

## Course Curriculum BCA-Programme



# PRESTIGE

**PRESTIGE INSTITUTE OF MANAGEMENT & RESEARCH, GWALIOR**

AN AUTONOMOUS INSTITUTE ACCREDITED WITH UGC NAAC GRADE 'A'

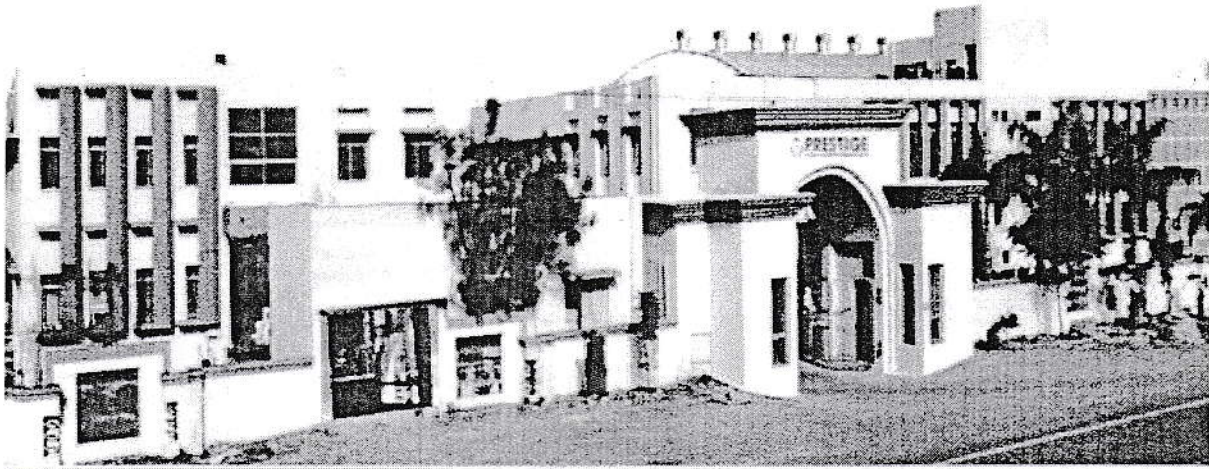
APPROVED BY BAR COUNCIL OF INDIA ★ APPROVED RESEARCH CENTER OF JIWAJI UNIVERSITY, GWALIOR  
APPROVED BY AICTE, GOVT. OF INDIA, DTE, M.P. GOVT. ★ PERMANENT AFFILIATION TO JIWAJI UNIVERSITY, GWALIOR



## Course Curriculum

### MBA (BA)

### 2024-26



**Prestige Institute of Management & Research, Gwalior**

**Airport Road, Opposite DD Nagar, Gwalior (M.P.) INDIA**

# **COURSE STRUCTURE AND SCHEME OF EXAMINATION** **MBA –BUSINESS ANALYTICS**

## **SEMESTER – I**

| S. No | Course code | Course Type | Course Name                                         | L  | T | P | Hour/ Week   | Credit | Component Marks |    | Total |
|-------|-------------|-------------|-----------------------------------------------------|----|---|---|--------------|--------|-----------------|----|-------|
|       |             |             |                                                     |    |   |   |              |        | IA              | EA |       |
|       |             | Core/AE/SD  |                                                     |    |   |   | L+T+P= Total |        |                 |    |       |
| 1     | MBA-BA 101  | Core        | Management Concepts & OB                            | 3  | 1 | 0 | 3+1+0=4      | 4      | 40              | 60 | 100   |
| 2     | MBA-BA 102  | Core        | Managerial Economics                                | 3  | 1 | 0 | 3+1+0=4      | 4      | 40              | 60 | 100   |
| 3     | MBA-BA 103  | Core        | Financial Reporting and Analysis                    | 3  | 1 | 0 | 3+1+0=4      | 4      | 40              | 60 | 100   |
| 4     | MBA-BA 104  | Core        | Introduction to Business Analytics and Data Science | 3  | 1 | 0 | 3+1+0=4      | 4      | 40              | 60 | 100   |
| 5     | MBA-BA 105  | Core        | Business Environment                                | 3  | 1 | 0 | 3+1+0=4      | 4      | 40              | 60 | 100   |
| 6     | MBA-BA 106  | Core        | Business Statistics                                 | 3  | 1 | 0 | 3+1+0=4      | 4      | 40              | 60 | 100   |
| 7     | MBA-BA 107  | SD          | Industry Readiness (Personality Development)        | 0  | 1 | 2 | 0+1+2=3      | 2      | 25              | 25 | 50    |
| 8     | MBA-BA 108  | SD          | Introduction to Python for Business Analytics       | 0  | 1 | 2 | 0+1+2=3      | 2      | 25              | 25 | 50    |
| 9     | MBA-BA 109  | SD          | Comprehensive Viva                                  | 0  | 0 | 4 | 0+0+4=4      | 4      | 50              | 50 | 100   |
| TOTAL |             |             |                                                     | 18 | 9 | 6 | 30           | 30     |                 |    | 800   |

