



Shri Shankaracharya Technical Campus,

Shri Shankaracharya Group of Institutions

Faculty of Management Studies

An Autonomous Institute affiliated to Chattisgarh Swami Vivekanand Technical University, Bhilai)

SCHEME OF EXAMINATION AND SYLLABUS

Master of Business Administration **Semester - I**

S. No.	Board of Study	Subject Code	Subject	Periods per week			Scheme of Exam			Total Marks	Credit L+(T+P)/2
				L	T	P	Theory/Practical				
							ESE	CT	TA		
1.	Management	MG251101	Principles of Management and Ethics	2	1	-	80	10	10	100	3
2.	Management	MG251102	Quantitative Techniques in Management	2	1	-	80	10	10	100	3
3.	Management	MG251103	Organizational Behaviour	2	1	-	80	10	10	100	3
4.	Management	MG251104	Managerial Economics	2	1	-	80	10	10	100	3
5.	Management	MG251105	Managerial Communication	2	1	-	80	10	10	100	3
6.	Management	MG251106	Financial Accounting	2	1	-	80	10	10	100	3
7.	Management	MG251107	Business Law	2	1	-	80	10	10	100	3
8.	Management	MG251108	Environment Sustainability & CSR	2	1	-	80	10	10	100	3
9.	Management	MG251191	Computer Basics (Lab)	-	-	2	60	-	40	100	1
10.	Management	MG251192	Excel for Managers (Lab)	-	-	2	60	-	20	80	1
11.	Management	MG251192	Employment Communication Lab	-	-	2	-	-	20	20	1
Total				16	8	6	760	80	160	1000	27

L-Lecture
CT- Class Test

T- Tutorial
TA- Teachers Assessment

P-Practical
ESE- End Semester Exam

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MG251101	Principles of Management and Ethics	L = 2	T = 1	P = 0	Credits = 3
Evaluation Scheme	ESE	CT	TA	Total	ESE Duration
	80	10	10	100	3 Hours

+ Course Objectives	Course Outcomes
<ol style="list-style-type: none"> The objective of this paper is to familiarize the student with basic management concepts, principles and practices. To solve the organizational problems & develop optimal managerial decisions. To acquire the requisite knowledge & skills to successfully manage the organization. To equip the students with the concept of business ethics and values. To acquaint the students with the principles of corporate governance. 	<p>On successful completion of the course, the student will be able to:</p> <p>CO1:-Understand and apply management concepts and functions</p> <p>CO2:-Analyze the role of planning and organizing in business organization.</p> <p>CO3:-Develop knowledge of staffing, directing, motivation and controlling in changing business scenario.</p> <p>CO4:-Comprehend the relationship between ethics and business.</p> <p>CO5:-Examine the elements of good corporate governance.</p>

Course Contents:

UNIT-I Fundamentals of Management

CO1

Management: Concept, Nature, Scope, Importance. Principles and Functions of Management. An Overview of Management Thought: Scientific Management, Administrative, Human-Relations, Decision-Science, Systems and Contingency Movement; Basics of Business Environment. [8HRS]

UNIT – II Planning and Organizing

CO2

Planning: Concepts, Steps in Planning Process; Forecasting, Decision Making and Strategy formulation. Organizing: Principles, Types and Organizational Structure. Centralization; Decentralization; Delegation of Authority; Span of Control. [7HRS]

UNIT – III Staffing and Controlling

CO3

Staffing; Directing; Motivation- Theories & Types. Controlling: Concepts, Process and Techniques; Modern Approaches in Management. [7HRS]

UNIT – IV Business Ethics

CO4

Ethics: Meaning, Definition, Concept, Nature and Principles. Ethical theories, Relevance of ethics and values in business. Values of Indian managers, Unethical issues in the functional aspects of management. [7HRS]

UNIT – V Corporate Governance

CO5

Concept, importance, principle, evolution & elements, regulatory, framework of corporate governance in India. [7HRS]

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Text Books:

S. No.	Title	Authors	Edition	Publisher
1)	The Practice of Management	Peter F. Drucker	Re issue Edition, 2006	Allied Publishers
2)	Business Ethics and Corporate Governance	B. N. Ghosh	1 st Edition, 2012	McGraw Hill Education Pvt. Ltd.

Reference Books:

S. No.	Title	Authors	Edition	Publisher
1)	Principles of Management	Koontz, Weihrich., Aryasri	2 nd Edition 2015	McGraw Hill, New York
2)	Principles of Management	P C Tripathy P N Reddy	6 th Edition 2017	McGraw Hill
3)	Principles of Management	T. Ramaswamy	8 th Revised Edition 2014	Himalaya Publishing House
4)	Management	Stoner and Freeman	6 th Edition 2018	Prentice Hall, New Delhi
5)	Business Ethics - Concepts and Cases	M. G. Velasquez	7th Edition, 2016	Prentice Hall India Limited
6)	Business Ethics – Text and Cases	C.S.V Murthy	3rd Edition, 2016	Himalaya Publishing House

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Master of Business Administration **Semester - I**

MG251102	QUANTITATIVE TECHNIQUES IN MANAGEMENT	L = 2	T = 1	P = 0	Credits = 3
Evaluation Scheme	ESE	CT	TA	Total	ESE Duration
	80	10	10	100	3 Hours

Course Objectives	Course Outcomes
<ol style="list-style-type: none"> To make the students familiarize with the quantitative concept used in business. To understand the quantitative aspects of research and its use in modeling and forecasting. To make the students familiarize with the quantitative concept used in managerial decision making process at the time of campus drive. 	<p>On successful completion of the course, the student will be able to:</p> <p>CO1:-Understand and demonstrate the concept of business mathematics and its application.</p> <p>CO2:-Determine the value of measure of central tendency and identify the relationship among symmetrical and skewed distribution.</p> <p>CO3:-Apply concepts of probability relating to theoretical distribution within business context.</p> <p>CO4:-Analyze and select various tools to solve social research problems.</p> <p>CO5:-Adapt forecasting tools to improve decision making ability.</p>

Course Contents:

UNIT-I Mathematical basis of Managerial Decision

Overview of Mathematical basis of Managerial Decision; A.P. and G.P. -nth term, sum of nth terms and mean; Matrices- Meaning, Types, Inverse; Determinants -Cramer's Method. Basics of Profit and Loss. Percentage.

CO1

[7 HRS]

UNIT-II Descriptive Statistics

Meaning, Scope, importance and limitations of Statistics. Measures of central Tendency: Mean Median and Mode, Measures of Dispersion- Quartile Deviation, Mean deviation, Standard Deviation, Measures of Symmetry – Skewness and Kurtosis.

CO2

[7HRS]

UNIT-III Probability Theory

Probability: Objective and Subjective, Conditional Probability, Baye's Theorem and Inverse Probability; Probability Distributions: Binomial, Poisson and Normal. Ratio and proportion

CO3

[7 HRS]

UNIT- IV Testing of Hypothesis

Sampling: Concept, Hypothesis Testing-Type I and Type II errors; z-test-One tailed and two tailed test, mean and proportion; Student's t-test-One tailed and two-tailed, paired and unpaired test.

