

# **MOHAN BABU UNIVERSITY**

Sree Sainath Nagar, Tirupati – 517 102



**MBU**  
**MOHAN BABU**  
**UNIVERSITY**

DREAM. BELIEVE. ACHIEVE

## **SCHOOL OF COMMERCE AND MANAGEMENT**

**M.B.A – Master of Business Administration**

**CURRICULUM AND SYLLABUS**  
*(For 2022-23 Admitted Students)*

**FULLY FLEXIBLE CHOICE BASED CREDIT SYSTEM (FFCBCS)**



# **MOHAN BABU UNIVERSITY**

## **Vision**

To be a globally respected institution with an innovative and entrepreneurial culture that offers transformative education to advance sustainability and societal good.

## **Mission**

- ❖ Develop industry-focused professionals with a global perspective.
- ❖ Offer academic programs that provide transformative learning experience founded on the spirit of curiosity, innovation, and integrity.
- ❖ Create confluence of research, innovation, and ideation to bring about sustainable and socially relevant enterprises.
- ❖ Uphold high standards of professional ethics leading to harmonious relationship with environment and society.

## **SCHOOL OF COMMERCE AND MANAGEMENT**

### **Vision**

To be the preferred choice for commerce and management education recognised for excellence, innovation, entrepreneurship and societal consciousness

### **Mission**

- ❖ Impart relevant knowledge of commerce and management, a broad set of skills, and an inquisitive attitude to provide appropriate and distinctive solutions to serve industry and community
- ❖ Offer an experience par excellence with our state-of-the-art research, innovation, and incubation ecosystem to realise our learners' fullest entrepreneurial potential
- ❖ Provide continued education and research support to working professionals in the field of commerce and management to augment their domain expertise in the cutting-edge technologies used for business developments
- ❖ Inculcate the true spirit of societal consciousness in managers of tomorrow in solving challenges in commerce and management.

## **DEPARTMENT OF MANAGEMENT**

### **Vision**

To become the centre of excellence for management education and research in the country, wherein learners are empowered with the advanced management knowledge to effectively utilise their potential in their career and as entrepreneurs for betterment of the society.

### **Mission**

- ❖ To provide management knowledge to instil the spirit of curiosity, compassion, courage and commitment through effective teaching learning process.
- ❖ To uphold the leadership excellence among the learners through research and mentoring.
- ❖ To create an effective learning environment that empowers the learners with the right blend of skills with theory and practice to build a dynamic society.

## **M.B.A. – Master of Business Administration**

### **PROGRAM EDUCATIONAL OBJECTIVES**

After few years of graduation, the graduates of M.B.A. will:

- PEO1.** Pursue higher education in the field of management in functional areas - Marketing, Finance and Human Resources and, Business Analytics, Digital Transformation, International business, Logistics and supply chain management or any other areas of their interest.
- PEO2.** Solve key challenges of management in general and functional areas in particular through professional career in industry/teaching/research.
- PEO3.** Get inspiration to engage in entrepreneurial career.
- PEO4.** Manage teams through effective leadership skills.
- PEO5.** Exhibit societal consciousness and ethical behaviour in practicing management along with learnability.

### **PROGRAM OUTCOMES**

On successful completion of the Program, the graduates of M.B.A. will be able to:

- PO1.** Gain the knowledge of management concepts relevant to corporate issues.
- PO2.** Analyse the real time problems of the contemporary management.
- PO3.** Develop solutions to the contemporary management challenges.
- PO4.** Interpret the emerging issues in management through proper investigations and analysis.
- PO5.** Utilize appropriate tools and techniques to solve managerial problems.
- PO6.** Provide solutions for managerial problems with social consciousness.
- PO7.** Offer sustainable and environmental friendly strategies in solving managerial issues.
- PO8.** Establish highly ethical and moral standards in the given environment in solving managerial challenges.
- PO9.** Lead the people and work with teams for acceptable outcomes.
- PO10.** Communicate effectively in all forms to the stakeholders.
- PO11.** Manage businesses effectively in a given environment.
- PO12.** Learn continuously on the contemporary issues and practice in the field of management.

## **PROGRAM SPECIFIC OUTCOMES**

On successful completion of the Program, the graduates of M.B.A. will be able to:

- PSO1.** Use fundamental knowledge of management domains to solve complex business problems.
- PSO2.** Use simulated problems, case analysis, projects, and industrial training to gain multidisciplinary knowledge.
- PSO3.** Make competent management professionals through life-long learning who are ethically sound and have an understanding of societal and ecological issues relevant to their profession.

## M.B.A. – Master of Business Administration

### Basket Wise - Credit Distribution

S. No.	Basket	Credit Contribution (Min. –Max.)
1	SCHOOL CORE	30-39
2	PROGRAM CORE	24-30
3	PROGRAM ELECTIVE	30-36
4	UNIVERSITY ELECTIVE	6-9
<b>TOTAL CREDITS</b>		<b>Min. 102</b>

## School Core (30 - 39 Credits)

Course Code	Title of the Course	Lecture	Tutorial	Practical	Project based Learning	Credits	Pre-requisite
		L	T	P	S	C	
22MG202001	Communication Skills	2	-	2	-	3	-
22MG201001	Business Statistics	3	-	-	-	3	-
22MG201002	Economics for Managers	3	-	-	-	3	-
22MG201003	Management and Organisational Behaviour	3	-	-	-	3	-
22MG202002	Data Analysis using Spread Sheets	2	-	2	-	3	-
22MG201004	Entrepreneurship and New Business Models	3	-	-	-	3	-
22MG201005	Business Law	3	-	-	-	3	-
22MG201006	Design Thinking	3	-	-	-	3	-
22MG208001	Capstone Project	-	-	-	-	4	-
22MG201007	Information Technology for Managerial Applications	3	-	-	-	3	-
22MG201008	International Business	3	-	-	-	3	-
<b>English and Foreign Languages Basket (Min. 2 credits to be earned)</b>							
22LG201402	Foundational English	2	-	-	-	2	-
	Basic Spanish	2	-	-	-	2	-
	Basic French	2	-	-	-	2	-
	Basic German	2	-	-	-	2	-
	Basic Mandarin	2	-	-	-	2	-
<b>Soft Skills Basket (All courses in this basket are mandatory)</b>							
22LG201401	Personality Development	2	-	-	-	2	-
22MG201009	Aptitude Training	2	-	-	-	2	-

Course Code	Title of the Course	Lecture	Tutorial	Practical	Project based Learning	Credits	Pre-requisite
		L	T	P	S	C	
<b>Dissertation/Field Immersion (Min. 4 Credits to be earned)</b>							
22MG208002	Business Plan	-	-	-	-	4	-
22MG208003	Field Immersion Study	-	-	-	-	4	-
22MG208004	Dissertation in the chosen Discipline Elective	-	-	-	-	4	-

**Program Core (24 – 30 Credits)**

Course Code	Title of the Course	Lecture	Tutorial	Practical	Project based Learning	Credits	Pre-requisite
		L	T	P	S	C	
22MG201010	Fundamentals of Business Analytics	2	-	-	-	2	Business Statistics
22MG201011	Leadership - Physical and Digital	3	-	-	-	3	Management and Organisational Behaviour
22MG201012	Strategic Management	3	-	-	-	3	-
22MG201013	Financial Accounting for Managers	3	-	-	-	3	-
22MG201014	Financial Management	3	1	-	-	4	Financial Accounting for Managers
22MG201015	Human Resource Management	3	-	-	-	3	-
22MG201016	Marketing Management	3	-	-	-	3	-
22MG201017	Production and Operations Management	3	-	-	-	3	-
22MG201018	Business Research Methods	3	-	-	-	3	-
22MG201019	Organizational Behaviour	3	-	-	-	3	-
22MG201020	Operations Research	3	1	-	-	4	-



### Program Elective (30- 36 Credits)

Course Code	Title of the Course	Lecture	Tutorial	Practical	Project based Learning	Credits	Pre-requisite
		L	T	P	S	C	
<b>Finance Basket (15-18 Credits)</b>							
22MG201021	Investment Management	3	-	-	-	3	-
22MG201022	Financial Markets and Services	3	-	-	-	3	Financial Management
22MG201023	Management Accounting	2	1	-	-	3	Cost Accounting
22MG201024	Cost Accounting	2	1	-	-	3	Financial Accounting for Managers
22MG201025	Strategic Financial Management	3	-	-	-	3	Financial Management
22MG201026	Risk Analysis and Management	3	-	-	-	3	Insurance and Risk Management
22MG201027	International Finance	2	1	-	-	3	Financial Management
22MG201028	Mergers, Acquisitions and Corporate Restructuring	3	-	-	-	3	Strategic Financial Management
22MG203001	Insurance and Risk Management	2	-	-	4	3	-
22MG201029	Commercial Banking	3	-	-	-	3	-
22MG202003	Financial Analytics	2	-	2	-	3	Financial Management
22MG201030	Derivative Contracts	3	-	-	-	3	Investment Management
22MG201031	Green Finance	3	-	-	-	3	-
22MG202004	Fintech	2	-	2	-	3	Financial Management
22MG201032	Tax Management	3	-	-	-	3	Financial Management
<b>Human Resource Management Basket (15-18 Credits)</b>							
22MG201033	Industrial Relations and Labor Laws	3	-	-	-	3	-
22MG201034	Talent Management	3	-	-	-	3	-
22MG201035	Work Models - Physical and Digital	3	-	-	-	3	-
22MG202005	HR Analytics	2	-	2	-	3	-
22MG201036	HR Negotiations and Conflict Resolution	3	-	-	-	3	Human Resource Management
22MG201037	Performance Management	3	-	-	-	3	Human Resource Management
22MG201038	Compensation Management	3	-	-	-	3	Human Resource Management
22MG201039	Learning and Development	3	-	-	-	3	-

Course Code	Title of the Course	Lecture	Tutorial	Practical	Project based Learning	Credits	Pre-requisite
		L	T	P	S	C	
22MG201040	International Human Resource Management	3	-	-	-	3	Human Resource Management
22MG201041	Organizational Development and Change	3	-	-	-	3	-
22MG201042	Stress Management and Counseling	3	-	-	-	3	-
<b>Marketing Basket (15-18 Credits)</b>							
22MG203002	Digital and Social Media Marketing	2	-	-	4	3	Marketing Management
22MG201043	Sales and Retail Management	3	-	-	-	3	Marketing Management
22MG201044	Consumer Behaviour	3	-	-	-	3	Marketing Management
22MG201045	Customer Relationship Marketing	3	-	-	-	3	Marketing Management
22MG202006	Marketing Analytics	2	-	2	-	3	Marketing Management
22MG201046	Marketing of Services	3	-	-	-	3	Marketing Management
22MG201047	Marketing for Social Impact	3	-	-	-	3	Digital and Social Media Marketing
22MG201048	Integrated Marketing Communication	3	-	-	-	3	-
22MG201049	Product and Brand Management	3	-	-	-	3	Marketing Management
22MG201050	Rural Marketing	3	-	-	-	3	-
22MG201051	International Marketing	3	-	-	-	3	-
22MG201052	Green Marketing	3	-	-	-	3	-
<b>Operations Basket (15-18 Credits)</b>							
22MG201053	Total Quality Management	3	-	-	-	3	Production and Operations Management
22MG201054	Project Management	2	-	-	4	3	-
22MG201055	Operations Analytics	3	-	-	-	3	Business Statistics
22MG201056	Lean Six Sigma	3	-	-	-	3	Business Statistics
22MG201057	Lean Supply Chain Management	3	-	-	-	3	-
22MG201058	Service Operations Management	3	-	-	-	3	Production and operations management
22MG201059	Production Planning and Control	3	-	-	-	3	Production and Operations Management
22MG201060	Product Innovation and Development	3	-	-	-	3	Production and Operations Management
22MG201061	Operations Strategy	3	-	-	-	3	-

### University Elective (6-9 Credits)

Course Code	Title of the Course	Lecture	Tutorial	Practical	Project based Learning	Credits	Pre-requisite
		L	T	P	S	C	
22MG201701	Disaster Management	3	-	-	-	3	-
22MG201702	Corporate Social Responsibility and Ethics	3	-	-	-	3	-
22MG201703	Market Research	3	-	-	-	3	-
22MG201704	Ergonomics- Environment, Health and Safety	3	-	-	-	3	-
22MG201705	Modeling with Excel	3	-	-	-	3	-
22MG201706	Sustainability	3	-	-	-	3	-
22MG201707	Artificial Intelligence in Management	3	-	-	-	3	-

**Note:**

1. If any student has chosen a course or equivalent course from the above list in their regular curriculum then, he/she is not eligible to opt the same course/s under University Elective.
2. The student can choose courses from other disciplines offered across the schools of MBU satisfying the pre-requisite other than the above list.

