2014
3. Microeconomics, Daniel L. Rubinfeld and Robert Pindyck, 9th Edition, Pearson Education, 2018
4. Managerial Economics, Thomas J. Webster, Elsevier Publication, 2004
5. Managerial Economics and Business Strategy, Michael R. Baye & Jeffrey T. Prince, McGraw Hill Education, 2014
6. Managerial Economics, William F. Samuelson & Stephan G. Marks, Wiley Publication, 2012
7. Managerial Economics – Applications, Strategy and Tactics, McGuigan, Moyer & Harris, 13th Edition, Cengage Publication, 2011
8. Managerial Economics, Mark Hirschey, Cengage Publication, 12th edition, 2008
9. Managerial Economics, V. L. Mote, McGrawhill, 2017
10. Managerial Economics, H. L. Ahuja, S Chand Publication.

Syllabus of Semester-I (MBA Program)

1SMB03- Accounting for Business Decision

Lectures/week: 04

Credits: 04

Tutorials: NIL

Course Prerequisites:

Course Objective:

To make the students familiar with

1. Basic accounting theories & techniques
 2. Basics of management and cost accounting
- For making business decision logical in nature

Course Outcomes:

CO-01	Infer the foundation of accounting with branches & principle of accounting.
CO-02	Outline the fact of financial accounting tools.
CO-03	Able to interpret management accounting tools for business decision making
CO-04	Acquaint the knowledge regarding various cost accounting concepts with application in business decision making

Unit 1: Introduction of Business Accounting

(12 Hours)

- **Introduction:** Meaning, Nature & Scope of Accounting, Importance of Accounting, Users of financial statements, Financial, Cost and Management Accounting, Forms of Business.
- **Concept & Convention:** Concept of Accounting, Accounting Conventions, Accounting Standard.
- **Finance Function and Accounting:** Accounting and Other Disciplines, Accounting as a Career and Profession, Place of Accounting Officers in the Organization.
- **Auditing:** Concept, Importance, Advantages & Disadvantages, and Role & Responsibilities of Auditor.

Unit 2 : Financial Accounting

(12 Hours)

- **Introduction:** Meaning and scope of Financial Accounting Need, Definition of Book keeping and Accounting, Application of Financial Accounting, Objective of Financial Accounting, Golden Rule of Accounting.
- **Accounting Cycle:** Concept of Journal, Ledger, Trial Balance, Bank Reconciliation Statement and Double Entry System.
- **Financial Statement:** Nature, Objective, Uses & Limitation of Financial Statement, Types of Financial Statement, Preparation of Financial Statement.
- **Depreciation:** Basic Concept, Methods of Calculation of Depreciation – Straight Line Method & Diminishing Balance Method.

Unit 3: Management Accounting

(12 Hours)

- **Introduction:** Management Accounting: Importance of Management Accounting, Tools & Techniques of Management Accounting, Difference between Management Accounting & Financial Accounting.
- **Ratio Analysis:** Concept, Importance, Application & Limitation of Ratio Analysis, Liquidity Ratio , Solvency Ratio , Profitability Ratio.
- **Budget & Budgetary Control:** Concept, Importance, Merits & Demerits of Budget, Cash Budget & Flexible Budget.
- **Leverage Analysis:** Concept, Importance, Managerial Application, Types of Leverage – Financial Leverage, Operating Leverage & Combined Leverage.

Unit 4: Cost Accounting

(12 Hours)

- **Introduction:** Nature, Objectives, Importance, Classification of Cost, Relevant & Irrelevant Cost, Sunk Cost, Opportunity Cost, Differential Cost.
- **Cost Sheet:** Concept, Importance, Performance. Types of Cost Sheet, Preparation of Cost Sheet.
- **Inventory Valuation:** Methods of Inventory Valuation – LIFO, FIFO, Simple & Weighted Average, EOQ & ABC Analysis.
- **Marginal Cost Analysis:** Concept, Importance, Application of BEP Analysis, Calculation of BEP, Margin of Safety, Profit Volume Ratio, Contribution, Cost Volume Profit Analysis.

Text Books:

- 1., "Financial Accounting for Management – An Analytical Perspective", Narayanaswamy, R Gupta, Ambrish, 4th Edition, Pearson Education.2012.
2. "Financial Accounting – A Managerial Perspective", Subramanyam, K. R. and John, J.W, 5th Edition, Prentice Hall of India. 2015.
3. "Financial Statement Analysis", Penman, S.H, 12th Edition, Tata McGraw Hill. 2014.
4. "Financial Statement Analysis and Security Valuation" Erich, A. H 4th Edition, Tata McGraw Hill, 2014.
5. Financial Accounting for Business Managers: Ashish K. Bhattacharya ,Prentice-Hall of India Pvt. Ltd, 2006.
6. Accounting for Managers: S.P.Jain, K.L.Narang, Simmi Agrawal: Kalyani Publishers: Year of Publication, 2006.
7. Financial Accounting for Managers : T.P. Ghosh : Taxmann : Year of Publication 2006
9. An Introduction to Accountancy: S.N.Maheshwari, S.K.Maheshwari: Vikas Publishing House Pvt. Ltd, 2005.
10. Management Accounting, Khan M.Y. and Jain, P.K :TMH, N. Delhi.