CO4

[8HRS]

UNIT-V Correlation, Regression and Time Series Analysis

Simple correlation- Karl Pearsons and Spearman's; Simple Linear Regression, Multiple Regression Analysis. Time Series Analysis-FreeHand Method, Semi average method and Moving Average Method.

CO5

[7HRS]

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Text Book:

S. No.	Title	Authors	Edition	Publisher
1)	Statistics for Management	Richard I. Levin and David S. Rubin	7 th Edition, 1997	Prentice Hall of India, NewDelhi.

Reference Books:

S. No.	Title	Authors	Edition	Publisher
1)	Business Statistics	Gupta, S. P. and Gupta, M. P.	17 th Edition, 2013	Sultan Chand and Sons, New Delhi,
2)	Essentials of Mathematics for Business and Economics	Kapoor, V. K.	5 th Edition, 2004	Sultan Chand and Sons, New Delhi
3)	Statistics for Management	T N Shrivastava and Shailaja Rego	2nd Edition, 2015	McGraw Hill Education, New Delhi
4)	Fundamentals of statistics	D. N. Elhance	55 th Edition, 2011	Kitab Mahal
5)	Mathematics and Statistics	SuranjanSaha	9 th Edition, 2011	New Central Book Agency (1 January 2011)
6)	Business Statistics	N.D. Vohra	3 rd Edition, 2015	McGraw Hill Education, New Delhi
7)	Quantitative aptitude	Dr. R.S. Aggrawal	Revised Edition, 2020	Sultan Chand and Sons, New Delhi,
8)	Quantitative Techniques for Business Managers	R. K. Bharadwaj, Anuradha R. Chetiya, Kakali Majumdar	2019	HPI

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Master of Business Administration **Semester - I**

MG251103	ORGANIZATIONAL BEHAVIOUR	L = 2	T = 1	P = 0	Credits = 3
Evaluation Scheme	ESE	CT	TA	Total	ESE Duration
	80	10	10	100	3 Hours

Course Objectives	Course Outcomes
<ol style="list-style-type: none"> The objective of this course is to integrate the study of management principles and practices with the study of human behavior within organizations. To prepare students for superior leadership roles in present organization. Use various aspects of psychology, sociology, anthropology that result in organizational effectiveness, efficiency and human resource management & development. Students will understand themselves and other people at work and will be able to learn how to create effective work groups to be successful in life. 	<p>On successful completion of the course, the student will be able to:</p> <p>CO1:- Illustrate development of organizational behavior and explain the micro and macro approaches.</p> <p>CO2:- Analyze and compare different models used to explain individual behavior.</p> <p>CO3:- Apply behavioral concepts, models and theories to real life management situations.</p> <p>CO4:- Explain group dynamics and demonstrate skills required for working in groups (teambuilding).</p> <p>CO5:- Evaluate the processes used in developing communication and manage stress.</p>

Course Contents:

UNIT – I Introduction to Human and Organizational Behavior: Dynamics of People and Organization, Concept of Organizational Effectiveness and its determinants, comprehensive Organizational Behaviour Model, Challenges and Opportunities for Organizational Behaviour	CO1 [7HRS]
UNIT – II Individual Dynamics - I: Biographical Characteristics, Sensation and Perception, Theory and Application of Learning, Managing Emotions, Emotional Intelligence	CO2 [8 HRS]
UNIT – III Individual Dynamics - II: Values, Attitude and its components, Theory and Application of Personality, Leadership Theories	CO3 [7HRS]
UNIT – IV Managing Groups and Teams: Defining, classifying and joining groups, Stages of Group Development, Inter-Intra group processes and behavior, Work Teams and its types	CO4 [6 HRS]
UNIT – V Transactional Analysis: Transactional Analysis – Concept, types and methods, Stress Management – Stress, forms, sources, consequences and Management	CO5 [7HRS]

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Text Books:

S. No.	Title	Authors	Edition	Publisher
1)	Management and Organizational Behaviour	P. Subba Rao	3 rd Edition, 2015	Himalaya Publishing House
2)	Organizational Behaviour	Stephen P. Robbins	6 th Edition, 2018	Pearson

Reference Books:

S. No.	Title	Authors	Edition	Publisher
1)	Organizational Behaviour	Luthans Fred	18 th Edition, 2010	TMH, New Delhi
2)	Organizational Behaviour	Pareek Udai	3 rd Edition, 2011	Oxford, IBH
3)	Organizational Behavior	Nelson, Quick, Khandelwal	6 th Edition, 2008	Cengage Learning
4)	Behavioral Science	L.M. Prasad,	2 nd Edition, 1994	Sultan Chand & Sons
5)	Human Behaviour at Work	Davis Keith	3 rd Edition, 1967	McGraw-Hill
6)	Organizational Behaviour	Khanka S. S	7 th Edition, 2006	S. Chand & Company Ltd.

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Master of Business Administration **Semester - I**

MG251104	MANAGERIAL ECONOMICS	L = 2	T = 1	P = 0	Credits = 3
Evaluation Scheme	ESE	CT	TA	Total	ESE Duration
	80	10	10	100	3 Hours

Course Objectives	Course Outcomes
<p>1. To familiarize the prospective managers with concepts and techniques used in micro-economic theory and to enable them to apply this knowledge in business decision making.</p> <p>2. It aims to equip the students with standard concepts and tools that help them to tackle business problems and applications that they would find useful in their disciplines.</p>	<p>On successful completion of the course, the student will be able to:</p> <p>CO1:- Explain the key terms in micro-economics, from a managerial perspective.</p> <p>CO2:- Enabling the importance of Demand and Supply and equilibrium.</p> <p>CO3:- Illustrating Production and Cost function in managerial economics.</p> <p>CO4:- Analyzing perfect and imperfect market conditions to enhancing market knowledge.</p> <p>CO5:- Develop an understanding on trade cycle and measure of national income.</p>

Course Contents:

UNIT – I Basic Concepts of Business Economics:

CO1

Introduction to Managerial Economics: Nature and Scope of Managerial Economics, Basic Concepts in Managerial Economics, Nature and Concept of Profit and Theories of Profit. **[7HRS]**

UNIT –II Demand & Supply

CO2

Introduction to demand Law & Nature of Demand, Demand Determinants, Demand Forecasting, Demand Function, Elasticity of Demand, Supply, Law of Supply, Nature of Supply and Equilibrium. **[7HRS]**

UNIT –III Cost and Production Analysis:

CO3

Introduction to Cost – Cost function – types of costs, short and Long run costs function. Production analysis: Production function Returns to scale, Input-Output Analysis. **[7 HRS]**

UNIT – IV Markets:

CO4

Price-output decisions under different market conditions: Perfect and Imperfect market. Market structure: Monopoly, Oligopoly and Duopoly, Monopolistic Competition, Non-Price Competition, Price Discrimination, Product Differentiation. **[7 HRS]**