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*Palika Sikarwar*

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Prestige Institute of Management & Research, Gwalior

*24/12/24*  
*24/07/2024*

Course curriculum –Post Graduate Degree Programme

|                                                                                                    |                                                                                                 |
|----------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|
| <b>MBA_BA I SEMESTER</b><br><b>MANAGEMENT CONCEPTS &amp; OB</b><br><b>COURSE CODE: MBA_BA -101</b> | <b>Max. Marks: 100</b><br><b>Min. Marks: 35</b><br><b>External : 60</b><br><b>Internal : 40</b> |
|----------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|

Credits: 4

**MANAGEMENT CONCEPTS & ORGANISATIONAL BEHAVIOUR**

**Course Objectives**

The course comprehends the functions of management and individual, group and organizational behaviour; models and metrics to measure the behaviours; and associated behavioural & organizational changes.

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

- CO1a: Integrate management principles into management practices.
- CO1b: Determine the nature of organization structure.
- CO2: Understand and apply control methods.
- CO3: Understand models of organizational behavior, perception, organizational change, group dynamism and organizational conflict.
- CO4: Measure Employees' attitude and Personality Types, motivation factors, leadership styles, and stress.

| CO/PO Matrix    |     |     |     |     |     |
|-----------------|-----|-----|-----|-----|-----|
| Course Outcomes | PO1 | PO2 | PO3 | PO4 | PO5 |
| CO1a            | 3   | 2   | 1   | 2   | 3   |
| CO2b            | 2   | 2   | 2   | 2   | 3   |
| CO2             | 3   | 3   | 3   | 1   | 2   |
| CO3             | 3   | 2   | 1   | 2   | 3   |
| CO4             | 3   | 2   | 3   | 1   | 3   |

**Unit 1:** Management: Concept, Nature & Functions of Management, Levels of Management, Approaches to management, Evolution of Management.

Planning: Concept & Types of Plans; Planning Process; MBO, Introduction to PERT-CPM.

Decision Making: Decision Making - Techniques and Processes

**Unit 2:** Organizing: Organization Structure and Design, Principles of organizations.

Staffing: Concept & Process

Directing: Concept, Principles & Techniques of Directing.

**Unit 3:** Controlling: Concept; Process; Types of Control: Balance Scorecard, factors influencing control effectiveness.

Introduction to Organizational Behaviour: Nature; Importance; contributing disciplines, Models of OB.

**Unit 4:** Perception and Attribution Theory: Concept; Process; Perceptual Errors.

Learning: Theories of Learning.

Attitude: Concept; Process; Importance; Cognitive Dissonance Theory

Personality: Types and Theories of Personality; Big Five Personality Model.

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*Pallavi*

*Garima*  
24/11/23

Course curriculum –Post Graduate Degree Programme

**Unit 5:** Motivation: Concept; Theories of Motivation: Need Hierarchy Theory, Two Factor theory; Mc Clellands' Theory, Expectancy theory.  
Leadership: Style and Theories of Leadership  
Conflict: Concept; Classification, Resolution of Conflict  
Organizational Change: Concept & Kurt Lewin Theory of Change