Syllabus of Semester-I (MBA Program)

1SMB04- Management Process and Organization Behavior

Lectures/week: 04

Credits: 04

Tutorials: NIL

Course Objective: To Apply the basics knowledge of

1. Management process and it's theories used in business environments.
2. Organization behaviors tool and technique used for effective business operations.

Course Outcomes:

CO-01	Discuss the definition and nature of management, the evolution of management thought, managerial roles and skills, and key management functions
CO-02	Illustrate a strong foundation in organizational behavior and its key components including attitude, personality, job satisfaction, values, and perception.
CO-03	Demonstrate different leadership theories and styles, theories of motivation, group behavior, group dynamics, and managing organizational conflict.
CO-04	Analyze organizational structure, culture, organizational change, and decision-making processes within organizations

Unit I: Introduction to Management and its functions

(12 Hours)

- **Introduction to Management:** Definition and nature of management, Evolution of management thought, Managerial roles and skills **Key management functions:** planning, organizing, leading, and controlling

Unit II: Foundation of Organizational Behavior

(12 Hours)

- **Ability: Attitude:** Constituents, Function, Attitude Change, **Personality:** Factors, theories of Personality Developments, **Job Satisfaction:** Factors, Evaluation, **Values:** Concept, Development Process, **Perception:** Concept, Process,

Unit III: Organization Behaviors and its conflicts

(12 Hours)

- **Leadership:** Concept, Theories of Leadership, Style.
- **Motivation:** Concept, Theories of Motivation.
- **Foundation of Group Behavior:** Group, Group Development, Group Properties, Roles Status, Size and Cohesiveness, Group Decision Making, Group Dynamics, Work Teams.
- **Managing Organizational Conflict:** Power, Politics & Stress Management

Unit IV: Organizational culture and changes

(12 Hours)

- **Understanding Organization:** Structure, Role, Types Division and Span of Control.
- **Managing Organizational Culture:** Concept Fundamentals of Organizational Culture, Technology and Organizational Decision, Organizational Decision Making.
- **Organizational Change:** Process, Stages, Resistance to Change Measure to Overcome Resistance to Change.

Text Books :

1. Organisational Behavior Text Cases and Games, K. Aswathappa, Himalaya Publishing House Pvt Ltd, 10th Edition,
2. "Organizational Behavior -A new Look Concept, Theory and Cases", Dr. Niraj Kumar, Himalaya Publication, First Edition 2009.
3. "Organisational Behaviour", Margie Parikh, Rajen Gupta, McGraw Hill Education (India) Private Limited, 1st Edition.
4. "Organizational Behaviour: concepts, realities, application and challenges", PG Aquinas, First edition, Excel Books.
5. Organizational Behaviour, Stephen Robins, Timothy Judge, Neharika Vohra - Pearson.latest edition
6. Organization Behavior: A south Asian perspective – Nelson, Quick, Khandelwal, Cengage Publication.
7. Organization Behavior, Suja R. Nair, Himalaya Publication, latest edition
8. Organization Behavior , Mr. Bhattacharyya- Oxford University Press
9. Organization Behavior, P. Subba Rao – Himalaya Publication House.
10. Understanding Organization Behavior - Pareekh & Khanna - Oxford University Press.
11. "Principles of Management" R.S. Khurana- -McGraw-Hill Education

Syllabus of Semester-I (MBA Program)

1SMB05- Indian Ethos & Business Ethics

Lectures/week: 04
Tutorials: NIL

Credits: 04

Course Objective: To create a mind-set of value system in future managers and sensitize them with ethical standards.

Course Outcomes:

CO-1	Acquaint with the Fundamentals of Indian ethos and its relevance in the practical aspects.
CO-2	Demonstrate the value based management in global scenario
CO-3	Solve ethical issues being face by organizations, employées, managers and Policy maker.
CO-4	Demonstrate a personality well equipped by values and spread the same at workplaces in future.

Unit I: Theories of Thoughts and Vedas

(12 Hours)

Indian ethos- history and relevance (Gandhian thoughts, Vedantic tradition, holistic management, Liberation from oppression, Confluences), Role of scriptures, Management lessons from- Vedas- Dwait and Adwait traditions, Mahabharata with emphasis on message from Gita, Bible and Kuran, Management of Self.

