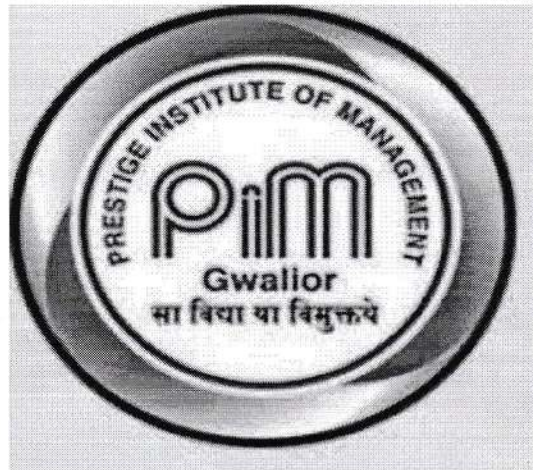


MBA (FT) Syllabus

Session 2023-2025

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**MASTER OF BUSINESS
ADMINISTRATION
SYLLABUS
AND
EXAMINATION SCHEME
2023-2025**

**MBA I AND II SEMESTER: 2023-2024
MBA III AND IV SEMESTER: 2024-2025**

**MASTER OF BUSINESS ADMINISTRATION (FULL-TIME)
(FOUR SEMESTER PROGRAMME)
CHOICE BASED CREDIT SYSTEM
INTERNAL ASSESSMENT = IA; END-TERM ASSESSMENT = ETA
COURSE STRUCTURE AND SCHEME OF EXAMINATION**

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SEMESTER – I

| COURSE CODE | Course type | COURSE | L | T | P | L+T+P | CREDIT |
|-------------|--------------------------------|---|---|---|---|-------|--------|
| | | | | | | (hrs) | |
| MBA 101 | Core Course (CC) | PRINCIPLES AND PRACTICES OF MANAGEMENT | 3 | 1 | 0 | 3+1+0 | 4 |
| MBA 102 | Core Course (CC) | MANAGERIAL ECONOMICS | 3 | 1 | 0 | 3+1+0 | 4 |
| MBA 103 | Core Course (CC) | ACCOUNTING FOR MANAGERS | 3 | 1 | 0 | 3+1+0 | 4 |
| MBA 104 | Core Course (CC) | STATISTICS FOR MANAGERIAL DECISION MAKING | 3 | 1 | 0 | 3+1+0 | 4 |
| MBA 105 | Core Course (CC) | BUSINESS ETHICS AND CSR | 3 | 1 | 0 | 3+1+0 | 4 |
| MBA 106 | Core Course (CC) | BUSINESS COMMUNICATION | 3 | 0 | 2 | 3+0+2 | 4 |
| MBA 107 | Core Course (CC) | COMPUTER APPLICATIONS | 3 | 0 | 2 | 3+0+2 | 4 |
| MBA 108 | Core Course (CC) | COMPREHENSIVE VIVA-VOCE | 0 | 0 | 8 | 0+0+8 | 4 |
| NON CREDIT | Non-CGPA Credit Courses (NCCC) | PD AND QUANTITATIVE APTITUDE | 2 | 0 | 4 | 2+0+4 | 0 |
| | | Total | | | | | 32 |

SEMESTER –II

| COURSE CODE | Course type | COURSE | L | T | P | L+T+P | CREDIT |
|-------------|-------------------------|---------------------------|---|---|---|-------|--------|
| | | | | | | (hrs) | |
| MBA 201 | Core Course (CC) | MARKETING MANAGEMENT | 3 | 1 | 0 | 3+1+0 | 4 |
| MBA 202 | Core Course (CC) | ORGANIZATIONAL BEHAVIOUR | 3 | 1 | 0 | 3+1+0 | 4 |
| MBA 203 | Core Course (CC) | RESEARCH METHODOLOGY | 3 | 0 | 2 | 3+0+2 | 4 |
| MBA 204 | Core Course (CC) | OPERATIONS RESEARCH | 3 | 1 | 0 | 3+1+0 | 4 |
| MBA 205 | Core Course (CC) | FINANCIAL MANAGEMENT | 3 | 1 | 0 | 3+1+0 | 4 |
| MBA 206 | Core Course (CC) | BUSINESS ENVIRONMENT | 3 | 1 | 0 | 3+1+0 | 4 |
| MBA 207 | Core Course (CC) | HUMAN RESOURCE MANAGEMENT | 3 | 1 | 0 | 3+1+0 | 4 |
| MBA 208 | Core Course (CC) | COMPREHENSIVE VIVA-VOCE | 0 | 0 | 8 | 0+0+8 | 4 |
| Non Credit | Non-CGPA Credit Courses | VALUE ADDED COURSES | 0 | 0 | 8 | 0+0+8 | 0 |

| | | | | | | | |
|--|--------|------------------------|--|--|--|--|----|
| | (NCCC) | ELECTIVE* VAC | | | | | |
| | | (M01/F01/H01/IT01/E01) | | | | | |
| | | Total | | | | | 32 |

SEMESTER – III

| COURSE CODE | Course type | COURSE | L | T | P | L+T+P | CREDIT |
|-------------|--|---|---|---|---|-------|--------|
| | | | | | | (hrs) | |
| MBA 301 | Core Course (CC) | TOTAL QUALITY MANAGEMENT | 3 | 1 | 0 | 3+1+0 | 4 |
| MBA 302 | Generic Elective Course (GEC) | GENERIC ELECTIVES (ANY ONE OF THE OFFERED ELECTIVES - GE 01/GE 02/ GE 03/GE 04) | 3 | 1 | 0 | 3+1+0 | 4 |
| MBA 303 | Core Course (CC) | BUSINESS LEGISLATIONS | 3 | 1 | 0 | 3+1+0 | 4 |
| MBA 304 | Discipline Specific Elective Course (DSEC) | SPECIALIZATION GROUP - I ELECTIVE*01 (MK01/FM01/HR01) | 3 | 1 | 0 | 3+1+0 | 4 |
| MBA 305 | Discipline Specific Elective Course (DSEC) | SPECIALIZATION GROUP - I ELECTIVE*02 (MK02/FM02/HR02) | 3 | 1 | 0 | 3+1+0 | 4 |
| MBA 306 | Discipline Specific Elective Course (DSEC) | SPECIALIZATION GROUP - II ELECTIVE*01 (MK01/FM01/HR01) | 3 | 1 | 0 | 3+1+0 | 4 |
| MBA 307 | Discipline Specific Elective Course (DSEC) | SPECIALIZATION GROUP - II ELECTIVE*02 (MK02/FM02/HR02) | 3 | 1 | 0 | 3+1+0 | 4 |
| MBA 308 | Core Course (CC) | SUMMER TRAINING VIVA-VOCE | 0 | 0 | 8 | 0+0+8 | 4 |
| Non Credit | Non-CGPA Credit Courses (NCCC) | REASONING & APTITUDE | | | | | 0 |
| | | Total | | | | | 32 |

SEMESTER – IV

| COURSE CODE | Course type | COURSE | L | T | P | L+T+P | CREDIT |
|-------------|-------------------------------|-----------------------------------|---|---|---|-------|--------|
| | | | | | | (hrs) | |
| MBA 401 | Core Course (CC) | STRATEGIC MANAGEMENT | 3 | 1 | 0 | 3+1+0 | 4 |
| MBA 402 | Generic Elective Course (GEC) | GENERIC ELECTIVES (ANY ONE OF THE | 3 | 1 | 0 | 3+1+0 | 4 |

| | | | | | | | |
|---|--|---|---------------|---------------|---|-------|----|
| | | OFFERED ELECTIVES - GE 05/GE 06/ GE 07/GE 08) | | | | | |
| MBA 403 | Core Course (CC) | MANAGEMENT INFORMATION SYSTEM | 3 | 1 | 0 | 3+1+0 | 4 |
| MBA 404 | Discipline Specific Elective Course (DSEC) | SPECIALIZATION GROUP - I ELECTIVE*03 (MK03/FM03/HR03) | 3 | 1 | 0 | 3+1+0 | 4 |
| MBA 405 | Discipline Specific Elective Course (DSEC) | SPECIALIZATION GROUP - I ELECTIVE*03 (MK04/FM04/HR04) | 3 | 1 | 0 | 3+1+0 | 4 |
| MBA 406 | Discipline Specific Elective Course (DSEC) | SPECIALIZATION GROUP - II ELECTIVE*03 (MK03/FM03/HR03) | 3 | 1 | 0 | 3+1+0 | 4 |
| MBA 407 | Discipline Specific Elective Course (DSEC) | SPECIALIZATION GROUP - II ELECTIVE*04 (MK04/FM04/HR04) | 3 | 1 | 0 | 3+1+0 | 4 |
| MBA 408 | Core Course (CC) | MAJOR RESEARCH REPORT VIVA VOCE | 0 | 0 | 8 | 0+0+8 | 4 |
| | | Total | | | | | 32 |
| GRAND TOTAL OF ALL THE SEMESTERS | | | | | | | |
| Semesters | Semester 1 | Semester 2 | Semester 3 | Semester 4 | | | |
| Credits | 32 | 32 | 32 | 32 | | | |
| Grand Total of Credits | 128 | | | | | | |

Non-CGPA Credit Courses

| S. No. | Course Codes | Non-CGPA Credit Courses | Semester |
|--------|--------------|--------------------------------------|----------|
| 1 | MBA M01 | DIGITAL MARKETING COURSES | II |
| 2 | MBA F01 | NAL ACADEMY COURSES | II |
| 3 | MBA H01 | HUMAN RESOURCE MANAGEMENT COURSES | II |

| | | | |
|---|----------|-------------------------------------|----|
| 4 | MBA IT01 | MS OFFICE / SAP COURSES | II |
| 5 | MBA E01 | EXPORT PROCEDURE & DOCUMENTATION | II |

*The Non-CGPA Credit Courses are available to MBA II Semester Students. Students have to select anyone Non-CGPA Credit Courses from the above list.

Non-CGPA Elective: Massive Open Online Courses (MOOC)

The students can opt up to 4 credits out of the recognized MOOC (Massive Open Online Courses) platforms. Each such Course must be of minimum 2 credits.

SPECIALIZATION GROUPS

| SPECIALIZATION GROUP | MARKETING MANAGEMENT (MK) | SEMESTER |
|----------------------|---------------------------------------|----------|
| MBA MK 01 | CONSUMER BEHAVIOUR | III |
| MBA MK 02 | SALES AND DISTRIBUTION MANAGEMENT | III |
| MBA MK 03 | BRANDING AND INTEGRATED COMMUNICATION | IV |
| MBA MK 04 | SERVICE MKETING AND RETAIL MANAGEMENT | IV |

| SPECIALIZATION GROUP | FINANCIAL MANAGEMENT (FM) | SEMESTER |
|----------------------|--|----------|
| MBA FM 01 | FINANCIAL MARKETS AND SERVICES | III |
| MBA FM 02 | SECURTIY ANALYSIS AND PORTFOILO MANAGEMENT | III |
| MBA FM 03 | PROJECT APPRAISAL AND FINANCE | IV |

| | | |
|-----------|---------------------------|----|
| MBA FM 04 | FINANCIAL RISK MANAGEMENT | IV |
|-----------|---------------------------|----|

| SPECIALIZATION GROUP | HUMAN RESOURCE MANAGEMENT (HRM) | SEMESTER |
|----------------------|---|----------|
| MBA HRM 01 | HUMAN RESOURCE DEVELOPMENT AND ORGANIZATIONAL DEVELOPMENT | III |
| MBA HRM 02 | LEGAL FRAMEWORK GOVERNING INDUSTRIAL RELATIONS | III |
| MBA HRM 03 | COMPENSATION PLANNING | IV |
| MBA HRM 04 | TALENT MANAGEMENT | IV |

GENERIC ELECTIVES III SEM

| | | |
|-----------|--|-----|
| MBA GE 01 | PRODUCTION AND OPERATIONS MANAGEMENT | III |
| MBA GE 02 | ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT | III |
| MBA GE 03 | SUPPLY CHAIN MANAGEMENT | III |
| MBA GE 04 | FINANCIAL ECONOMETRICS | III |

GENERIC ELECTIVES IV SEM

| | | |
|-----------|---------------------|----|
| MBA GE 05 | MARKETING ANALYTICS | IV |
| MBA GE 06 | HR ANALYTICS | IV |
| MBA GE 07 | FINANCIAL ANALYTICS | IV |
| MBA GE 08 | BUSINESS ANALYTICS | IV |

***The course is a dual specialization course. Students have to select two specialization streams for dual specialization and select two papers from each stream in Semester III and Semester IV in the given order.**

The Scheme of Assessment (including Marks of Sessional, minimum Pass Marks, Division of Examination) & Scheme of Promotion to next Semester will be Governed by Ordinance 168 A of Jiwaji University Gwalior (Based on 14 A of Devi Ahilya Vishwavidyalaya; As Approved by the Coordination Committee in its meeting held on 25/10/2017 and Adopted by Devi Ahilya Vishwavidyalaya in its EC meeting held on 04/12/2017)

PROGRAMME OUTCOMES

- PO1: Apply knowledge of management theories and practices to solve business problems.**
- PO2: Foster analytical and critical thinking abilities for decision-making.**
- PO3: Demonstrate value-based and ethical leadership ability.**
- PO4: Ability to understand and analyse business environment.**
- PO5: Acquire and apply communication and technical skills.**

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Course Objective

The paper will familiarize the student with basic management concepts, managerial thinking and behavioral processes in the organization. The student will have a basic overview of the origin of this field of study.

Course Outcomes: On completion of course, the students will be able to:

CO1 (A): Understand the concept of Management, its origin and managerial responsibilities.

CO1 (B): Apply the functions of management and tools & techniques used to perform the managerial roles.

CO2: Analyze the planning process, its types and various decision making models.

CO3: Evaluate the nature and types of organization structure, and the staffing process along with directing components involved.

CO4: Create the environment of the organization and apply the control methods.

| CO-PO Matrix | | | | | |
|-----------------|-----|-----|-----|-----|-----|
| Course Outcomes | PO1 | PO2 | PO3 | PO4 | PO5 |
| CO1(A) | 3 | 3 | 2 | 2 | 3 |
| CO1(B) | 3 | 3 | 3 | 3 | 2 |
| CO2 | 3 | 3 | 3 | 3 | 2 |
| CO3 | 2 | 3 | 3 | 3 | 2 |
| CO4 | 2 | 3 | 3 | 3 | 2 |
| AVERAGE | 2.6 | 3 | 2.8 | 2.8 | 2.2 |

Unit 1: Management: Concept, Evolution of Management: Early contributions, Taylor and Scientific Management, Fayol's Administrative Management, Bureaucracy, Human Relations School; Nature, Significance, Management vs. Administration, Management Skills, Levels of Management, Introduction to Functions of Management, Social Responsibility of Managers.

Unit 2: Planning: Nature, Significance of Planning, Types of Planning, Process of Planning Objective Setting: Concept, Types and Process of Setting Objectives M.B.O., Concept, Process and Managerial Implications

Unit 3: Organizing: Concept, Forms of Organizational Structure, Combining Jobs, Departmentalization and Types, Span of Control, Authority & Responsibility, Delegation of Authority, Principles of Organizational Designing

Unit 4: Staffing & Directing: Concept, System Approach, Job Design, Types of Direction, Process Decision Making: Concept, Process, Types and Styles of Decision Making, Decision Making in Risk and Uncertainty

Unit 5: Controlling: Concept, Process of Controlling, Methods of controlling: Pre-control, Concurrent Control, Post-control, Tools for Pre-control of Inputs, Concurrent Control of Operations. Post Control of Outputs

Text Books

- Robbins & Coulter (2006). *Management* (9th ed.). Delhi: Prentice Hall of India
- Stoner, Freeman & Gilbert Jr (2009). *Management* (6th ed.). Delhi: Pearson Edu.
- Agarwal, R. D. (1982). *Organization and Management*. New Delhi: Tata McGraw-Hill Edu.

Suggested Readings

- Koontz Harold & Weihrich Heinz (2008). *Essentials of management* (5th ed.). New Delhi: Tata McGraw Hill.
- Robbins S.P. and Decenzo David A. (2009). *Fundamentals of Management Essential Concepts and Applications* 6th ed.). Delhi: Pearson Education
- Weihrich Heinz and Koontz Harold (2008). *Management: A Global and Entrepreneurial Perspective* (12th ed.). New Delhi: McGraw Hill

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MBA 102-MANAGERIAL ECONOMICS**Credit-04****Course Objective:**

The course aims to explain the crucial concepts of Demand and Supply analysis, market analysis and national income

Course Outcomes: After completion of this course the student will be:

CO1(A): Understand the basics & principles of economics elements in decision making.

CO1(B): Imbibe the utility theories, demand, supply and elasticities for managerial decision making.

CO2: Analyzing real world business problems of related to production with reference to different market structure.

CO3: Applying the concept of pricing in different market structure to foster decision making.

CO4: Evaluating and measuring concept of national income, GDP and profit theories to analyze real world business problems.

| CO-PO Matrix | | | | | |
|------------------------|------------|------------|------------|------------|------------|
| Course Outcomes | PO1 | PO2 | PO3 | PO4 | PO5 |
| CO1(A) | 3 | 2 | 3 | 2 | 3 |
| CO1(B) | 3 | 2 | 2 | 2 | 3 |
| CO 2 | 3 | 2 | 2 | 2 | 3 |
| CO 3 | 3 | 3 | 3 | 2 | 2 |
| CO 4 | 2 | 3 | 1 | 3 | 2 |
| AVERAGE | 2.8 | 2.4 | 2.2 | 2.2 | 2.6 |

Unit 1: Introduction to Economics: Nature and Scope of Managerial Economics; Significance in Decision- Making and Fundamental Concepts; Objectives of a firm; Ten principles of economics.

Unit 2: Utility Analysis - Law of diminishing marginal utility, Indifference curve Meaning
Demand Analysis: Law of Demand, Exception to the Law of Demand; Determinants of Demand; Techniques of Demand forecasting
Supply: Significance and Methods; Supply Analysis (determinants): Law of Supply;
Elasticity of Demand and Supply: Price, Income; Cross Elasticity. The Price Elasticity of Supply and Its Determinants; Use of Elasticity for Managerial Decision Making;

Unit 3: Production Concepts & Analysis: Production Function; Single Variable-Law of Variable Proportion; Two Variable- Law of Returns to Scale; Cobb-Douglas Production Function; Cost Concept and Analysis; Short-Run and Long-Run Cost Curves and their Managerial Use.