## SCHOOL CORE

Course Code	Course Title	L	T	P	S	C
22MG201001	BUSINESS STATISTICS	3	-	-	-	3
<b>Pre-Requisite</b>	-					
<b>Anti-Requisite</b>	-					
<b>Co-Requisite</b>	-					

**COURSE DESCRIPTION:** Organizations are surrounded with numerical data and information. All of us in day-to-day routine use numbers in our calculations. Problems in business contain a great degree of quantitative element in the form of facts and figures. It is essential for managers to carry out data analysis and interpretation for effective decisions. This course provides a detailed discussion on statistics, data, Measures of central tendency and dispersion. The concept of probability is explained. The student acquires knowledge related to time series and sampling process and skills in statistics for solving business problems.

**COURSE OUTCOMES:** After successful completion of the course, students will be able to:

- CO1.** Understand the applications of statistics in business and analyze the data.
- CO2.** Analyze and solve causal relation business problems by applying statistical techniques
- CO3.** Apply the concept of probability distributions to solve business problems.
- CO4.** Predict business trends using time series techniques and formulation of policies using index numbers
- CO5.** Analyse the hypothesis by applying statistical testing methods

### CO-PO Mapping Table:

Course Outcomes	Program Outcomes												Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
<b>CO1</b>	3	1		1									1		
<b>CO2</b>	3	3		1										1	
<b>CO3</b>	3	3		2	1									1	
<b>CO4</b>	3	3		2	1	1							1		
<b>CO5</b>	3	3	1	2	2										
<b>Course Correlation Mapping</b>	<b>3</b>	<b>3</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>1</b>							<b>1</b>	<b>1</b>	

*Correlation Levels: 3: High; 2: Medium; 1: Low*

## **COURSE CONTENT**

### **Module 1: Introduction to Statistics**

**(08 Periods)**

Meaning, Application of Statistics in Business and Limitations of Statistics. Data – Data Sources, Data Classification and Data Presentation (Tables and Graphs). Measures of Central Tendency, Measures of Dispersion

### **Module 2: Correlation and Regression Analysis**

**(08 Periods)**

#### **Correlation Analysis**

Introduction, types of correlation, Methods of Correlation analysis, Scatter diagram method, Karl Pearson's correlation coefficient, Coefficient of determination, Spearman's rank correlation coefficient.

#### **Regression Analysis**

Introduction, Types of regression models, Significance of Regression Analysis, Methods of finding Regression Equations, Least Squares and Using Regression Coefficient methods, Prediction using the Regression Equations.

### **Module 3: Probability**

**(09 Periods)**

#### **Probability**

Basics of Probability, Probability Rules, Additive Rule, Multiplication Rule, Marginal Probability, Joint Probability, and Bayes' Theorem

#### **Probability Distribution**

Discrete Probability Distribution, Random Variable, Expected Values, Variance, Binomial Distribution, Poisson distribution, Continuous Probability Distribution, Normal Distribution

### **Module 4: Index Numbers and Time Series**

**(10 Periods)**

#### **Index numbers**

Introduction, Characteristics and Uses of index numbers, Types of Index Numbers, Laspeyre, Paasche's, Fisher's, Marshall-Edgeworth, Dorbish and Bowley, Limitations of index numbers.

#### **Time series analysis**

Introduction, Components of a time series – Secular trend, Short term, Random or Irregular variations, Measurement of trend – Free hand method, Method of linear Curve fitting by the principle of least squares, Method of Semi – Averages and Moving average.

### **Module 5: Sampling**

**(10 Periods)**

**Basics of sampling**–Random and Non-Random sampling methods – sample size determination; Test of significance for small and large samples (t-test, Z-test, Chi-square test) - One-way and Two-way ANOVA.

**Total Periods:45**

## **EXPERIENTIAL LEARNING**

### **LIST OF EXCERSIES:**

1. Prepare a brief report of any company's secondary data analyzed and interpreted.
2. Use Excel and do the analysis of any type of data of your choice.
3. Refer to any specific tutorial on how to do add-in "data analysis" and submit a report with screenshots of it

Above all will be detailed in CHO.

## **RESOURCES**

**TEXT BOOKS:**

1. S.P. Gupta & M.P. Gupta: **BUSINESS STATISTICS**, (Sultan Chand)
2. Beri, G.C: **BUSINESS STATISTICS**, (Tata McGraw Hill)

**REFERENCE BOOKS:**

1. Richard I. Levin & David S. Rubin: **STATISTICS FOR MANAGEMENT**,
2. (Pearson Education)
3. David Whigham: **BUSINESS DATA ANALYSIS Using Excel**, (OXFORD)

**VIDEO LECTURES:**

1. <https://archive.nptel.ac.in/courses/110/107/110107114/>
2. [https://onlinecourses.nptel.ac.in/noc21\\_ma01/preview](https://onlinecourses.nptel.ac.in/noc21_ma01/preview)

**Web Resources:**

1. <https://sites.google.com/site/fundamentalstatistics>
2. <http://www.textbooksfree.org/Statistics%20Book%20pdf.pdf>
3. <https://online.stat.psu.edu/statprogram/reviews/statistical-concepts>

## SCHOOL CORE

Course Code	Course Title	L	T	P	S	C
<b>22MG201002</b>	<b>ECONOMICS FOR MANAGERS</b>	3	-	-	-	3
<b>Pre-Requisite</b>	-					
<b>Anti-Requisite</b>	-					
<b>Co-Requisite</b>	-					

**COURSE DESCRIPTION:** The course provides an introduction to a core area of economics known as microeconomics. It considers the operation of a market economy and the problem of how best to allocate society's scarce resources. The course considers the way in which various decision making units in the economy (individuals and firms) make their consumption and production decisions and how these decisions are coordinated.

**COURSE OUTCOMES:** After successful completion of the course, students will be able to:

- CO1.** Understand the principles of Managerial Economics
- CO2.** Estimate the demand and supply in business
- CO3.** Estimate the production and its cost
- CO4.** Analyse the Market Structure and Pricing practices to solve business problems
- CO5.** Understand the impact of macro economics on business

### CO-PO Mapping Table:

Course Outcomes	Program Outcomes												Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
<b>CO1</b>	3	1				1					1		1		
<b>CO2</b>	3	3		1	1									1	
<b>CO3</b>	3	3		1	1						1				
<b>CO4</b>	3	1			1										
<b>CO5</b>	3					1							1		1
<b>Course Correlation Mapping</b>	<b>3</b>	<b>3</b>		<b>1</b>	<b>1</b>	<b>1</b>							<b>1</b>	<b>1</b>	<b>1</b>

*Correlation Levels: 3: High; 2: Medium; 1: Low*

## **COURSE CONTENT**

### **Module 1: Introduction to Managerial Economics (09 Periods)**

Definition, Nature and Scope - Relationship with other areas in Economics, Production Management, Marketing, Finance and Personnel, Operations research - The role of managerial economist. Scarcity and choice, Central problems of an economy, Production possibility curve and economic efficiency, a Positive and normative economics.

### **Module 2: Demand Analysis (09 Periods)**

Demand Function - Law of Demand - Elasticity of demand, types and significance of Elasticity of Demand - Demand Estimation - Demand Forecasting, significance - methods - Supply Analysis - Supply function, the Law of Supply, Elasticity of Supply.

### **Module 3: Production Analysis (09 Periods)**

Production Function - Marginal Rate of Technical Substitution - Iso - quants and Iso- costs - Production function with one/two variables, Cobb-Douglas Production Function - Returns to Scale and Returns to Factors, Economies of scale-Cost theory and estimation: Cost concept and types, Determinants of cost, Cost-Output Function: short run and long run - Break Even Analysis.

### **Module 4: Market Structure and Pricing practices (10 Periods)**

Features and Types of different competitive situations - Price-Output determination in Perfect competition, Monopoly, Monopolistic competition and Oligopoly both the long run and short run - Pricing philosophy - Pricing methods in practice - Price discrimination - Product line pricing - Pricing strategies, skimming pricing, penetration pricing, Loss Leader pricing - Pricing of multiple products.

### **Module 5: Macro Economics (08 Periods)**

National Income, concept and measurement methods - Inflation, definition, characteristics and types of inflation- Effects of inflation- Anti- Inflationary methods- Business Cycles - Definition, Characteristics and phases of business cycle- Steps to avoid business cycles - GDP, GNP.

**Total Periods:45**

## **EXPERIENTIAL LEARNING**

### **LIST OF EXPERIMENTS:**

1. Students in the form of a team should select any company and study the micro and macro-economic conditions.
2. Budget 2022 | Nirmala Sitharaman Presents Union Budget 2022 - YouTube. Refer the link in which you can get a budget presentation of the Finance ministry 2022 and prepare a key note on it.
3. Collect the required data that can be used for constructing the price and demand relationship and present it to the class.
4. List out the top 10 economies in the world along with federal banks' key rates.

## **RESOURCES**

### **TEXT BOOKS:**

1. Principle of Economics by Deviga Vengedasalam and Karunagaran Madhavan



2. Principles of Microeconomics: Dominic Salvatore
3. Microeconomics: Theory and Applications, D N Dwivedi Vikas Publishing.

**REFERENCE BOOKS:**

1. Microeconomics for Management Students, Ravindra H. Dholakia, A. N. Oza, Oxford University Press.
2. Managerial Economics, William F. Samuelson and Stephen G. Marks, Wiley Blackwell
- 3.

**VIDEO LECTURES:**

1. <https://nptel.ac.in/courses/110101005>
2. <https://nptel.ac.in/courses/110105067>

**Web Resources:**

1. MBA-ManagerialEconomics-1stYear.pdf (sxccal.edu)
2. [https://mrcet.com/downloads/MBA/Managerial Economics.pdf](https://mrcet.com/downloads/MBA/Managerial%20Economics.pdf)
3. Business Economics Online Course | HBS Online

## SCHOOL CORE

Course Code	Course Title	L	T	P	S	C
22MG201003	MANAGEMENT AND ORGANISATION BEHAVIOUR	3	-	-	-	3
<b>Pre-Requisite</b>	-					
<b>Anti-Requisite</b>	-					
<b>Co-Requisite</b>	-					

**COURSE DESCRIPTION:** The course aims at providing fundamental knowledge and exposure to the concepts, theories, and practices in the field of management. It focuses on the basic roles, skills, and functions of management, with special attention to managerial responsibility for the effective and efficient achievement of goals. The course aims to provide an understanding of basic concepts, theories, and techniques in the field of human behaviour at the individual, group and organizational levels in the changing global scenario.

**COURSE OUTCOMES:** After successful completion of the course, students will be able to:

- CO1.** Understand the Management concepts and functions.
- CO2.** Execute personality traits in different business situations.
- CO3.** Analyze and evaluate teams, group dynamics, and conflicts.
- CO4.** Understand and Analyze organisation culture, managing change, right structure, and effective communication.
- CO5.** Evaluate interventions, interpersonal styles, and stress levels.