**Suggested Readings:**

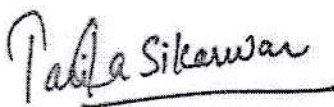
- Gilbert, D.R. Stoner, F. & Freeman, R.E. (2001). *Management*. Pearson Education.
- Weihrich, H. & Koontz, H. (2005). *Management: A Global Perspective*. Tata McGraw Hill.
- Robbins, S. P. & Coulter, M. (2012). *Management*. Pearson.
- Ouchi, W. G. & Dowling, J. B. (1974). Defining the Span of Control. *Administrative Science Quarterly*, 357-365.
- Watkins, K. E. & Marsick, V. J. (2003). Demonstrating the Value of an Organization's Learning Culture: The Dimensions of the Learning Organization Questionnaire. *Advances in Developing Human Resources*, 132-151.
- Fred; L. (2011). *Organizations Behaviour* (12th edition ed.). New York: Mc Graw Hill.
- Robbins, Judge & Vohra (2018). *Organizational Behavior* (18<sup>th</sup> edition). New Delhi: Pearson Education.
- K; A. (2016). *Organizational Behaviour* (12th edition ed.). New Delhi: Himalaya Publishing House.
- 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.



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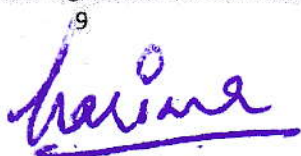




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 24/7/24

Course curriculum –Post Graduate Degree Programme

|                                                                      |                                                                    |
|----------------------------------------------------------------------|--------------------------------------------------------------------|
| MBA_BA I SEMESTER<br>MANAGERIAL ECONOMICS<br>PAPER CODE: MBA_BA -102 | Max. Marks: 100<br>Min. Marks: 35<br>External : 60<br>Internal: 40 |
|----------------------------------------------------------------------|--------------------------------------------------------------------|

Credit: 4

**MBA (BA) 102 MANAGERIAL ECONOMICS**

**Course Objective:**

The basic aim of this course is to impart knowledge of basic statistical tools & techniques with emphasis on their application in Business decision process and Management. Statistical analysis informs the judgment of the ultimate decision-maker—rather than replaces it—some key conceptual underpinnings of statistical analysis will be covered to insure the understandability of its proper usage.

**Course Outcomes:**

After completion of this course the student will be able to-

CO1a: Learn the general concepts of Managerial Economics and Demand Analysis

CO1b: Understand the concepts of Demand Elasticity and Production Analysis

CO2: Analyse the concepts of Market Structure

CO3: Understand and Implement Demand Forecasting

CO4: Calculate and Interpret the Concept of National Income, Business Cycle and Inflation

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

**Unit 1: Introduction**

Introduction to Economics & Managerial Economics, Concept of Managerial Economics, Scope, Objectives of Firm, Problem in Decision making, Principles for decision making (Five fundamental concept)

Theory of the firm and Demand Analysis – Theory of the firm and Demand Analysis: Basics of demand, determinants of demand, Law of Demand, Exceptions of Law of Demand, Shift in Demand Curve. Demand Forecasting

**Unit 2: Elasticity, Production and Cost Analysis**

Demand Elasticity, Price Elasticity of Demand, Income Elasticity of Demand, Cross elasticity of demand; Concept of Supply & Elasticity  
Production Analysis: Basic production concepts, Production with one variable input, ISOQUANT with optimal input combination and production function in the long run.  
Cost of Production: Relevant costs, The cost of production, TR, AR and MR, Cost analysis.

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**Unit 3: Market Structure and Competitive Environment**

Market Structures and Competition: Perfect Competition and Price & Output determination, Monopoly and Price & Output determination, Monopolistic competition & Price & Output determination, Oligopoly model (Price Rigidity Model)

**Unit 4: Decision Making Applications**

Uncertainty, Probability, and expected value, Sensitivity Analysis for One variable & Two Variable using Excel, Decision Trees, demand forecasting, Analysis using Excel- regression analysis using time series data.

**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

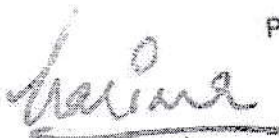
**Text Books:**

By Paul G. Keat, Philip K.Y. Young, Stephen E. Erfle and Sreejata Banerjee "Managerial Economics: Economics tools for today's decision makers" Pearson Paperback, 7th edition, 2018

**References:**

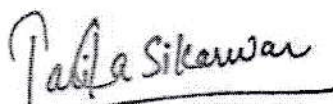
- Samuelson & Marks, "Managerial Economics: International Students Version" Wiley, 6<sup>th</sup> edition, 2014
- Truett & Truett, "Managerial Economics", John Wiley & Sons, 8th edition, Singapore, 2004
- Samuelson & Nordhus, "Economics", Tata McGraw-Hill Edition, 16th edition, New Delhi, 1998
- Petersen, Lewis and Jain, "Managerial Economics", Pearson Education, New Delhi, 2006.
- Hirschey, "Economics for Managers", Thompson, New Delhi, 2006
- Suma Damodaran, "Managerial Economics", Oxford University Press, 2006