UNIT – V Macro Economics:

CO5

Trade cycle, National Income -Concepts-GNP, GDP, NNP, Measurement of National Income, Inflation, Foreign exchange market, Balance of payments. **[8 HRS]**

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Text Book:

S.No.	Title	Authors	Edition	Publisher
1)	Economics (Indian Adaptation)	Samuelson & Nordhus	19 th Edition, 2018	Tata McGraw-Hill

Reference Books:

S. No.	Title	Authors	Edition	Publisher
1)	Managerial Economics	D. N. Dwivedi	8 th Edition, 2018	Vikas Publication, New Delhi
2)	Economics	Colander	10 th Edition, 2019	Tata McGraw-Hill
3)	Managerial Economics	Petersen, Lewis and Jain	4 th Edition, 2005	Pearson Education
4)	Managerial Economics	Suma Damodaran	2 nd Edition, 2010	Oxford University Press
5)	Managerial Economics Analysis, Problems and Cases	P L Mehta	4th Edition, 2016	Sultan Chand and Sons
6)	Managerial Economics: Theory and Applications	D.M.Mithani	Reprint 2013	Himalaya Publishing House

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Master of Business Administration **Semester - I**

MG251105	MANAGERIAL COMMUNICATION	L = 2	T = 1	P = 0	Credits = 3
Evaluation Scheme	ESE	CT	TA	Total	ESE Duration
	80	10	10	100	3 Hours

Course Objectives	Course Outcomes
<ol style="list-style-type: none"> To acquaint the students with basic fundamentals of managerial communication. To equip the knowledge of students in business correspondence. To foster the knowledge of students in Business Presentation, case analysis and negotiation skills 	<p>On successful completion of the course ,the student will be able to:</p> <p>CO1:-Acquire the basic knowledge of Managerial Communication.</p> <p>CO2:-Develop practical knowledge in Written Communication.</p> <p>CO3:- Learn to prepare and deliver presentations.</p> <p>CO4:- Acquire deep knowledge of organizational meetings, conferences, Team briefing and Interviews.</p> <p>CO5:- Develop a strong foresight with regards to Corporate Communication.</p>

Course Contents:

UNIT – I Business communication:

Meaning, Definitions, Nature, Importance, Process, Channels, Media, Networks, Barriers.

CO1

[7HRS]

UNIT – II Oral and Written Communication:

Oral Communication: Principles, Merits and Demerits, conversation control, verbal and Non – verbal communication. Written communication: Principles, Merits and Demerits, writing process for business communication: Pre-writing, Writing, Revising, Specific writing features, coherence, and electronic writing process. Technical report writing.

C02

[7HRS]

UNIT – III Presentation and Negotiation Skills

Presentation skills: Meaning, elements, designing a presentation. Advanced visual support for business presentation Negotiations skills: Nature, need, factors, stages, process, and strategies.

CO3

[7HRS]

UNIT – IV Listening Skills

Importance, process, barriers, difference between Hearing & Listening, Strategies to improve listening efficiency.

CO4

[8HRS]

UNIT – V Employment Communication

Cross Cultural Communication, writing CVs, Group discussions, Interview skills, Impact of Technological Advancement on Business Communication, Intranet, Internet, e mails, SMS, teleconferencing, video conferencing.

CO5

[7HRS]

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Text Book:

S. No.	Title	Authors	Edition	Publisher
1)	Business Communication	Meenakshi Raman Prakash Singh	Second edition, 2012	Paperback

Reference Books:

S. No.	Title	Authors	Edition	Publisher
1)	Contemporary Business Communication, Fifth Edition, New Delhi: Biztantra	Ober Scot	Fifth Edition, 2004	New Delhi: Biztantra
2)	Business Communication	Hudson, R.H	Fifth edition, 2006	Jaico, Publishing House
3)	Business Communication	Bovee Courtland, L.et.al	Seventh Edition 2003	Delhi: Pearson Education.
4)	Business Communication	Lesikar and Flatley	Tenth Edition, 2005	New Delhi: Tata McGraw Hill.
5)	Effective Technical Communication	M Ashraf Rizvi	Second edition, 2019	McGraw Hill Education (India) Private Limited, Chennai
6)	Case Studies in Management: A Practical Approach to Management Problems	Akhilesh Chandra Pandey	Second edition, 2015	I K International Publishing House Pvt. limited
7)	Communication Skills	Leena Sen	First edition, 2005	Prentice Hall of India private limited, New Delhi

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Master of Business Administration **Semester - I**

MG251106	FINANCIAL ACCOUNTING	L = 2	T = 1	P = 0	Credits = 3
Evaluation Scheme	ESE	CT	TA	Total	ESE Duration
	80	10	10	100	3 Hours

Course Objectives	Course Outcomes
1. To develop an insight of the basic concepts of financial accounting. 2. To know various tools and techniques of financial accounting that would facilitate decision making. 3. To develop analytical abilities to interpret the financial statement.	On successful completion of the course, the student will be able to: CO1:- Comprehend the financial accounting concepts and gaining familiarity with the terminologies CO2:- Pass the Journal Entries, post them in Ledger and draft the Trial Balance. CO3:- Construct the financial statements for decision making. CO4:- Evaluate proposal and determine relationship between items of financial statement. CO5:- Adapt the financial accounting techniques to facilitate business decisions.

Course Contents:

UNIT –I Basics of Financial Accounting:

Introduction, Definition, Accounting Cycle, Users of Accounting Information, Important Terminologies, Concepts and Conventions, Introduction to GST. **CO1 [7 HRS]**

UNIT–II Preparation of Journal, Ledger & Trial Balance:

Introduction to Double Entry System, types of account, Preparation of Journal Entries with GST, Ledger and Trial Balance **CO2 [7 HRS]**

UNIT–III Preparation of Financial Statements:

Profit and Loss Account and Balance Sheet as per schedule III of Companies Act 2013 with adjustments of Closing Stock, Debtors and Representative Accounts only. **CO3 [7 HRS]**

UNIT–IV Changes in Financial Statements:

Changes in Financial Position, Cash Flow Statement, Uses of the statement of changes in financial position. **CO4 [7HRS]**

UNIT–V Analysis of Financial Statement:

Trend Analysis, Ratio Analysis: Liquidity, Leverage, Activity Ratios, And Profitability Ratios. Utility and Limitations of Ratio Analysis, Cautions in using Ratio Analysis. **CO5 [7HRS]**

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Text Book:

S. No.	Title	Authors	Edition	Publisher
1)	Financial Accounting	P. C. Tulsian	1 st Edition 2002	Pearson
2)	Financial Management	I M Pandey	11 th Edition, 2017	Vikas Publication

Reference Books:

S. No.	Title	Authors	Edition	Publisher
1)	Financial & Managerial Accounting	Jane R Williams, Haka & Bettner	16 th Edition 2011	McGraw Hill
2)	Accounting Text and Cases	Robert N Anthony, Hawkins David F, Kenneth A Merchant.	13 th Edition 2017	McGraw Hill
3)	Accounting for Management: Text & Cases	Bhattacharya S.K and Dearden J	3 rd Edition 2019	Vikas Publication

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MG251107	Business Law	L= 2	T = 1	P = 0	Credits= 3
Evaluation Scheme	ESE	CT	TA	Total	ESE Duration
	80	10	10	100	3 Hours

Course Objectives	Course Outcomes
<p>The objective of this course is to assist the students in understanding basic laws affecting the operations of a business enterprise. Basic and broad knowledge in business laws in management. Ability to apply concepts, principles and theories to understand simple business laws. Global Perspective: Awareness of the different business laws. Awareness of the global business laws and its impacts on businesses. A student is supposed to understand the basic business implications of these laws.</p>	<p>On successful completion of the course, the student Will be able to:</p> <p>CO1:-Students are able to understand the basic element and fundamental of legal business.</p> <p>CO2:-Students are able to understand the concept of innovation and legalization of patents. Importance of consumer protection act in current scenario.</p> <p>CO3:-Students are able to understand the concept legal aspect and process of partnership</p> <p>CO4:-Students are able to understand the concept of company and process of formation of company.</p> <p>CO5:-Students are able to understand the different negotiation instruments in current market so that</p>
<p>UNIT– I: Basics of Contract Act 1972</p> <p>Indian Contract Act, 1972: Nature of Contract, Offer and Acceptance, Consideration, Capacity to Contract, Free Consent, Performance of Contract, Discharge of Contract, Remedies for Breach of Contract, Special Contract: Indemnity and Guarantee. Sale of Goods Act 1930: Formation of Contract of Sale: Contract of Sale of Goods, Sale and Agreement to Sell Distinction, Sale and Hire- purchase, Agreement, Subject matter of Contract of Sale: Effect of Destruction of Goods, Document of Title of Goods</p>	CO1
<p>UNIT– II : Patents and Consumer Protection Act</p> <p>Patent Law: Application for patents, Procedure for grant of Patents, Working of Patents, Compulsory licenses and Revocation, Renewal of Lapsed Patents. Law relating to Consumer Protection: Consumer and Consumer Dispute- Consumer Protection Court- Consumer Dispute Redressal Agencies.</p>	CO2
<p>UNIT– III : Partnership Act 1932</p> <p>The Partnership Act 1932 and 2013: Definition, Partnership Distinguished from other Relationship, Formation of Partnership, Duration of Partnership. Registration of Firm, Procedure of Registration of Firm, effects of non- registration.</p>	CO3
<p>UNIT– IV : Companies Act 2013</p> <p>The Companies Act 2013: Definition of Company, Nature of Company, Kinds of Company, Formation and Incorporation of Company. Memorandum of Association, Articles of Association, Prospectus, Membership in a Company.</p>	CO4
<p>UNIT– V : Negotiable Instruments and IT Act 2000</p> <p>The Negotiable Instruments Act, 1881. Law of Information Technology Act, 2000. Digital Signature, Electronic Governance, Electronic Records and Cyber Laws.</p>	CO5

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Text Books:

S. No	Title	Authors	Edition	Publisher
1	Principles of Mercantile Law	Awatar Singh	3 rd	Eastern Book Company 2006
2	Business Environment	Shaikh Saleem	4th	Pearson, 2006.
3	Mercantile Law	N. D. Kapoor	7th	Sultan Chand and Sons, New Delhi, 1992.
4	Industrial Relations and Labour Laws	P.C. Tripathi	8 th	Sultan Chand and Sons, Delhi, 2015.
5	Company Law	A.K. Majumdar, G.K. Kapoor	10 th	Taxmann's, New Delhi, 2016.
6	Manual of Mercantile Law	M.C. Shukla	9th	Sultan Chand, New Delhi, 2015.
7	Business Laws	S.S. Gulshan, K.K. Kapoor	8 th	New Age International, New Delhi, 2017.
8	Business Law for Management	K.R. Bulchandani	2019	HPI

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SCHEME OF EXAMINATION AND SYLLABUS

Master of Business Administration **Semester - I**

MG251108	Environment Sustainability & CSR	L = 2	T = 1	P = 0	Credits = 3
Evaluation Scheme	ESE	CT	TA	Total	ESE Duration
	80	10	10	100	3 Hours

Course Objectives	Course Outcomes
<ol style="list-style-type: none"> To facilitate the students to understand the fundamental concept of Environment, Ecosystem and Biodiversity. To acquaint students with environmental pollution and social issues. To enable the students to understand the concept of CSR and Sustainable development. To enable the students to understand the moral obligations of businesses to make it sustainable. To understand the relevance and importance of CSR in Indian context. 	<p>On successful completion of the course, the student will be able to:</p> <p>CO1:-Develop a basic knowledge on environment.</p> <p>CO2:-Gain knowledge on Ecosystem and Biodiversity.</p> <p>CO3:- Synthesize knowledge on Environmental pollution and social issues.</p> <p>CO4:-Understand basic concept of sustainable development.</p> <p>CO5:-Understand the relevance and importance of CSR.</p>

Course Contents:

UNIT – I Environment as the basis of life:

Meaning, components, structure, functioning, Renewable and Non-renewable sources of energy, Environmental movements in India

CO1

[7HRS]

UNIT – II Eco system and Biodiversity:

Ecosystem: Concept, structure and function.

Biodiversity: Introduction, Classification, Biodiversity at global, national and local levels, Threats, Endangered and Endemic species of India, Conservation of biodiversity.

[7HRS]

CO2

UNIT – III Environmental pollution and social issues:

Environmental pollution: Cause, effects and control measures of Air, water, soil, noise and thermal pollution Social Issues: Water conservation, Rainwater harvesting, Watershed Management, Environment Protection Act.

[7HRS]

CO3

UNIT – IV Sustainable Development:

Definitions, History and Emergence, Greenhouse gases, Desertification, Social Insecurity, Industrialization, Globalization, Role of developed countries in sustainable development of developing countries, Waste Management.

[7HRS]

CO4

UNIT – V Corporate Social Responsibility:

Concept, Scope, Importance, Evolution, Corporate Philanthropy, Carroll's model, CSR and Consumer Protection, Environmental Audit.

[8HRS]

CO5

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Master of Business Administration **Semester - I**

Text Books:

S.No.	Title	Authors	Edition	Publisher
1)	Environment and Sustainability	Sundar. I	1 st edition, 2006	APH publishing coporation
2)	Corporate Social Responsibility	V. Baxi and Ajit Prasad	1st edition, 2005	Excel Books.
3)	Corporate Social Responsibility in India	Sanjay K. Agarwal	2008	Sage Publications India Pvt.Ltd.