### CO-PO Mapping Table:

Course Outcomes	Program Outcomes												Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3					1					1	1	1		
CO2	3					1	1					1		1	
CO3	3	1							1			1	1		
CO4	3	1				1						1	1		
CO5	3	1				1		1							1
<b>Course Correlation Mapping</b>	<b>3</b>	<b>1</b>				<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>		<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>

*Correlation Levels: 3: High; 2: Medium; 1: Low*

## **COURSE CONTENT**

### **Module 1: INTRODUCTION TO MANAGEMENT (09 Periods)**

Introduction to Management – Principles of Management – Functions of management – Decision-making process - Social responsibility of Management – Fundamentals of Planning, Organising, Staffing, Leading, and Controlling.

### **Module 2: INTRODUCTION TO ORGANISATION BEHAVIOUR (09 Periods)**

Learning – Personality Theories– Perception – Learning Process, and Theories – Values & Attitudes.

### **Module 3: MOTIVATION THEORIES (09 Periods)**

Motivation Theories – Managing Motivation in Small and large organizations – Effective Groups & Teams – Leadership Theories, Styles – Group Dynamics – Power, Politics, and Conflict – Resolving Conflicts.

### **Module 4: ORGANIZATION CULTURE & CLIMATE (09 Periods)**

– Organizational Ethos – Functionality of Culture – Process and implementation of Change – Managing Resistance to Change - Organization Structure and Communication

### **Module 5: ORGANIZATIONAL DEVELOPMENT (09 Periods)**

Organizational Development – Phases and Interventions of OD – Johari Window – Transactional Analysis- Managerial Interpersonal Styles - Managing Stress & Burnout.

**Total Periods:45**

## **EXPERIENTIAL LEARNING**

### **LIST OF EXPERIMENTS:**

1. Collect the case relating to the planning of Human Resources in MSMEs
2. Present an animated Video about why principles of management are crucial as in the form of a PPT.

## **RESOURCES**

### **TEXT BOOKS:**

1. Andrew J. Dubrin, Essentials of Management, Thomson Southwestern, 9th edition, 2012
2. Stephen P. Robbins, David A. De Cenzo and Mary Coulter, Fundamentals of management, 9th edition, Prentice Hall of India, 2016.

### **REFERENCE BOOKS:**

1. Stephen P. Robbins, David A. De Cenzo and Mary Coulter, Fundamentals of management, Prentice Hall of India, 2012
2. Heinz Weirich, Mark V Cannice and Harold Koontz, Management- A global entrepreneurial perspective, Tata McGraw Hill, 12th edition, 2008.
3. Stephen P. Robbins, David A. De Cenzo and Mary Coulter, Fundamentals of management, Prentice Hall of India, 2012

### **VIDEO LECTURES:**

1. Principles of Management - Course (nptel.ac.in)
2. Principles of Management - Course (nptel.ac.in)

**Web Resources:**

1. The Management Century (hbr.org)
2. What 21st Century Management Looks Like (forbes.com)
3. Four core principles for mastering lean data management | Bloomberg Professional Services

## PROGRAM CORE

Course Code	Course Title	L	T	P	S	C
<b>22MG201013</b>	<b>FINANCIAL ACCOUNTING FOR MANAGERS</b>	3	-	-	-	3
<b>Pre-Requisite</b>	-					
<b>Anti-Requisite</b>	-					
<b>Co-Requisite</b>	-					

**COURSE DESCRIPTION:** The course focuses on detailed understanding of introduction of accounting, Generally Accepted Accounting Principles, Journal, Ledger, Trial Balance and financial statements and its analysis.

**COURSE OUTCOMES:** After successful completion of the course, students will be able to:

- CO1.** Understand the accounting principles and the process of accounting such as recording, classification, summarization, and interpreting the transactions.
- CO2.** Analyze the Revenues and Expenses and prepare the financial statements.
- CO3.** Apply tools and techniques of financial analysis and judge the performance of the business.
- CO4.** Analyze the financial statements with the help of Funds Flow and Cash Flow Statements and interpretation of the financial results.
- CO5.** Understand the basics of computerized accounting system and be able to integrate the accounting with IT applications.

### CO-PO Mapping Table:

Course Outcomes	Program Outcomes												Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
<b>CO1</b>	3			1				1			1			1	
<b>CO2</b>	3			1				1			1			1	
<b>CO3</b>	3	1		1	1	1		1		1	1	1	1		
<b>CO4</b>	3	1		1	1	1		1		1	1	1			1
<b>CO5</b>	3		1		1				1	1			2		
<b>Course Correlation Mapping</b>	<b>3</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>		<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>

*Correlation Levels: 3: High; 2: Medium; 1: Low*

## **COURSE CONTENT**

### **Module 1: INTRODUCTION**

**(10 Periods)**

Accounting - Objectives of Accounting - Functions of Accounting - GAAP – Standards of Accounting – IFRS - Accounting Cycle - Double Entry System of Accounting – Accounting Equation – Preparation of Journal – Ledger - Trial Balance. (Theory and Cases)

### **Module 2: PREPARATION OF FINANCIAL STATEMENTS**

**(10 Periods)**

Financial Statements - Capital Receipts – Revenue Receipts - Capital Expenditure – Revenue Expenses - Final Accounts – Preparation of Final Accounts - Trading and Profit and Loss Account – Balance Sheet. Preparation of Final Accounts with Adjustments (Theory and Cases)

### **Module 3: RATIO ANALYSIS**

**(10 Periods)**

Classification of Ratios – Liquidity – Asset Management Ratios – Debt Management Ratio – Profitability Ratios – Market Value Ratios – Dupont Chart - Managerial uses and Limitations of Ratio Analysis (Theory and Cases).

### **Module 4: FUNDS FLOW & CASH FLOW ANALYSIS**

**(10 Periods)**

Objectives of Funds Flow Statement – Importance and Significance of Funds Flow Statement – Statement of Changes in Working Capital Position – Funds from Operations – Sources and Application of Funds. (Theory and Cases).

Cash Flow Statement – Objectives – Cash from Operating Activities - Cash from Investing Activities – Cash from Financing Activities – Distinction between Funds flow and Cash flow. (Theory and Cases)

### **Module 5: COMPUTERIZED ACCOUNTING SYSTEM**

**(05 Periods)**

Introduction - Comparison between Manual and Computerized Accounting - Advantages and Limitations of Computerized Accounting System - Accounting Software Packages – TALLY – ERP-9 - Workshop (Theory)

**Total Periods:45**

## **EXPERIENTIAL LEARNING**

### **LIST OF EXPERIMENTS:**

1. Students will be given an assignment saying that enter the business transactions in Tally ERP 9
2. Collect the information from the sole trader and prepare the final accounts. Present the summary as a group presentation
3. A group discussion will be conducted for the students about their observations between the company act 1956 and 2013
4. Above all will be detailed in CHO.

## **RESOURCES**

### **TEXT BOOKS:**

1. S.N. Maheswari: "Financial Accounting" (Vikas)
2. Jawaharlal: Accounting for Managers (Himalaya)
3. Mukharjee and Hanif (2013), Financial Accounting, New Delhi: Tata Mc-Graw Hill
4. P JAIN, K L NARANG ; Advanced Accountancy Principles of Accounting Vol-I.

**REFERENCE BOOKS:**

1. Paul, S. K. 4th ed New Central Book Agency Pvt. Ltd. Financial Accounting For Managers.
2. Ghosh, T. P. 4th ed Taxman Allied Service Financial Accounting.
3. Mohammed Hanif, Amitabh Mukherjee, (Fully solved problems, theory questions and exercises).

**VIDEO LECTURES:**

1. <http://www.digimat.in/nptel/courses/video/110106147/L01.html>
2. <https://www.digimat.in/nptel/courses/video/110101131/L25.html>

**Web Resources:**

1. [https://rajeshindukuristudyplace.webnode.com/\\_files/200000014-9621c971b8/ACCOUNTING%20FOR%20MANAGERS.pdf](https://rajeshindukuristudyplace.webnode.com/_files/200000014-9621c971b8/ACCOUNTING%20FOR%20MANAGERS.pdf)
2. [https://ia800701.us.archive.org/28/items/Alan.J.Wein.Campbell.Walsh.Urology.11th.Ed.2016/9781485102786\\_Basic\\_Financial%20\\_Accounting.pdf](https://ia800701.us.archive.org/28/items/Alan.J.Wein.Campbell.Walsh.Urology.11th.Ed.2016/9781485102786_Basic_Financial%20_Accounting.pdf)

## SCHOOL CORE

Course Code	Course Title	L	T	P	S	C
<b>22MG201007</b>	<b>INFORMATION TECHNOLOGY FOR MANAGERIAL APPLICATIONS</b>	3	-	-	-	3
<b>Pre-Requisite</b>	-					
<b>Anti-Requisite</b>	-					
<b>Co-Requisite</b>	-					

**COURSE DESCRIPTION:** This course provides knowledge of computer fundamentals and trains in the use of office automation tools, packages to facilitate modern office day-to-day management.

**COURSE OUTCOMES:** After successful completion of the course, students will be able to:

- CO1.** understand basic Computer terminology and different devices.
- CO2.** understand Computer memory system and various memory devices.
- CO3.** apply different office automation tools for Text and document Manipulation.
- CO4.** Interpret the data using visualization tools and functions in excel.
- CO5.** Design templets, and presentations using presentation and multimedia tools in MS power Point.

### CO-PO Mapping Table:

Course Outcomes	Program Outcomes												Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
<b>CO1</b>	3				1					2		2		1	
<b>CO2</b>	3				1					2		2	1		
<b>CO3</b>	3	-	2		2					2		2	1		
<b>CO4</b>	3	1	2		2					2		2		1	
<b>CO5</b>	3	-	2		2					2	1	2			1
<b>Course Correlation Mapping</b>	<b>3</b>	<b>1</b>	<b>2</b>		<b>2</b>					<b>2</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>1</b>

*Correlation Levels: 3: High; 2: Medium; 1: Low*



## **COURSE CONTENT**

### **Module 1: Introduction**

**(07 Periods)**

Basics of Computer and its Evolution, Data, Instruction and Information, Characteristics of Computers, Input output Devices, Function of Different Units of Computer, Classification of Computers. Computer Software: Types of Software, Compiler and Interpreter, Generations of languages. Types of computer networks

### **Module 2: Computer Hardware**

**(08 Periods)**

Computer Memory: Primary Memory (ROM and its type – PROM, EPROM, EEPROM, RAM) Secondary memory- SASD, DASD Concept, Magnetic Disks – Floppy Disks, Hard Disks, Magnetic Tape, Optical Disks – CD ROM and its type (CD ROM, CD ROM-R, DVD ROM, Flash Memory, Introduction to Operating System (OS); Function of OS, Types of Operating Systems

### **Module 3: MS Word**

**(10 Periods)**

Introduction to Microsoft Office – Common office tools and techniques, MS Word environment, working with word documents, working with text, working with tables, Language selection, Spelling and grammar check, adding graphics, Mail merge, Advanced features of MS Word, Applying bullets and numbering, Insertion of objects.

### **Module 4: Excel Introduction**

**(10 Periods)**

Introduction to MS Excel - Working with Excel workbook– working with worksheet – Calculating features – Formatting – Formulae & Functions – Using charts – Working with graphics – Creating pivot table – Goal seek – Solver- Macros

### **Module 5: Power Point**

**(10 Periods)**

Presenting with PowerPoint–Working with slides, Modifying & Customizing presentation, Inserting pictures, Tables, charts, viewing presentation – Menu & toolbars – Customizing menus and Tool bars.