Unit 4: Market Structure: Perfect Competition; Features; Determination of Price and Output under Perfect Competition. **Monopoly:** Features; Pricing and Output Determination under Monopoly. **Monopolistic:** Features; Price and Output Determination under Monopolistic Competition; Product Differentiation; Price Discrimination

Oligopoly: Features; Quantity competition-A Dominant Firm; Price Competition: Price Rigidity and Kinked Demand. Pricing Strategies

Unit 5: National Income: Concepts; Measuring the Value of Economic Activity through Gross Domestic Product, GDP Deflator, Real GDP vs. Nominal GDP, Demographic dividend, Green economics and HDI (Human development Index)

Inflation: Types; Causes and Measurement; Business Cycle; Profit, Concept and Major Theories Of Profits; Dynamic Surplus Theory; Risk & Uncertainty Bearing Theory and Innovation Theory.

Suggested Readings:

- Baye, R. M. & Bel, R. O. (2006). *Economics and Business Strategy*. New York: McGraw-Hill.
- Damodaran, S. (2010). *Managerial Economics*. India: Oxford University Press.
- Dwivedi, D. (1980). *Managerial Economics*. Vikas Publishing House.
- Mankiw, N. (2010). *Macroeconomics*. New York: Worth Publishers.
- Mankiw, N. G. (2009). *Principles of Microeconomics*. South-Western Cengage Learning.
- Salvatore, D. & Brooker, R. F. (1993). *Managerial Economics in Global Economy*. New York: McGraw-Hill.
- Samuelson, W. F., & Marks, S. G. (2012). *Managerial Economics*. John Wiley & Sons, Inc.
- Mithani, D. M. (2005). *Principles of Economics*: Himalaya Publishing House.

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MBA 103 - ACCOUNTING FOR MANAGERS**Credit- 04****Course Objective:**

The objective of this course is to help students to understand the concepts and measurements that underlie financial statements, develop managerial skills needed to analyze financial statements effectively, and gain an understanding of the choices enterprises make in reporting the results of their business activities

Course Outcomes:

- CO1 (A): Acquaint with the fundamentals principles of management accounting.
 CO1 (B): Prepare, analyze and interpret financial statements
 CO2: Analyse typical business transactions to determine their effects on the principal elements of financial statements.
 CO3: Take decision using management accounting tools
 CO4: Understand the role of management accounts in planning control and decision making in an organization.

| CO-PO Matrix | | | | | |
|---------------------|-----|-----|-----|-----|-----|
| Course Outcomes | PO1 | PO2 | PO3 | PO4 | PO5 |
| CO1(A) | 3 | 3 | 2 | 3 | 3 |
| CO1(B) | 3 | 3 | 3 | 3 | 3 |
| CO2 | 3 | 3 | 3 | 3 | 3 |
| CO3 | 3 | 3 | 3 | 2 | 3 |
| CO4 | 3 | 3 | 3 | 3 | 3 |
| Average | 3 | 3 | 3 | 2.8 | 3 |

Unit 1: Basics of Financial Accounting:

Meaning; Scope; Functions of Financial Accounting; Difference between financial, Cost and Management Accounting; Financial Accounting; Concepts and Conventions; Double Entry System; Preparation of Journal; Ledger and Trial Balance; Preparation of Final Accounts; Trading; Profit and Loss Account; Final Accounts with Adjustment.(Simple problems only)

Unit 2: Financial Statement Analysis and Ratio Analysis:

Meaning, significance and types of financial statement analysis; Comparing Financial Data across Companies; Statements in Comparative and Common-Size Form; Meaning of Ratio and Ratio Analysis; Classification of Ratios: Liquidity Ratio, Capital Structure Ratio, Turnover Ratio and Profitability Ratio, Market based ratio

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Unit 3: Cash Flow and Funds Flow Analysis

Funds from Operation; Sources and Uses of Funds; Preparation of Schedule of Changes in Working Capital and Funds Flow Statements; Its Uses and Limitations; Cash Flow Analysis; Cash from Operation; Preparation of Cash Flow Statement (as per AS 3) Its Uses and Limitations; Distinction between Funds Flow and Cash Flow. (Case related to the concept)

Unit 4: Cost Accounting & its Techniques

Marginal Costing; Types of Costs, Marginal Cost and Marginal Costing; Importance; Break-Even Analysis; Cost Volume Profit Relationship; Application of Marginal Costing Technique. Decision making: Make or buy (case study related to concept) **Standard Costing;** Variance Analysis; Material Variances; Labour Variances; Simple Problems Related to Material and Labour Variances Only;

Unit 5: Planning and Flexible Budgets and Performance Analysis

The Basic Framework of Budgeting; Meaning and Definition of Budget; Forecast and Budget; Objectives of Budgetary Control; Advantages and Disadvantages of Budgetary Control; Preparing the Sales Budget, Production Budget, Cash Budget, Purchase Budget, Fixed and Flexible Budget.

Suggested Readings:

- Garrison, R. H. (2017). *Managerial Accounting (15th ed ed.)*. 15th ed. Boston: Irwin/McGraw-Hill. Griffin, Ricky.
- Gupta, A. (2004). *Financial Accounting for Management*. Delhi: Pearson. Kuppapally, J. J. (2010.). *Accounting for Managers*. PHI.
- R, N. (2011.). *Financial Accounting*. Delhi: PHI.
- Shah, P. (2007.). *Basic Accounting for Managers*. Delhi: Oxford.
- S.N. Maheshwari, (2018) *Corporate Accounting 6th Edition* Vikas Publication

References:

- Drury, C. M. (2013). *Management and cost accounting*. Springer.
- Drury, C. (2005). *Management accounting for business*. Cengage Learning EMEA.
- Chapman, C. S. (Ed.). (2005). *Controlling Strategy: Management, Accounting, and Performance Measurement: Management, Accounting, and Performance Measurement*. OUP Oxford.
- Kaplan, R. S., & Atkinson, A. A. (2015). *Advanced management accounting*. PHI Learning.
- Langfield-Smith, K., Thorne, H., & Hilton, R. W. (2018). *Management accounting: Information for creating and managing value*. Sydney: McGraw-Hill Education

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Course Objectives:

The student learns both descriptive and inferential statistics to decision making.

Course Outcomes: Upon successful completion of this course students will be able to

- CO-1(A): Understand the key terminologies, concepts, tools and techniques of statistics for decision making.
 CO-1(B): Analyze statistical data using measures of central tendency, dispersion, skewness and kurtosis.
 CO-2. Apply probability rules and probability distributions to model different types of business situations.
 CO-3. Use simple/multiple correlation and regression methods to analyze the underlying relationships between the variables.
 CO-4. Conduct and interpret a variety of hypothesis tests to aid decision making in a business context.

| CO-PO Matrix | | | | | |
|-----------------|-----|-----|-----|-----|-----|
| Course Outcomes | PO1 | PO2 | PO3 | PO4 | PO5 |
| CO1(A) | 3 | 3 | 2 | 3 | 3 |
| CO1(B) | 3 | 3 | 2 | 3 | 3 |
| CO2 | 3 | 3 | 2 | 3 | 3 |
| CO3 | 3 | 3 | 3 | 3 | 3 |
| CO4 | 3 | 3 | 3 | 2 | 3 |
| AVERAGE | 3 | 3 | 2.4 | 2.8 | 3 |

Course Contents:

Unit 1: Basic concept of Statistics: Application of Descriptive and Inferential Statistics in Managerial Decision Making; utility and limitation of Statistics. **Presentation of Data:** Bar Diagrams; Histograms; Frequency Polygon; Frequency Distribution Curves. **Measures of Central Tendency:** Mean; Median and Mode and their implications.

Unit 2: Measures of Dispersion: Range; Mean Deviation; Standard Deviation; Coefficient of Variation(C.V.); Skewness; Kurtosis.

Unit 3: Correlation: Meaning and types of Correlation, Karl Pearson and Spearman Rank Correlation. **Regression:** Meaning, Regression Equations and their Application, Partial and Multiple Correlation and Regression.

Unit 4: Probability: Concept of Probability and its Uses in Business Decision; Addition and Multiplication Theorems; Bayes Theorem and its applications. **Theoretical Distribution:** Concept and Application of Binomial; Poisson and Normal Distribution.

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Unit 5: Estimation Theory and Hypothesis Testing: Sampling Theory; Formulation of Hypothesis; Application of Z test; t test; F test; Chi-Square test; Techniques of Association of Attributes.

Note: All above course must also be taught using MS-Excel functions and graphical representations.

Suggested Readings:

- *Beri, G.C. (2009). Business Statistics. McGraw Hill Education.*
- *Sharma, J. K.. Business Statistics, 2e. Pearson Education.*
- *Gupta, S.P. Statistical Methods. S. Chand & Sons, Newdelhi.*
- *Herkenhoff, L., & Fogli, J. (2013). Applied Statistics for Business and Management using Microsoft Excel. Springer New York.*
- *Richard I. Levin and David S. Rubin. (2000). Statistics for Management, 7e. Person Education, NewDelhi.*

Reference Reading:

- *Black, K.. Business Statistics for Contemporary Decision Making. Wiley Student Edition.*
- *Keller, G. (2015). Statistics for Management and Economics. Cengage Learning.*
- *Levine, D. M., Berenson, M. L., Stephan, D., & Lysell, D. (1999). Statistics for managers using Microsoft Excel. Prentice Hall Upper Saddle River, NJ.*
- *Render, and Stair J.R. Quantitative Analysis for Management, 7e. PHI.*

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Course Objective:

To sensitize the students about the importance of business ethics and human values in life.

Course Outcome

After successful completion of this course students will be able to:

CO1(A): Understanding of business ethics and CSR concepts.

CO1(B): Identify and Explain the factors influencing Ethical and CSR activities in business.

CO2: Apply the knowledge and principles of Ethics and CSR in different functions of HR, Marketing, and Finance.

CO3: Examine the best practices, code of conduct, and ethical dilemma in business and its decisionmaking.

CO4: Evaluate the various approaches of CSR and the role of business ethics in organization sustenance.

CO-PO Matrix

| Course Outcomes | PO1 | PO2 | PO3 | PO4 | PO5 |
|-----------------|-----|-----|-----|-----|-----|
| CO1(A) | 3 | 3 | 2 | 3 | 1 |
| CO1(B) | 3 | 2 | 2 | 2 | 2 |
| CO2 | 3 | 3 | 3 | 2 | 2 |
| CO3 | 2 | 3 | 2 | 2 | 2 |
| CO4 | 3 | 3 | 2 | 2 | 2 |
| AVERAGE | 3 | 3 | 2 | 2 | 2 |

Unit 1: Business ethics: Meaning of ethics, Nature and Essence of Ethics, Ethical problems occur in business. Theories of ethics: Utilitarianism: weighing social cost and benefits, Rights and duties, Justice and fairness, ethics of care, Integrating utility, rights, justice and caring, An alternative to moral principles: virtue ethics, teleological theories, egoism theory, relativism theory.

Unit 2: Moral issues in Business: Managing ethics in organization, Worker's and employee's rights and responsibilities. Scope of Business Ethics, Ethics in Compliance, Ethics in Finance, Ethics in Human Resources, Ethics in Marketing, Ethics in Production, Advantages of Business Ethics. Professional ethics

Unit 3: Ethical Principles in Business: introduction, Organization Structure And Ethics, Role of Board of Directors, Ethics Programme, Best Practices in Ethics Programme Features of Good Ethics, Principles of social and ethical accounting Ethics Audit, Organizational moral standards and the ethical dilemmas of decision-making, Role of Business Ethics in Sustainable Development.

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Unit 4: Code of Ethics: Programme, Code of Conduct, Model Code of Business Conduct & Ethics Credo, Ethics Training and Communication, Ethics Committee, Functions of Ethics Committee, Integrity Pact, Whistle Blower Policy and Whistle Mechanism Social and Ethical Accounting. Contemporary Developments: Integrated Reporting, Integrated Reporting by Listed Entities in India, Relation between Integrated Reporting and Sustainability Reporting.

Unit 5: Meaning and definitions of CSR, Significance of CSR in society, Factors influencing CSR, Triple bottom line approach of CSR, CSR in India, Corporate Social Responsibility Voluntary Guidelines, 2009, National Voluntary Guidelines on Social, Environmental and Economic, Responsibilities of Business, CSR under the Companies Act, 2013, Global Principles and Guidelines, CSR Audit, Profit maximization vs. social responsibility. Corporate Sustainability and Corporate Social Responsibility

Suggested Readings:

- *Velasquez Manuel G: Business ethics- concepts and cases.*
- *Fernando A.C.: Business Ethics – An Indian Perspective.*
- *Crane Andrew & Matten Dirk: Business Ethics, Oxford.*
- *Ghosh B N: Business Ethics & Corporate Governance, Mc Graw Hill*
- *DeGeorge Richard T.: Business Ethics, Pearson*
- *Luthans Fred, Richard, M. Hodgetts and Kenneth, R. Thompson, Social issues in business, Macmillan, USA*

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MBA 106 - BUSINESS COMMUNICATION**Credit- 04****Course Objective:**

The course explains the various modes of communication and present the purpose and objectives of business communication.

Course Outcome:

On the completion of the course the student will be able to:

- CO 1 (A): Understand the core concepts of communication and will be in a position to overcome various barriers present in the process of communication.
- CO1(B): Gain flare in written communication and analyze the inside out of presentations and interviews
- CO2: Demonstrate the skill of writing business reports and business letters
- CO3: Present the depth of oral communication skills and challenges and care in the body language.
- CO4: Examine the impact of group communication, and various professional etiquette related.

| CO-PO Matrix | | | | | |
|---------------------|-----|-----|-----|-----|-----|
| Course Outcomes | PO1 | PO2 | PO3 | PO4 | PO5 |
| CO1(A) | 2 | 2 | 2 | 2 | 3 |
| CO1(B) | 3 | 3 | 3 | 3 | 3 |
| CO2 | 3 | 3 | 3 | 3 | 3 |
| CO3 | 3 | 3 | 3 | 2 | 3 |
| CO4 | 2 | 3 | 3 | 3 | 3 |
| AVERAGE | 2.6 | 2.8 | 2.8 | 2.6 | 3 |

Unit 1: Introduction to Business Communication: Meaning, Need, Purpose and Types of Communication; Process of Communication; Communication Structure in Organization; Barriers to Communication; 7 C's of Communication; Impact of Cross Cultural Communication;

Unit 2: Employment Communication: Resume Writing and Cover Page Draft, Group Discussions, Interview, Candidates' Preparation for Interview, Effective Listening Skills, Teleconferencing and Video Conferencing.

Presentation Skills: Essential Elements of an Effective Presentation, Designing a Presentation, Types of Visual Aid, Appearance & Posture,

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Unit 3: Written Communication: Purpose of Writing; Clarity in Writing; Principles of Effective Writing; Writing Techniques. Business Letters and Reports: Introduction to Business Letters, Types of Business Letter, Layout of Business Letter; Reports: Definition and Purpose, Types of Business Reports, Reports Writing. 20

Unit 4: Oral Communication: What is oral communication, Principles of successful oral communication, Two sides of effective oral communication, Effective listening, Body Language and its elements, Para Language- Concept and types.

Unit 5: Group Communication: Meetings: Need, Importance and Planning of Meetings, Drafting of Notice, Agenda, Minutes of Meeting, Writing Memorandum, Press Release, Press Conference, Business Etiquettes – Netiquettes, Telephonic Etiquettes.

Suggested Readings:

- Lesikar, R.V. & Pettit, Jr. J.D. *Basic Business communication: Theory & Application*, (10th Edition.). Tata Mc Graw Hill.
- Sehgal, M.K. & Khetrapal, V. (2006). *Business Communication*. Excel Books.
- Chaturvedi, P.D. (2006). *Business Communication* (3rd Edition.). Pearson Education.
- Sharma, R.C. & Krishna, M. (2002). *Business: Correspondence and Report Writing* (3rd Edition.). TataMcGraw Hill.
- Pal, R. (2012). *Business Communication*, Sultan Chand & Sons Publication.
- Bisen & Priya (2009). *Business Communication*, New Age International Publication.

MBA 107 - COMPUTER APPLICATIONS**Credit- 04****Course Objective:**

The course details the tools of information technology for effectively disseminating information in an appropriate manner.

Course Outcomes:

On successful completion of this course, the learner will be able to:

- CO1 (A): Understand the working of computer along with the types of Hardware and Software
 CO1 (B): Create Word Document, editing, formatting and inserting table, citations, references and table of contents
 CO2: Create PowerPoint presentations, working with master slide and animations
 CO3: Create a workbook, enter data in a worksheet, format a worksheet, format numbers in a worksheet, create an Excel table, filter data by using an AutoFilter, Sort data by using an AutoFilter
 CO4: Print a worksheet, Using Print Preview; Other Utilities, Use Formulas like VLookup, HLookup, Count, Sum, Subtotal, Creating Formulas for Financial Applications, Create Charts and Graphics, Use Pivot Tables for Data Analysis

| CO-PO Matrix | | | | | |
|------------------------|------------|------------|------------|------------|------------|
| Course Outcomes | PO1 | PO2 | PO3 | PO4 | PO5 |
| CO1 (A) | 2 | 2 | 2 | 3 | 3 |
| CO1 (B) | 3 | 3 | 2 | 3 | 3 |
| CO2 | 1 | 3 | 3 | 3 | 3 |
| CO3 | 2 | 3 | 3 | 3 | 3 |
| CO4 | 2 | 3 | 3 | 3 | 3 |
| AVERAGE | 2 | 2.8 | 2.6 | 3 | 3 |

Unit 1: Introduction: Computer hardware and software, Framework of computer, input and output devices, computer memories, central processing unit, types of computer; types of software: system software and application software, some basic terms related to operating system.

Unit 2: MS Word: Some basic terms- toolbar, format bar and status bar, insert tables, charts, smart arts, adding graphics, pages options, insert citations, creating, editing and saving word document, use of auto text, spelling and grammar tool, creating a cover letter, mail merge.

MS Power-point: Preparation of power-point presentation, what to include and what not to include in slides, inserting new slide and deleting any slide, use of master slides, insertion of figure, graphics and charts in presentation.