Unit II: Theory of Values, Karmas and Gurukul System

(12 Hours)

Kautilya's Arthashastra, Indian v/s Western Management- difference between core values, foremost thinkers and philosophers, Value based management in global change- Need and contemporary scenario, Secular v/s Spiritual values, Theory of Karma, Nishkam Karma, Sakam Karma, Prarabdha, Kriyaman, Ancient Indian Educational system- Gurukul system- History, significant places, symptoms of student-hood

Unit III: Ethical Theories and Principles

(12 Hours)

Understanding the need for ethics, Ethical values, myths and ambiguity, ethical codes, Ethical Principles in Business; Theories of Ethics, Absolutism verses Relativism,

Teleological approach, the Deontological approach, and Kohlberg's six stages of moral development (CMD). Ethical dilemma- Meaning, Current situations reflecting dilemmas, Process to resolve, Codes of ethics, codes of conduct- Significance, features, design.

Unit IV: Stress Management

(12 Hours)

Ethical and value based leadership- Distinction from Western concept of leadership, Impact during functioning, Stress management- types, reasons, signals, remedies, significance of hobbies, Indian perspective of stress management, Yoga, Meditation

Text Books:

- 1- Business Ethics, Andrew Crane And Derk Matten, Second Edition, 2007, Oxford University Press
- 2- Business Ethics- Text And Cases, C.S.V. Murthi, Reprint 2021, Himalaya Publishing House
- 3- Stress And Coping- Indian Experience, D M Pestonjee, Second Edition 1999, Sage Publishing
- 4- Business Ethics- Concepts And Cases, M G Velasquez, Sixth Edition, Prentice Hall India
- 5- Ethics In Management, S A Sherlekar, Reprint 2020, Himalaya Publishing House
- 6- Ethical Management- Text And Cases; Satish Modh, First Edition 2005, Macmillan India Pvt Ltd
- 7- Business Ethics; William H Shaw, Fourth Edition; Thomson Learning
- 8- Business Ethics- An Indian perspective, II Edition, A.C. Fernando, Pearson Publication
- 9- Business Ethics and Corporate Governance, Jyotsna G.B., R.C. Joshi, McGraw Hill Publication, First Edition

Syllabus of Semester-I (MBA Program)

1SMB06 - Computer Applications for Business

Lectures/week: 04

Credits: 04

Tutorials: NIL

Course Objective:

Course Outcomes: To explain use of Information technology and E-commerce required for Business purpose.

Course Outcomes:

CO	COURSE OUTCOMES
CO-01	Create the awareness of basic concept of the information system for businesses.
CO-02	Simplify the decision making process along with focus on Information technology and security/privacy of MIS.
CO-03	Interpret applications of information technology for business.
CO-04	Infer E-commerce and importance of digital marketing

Unit I: Tools of Information system

(12 Hours)

- **Management Information System:** Information, Information System, Management Information System, Role of MIS, Subsystems of MIS, Development of Information System(IS) : Information requirement, Designing of IS, Implementation of IS, Software Development Models, MS-Office – MS PowerPoint, MS Word, MS Excel.

Unit II: Decision makings in business

(12 Hours)

- **Decision Making:** Decision Making Process, Stages in Decision Making, Decision Making Models, Information System support for Decision Making Phases. Decision Support Systems: Concept, Constructing a DSS, Best practices in data analytics and business intelligence

Unit III: IT Capabilities and Data Base Management System

(12 Hours)

- **Information Technology** - Definition, IT Capabilities and their organizational impact - Telecommunication and Networks -Types and Topologies of Networks, Management

Issues in MIS - Information Security and Control - Quality Assurance - Ethical and Social Dimensions, Data Base Management Systems --basic structure

Unit IV: E-Commerce and Digital Markets

(12 Hours)

- **E-Commerce and Digital Markets:** Understanding E-Commerce-Technology and growth of ECommerce, Economic Foundations of E-Commerce ,Introduction to Digital Marketing-Payment Gateways, Digital Currencies-Designing Electronic Markets.

Text Books :

1. Decision Support System for-Effective Planning, Theierauff, Robert J, Prentice Hall, 1982.
2. A Management Approach, Macmillan Publishing Company, Davis L.,Michael W., Prentice Hall, New Jersey, 1988.
3. Management Information Systems, Laudon and Laudon, 7th Edition, Pearson Education Asia
4. Management Information System, Goyal, McMillan India.
5. Management of Systems, Gupta McMillan India.
6. Management Information Systems, Oka Dr.Milind, Everest Publishing House, 7th ed., 2003.
7. Management Information Systems, Jawadekar, Tata McGraw Hill8.

Syllabus of Semester-I (MBA Program)

1SMB07- Business Statistics and Analytics

Lectures/Week:04

Credits: 04

Tutorials: NIL

Course Objective: To make the students familiar with basic statistical theories and techniques in managerial decision making also applications of inferential statistics in managerial decision-making in Business

Course Outcomes:

CO-1	Illustrate Business Statistics along with Business Analytics and its managerial applications in the real business world.
CO-2	Make a use of statistical tools and techniques in Business Decision Making.
CO-3	Demonstrate the basic and advance quantitative models in managerial decision analysis.
CO-4	Expand the knowledge of inferential Business statistics for development of Marketing analytics process.