**Total Periods:45**

## **EXPERIENTIAL LEARNING**

### **LIST OF EXERCISES:**

1. Demonstrate the advanced features of Excel by DIY.
2. Prepare a template of word document that can be used for report writing.
3. Prepare a Financial Statement and apply Finance functions by using excel
4. Prepare a template of word document that can be used for using charts
5. Prepare a template of MS Power point that can used for presentations
6. Demonstrate the advanced features of excel that can be used for creating Pivot Table

## **RESOURCES**

### **TEXT BOOKS:**

1. Vinod Babu Bandari: Fundamentals of Information Technology ( Pearson Education.)
2. Ramesh Behl: Information Technology for Management (Tata McGraw-Hill Companies.
3. Pradeep K Sinha: Computer Fundamentals (BPB Publications Sixth Edition)
4. Goel :Computer Fundamentals- (Pearson Education India, First edition)

### **REFERENCE BOOKS:**

1. Sanjay Saxena: MS Office 2007(Vikas Publishing House )
2. Dhiraj Sharma : Foundations of IT (Excel)
3. Information Technology for Management, Ramesh Behi, Mc Graw Hill.
4. Foundations of IT, Dhiraj Sharma, Excel books

### **VIDEO LECTURES:**

1. NPTEL
2. Information Technology (IT) Management - YouTube
3. [https://www.youtube.com/watch?v=eEo\\_aacpwCw](https://www.youtube.com/watch?v=eEo_aacpwCw)
4. <https://www.udemy.com/course/computer-fundamentals-k/>

### **Web Resources:**

1. Information Technology & Its Uses in Business Management | Small Business - Chron.com
2. Information Technology and E-Business- <https://backup.pondiuni.edu.in/>
3. COMPUTER FUNDAMENTALS: <https://nios.ac.in/media>
4. Computerfundamentals:<https://drive.google.com/file/d/1PxhuswtGn0h1v1Chuk-aXGC-hMfQLCL3/view?showad=true>

## SCHOOL CORE

Course Code	Course Title	L	T	P	S	C
22LG201402	FOUNDATIONAL ENGLISH	3	-	-	-	3
<b>Pre-Requisite</b>	-					
<b>Anti-Requisite</b>	-					
<b>Co-Requisite</b>	-					

**COURSE DESCRIPTION:** This subject aims to further develop the English language and communication skills required by students to communicate effectively in their future professional careers.

**COURSE OUTCOMES:** After successful completion of the course, students will be able to:

- CO1.** Understand the basic objective of the course by being acquainted with specific dimensions of communication skills i.e. Reading, Writing, Listening, Thinking, and Speaking.
- CO2.** Create a substantial base by the formation of strong professional vocabulary for its application on different platforms and through numerous modes such as Comprehension, reading, writing and speaking, etc.
- CO3.** Evaluate the correct & error-free writing by being well-versed in rules of English grammar & cultivate relevant technical style of communication & presentation at their workplace & also for academic uses.
- CO4.** Apply communication skills for practical and oral presentation purposes by being honed up in presentation skills and voice dynamics.
- CO5.** Apply techniques for developing interpersonal communication skills and a positive attitude leading to their professional competence.

### CO-PO Mapping Table:

Course Outcomes	Program Outcomes											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
<b>CO1</b>	3	-	-	-	-	-	-	-	-	2	-	2
<b>CO2</b>	2	3	-	-	-	-	-	-	-	2	-	2
<b>CO3</b>	2	2	-	-	-	-	-	-	-	3	-	2
<b>CO4</b>	2	1	-	-	-	-	-	-	-	3	-	2
<b>CO5</b>	2	1	-	-	3	-	-	-	-	2	-	2
<b>Course Correlation Mapping</b>	<b>2</b>	<b>2</b>	-	-	<b>3</b>	-	-	-	-	<b>2</b>	-	<b>2</b>

*Correlation Levels: 3: High; 2: Medium; 1: Low*

## **COURSE CONTENT**

### **Module 1: Foundations of Professional English (06 Periods)**

Professional English: Definition; Extent & Coverage; Dimensions; Reading; Skimming; Scanning; Churning & Assimilation; Writing: Methods: Inductive; Deductive; Exposition; Linear; Interrupted; Spatial & Chronological; Technical Communication; Approaches: Brevity; Objectivity; Simplicity; Utility & Clarity. Listening: Active; Passive; Speaking: Essentials Nuances & Modes of Speech Delivery

### **Module 2: Components of Professional Writing (06 Periods)**

Vocabulary Building: Select words; Concept of word formation; Word formation; Root words from foreign languages & their use in English; Prefixes & Suffixes: Derivatives; Synonyms; Antonyms; Abbreviations. Homophones. One-word substitutes; Requisites of Sentences, - Exercises.

### **Module 3 Foundations of Professional Writing Skills (06 Periods)**

Forms: Business writing: Principle; Purchase & Sales Letters; Drafts; Official Writing: Official Letter; D.O. Letter; Notices; Agenda; Minutes of Meeting; Sentence Structure; Phrases & Clauses in sentences; Coherence; Unity; Emphasis in Writing; Devices; Use of Writing methods in Documents; Techniques of writing, - Exercises.

### **Module 4 Common Grammatical Errors & Professional Style (06 Periods)**

Subject-verb agreement; Correct usage: Noun; Pronoun; Agreement; Modifiers; Articles; Prepositions; Cliches; Redundancies; Technical Style: Features; Choice of words; Sentences: Descriptive; Narrative; Expository; Defining & Classifying; Length of paragraph; Writing of Introduction & Conclusion, - Exercises.

### **Module 5 Presentation Strategies & Oral Communications (06 Periods)**

Analysis of locale; Audience; Modulating Style & Content; Speaking with confidence; Kinesics; Paralinguistic features of Voice-Dynamics: Pitch; Intonation; Stress & Rhythm; Conversation & dialogues; Communication at the workplace, - Exercises.

**Total Periods: 30**

## **EXPERIENTIAL LEARNING**

1. Case study on successful business personnel with reference to communication competence.
2. Prepare a presentation on an orator of your choice and analyse the voice dynamics.
3. Prepare a video on persuasive talk.
4. Write an article on the famous clichés of our time.

## **RESOURCES**

### **TEXTBOOK:**

Ashraf Rizvi M. (2018). Effective Technical Communication, Second Edition, McGraw Hill Education (India) Private Limited

### **REFERENCE BOOKS:**

1. Kline, J. A. (2004). Speaking effectively: Achieving excellence in presentations.

Upper Saddle River, NJ: Pearson/Prentice Hall.

2. Kuiper, S. (2007). Contemporary business report writing (3rd ed.). Cincinnati, OH: Thomson/South-Western.
3. Locker, K. O. & Kaczmarek, S. K. (2007). Business communication: Building critical skills (3rd ed.). New York: McGraw-Hill/Irwin.
4. Mascull, B. (2004). Business vocabulary in use: Advanced. Cambridge: Cambridge University Press.
5. Matthews, C. B. & Matthews, M. (2007). Quicksteps to winning business presentations: Make the most of your PowerPoint presentations. New York: McGraw-Hill.
6. Marsh, C. (2005). Strategic writing: Multimedia writing for public relations, advertising, sales and marketing, and business communication. Boston: Pearson/Ally and Bacon.
7. Munter, M. & Russell, L. (2008). Guide to presentations. (2nd ed.). Upper Saddle River: NJ: Pearson/Prentice Hall.
8. Murphy, H. A., Hilderbrandt, H. W. & Thomas, J. P. (1997). Effective business communications (7th ed.). New York: McGraw-Hill, Inc.
9. O'Driscoll, N. & Pilbeam, A. (1992). Meetings and discussions. Harlow, Essex: Longman.
10. Reardon, K. K. (2004). The skilled negotiator: Mastering the language of engagement. San Francisco: Jossey-Bass.
11. Stiff, J. B. (2003). Persuasive communication (2nd ed.). New York: Guilford Press. Engagement. San Francisco: Jossey-Bass.
12. Stiff, J. B. (2003). Persuasive communication (2nd ed.). New York: Guilford Press.

#### **VIDEO LECTURES:**

1. <https://learnenglish.britishcouncil.org/general-english/video-zone/the-day-elizabeth-became-queen>
2. <https://www.youtube.com/watch?v=CscHc8qSn1A>

#### **Web Resources:**

1. <https://galgotiacollege.edu/assets/pdfs/study-material/Notes-english.pdf>
2. <https://lecturenotes.in/subject/183>
3. <https://www.fluentu.com/blog/english/professional-english/>
4. <https://learnenglish.britishcouncil.org/business-english>

## SCHOOL CORE

<b>Course Code</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>S</b>	<b>C</b>
<b>22LG201401</b>	<b>PERSONALITY DEVELOPMENT</b>	2	-	-	-	2
<b>Pre-Requisite</b>	-					
<b>Anti-Requisite</b>	-					
<b>Co-Requisite</b>	-					

**COURSE DESCRIPTION:** This course covers ten topics that have an effect on everyone's personal development. These topics are personality, character and values, behaviour, responsibility, goals, self-esteem, self-compassion, peer pressure, motivation, choices, and determination.

**COURSE OUTCOMES:** On having completed this course student should be able to

- CO1.** Develop and exhibit an accurate sense of self.
- CO2.** Develop and nurture a deep understanding of personal motivation.
- CO3.** Demonstrate knowledge of personal beliefs and values and a commitment to continuing personal reflection and reassessment.
- CO4.** Learn to balance confidence with humility and overcome problems associated with personality.

### CO-PO-PSO Mapping Table:

Course Outcomes	Program Outcomes											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
<b>CO1</b>	2	1										
<b>CO2</b>	2	1	1									
<b>CO3</b>	1	2	1							1		
<b>CO4</b>	2	1										
<b>Course Correlation Mapping</b>	<b>2</b>	<b>1</b>	<b>1</b>							<b>1</b>		

*Correlation Levels: 3: High; 2: Medium; 1: Low*

## **COURSE CONTENT**

### **Module 1: Introduction To Personality Development (07 Periods)**

Concept of Personality, Dimensions of Theories of Freud & Erickson Personality, Significant of Personality Development, Concept of Success and Failure, Hurdles in Achieving Success, Overcoming Hurdles, Factors Responsible for Success, What is Failure, Causes of Failure, SWOT Analysis.

### **Module 2: Attitude & Motivation (08 Periods)**

Concept of Attitude, Significance, Factors Affecting Attitude, Positive Attitude, Advantages, Negative Attitude, Disadvantages, Ways to Develop Positive Attitude, Difference Between Personalities Having Positive and Negative Attitude, Concept of Motivation, Significance, Internal and External Motives, Importance of Self-Motivation, Factors Leading to De-Motivation

### **Module 3: Self-Management (07 Periods)**

Understanding of Life Story, Focusing on Internal Narratives, Managing Change, Confusion and Uncertainty, Sharpening the Intellect, Schooling the Mind, Socializing the Individual, Enhancing One's Self Image, Self-Esteem and Self- Confidence

### **Module 4: Other Aspects Of Personality Development (08 Periods)**

Body Language, Problem-Solving, Conflict and Stress Management, Decision-Making Skills, Leadership and Qualities of a Successful Leader, Character-Building, Team-Work, Time Management, Work Ethics, Good Manners and Etiquette.

**Total Periods: 30**

## **EXPERIENTIAL LEARNING**

### **CASE STUDIES WILL BE GIVEN TO STUDENTS TO EXPLORE THEMSELVES**

1. Conducting Activities like Role Play and Case Analysis
2. Activities like Inspiring videos of Famous Personality Roles and provide same as Assignments.

All the above will be detailed in CHO.

## **RESOURCES**

### **TEXT BOOKS:**

1. Hurlock, E.B (2006). Personality Development, 28th Reprint. New Delhi: Tata McGraw Hill
2. Stephen P. Robbins and Timothy A. Judge(2014), Organizational Behavior 16th Edition: Prentice Hall.