  
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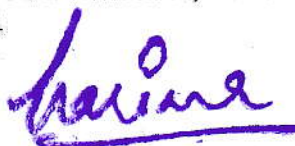


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|-------------------------------------------------------------------------------------|--------------------------------------------------------------------|
| MBA_BA I SEMESTER<br>FINANCIAL REPORTING AND<br>ANALYSIS<br>PAPER CODE: MBA_BA -103 | Max. Marks: 100<br>Min. Marks: 35<br>External : 60<br>Internal: 40 |
|-------------------------------------------------------------------------------------|--------------------------------------------------------------------|

Credit: 4

### FINANCIAL REPORTING AND ANALYSIS

#### Course Objective:

be able to estimate the quality of financial reporting, identify possible management practices, analyze financial statements using knowledge of the underlying accounting principles, and financial analysis techniques and demonstrate the ability to prepare prospective financial information.

#### Course Outcomes:

CO1a: Learn the basic concepts of financial reporting.

CO1b: Understand types of financial statements and additional disclosures need to report by business entity.

CO2: Learn basic elements of financial statements.

CO3: Understand and apply financial statement analysis tools for decision making.

CO4: Learn convergence of Indian accounting standards with IFRS.

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

#### Unit 1: Financial Analysis and reporting: an Introduction

Financial Reporting: An Overview- Concept of financial reporting, financial reporting and financial statements, objectives of financial reporting, uses of financial information, benefits of financial reporting, Qualitative characteristics of financial reporting information.

Conceptual Framework- Concept, need and benefits of conceptual framework, ASB's framework for preparation and presentation of financial statements, IASB's (earlier IASC) conceptual framework, USA's FASB's conceptual framework.

#### Unit 2: Understanding Financial Statements

Understanding Financial Statement; Nature, Legal Requirements under Companies Act 2013, Preparation of Statement of Profit & Loss Account and Balance Sheet; Cash Flow Statement (IND AS 3)- Classification of Cash Inflows and Outflows, presentation of cash flow statement, preparation of cash flow statement. Cash Flow Statement (IND AS 7); Major changes in AS 7 vis-à-vis a-vis notifies AS 3.

#### Unit 3: Financial reporting

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## Course curriculum –Post Graduate Degree Programme

Financial reporting –Concepts –users, Objectives of financial reporting – Qualitative characteristics of information in financial reporting – basic problems of disclosure – Role of SEBI in IFRS – Statutory disclosures in IFRS – Corporate reporting practices in India Challenges in financial reporting

### Unit 4: Elements of Financial Statements

Assets- Meaning and characteristics of Assets, Assets valuation; objectives/concepts, types of assets, Introduction to IND AS 10 (Property, Plant and Equipment), Provisions and features of IND AS 16; IND AS 19- Provisions of Lease. Liabilities- meaning of Liabilities, types of liabilities, features of AS 22 about accounting for taxes on Income.

Revenues, Expenses, Gains and Losses- Concept of revenues and expenses, revenue recognition criteria, concept of gains and losses, difference between revenue and gains.

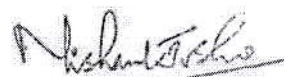
### Unit 5: Analysis and Interpretation of Financial Statements

Financial Statement Analysis: Meaning and Objectives, Types of financial Analysis, Techniques of Financial Statement Analysis, Financial Statement Valuation by types of Industry.

Ratio Analysis- meaning, advantages, practical problems on different classification of ratios. Use of ratios and financial Statements for industry wise comparison. Analysis of financial reporting by corporate sector.

### Reference Readings:

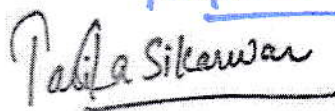
- Gibson, C. H. (2012). Financial Reporting and Analysis. United States: Cengage Learning.
- Gibson, C. (2008). Financial Reporting and Analysis: Using Financial Accounting Information. United States: Cengage Learning.
- Financial Reporting and Disclosure Practices. (2000). India: Deep & Deep Publications.
- Corporate financial reporting and analysis, second edition. (2019). (n.p.): phi learning Pvt. Ltd.