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Unit 3: Introduction to MS Excel: Understanding Basic working with Excel, Quick review on MS Excel Options, ribbon, sheets, Saving Excel File as PDF, CSV and older versions, Copy, Cut, Paste, Hide, Unhide and link the data in Rows, Columns and Sheet; Using paste special options, Formatting cells, Rows, Columns and sheets, Protecting and Unprotecting cells, rows, columns and sheets with or without password, Page Layout and Printer properties, Inserting Pictures and other objects in worksheets, Understanding Data Consolidation, Consolidating With Identical Layouts, Consolidating With Different Layouts

Unit 4: Working with formulas/functions:

Lookup and Reference Functions: VLOOKUP, HLOOKUP, INDEX, ADDRESS, MATCH, OFFSET, TRANSPOSE, INDIRECT etc.

Logical Functions: IF/ELSE, AND, OR, NOT, TRUE, NESTED IF/ELSE etc.

Database functions: DGET, DMAX, DMIN, DPRODUCT, DSTDEV, DSTDEVP, DSUM, DVAR, DVARP etc.

Date and time functions: DATE, DATEVALUE, DAY, DAY360, SECOND, MINUTES, HOURS, NOW, TODAY, MONTH, YEAR, YEARFRAC, TIME, WEEKDAY, WORKDAY.

Information functions: CELL, ERROR.TYPE, INFO, ISBLANK, ISERR, ISERROR, ISEVEN, ISLOGICAL, ISNA, ISNONTEXT, ISNUMBER, ISREF, ISTEXT, TYPE etc.

Math and trigonometry Functions: RAND, ROUND, CEILING, FLOOR, INT, LCM, MOD, EVEN, SUM, SUMIF, SUMIFS etc.

Statistical Functions: AVEDEV, AVERAGE, AVERAGEA, AVERAGEIF, COUNT, COUNTA, COUNTBLANK, COUNTIF, FORECAST, MAX, MAXA, MIN, MINA, STDEVA and Using Data analysis.

Unit 5: Conditional Formatting: Using Conditional formatting, Using Conditional formatting with multiple cell rules, Using Color Scales and Icon sets in conditional formatting, creating new rules and managing existing rules

Data Sorting and Filtering: Sorting data A-Z and Z-A, Using Filters to sort data, Advance filtering options Pivot tables, Creating Pivot tables and using pivot table options, Changing and updating data range, Formatting Pivot table and making Dynamic Pivot Tables

Pivot Charts: Changing and updating Data Range, Types of pivot charts and their usage, formatting pivot charts and making Dynamic Pivot Charts

Suggested Readings:

- June Jamrich Parsons, *Computer Concepts 7th Edition*, Thomson Learning, Bombay.
- Frandsen, T. L. (2010). *Microsoft offices excel*. Retrieved from www.bookboon.com
- Leon, M., & Leon, A. (2009). *Introduction to Computers (1st ed.)*. Vikas Publishing. 4. *Introduction to Information Technology, ITL education solutions*, Pearson.
- *Understanding Computers: Today and Tomorrow by Morley and Parker*, Cengage 6. *MS-Office 2007, step by step*, Pearson.

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MBA 201 - MARKETING MANAGEMENT**Credit- 04****Course Objective**

The course highlights the core concepts, contexts, theories and practical implication of Marketing in real world. The students will also understand the broad spectrum of marketing decisions in companies and significance of Marketing as strategic and essential function in an organisation business strategy.

Course Outcomes

On completion of the course, the students will be able to:

CO1a-Understand the Various concept related to Marketing management and Marketing environment

CO1b- - Illustrate the various concept related to marketing Segmentation, targeting and positioning

CO2-Analyse the concept of Marketing mix and understand role of distribution channels in Marketing

CO3-Comprehend the role of promotion mix in marketing.

CO4-Evaluate and Identify the Various aspect of digital marketing and Retailing

| CO/PO Matrix | | | | | |
|--------------|-----|-----|------|------|------|
| Subject Code | PO1 | PO2 | PO3 | PO4 | PO5 |
| MBA 201 CO1 | 2 | 2 | 1 | 3 | 1 |
| MBA 201 CO2 | 2 | 2 | 0 | 2 | 1 |
| MBA 201 CO3 | 1 | 2 | 0 | 2 | 3 |
| MBA 201 CO4 | 1 | 2 | 0 | 2 | 2 |
| AVERAGE | 1.5 | 2 | 0.25 | 2.25 | 1.75 |

UNIT I**Introduction to Marketing**

Definition, Nature, Elements and Scope of Marketing; Marketing concepts; Marketing philosophies. Customer value- customer Life Time value, Practical problems in measuring Customer Life Time value; Holistic Marketing, Concept of marketing orientation and consumer orientation; Concept of marketing environment- Micro and Macro.

UNIT II**Identifying and Selecting Markets**

Market Segmentation- Purpose and Methods of Marketing Segmentation, Levels of segmentation, Patterns, Bases of Segmentation. Concept of Targeting: Selection of Target Markets, Strategies, Concept of positioning: Types, major errors, Product Differentiations: Variables in Differentiation.

UNIT III**Marketing Mix**

Product Planning - Product Mix Decisions, Product Line, New Product Development, Product Life Cycle; Branding: Brands and Brand strategies; Pricing: Objectives, Methods, strategies, price sensitivity, adverse effect of price wars; Channel of Distribution(COD): Levels, role, factors affecting COD, COD Strategies. Role in Value Chain -Inbound and outbound logistics.

UNIT IV**Promotion Mix**

Understanding the concept of Marketing Communication; Role of promotion in Marketing; Determining Promotional Mix: Sales Promotion, Advertisement, personal Selling and Sales Management, Public Relation, Publicity.

UNIT V**Social and Mobile Marketing**

The 4 E frame work for Social Media, categories of Social Media, App pricing Models, three components of a Social Media Strategy, concept of Pay per click (PPC) Advertising, profitability Model for PPC Advertising; concept of Retailing and Omni channel Marketing- choosing Retailing Partners, Types of Retailers, Effective Omni channel Retailing.

Suggested Readings:

- Deshpandé, & Farley. (1993). Corporate Culture, Customer Orientation, and Innovativeness in Japanese Firms: A Quadrad Analysis. *Journal of Marketing*, 57(1), 23-37.
- Grewal, & Levy. (2017). *Marketing* (5 ed.). McGraw Hill Education.
- Jaworski, & Kohli. (1993). Market Orientation: Antecedents and Consequences. *Journal of Marketing*, 57(3), 53-70.
- Kotler, P., & Keller, K. L. (2012). *Marketing management* (14 ed.). Pearson.
- Prahalad, C. K. (2005). *The Fortune at the Bottom of the Pyramid*. Philadelphia: Wharton School Publishing.

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MBA 202 - ORGANIZATIONAL BEHAVIOUR**Credit- 04****Course Objective:**

The course explains about workplace behavior and concepts of Individual and Interpersonal Behavior and how they intermesh with organizational productivity.

Course Outcomes: Upon completion of this course the student will:

CO1a: Summarize concept of OB and perceptual process

CO1b: Describe individual behaviour and demonstrate the applicability of motivational theories in OB.

CO2: Analyse group dynamics in the organizations.

CO3: Understanding power and politics in organizational setting.

CO4: Illustrate change management and conflict to solve organizational issues

| CO/PO Matrix | | | | | |
|--------------|------|-----|-----|-----|------|
| Subject Code | PO1 | PO2 | PO3 | PO4 | PO5 |
| CO1 | 3 | 3 | 2 | 1 | 1 |
| CO2 | 3 | 3 | 3 | 3 | 3 |
| CO3 | 2 | 2 | 3 | 3 | 2 |
| CO4 | 1 | 2 | 2 | 3 | 3 |
| AVERAGE | 2.25 | 2.5 | 2.5 | 2.5 | 2.25 |

Unit 1: Concepts: Nature; Importance; Models of Organizational Behavior;

Perception and Attribution Theory: Concept; Nature; Process; Importance; Management and Behavioral Applications of Perception.

Unit 2: Attitude: Concept; Process; Importance; Techniques of Attitude Measurement;

Personality: Concept; Nature; Types and Theories of Personality; Shaping O.B

Unit 3: Learning: Concept and Theories of Learning: Classical Conditioning, Operant Conditioning and Social Learning.

Motivation: Theories of Motivation–Need Theories: Maslow Hierarchy of needs, Alderfer's ERG theory Herzberg's two factor theory, McClelland's need theory; Expectancy Theory; Equity Theory and Goal Setting Theories; Motivating a Diverse Workforce.

Unit 4: Leadership: Style and Theories of Leadership- Trait; Behavioural and Situational Theories; Leadership Styles in Indian Organizations.

Group Dynamics: Definition; Stages of Group Development; Group Cohesiveness; Formal and Informal Groups; Groups Processes, Dysfunctional Groups; Punctuated Equilibrium Model.

Unit 5: Organizational Power, Politics and Conflict: Concept; Sources of Power; Distinctive Between Power Authority and Influence; Political Implications of Power; Dysfunctional Uses of Power; Stress: Understanding and its Consequences; Causes of Stress; Managing Stress.

Conflict: Concepts; Sources; Types; Functionality and Dysfunctionality Conflict; Classification of Conflict- Intra; Individual; Interpersonal; Intergroup and Organizational; Resolution of Conflict.

Suggested Readings:

- Fred; L. (2011). *Organizations Behaviour* (12th edition ed.). New York; Mc Graw Hill.
- K; A. (2016). *Organizational Behaviour* (12th edition ed.). New Delhi: Himalaya Publishing House. Kumar; P.; & Thakur; K. (2011). *Text book of Organization Behavior*. new delhi: Wisdom Publications.
- Stephen; P. (2013). *Organizational Behaviour* (15th edition ed.). New Delhi: Pearson Education. Udai; P. (2016). *Understanding Organizational Behaviour* (4th edition ed.). New Delhi: Oxford Higher Education.

MBA 203 - RESEARCH METHODOLOGY**Credit- 04****Course Objective**

The course explains the application of research to various functions of management.

Course Outcomes

Upon completion of the course the students will be able to:

CO1a: Understand the concept, types & process of Research.

CO1b: Discuss & design research, literature, sampling and data.

CO2: Apply tools, techniques/methods to test association of variables.

CO3: Analyse the sample and their differences.

CO4: Evaluate the results, interpret and present findings in research report.

| CO/PO Matrix | | | | | |
|--------------|-----|------|------|------|------|
| Subject Code | PO1 | PO2 | PO3 | PO4 | PO5 |
| CO1 | 3 | 3 | 1 | 2 | 2 |
| CO2 | 3 | 3 | 1 | 1 | 3 |
| CO3 | 2 | 3 | 1 | 2 | 2 |
| CO4 | 2 | 2 | 0 | 2 | 2 |
| AVERAGE | 2.5 | 2.75 | 0.75 | 1.75 | 2.25 |

Unit 1: Introduction to Research Methodology: Meaning of Research, Objectives of Research, Motivations in Research, types of Research, Significance of Research, Research Process, Criteria of Good Research, Problem Identification & Formulation – Research Question – Investigation Question, Research Ethics and Integrity.

Unit 2: Literature Review Development, Argumentation and Synthesis, Referencing, Setting Objectives, Hypothesis, Qualities of a good Hypothesis, Types of Hypothesis, Null Hypothesis & Alternative Hypothesis.

Unit 3: Research Design: Concept and Importance in Research – Features of a good research design – Exploratory Research Design – concept, types and uses, Descriptive Research Designs – concept, types and uses. Experimental Design: Concept of Independent & Dependent variables. Hypothesis Testing- Logic & Importance.

Measurement: Concept of measurement: Problems in measurement in research – Validity and Reliability, Levels of measurement – Nominal, Ordinal, Interval, Ratio.

Unit 4: Sampling: Concepts of Statistical Population, Sampling plan, Sampling Techniques- Probability & Non-probability Sampling.

Data Preparation- Coding, Editing, Data Analysis: Univariate analysis (frequency tables, bar charts, pie charts, percentages), Testing Reliability, Tests of Association: Bivariate/Multivariate analysis – Correlations and Regression,

Unit 5: Tests of Differences: t-tests, ANOVA, Interpretation of Data and Report Writing, Types and Layout of Research Report, Precautions in preparing the Research Report, Bibliography, Footnotes and Annexure in the Report. Plagiarism Issues.

Note: The course has to be taught with the help of MS Excel and IBM SPSS wherever needed.

Suggested Readings:

- Chapman, C. (2015). *R for marketing research and analytics*. New York, NY: Springer Science Business Media, LLC.
- Cooper, R., & Schindler, P.S. (2014). *Business research methods (Twelfth edition)*. New York, NY: McGraw-Hill/Irwin.
- Malhotra, N.K., & Birks, D.F. (2007). *Marketing Research: An Applied Approach (3ed)*. Harlow: Financial Times Prentice Hall.
- Poynter, R. (2010). *The handbook of online and social media research: tools and techniques for market researchers*. New York: Wiley.
- Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2013). *Business research methods*. Cengage Learning.

MBA 204 - OPERATIONS RESEARCH**Credit- 04****Course Objective**

The student learns the application of select tools of operations research and how it can be used for business decision making.

Course Outcomes: On the successful completion of this course students will be able to:

CO1a: Understand the basic concepts and key terminologies in operation research techniques.

CO1b: Apply decision criteria methods to the problems of various decision making situations.

CO2: analyze the linear Programming, assignment, transportation, game theory and sequencing problems to reduced time and cost and maximized profit and sales

CO3: Use statistical quality control methods to quantify and sketch variations in quality problems

CO4: Knowledge about network techniques to complete the project at minimum time

| CO/PO Matrix | | | | | |
|--------------|-----|-----|-----|------|-----|
| Subject Code | PO1 | PO2 | PO3 | PO4 | PO5 |
| CO1 | 3 | 3 | 0 | 2 | 0 |
| CO2 | 3 | 3 | 0 | 2 | 0 |
| CO3 | 3 | 3 | 0 | 2 | 0 |
| CO4 | 3 | 3 | 0 | 1 | 0 |
| AVERAGE | 3 | 3 | 0 | 1.75 | 0 |

UNIT I: Operations Research: Uses, Scope and Applications of operations research in managerial decision making.

Decision Making Environment: Decision making under certainty; Uncertainty and Risk situations; Decision tree approach and its applications.

UNIT II

Linear Programming: Mathematical formulations of LP models for Product-Mix problem; Graphical and Simplex methods of solving LP problem; Sensitivity analysis; Duality.

Transportation Problem: Various methods of finding initial basic feasible solution and optimal solution.

Assignment Model: Algorithm and its applications.

UNIT III

Game Theory: Concepts of game, Two- person Zero-sum game; Pure and Mixed strategy game; Saddle point; Odds methods and Graphical method for solving Mixed Strategy game.

Sequencing Problem: Johnsons algorithm for n jobs and two machines; n jobs and three machines; two jobs and m- machines Problems.

UNIT IV

Dynamic Programming: Capital budgeting problem; Shortest route problems.

Statistical quality control: Meaning; Benefits of SQC; Control chart for variable mean chart, R- chart; Control chart for attributes: c-chart, np-chart, p-chart.

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UNIT V

Project Management: Rules for drawing the network diagram; Applications of CPM and PERT techniques in Project planning and control; Crashing of operations

Suggested Readings:

- Hillier, F. S., & Lieberman, G. J. (2017). *Introduction to Operation Research*. McGraw Hills.
- Kapoor, V. k. (2013). *Operations Research: Quantitative Techniques for Management*. Sultan Chand & Sons.
- Taha, H. A. (2017). *Operations Research: An Introduction*. Pearson education.
- Vohra, N.D. (2017). *Quantitative Techniques in Management*. McGraw Hills.
- Gupta, P.K. & Hira, D.S. (2012). *Introduction to Operations Research*. S. Chand & Co.

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MBA 205 - FINANCIAL MANAGEMENT**Credit- 04****Course Objective**

The main objective of this course is to develop a foundation of financial management concepts and enable students to understand how corporations make important investment and financing decisions, and how they establish working capital policies.

Course Outcomes

Upon completion of this course, the students will be:

- CO1A: Demonstrating an understanding of the overall role and importance of the finance function and,
 CO1B: Evaluating Projects based on Capital Budgeting Techniques
 CO2: Estimate the cost of capital of the firm and determine company's valuation
 CO3: Performing analytical reviews of leverage structure
 CO4: Apply decision making mechanism to declare dividends and managing optimum Working Capital

| CO/PO Matrix | | | | | |
|--------------|------|------|------|-----|-----|
| Subject Code | PO1 | PO2 | PO3 | PO4 | PO5 |
| CO1 | 3 | 3 | 0 | 0 | 3 |
| CO2 | 2 | 3 | 0 | 1 | 2 |
| CO3 | 2 | 3 | 0 | 3 | 2 |
| CO4 | 2 | 2 | 1 | 2 | 1 |
| AVERAGE | 2.25 | 2.75 | 0.25 | 1.5 | 2 |

UNIT I

The Role of Financial Management and Time Value of Money: Concept of Finance, Scope and Objectives of Finance, Profit Maximization vs. Wealth Maximization, Functions of Finance Manager in Modern Age, Financial Management Process, Investment Decision; Financing Decision; Asset Management Decision; Value Creation; Managing and Acquiring Assets; Financing Assets; Future Value (Terminal Value); Present value; Discount rate (Capitalization Rate); Time value of money.

UNIT II

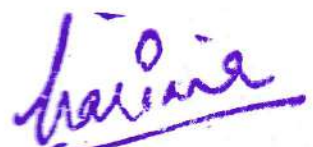
Capital Budgeting: The Capital Budgeting Process; Capital Budgeting and Estimating Cash Flows; Capital Budgeting Techniques; Project Evaluation and Selection; Alternative Methods; Payback Period; Internal Rate of Return; Net Present Value; Profitability Index; Ranking of Projects.

UNIT III

Cost of Capital: Overall Cost of Capital of the Firm; Cost of Debt; Cost of Preferred Stock; Cost of Equity Expected Return; Factors that can Affect Cost of Capital; Capital-Asset Pricing Model Approach; Cost of Equity; Before-Tax Cost of Debt Plus Risk Premium Approach; Weighted Average Cost; Economic Value Added(EVA).

UNIT IV

Leverage: Operating Leverage; Degree of Operating Leverage (DOL) or Its Automotive Division; Financial Leverage; Analysis Degree of Financial Leverage (DFL); Total Leverage Degree of Total Leverage (DTL); DTL

and Total Firm Risk; Cash-Flow Ability to Service Debt Coverage Ratios or Probability of Cash Insolvency.