### **REFERENCE BOOKS:**

1. Andrews, Sudhir. How to Succeed at Interviews. 21st (rep.) New Delhi.Tata McGraw-Hill 1988
2. Heller, Robert. Effective leadership. Essential Manager series. Dk Publishing, 2002

**VIDEO LECTURES:**

1. Developing Soft Skills and Personality - Course (nptel.ac.in)
2. [https://www.google.com/search?q=personality development y](https://www.google.com/search?q=personality+development+y)

**Web Resources:**

1. 13 Personality development tips | The Art of Living India
2. The Psychology of Personality Formation (verywellmind.com)



## SCHOOL CORE

Course Code	Course Title	L	T	P	S	C
22MG201009	APTITUDE TRAINING	2	-	-	-	2
<b>Pre-Requisite</b>	-					
<b>Anti-Requisite</b>	-					
<b>Co-Requisite</b>	-					

### **COURSE DESCRIPTION:**

This course is designed to make students acquainted with frequently asked questions in quantitative aptitude and logical reasoning during various examinations and campus interviews.

**COURSE OUTCOMES:** After successful completion of the course, students will be able to:

- CO1.** Understand the basic concepts of quantitative ability and solve questions based on Averages, Ages and Percentages.
- CO2.** Solve problems related to probability and applied mathematics.
- CO3.** Apply the concept of data interpretation to solve competitive examination questions.
- CO4.** Analyze and solve logical reasoning while preparing for an interview and competitive exams.

### **CO-PO Mapping Table:**

Course Outcomes	Program Outcomes											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
<b>CO1</b>	3	1		1								1
<b>CO2</b>	3	1		1								1
<b>CO3</b>	3	1		2	1					1		
<b>CO4</b>	3	1		2							-	1
<b>Course Correlation Mapping</b>	<b>3</b>	<b>1</b>		<b>2</b>	<b>1</b>					<b>1</b>		<b>1</b>

*Correlation Levels: 3: High; 2: Medium; 1: Low*

## **COURSE CONTENT**

### **Module 1: Quantitative Ability (Basic Mathematics) (07 Periods)**

Number Systems, LCM and HCF, Simplification, Average, Problems on Ages, Percentages.

### **Module 2: Quantitative Ability (Applied Mathematics) (07 Periods)**

Permutation and Combinations, Probability, Profit and Loss, Simple and Compound Interest, Time, Speed and Distance.

### **Module 3: Data Interpretation (08 Periods)**

Data Interpretation, Tables, Column Graphs, Bar Graphs, Line Charts, Pie Chart, Venn Diagrams.

### **Module 4: Logical Reasoning (08 Periods)**

Analogy, Blood Relation, Directional Sense, Number and Letter Series, Coding – Decoding, Clocks, Seating Arrangement.

**Total Periods: 30**

## **EXPERIENTIAL LEARNING**

### **LIST OF EXERCISES:**

1. Identify members from five groups (ex. family). Find the number of males and females. Calculate the average age (income) of male and female members in each group and overall average age. Do a comparative study.
2. Identify any five small businesses (ex. shop). Find out the cost price and selling price of any five products. What is the percent of profit(loss) on each product and all the products.
3. Identify any five states in India. Gather information about literacy rate, employment, GDP etc. important socio-economic variables. Use Tables, graphs and diagram, prepare a report.

## **RESOURCES**

### **TEXT BOOKS:**

1. Dr. R. S. Aggarwal: Quantitative Aptitude for Competitive examination, S.Chand Publishing
2. BS Sijwali, Analytical and Logical reasoning for CAT and other management entrance test  
Arihant Publications

### **REFERENCE BOOKS:**

1. Dr. R S Aggarwal, A Modern Approach To Verbal & Non Verbal Reasoning, S Chand
2. Abhijit Guha, Quantitative Aptitude for Competitive Examinations McGraw Hill
3. NISHIT K. SINHA, Quantitative Aptitude for the CAT, Pearson,

### **VIDEO LECTURES:**

1. <https://prepinsta.com/>
2. <https://www.indiabix.com/>

3. <https://www.youtube.com/watch?v=JGNkZ6QLSU8>
4. <https://www.youtube.com/watch?v=ZuMJFleXmiw>

**Web Resources:**

1. <https://www.javatpoint.com/>
2. ICAI - The Institute of Chartered Accountants of India  
([https://www.icaai.org/post.html?post\\_id=13828](https://www.icaai.org/post.html?post_id=13828))

## SCHOOL CORE

Course Code	Course Title	L	T	P	S	C
22MG201004	<b>Entrepreneurship and New Business Models</b>	3	-	-	-	3
<b>Pre-Requisite</b>	-					
<b>Anti-Requisite</b>	-					
<b>Co-Requisite</b>	-					

**COURSE DESCRIPTION:** This course enable students to understand the concept of entrepreneurship and skill sets of an entrepreneur, historical and theoretical perspective of entrepreneurship, recognition and shaping of various opportunities for new business. And develops a credible business plan for real life situations.

**COURSE OUTCOMES:** On having completed this course student should be able to:

- CO1.** Understand the concept of entrepreneurship
- CO2.** know entrepreneurship systems in real-time problems
- CO3.** Apply different techniques for product analysis.
- CO4.** Interpret the production of entrepreneurship data for identifying target customers
- CO5.** Design contemporary issues in entrepreneurship in the present scenario.

### CO-PO-PSO Mapping Table:

Learning Outcomes	Program Outcomes												Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
<b>CO1</b>	3	3	3	-	-	-	-	-	-	-	-	-	3	-	3
<b>CO2</b>	3	3	3	-	-	-	-	-	-	-	-	2	3	-	3
<b>CO3</b>	3	3	-	-	-	-	-	-	-	-	2	-	3	-	3
<b>CO4</b>	2	3	3	-	-	-	-	-	-	-	-	-	3	-	-
<b>CO5</b>	2	2	1	-	-	-	-	-	-	-	1	-	3	2	1
<b>Course Correlation Mapping</b>	<b>3</b>	<b>3</b>	<b>3</b>	-	-	-	-	-	-	-	<b>2</b>	<b>2</b>	<b>3</b>	-	<b>3</b>

**Correlation Levels:                      3: High;    2: Medium;    1: Low**

## **COURSE CONTENT**

### **Module 1: Introduction to Entrepreneurship (08 Periods)**

Course Introduction, Profile of the Entrepreneur, Entrepreneurship in Established Firms Entrepreneurship in Established Firms, Venture Creation's Role in Society, Types of Enterprises, Technology Entrepreneurship, Impact Entrepreneurship

### **Module 2: Opportunity Analysis (09 Periods)**

Opportunities and Uncertainty, Push and Pull and the Sources of Innovation, Customers as Sources of Opportunities, Importance of the Idea (VIDE Model), Assessing Opportunities, The Tournament Approach

### **Module 3 Markets, Need-Finding and Planning (10 Periods)**

Defining the Focal Market, Understanding User Needs, Competitive Analysis, Generating Ideas with Individuals and Groups, Planning: Assumptions, Planning: Discovery Driven Planning, Planning: Discovery Driven Planning Worksheet

### **Module 4 Pitching, Testing, and Prototyping (09 Periods)**

Pitch, Testing your Idea: Customer Interviews, Testing your Idea: Surveys, Creating a Prototype: Physical Goods, Creating a Prototype: Software, Creating a Prototype: Services, Summary and What's Ahead

### **Module 5 Business Models and Keeping Customers (09 Periods)**

Introduction to Financing and Profitability, Business Models, Measuring and Managing CLV

**Total Periods: 45**

## **EXPERIENTIAL LEARNING**

1. Submit a report on the top ten innovative business ideas and their brief success story.
2. Write a case summary of successful entrepreneurship and its orientation.
3. Give a seminar on criteria of writing a new business proposal report using PPT.

## **RESOURCES**

### **TEXT BOOKS:**

1. Dhruv Nath, Sushanto Mitra: Funding your Startup and other Nightmares
2. Fayolle A (2007) Entrepreneurship and new value creation. Cambridge, Cambridge University Press
3. Hougard S. (2005) The business idea. Berlin, Springer

### **REFERENCE BOOKS:**

1. Hisrich Peters shepherd: Entrepreneurship (Tata McGraw Hill), 2020
2. Prasanna Chandra: Projects Planning Analysis, Reductions implementation &

Reviewbydo

(Tata McGraw Hill), 2019 tr

3. Lowe R & S Mariott (2006) Enterprise: Entrepreneurship & Innovation. Burlington, ButterworthHeinemann

**VIDEO LECTURES:**

1. [https://www.youtube.com/watch?v=\\_C2LlvX9s5w](https://www.youtube.com/watch?v=_C2LlvX9s5w)
2. <https://www.youtube.com/watch?v=tkGadEmSKZc>

**Web Resources:**

1. Business Idea Notes and Study Material (mbaexamnotes.com)
2. Business Ideas: Introduction, Definitions, Features, Need and Techniques (businessmanagementideas.com)

## SCHOOL CORE

Course Code	COURSE TITLE	L	T	P	S	C
<b>22MG201005</b>	<b>BUSINESS LAW</b>	3	-	-	-	3
<b>Pre-Requisite</b>	-					
<b>Anti-Requisite</b>	-					
<b>Co-Requisite</b>	-					

**COURSE DESCRIPTION:** The course aims at providing fundamental legal knowledge and exposure to the statutory provisions and practices in the field of Business Laws. It focuses on the basic legal aspects of Business Laws, with special attention to Contract acts, Negotiable instruments act, Sale of Goods Act, Partnership Act, Formation of company the role of Board of Directors not only business apart from ESG, consumer protection act, RTI, ethical practices for the effective and efficient achievement of business goals. The course aims to provide an understanding of basic commercial laws and its implications which affect the business decisions in the changing global scenario.

**COURSE OUTCOMES:** After successful completion of the course, students will be able to:

- CO1.** Analyze the Indian Contract Act. Understanding Negotiable instruments to deal in business..
- CO2.** Evaluate Sale of Goods Act and to know the Conditions and Warranties on sale of goods.
- CO3.** Elaborate rights and duties of agent and principal, to learn the formation of company.
- CO4.** Understand Environment, Social, Governance and redressal systems.
- CO5.** Explain the rights and duties of Directors, dissolution of a company. Evaluate the global issues with respect to business ethics and morals.

### CO-PO-PSO Mapping Table:

Learning Outcomes	Program Outcomes												Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
<b>CO1</b>	3					1					1	1	1		
<b>CO2</b>	3					1	1					1		1	
<b>CO3</b>	3	1							1			1	1		
<b>CO4</b>	3	1				1						1	1		
<b>CO5</b>	3	1				1		1							1
<b>Course Correlation Mapping</b>	<b>3</b>	<b>1</b>				<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>		<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>

**Correlation Levels: 3: High; 2: Medium; 1: Low**

## **COURSE CONTENT**

### **Module 1: Introduction to contract Act and negotiable (09 Periods) instruments Act**

Contract Act: Offer and Acceptance, Consideration and Capacity of the Parties, Free Consent, Indemnity and Guarantee, The Negotiable Instruments Act: Definition, Types of Negotiable Instruments, Negotiation, Endorsement and Crossing of Cheque, Dishonour of Cheques, Parties to Negotiable Instruments

### **Module 2: Introduction to sale of goods Act and partnership (09 Periods) Act**

Sale of Goods Act: Sale, and Agreement to Sale, Conditions and Warranties, Performance of Contract of Sale, Unpaid Seller and his Rights, Caveat Emptor, Partnership Act, and Limited Liability Act.

### **Module 3: Introduction to Companies Act (09 Periods)**

Concept of Company and its Characteristics. Formation of a company. Memorandum and Articles of Association. Board of Directors, Role, Functions. Arbitration

### **Module 4: Introduction to Consumer protection Act and RTI (09 Periods)**

ESG (Environment, Social, Governance) Consumer Protection Act, Consumer Councils, Redressals. Right to Information Act

### **Module 5: Winding up and Dissolution of company (09 Periods)**

Meeting of Directors and Shareholders. Winding up and Dissolution of a company. Ethics, and Morals, Ethical Practices

**Total Periods:45**

## **EXPERIENTIAL LEARNING**

1. Collect various cases relating to contracts, Negotiable instruments, dishonor of cheques, sale of goods, disputes consumer protection acts, grievances redressal mechanism and learn insights from it.
2. Present Videos how board meeting are conducted, organize role plays for decision making in different contexts.  
Giving assignments to students to write observations on recent winding up and dissolutions of companies.
3. Collect various cases relating to contracts, Negotiable instruments, dishonor of cheques, sale of goods, disputes consumer protection acts, grievances redressal mechanism and learn insights from it.