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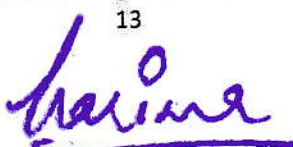
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Course curriculum –Post Graduate Degree Programme

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|--------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------|
| MBA_BA I SEMESTER<br>INTRODUCTION TO BUSINESS<br>ANALYTICS AND DATA SCIENCE<br>PAPER CODE: MBA_BA -104 | Max. Marks: 100<br>Min. Marks: 35<br>External : 60<br>Internal: 40 |
|--------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------|

Credit: 4

**INTRODUCTION TO BUSINESS ANALYTICS AND DATA SCIENCE**

**Course Objectives:**

1. Understanding the Role of Business Analyst and Data Science in business.
2. Understanding the basic concept of data management and data mining techniques
3. To understand the basic concept of machine learning
4. To understand the application of business analysis.
5. Understanding the basic 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 for Business Decision making  
CO1b: Understand the role of data science in solving business problem and Data science project life cycle to prepare data  
CO2: Understand and apply data mining task and techniques for better decision making  
CO3: Apply and analyse machine learning concept various data mining task and techniques for better decision making  
CO4: Analyse the application of business analytics in different business domain.

| CO/PO MATRIX    |     |     |     |     |     |
|-----------------|-----|-----|-----|-----|-----|
| Course Outcomes | PO1 | PO2 | PO3 | PO4 | PO5 |
| CO1a            | 2   | -   | 3   | 3   | 3   |
| CO1b            | 2   | -   | 3   | 3   | 3   |
| CO2             | 2   | 2   | 3   | 3   | 3   |
| CO3             | 2   | 3   | 3   | 3   | 3   |
| CO4             | 2   | -   | 2   | 3   | 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, Types of business analytics

**Unit 2: Data Science Project Life Cycle:**

Business Requirement, Data Acquisition, Data Preparation, Hypothesis and Modeling, Evaluation and Interpretation, Deployment, Operations, Optimization.

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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

**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:**

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

**Reference Book:**

- *Introduction to Data Mining*, Pang-Ning Tan, Michael Steinbach, Vipin Kumar, Pearson Education India
- *An Introduction to Business Analytics*, GerKoole, Lulu.com, 2019

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Course curriculum –Post Graduate Degree Programme

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|----------------------------------------------------------------------|-------------------------------------------------------------------|
| MBA_BA I SEMESTER<br>BUSINESS ENVIRONMENT<br>PAPER CODE: MBA_BA –105 | Max. Marks: 100<br>Min. Marks: 35<br>External: 60<br>Internal: 40 |
|----------------------------------------------------------------------|-------------------------------------------------------------------|

Credit– 04

MBA (BA) –105 BUSINESS ENVIRONMENT

**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:

- CO1a: Understand the concept, factors of the business environment and interaction between different environments.  
 CO1b: Evaluate the global environment, various laws impacting the business.  
 CO2: Understand various government policies, institutions and its role in business.  
 CO3: Understand the concept, role and process of EXIM policy, LPG, FDI, WTO, Global environment.  
 CO4: Practical learning of SWOT, Stock Exchange and Analysis of companies.

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

**Unit 1:** 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 2:** 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 3:** Industrial policy in India, Major Changes; Monetary Policies; International Monetary Fund; World Bank; Depository System in India; RBI- Roles, Functions

**Unit 4:** Introduction to MSME- Concept, Evolution, their role and significance in economic development, Policies for MSME, Challenges and Opportunities of MSMEs in the current scenario.

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Unit 5: Preparation of Project report on MSME; SWOT Analysis of companies.

*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_BA I SEMESTER<br>BUSINESS STATISTICS<br>PAPER CODE: MBA_BA –106 | Max. Marks: 100<br>Min. Marks: 35<br>External : 60<br>Internal: 40 |
|---------------------------------------------------------------------|--------------------------------------------------------------------|

MBA (BA) –106 BUSINESS STATISTICS

Credit– 04

**Course Objective:** This course aims to equip students coming from diverse streams to handle data meaningfully and to ensure that statistics is interpreted correctly.

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

CO1a: Understand the basics of descriptive and inferential statistics and present appropriate graphical statistics for different types of data.

CO1b: Apply basic descriptive statistics like central value, dispersion, skewness and kurtosis for different types of data.