Unit-I: Introduction to Business Statistics and Analytics (12 Hours)

- **Business Statistics** - Definitions, scope, functions, limitations and applications, Role of Statistics in Research, List of Statistical Software's – Microsoft Excel, R language.
- **Business Analytics** – Definition, scope, limitations, Applications of Business Analytics, Types of Business Analytics, Components of Business Analytics.
- **Web Analytics** –Internet Data Analytics, List of Online Analytics Software and Programs / apps viz:- Google Analytics, Social Media Analytics, Face book Analytics, etc.

Unit-II: Tools of Data Analysis (12 Hours)

- **Data Collection** – Collection of data, Primary and Secondary Data, Method of data collection – Sampling and Census Method, Planning Statistical Survey.
- **Data Visualization** – Classification and Tabulation of Data, Frequency Distributions, Diagrammatic and Graphical Representation of Data using –R Language
- **Descriptive Statistics** – Univariate Analysis, Measures of Central Tendency and Dispersion.
- **Bivariate Analysis** - Correlation Analysis - Karl Pearson and Rank Order, Regression Analysis – Fitting of regression lines and equations by Least-Square Method.

Unit-III: Decision Making Tools of Operation Research (12 Hours)

- **Quantitative Techniques:** Introduction to Linear Programming Problem (LPP), Formulations of LPP, Methods of LPP – Graphical Method, Simplex Method, Sensitivity Analysis.
- **Networking Models-** Programme Evaluation and Review Technique (PERT), Critical Path Method (CPM)
- **Game Theory** – Basics of Game Theory and its applications in Business.
- **Decision Analysis** - Decision Theory, Methods of Decision Analysis, Decision Tree Analysis.

Unit-IV: Marketing Analytics (12 Hours)

- **Marketing Mix Data Allocation** – Data allocation – 7P's , Product Management.
- **Customer Management-** Customer buying journey mapping, Consumer insight – Motivation, purchasing patterns and factor influencing decision making process.
- **Digital Marketing-** Targeted Marketing Campaigns, Marketing Automation
- **Business Forecasting** – Major applications, Methods of Forecasting - Time Series Analysis.

Text Books:

1. Fundamentals of Business Analytics, Acharya S. and Prasad R.N., (2016) ,John Wiley & Sons.
2. Business Statistics, Beri G.C. (2006) ,Tata McGraw-Hill
3. Research Methodology Methods and Techniques , C.R. Kothari , Gaurav Garg. New Age International Publishers.
4. Research Methodology, Vijay Upagade and Dr. Arvind Shende , S. Chand Publications.
5. Business Statistics: A First Course. David M. Levine and David F. Stephan. (2017) ,Pearson
6. Social Media Analytics, Ganis and Kohirkar (2016), Tata Mcgraw
7. Business Statistics. Gupta S P and Gupta M.P., (1997) Sultan Chand, New Delhi.
8. Statistics for Business and Economics, Hooda R.P. (2014) Macmillan India
9. Marketing Analytics - Rajkumar Venkateshan, Paul W. Farris ,UVA Darden Business Publishing.

Syllabus of Semester-II (MBA Program)

2SMB01- Legal Aspects of Business

Lectures/week: 04

Credits: 04

Course Objective: To understand and apply the legal aspects required for the business environment in present era.

Course Outcomes:

CO-1	Summarize the Indian legal system & its impact on business.
CO-2	Interpret the essential nature of general, special and sales of goods contract
CO-3	Illustrate the formation, governance and dissolution of companies & Limited Liability Partnership Firms.
CO-4	Demonstrate the uses of negotiable instruments & laws governing it.

UNIT-I : Introduction to Business Law and contracts (12 Hours)

Legal Aspect of Business: Introduction of Business Laws, Structure of the Indian Legal system, Sources of Laws.

Fundamentals of contract laws: Meaning and types of contract, Essential elements of valid contract, Performance and Breach of contract

Special Contracts: Laws of Agency, Contract of Bailment and Pledge, Contract of Indemnity and Guarantee.

UNIT-II: The Sales of goods Act & Consumer Protection Act, 2019 (12 Hours)

The Sales of goods Act 1930: Contract of sale, meaning and difference between sale and agreement to sell. Conditions and warranties, Transfer of ownership in goods including sale by non- owners, Performance of contract of sale, Unpaid seller – meaning and rights of an unpaid seller against the goods and the buyer, Auction Sale

Consumer Protection Act, 2019: Definitions of Consumer, Complainant, Goods, Service - Meaning of Consumer Dispute, Complaint - Unfair Trade Practices - Restrictive Trade Practices Rights of Consumers, Consumer Disputes Redressal Agencies

UNIT-III : The companies act 2013 & The Limited Liability Partnership Act, 2008 (12 Hours)

The Companies Act, 2013 Definition & characteristics of a company, Kinds of Companies, Memorandum of Association, Articles of Association; Role of Director, Winding Up of the Company.