## **RESOURCES**

### **TEXT BOOKS:**

1. Andrew J. Dubrin, Essentials of Management, Thomson Southwestern, 9th edition, 2012
2. Stephen P. Robbins, David A. DeCenzo and Mary Coulter, Fundamentals of management, 9th edition, Prentice Hall of India, 2016.

### **REFERENCE BOOKS:**

1. Marson, Ferris. Business Law. OUP
2. Mercantile Law by N.D. Kapoor
3. Banerjee. Legal Aspects of Business, SAGE
4. Ravinder Kumar. Legal Aspects of Business. Cengage
5. Albuquerque. Legal Aspects of Business, OUP

### **VIDEO LECTURES:**

1. Business Laws - Course (nptel.ac.in)  
<https://www.youtube.com/watch?v=FmqYLM-c2s4>
2. Business Laws - Course (nptel.ac.in)  
<https://www.youtube.com/watch?v=FmqYLM-c2s4>

### **Web Resources:**

1. <https://www.bigcommerce.com/blog/online-business-laws/>
2. <https://restthecase.com/knowledge-bank/tips/go-to-legal-websites-for-research-in-india>
3. [https://www.tutorialspoint.com/business\\_law/business\\_law\\_of\\_sale\\_of\\_goods.htm](https://www.tutorialspoint.com/business_law/business_law_of_sale_of_goods.htm)
4. [https://www.tutorialspoint.com/business\\_law/business\\_law\\_of\\_contract\\_act.htm](https://www.tutorialspoint.com/business_law/business_law_of_contract_act.htm)
5. <https://www.icsi.edu/media/webmodules/publications/FinalCLStudy.pdf>

## SCHOOL CORE

Course Code	COURSE TITLE	L	T	P	S	C
<b>22MG201008</b>	<b>INTERNATIONAL BUSINESS</b>	3	-	-	-	3
<b>Pre-Requisite</b>	-					
<b>Anti-Requisite</b>	-					
<b>Co-Requisite</b>	-					

**COURSE DESCRIPTION:** This course will provide students with the knowledge, skills, and abilities to understand the global economic, political, cultural and social environment within which firms operate.

**COURSE OUTCOMES:** After successful completion of the course, students will be able to:

- CO1.** Manage ever changing businesses in a competitive globalized business environment and gain business acumen and entrepreneurial skills
- CO2.** Evaluate the effects of International Political, Legal, and economic4 Environments and economic integration on developed/developing/under developing countries
- CO3.** Deliberate international financial framework to engage business at international level.
- CO4.** Analyze the significance of marketing in global business arena
- CO5.** Analyze various HR differences and behavioral factors between countries for better strategies.

### CO-PO Mapping Table:

Course Outcomes	Program Outcomes												Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
<b>CO1</b>	3	3	-	-	-	1	2	-	-	-	-	-	1	-	-
<b>CO2</b>	2	1	1	-	1	-	-	-	-	1	-	-	-	2	-
<b>CO3</b>	-	2	1	1	2	-	-	-	-	-	2	-	1	-	-
<b>CO4</b>	3	2	1	1	-	-	-	-	-	-	1	-	1	-	2
<b>CO5</b>	2	1	1	2	-	-	-	-	1	-	1	-	-	2	1
<b>Course Correlation Mapping</b>	<b>3</b>	<b>3</b>	<b>1</b>	<b>1</b>	<b>-</b>	<b>1</b>	<b>2</b>	<b>-</b>	<b>-</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>1</b>

Correlation Levels: 3: High; 2: Medium; 1: Low

## **COURSE CONTENT**

### **Module 1: INTRODUCTION TO INTERNATIONAL BUSINESS (09 Periods)**

Introduction to International Business Context-Brief History of International Trade-Reasons for Trade -Trade Theories-Motives for International Business-Methods of International Business. Global Trade-The Reasons for Trade-International Trade Theory-Reasons to Go International-Forms of International Business

### **Module 2: INTERNATIONAL POLITICAL, LEGAL, AND ECONOMIC ENVIRONMENTS (09 Periods)**

Political Systems- Political and Legal Factors that Impact International Trade -Legal Systems-Rule of Law-International Economic Systems-Comparing Economic Performance-International Business Ethics-International Corporate Social Responsibility.

### **Module 3: INTERNATIONAL FINANCIAL FRAMEWORK (09 Periods)**

Brief Overview of Bretton woods Agreement, Balance of Trade and Balance of Payment (BOP)- Foreign Exchange market mechanism- Exchange Rates, Risk Management. Methods of payment in International Trade. Export Financing – International Liquidity, Role of IMF and IBRD in International Business.

### **Module 4: GLOBAL MARKETING (09 Periods)**

International Marketing Overview-International Marketing-International Marketing Segmentation-International Marketing Strategies-International 4Ps Introduction-International 4P – Product-International 4P – Promotion-International Marketing Mix-International 4P – Price -International 4P - Place

### **Module 5: INTERNATIONAL HUMAN RESOURCE MANAGEMENT (09 Periods)**

Strategies and issues in International Human Resource Management and Development, Staffing Policy, Managing the expatriates. Creation of Global Structure-Developing Global Competitiveness, International Marketing Strategies in different stages of Product Life Cycle

**Total Periods: 45**

## **EXPERIENTIAL LEARNING**

### **LIST OF EXPERIMENTS:**

1. Collect the case studies related to International Present them as a seminar.
2. Give a seminar on Strategies and issues in International Human Resource Management and Development.
3. Refer to any video lecture on Political, Social, and Economic – Cultural and Ethical practices in International Business and prepare a report.

## **RESOURCES**

### **TEXT BOOKS:**

1. Charles, E. Hill (2015): International Business: Competing in the Global Marketplace, 10th ed., McGrawHill/Irwin.

2. International Management: Concept and Cases, Tata Mc Graw Hill Publication: Manab Thakur, Gene Burton and B. N. Srivastava
3. International Business, Prentice Hall India Publication: Francis Cherunilam.

**REFERENCE BOOKS:**

1. John J. Capela, Import/Export for Dummies. Wiley Publishing, 2008
2. Jennifer Dorsey, Start Your Own Import/Export Business, 2nd ed. Entrepreneur Press. 2007
3. Carl A. Nelson, Import/Export: How to Take Your Business Across Borders, 4th ed McGraw Hill, 2009

**VIDEO LECTURES:**

1. Lecture 01: Introduction to International Business - YouTube
2. Introduction to International Business - YouTube

**Web Resources:**

1. International Business Class 11 Notes CBSE Business Studies Chapter 11 [PDF] (vedantu.com)
2. International Business (sscasc.in)

## PROGRAM CORE

Course Code	Course Title	L	T	P	S	C
22MG201014	<b>FINANCIAL MANAGEMENT</b>	3	1	-	-	4
<b>Pre-Requisite</b>	22MG201013 - FINANCIAL ACCOUNTING FOR MANAGERS					
<b>Anti-Requisite</b>	-					
<b>Co-Requisite</b>	-					

**COURSE DESCRIPTION:** This course provides a detailed discussion on various sources of finances for corporate and utilization of funds for taking effective decisions related to capital structure, financing and investment in order to achieve maximum business growth.

**COURSE OUTCOMES:** After successful completion of the course, students will be able to:

- CO1.** Understand the different basic concepts of Corporate Finance and practical application of time value of money.
- CO2.** Understand the cost of capital; evaluate the weighted average cost of capital and the concept of leverage.
- CO3.** Develop required skills to select optimal capital structure on the basis of cost of capital.
- CO4.** Provide right investment decisions based on cost – benefit analysis.
- CO5.** Know the components of Working Capital and offer different models for firm’s optimum dividend payout.

### CO-PO-PSO Mapping Table:

Learning Outcomes	Program Outcomes												Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
<b>CO1</b>	3	-	-	-	-	-	-	-	-	2	-	-	-	-	2
<b>CO2</b>	3	3	-	2	3	-	-	2	-	-	-	-	-	-	3
<b>CO3</b>	3	2	3	-	-	-	-	-	-	2	2		-	-	3
<b>CO4</b>	3	3	3	-	3	-	-	-	-	-	2	-	-	-	3
<b>CO5</b>	3	2	3	2	3	-	-	-	-	2	2	-	-	-	3
<b>Course Correlation Mapping</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>3</b>	-	-	<b>2</b>	-	<b>2</b>	<b>2</b>	-	-	-	<b>3</b>

**Correlation Levels:                      3: High;    2: Medium;    1: Low**

## **COURSE CONTENT**

### **Module 1: Introduction**

**(05 Periods)**

Financial Management – Nature and Scope – Profit Maximisation – Wealth Maximisation – Risk – Return – Trade off – Time Value of Money – Compounding Technique – Discounting Technique

### **Module 2: Financial Decision**

**(10 Periods)**

Cost of Capital – Types of Cost of Capital – Cost of Debt – Cost of Preference Capital – Cost of Equity Capital – Cost of Retained Earnings – Weighted Average Cost of Capital. Leverage – Types of Leverage – Operating Leverage – Financial Leverage – Composite Leverage – Risk Factor. EBIT and EPS Analysis – Capital Structure – Factors determining Capital Structure – Theories of Capital Structure – Net Income Approach – Net Operating Income Approach – Traditional Approach – Modigliani and Miller Approach. (Theory and Case Studies)

### **Module 3: INVESTMENT DECISION**

**(10 Periods)**

Capital Budgeting – Nature and Importance – Techniques of Capital Budgeting – Traditional Methods – Payback Period – Accounting Rate of Return. Discounted Cash Flow Techniques – Net Present Value – Internal Rate of Return – Profitability Index (Theory and Case Studies)

### **Module 4: WORKING CAPITAL DECISION**

**(10 Periods)**

Components of Working Capital – Classification of Working Capital – Factors determining Working Capital Requirements – Cash Management – Cash budget – Receivables Management – Inventory Management – Techniques of Inventory Management. (Theory and Case Studies).

### **Module 5: DIVIDEND DECISION**

**(10 Periods)**

Factors Influencing Dividend Decision – Forms of Dividends – Dividend Decision and Valuation of Firm – Theories of Dividends – Walter – Gordon – MM Model – Linter's Model. (Theory and Case Studies)

**Total Periods:45**

## **EXPERIENTIAL LEARNING**

1. Take Nifty 50 companies and understand their capital structure.
2. Analyze the financial statements of BSE SENSEX- 30 companies

## **RESOURCES**

### **TEXT BOOKS:**

1. I.M.Pandey, (2015), Financial Management, 11th edition, Vikas Publishing, India
2. James C. Van Horne, Sanjay Dhamija, (2011), Financial Management and Policy, 12th edition, Pearson Education.
3. Eugene F Brigham, Michael C. Ehrhardt, (2014), Financial Management Theory and Practice, 14th edition, Cengage Learning

**REFERENCE BOOKS:**

1. Khan M.Y, Jain P.K, (2014), Financial Management- Text, Problems and Cases, 7th edition, McGraw Hill.
2. Prasanna Chandra, (2011), Financial Management : Theory and Practice, 8th edition, McGraw Hill, India

**VIDEO LECTURES:**

1. <https://www.digimat.in/nptel/courses/video/110107144/L01.html>
2. [https://www.youtube.com/watch?v=Sx-dy96\\_tCQ](https://www.youtube.com/watch?v=Sx-dy96_tCQ)

**Web Resources:**

1. [https://students.icai.org/?page\\_id=5210](https://students.icai.org/?page_id=5210)
2. <https://mdu.ac.in/UpFiles/UpPdfFiles/2020/Jan/FinancialManagement.pdf>
3. <https://backup.pondiuni.edu.in/content/study-material-question-bank>

## PROGRAM CORE

<b>Course Code</b>	<b>COURSE TITLE</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>S</b>	<b>C</b>
<b>22MG201015</b>	<b>HUMAN RESOURCE MANAGEMENT</b>	3	-	-	-	3
<b>Pre-Requisite</b>	-					
<b>Anti-Requisite</b>	-					
<b>Co-Requisite</b>	-					

**COURSE DESCRIPTION:** This course highlights the contemporary and key human resource management skills that are required by management professionals.