Reference Books:

S.No.	Title	Authors	Edition	Publisher
1)	Environmental Management	Ajith Sankar	1st Edition, 2015	Oxford UniversityP ress
2)	Environmental Management: Text and Cases	Bala Krishnamoorthy	3 rd revised Edition, 2017	PHI Learning
3)	Business Ethics and Corporate Governance	B. N. Ghosh	5 th Reprint 2015	Tata Macgraw Hill

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Master of Business Administration **Semester - I**

MG251191	Computer Basics (Lab)	L = 2	T = 1	P = 0	Credits = 3
Evaluation Scheme	ESE	CT	TA	Total	ESE Duration
	60	00	20	80	-

Course Objectives	Course Outcomes
1. To familiarize the prospective Managers with software tools required in office management. 2. To equip the students for advance application in MS Office tools.	On successful completion of the course, the student will be able to: CO1:- Understand the basics of M.S. Word concepts CO2:- Comprehend the Advance features of M.S. Word. CO3:- Apply basics of office management tools like M.S. Power point. CO4:- Explore advance media and animation features of MS Power Point. CO5:- Apply internet domain knowledge and understand Search Engine and Social Media Browsing concept.
Course Contents	
UNIT- I M.S Word Basics: Creating, editing, saving and printing text documents, Font and paragraph formatting, Simple character formatting page layout, background and borders, headers and footers.	CO1 [2HRS]
UNIT – II Advance Features in M.S. Word: Inserting tables, smart art, page breaks, lists and styles, working with images, Insert and edit tables, Insert clip art and pictures to Documents, Spelling and Grammar check, Mail Merge.	CO2 [2HRS]
UNIT – III M.S. Power Point Basics: Opening, viewing, creating, and printing slides, auto layouts, Slide transitions, Copying and moving objects. Formatting including the format Painter. Fonts and effects. Inserting new slides. Slide layout. Selecting multiple Objects. Grouping objects.	CO3 [3HRS]
UNIT–IV Advance Features in M.S. PowerPoint: Adding custom animation, graphically representing data: Charts & Graphs.	CO4 [2HRS]
UNIT – V Internet Browsing Concept of Internet, Browser and Search Engine, inserting hyperlinks, tables, list. Social Media Browsing, Application of Internet in Business: E-Commerce (for example e-ticketing, e-billing, e-payments etc.).	CO5 [3HRS]

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Text Books:

S. No.	Title	Authors	Edition	Publisher
1)	Foundations of Business Systems	David, Van Over	1992	Forth Worth, Dryden

Reference Books:

S. No.	Title	Authors	Edition	Publisher
1)	On-Line Business Computer Applications	Eliason, A. L	First Edition	Chicago, Science Research Association.
2)	Automating Mangers: the implications of Information Technology for Managers	John, Moss Jones	1995	London Printer
3)	M. Computers Concepts and Uses	Summer	2nd ed. Englewood Cliffs	PHI publication
4)	Connecting to the Internet	Estrada, Susan	Sebastopol, 1993	CA O'Reilly

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Master of Business Administration **Semester - I**

MG251192	Excel for Managers (Lab)	L = 0	T = 0	P = 2	Credits = 1
Evaluation Scheme	ESE	CT	TA	Total	ESE Duration
	60	00	20	80	-

Course Objectives	Course Outcomes
1. To conceptualize the basic spread sheet software programming. 2. To make student compatible to apply advance spreadsheet application in office.	On successful completion of the course, the student will be able to: CO1:- Understand the Microsoft Excel Environment. CO2:- Comprehend the concept of Cell Reference in spreadsheet and worksheet operation. CO3:- Explore Excel spreadsheet advance functions and formulas concept. CO4:- Comprehend Pivot Table and advance formatting function in Microsoft Excel. CO5:- To apply solver and what if analysis to solve managerial problems.

Course Contents	
UNIT-I	CO1
Examine spreadsheet concepts and explore the Microsoft Office Excel Environment. Create, open and view a workbook, Save and print workbooks Enter and edit data.	[2HRS]
UNIT- II	CO2
Work with cell references, learn to use functions and formulas, Create and edit charts and graphics, Using Ranges, Columns & Rows, Work sheet Tools and Layout.	[3HRS]
UNIT- III	CO3
3D Formulas, Named Ranges, Conditional Formatting, Paste Special. Sharing Work books, Auditing Worksheets.	[3HRS]
UNIT- IV	CO4
Pivot tables, Sorting Data, Filtering Data, The H lookup and Lookup Functions.	[2HRS]
UNIT- V	CO5
Security Features, Making Macros, What If Analysis, Solver.	[3HRS]

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Text Books

S.No.	Title	Authors	Edition	Publisher
1)	Microsoft Excel 2019 Bible	Mikel Alexendar	2018	Wiley

Reference Books

S. No.	Title	Authors	Edition	Publisher
1)	On-Line Business Computer Applications	Eliason, A. L.	First Edition	Chicago, Science Research Association.
2)	Automating Managers: the Implications of Information Technology for Managers	John, Moss Jones	1995	London Printer
3)	M. Computers Concepts and Uses	Summer	2nd ed. Englewood Cliffs	PHI publication
4)	Connecting to the Internet	Estrada, Susan	Sebastopol, 1993	CA O'Reilly

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MG251193	Employment Communication Lab	L = 0	T = 0	P = 2	Credits = 1
Evaluation Scheme	ESE	CT	TA	Total	ESE Duration
	00	00	40	40	-
Course Objectives		Course Outcomes			
1.To comprehend strategies of cracking Group Discussions& writing CVs. 2.To understand the art of conversation– Oral and written. 3. To familiarize the students with gaps for professional effectiveness and ways to overcome them.		On successful completion of the course, the student will be able to: CO1:- Write impressive CVs & grasp the attention of organizations by demonstrating their team working abilities. CO2:- Gain practical tips on handling the most important issues related to professional workplace attire. CO3:- Get a feel of the real work place scenario and reduce the fear factor by following guidelines of proper work place communication decorum.			
Course Contents:					
Employment Process & CV writing :				CO1	
<ul style="list-style-type: none"> • Employment communication introduction • The Cover Letter, CV Writing Lab & Group Discussions (GDs) • Social and business introductions. • Drafting CV & Job application. 				[2 HRS]	
Body Language & Listening Skills :				CO2	
<ul style="list-style-type: none"> • Proper business introductions and making a great first impression. • The importance of proper business attire. • Proper business attire. • Verbal & Non verbal Communications 				[2 HRS]	
Personal Interviews (PIs) & PI Practice Lab:				CO3	
<ul style="list-style-type: none"> • Interviewing for success • Communication at work place • Generally asked questions in interview 				[2HRS]	