UNIT V

Dividend Decisions and Working Capital Management: Forms of Dividend, Concept of Retained Earnings and Plough Back of Profit, Dividend Theories and Dividend Policy: Walter' Model, Gordon's Model and Modigliani Miller Model; Factor Affecting Dividend Decision. Overview of Working Capital Decision: Concept, Components, Factor Affecting working Capital Requirement, working Capital Management: Management of Cash, Inventory and Receivables; Introduction to working Capital Financing.

Suggested Readings:

- Bandy, G. (2014). *Financial Management and Accounting in the Public Sector*. London, England: Routledge.
- Barr, M. J. (2018). *Budgets and Financial Management in Higher Education*. Hoboken: NJ: John Wiley & Sons.
- Brigham, E. F. (2016). *Financial Management: Theory & Practice*. Boston: MA: Cengage Learning.
- Matthew, B. T. (2017). *Financial Management in the Sport Industry*. London, England.: Routledge.
- Pandey, I. (2015). *Financial Management*, 11th Edition. New Delhi, India: Vikas Publishing House.
- Chandra, Prasanna (2004). *Fundamentals of Financial Management*. Tata McGraw Hill
- Rustagi, R.P. (2000). *Financial Management*. Galgotia, 2TM Revised Edition

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MBA 206 - BUSINESS ENVIRONMENT**Credit- 04****Course Objective**

The course details about the environmental forces, both external and internal and their interaction and effect on business.

Course Outcomes: Upon the successful completion of this course, the student will be able to:

- CO1: a. Understand the various factors of the business environment and their interactions.
 CO1: b. Understand various laws affecting the working of business units.
 CO2: Describe policies of various national and international economic bodies/ regulators affecting business.
 CO3: Discuss the role and impact of MSME in business growth.
 CO4: Prepare project report on MSME and understand the applications of GST.

| CO/PO Matrix | | | | | |
|--------------|------|------|-----|-----|------|
| Subject Code | PO1 | PO2 | PO3 | PO4 | PO5 |
| CO1 | 2 | 3 | 2 | 3 | 0 |
| CO2 | 2 | 2 | 0 | 3 | 2 |
| CO3 | 2 | 2 | 0 | 3 | 2 |
| CO4 | 3 | 2 | 0 | 3 | 3 |
| AVERAGE | 2.25 | 2.25 | 0.5 | 3 | 1.75 |

UNIT I

Business Environment-meaning, importance; Environmental Scanning- Meaning, Scope and Process, Internal and External Environment; Interaction between Internal and External Environment; Basic Philosophies of Capitalism and Socialism with their variants; Concept of Mixed Economy.

UNIT II

Competition Act 2002 (with background of MRTP); FEMA Act 2000 (with background of FERA); Stock Exchange, SEBI Act 1992; Consumerism, Consumer Protection Act 1986 (Consumer Protection Bill 2019).

UNIT III

Industrial policy in India, Major Changes; Monetary Policies; International Monetary Fund; World Bank; Depository System in India; RBI- Roles, Functions; The Insolvency

UNIT IV

Introduction to MSME- Concept, Evolution, their role and significance in economic development, Policies for MSME, Challenges and Opportunities of MSMEs in the current scenario.

UNIT V

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Preparation of Project report on MSME; GST – Concept and its Application in various field.

Suggested Readings:

- Cherunilam, F. (2010). *Business Environment*. Himalaya Publishing
- House. Paul, J. (2010). *Business environment*. Tata McGraw-Hill Education.
- Shaikh, S. (2010). *Business Environment* (2/E ed.). Pearson Education India.

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MBA 207 - HUMAN RESOURCE MANAGEMENT**Credit- 04****Course Objective**

The course explains the concepts of human resource management including planning, development and retention.

Course Outcomes: On completion of the course, the students will be able to:

CO1a: Understand the concept of HRM, its role and significance in the organization.

CO1b: Develop an understanding of HRM systems and their implementation through Manpower planning

CO2: Design and implement employees training & development programs and appraisal systems.

CO3: Evaluate employee issues and relations.

CO4: Create HR competencies for designing salary and compensation structure, and understand the new trends in HRM.

| CO/PO Matrix | | | | | |
|--------------|------|------|------|-----|------|
| Subject Code | PO1 | PO2 | PO3 | PO4 | PO5 |
| CO1 | 3 | 3 | 2 | 3 | 1 |
| CO2 | 3 | 3 | 2 | 2 | 3 |
| CO3 | 2 | 3 | 3 | 2 | 3 |
| CO4 | 3 | 2 | 2 | 3 | 2 |
| AVERAGE | 2.75 | 2.75 | 2.25 | 2.5 | 2.25 |

UNIT-I

The Dynamic Environment of HRM: Introduction, Functions, Scope and Significance of HRM; Human Capital in Organizations; Managing Human Resources in Organizations; HR Management Roles, Evolution of HRM, HR Management Competencies and Careers

UNIT-II

Manpower Acquisition: HR planning, Job Analysis- Nature, Methods and approaches, Job Description, Job Specification, Job Evaluation, Recruitment-Types and Sources, Selection – Process and Techniques, Role of Technology in recruitment & Selection

Internal Mobility and Separation of Employees Transfer, Promotion and Separation of employees

HR Metrics: Writing a Job Advertisement.

UNIT-III

Training and Appraisal

Training – Concept, training process, techniques

Establishing the Performance Management System: Introduction; Purpose; Appraisals Process, Appraisals Methods, Tools for measuring employee performance

HR Metrics: Self- Appraisal & Peer Appraisal

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UNIT-IV

Managing employee relations- Labour relations, Dispute and their resolution, collective bargaining, Employee welfare: A brief introduction, Worker's participation in Management.

Retention of Human Resources: Myths about Retention, Why People Stay or Leave, Drivers of Retention

Employee Absenteeism: Types of Absenteeism, Controlling Absenteeism;

Employee Turnover: Concept and Types of Employee Turnover

UNIT-V

Compensation Management - Components of Pay

Contemporary issues in HRM- HR Audit, HRIS, SHRM, IHRM - A Brief Introduction.

HR Metrics: Offer Letter & Pay Slips

Suggested Readings:

- Decenzo, D. A., & Robbins, S. P. (2010). Fundamentals of Human Resource Management. John Wiley & Sons, Inc.
- Mathis, R. L., & Jackson, J. H. (2008). Human Resource Management. Thomson South Western.
- Rao, P. (2014). Essentials of Human Resource Management and Industrial Relations. Himalaya Publishing House

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MBA 301 - TOTAL QUALITY MANAGEMENT**Credit- 04****Course Objectives**

The main objective of the course is to explain the philosophy and significance of total quality management in the arena of business.

Course Outcomes: On completion of the course, the students will be able to:

CO1(A): Understand basic concepts of quality management

CO1(B): To develop an understanding of basic tools for solving quality problems.

CO2: To develop understanding of quality circle and other advanced tools for solving quality Problem.

CO3: To understand behavioral aspects of quality management.

CO4: To comprehend quality assurance implementation and contemporary issues in quality Management.

| CO-PO Matrix | | | | | |
|---------------------|-----|-----|-----|-----|-----|
| | PO1 | PO2 | PO3 | PO4 | PO5 |
| CO1 | 3 | 3 | 3 | 3 | 2 |
| CO2 | 3 | 3 | - | - | 3 |
| CO3 | 2 | - | 3 | - | 2 |
| CO4 | 3 | 2 | - | 3 | 2 |

UNIT I

Principles of quality management, Purpose of TQM, Definitions of quality, Quality philosophies of Deming, Juran and Crosby, Concept of cost of quality, Dimensions of quality, Service vs. Product quality, Quality and business performance, Vision, Mission statements and quality policy.

UNIT II

Evolution of TQM, Employee Involvement, Continuous improvement strategies, Deming Wheel. Customer concept, customer focus, Customer satisfaction index, Seven old QC tools, Seven new management tools, Statistical quality control techniques, Mistake proofing, Process Capability analysis, Reliability prediction analysis, Total productive maintenance.

UNIT III

Quality Circle, 5S principle, Top management's commitment and involvement. Principles and applications of quality function deployment, Failure mode and effect analysis, Taguchi Techniques.

UNIT IV

Leadership for quality management, Motivational aspects of TQM, TQM Road map, Training for TQM, Malcolm Baldrige National Quality Award, Deming Prize.

UNIT V

Introduction—Benefits of ISO Registration—ISO 9000 Series of Standards— ISO 9001 Requirements— Implementation—Documentation—Environment Management System:

Introduction—ISO 14000 Series Standards—Concepts of ISO 14001—Requirements of ISO 14001—Benefits of EMS. Contemporary issues in quality - Benchmarking, JIT, Six Sigma.

Suggested Readings:

- Dale H. Besterfield, Carol Besterfield-Michna, Glen H. Besterfield and Mary
- Besterfield Sacre, Total Quality Management, Pearson Education.
- Joseph M. Juran and A. Blanton Grodfrey, Juran's Quality Handbook, McGraw Hill.
- D.D. Sharma, Total Quality Management: Principles, Practice and Cases, Sultan Chand. Peter S. Pande, Robert P. Neuman, Roland R. Cavanagh, *The Six Sigma Way*, McGraw Hill

MBA 302 (GE01/GE02/GE03/GE04)

**– GENERIC ELECTIVES (Refer detailed syllabus of the Generic
courses given)**

Credit– 04

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MBA 303 - BUSINESS LEGISLATIONS**Credit- 04****Course Objective**

The course presents the basic framework of mercantile law in India.

Course Outcomes: Upon the completion of the course, students will be proficient in their ability to:

CO1(A): Understand the concept and nature of Law of Contract.

CO1(B): Acquaint with the principles of Sale of Goods and partnership act

CO2: Study the provisions related to Consumer Protection Laws and Negotiable Instrument.

CO3: Evaluate the rules related of Indian Company Law 2013

CO4: Develop the concepts related to Intellectual Property Rights including patent, trademark and copyright.

| CO-PO Matrix | | | | | |
|--------------|-----|-----|-----|-----|-----|
| CO/PO | PO1 | PO2 | PO3 | PO4 | PO5 |
| CO1 | 2 | 2 | 2 | 3 | 3 |
| CO2 | 2 | 2 | 2 | 3 | 3 |
| CO3 | 2 | 3 | 1 | 2 | 2 |
| CO4 | 2 | 3 | 2 | 2 | 3 |

UNIT I**Indian Contract Act, 1872:**

Objective and Application of the Act (Sec. 1); Types of Contract on the basis of Validity (Sec. 2); Formation and Performance (Sec. 3-30); Discharge of contract (Sec. 37, 62-64); Breach of Contract, Remedies for breach of contract (Sec. 73-74); Agency: Modes of Creating an agency, Rights and Duties of Agent, Termination of Agency (Sec. 182-201).

UNIT II**Sale of Goods Act, 1930:**

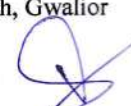
Objective and Application of Act (Sec. 1); definitions (Sec. 2); essential elements of sales of goods act(Sec.4); Condition and Warranties(Sec.11-17); Nemo dat quod non habet (Sec. 27); Rights and duties of buyer (Sec. 45); Rights of an unpaid; Seller and Caveat Emptor(Sec.47-54).

Partnership Act, 1932:

Objective and Application of Act (Sec. 1); Definition of Partnership and partner (Sec. 2); Types of Partnership (Sec. 5-8); Rights and duties of Partners (Sec. 9-13); Dissolution of firm (Sec. 39-44); Limited Liability Partnership Act, 2009.

UNIT III

Pallavi Sikarwar




Consumer Protection Act, 1986:

Objective and Application of Act (Sec. 1); Definitions (Sec. 2); Consumer Protection Councils: The Central Consumer Protection Council (Sec. 4); Objects of the Central Council (Promote and Protect rights of Consumers) (Sec. 6); The State Consumer Protection Council and District forum: Objects, Establishment of Consumer Disputes Redressal Agencies, Composition, Jurisdiction, Procedure on Receipt of Complaint, Finding and Appeals (Sec. 7-19); National Commission (Sec. 20-23); Provisions of Consumer Protection Bill, 2018.

Negotiable Instrument Act, 1881:

Short title and Extent (Sec. 1); Types and characteristics of Promissory Notes (Sec. 4); Bill of Exchange (Sec. 5); Cheque (Sec. 6 – 15); Parties to Notes, Bill and Cheque (Sec. 26 - 37); Dishonor and Discharge of Negotiable Instruments (Sec. 82-98).

UNIT IV

Indian Companies Act, 2013:

Short title and Extent (Sec. 1); Definition, Kinds of Company (Sec. 2); Formation of Company (Sec. 3); Memorandum of Association and Article of association (Sec. 4-6); Prospectus, Statement in lieu of Prospectus; Rights and duties of members of Company (Section. 2(34)); Share Capital and Debenture (Sec. 43-48); Company Management, Appointment of Directors, Powers, Duties and liabilities of Director and Managing Director (Sec. 149-172).

UNIT V

Intellectual Property Rights Act:

Meaning of IPR (Sec. 2); The Patent Act, 1970: Introduction, History, Meaning and Kinds of Patents (Sec. 5); Procedure for grant of patent (Sec. 48); Right of Patentee, Infringement of Patent (Sec. 14); The Copyright Act, 1957: History, Meaning of Copyright, Registration of Copyright, Infringement of Copyright; The Copyright (Amendment) Act (1999, 2002, 2005); The patent (Amendment) Act, 1999; The Trademark Act, 1999.

Suggested Readings:

- Kapoor, N.D. (2006), *Merchantile Law*. New Delhi: Sultan Chand and Sons.
- Kuchhal, M. C., & Kuchhal, V. (2013), *Business Law*. New Delhi: Vikas Publishing House Ltd. Chawla, R.C. & Garg, R.C. (1976), *Commercial Law*. Kalyani Publisher. <http://www.bareactsonline.com/>
- A.K. Mazumdar & G.K. Kapoor, *Corporate Law – Taxmann Publishers V.S. Dajey, corporate law – Taxmann.*

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MBA 401 - STRATEGIC MANAGEMENT**Credit- 04****Course Objective**

The main objective of the course is to build up an understanding of evolving theories and trends of domestic and global sustainable development and their relation with business management. The course intends to develop a familiarity with all the tools and techniques used for formulation, implementation and evaluation of the strategies.

Course Outcomes: Upon the completion of the course, the students will be able to:

- CO1 (A): Understand the factors that impact strategic decision-making.
 CO1 (B): Conduct an environmental scanning through various methods.
 CO2: Formulate appropriate business strategies based upon business situational analysis.
 CO3: Understand and develop corporate competitive strategies according to global marketplace.
 CO4: Apply tools and techniques for strategic implementation, evaluation and control.

| CO/PO Matrix | | | | | |
|--------------|-----|-----|-----|------|------|
| CO1 | 3 | 2 | 0 | 3 | 2 |
| CO2 | 2 | 3 | 1 | 3 | 2 |
| CO3 | 2 | 3 | 1 | 3 | 1 |
| CO4 | 3 | 2 | 0 | 2 | 2 |
| Average | 2.5 | 2.5 | 0.5 | 2.75 | 1.75 |

UNIT I:

Introduction: Strategic Management, Business Policy, Basic Concept of Strategic management, Vision, Mission, Objectives, Basic Model of Strategic Management, Strategic Decision Making: Mintzberg's Modes of Strategic Decision Making, Strategic Decision-Making Process, The Strategic Audit: Aid to Strategic Decision- Making and Global Competitiveness.

UNIT II

Environmental Scanning: Industry Analysis, Competitive Intelligence, A Resource-Based Approach to Organizational Analysis, Core and Distinctive Competencies, Using Resources to Gain Competitive Advantage, Determining the Sustainability of an Advantage, Business Models, Value-Chain Analysis, Scanning Functional Resources and Capabilities, Basic Organizational Structures.

UNIT III

Strategy Formulation: Situation Analysis and Business Strategy : Situation Analysis: SWOT Analysis; Generating a Strategic Factors Analysis Summary (SFAS) Matrix; Finding a Propitious Niche; Review of Mission and Objectives; Generating Alternative Strategies by Using a TOWS Matrix; Porter's Competitive Strategies; Nature of Competitive Advantages and Sustainability.

UNIT IV

Strategy Formulation: Corporate Strategy: Different Levels of Strategy. Various Corporate Strategies: Growth/ Expansion, Diversification, Stability, Retrenchment & Combination Strategy, Low Cost, Differentiation and Focus Strategies; Functional Strategy; Portfolio Analysis; BCG Growth-Share Matrix; GE Matrix; Horizontal Strategy and Multipoint Competition, Strategic Choice.

UNIT V

Strategy Implementation: Who Implements Strategy? Structure Follows Strategy; Stages of Corporate Development; Organizational Life Cycle (Any One); Advanced Types of Organizational Structures; Reengineering and Strategy Implementation; McKinsey 7S Strategy; Six Sigma; Designing Jobs to Implement Strategy; Balance Scorecard and Strategy Map.

Suggested Readings:

- Grant, R. M., Grant, R. M., & Grant, R. M. (2005). *Cases to accompany Contemporary strategy analysis fifth edition*. Malden, MA: Blackwell Publishing.
- Hitt, M. A., Freeman, R. E., & Harrison, J. S. (Eds.). (2005). *The Blackwell Handbook of Strategic Management*. Oxford, UK: Blackwell Publishing Ltd. <https://doi.org/10.1111/b.9780631218616.2006.x>
- Huff, A. S. (Ed.). (2009). *Strategic Management: Logic & Action*. Hoboken, NJ: John Wiley & Sons.
- Hussey, D. E. (1998). *Strategic Management: From Theory to Implementation* (4th ed). Oxford; Boston: Butterworth-Heinemann.
- Kim, W. C., & Mauborgne, R. (2005). *Blue ocean strategy: how to create uncontested market space and make the competition irrelevant*. Boston, Mass: Harvard Business School Press.
- Lynch, R. L. (2006). *Corporate strategy* (4th ed). Harlow, England; New York: FT/Prentice Hall.
- Wheelen, T. L., & Hunger, J. D. (2012). *Strategic management and business policy: Toward global sustainability* (13th ed). Upper Saddle River, N.J: Pearson Prentice Hall.