**COURSE OUTCOMES:** After successful completion of the course, students will be able to:

- CO1.** Understand HRM practices and apply them effectively in the real time business to increase productivity.
- CO2.** Apply job analysis, scientific recruitment and selection processes for higher productivity
- CO3.** Determine organizational growth by designing and implementing appropriate training and development programmes.
- CO4.** Demonstrate relevant performance appraisal and compensation systems to meet individual and organizational strategic needs
- CO5.** Analyze disciplinary and grievance mechanisms to ensure stability and smooth functioning of the organization

### CO-PO Mapping Table:

Course Outcomes	Program Outcomes												Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
<b>CO1</b>	3	3	3	-	-	-	-	-	-	-	-	-	3	-	3
<b>CO2</b>	3	3	3	-	-	-	-	-	-	-	-	2	3	-	3
<b>CO3</b>	3	3	-	-	-	-	-	-	-	-	2	-	3	-	3
<b>CO4</b>	2	3	3	-	-	-	-	-	-	-	-	-	3	-	-
<b>CO5</b>	1	2	2	1	-	-	-	-	-	-	2	1	2	-	1
<b>Course Correlation Mapping</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>-</b>	<b>3</b>

Correlation Levels: 3: High; 2: Medium; 1: Low



## **COURSE CONTENT**

### **Module 1: Introduction To HRM (09 Periods)**

**Introduction to HRM:** Definition – Functions – Personnel policies and principles; Human Resource Planning: Definition – Objectives – Process – Assessing Current Human Resources – Importance of HRP – Current Trends in HRM/HRP

### **Module 2: Job Analysis and Design (09 Periods)**

**Job Analysis and Design:** Job Analysis – Process – Uses – Methods; Job Description – Job Specification; Job Design – Factors affecting job design – Different Approaches; Hack man & Oldham's Job Characteristics Model; Job Enlargement and Job Enrichment.

**Recruitment and Selection:** Recruitment – Process – Sources, advantages and disadvantages – e-Recruitment; Selection – Process – Barriers to effective selection.

### **Module 3: Managing Careers (09 Periods)**

**Managing Careers:** Career Planning – Its Elements; Promotions – Transfers – Separations; Career Development – Initiatives – Employee commitment;

**Training and Development:** Nature– Inputs – As a source of competitive advantage; Training process – Training Methods – Evaluation; Employee development – Methods.

### **Module 4: Performance Appraisal and Compensation (09 Periods)**

**Performance Appraisal:** Definition – Objectives – Process – Methods – Purposes; Job Evaluation – Methods; **Compensation Management:** Components of remuneration – Importance of an ideal compensation system – factors influencing employee remuneration; Concepts of Wages – Incentives – Types of incentive plans – Guidelines for Effective Incentive Plans; Employee Benefits – Need – Types.

### **Module 5: Employee Discipline (09 Periods)**

**Employee Discipline: Definition** – Causes of indiscipline – Kinds of punishments/penalties; Misconduct – Forms of misconduct – Procedure for Disciplinary Action– Principles of Maintaining Discipline; **Grievance**

**Handling:** Causes of Grievance – Grievance procedure – Advantages; **Labour Laws:** Importance – sources – objectives; Ethical issues in HRM – HR Audit – Challenges of HRM

**Total Periods:45**

## **EXPERIENTIAL LEARNING**

### **LIST OF EXPERIMENTS:**

1. Collect the case studied related to recent trends in HRM and other Contemporary HR Practices and Present them as a seminar.
2. Different Case Studies Will be Given to students as per the topic that will be collected and evaluated.
3. The case studies will be collected as Assignments and the same will be evaluated.

### **RESOURCES**

#### **TEXT BOOKS:**

1. Edwin.B.Flippo: " Personnel Management", Mc Graw Hill, Newyork,2001..
2. Gary Dessler: "*Human Resources Management*", PHI, New Delhi, 2007.
3. P. Subba Rao: "*Personnel and Human Resource Management – Text and Cases*", HimalayaPublishing House, Mumbai, 2010.

#### **REFERENCE BOOKS:**

1. BiswajeetPattanayak: "Human Resource Management", PHI, New Delhi, 2001.
2. P G Aquinas: "*Human Resources Management*", Vikas Publishing House, New Delhi,2010.
3. Fundamentals of Human Resource Management by Dr T.Chandrasekhar Yadav 2021 by Asia Pacific Publications

#### **VIDEO LECTURES:**

1. <https://hbsp.harvard.edu/cases/>
2. <https://open.umn.edu/opentextbooks/textbooks/human-resource-management>

#### **Web Resources:**

1. <https://www.icmrindia.org/case%20volumes/Case%20Studies%20in%20Human%20Resource%20Management%20Vol%20I.htm>
2. <https://www.citehr.com/> 5 <https://www.hr-guide.com>
3. <https://www.icmrindia.org>

## PROGRAM CORE

Course Code	Course Title	L	T	P	S	C
22MG201016	MARKETING MANAGEMENT	3	-	-	-	3
<b>Pre-Requisite</b>	-					
<b>Anti-Requisite</b>	-					
<b>Co-Requisite</b>	-					

**COURSE DESCRIPTION:** course prepares the student to become skilled in marketing areas, And pricing, promotional strategies for the effective implementation of marketing plan

**COURSE OUTCOMES:** On having completed this course student should be able to:

- CO1.** Appreciate the relevance of marketing management in the present scenario
- CO2.** Analyse marketing information systems in real-time problems.
- CO3.** Apply different Marketing techniques for product analysis.
- CO4.** Interpret the Marketing data for identifying target customers
- CO5.** Evaluate contemporary issues of marketing in the present scenario.

### CO-PO-PSO Mapping Table:

Learning Outcomes	Program Outcomes												Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
<b>CO1</b>	3	3	3	-	-	-	-	-	-	-	-	-	3	-	3
<b>CO2</b>	3	3	3	-	-	-	-	-	-	-	-	2	3	-	3
<b>CO3</b>	3	3	-	-	-	-	-	-	-	-	2	-	3	-	3
<b>CO4</b>	2	3	3	-	-	-	-	-	-	-	-	-	3	-	-
<b>CO5</b>	2	2	1	-	-	-	-	-	-	-	1	-	3	2	1
<b>Course Correlation Mapping</b>	<b>3</b>	<b>3</b>	<b>3</b>	-	-	-	-	-	-	-	<b>2</b>	<b>2</b>	<b>3</b>	-	<b>3</b>

**Correlation Levels: 3: High; 2: Medium; 1: Low**

## **Course Content**

### **Module 1: Introduction to Marketing (06 Periods)**

Definition, importance and scope of Marketing - marketing orientation towards Marketing - Core Concepts of marketing – Marketing Management Tasks – Indian Marketing Environment: Demographic, Economic, Socio-Cultural, Politico-Legal and Technological Environment – Marketing and Customer Value - Corporate Strategic Planning – Marketing Research Process – Forecasting and Demand Measurement – Consumer Behavior – Market Segmentation – Market Targeting.

### **Module 2: Product and Brand Positioning (09 Periods)**

Product strategy: - product concept – product characteristics and classification – differentiation – Product and brand relationships – packaging, labelling, warranties and guarantees.- product life cycle and marketing strategies- new product development process– branding- brand equity - trademark.- brand positioning- significance of marketing of services.

### **Module 3 Pricing and Distribution. (10 Periods)**

Pricing strategy: - setting the price –adapting the price - initiating and responding to price changes. Distribution strategy: - designing and managing channels- managing retailing, wholesaling and logistics.

### **Module 4 Promotional and Marketing Communication (10 Periods)**

Promotional strategy – designing and managing integrated marketing communications - managing mass communications and personal communications

### **Module 5 Marketing Audit and Newmarket Offerings. (10 Periods)**

Introducing New Market Offerings – Managing a holistic marketing organization – marketing implementation, evaluation and control- marketing audit.

**Total Periods: 45**

## **EXPERIENTIAL LEARNING**

1. Demonstrate the advanced features of Excel by DIY.
2. Prepare a template of a word document that can be used for report writing.
3. Give a seminar on new product marketing mix components of the e-commerce company of your choice.

## **RESOURCES**

### **TEXT BOOKS:**

1. Kotlar, Philip, Marketing Management, Prentice Hall, New Delhi.
2. Stanton, Etzel, Walker, Fundamentals of Marketing, Tata-McGraw Hill, New Delhi.
3. Saxena, Rajan, Marketing Management, Tata-McGraw Hill, New Delhi.

**REFERENCE BOOKS:**

1. Sanjay Saxena: MS Office 2007(Vikas Publishing House )
2. Dhiraj Sharma : Foundations of IT (Excel)

**VIDEO LECTURES:**

1. <https://nptel.ac.in/courses/110105148>
2. Information Technology (IT) Management - YouTube

**Web Resources:**

1. Information Technology & Its Uses in Business Management | Small Business - Chron.com
2. Managerial Applications of Information Technology | Bartleby

## PROGRAM CORE

<b>Course Code</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>S</b>	<b>C</b>
<b>22MG201017</b>	<b>PRODUCTION AND OPERATIONS MANAGEMENT</b>	3	-	-	-	3
<b>Pre-Requisite</b>	-					
<b>Anti-Requisite</b>	-					
<b>Co-Requisite</b>	-					

**COURSE DESCRIPTION:** This course is to integrate the various subjects studied by the students such as statistics, economics, finance, organizational behavior, and strategy into consolidated production and operations-related decisions and to understand techniques of location and facility planning; line balancing; job designing; and capacity planning *etc.*

**COURSE OUTCOMES:** After successful completion of the course, students will be able to:

- CO1.** Understand the concepts and functions of Production and Operations Management
- CO2.** Evaluate concepts of facilities location and maintenance in the production department
- CO3.** Analyse and evaluate Production Schedule for competitive Advantage
- CO4.** Explain the key terms, Methods, and techniques of inventory control in the field of Production practices in the organization.
- CO5.** Apply tools and techniques of Project Management

### CO-PO Mapping Table:

Course Outcomes	Program Outcomes												Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
<b>CO1</b>	2	1	2	1	-	-	-	-	-	-	-	-	1	-	-
<b>CO2</b>	1	1	2	2	-		2		1			-	2	-	1
<b>CO3</b>	2	2	1	2	1	-	-	1	-	-	2		2	-	1
<b>CO4</b>	3	1	2	2	1	-	-	-	-	-	-	2	-	-	2
<b>CO5</b>	2	2	1	2	1	1	-	-	-	-	-	1	-	2	-
<b>Course Correlation Mapping</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>-</b>	<b>2</b>	<b>-</b>	<b>2</b>	<b>2</b>	<b>1</b>

Correlation Levels:                      3: High;                      2: Medium;                      1: Low

## **COURSE CONTENT**

### **Module 1: Introduction to POM (09 Periods)**

Overview of Production and Operations Management (POM) Function, Role and Relevance of Production Management-Concept of Productivity-Production Systems-Work Study - Method Study and Work Measurement

### **Module 2: Facilities Location and Layout (09 Periods)**

Plant location-Plant Layout-Classification and merits. Plant Maintenance Methods-Breakdown, Preventive and Productive maintenance. Replacement Policies-Unit and Group Replacement policies

### **Module 3: Production Planning and Control (10 Periods)**

Process in PPC. Job Shop and Flow Shop Scheduling-Johnson's Rule-Line Balancing. Quality Control: Control Charts and Accepting Sampling

### **Module 4: Materials Management (09 Periods)**

Concepts-Classification of Inventory, Inventory Control Methods, Stores Management and Deterministic Inventory Models.