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S. No.	Board of Study	Subject Code	Subject	Periods per week			Scheme of Exam			Total Marks	Credit L+(T+P)/2
				L	T	P	Theory/Practical				
							ESE	CT	TA		
1.	Management	MG251201	Management Information System	2	1	-	80	10	10	100	3
2.	Management	MG251202	Business Research Methods	2	1	-	80	10	10	100	3
3.	Management	MG251203	Marketing Management	2	1	-	80	10	10	100	3
4.	Management	MG251204	Financial Management	2	1	-	80	10	10	100	3
5.	Management	MG251205	Human Resource Management	2	1	-	80	10	10	100	3
6.	Management	MG251206	Production and Operations Management	2	1	-	80	10	10	100	3
7.	Management	MG251207	Entrepreneurship Development	2	1	-	80	10	10	100	3
8.	Management	MG251208	Organizational Development	2	1	-	80	10	10	100	3
9.	Management	MG251291	Applied Research (Lab)	-	-	2	60	-	40	100	1
10.	Management	MG251292	Research Report Preparation (Lab)	-	-	2	60	-	20	80	1
11.	Management	MG251293	Knowledge Proficiency	-	-	2	-	-	20	20	1
Total				16	8	6	760	80	160	1000	27

L- Lecture

TA- Teachers Assessment

T- Tutorial

CT- Class Test

P- Practical

ESE- End Semester Exam

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MG251201	MANAGEMENT INFORMATION SYSTEM	L= 2	T = 1	P = 0	Credits= 3
Evaluation Scheme	ESE	CT	TA	Total	ESE Duration
	80	10	10	100	3 Hours

Course Objectives	Course Outcomes
<ol style="list-style-type: none"> To describe the role of information technology and decision support systems in business for managing the digital organization. To define an information system from both technical and business perspective and distinguish between computer literacy and information systems literacy. To illustrate the types of information systems supporting the major functional areas of the business. Explain the security risks associated with management information systems. 	<p>On successful completion of the course, the student will be able to:</p> <p>CO1:- Describe the role of information technology and information systems in business</p> <p>CO2:- Learn the types of information systems supporting the major functional areas of the business.</p> <p>CO3:- Identify & analyze the relationship between information systems and organizations.</p> <p>CO4:- Recommend and apply IT enabled decision support tools.</p> <p>CO5:- Adapt strategic IT use by society, organizations and individuals.</p>

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Course Contents:

UNIT –I Foundation Concepts:

CO1

Information systems in business, Components of Information systems, Using Information technology for strategic Advantage, Achieving Operational Excellence and Customer Intimacy; Brief introduction to Database management Systems (DBMS) and various data models (Relational, Hierarchical, Network

[8HRS]

UNIT –II Commonly Used Enterprise Applications:

CO2

Transaction processing system (TPS), Office automation system (OAS), and Executive support system (ESS), Expert system (ES), Knowledge Management Systems(KMS).

[6HRS]

UNIT –III Business System:

CO3

Characteristics & Functions of MIS, Component of MIS. MIS, Marketing Systems, Manufacturing Systems, Human Resource Systems, Accounting & Financial Management Systems.

[8HRS]

UNIT –IV Enterprise Business Systems:

CO4

Enterprise resource planning, Benefits of ERP, Cause of ERP failures, Customer Relationship Management (CRM) Benefits & Challenges of CRM. Supply Chain Management, Benefits & Challenges of SCM.

[7HRS]

UNIT –V Contemporary Issues in Information Systems.:

CO5

Security Ethical & Societal challenges of IT, Risk Associated with Information Technology, Privacy Issues, Ethical issues -Digital Divide, Intellectual Property, Information Technology & Health Issues. Green Computing.

[7HRS]

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Text Book:

S. No.	Title	Authors	Edition	Publisher
1)	Management Information Systems	Ramesh Bahl James A. O'Brien George M. Marakes	Eleventh 2011	McGraw Hill

Reference Books:

S. No.	Title	Authors	Edition	Publisher
1)	Management Information Systems,	Laudon & Laudon	10th Edition (2007)	Pearson Education
2)	Management Information Systems: Managing Information Technology in the Internet worked Enterprise,	O' Brien, James	5th Edition (2002).	Tata McGraw Hill
3)	Management Information Systems	Nagpal D.P.	2011	S Chand
4)	Information Technology for Management, Transforming Organizations in the Digital Economy	Turban, Mclean, Wetherbe	4th Edition (2004)	Wiley Singapore
5)	Management Information System	Dr. P. Mohan	2018	Himalaya Publication

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MG251202	Business Research Methods	L= 2	T = 1	P = 0	Credits= 3
Evaluation Scheme	ESE	CT	TA	Total	ESE Duration
	80	10	10	100	3 Hours

Course Objective	Course Outcomes
To understand research concepts, to permit a critical analysis of research and evaluation studies with respect to managerial functions; and apply research concepts and principles in the development and use of qualitative and quantitative methodologies to take managerial decisions.	<p>On successful completion of the course, the student will be able to:</p> <p>CO:1 Understand a range of social research methods, techniques and skills for particular research questions in management and business settings;</p> <p>CO:2 Frame research problem, conduct literature review and formulate hypothesis;</p> <p>CO:3 Develop survey design, data analysis and a range of quantitative and qualitative research methods;</p> <p>CO:4 Use statistical tools like Univariate Analysis, Bi-Variate Analysis, Multivariate Analysis, Parametric and Non Parametric Tests etc. With the help of advanced statistical packages like SPSS etc.; and</p> <p>CO:5 Use research methodology in the functional areas of management.</p>

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UNIT– I Introduction to Business Research

CO1

Concept, Types of Research, Characteristics of Good Research; Research Process; Problem Identification, Formulation of Business Research Objectives. Case study on problem identification and objective formulation. **[7 Hrs]**

UNIT– II Research Designs

CO2

Exploratory, Descriptive and Causal Research Designs. Methods of Data Collection: Primary and Secondary data; Projective Techniques and Motivation Research. **[7 Hrs]**

UNIT – III Sampling Design and Questionnaire Design

CO3

Sampling Design: Fundamentals of Sampling Design, Non-probability and Probability Sampling, Sample Size Determination, Reliability and Validity. Questionnaire Design: Techniques and Precautions; Measurement and Scaling Techniques: Types of Data; Rating Scale and Ranking Scales. Data Preparation: Data Tabulation, Data Cleaning, Editing and Coding. **[7 Hrs]**

UNIT – IV Data Analysis Techniques

CO4

Univariate and Bivariate Analysis (Parametric and Non-Parametric test); ANOVA Multivariate Analysis (Discriminant Analysis, Cluster Analysis, Factor Analysis, Multiple Linear Regression). **[7 Hrs]**

UNIT – V Interpretation and Report Writing

CO5

Data Interpretation, Techniques of Interpretation, Steps in Writing Report, Generic layout of a Research Report. Application of Research in the Functional Areas of Management: Marketing, Production, HR and Finance. **[7 Hrs]**

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S. No.	Title	Authors	Edition	Publisher
1)	Business Research Methods	Cooper and Schindler	12 th Edition, 2018	Tata McGraw-Hill
2)	Marketing Research: An Applied Orientation	Naresh K. Malhotra and Satyabhusan Das	7th Edition, 2019	Pearson Education
3)	Business Statistics	S. P. Gupta and Gupta	19th Edition, 2019	Sultan Chand and Sons
4)	Statistics - Theory Methods and Applications	Sancheti S. C. and Kapoor, V. K	7th Edition, 2010	Sultan Chand and Sons
5)	Research Methodology	C.R.Kothari Gaurav Garg	4th Edition, 2019	New Age International Publishers
6)	Business Research Methods	Naval Bajpai	2nd Edition, 2017	Pearson Education
7)	Research Methodology	Priti Rajan Majhi, PrafullKumarKhatua	2018	HPI