The Limited Liability Partnership Act, 2008 Nature of partnership firm, Different types of partner, Difference between Partnership & Company, Reconstitution of partnership firm, Dissolution of partnership firm

UNIT IV: Negotiable instrument Act and Protecting the property of Business (12 Hours)

Negotiable instrument Act 1881 - Negotiable instruments, Negotiation - holder and holder in due course - crossing of cheques, dishonour of cheques - discharge of negotiable instruments.

Protecting the property of Business: Copyright, Trademark, secret, Geographical Indications- Alternate

Dispute resolutions

Text Books:

1. Elements of Mercantile Law- N. D. Kapoor-Sultan Chand & Sons
2. Legal Aspects of Business- Ravindra Kumar - Cengage Learning
3. Business Law Including Company Law- S. S.Gulshan & G. K. Kapoor – New Age International Publication
4. Law Relating to Intellectual Property – Dr. B. L. Wadehra- Universal LexisNexis
5. Legal Aspects of Busniess (Concepts and Applications) – Parul Gupta – Vikas Publication
6. Business Legislation for Management – MC Kuchhal & Vivek Kuchhal – Vikas Publication
7. Principles of Business Law – K. Aswathappa – Himalaya Publication

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2SMB02-Business Research

Lectures/week: 04

Credits: 04

Course Objective: To acquaint student with the business research process and research tools, also provide insides into management decision making.

Course Outcomes:

CO-1	Understand the importance of research in the business field & Identify appropriate research questions and formulate research objectives.
CO-2	Acquaint with Design research studies and select appropriate data collection techniques. With Analyze data using statistical tools and interprets research findings.
CO-3	Able to Present research findings effectively through written and oral presentations.
CO-4	Able to Identify research opportunities and recent trends.

Unit I: Introduction

(12 Hours)

Introduction to Business Research: Importance of research in business, Research process and its components, Ethical considerations in business research

Research Problem Formulation: Identifying research questions, Developing research objectives, Literature review and theoretical framework development

Research Design: Exploratory, descriptive, and causal research designs, Cross-sectional and longitudinal designs, Experimental and non-experimental designs

Unit II: Sampling & Data Analysis

(12 Hours)

Data Collection Methods: Surveys and questionnaires, Interviews and focus groups , Observation techniques , Primary & Secondary data collection

Sampling Techniques : Probability and non-probability sampling methods ,Sample size determination, Sampling errors and biases

Data Analysis and Interpretation : Quantitative data analysis using statistical software(Excel), Qualitative data analysis techniques, Interpreting research findings and drawing conclusions

Unit III: Presentation of Research

(12 Hours)

Presenting Research Findings: Written research reports, Oral presentations and visual aids

Applications of Business Research: Using research findings in decision-making Research in marketing, finance, HRM , operations, and strategy.

Research Project: Proposal development, Data collection and analysis, Final research report presentation & Submission.

Unit IV: Development in Business Research

(12 Hours)

Identifying Research Opportunities: Exploring market trends, customer needs, and competitive landscapes

Business Research Dimension: Consumer Research - Meaning & Scope, Need, Functions. Product Research - Meaning & Scope, Importance. Media Research - Functions of Media Research. Motivational Research.

Recent Trends in Research: Importance of R & D Department , Research Agency in India & their working mechanism.

Text Books:

1. Research Methodology, C.R. Kothari & Gaurav Garg –New Age International Publication.
2. Fundamentals of Business Analytics, Acharya S. and Prasad R.N., (2016) John Wiley & Sons.
- 2Business Statistics, . Beri G.C. (2006) ,Tata McGraw-Hill
3. Practical Statistics for Data Scientists: Bruce P. and Bruce A. (2017). 50 Essential Concepts. O'Reilly Media, Inc.
5. Business Statistics: David M. Levine and David F. Stephan. (2017)A First Course. Pearson
- 6.Fundamentals of Statistics. . Elhance D.N., Elhance V. and Aggrawal B.M. (2008) Kitab Mahal
7. Business Statistics. Gupta S P and Gupta M.P., (1997) New Delhi, Sultan Chand.
8. Fundamentals of Mathematical Statistics. Gupta S.C. and Kapoor V.K. Kapoor, Sultan Chand
09. Statistics for Business and Economics, Hooda R.P. (1994) Macmillan India

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2SMB03-Human Resource Management

Lectures/week: 04

Credits: 04

Course Objective: Developed the human resource manpower and acquired modern talent acquisition methodologies as per present challenges of information, communication and technologies

Course Outcomes:

CO-1	Define the basic concepts, Principales, Functions & processes of Human Resource Management.
CO-2	Illustrate the processes of talent acquisition, management & development
CO-3	Outline the contemporary trends in Human Resource Management
CO-4	Demonstrate the HR Correspondence

UNIT I: Human Resource Management & Talent Acquisition: At a glance (12 Hours)

- ✓ **Introduction to the concept:** HRM Concept, Scope, functions and Importance
- ✓ Competencies & Role of HR Manager
- ✓ Manpower Planning, Job analysis,
- ✓ Recruitment, e - recruitment strategies, Selection, Induction and orientation

UNIT II: Talent Management & Development (12 Hours)

- ✓ Performance Management Concept, Methods of Performance Evaluation,
- ✓ Career Planning and development,
- ✓ Training process & Methods, Management Development Techniques,
- ✓ Job Evaluation, Basics & Components of Compensation, wage/ salary fixation, incentives, bonus, ESOPs, Fringe Benefits.