UNIT V

Suggested Readings:

- Pooja Sikarwar*

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MBA 402 (GE05/GE06/GE07/GE08)

– **GENERIC ELECTIVES** (Refer detailed syllabus of the Generic courses given)

P. A. Sikarwar

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MBA 403 - MANAGEMENT INFORMATION SYSTEM**Credit- 04****Course Objective**

The course explains the concept and application of Systems in the perspective of business.

Course Outcomes

Upon the successful completion of the course, the students will be able to:

- CO1a. Understand the leadership role of Management Information systems in achieving business competitive advantage through informed decision making. b. Analyze and synthesize business information to facilitate evaluation of strategic alternatives based on the Management activities.
- CO2. Understand the importance and characteristics of information for business decision making
- CO3. Understand and analyse the system need and its concept applied to MIS
- CO4. Develop an understanding of the principles and techniques used in the System Development Life Cycle

| CO/PO Matrix | | | | | |
|--------------|---|------|---|---|---|
| CO1 | 2 | 2 | 2 | 3 | 3 |
| CO2 | 2 | 3 | 2 | 3 | 3 |
| CO3 | 2 | 2 | 2 | 3 | 3 |
| CO4 | 2 | 2 | 2 | 3 | 3 |
| Average | 2 | 2.25 | 2 | 3 | 3 |

UNIT I

An overview MIS: Definition, The Role of Information System in Business Today, Strategic Business Objectives of MIS, Relation of MIS with other Academic Disciplines; Components of Management Information system

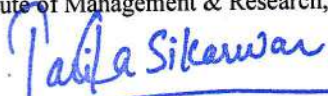
Database Organization: Types of Database Structures: Hierarchical Database structure; Network database structure; Relational Database Structure. Concepts of Relational Database Management System: Entity, Attributes, Relationship types, Integrity Constraints (Primary Key, Foreign Key, Unique Key, Check & Not Null)

UNIT II**Management Information System Structure:**

Based on Management Activity: Hierarchy of Management Activity; Information systems for Operation Control; Information system for management Control and Information systems for strategic Planning.

Based on Organizational Function: Sales and Marketing Subsystem; Production Subsystem; Logistics subsystems; personnel Subsystem; Financial and Accounting Subsystems; Information Processing sub system; Top Management Subsystems,

Based Information System Processing Functions: Process Transactions, Maintain Master Files, Produce Reports, Process Enquiries, Process Interactive Support Applications




UNIT III

MIS support for Decision making process: Phases of Decision Making Process: Intelligence, Design, and Choice. Information System Support in Each Phase of Decision Making Process

Concept of Information: Definition, Information presentation; Quality of Information; Value of Information in Decision Making and other value; Age of Information

Human as an Information Processor: General Model, Newell Simon Model, Limits and Characteristics of Human Information Processing, managers as information Processors.

UNIT IV

System Concept:

Definition, General model and Types of systems; Subsystems; System stress; System Change; Preventing System Entropy; System Concept and Organization; System Concept Applied to MIS; Computer aided software engineering (CASE tool).

UNIT V

Systems Analysis and Design: System Development Life Cycle Stages; Initiation Planning; System Analysis; Design, Coding and Testing, Implementation and Training;

System Development Models: Waterfall Model, Prototyping Model; Rapid application Development (RAD);

Contemporary/ Emerging Technologies:

Object Oriented Programming
Cloud and mobile computing
E-commerce, m-commerce
Internet of Things

Suggested Readings:

- Goyal, P. D., (2000), *Management Information System: Managerial Perspectives*, Macmillan India Limited, New Delhi.
- Davis, B., Gordon, (1984), *Management Information Systems: Conceptual Foundations structure and Development* (2nd ed.), McGraw Hill international Edition, New York.
- O'Brien, J. A., & Marakas, G. (2010). *Management information systems* (10th ed.). New Delhi: Tata McGraw Hill Higher Education.
- C. S. V. Murty: *Management Information System: Text, Cases and Applications*, Himalaya Publishing House, Mumbai, 2014.

Tabira Sikanwar

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MBA HRM 01: HUMAN RESOURCE DEVELOPMENT & ORGANIZATIONAL DEVELOPMENT**Credit- 04****Course Objective**

The course highlights the interventions of HRD & OD and its application.

Course Outcomes

After completion of course the students will be able to:

CO1 (A): Understand the concept of HRD & its Interventions.

CO1 (B): Identifying and designing training and career development.

CO2: Demonstrate the application of Performance Management System.

CO3: Evaluate HR processes.

CO4: Develop the understanding of organizational development interventions and their applications.

| CO-PO Matrix | | | | | |
|--------------|-----|-----|-----|-----|-----|
| CO/PO | PO1 | PO2 | PO3 | PO4 | PO5 |
| CO1 | 3 | 3 | | 2 | 2 |
| CO2 | 2 | 3 | 2 | - | 2 |
| CO3 | 3 | 3 | 2 | 1 | - |
| CO4 | 1 | - | - | 3 | 3 |

UNIT I**HRD:**

Concept, Goals, Importance; History of HRD in India; HRD Interventions; Qualities of HRD Professionals; Present Status of HRD in India.

UNIT II**Training Human Resource:** Nature of Training, Training Need Assessment, Training Design, Training Delivery, Training Evaluation.**Talent Management and Development:** Careers and Career Planning, Specific Individual Career Issues, HR Development Approaches: The Integrative Framework, Human Capital Appraisal Approach, HRD Score Card Approach, PCMM Approach**UNIT III****Performance Management System:**

Identifying and Measuring Employee Performance; Performance Appraisal; Tools for Measuring Performance Appraisal: MBO, Psychological Appraisal, Assessment Centre, 360-degree & 720-degree Feedback; Potential Appraisal; Competency Mapping and Competency Mapping Model

UNIT IV**Learning Organization and Disciplines****HRD Audit:** Concept and Objectives, Methodology, Preparation of HRD Audit, HRDAudit Failures.



UNIT V

Organization Development:

Concept and Definition, Objectives, Process of OD, Interventions of OD-Sensitivity Training, Survey Feedback, Process Consultation Team Building, Intergroup Development, Appreciative Inquiry.

Suggested Readings:

- Rao, T., & Pareek, U. (2007). *Designing and Managing HR Systems*. New Delhi: Oxford and IBH Publishing Co. Pvt. Ltd.
- Jones, G. R. (2006). *Organizational Theory, Design, and Change*. Toronto: Pearson Prentice Hall.
- French, W., & Bel, C. H. (1999). *Organization Development: Behavioral Science Interventions for Organization Improvement*. Pearson.
- Mathis, R.L, & Jackson, J.H. (2008). *Human Resource Management*. Thomson South Western.
- McGuire, D. (2014). *Human Resource Development, Second Edition*. SAGE Publications Ltd.

MBA HRM 02–LEGAL FRAMEWORK GOVERNING INDUSTRIAL RELATION**Credit– 04****Course Objective**

The course explains labor laws regulating industries and industrial relations.

Course Outcomes

Upon completion of course, the students will be able to:

CO1(A): Discuss the applicability and provisions of Factories Act 1948.

CO1(B): Demonstrate the process to resolve industrial disputes.

CO2: Discuss the retirement benefits applicable in the industry.

CO3: Evaluate the need of minimum wages and ESI benefits.

CO4: Illustrate the rights and benefits of the women employees.

| CO-PO Matrix | | | | | |
|---------------------|-----|-----|-----|-----|-----|
| CO/PO | PO1 | PO2 | PO3 | PO4 | PO5 |
| CO1 | 3 | 3 | 2 | 2 | 2 |
| CO2 | 2 | 2 | 2 | 1 | 1 |
| CO3 | 3 | 2 | 1 | 1 | - |
| CO4 | 2 | 2 | 2 | 1 | 1 |

Unit I**Factories Act, 1948:**

Objective and Application of The Act; Registration and License (Sec. 6); Health (Sec.11-20); Safety (Sec. 21-40); Welfare (Sec. 42-50); Working Hour of Adults (Sec. 53-64); Employment of Young Persons (Sec. 72-74); Annual Leave with Wages (Sec. 83); Hazardous Process (Sec. 87- 89); Penalties and Procedures (Sec.107).

Unit II**Industrial Dispute Act, 1947:**

Objective and Application of the Act; Definition of Authorities under this Act; Settlement of Industrial Dispute; Procedure, Power, Duties and Authorities (Sec. 11-21); Provisions of Strikes and Lockout (Sec. 22-25); Retrenchment, and Layoff (Sec. 25a-25h); Unfair Labour Practices (Sec. 25t, 25u); Penalties (Sec. 26-31).

Unit III**Employees Provident Fund Act, 1952:**

Objective and Application; Applicability and Non-Applicability of the Act; Contribution to the Provident Fund (Sec. 6); Employees' Pension Scheme (Sec. 6a); Employee Deposit Linked Scheme (Sec.6c); Determination of Money due from Employers (Sec.7); Priority of Payment of

Contributions over other Debts (Sec. 11); Calculation of Employee Provident Fund.

Payment of Gratuity Act, 1972:

Objective and Application of Payment of Gratuity Act 1972; Payment of Gratuity and Determination of Amount of Gratuity.

Unit IV

Minimum Wages Act, 1948:

Objective and Application of the Act; Fixing of Minimum Rates of Wages (Sec. 3); Minimum Rate of Wages (Sec.4); Procedure for Fixing and Revising Minimum Wages (Sec.5); Payment of minimum rates of wages; Fixing hours of normal working day etc; Wage of Worker who Works for less than Normal Working Day; Maintenance of Registers and Records; Penalties for Certain Offences.

Employee State Insurance Act, 1948:

Objective and Application of the Act; Principle employer [Sec.2(17)]; Immediate Employer [Sec. 2(13)]; Liability of Employer [Sec.2(a),35(5),40,44]; Sickness Benefits (Sec. 46-54); Maternity Benefits [Sec.46(1)(b)]; Disablement Benefits [Sec.46(1)(c)-51]; Medical Benefits (Sec. 56-58); Discharge of Employment (Sec. 70); Other benefits.

Unit V

The Maternity Benefit Act, 1961:

Objective and Application of the Act, right to Payment of Maternity Benefit (Sec. 5); Notice of Claim for Maternity Benefit and Payment Thereof (Sec. 6); Payment of Medical Bonus (Sec.8); Leave for Miscarriage; Leave for Illness Arising out of Pregnancy; Delivery, Premature Birth of Child, or Miscarriage, Nursing Breaks (Sec. 9-11); Dismissal during Absence or Pregnancy, Penalty for Contravention of Act by Employers; Penalty for Obstructing Inspector; Cognizance of Offences.

Sexual Harassment Act, 2013:

Objective and Application of the Act; Constitution of Internal and Local Complain Committee; Duties of Employer; Duties and Powers of District Officer

Note: All above acts must be taught with latest amendments by the Govt.

Suggested Readings:

- Kapoor, N. D. (2011). *Handbook of Industrial Law*. Eastern Book Company. Malik, P. L. (2015). *Handbook of Industrial Law*. Eastern Book Company.
- Padhi, P. L. (2011). *Labour and Industrial Law*. Printice Hall of India Ltd.
- Sinha, Sinha & Shekhar, *Industrial Relation, Trade Union and Labour Legislation*, Pearson Education, Ltd.
- Ratna Sen, *Industrial Relation in India*, MacMillan India.
- V.G. Goshwami *Labour and Industrial Law*, Central Law Agency
- <https://www.esic.nic.in/esiact>
- <https://labour.gov.in>

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Harina

MBA HRM 03 - COMPENSATION PLANNING**Credit- 04****Course Objective**

This course will examine the strategic use of compensation systems by management to attract, motivate, retain, and reward employee performance. This course will explore the factors of job evaluation as the basis of compensation strategy offering students an opportunity to develop competencies in making equitable compensation decisions.

Course Outcomes: After the completion of the course, the students will be able to:

CO1A: Summarize the concept & components of compensation.

CO1B: Understand wage determination and administration

CO2: Design compensation structure.

CO3: Analyse the types of benefits available for employees.

CO4: Discuss the challenges of employee compensation.

| CO-PO Matrix | | | | | |
|---------------------|-----|-----|-----|-----|-----|
| CO/PO | PO1 | PO2 | PO3 | PO4 | PO5 |
| CO1 | 3 | 3 | 2 | 2 | 3 |
| CO2 | 3 | 3 | 3 | 3 | 3 |
| CO3 | 1 | 1 | 2 | 1 | 1 |
| CO4 | 0 | 3 | 3 | 3 | 2 |

UNIT-I**Introduction to Compensation Management:**

Concept of Compensation, Factor affecting Employee Compensation, Dimensions; Concept of Reward, Financial and Non-Financial compensation system, Concept of Total Reward System; New Trend in compensation management, The 3-P compensation concept.

UNIT-II**Employee Behavior and Wages and Salary Administration:**

Compensation strategy with HR strategy and business strategy, Wage Boards, Economic and Social objectives of wage policy, Concept of Wages and its types, Wage Differentials. Pay Commissions, Concept of Internal equity, External parity.

UNIT-III**Designing Compensation System:**

Process of Wage Fixation- Job Analysis, Job Evaluation-Methods Job Pricing, Designing pay ranges and bands, Compensation Structure-Indian Practices, Methods of Payment, Salary Progression.

UNIT-IV

Employee Benefits:

Employee Benefits- Classification, Retirement Benefits, Incentives, Types of Incentives- Individual and Group, Fringe Benefits-Objectives, Types, Performance and Skill based Pay system, Voluntary Retirement scheme.

UNIT-V

Compensation Challenges:

International Compensation, Executive Compensation, Expatriate Pay, Elements of Expatriate Compensation, The Total Pay Model.

Suggested Readings:

- Bhatia, D. K. (2009). *Compensation Management*. India: Himalayas Publishing House.
- Henderson, R. (2007). *Compensation Management in a Knowledge Based world*. Pearson, 9th Edition.
- Newman, J. M., & Milkovich, G. T. (2016). *Compensation*. Mc Graw Hill Education.

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MBA-HRM 04 –TALENT MANAGEMENT**Credit– 04****Course Objective**

The course intends to develop understanding of basic elements, processes, approaches and strategies of managing talent in organizations.

Course Outcomes

Upon completion of course, students will be able to:

CO1a: Understand the concept of Talent management and its relevance to organization. CO1b: Analyze Talent management process and its significance.

CO2: Develop Talent Management strategy and necessary behavioral skills for the application of various Talent issues.

CO3: Understand current practices of talent planning and acquisition strategies.

CO4: Evaluate and understand the best strategies for talent engagement and retention.

CO-PO MATRIX

| CO/PO | PO1 | PO2 | PO3 | PO4 | PO5 |
|-------|-----|-----|-----|-----|-----|
| CO1 | 2 | 2 | 2 | 3 | 2 |
| CO2 | 3 | 3 | 3 | 3 | 3 |
| CO3 | 2 | 2 | 3 | 3 | 1 |
| CO4 | 3 | 3 | 3 | 3 | 3 |

Unit 1:Introduction to Talent Management:

Concept, Talent Management Process, Significance of Talent Management;
Introduction to Talent Management System, Steps to create TMS, Navigating forces impacting Talent Management

Unit 2:Building Blocks of Talent Management:

Competency creating values, Performance Management, Evaluating Employee Potential,
Using Talent Management model for Recruitment & Selection

Unit 3:Talent Management Strategy:

Developing a Talent Management Strategy, Mapping Business Strategies and Talent Management. Objectives of Talent Planning, Steps in Strategic Talent Planning.
Talent Integration: Leadership & Team Building; Succession Planning Program

Unit 4:Talent Acquisition:

Introduction, Talent Acquisition, Recruiting Process, Strategic Trends in Talent Acquisition,
Talent acquisition management solutions.





Integrating Training & Development with Talent Management

Unit 5: Talent Engagement and Retention:

Introduction, Concept of Talent Engagement and Talent Retention, Best Strategies for Talent Engagement and Retention

Talent Management Issues, Challenges, Best Practices of Talent Management, Use of IT to support Talent Management System

References

- Lance A Berger, Dorothy R Berger, The Talent Management Handbook, 2e, TMH, 2008
- Ravinder Shukla, Talent Management: Process of Developing and Integrating Skilled Workers, Global India Publications, 2009.
- Marshall Goldsmith, Louis Carter, Best Practices in Talent Management: How the World's Leading Corporations, Wiley, 2010.
- Hugh Scullion, David G. Collings, Global Talent Management, Routledge, 2011.

Pallavi Sikarwar

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MBA MK 01 - CONSUMER BEHAVIOUR**Credit- 04****Course Objective**

To understand the role of consumer behavior in marketing and to identify qualitative and quantitative methods of measuring consumer behavior

Course Outcomes

On the completion of the course, the student will be able to:

CO1(A): Understand and evaluate consumer behaviour.

CO1(B): Acquire the knowledge of individual determinants of consumer behaviour

CO2: Understand the facets of group dynamics with reference to consumer behaviour

CO3: Comprehend the communication and consumer decision making process.

CO4: Evaluate the various model of consumer behaviour

CO-PO Matrix

| CO/PO | PO1 | PO2 | PO3 | PO4 | PO5 |
|-------|-----|-----|-----|-----|-----|
| CO1 | 2 | 3 | 3 | 3 | 1 |
| CO2 | 2 | 1 | 3 | 3 | 2 |
| CO3 | 3 | 3 | 2 | 2 | 3 |
| CO4 | 3 | 3 | 1 | 2 | 1 |

UNIT I

Introduction to Consumer Behavior: Nature and Importance of CB, Application of CB in Marketing
Consumer Research Process: Various Methods and techniques of consumer' research, Consumer Research Process, New developments in the field of consumer research.

UNIT II

Individual Determinants of CB: -Motivation: needs/motives & goals, dynamic; Perception: Elements of Perception, Dynamics of Perception, Consumer Imagery, Learning: principles, theories, Personality: Theories, Personality and understanding Consumer Diversity, Brand Personality, self and Self Image, Attitude: Structural model of attitude, attitude formation & change

UNIT-III

Group Determinants of CB: -Reference group influence: types of consumer relevant groups, factors affecting group influence, application of reference group concept. Family: Functions of family, family decision making, family life cycle (FLC), Opinion Leadership and Personal influence, Diffusion of Innovation: Adoption process. Diffusion process.