CO2: Use correlation and regression analyses to determine the relationships between the variables.

CO3: Demonstrate and understand concepts relating to probability and its distribution.

CO4: 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 |
| CO1a            | 2   | 3   | 3   | 3   | 3   |
| CO1b            | 3   | 3   | 2   | 1   | 2   |
| CO2             | 3   | 3   | 2   | 1   | 2   |
| CO3             | 3   | 3   | 2   | 1   | 2   |
| CO4             | 3   | 3   | 3   | 3   | 3   |

**Unit 1: Basic concept of Statistics:** Importance of Statistics, data collection methods: Primary and secondary data, data classification, data tabulation.  
**Presentation of Data:** Bar Diagrams, Histograms, Frequency Polygon, and Frequency Distribution Curves.

**Unit 2: Measures of Central Tendency and Dispersion:** Mean, Median and Mode and their implications, 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. **Probability Theoretical Distribution:** Concept and Application of Binomial, Poisson and Normal Distribution.

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Course curriculum –Post Graduate Degree Programme

Unit 5: **Test of Significance:** Sampling Distribution, Formulation of hypothesis, Application of Z-test, t- test, F-test, Chi-square test, Techniques of association of attributes. Introduction to Business Analytics, Use of spread sheet to analyze data: descriptive and predictive analytics.

**Suggested Readings:**

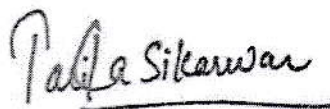
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- Beri, G. C. (2009). *Business Statistics, 2E*. Tata McGraw-Hill Education.
- Black, K. (2019). *Business statistics: for contemporary decision making*. John Wiley & Sons.



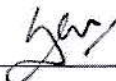
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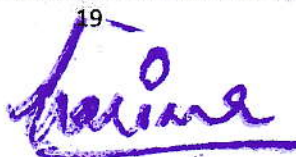




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Course curriculum –Post Graduate Degree Programme

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|-----------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|
| <b>MBA_BA I SEMESTER</b><br><b>INDUSTRY READINESS</b><br><b>PAPER CODE: MBA_BA -107</b> | <b>Max. Marks: 50</b><br><b>Min. Marks: 09</b><br><b>External :25</b><br><b>Internal: 25</b> |
|-----------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|

Credits: 02

**INDUSTRY READINESS**

**Course Objectives:**

The student is able to develop the required skills to get placement through personality development and communication.

**Course Outcomes:**

CO1a: Develop knowledge, skills, and practice human communication that enhance their ability to work collaboratively with others.

CO1b: Students will be able to write and handle office communication in an online and offline mode.

| CO/PO MATRIX    |     |     |     |     |     |
|-----------------|-----|-----|-----|-----|-----|
| Course Outcomes | PO1 | PO2 | PO3 | PO4 | PO5 |
| CO1a            | -   | -   | 3   | 2   | 3   |
| CO1b            | -   | -   | 3   | 1   | 3   |

**Interviews: Online and Off Line**

Coverage for Online Interviews: Modes of Conducting Online Interviews (Interview Via E-Applications Like Zoom, Cisco Webex, Google Meet, Google Duo, Google Hangout etc., Telephonic Interviews ), Pre-Requisites for appearing for online interviews, Key points to remember pre, During and Post Interview, Do's and Don'ts of Online Interviews, Evaluation parameters of Online Interview.

**Coverage for Offline Interviews:** Pre-Requisites for appearing in Offline interviews, Key points to remember pre, During and Post Interview, Do's and Don'ts of physical Interviews, Evaluation parameters of Offline Interviews Interview.

**Areas to be Covered for Both:** Appearance, Content, SWOT of candidate as well as organization, Gestures, Postures, Accent, how to defend your resume, Fitment for the Job role.