Unit III: Emerging Horizons of HRM (12 Hours)

- ✓ International HRM Concept, Importance, and Models
- ✓ Challenges of International HR Managers,
- ✓ E-HRM, Human Resource Information System, Human resource accounting and audit.
- ✓ Fundamentals of Industrial Relations and Fundamentals of Labor Laws

Unit IV: HR Communication (12 Hours)

- ✓ Employee file maintenance; Drafting Interview Letter, Offer Letter, Appointment Letter,
- ✓ Promotion Letter, Transfer Letter, Appreciation Letter,
- ✓ Reprimand letter, termination letter, Notice,
- ✓ Circular and Memo.

Text Books:

1. Personnel and Human Source Management by P. Subba Rao, 5th Edition, Himalaya Publication House.
2. Human Resource Management Text and Cases by K. Ashwatappa, 6th Edition Tata McGraw-Hill Education.
3. Essentials of Human Resources Management by Indranil Mutsuddi, New Age Publication
4. Elements of Industrial Law by N. D. Kapoor, Sultan and Chand publications.
5. Training and Development Methods by Dr. Rishipal, S. Chand.
6. Human Resource Management by A.M. SARMA, Himalaya Publishing House.

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2SMB04-Financial Management

Lectures/week: 04

Credits: 04

Course Prerequisites:

Course Objective: The course is designed to provide an understanding of the essential elements of financial management and the financial environment in which the business firm operates along with the basic understanding of personal investment

Course Outcomes:

CO-1	Aware of the basic concepts related to financial management, various techniques and tools to manage finance function.
CO-2	Gaining the knowledge of principles and concepts used in financial decision making and familiarizing the students with the valuation of firm.
CO-3	Able to find out the best course of action among several financial options with the technique of capital budgeting. Assessing the impact of investment decisions in financing of working capital needs of the business organization.
CO-4	Understanding various avenues of personal investments

Unit I-Conceptual Framework of Finance:

(12 Hours)

A. Introduction to Financial Management: Scope of Financial Management; Basic Principles of Financial Decisions, Primary Objective of financial Management;

B. Organization of Finance Function: interface of financial management with other discipline, Emerging role of Finance Managers in India

C. Financial Planning: Introduction, Objectives, Benefits, Guidelines, Steps in Financial Planning, Factors Affecting Financial Planning, Long term and short term financial planning

D. Time Value of Money: Introduction, Rationale, Future Value, Discounting or Present Value Techniques, Compounding Techniques and Doubling Period.

Unit II: Valuations of the Firm Decisions:

(12 Hours)

A. Sources of Finance: Introduction of Financial Instruments, Types of Capital, Long term Medium Term and Short Term Financing.

B. Cost of Capital: Introduction of Cost of Capital, Significance of Cost of Capital, Calculation of Cost of Debt, Cost of Preference Capital, and Cost of Retained Earnings, Combined Cost of Capital (Weighted/Overall).

C. Capital Structure: Introduction and Features of an Ideal Capital Structure, Factors Affecting Capital Structure, Capital Structure Theories - Traditional approach - M.M. Hypotheses – without Taxes and with Taxes – Net Income Approach (NI) – Net Operating Income Approach (NOI) - Determining Capital Structure in Practice.

D. Valuation of Bonds and shares: Introduction, Intrinsic Value, Book Value, Valuation of Bonds and Valuation of Shares.

Unit III: Investment & Liquidity Decisions

(12 Hours)

A. Capital Budgeting: Importance of Capital Budgeting, Capital Budgeting Decisions, Capital Budgeting –Investment Evaluation Criteria – Net Present Value (NPV), Internal Rate of Return (IRR), Profitability Index (PI), Payback Period, Accounting Rate of Return (ARR) – NPV and IRR Comparison.

B. Working Capital Management: Concepts of Working Capital, Need & Objective of Working Capital Management, Operating Cycle, Determinants of Working Capital, Approaches for Working Capital Management, Estimation of Working Capital.

C. Receivable & Cash Management: Introduction, Costs Associated with Maintaining Receivables, Credit Policy Variables, Evaluation of Credit Policy. Optimum Cash balance, Analysis of Cash Management.