UNIT-IV

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Communication and Persuasion: -Components of Communication, the Communication Process, Designing Persuasive Communication

Consumer Decision making Process: -Problem recognition, Information Search and Evaluation, Outlet Selection and Purchase Post purchase behavior, Customer Satisfaction and Customer Commitment

UNIT- V

Models of CB: Traditional Models of Consumer Behavior: Economic, Social and Psychological Contemporary Models of Consumer Behavior Nicosia, Howard & Sheth, Engel-Kollat Blackwell, Input Process Output Model

Industrial Market & Consumer Behavior: Meaning, scope and characteristics of industrial buyer, Factors affecting industrial buying, Participants in Industrial Buying, Industrial buying process.

Text Books

1. Leon G. Schiffman and Leslie Lasar Kanuk, Consumer Behavior, Pearson Education, India, 2002.
2. Paul Peter et al., Consumer Behavior and Marketing Strategy, Tata McGraw Hill, Indian Edition, 7th Edition 2005.

Reference Books

- Frank R. Kardes, Consumer Behaviour and Managerial Decision Making, 2nd Edition.
- Assel, Consumer Behavior - A Strategic Approach, Biztranza, 2008.
- Sheth Mittal, Consumer Behavior- A Managerial Perspective, Thomson Asia (P) Ltd., 2003.
- Abbael, Consumer behavior: A strategic approach (Indian edition 2005) Wiley 2012.
- Hed, Hoyer. Consumer behavior, 2008 edition Wiley 2012.
- Das Gupta. Consumer behavior, 2008 edition, Wiley 2012.
- Shri Prakash. Theory of Consumer behavior, I edition, Vikas 2012.
- Srabanti Mukherjee, Consumer behavior, Cengage Learning, 2012.

Suggested Readings:

- Ajzen, I. (2011). *Attitudes, personality and behavior* (2. ed., reprint). Maidenhead: Open Univ. Press.
- Hawkins, D. I., & Mothersbaugh, D. L. (2016). *Consumer behavior: building marketing strategy* (Thirteenth edition). New York, NY: McGraw-Hill Education.
- Schiffman, L. G., Kanuk, L. L., & Hansen, H. (2012). *Consumer behaviour: a European outlook* (2nd ed). Harlow, England; New York: Pearson Financial Times/Prentice Hall.
- Why We Buy - The Science of Shopping - Paco Underhill.pdf. (n.d.).

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Prestige Institute of Management & Research, Gwalior

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Course Objective

The objective of the course is to provide an understanding of the concepts, attitudes, techniques and approaches required for effective decision making in the areas of Sales and Distribution, the understanding of the practising manager's problems and dilemmas and to develop the skills critical for generating, evaluating and selecting sales and distribution strategies.

Course Outcomes: On the completion of the course, the student will be able to:

CO1(A): Understand the concepts of sales management.

CO1(B): Understand the various functions of sales force management

CO2: Analyse sales efforts and learn sales promotion strategies.

CO3: Describe the aspects and importance of channel management.

CO4: Discuss the approaches and practical aspects of distribution channel management.

| CO-PO Matrix | | | | | |
|--------------|-----|-----|-----|-----|-----|
| CO/PO | PO1 | PO2 | PO3 | PO4 | PO5 |
| CO1 | 3 | 2 | 3 | 3 | 3 |
| CO2 | 3 | 3 | - | - | 3 |
| CO3 | 3 | 3 | 1 | 3 | 2 |
| CO4 | 3 | 3 | - | 3 | 3 |

Unit 1

Sales Management and the business Enterprise, personal selling process, and salesmanship, setting personal selling objectives, determining sales-related marketing policies, formulating personal selling strategy, Techniques of sales forecasting.

Unit II

Organizing, Staffing and Training sales force; Sales organization structures, recruiting and selecting sales people, planning, executing and evaluating sales training programs.

Directing Sales Force Operations: motivating sales personnel, compensating sales people, sales meetings and contests, sales quotas and sales territories.

Unit III

Evaluating and Controlling the Sales Effort: The sales budget, analysis of sales volume and profitability and evaluating salesperson's performance, Supervisory Styles.

Sales Promotion: Designing Sales Promotion Strategies, Consumer-Oriented Tools and Techniques of Sales Promotion, Trade Dealings and Retail Promotions.

Unit IV

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Introduction and importance of Marketing Channels, Types of channels, Designing Channels, Selection and Recruitment of Channel Partners, Channel Motivation, Channel Relationships Management, Channel Evaluation, Information Systems for Channels.

Unit V

Channels for distribution of services: Introduction, Indian Distribution Scenario at Present, Vertical Marketing System, Horizontal and Multi-Channel Marketing Systems, Understanding Distribution of services. IT and Logistics & SCM, Performance Measures.

Text Books

- Anderson, J. C., Narus, J. A., & Narayandas, D. (2008). *Business Market Management: Understanding, Creating, and Delivering Value*. 3rd ed. Pearson Prentice Hall.
- Cavale, K. K. H. V. M. (2006). *Sales and distribution management: text and cases*. Tata McGraw-Hill Education.
- Cavale, K., Havaladar V M. (2006) *Sales and distribution management: text and cases*. Tata McGraw-Hill Education.
- Hutt, M. D., & Speh, T. W. (2012). *Business marketing management: B2B*. Cengage Learning.
- Gupta, S. L. (2009). *Sales and distribution management*. Excel Books India.
- Venugopal, P. (2008). *Sales and distribution management: An Indian perspective*. SAGE Publications India.

MBA MK 03 – 404 BRANDING & INTEGRATED MARKETING COMMUNICATION

Credit– 04

Course Objectives

The aim of the paper is to acquaint the students with the concept of brand, its development and management. Also, the students will learn about the concepts of integrated marketing communication.

Course Outcomes: On completion of the course, the students will be able to:

CO1a- Understand the concept related to brand management.

CO1b- Understand the various concept related to Brand Equity

CO2- Analyse the concept and variables of Integrated marketing communication.

CO3- Comprehend the target audience and media along with measures of advertising

CO4- Evaluate and Identify pros and Cons of Various digital Media marketing.

| CO/PO Matrix | | | | | |
|--------------|-----|------|------|---|------|
| CO1 | 3 | 2 | 1 | 0 | 1 |
| CO2 | 3 | 2 | 0 | 2 | 3 |
| CO3 | 2 | 2 | 1 | 0 | 2 |
| CO4 | 2 | 1 | 1 | 2 | 1 |
| Average | 2.5 | 1.75 | 0.75 | 1 | 1.75 |

UNIT I – Introduction

Brand - Concept and definition, Evolution of Brands, Role of Brands, Brand Management - Concept and definition, Product Vs Brand, Branding- Meaning and Purpose, Scope of Branding, Creation of Brands, Strategic Brand Management – Concept and Meaning, Branding Decisions-Branding Decisions, Packaging – Objectives and Importance; Labelling. Case Study of Strong Indian Brands.

UNIT II –Brand Equity

Brand Equity: Concept and Definition, Customer Based Brand Equity, Aaker's Brand Equity Model, Building Brand Equity, Measuring Brand Equity, Managing Brand Equity, Brand Loyalty, Brand Awareness, Perceived Quality, Brand Associations, Brand Extension, Brand Revitalization, Global Branding.

UNIT III – Integrated Marketing Communication

An Introduction, Need and Role of IMC within Marketing Process; IMC Challenges; IMC Components and Tools: Advertising, Sales Promotion; Direct Marketing, Public Relations and Publicity. Integration Tools, IMC Process.

UNIT IV - Understanding Advertising:

Concept; Communication Planning; Objectives; Functions and Significance; Classification of Advertising; Factors Determining the Advertising Opportunity of a Product/Service/Idea; Types of Appeals and Advertising Messages.

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UNIT V – Communication via Modern Media:

Introduction; Online Advertising; Ways of E-advertising; Types of Digital Ads; On the Internet; On Mobile Devices; Pros and Cons of Mobile Marketing; Pricing of Digital Ads; E-direct Marketing; E-sales Promotion; E-Public Relations; Social Media: Significance of Social Media in Marketing Communication Strategies, Key Social Media Platforms, Opportunities and Threats of Social Media Application.

Suggested Readings:

- Aaker, D. A. (1991). *Managing Brand Equity*. Simon and Schuster.
- Aaker, D. A. (2012). *Building Strong Brands*. Simon and Schuster.
- Belch, G.E., Belch, M. A., & Purani K. (2010). *Advertising and Promotion: An integrated marketing communications perspective*, (7th edition.). New Delhi: Tata McGraw Hill Education Private Limited.
- Clow, K.E. & Baack, D. (2012). *Integrated Advertising, Promotion and Marketing Communications*, (4th edition.). New Delhi: Pearson.
- Keller, K. L., Parameswaran, M. G., & Jacob, I. (2011). *Strategic brand management: Building, measuring, and managing brand equity*. Pearson Education India.

MBA MK 04 – 405 SERVICE MARKETING AND RETAIL MANAGEMENT**Credit– 04****Course Objective**

The course aims to disseminate the insights of services marketing and retail management and the latest changes in services and retail formats.

Course Outcomes: On completion of the course students will be able to:

CO1a: Understand the concepts of service attributes and determinants of the service marketing mix.

CO1b: Learn the Service Quality Model and analyze the behavioural aspects of customer buying.

CO2: Understand the concept of Retailing and Retail Mix.

CO3: Discuss the Retail industry in India and Various Retail Formats.

CO4: Understand and analyze appropriate strategies for Store Location, Merchandise Planning, Store Designing, operations and Store Employees.

| CO/PO Matrix (MBA MK04) | | | | | |
|-------------------------|------|------|---|-----|------|
| CO1 | 3 | 3 | 3 | 2 | 3 |
| CO2 | 3 | 1 | 0 | 3 | 1 |
| CO3 | 0 | 0 | 1 | 2 | 2 |
| CO4 | 3 | 3 | 0 | 3 | 3 |
| Average | 2.25 | 1.75 | 1 | 2.5 | 2.25 |

UNIT – I

Understanding Service Markets, Products and Customers: Introduction to Services, what are Services? Why Services Marketing? Service and Technology, Characteristics of Services and their Resulting Implications, Services Marketing Mix: Traditional Marketing Mix and Extended Mix for Services; The Gaps Model of Service Quality: The Customer Gap, The Providers Gap, The 3 stage model of service consumption.

UNIT- II

Building the Service Model; Customer Expectations of Service: Service Expectations, Zone of Tolerance, Factors that Influence Customer Expectations of Service, Customer Perceptions of Service: Customer Perceptions, Customer Satisfaction, Service Quality, SERVQUAL Model, E-Service Quality, Service Encounters.

UNIT- III

The World of Retailing: Concepts of Retail, Evolution of Retail Management, Retailing Principles, Retail Sales goals, the changing urban consumer, Retail Growth, Retail Sectors Retail in India; Retail Mix; Financial Planning in Retail: Issues in cash management, effective methods of cash management.

UNIT-IV

Organized retail in India, Sectors contributing to retail, Large Indian retailers; Unorganised Retail: Various Segments in the Indian Retail industry, Emerging Trends in retailing.

Retail Format: Store Based- Ownership Based Store Formats (Independent Retailers, chain stores,

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Franchises, Co-operative Stores), Merchandise Based Store Format (Convenience stores, supermarkets, Hypermarkets, Speciality stores, Departmental Stores, factory outlets, catalogue showrooms); Non-Store Based Retail Format: Direct sales, Email Orders, Postal Orders, Telemarketing, Automated Vending, Kiosk; Service Based: Banks, Car Rental, Service Contracts. Traditional Retailing and Non-Store based Retailing; Other Emerging retail format; E-Retailing: Reasons for Popularity of internet Retailing, Online shopping frauds and precautions.

UNIT -V

Store Location: Trade Area Analysis- The Huff Gravity Model, Location criteria, types of location; Retail Marketing Segmentation, Strategic Planning in Retail, Financial Strategy, Merchandise Planning: Inventory Management, Category Management, Stock Keeping Units; Store Designing and operations: Layouts, Visual Merchandising, Atmospherics, Store operation and Loss prevention; Store Employees: recruiting and selecting store employees, training, evaluating employees, career opportunities in retail

Suggested Readings:

- Rampal, M.K., and Gupta, S.L. (2010). Service Marketing Concepts, Applications, and Cases.
- Chowdhary, N., & Choudhary, M. (2008). Marketing of Services. MacMillan Publishers India Limited.
- Lovelock, C., & Wirtz, J. (2016). Service Marketing (8 ed.). World Scientific.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). A conceptual model of service quality and its implication for future research. Journal of Marketing, Vol. 49, No. 4 (Autumn, 1985), pp. 41-50 (10 pages).
- Berman, B., & Evans, J. R. (2018). Retail Management a strategic approach. Pearson.
- Singh, H. (2009). Retail management: A global perspective. S. Chand Publishing.
- Barry, B. (2003). Retail management: A strategic approach. Pearson Education, India.

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MBA FM 02 - SECURITIES ANALYSIS AND PORTFOLIO MANAGEMENT**Credit- 04****Course Objective**

The course describes the application of utility analysis and develops an insight into behavior of stock market prices.

Course Outcomes: Upon completion of this course, students will be able to:

CO1a: Acquaint the students with the fundamentals of stock markets

CO1b: Understand the measures of risk and return in financial assets

CO2: Analyse EIC framework and forecast stock markets trends through technical analysis

CO3: Demonstrate the ability to construct the optimal portfolio

CO4: Measuring the portfolio performances by conceding the revision technique

| CO-PO Matrix | | | | | |
|--------------|-----|-----|-----|-----|-----|
| CO/PO | PO1 | PO2 | PO3 | PO4 | PO5 |
| CO1 | 3 | 3 | - | 1 | 2 |
| CO2 | 2 | 3 | 1 | 2 | 2 |
| CO3 | 2 | 2 | - | 1 | 1 |
| CO4 | - | 1 | 1 | 1 | 3 |

UNIT I**Investment: Meaning, Investment vs. Speculation:**

Characteristics of Investment; Investment Process; Securities Market; Issue of Securities; Initial Public Offer (IPO); Right Issue; Bonus Issue; Private Placement; Listing; Trading; Settlement

UNIT II**Valuation of Securities:**

Basic Concepts: Return, Risk, Intrinsic Value; Problem of Return & Risk; Expected Return, Variance, Standard Deviation Valuation of Fixed Income Securities; Debentures and Bonds; Current Yield; Yield To Maturity (YTM); Yield to Call (YTC); Bond Duration Valuation of Equity; Constant Rupee Dividend Model; Constant Growth Model; Multiple Growth Model; Price Earnings (P/E) Approach; Components of Risk; Measurement of Risk; Variance, Standard Deviation, Security Beta; Calculating & Interpreting Beta.

UNIT III**Approaches to Security Analysis: Fundamental Analysis:**

Economy, Industry and Company Analysis; **Technical Analysis:** Dow Theory; Elliot Wave; Moving Average, Exponential Average; Oscillators; Rate of Change (ROC); Relative Strength Index (RSI); Moving Average Convergence Divergence (MACD); Breadth of the Market;

UNIT IV**Portfolio Analysis and Selection:**

Portfolio Return and Portfolio Risk; Modern Portfolio Theory; Markowitz Theory; William Sharpe's Single Index Model; Capital Asset Pricing Model (CAPM); Arbitrage Pricing Theory (APT); Efficient Market Hypothesis (EMH); Security Market Line (SML) & Capital Asset Pricing Model (CAPM);

Estimate CAPM Beta; Using the CAPM to Calculate the Portfolio Return

UNIT V

Portfolio Evaluation & Revision:

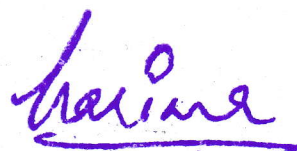
Methods of Portfolio Evaluation: Sharpe's, Treynor's and Jensen's Measures of Portfolio Performance Evaluation; Fama's Decomposition of Portfolio Return;

Portfolio Revision: Need, Constraints, Revised Techniques, Value at Risk and Portfolio Optimization.

Suggested Readings:

- Bodie, Z. K. (2005). *Investments (6th Edition ed.)*. New Delhi: Tata McGraw Hill Publishing Company Ltd
- Chandra, I. A. (2012). *Investment Analysis and Portfolio Management (Fourth Edition)*. Published by Tata McGraw-Hill Education Pvt. Ltd
- Jordan, R. J. (1995). *Security Analysis and Portfolio Management*. (New Delhi, India.: Published by Prentice Hall
- V.A., A. (1997). *Security Analysis and Portfolio Management*. New Delhi, India: Himalaya Publishing House
- V.Gangadhar. (2006). *Security Analysis and Portfolio Management*. Anmol Publications Pvt. Ltd
- *Security Analysis & Portfolio Management - Fisher and Jordan, 6/e Pearson, PHI.*

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Course Objective

The course describes the application of utility analysis and develops an insight into behavior of stock market prices.

Course Outcomes: Upon completion of this course, students will be able to:

CO1a: Acquaint the students with the fundamentals of stock markets

CO1b: Understand the measures of risk and return in financial assets

CO2: Analyse EIC framework and forecast stock markets trends through technical analysis

CO3: Demonstrate the ability to construct the optimal portfolio

CO4: Measuring the portfolio performances by conceding the revision technique

| CO-PO Matrix | | | | | |
|--------------|-----|-----|-----|-----|-----|
| CO/PO | PO1 | PO2 | PO3 | PO4 | PO5 |
| CO1 | 3 | 3 | - | 1 | 2 |
| CO2 | 2 | 3 | 1 | 2 | 2 |
| CO3 | 2 | 2 | - | 1 | 1 |
| CO4 | - | 1 | 1 | 1 | 3 |

UNIT I**Investment: Meaning, Investment vs. Speculation:**

Characteristics of Investment; Investment Process; Securities Market; Issue of Securities; Initial Public Offer (IPO); Right Issue; Bonus Issue; Private Placement; Listing; Trading; Settlement

UNIT II**Valuation of Securities:**

Basic Concepts: Return, Risk, Intrinsic Value; Problem of Return & Risk; Expected Return, Variance, Standard Deviation Valuation of Fixed Income Securities; Debentures and Bonds; Current Yield; Yield To Maturity (YTM); Yield to Call (YTC); Bond Duration Valuation of Equity; Constant Rupee Dividend Model; Constant Growth Model; Multiple Growth Model; Price Earnings (P/E) Approach; Components of Risk; Measurement of Risk; Variance, Standard Deviation, Security Beta; Calculating & Interpreting Beta.