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MG251203	MARKETING MANAGEMENT	L = 2	T = 1	P = 0	Credits = 3
Evaluation Scheme	ESE	CT	TA	Total	ESE Duration
	80	10	10	100	3 Hours

Course Objectives	Course Outcomes
<ol style="list-style-type: none">1. To understand the concept of marketing.2. To evaluate marketing environmental factors, market measurement and STP and to have an elementary knowledge of consumer buying behavior.3. To understand the product policy and pricing strategies available for marketing strategic decision.4. To provide information about tools available for marketing communications and marketing channels decision.5. To study the marketing organizational structure and emerging issues in marketing.	<p>On successful completion of the course, the student will be able to:</p> <p>CO1:- Understand the fundamental concepts of marketing.</p> <p>CO2:- Explain the inputs and components of a marketing strategy.</p> <p>CO3:- Explore the information about product management and pricing strategies.</p> <p>CO4:- Demonstrate marketing communication tools and marketing channel decisions.</p> <p>CO5:- Develop creative solutions for modern marketing problem.</p>

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Course Contents:

UNIT – I Introduction to Marketing:	CO1
Meaning, Nature, Scope, Philosophies, Marketing management process, Marketing Mix.	[7HRS]
UNIT – II Market Strategy:	CO2
Understanding marketing environment; Consumer and Industrial buyer behavior; Market segmentation, targeting and positioning.	[7HRS]
UNIT – III Product Planning and Pricing:	CO3
Product Planning: Concept, Types, Major Product decisions, Brand Management, Product life cycle, New product development process;	
Pricing: Decisions, Determinants, Process, Policies and Strategies.	[8 HRS]
UNIT – IV Promotion and Distribution decisions:	CO4
Promotion decisions: Communication process; Tools: Advertising, Sales Promotion, Personal Selling, Public Relation and Direct Marketing.	
Distribution channel decisions: Types and functions of intermediaries, Logistics decisions: Inventory management, warehousing, transportation and insurance	[7HRS]
UNIT – V Marketing Organizational Structure and Emerging Issues	CO5
Marketing Organization and Control.	
Emerging trends and issues in marketing: Consumerism, Social marketing, Online marketing, Digital marketing, Green Marketing.	[7HRS]

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Text Book:

S. No.	Title	Authors	Edition	Publisher
1)	Marketing Management	Philip Kotler, Kelvin Lane Keller, Abraham Koshy	13 th Edition, 2009	Pearson Education India Limited, New Delhi

Reference Books:

S. No.	Title	Authors	Edition	Publisher
1)	Marketing Management	C. N. Sontaki	Indian Edition, 2016	Kalyani Publication
2)	Marketing in 21st Century	Joel R Evans and Berry Berman	11 th Edition, 2009	Wiley Publication
3)	Principles of Marketing	Gary Armstrong	17 th Edition, 2018	Pearson Education
4)	Marketing Management: Indian Context	Ramaswamy, V. K. & Namakumari	2 nd Edition, 1995	McMillan
5)	Marketing Management	T. N. Chhabra	1 st Edition, 2012	New India
6)	Marketing Management: Text & Cases	S. H. H. Kazmi	3 rd Edition, 2008	Excel Books

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MG251204	FINANCIAL MANAGEMENT	L = 2	T = 1	P = 0	Credits = 3
Evaluation Scheme	ESE	CT	TA	Total	ESE Duration
	80	10	10	100	3 Hours

Course Objectives	Course Outcomes
1. The objective of this course is to understand various concepts related to financial management. 2. To study in detail various tools and techniques in the area of finance. 3. To develop the analytical skills that would facilitate financial decision making.	On successful completion of the course, the student will be able to: CO1:- Classify funding sources and demonstrate knowledge of value of money overtime. CO2:- Understand and analyze complexities associated with financing decision. CO3:- Understand the concept of budgeting and evaluate proposals. CO4:- Select and apply techniques in management of working capital. CO5:- Interpret the profit distribution decisions.

Course Contents:

UNIT – I Introduction to Financial Management

Financial Management: Nature and Objectives, Profit maximization v/s Wealth maximization, Finance Function, Time value of money - Discounting and Compounding Techniques, Long term and Short-term sources of Finance, Introduction to Capital Market. **[8HRS]**

CO1

UNIT – II Financing Decision

Cost of Capital: Weighted Average Cost of Capital Capital Structure: Factors, Approaches and Theories Leverage: Operating and Financial Leverage: Impact, Trading on Equity **[7 HRS]**

CO2

UNIT – III Investment Decision

Budget: Concept and Types, Budgetary Control, Capital Budgeting, Zero based Budgeting. **[7HRS]**

CO3

UNIT – IV Working Capital Decision

Management of Working Capital: Concept, Need, Factors and Estimation of Working Capital, Inventory and Receivables Management, Management of Cash **[7 HRS]**

CO4

UNIT – V Dividend Decision

Dividend Policy: Types, Factors Influencing Dividend Policy and Dividend Models. **[7 HRS]**

CO5

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Text Book:

S. No.	Title	Authors	Edition	Publisher
1)	Financial Management	Eugene F Brigham	15 th Edition, 2017	Cengage Learning

Reference Books:

S. No.	Title	Authors	Edition	Publisher
1)	Financial Management	M Y Khan, P K Jain	8 th Edition, 2019	Mc Graw Hill
2)	Financial Decision Making: Concepts, Problems and Cases	John J. Hampton	4 th Edition, 1989	PHI
3)	Financial Management and Policy	V. K. Bhalla	2 nd Edition, 1998	Anmol Publications
4)	Financial Management	Tulsian & Tulsian	5 th Edition 2017	S Chand
6)	Essentials of Financial Management	I M Pandey	11 th Edition 2018	Vikas Publishing House
7)	Financial Management	P. Chandra	9 th Edition, 2015	Mc Graw Hill

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MG251205	HUMAN RESOURCE MANAGEMENT	L = 2	T = 1	P = 0	Credits = 3
Evaluation Scheme	ESE	CT	TA	Total	ESE Duration
	80	10	10	100	3 Hours