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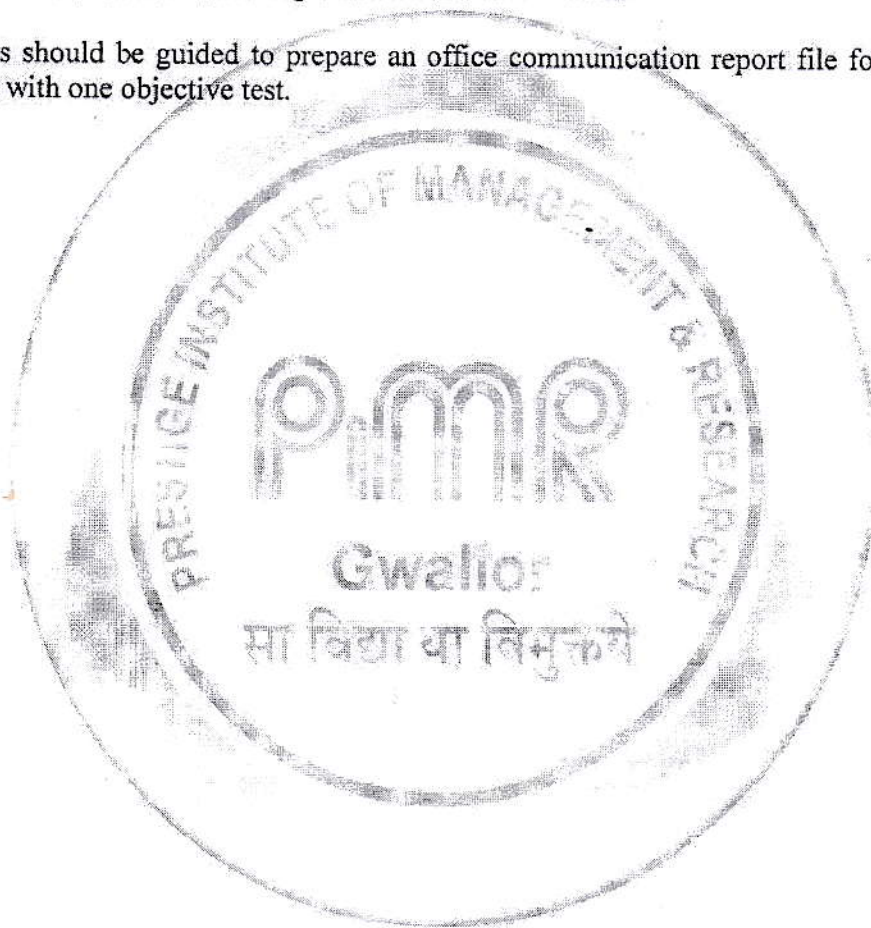
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**Group Discussion: Online and Offline**

**Communication in Organization**

Coverage: Basics of Email Writing to Senior, Colleagues and Junior, Communication via Telephonic call at all level of organization, Selection of words while texting your seniors, Managers, colleagues and Juniors, What need not to be there in your communication via any mode to your Seniors, managers, Colleagues and Juniors, Sample of Professional Email, Text messages, What's App messages, Do's and Dont's while you are communicating at different hierarchical level in your organization, Importance and need of Acknowledgement to communication which you receives at different level in organization, How to greet your seniors, Colleagues and Juniors face to face or via any virtual Mode, Few sample sentences, idioms, Phrases, Salutations for making communication effective

Note: Students should be guided to prepare an office communication report file for the evaluation purpose along with one objective test.



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|------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|
| <b>MBA_BA I SEMESTER</b><br><b>INTRODUCTION TO PYTHON FOR</b><br><b>BUSINESS ANALYTICS</b><br><b>PAPER CODE: MBA_BA -108</b> | <b>Total Marks: 50</b><br><b>Min. Marks: 09</b><br><b>External :25</b><br><b>Internal: 25</b> |
|------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|

Credits: 02

**INTRODUCTION TO PYTHON FOR BUSINESS ANALYTICS (PRACTICAL)**

**Course Objectives:**

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

1. Predict the result of a given piece of Python code.
2. Write Python code to read, write, filter, merge, summarize, and graph a given dataset.
3. Analyze data from a variety of industries and uncover business insights.
4. Communicate effectively the purpose, methodology, and result of an analysis involving Python to a non-technical business audience.

**Course Outcomes:** On completion of this course student will be able to learn

CO1a: Understand the basic concept, rules and logic applied on data for analysis with the help of Python.