D. Dividend Policies: Issues in Dividend Decisions, Relevance Theory, Walter’s Model Gordon’s Model, Irrelevance Theory

Unit IV: Personal investment:

(12 Hours)

A. Financial planning: Importance and need of financing planning.

B. Fixed return avenues: FD, PPF, Bonds, NSC etc

C. Equity link saving Scheme: Mutual funds, stock market,

D. Life Insurance: Term plan, money back plan, endorsement plan

Text Books :

1. Financial Management; Khan, M.Y & Jain, P.K.: Tata McGraw Hill, New Delhi, 2008.
2. Financial Management; Pandey, I. M.: Vikas Publishing House, New Delhi, 2005.
3. Financial Management; Chandra, Prasana: Tata McGraw Hill, New Delhi, 2008.
4. FUNDAMENTALS OF FINANCIAL MANAGEMENT, Preeti Singh, Ane, 2011.
5. Financial Management, Shashi K. Gupta and R.K. Sharma, Kalyani Publications
6. Basics of Financial Management V.K. Saxena and C.D.Vashist ,S. Chand and Sons.

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2SMB05-Marketing Management

Lectures/ Week :04

Credits: 04

Course Prerequisites:

Course Objective: Understanding of the role, functions of marketing in an organization also ability to analyzed marketing problems and provide solutions based on marketing information

Course Outcomes:

CO-1	Understand basic terminology of marketing , differentiate between buyer and seller market
CO-2	Understand and developed the market segmentation , targeting and positioning and understand Product life cycle
CO-3	Apply Integrated marketing communication techniques so the end users will understand product/service concepts.
CO-4	Understand and developed pricing and physical distribution used in marketing for products and services

Unit I: Introduction to marketing Management

(12 Hours)

Basics of Marketing Management-Definition, Scope, Core Concepts, Basic 4 P's and & 7P's of Marketing Mix for Products and services

Understanding Business Markets- Business v/s consumer markets, Buying Situations, Participants process in market

Understanding Consumers' Markets - Factors affecting consumer buying Behavior, Key Psychological Processes, Consumer Buying Decision Process, Customer Relationship

Unit II: Market Segmentation, Targeting and Positioning (STP)

(12 Hours)

Segmentation: Bases of Segmenting Consumer Markets and Business Markets

Targeting: Meaning, effective segmentation criteria, evaluating and selecting the market segments, **Positioning:** Developing and establishing Brand Positioning, Differentiation strategies,

Product Life Cycle (PLC): Product and it's differentiation, Product characteristics, Product Packaging, Labeling and Warranties ,

Unit III: Advertising , Branding ,Personal Selling and Digital Marketing (12 Hours)

Advertising: 5 M's Sales Promotions: Major sales promotion tools Events, Functions and Public Relation decisions, Tools used in public relations

Brand Management: Meaning of Brand , Brand Equity, Branding decisions ,Co-branding and ingredient branding , Brand extension

Personal Selling: Major steps in effective selling

Digital Marketing: Various tools used in digital marketing in present era

Unit IV: Physical Distribution channels (12 Hours)

Pricing Decisions: Consumer Psychology and Pricing, Setting up the price , Price Adaptation and Strategies

Managing Distribution Channels: Marketing Channels o Role, Importance o Design & Management Decisions o Channel Integration and Systems Retailing, Wholesaling and Logistics Management

Text Books :

1 Marketing Management, Philip Kotler & Kevin Lane Keller Pearson Education 15th / Latest

2 Principles of Marketing – Lamb, Hair, Sharma & McDaniel- A South Asian Perspective Cengage Learning Latest

3. Fundamentals of Marketing, Stanton, Etzel & Walker ,McGraw Hill Latest

4. Marketing Management – Kotler, Keller, Koshy anJha -A South Asian Perspective Pearson Education Latest

5. Marketing Management, Arunkumar and Medenakshi Vikas Publishing

6. Marketing Management –Rajan Saxena –TMGH

7. Marketing Management – Verma & Duggal - Oxford University Press

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2SMB06-Operation Management

Lectures/week:04

Credits: 04

Course Prerequisites:

Course Objective: **To apply and developed over all operational and technical management skills required for handling the overall businesses in today's changing business environments.**

Course Outcomes:

CO-1	Apply knowledge of fundamental concepts of operations management for operational performance improvement.
CO-2	Educate them on resources system used for Inventory management and material management
CO-3	Understands various dimensions of production planning and control and their inter-linkages with forecasting.
CO-4	Students can measure performance related to productivity and will be able to conduct basic industrial engineering study on men and machines.

Unit I: Introduction to Operation Management and PPC (12 Hours)

Operation Management : Introduction, Function, Nature, and Scope, Difference between Manufacturing and Service Operation, Interface with other Functional Areas.

Operation Decision : Process Selection and Facility Layout, Designing process layouts and facility of location

Production Planning and Control: Objective, Role of PPC, Basic functions of Production Planning and Control

Unit II: Introduction to Material and inventory Management (12 Hours)

Demand Forecasting: Need, Type, Manufacturing resource planning

Materials Management: Material Requirement Planning, Process, Purchase Management, Stores Management.