### **Module 5: Project Management (08 Periods)**

Concepts of project Management, CPM, PERT and Project Network Crashing and Cost Analysis, Applications of Network techniques.

**Total Periods:45**

## **EXPERIENTIAL LEARNING**

### **LIST OF EXPERIMENTS:**

1. Identify one company making a Product that is near to you and relate the topics of Unit 1 and Unit 2
2. Generate the idea of a new product and develop a prototype product
3. Collect any case study of operations related to any manufacturing company and present a summary report.

## **RESOURCES**

### **TEXT BOOKS:**

1. Aswathappa K, Production and Operation Management, Himalaya Publishing House
2. Production and Operations Management, R. Panneerselvam: PHI Learning Private Ltd

### **REFERENCE BOOKS:**

1. Operations Management, Mahadevan, Pearson Education, New Delhi

2. Production and Operations Management, SN Chary, Tata McGraw Hill, New Delhi

**VIDEO LECTURES:**

1. <https://www.youtube.com/watch?v=DEuzzLled6k>
2. [https://www.youtube.com/watch?v=CYoMGVJk\\_2s](https://www.youtube.com/watch?v=CYoMGVJk_2s)

**Web Resources:**

1. <https://mrcet.com/downloads/MBA/digitalnotes/Production%20and%20Operations%20Management.pdf>
2. <https://www.geektonight.com/production-and-operations-management-notes-pdf/>
3. <http://web.gjuonline.ac.in/distance/book/mba/MBA-204.pdf>



## PROGRAM CORE

<b>Course Code</b>	<b>Course Title</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>S</b>	<b>C</b>
<b>22MG201020</b>	<b>OPERATIONS RESEARCH</b>	3	1	-	-	4
<b>Pre-Requisite</b>	-					
<b>Anti-Requisite</b>	-					
<b>Co-Requisite</b>	-					

**COURSE DESCRIPTION:** To make the student capable of formulating various real-life decision-making problems as mathematical programming problems and also to learn fundamental techniques of operations research and to choose suitable OR techniques to solve problems on hand.

**COURSE OUTCOMES:** After successful completion of the course, students will be able to:

- CO1.** Create mathematical models of real-life problems using graphical and simplex methods
- CO2.** Apply special cases in LPP such as transportation techniques.
- CO3.** Apply special cases in LPP such as assignment techniques
- CO4.** Analyze the best strategy out of the available strategies using game theory techniques.
- CO5.** Solve any project in the form of a network and PERT modules.

**CO-PO Mapping Table:**

Course Outcomes	Program Outcomes												Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
<b>CO1</b>	2	1	2	1	-	-	-	-	-	-	-	-	1	-	-
<b>CO2</b>	1	1	2	2	-	-	2	-	1	-	-	-	2	-	1
<b>CO3</b>	2	2	1	2	1	-	-	1	-	-	2	-	2	-	1
<b>CO4</b>	3	1	2	2	1	-	-	-	-	-	-	2	-	-	2
<b>CO5</b>	2	2	1	2	1	1	-	-	-	-	-	1	-	2	-
<b>Course Correlation Mapping</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>-</b>	<b>2</b>	<b>-</b>	<b>2</b>	<b>2</b>	<b>1</b>

Correlation Levels: 3: High; 2: Medium; 1: Low

## **COURSE CONTENT**

### **Module 1: Linear Programming-I**

**(09 Periods)**

Classification of Models, Types of operation research models; Linear Programming-Problem formulation, Graphical Method, Simplex Method, Big-M Method, degeneracy, problems and cases.

### **Module 2: Linear Programming-II**

**(09 Periods)**

Transportation problem-Mathematical formulation, different methods of obtaining Initial basic Feasible Solution- North-West Corner Method, Least Cost Method, VAM, test for optimality (MODI), Unbalanced Transportation Problem, Problems and cases

### **Module 3: Linear Programming-III**

**(09 Periods)**

Assignment Problems-Introduction, Formulation, Hungarian Assignment Method, Degeneracy, Unbalanced Assignment problems, Maximisation Problem, Travelling Salesmen Problem, Problems and cases

### **Module 4: Game Theory**

**(09 Periods)**

Introduction, Minimax (Maximin) Criteria, Optimal Strategy, Saddle point, Pure strategy games, Games with mixed strategy, 2x2 games, rule of dominance, graphical method, problems and cases

### **Module 5: Project Management**

**(09 Periods)**

Project Management, Network Construction, Critical Path Method, Probability of completing the project within the given time, Project Crashing, Problems and cases

**Total Periods: 45**

## **EXPERIENTIAL LEARNING**

### **LIST OF EXPERIMENTS:**

1. Use Excel to prepare the Gantt chart of any select project work of your choice and submit a report.
2. Prepare a case on how to apply game theory techniques and submit the case report.
3. Present a PPT on a brief introduction to freely available software for operation research problems.
4. Give a seminar on transportation and assignment problems in real-time scenario
5. Collect the case sheet of any business related to the operations research process and summarise the report.

## **RESOURCES**

### **TEXT BOOKS:**

1. Taha.H.A ,operation Research : An Introduction, McMilan publishing Co., 1982. 7<sup>th</sup> ed.
2. Ravindran A, Philips D.T & Solbery.J.J, Operations Research: Principles and practice, John Wiley & Sons, New York, 1987. •

3. Frank S. Budnick, Dennis Mcleavey and Richard Mojena, Principles of Operations Research for Management. All India Traveler Book seller, Delhi.

**REFERENCE BOOKS:**

1. R Gillet.B.E., Introduction to Operations Research - A Computer oriented algorithmic approach, McGraw Hill, 1987.
2. Joseph.G.Ecker & Michael Kupper Schimd, Introduction to operations Research, John Wiley & Sons, 1988.
3. Hillier.F.S & Liberman.G.J, operation Research, Second Edition, Holden Day Inc, 1974
4. Kanti Swarup, Gupta.P.K. & Man Mohan, operations Research, S.Chand & Sons.

**VIDEO LECTURES:**

1. <https://nptel.ac.in/courses/110106062>
2. Operations Research - Course (nptel.ac.in)

**Web Resources:**

1. [https://mdu.ac.in/UpFiles/UpPdfFiles/2021/Jun/4\\_06-11-2021\\_16-06-34\\_OPERATIONS RESEARCH TECHNIQUES\(20MAT22C5\).pdf](https://mdu.ac.in/UpFiles/UpPdfFiles/2021/Jun/4_06-11-2021_16-06-34_OPERATIONS RESEARCH TECHNIQUES(20MAT22C5).pdf)
2. [https://mrcet.com/downloads/digital\\_notes/ME/IV year/Operations Research.pdf](https://mrcet.com/downloads/digital_notes/ME/IV year/Operations Research.pdf)
3. What is Operations Research and Why is it Important? (techtargget.com)

## UNIVERSITY ELECTIVE

<b>Course Code</b>	<b>COURSE TITLE</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>S</b>	<b>C</b>
<b>22MG201703</b>	<b>MARKET RESEARCH</b>	3	-	-	-	3

**Pre-Requisite** -

**Anti-Requisite** -

**Co-Requisite** -

**COURSE DESCRIPTION:** The course considers both academic and applied research in marketing and aims to provide students with the necessary knowledge and skills involved in undertaking a dissertation and wider marketing research.

**COURSE OUTCOMES:** After successful completion of the course, students will be able to:

- CO1.** Explore the basic relevance of market research.
- CO2.** Explain the marketing research process.
- CO3.** Evaluate the various methodologies and designs of marketing research.
- CO4.** Analyse various data types and use tools to interpret the data.
- CO5.** Develop knowledge on reporting and ethical issues in market research.

**CO-PO Mapping Table:**

Course Outcomes	Program Outcomes												Program Specific Outcomes		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
<b>CO1</b>	3	3	3	-	-	-	-	-	-	-	-	-	3	-	3
<b>CO2</b>	3	3	3	-	-	-	-	-	-	-	-	2	3	-	3
<b>CO3</b>	3	3	-	-	-	-	-	-	-	-	2	-	3	-	3
<b>CO4</b>	2	3	3	-	-	-	-	-	-	-	-	-	3	-	-
<b>CO5</b>	2	2	1	-	-	-	-	-	-	-	1	-	3	2	1
<b>Course Correlation Mapping</b>	3	3	3	-	-	-	-	-	-	-	2	2	3	-	3

*Correlation Levels: 3: High; 2: Medium; 1: Low*

## **COURSE CONTENT**

### **Module 1: Introduction to Market Research (09 Periods)**

Need of Market Research, Characteristics of good market research, Market Research Vs Marketing Research, Marketing Intelligence, Market Research Process, Problem Definition- problem identification, problem solving, types of market research

### **Module 2: Market Research Process (09 Periods)**

Process of Market Research, the Research Proposal, Elements of the Research Approach, Research Hypothesis, Quantitative Research and Qualitative Research: Research Approaches.

**Recruitment and Selection:** Recruitment – Process – Sources, advantages and disadvantages – e-Recruitment; Selection – Process – Barriers to effective selection.

### **Module 3: Research Design (09 Periods)**

Definition, significance of Research Design, Types of Research Design - Exploratory Research design, Descriptive Research design and Causal Research design, Errors in Research Design; Field Work or Collection of Data: Field work, types of Data- primary data and secondary data and marketing.

### **Module 4: Data Analysis and Interpretation (09 Periods)**

Importance of Data Analysis, Process of Data Analysis, Types of Data Analysis, Data Analysis methods – Qualitative and Quantitative Data Analysis, Data Analysis and Interpretation, Tabulation, Recent Trends- Agility & Technology, Social Listening, Longitudinal studies, DIY (do-it-yourself).

### **Module 5: Reporting and Ethical issues in Market Research (09 Periods)**

Preparing Marketing Research reports and presentation, Format of the Report Definition of Research Ethics, importance, ethical issues related to clients, respondents, sampling, Questionnaire design.

**Total Periods:45**

## **EXPERIENTIAL LEARNING**

1. Collect the case studies related to market research and present them as a seminar.
2. Prepare a report on research design and give a seminar through PPT.
3. Do a field survey on the select research problem of the marketing and sales department and write a report.

## **RESOURCES**

### **TEXT BOOKS:**

1. Bryman, A. and Bell, E. (2015) Business Research Methods, 4th ed, Oxford University Press, Oxford. (earlier editions of this text are also suitable)
2. Bradley, R. (2010), Marketing Research: Tools and Techniques, 2nd Ed., Oxford, Oxford University Press.

### **REFERENCE BOOKS:**

1. Doing Research Projects in Marketing, Management and Consumer Research (Hackley C.)
2. Loudon, D.L. and Bitta, A.J.D. (2005) Consumer Behavior Concepts and Applications, TMH. ISBN: 978-0070387676
3. Solomon, Michael R. (2013) Consumer Behavior 10th Ed., Prentice Hall. ISBN: 978- 0132672146
4. Blackwell, R.D, Miniard, P.W, and Engel, J.F. (2006) Consumer Behaviour, Cengage. ISBN: 9780030211089

### **VIDEO LECTURES:**

1. Researching the Market: How to Conduct Market Research, Types, and Example (investopedia.com)
2. <https://nptel.ac.in/courses/110107080>

### **Web Resources:**

1. [https://backup.pondiuni.edu.in/storage/dde/downloads/markiii\\_mr.pdf](https://backup.pondiuni.edu.in/storage/dde/downloads/markiii_mr.pdf)
2. SNP\_YB\_098.pdf (ycmou.ac.in)