UNIT III**Approaches to Security Analysis: Fundamental Analysis:**

Economy, Industry and Company Analysis; **Technical Analysis:** Dow Theory; Elliot Wave; Moving Average, Exponential Average; Oscillators; Rate of Change (ROC); Relative Strength Index (RSI); Moving Average Convergence Divergence (MACD); Breadth of the Market;

UNIT IV**Portfolio Analysis and Selection:**

Portfolio Return and Portfolio Risk; Modern Portfolio Theory; Markowitz Theory; William Sharpe's Single Index Model; Capital Asset Pricing Model (CAPM); Arbitrage Pricing Theory (APT); Efficient Market Hypothesis (EMH); Security Market Line (SML) & Capital Asset Pricing Model (CAPM);

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UNIT V

Portfolio Evaluation & Revision:

Methods of Portfolio Evaluation: Sharpe's, Treynor's and Jensen's Measures of Portfolio Performance Evaluation; Fama's Decomposition of Portfolio Return;

Portfolio Revision: Need, Constraints, Revised Techniques, Value at Risk and Portfolio Optimization.

Suggested Readings:

- Bodie, Z. K. (2005). *Investments (6th Edition ed.)*. New Delhi: Tata McGraw Hill Publishing Company Ltd
- Chandra, I. A. (2012). *Investment Analysis and Portfolio Management (Fourth Edition)*. Published by Tata McGraw-Hill Education Pvt. Ltd
- Jordan, R. J. (1995). *Security Analysis and Portfolio Management*. (New Delhi, India.: Published by Prentice Hall
- V.A., A. (1997). *Security Analysis and Portfolio Management*. New Delhi, India: Himalaya Publishing House
- V.Gangadhar. (2006). *Security Analysis and Portfolio Management*. Anmol Publications Pvt. Ltd
- *Security Analysis & Portfolio Management - Fisher and Jordan, 6/e Pearson, PHI.*

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Course Objective

The course explains the concepts of Project Management from planning to execution of projects, the feasibility analysis and network analysis tools for cost and time estimation, comprehending the fundamentals of Contract Administration, Costing and Budgeting, and enabling the students to analyze, apply and appreciate contemporary project management tools and methodologies.

Course Outcomes: After completion of successful course student will be:

CO1a: Understand the basic concepts of project management and its application

CO1b: Appraise the project on the market and technical aspects.

CO2: Evaluate the project based on capital budgeting techniques.

CO3: Acquaint about the social cost benefit analysis

CO4: Categorise different types of project risk and study network analysis tools for cost and time estimation.

| CO/PO Matrix (MBA FM 03) | | | | | |
|--------------------------|-----|-----|------|------|-----|
| CO/PO | PO1 | PO2 | PO3 | PO4 | PO5 |
| CO1 | 3 | 0 | 0 | 2 | 1 |
| CO2 | 0 | 3 | 0 | 1 | 2 |
| CO3 | 0 | 1 | 3 | 0 | 0 |
| CO4 | 1 | 0 | 0 | 0 | 1 |
| Average | 1 | 1 | 0.75 | 0.75 | 1 |

UNIT 1 Appraisal

An introduction, Project appraisal and evaluation, Project cycle, Project cycle management, Private and Public sector Projects/commercial / National probability; Identification of investment opportunities –industry analysis review of project profiles, feasibility study, Project identification and formulation, Generation of Project ideas, Entrepreneurship– concept, Theory and perspective.

UNIT 2 Market Analysis

Market analysis of a project, Need for market analysis, Demand and supply analysis, Collection analysis, primary/secondary data, Forecasting techniques; Technical appraisal of a project, Business and Technology Acquisition and management of technology.

UNIT 3 Investment appraisal

Introduction and techniques, DCF and non DCF methods, Sensitivity Analysis, components of financial analysis, financial needs of a Project, Investment criteria, and Project appraisal parameters of select Financial Institutions.

UNIT 4 Social cost benefit analysis

Value added concept, social surplus indirect impact of projects, rationale of SCBA, Efficiency and Equity in Project Appraisal, UNIDO approach, Little Mirlees Approach, Project Appraisal of Indian Plans.

UNIT 5 Project risk assessment

Taxonomy of Risks, probabilistic cash flow approaches – application of simulation techniques; Monitoring and Evaluation of a Project - PERT / CPM, Monitoring mechanism, Evaluation and Lessons, Preparation of project report - Case Analysis.

Suggested Readings:

- Chandra, P. (2017). Projects: Planning Analysis Selection Financing Implementation and Review, 8th Ed.
- Desai, V. (2000). Project Management and Entrepreneurship. Himalaya Publishing House.
- Passenheim, O. (2009). Project Management. Ventus Publishing APS.
- Vasant Desai - Project Management - Himalaya Publishing House.
- Chaudhary S.; Project Management, Tata Mc Graw Hill
- Meredith Jack R., Mantel Samuel J.; Project Management, IV Edition, John Wiley & Sons
- Gopalakrishnan P., Ramamoorthy V.E; Textbook of Project Management, MacMillan Publishers
- Patel Bhavesh M.; Project Management- Strategic Financial Planning, Education & Control, Vikas Pub. House, 2014

Note: Latest edition of text books may be used.

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Course Objective

The objective of this course is to enable student walk through the historical perspective, to the financial aspects of important life and general insurance products, and understand the role of Actuaries.

Course Outcomes: On completion of this course, student will able to:

- CO1 a: Understand the main functions of financial risk management and its role in the system of entire business management
 CO1b. Understand the types of risks faced by an entity and be able to identify these risks.
 CO2. Develop the understanding of market volatility and portfolio performance.
 CO3. Measure how the risks faced by an entity can be quantified and the use of metrics to measure risk.
 CO4. Acquaint with the know-how of tools of financial engineering and risk hedging via various derivative products such as futures and forwards.

| CO/PO Matrix (MBA FM04) | | | | | |
|-------------------------|---|---|---|-----|-----|
| CO1 | 3 | 1 | 0 | 2 | 0 |
| CO2 | 2 | 3 | 0 | 2 | 2 |
| CO3 | 1 | 2 | 0 | 2 | 2 |
| CO4 | 2 | 2 | 0 | 0 | 2 |
| Average | 2 | 2 | 0 | 1.5 | 1.5 |

UNIT I**Introduction to Financial Risk Management:**

Introduction: Risk, Financial Risk, steps to Risk Identification, Top-Down and Building-Block Approaches to Risk Management, creating value with risk management.

Risk and the Management of the Firm: The Pervasiveness of Risk, importance of Management of Risk, Financial Risk and Financial Distress, The Costs of Risk Management.

UNIT II**Market Risk and Credit Risk:**

Market Mechanisms and Efficiency: Introduction of Market Efficiency, Market Liquidity, the Role of Financial Intermediaries, Systematic Risk and Non-Systematic Risk, Managing Market Risks. Credit Risk and its Effects; **Credit risks Include**-Default Risk, Counterparty Pre-Settlement risk, Counterparty Settlement Risk, Legal Risk, Sovereign or Country Risk, Concentration Risk.

Interest Rate Risk: Introduction of Interest Rate Risk, The Term Structure of Interest Rates, Analyzing Yield Curve Behaviour, The Money Markets, Term Instruments; **Currency Risk:** Introduction of Foreign Exchange Rate Risk, Foreign Exchange Exposure.

UNIT III**Commodity Risk and Quantifying Financial Risks:**

Equity and Commodity Price Risk; Equity Market Risks; Commodity Price Risk; Introduction of the Price-Generating Process for Financial Assets; Understanding Volatility; Describing the Price-

Generating Process; Conditional and Unconditional Volatility; Weighted and Unweighted volatility, EWMA and GARCH (1,1) approaches to volatility, estimating covariance.

Quantifying Financial Risks:

Statistical Analysis of Financial Risk, The Significance of the Normal Distribution, Understanding the Risk Measures, Measuring the Relationship between Assets, Portfolio Expected Return and Risk, Practical Considerations in Measuring Risk, Estimating Portfolio Value at Risk.

UNIT IV

Financial Methods for Measuring Risk:

Financial Methods for Measuring Risk: Using the Present-Value Approach to Determine Risk, Calculating Spot Discount Rates for Specific Maturities, The Term-Structure Approach to Risk Measurement. Qualitative Approaches to Risk Assessment: Qualitative Forecasting Methods, Qualitative Forecasts, Assessing Qualitative Accuracy.

UNIT V

Controlling Risk with Financial Engineering & Hedging:

Policy and Hedging, Measuring Risk; Global Initiatives in Financial Risk Management; Basics of Derivatives; Forwards, Pricing of Forward Contracts under Assumptions of Dividends; Futures, Settlement Mechanism; Clearing House Concept; Hedging with Future and Forwards; Basics of Options using Black-Scholes Model; Reporting and Controlling Risk; A Note of Warning.

Suggested Readings:

- Horcher, K. A. (2005). *Essentials of financial risk management*. John Wiley & Sons, Inc. (Vol. 54).
- Hull, J. C. (2006). *Options, Futures, and Other Derivatives [OFOD]*. Prentice-Hall (sixth edition).
- Hull, J. C. (2007). *Risk Management and Financial Institutions (RMFI)*. Prentice-Hall.

Course Objective

The course aims to develop an understanding of the production planning techniques, forecasting, facility design location and Inventory.

Course Outcomes: On completion of the course, the students will be able to:

CO1a. Understand the general concepts of operations, product design, plant location, and Layout planning.

CO1b. Understand and analyze forecasting, work design and measurements.

CO2: Analyse Capacity planning and Scheduling.

CO3: Comprehend Aggregate Planning and Master Scheduling techniques

CO4: Understand and apply Inventory management techniques and Just in Time production.

| CO- PO MATRIX | | | | | |
|---------------|-----|-----|-----|-----|-----|
| | PO1 | PO2 | PO3 | PO4 | PO5 |
| CO1 | 3 | 3 | - | 2 | 2 |
| CO2 | 3 | 3 | - | 2 | 2 |
| CO3 | 3 | 3 | - | 2 | 2 |
| CO4 | 3 | 3 | - | 2 | 2 |

UNIT I**Introduction**

An overview, Definition of Production and operation management, Production Cycle, Process selection and design, waiting line analysis, Responsibilities of Operation Manager, Product Design, Plant Location, Layout Planning.

UNIT II**Forecasting, Work Design and Measurement**

Forecasting as a planning tool, Forecasting types and methods (Qualitative and Quantitative), Measurement of Errors, Monitoring and Controlling, Productivity and Work Study, Methods Study, Work Measurement.

UNIT III**Capacity Planning**

Production Planning techniques, Capacity management, Lean production, Line of balance, scheduling types and principles.

UNIT IV**Aggregate Planning and Master Scheduling**

Introduction of Aggregate Planning, Techniques for Aggregate Planning, Aggregate Planning in Services, Disaggregating the aggregate plan, Master Scheduling, The Master Scheduling Process.

UNIT V

Inventory Management and JIT

Inventory Management- Objective, Nature and Importance of Inventories, Requirements for effective Inventories, Inventory Ordering Policies, Inventory control techniques- VED, EOQ, SED, FSN Analysis, Just in Time Production.

Suggested Readings:

- Stevenson, W. J. (2018). *Operations Management*, 12th Ed. McGraw Hill Education.
- Krajewski, L. J., Ritzman, L. P., Malhotra, M. K. and Srivastava, S. K. (2011). *Operations Management: Processes and Supply Chains*, 9th Ed. Pearson.
- Chase, R. B., Jacobs, F. R., Aquilano, N. J. (2003). *Operations Management for Competitive Advantage*, 10th Ed. Tata McGraw Hill.
- Mahadevan, B. (2010). *Operations Management: Theory and Practice*, 2nd Ed. Pearson.
- Chary, S. N. (2009). *Production & Operations Management*, 4th Ed., Tata McGraw Hill.

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Course Objective

This course introduces the students to the basics of entrepreneurship and small business management and students gain an understanding of how to establish and manage a small business.

Course Outcomes: After the completion of the course, the students will be able to:

CO1 (a): Develop the skills and qualities required to be a successful entrepreneur

CO1 (b): Understand the function of an entrepreneur and the challenges faced by them.

CO2: Learn how to start an enterprise and design business plans.

CO3: Analyze and compare the different funding agencies available for funding new enterprises.

CO4: Analyze and compare the different entrepreneurial agencies available for the growth of entrepreneurship in India

CO-PO Matrix

| Course Outcome | PO1 | PO2 | PO3 | PO4 | PO5 |
|----------------|-----|-----|-----|-----|-----|
| CO1 | 2 | 2 | 3 | 3 | 3 |
| CO2 | 3 | 3 | 3 | 3 | 3 |
| CO3 | 2 | 3 | 3 | 3 | 3 |
| CO4 | 3 | 3 | 3 | 3 | 2 |
| Average | 2.4 | 2.6 | 3 | 3 | 2.8 |

UNIT I

Evolution and Concept of Entrepreneurship, Concept of Entrepreneur, Corporate Entrepreneurship, Characteristics of Successful Entrepreneurs, Entrepreneurship, Innovation, Invention, Creativity, Business Idea & Opportunities Through Change in Entrepreneurship, Entrepreneurship as a Career, the Changing Role of the Entrepreneur

UNIT II

Theories of Entrepreneurship - Innovation Theory by Schumpeter, Theory of High Achievement by McClelland, X Efficiency Theory by Leibenstein, Influences On Entrepreneurship Development: Socio Cultural, Political, Economical, Personal, Entrepreneurial Success and Failure: Reasons and Remedies, Scope of Small Business activities in National Economy.

Women Entrepreneurs: Challenges to Women Entrepreneurs, Achievements of Women Entrepreneurs, Role Models of Women Entrepreneurs.

UNIT III

Creating Entrepreneurial Venture-the Business Plans an Entrepreneurial Organization, Project Management-Technical, Financial, Marketing Personnel and Management Feasibility Reports (DPRs), Financial Schemes Offered by Various Financial Institutions Like Commercial Banks, Offered by Various Financial Institutions Like -Commercial Banks, IDBI, ICICI, SIDBI, SFCs, Venture Capital Funding, Angel Capitalist, Subsidies, Grants etc-With Special Reference to 'Export Oriented Units'(EOUs).

UNIT IV

Entrepreneurship Training and Development Programme, EDP & its Phases, Start-up Process: Development of Support System, Need of License, Capital Issues and Legal Environment of Business; Entrepreneurial Planning and Monitoring.

UNIT V

Role of the following agencies in the entrepreneurship development

DIC- District Industrial Center, SISI – Small Industry Service Institute, EDII – Entrepreneurship Development Institute of India, NIESBUD – National Institute of Entrepreneurship and Small Business Development, NSTEDB – National Science & Technology Entrepreneurship Development Board, NSIC - National Small Industries Corporation

Suggested Readings:

- David, H. (2002). *Entrepreneurship: New venture Creation*. India: Prentice Hall.
- Desai, V. (2018). *Dynamics of Entrepreneurship Development* (6th edition ed.). Mumbai: Himalaya Publishing House.
- Dollinger, M. (2007). *Entrepreneurship: Strategies and Resources* (4th edition ed.). Marsh Public.
- Nagarajan, K. (2010). *Project Management* (6th edition ed.). New Age Internal Pvt. Ltd.
- Taneja, S., & Gupta, S. (2017). *Entrepreneurship Development New Venture Creation* (2nd edition ed.). Galgotia Publishing.

Course Objective

The course helps to understand the importance of and major decisions of logistics management, inventory management and networking elements of supply chain management for gaining competitive advantage

Course Outcomes: On completion of the course students will able to:

- CO1: a. Understand the key concepts related to supply chain management and various flows.
 CO1b. Learn about network design and logistics management
 CO2: Demonstrate Predictable Variability, Purchasing and Vendor Management
 CO3: Understand and apply Inventory management techniques and Just in Time production.
 CO4: Discuss the role of IT and recent issues in SCM

| CO-PO MATRIX | | | | | |
|--------------|-----|-----|-----|-----|-----|
| CO/PO | PO1 | PO2 | PO3 | PO4 | PO5 |
| CO1 | 3 | 3 | - | 3 | 2 |
| CO2 | 3 | 3 | - | 3 | 3 |
| CO3 | 3 | 3 | - | 1 | 2 |
| CO4 | 2 | 2 | - | 2 | 2 |

UNIT 1**Introduction**

Basic Concept, Objectives, Essential Features and Benefits of Supply Chain, Philosophy of Supply Chain Management, Evolution of SCM, Various Flows (Cash, Value and Information), Key Issues in SCM.

UNIT- II**Network Design and Logistics Management**

The role of Network Design in the Supply Chain, Factors influencing Network Design Decisions, The Impact of Uncertainty on Network Design, Logistics as part of SCM, Logistics Costs, Different Models, Logistics Sub- System, Inbound and Outbound Logistics, Bullwhip Effect in Logistics, Distribution and Warehousing Management.

UNIT III**Managing Predictable Variability and Purchasing & Vendor Management**

Responding to Predictable Variability in a Supply Chain, Managing Supply and Managing Demand, Centralized and Decentralized Purchasing, Functions of Purchase Department and Purchase Policies, Use of Mathematical Model for Vendor Rating / Evaluation, Single Vendor Concept, Management of Stores,

UNIT IV

Inventory Management

Concept, Various Costs Associated with Inventory, Models of Inventory (Purchase model with instantaneous replenishment and without shortages, Manufacturing model without shortages, Purchase model with instantaneous replenishment and with shortages, Manufacturing model with shortages, Buffer Stock (Trade-off between Stock out and Working Capital Cost), Lead Time Reduction, Reorder Point/ Reorder Level Fixation, Exercises—Numerical Problem Solving, ABC, SDE, VED, FSN Analysis, Just in Time & Kanban System of Inventory Management.

UNIT V

Recent Issues in SCM

Role of Computer/ IT in Supply Chain Management, The Supply Chain IT Framework, Customer Relationship Management, Internal Supply Chain Management, Supplier Relationship Management, The Transaction Management Foundation, The Future of IT in the Supply Chain, Risk Management in IT, Supply Chain IT in Practice

Suggested Readings:

- Chopra, S., Meindl, P. (2007). *Supply Chain Management: Strategy, Planning & Operation*, 3rd Ed. PHI.
- Chopra, S., Meindl, P., Kalra, D.V. (2013). *Supply Chain Management: Strategy, Planning and Operation*, 5th Ed. Pearson.
- Reghuram G. (I.I.M.A.). *Logistics and Supply Chain Management*, 1st Edition
- Krishnan Dr. G. *Material Management*, 5th Edition, Pearson.
- Agarwal D.K. *A Text Book of Logistics and Supply Chain Management*, 1st Edition Macmillan
- Sahay B.S. *Supply Chain Management*, 1st Edition Macmillan

Course Objective

The course aims to provide students with the basic framework of Financial Econometrics.