Inventory Management: Concept, Type, Models- Basic Model, Price Discount Model, Safety Stock, Reorder Level, ABC Analysis.

Unit III: Supply Chain Management and quality controls (12 Hours)

Supply Chain Management: Concept, Function, Chain Partners Management, Lean Vs Agile Supply Chain.

Aggregate Planning: Concept, Process, Approach, Master Production Schedule, operation scheduling and product sequencing.

Capacity Planning: Concept, Process, Approaches, Strategies, line balancing.

Quality Control: TQM, ISO - 9000, Charts.

Unit IV: Work Measurement and Process charts (12 Hours)

Work Study: Concept, Approaches and Scope, Basic Work Study procedure

Method Study: Objective and Method.

Process Chart: Man – Machine - Material, Two Hands Multiple Activity Chart, Micro - Motion Charts.

Work Measurement: Concept, Calculation of Standard Time, Work Sampling.

Text Books:

1. Industrial Engineering and Production Management, Martand Telsang, 2nd Rev Edn 2006 edition, S Chand Publications.
2. Operations Management Theory & Practice, B.Mahadevan, Pearson.
3. Purchasing and Materials Management, P. Gopalakrishnan, 1st Edition, McGraw Hill Education.
4. Procurement and Principles Management, Peter Baily, Barry Crocker, David Farmer, David Jessop, 11th Edition, Pearson Education.
5. Production & Operations Management 3e –Kanishka Bedi–Oxford University Press.
6. Production & Operations Management–K. Ashwathappa & K. Shridhar Bhat-Himalaya Publications.
7. Production & Operations Management–S.N. Chary–Tata McGraw Hill.
8. Production & Operations Management - N.G. Nair–Tata McGraw Hill.
9. Production and Operations Management, R B Khanna, PHI, New Delhi.
10. Introduction to Materials Management, J.R. Tony Arnold, Stephen Chapman, Ramakrishnan, Pearson.

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2SMB07-Business Entrepreneurship

Lectures/ week:04

Credits: 04

Course Prerequisites:

Course Objective: **Appreciate and develop entrepreneurial attitude and prerequisites for becoming an entrepreneur. Demonstrate creativity in identifying opportunities for business venture.**

Course Outcomes:

CO-1	Outline qualities and comprehend the concept of entrepreneurship
CO-2	Apply the process of business idea generation and product development
CO-3	Make use of business plan and feasibility reports for effective project management
CO-4	Categorize sources of finance and supporting institutions for entrepreneurs

Unit I: Introduction to Entrepreneurship

(12 Hours)

Meaning and Importance of Entrepreneurship, Types of Entrepreneur, Entrepreneurship Career opportunities, The Entrepreneur's Role, Task and Personality, Entrepreneurial Culture, role of entrepreneurship in economic development, current entrepreneurship scenario in India.

Unit II: Business Idea Generation

(12 Hours)

Definition of Innovation, Invention, Creativity, Identification of profitable pain points, Idea evaluation & validation methods, Opportunity recognition and entry strategies: New product, Franchising, Partial Momentum, Sponsorship and Acquisition, The Strategic Window of Opportunity: Scanning, Positioning and Analyzing.

Unit III: Entrepreneurial Venture and Project Management

(12 Hours)

Types of Entrepreneurial Venture and the Entrepreneurial Organization, The business plan as an entrepreneurial tool, éléments of Business Plan, Market Analysis, Development of product/idea, Technical, Financial, Marketing Personnel and Management feasibility Reports

Unit IV: Entrepreneurial Finance and Role of Government

(12 Hours)

Project financing: Debt, Venture Capital Funding, Angel Capitalist, Role of Central Government and State Government in promoting Entrepreneurship with various incentives, subsidies, grants etc.

Text Books :

1. Dynamics of Entrepreneurship Development – Vasant Desai. Mc Millan
2. Entrepreneurship: New Venture Creation – David H. Holt, Pearson ltd
3. Entrepreneurship Development New Venture Creation – Satish Taneja, S.L.Gupta-Himalaya Publication
4. Project management – K. Nagarajan., Pentice Hall
5. Entrepreneurship: Strategies and Resources – Marc J. Dollinger-Oxford Publications
6. Innovation and Entrepreneurship – Peter F. Drucker- Pearson Ltd
7. New Vistas of Entrepreneurship: Challenges & Opportunities – A. Sahay,M.S.Chhikara-Pearson
8. Entrepreneurship and Small Business Management – Siropolis- Oxford Publication
9. The Entrepreneurial Connection – Gurmeet Naroola, Tata Mc Graw Hills
10. Corporate Entrepreneurship – Vijay Sathe, Himalaya Publication
11. Make The Move: Demystifying Entrepreneurship – Ishan Gupta, RajatKhare