CO1b: Demonstrate the knowledge through various practical exercises and report to aid decision making in a business context.

| CO-PO Matrix    |     |     |     |     |     |
|-----------------|-----|-----|-----|-----|-----|
| Course Outcomes | PO1 | PO2 | PO3 | PO4 | PO5 |
| CO1a            | NA  | 1   | 1   | NA  | 2   |
| CO1b            | NA  | 1   | 1   | NA  | 2   |

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## Course curriculum –Post Graduate Degree Programme

### Course

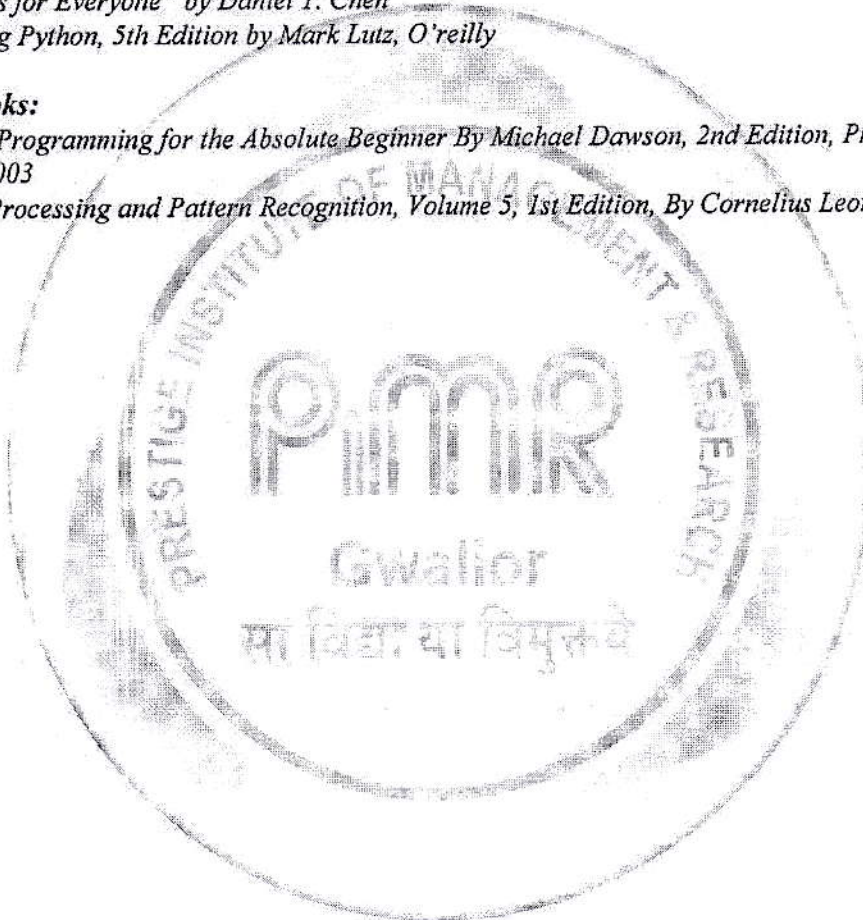
1. Programming Logic: Introduction to Programming, Python Types, Variables, Statements and Conditional Execution, Functions, Iterations
2. Data Structures: Strings and Files, Lists and Dictionaries, Tuples and Set, Pandas DataFrame Basics, Pandas Data Structure, Reading and Writing CSV files
3. Basic Analysis: Introduction to Plotting, Data Assembly, Missing Data
4. Data Munging: Tidy Data and Data Types, Text Data, Pandas Apply and Groupby Operations
5. Case studies

### Text Books:

- "Python for Everybody" by Charles R. Severance
- "Pandas for Everyone" by Daniel Y. Chen
- Learning Python, 5th Edition by Mark Lutz, O'reilly

### Reference Books:

- Python Programming for the Absolute Beginner By Michael Dawson, 2nd Edition, Premier Press, 2003
- Image Processing and Pattern Recognition, Volume 5, 1st Edition, By Cornelius Leondes, Academic Press



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Course curriculum –Post Graduate Degree Programme

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|-----------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|
| <b>MBA_BA I SEMESTER</b><br><b>COMPREHENSIVE VIVA</b><br><b>PAPER CODE: MBA_BA -109</b> | <b>Max. Marks: 100</b><br><b>Min. Marks: 35</b><br><b>External : 50</b><br><b>Internal: 50</b> |
|-----------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|

Credits: 02

**COMPREHENSIVE VIVA**

The students will be evaluated against their learning and course understanding of MBA BA 1<sup>st</sup> semester courses. An external viva voce will be conducted at the end of the semester through the internal examiner appointed by the examination department.

**Course Outcomes:** CO1: The students are able to conceptualise and demonstrate the understanding of the subjects of MBA BA program in first semester.

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

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