Course Outcomes: In particular, it will benefit students in:

CO1a: Understand the concept of financial econometrics, econometric Models and their estimation

CO1b: Understand the concept of time series & implement various techniques for testing trends and unit root

CO2: Comprehend the concept of regression analysis & identify various models of regression and appraise the use of these models.

CO3: understand the concept and assumptions of multiple regression and further interpret various multiple regression models

CO4: Demonstrate the concepts of validation of regression models and forecasting techniques and further learn to develop research report.

| CO-PO Matrix | | | | | |
|-----------------|-----|-----|-----|-----|-----|
| Course Outcomes | PO1 | PO2 | PO3 | PO4 | PO5 |
| CO1a | 3 | 2 | 2 | — | — |
| CO1b | | | | | |
| CO2 | 3 | 3 | 3 | 1 | — |
| CO3 | 3 | 3 | — | 1 | — |
| CO4 | 2 | — | 2 | 3 | — |

UNIT I**Introduction of Financial Econometrics**

Meaning of Econometrics, Econometrics as a separate Discipline; Methodology of Econometrics, Types of Econometrics, specification of Mathematical Model, Estimation of Econometrical Model, Economic Data Types,

The Research Process: Writing a Research Proposal, A Process for writing a Research Report

Sources of Economic Data: Links to Economic Data on the Internet, Interpreting Economic Data, Obtaining the Data

UNIT 2**Time series Econometrics: Some basic concepts**

Testing for Trends and Unit Roots: Stochastic Processes, Unit Root Stochastic Processes, Trend Stationary and Difference Stationary Stochastic Processes, Integrated Stochastic Processes, The Phenomenon of Spurious Regression, Test of Stationarity, The Unit Root Test (Dickey Fuller Test,

Augmented Dickey Fuller test and Phillips-Perron Test)

UNIT 3

Single Equation Regression Models

The Nature of Regression Analysis

Historical Origin of The Term Regression, The Model Interpretation of Regression, Statistical Versus Deterministic Relationship, Regression versus Causation, Regression versus Correlation, Terminology And Notation, The Nature And Scope of Data For Economic Analysis.

Estimation of Regression Model (OLS)

The Method of Ordinary Least Squares, The Classical Linear Regression Model: The Assumption Underline, The Method of Least Squares, Standard Errors of Least Squares Estimates, The Coefficient of Determination r^2 : A Measure of Goodness of Fit

UNIT 4

Multiple Regression Analysis and validation of model assumptions

The Three- Variable Model: Notation and Assumptions, Interpretations of Multiple Regression Equation, The Meaning of Partial Regression Coefficients, OLS and ML Estimation of the Partial Regression Coefficients, The Multiple Coefficients of Determination R^2 and the Multiple Coefficients of Correlation R , R^2 and Adjusted R^2

Validation of Regression Model Assumptions Test

Multi-collinearity, Heteroscedasticity, Autocorrelation, Residual normality test

UNIT 5

Time Series Econometrics: Forecasting

Approaches to Economic Forecasting, AR, MA and ARIMA Modeling of Time Series Data, Forecasting.

Measuring Volatility in Financial Time Series: Introduction to ARCH Model: Properties and Weaknesses of ARCH Models; Introduction to GARCH Model- Extensions to the Basic GARCH Model.

Suggested Readings:

- Wooldridge, Jeffrey M.: *Introductory Econometrics*, South-Western College Publishing, 2000.
- Griffiths, William E., R. Carter Hill and George G. Judge: *Learning and Practicing Econometrics*, John Wiley & Sons, New York, 1993.
- Gujarati, Damodar N.: *Essentials of Econometrics*, 4th ed., McGraw-Hill, New York, 2004.
- Hill, Carter, William Griffiths, and George Judge: *Undergraduate Econometrics*, John Wiley & Sons, New York, 2001.
- Greene, William H.: *Econometric Analysis*, 4th ed., Prentice Hall, Englewood Cliffs, N. J., 2000.
- Patterson, Kerry: *An Introduction to Applied Econometrics: A Time Series Approach*, St. Martin's Press, New York, 2000.
- Campbell, J. L. (1997). *The Econometrics of Financial Markets*: Princeton University Press, Princeton, N.J.

Patika Sikanwar

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MBA GE 05- MARKETING ANALYTICS**Credit – 04****Course Objective**

- The subject will enable student to evaluate performance of marketing initiatives in the long and what can be done for improvement.
- To enable student to compare marketing activities of competitors.

Course Outcomes: Upon completion of course, the student will be able to:

CO1A: To understand big data analytics for summarizing marketing data

CO1B: Create clusters for value analysis to take various business decisions

CO2: Apply various models of statistics to solve business issues

CO3: Analyze competitive advantage prevailing in business to cope up with environment

CO4: Learn data mining and visualization skills for better visualization of data

| CO/PO | PO1 | PO2 | PO3 | PO4 | PO5 |
|-------|-----|-----|-----|-----|-----|
| CO1 | 3 | 3 | 0 | 1 | 2 |
| CO2 | 3 | 3 | 0 | 2 | 2 |
| CO3 | 1 | 0 | 1 | 3 | 1 |
| CO4 | 3 | 3 | 0 | 1 | 3 |

UNIT 1

Introduction to Data- Importance of Analytics- Data for Business Analytics –Big Data - Business Analytics in Practice. Data Visualization –Using Excel to Summarize Marketing Data, Slicing and Dicing Marketing Data with Pivot Tables

UNIT 2

Cluster Analysis Concept, Cluster Analysis Demonstration, Cluster Analysis Application Case, Positioning Maps Concepts and Demonstration, Positioning Maps Demonstration, Positioning Maps Applications Case, Customer life time analysis, Customer Value Analysis Pricing Estimating Demand Curves and Optimize Price, Price Bundling, Non Linear Pricing and Price Skimming.

UNIT 3

Karl Pearson Correlation Techniques - Multiple Correlation-Spearman's Rank correlation, Choice Models and Logistic Regression Concept, Choice Models and Logistic Regression Demonstration, Choice Models and Logistic Regression Case.

UNIT 4

Managing competitors' reaction- Managing Sustainable Competitive Advantage, Managing Brand-Based Competitive Advantage, Managing Offering-Based Competitive Advantage, Conjoint Concept, Conjoint Demonstration, Conjoint Concept and Demonstration, Managing Relationship-Based Competitive Advantage, Linear Discriminant Analysis-One way and Two Way ANOVA

UNIT 5

Scope of Data Mining, Data Exploration and Reduction, Random Number Generation, Monte Carlo




MBA GE 06-HR ANALYTICS**Credit – 04****Course Objective**

- Course will cover the application part of Human Resource Management explaining the quantitative and qualitative analysis to understand the workforce demographics and the art of workforce development.

Course Outcomes: Through this course student will:

CO 1a: Introduces the theory, concepts, and business application of human resources data, metrics and systems.

CO 1b: Business application of human resources research, data, metrics, systems, analyses, and reporting.

CO2: Examine actual business cases and apply problem solving and critical thinking skills through group case studies

CO3: Understand the application of quantitative and qualitative analysis to understand trends and indicators in human resource data.

CO4: Apply quantitative and qualitative analysis to understand trends and indicators in human resource data.

| CO-PO Matrix | | | | | |
|---------------------|------------|------------|------------|------------|------------|
| CO/PO | PO1 | PO2 | PO3 | PO4 | PO5 |
| CO1(A) | 3 | 3 | 2 | 2 | 3 |
| CO1(B) | 3 | 3 | 3 | 3 | 2 |
| CO2 | 3 | 3 | 3 | 3 | 2 |
| CO3 | 2 | 3 | 3 | 3 | 2 |
| CO4 | 2 | 3 | 3 | 3 | 2 |
| AVERAGE | 2.6 | 3 | 2.8 | 2.8 | 2.2 |

Unit I

Introduction to HR Analytics: Evidence Based Approach, HR Analytics Continuum, HR Analytics Process: Designing a Project

Unit II

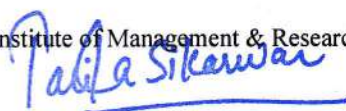
Descriptive Analytics: Analytical Foundations of HR Measurement, Bringing HR and Finance together, Types of HR Metrics, Developing Proprietary Metrics for your organization/Issues faced

Unit III

Predictive Analytics : Introduction to Predictive Analytics Tools, Choosing Predictive Analytic Models for Quantitative Data, working with Qualitative Data, Interpreting Predictive Analytic Results

Unit IV

Prescriptive Analytics : Responding to HR Challenges through Prescriptive Analytics, Prescriptive Analytics as a Process to Influence Stakeholders, Contextualized Prescriptions, Optimization through Prescriptive Analytics




Simulation, What if Analysis, Verification and Validation, Advantages and Disadvantages of Simulation, Risk Analysis, Decision Tree Analysis.

Text Books

- James Evans, Business Analytics, 2e, Pearson, 2017.
- Akil Maheswari: Big Data, Upskill ahead by Tata McGraw Hill, New Delhi, 2016
- Seema Acharya & Subhashini Chellappan: Big Data and Analytics, Wiley Publications, New Delhi, 2015.

Suggested Readings

- Camm, Cochran, Fry, Ohlmann, Anderson, Sweeney, Williams Essential of Business Analytics, Cengage Learning.
- Thomas Eri, Wajid Khattack & Paul Buhler: Big Data Fundamentals, Concepts, drivers and Techniques by Prentice Hall of India, New Delhi, 2015
- Winston, W. L. (2014). *Marketing analytics: Data-driven techniques with Microsoft Excel*. John Wiley & Sons.

Pabla Shikhar



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Unit V

HR Analytics Vs Functions of HRM: HR Analytics and employee benefits, HR Analytics and talent management, HR Analytics and compensation, using analytics to lead HR, HR Analytics and talent acquisition

Suggested ReadingsBook

- Investing in People: Financial Impact of Human Resource Initiatives (2nd Edition) Hardcover – December 18, 2010. by Wayne Cascio (Author), John Boudreau (Author) ISBN-13: 978-0137070923 ISBN-10: 0137070926 Edition: 2nd
- Fundamentals of Human Resource Management Noe, 5th ed.

Pallavi Sikarwar

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MBA GE-07- FINANCIAL ANALYTICS**Credit – 04****Course Objective:**

- Course will cover some applied issues in Finance. The issues will be discussed in a way that will facilitate students to appreciate empirical issues and help identify research questions in the areas discussed.
- The topics discussed will also include survey of few empirical studies, evaluation of econometric techniques, and research applications in the Indian and international context.

Course Outcomes: After Completion of the course, student will be:

- CO1a: Understand the concept, need of Financial Analytics and time value of money.
 CO1b: Possessing knowledge of Financial Market Structures, Asset pricing theories and the optimal portfolio
 CO2: Applying Volatility and Risk Model for forecasting
 CO3: Analysing Risk Measurement technique for financial Institution.
 CO4: Estimate derivative price and interoperating different issues in International Finance.

CO-PO MATRIX

| CO/PO | PO1 | PO2 | PO3 | PO4 | PO5 |
|-------|-----|-----|-----|-----|-----|
| CO1a | 3 | 2 | – | 2 | – |
| CO1b | 3 | 3 | 3 | – | 2 |
| CO2 | 3 | 3 | 2 | – | – |
| CO3 | 3 | – | – | 2 | 2 |
| CO4 | 3 | 3 | 2 | 3 | 2 |

UNIT -I

Financial Market Microstructure Issues (of Bond & Stock Market), Liquidity in Short term and Long term market segments. Asset Pricing Theories & Applications I: Mean-Variant Portfolio Frontier, Separation Theorem, Asset Pricing Theories & Applications II

UNIT -II

Capital Assets Pricing Model, Arbitrage Pricing Theory, Conditional CAPM Term Structure Modeling and Yield Curve Building, Idiosyncratic factors affecting yield and prices in bond markets, YC and the Economy.

UNIT -III

Volatility Modeling and Forecasting, ARCH & GARCH Processes, Volatility Estimation in Recent Financial Market Turbulence. Risk Measurement in Financial Institutions, Measuring Market and Credit Risks, Credit Risk Analysis and Measuring Default Adjusted Bond Return.

UNIT -IV

Empirical issues in International Finance, International Arbitrage and Parity Conditions, Yen Carry Trade and Interest Rate Parity, International Investment Issues, International Capital Asset Pricing Model (I-




CAPM Extension).

UNIT -V

Introduction to Financial Stochastic, Interest Rate Modeling, generating Interest Rate Processes, Vasicek and Cox-Ingersoll and Ross calibration.

Text Books

- Frank, C. R., Jr.: Statistics and Econometrics, Holt, Rinehart and Winston, New York, 1971.
- Goldberger, Arthur S.: Introductory Econometrics, Harvard University Press, 1998.
- Gujarati, Damodar N.: Essentials of Econometrics, 2d ed., McGraw-Hill, New York, 1999.
- Hill, Carter, William Griffiths, and George Judge: Undergraduate Econometrics, John Wiley & Sons, New York, 2001.

Suggested Readings

- Hu, Teh-Wei: Econometrics: An Introductory Analysis, University Park Press, Baltimore, 1973.
- Katz, David A.: Econometric Theory and Applications, Prentice Hall, Englewood Cliffs, N.J., 1982.
- Klein, Lawrence R.: An Introduction to Econometrics, Prentice Hall, Englewood Cliffs, N.J., 1962.

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MBA GE 08: BUSINESS ANALYTICS**Course Credit: 3****Course Objective**

The course explains the role of Business Analyst and Data Science in business, the basic concept of data management and data mining techniques, the basic concept of machine learning, the application of business analysis and the concept of Data Science Project Life Cycle.

Course Outcomes: Upon the successful completion of this course, the student will be able to:

CO1a. Understand the role of business analytics

CO1b: Understanding the data science in solving business problem

CO2. Understand and apply data mining task and techniques for better decision making

CO3. Understanding the role of machine learning and its application in business analytics

CO4. Understand the application of business analytics in different business domain

CO/PO Matrix (MBA GE 08)

| | | | | | |
|---------|-----|-----|------|---|---|
| CO1 | 2 | 2 | 1 | 2 | 2 |
| CO2 | 2 | 2 | 0 | 2 | 2 |
| CO3 | 1 | 1 | 0 | 2 | 2 |
| CO4 | 1 | 1 | 0 | 2 | 2 |
| Average | 1.5 | 1.5 | 0.25 | 2 | 2 |

UNIT 1:

Introduction: What is business analytics? Historical Overview of data analysis, Data Scientist vs. Data Engineer vs. Business Analyst, Career in Business Analytics, what is data science, Why Data Science, Applications for data science, Data Scientists Roles and Responsibility

UNIT 2:

Data: Data Collection, Data Management, Big Data Management, Organization/sources of data, Importance of data quality, Dealing with missing or incomplete data, Data Visualization, Data Classification Data Science Project Life Cycle: Business Requirement, Data Acquisition, Data Preparation, Hypothesis and Modeling, Evaluation and Interpretation, Deployment, Operations, Optimization.

UNIT 3:

Introduction to Data Mining, The origins of Data Mining, Data Mining Tasks, OLAP and Multidimensional data analysis, Basic concept of Association Analysis and Cluster Analysis.

UNIT 4:

Introduction to Machine Learning: History and Evolution, AI Evolution, Statistics Vs Data Mining Vs, Data Analytics Vs, Data Science, Supervised Learning, Unsupervised Learning, Reinforcement Learning, Frameworks for building Machine Learning Systems.

UNIT 5:

Application of Business Analysis: Retail Analytics, Marketing Analytics, Financial Analytics, Healthcare Analytics, Supply Chain Analytics.

Text Books:

1. Essentials of Business Analytics: An Introduction to the methodology and its application, Bhimasankaram Pochiraju, Sridhar Seshadri, Springer
2. Introduction to Machine Learning with Python: A Guide for Data Scientists 1st Edition, by Andreas C. Müller, Sarah Guido, O'Reilly
3. Introduction to Data Science, Laura Igual Santi Seguí, Springer

Reference Book:

1. Introduction to Data Mining, Pang-Ning Tan, Michael Steinbach, Vipin Kumar, Pearson Education India
2. An Introduction to Business Analytics, Ger Koole, Lulu.com, 2019

Pabla Sikarwar

Harina

MBA 208 (CC)

COMPREHENSIVE VIVA-VOCE

Course Outcomes: CO1: The objective of viva-voce examination is to test the understanding of the subjects undertaken by the students of a MBA program in second semester.

| CO-PO Matrix | | | | | |
|--------------|-----|-----|-----|-----|-----|
| | PO1 | PO2 | PO3 | PO4 | PO5 |
| CO1 | 1 | 2 | - | 2 | 3 |

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Harina

MBA 108 (CC)

COMPREHENSIVE VIVA-VOCE

Course Outcomes: CO1: The objective of viva-voce examination is to test the understanding of the subjects undertaken by the students of a MBA program in first semester.

| CO-PO Matrix | | | | | |
|--------------|-----|-----|-----|-----|-----|
| | PO1 | PO2 | PO3 | PO4 | PO5 |
| CO1 | 1 | 2 | - | 2 | 3 |

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Course Outcomes: Upon the successful completion of this course, the student will be able to:
CO1a: Acquire practical understanding of management concepts to enhance employability skills.
CO1b: Demonstrate the knowledge and experience.

| CO-PO Matrix | | | | | |
|--------------|-----|-----|-----|-----|-----|
| | PO1 | PO2 | PO3 | PO4 | PO5 |
| CO1 | 3 | 3 | 2 | 3 | 3 |

Pass

Signature

MBA 408 (CC) RESEARCH PROJECT REPORT VIVA-VOCE

Course Outcomes: Upon the successful completion of this course, the student will be able to:
CO1a: Understand the components of Research and identify research problem.
CO1b: Interpret and demonstrate the findings.

| CO-PO Matrix | | | | | |
|--------------|-----|-----|-----|-----|-----|
| | PO1 | PO2 | PO3 | PO4 | PO5 |
| CO1 | 3 | 3 | 3 | 3 | 3 |

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