Course Objectives	Course Outcomes
<ol style="list-style-type: none"> The objective of this course is to understand the role of HRM in an organization. To examine current issues, trends, practices and processes in HRM. To develop strategies in managing employees. 	<p>On successful completion of the course, the student will be able to:</p> <p>CO1:-Define, explain and illustrate human resource management and its environment. CO2:-Understand different approaches of HRM. CO3:-Utilize knowledge to gain competitive advantage through people. CO4:-Explain the required tools required for managing employees. CO5:-Explore the latest trends in HR domain.</p>
Course Contents:	
UNIT-I The Field of HRM:	CO1
Concepts and Perspective; Evolution and Philosophy; HR in changing environment, Human Resource Policy.	[7 HRS]
UNIT-II Acquisitions of Human Resources:	CO2
Objectives, Human Resource Planning, Preparing Manpower Inventory, Job Analysis: Methods, Job Description, Job Specification, and Job Design.	[7 HRS]
UNIT-III Development of Human Resources:	CO3
Recruitment and Selection (Gender Issues), Placement, Socialization, Induction (Orientation), Manpower Training and Development, Evaluating Employee Performance; Compensation management	[8 HRS]
UNIT-IV Managing Employee:	CO4
Quality of work life; Work life balance; Work Stress & Counseling; Mentoring; Employee Welfare; Employee Empowerment.	[7HRS]
UNIT-V HR Strategies	CO5
Strategic Human Resource Management; HR Audit; New Approaches in HRM.	[7HRS]

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Text Book:

S. No.	Title	Authors	Edition	Publisher
1)	Human Resource Management: Text and Cases,	K. Aswathappa	8 th Edition, 2008	Mc Graw Hill Education India Pvt. Ltd.

Reference Books:

S. No.	Title	Authors	Edition	Publisher
1)	Human Resource Management	Fisher, Schoenfeldt and Shaw	4th Edition, 1999	Houghton Mifflin, Boston
2)	Personnel/ Human Resource Management	Terry Leap & Micheal D. Crino;	1 st Edition, 1990	MacMillan, New York
3)	Human Resource Management	Decenzo, D. A. and Robbins, S. P.	5 th Edition, 1994	John Wiley
4)	Aligning Human Resource Systems	Sinha, D. P.	1 st Edition 1996	Tata McGraw-Hill, New Delhi
5)	Human Resource Management	Gary Dessler & Biju Varkkey	12 th Edition, 2011	Pearson Publication
6)	Human Resource Management (Text & Cases)	S S Khanka	1 st Edition, 2003	S Chand
7)	Personal and Human Resource Management	Dr. P. Subba Rao	2018	HPI
8)	Managing Human Resource Management	Gomez-Mejia, L.R. Balkin, D.B., & Cardy, R. L.	8th Edition, 2013	Pearson Education

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MG251206	PRODUCTION AND OPERATIONS MANAGEMENT	L = 2	T = 1	P = 0	Credits = 3
Evaluation Scheme	ESE	CT	TA	Total	ESE Duration
	80	10	10	100	3 Hours

Course Objectives	Course Outcomes
<ol style="list-style-type: none"> To make the students familiarize with the concept of Production and Operations Management. To develop an understanding of how the Production and Operations Management, have strategic importance and can provide a competitive advantage in the workplace. To Enable Students to recognize the role of technology & strategy in Production and Operations management. 	<p>On successful completion of the course, the student will be able to:</p> <p>CO1:- Interpret basic concepts of production and operation management.</p> <p>CO2:- Classify plant layout and employ economic analysis to select location</p> <p>CO3:- Examine different dimensions of Quality using TQM, ERP and JIT.</p> <p>CO4:- Develop sound understanding of SCM in today's business environment.</p> <p>CO5:- Comprehend and Practice Inventory Management and Methods of Maintenance.</p>
<p>Course Contents:</p> <p>UNIT-I Introduction to Production and Operations Management CO1 Introduction, objectives, functions, meaning, nature and significant scope. Relationship of Production with other functional areas. Types of production intermittent, production, continuous production, and job shop products. [7HRS]</p> <p>UNIT – II Plant Location and Plant Layout CO2 Facility design & Location: Considerations for plant Location, Economic analysis, planning the building, layout objectives, fundamental consideration in layout, Types of Layout. [7HRS]</p> <p>UNIT – III Capacity Planning and TQM CO3 Capacity Planning: Introduction, measurement of capacity, planning Estimate future Capacity needs, factor influencing effective capacity, over and under capacity, TQM, Basics of ERP. Just in Time: Introduction, 7 wastes, Basic elements and benefit of JIT. [7HRS]</p> <p>UNIT – IV Supply Chain Management CO4 Introduction, Definition of Supply Chain Management, Importance and Objectives of SCM, Cycle View of Supply Chain, Key Drivers of Supply Chain Management, Coordination in Supply Chain. Value Stream Mapping. Definition, Process, Symbols and Examples, 7 Steps to Value Stream Mapping [7HRS]</p> <p>UNIT – V Inventory Management and Plant Maintenance CO5 Inventory Management: Inventory overview, Inventory Costs(purchase cost, Inventory Carrying Cost/Stock holding cost/Storage Cost),Procurement Costs/Setup Cost, Inventory control problem Classification of Fixed Order Quantity Inventory Models Maintenance management: Need, objectives, function & types of Maintenance. [7HRS]</p>	

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Text Book:

S. No.	Title	Authors	Edition	Publisher
1)	Industrial Engineering and Production Management	Martand Telsang	2nd Edition, 2002	S. Chand

Reference Books:

S. No.	Title	Authors	Edition	Publisher
1)	Production and Operations Management	R. Panneerselvam	3 rd Edition, 2012	PHI
2)	Production and Operations Management	K.Aswhathapp K.Shridhara Bhat	2018	HPI
3)	Operations Management	Heizer & Render	8th Edition, 2007	Pearson
4)	Supply Chain Management Strategy Planning and Operation	Sunil Chopra & Peter Meindl	5 th Edition, 2013	Pearson
5)	Operations Management	Krajewski & Ritzman	7th Edition, 2006	Pearson
6)	Operations Management for Competitive Advantage	Chase, Jacobs & Aquilano	11th Edition, 2005	TMH

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MG251207	ENTREPRENEURSHIP DEVELOPMENT	L = 2	T = 1	P = 0	Credits = 3
Evaluation Scheme	ESE	CT	TA	Total	ESE Duration
	80	10	10	100	3 Hours

Course Objectives	Course Outcomes
<ol style="list-style-type: none">1. To facilitate the students to understand the fundamental concept and theories of entrepreneurship.2. To generate several ideas for potential business based on important trends.3. To recognize the initiative of Government in promotion of entrepreneurship.	<p>On successful completion of the course, the student will be able to:</p> <p>CO1:-Develop a basic knowledge on entrepreneurship and identify the role of entrepreneur in the economy.</p> <p>CO2:-Gain knowledge on entrepreneurial theories and characteristics.</p> <p>CO3:-Synthesize knowledge on identification of business opportunity and analysis of environment.</p> <p>CO4:-Implement general business concepts, practices and tools to facilitate project success.</p> <p>CO5:-Learn the initiatives of central and state government and understand problems of entrepreneurs.</p>

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Course Contents:

UNIT – I The Entrepreneurial Development Perspective:

CO1

Concept, theories, Entrepreneur v/s Intrapreneurs, Entrepreneurship, Manager, Role of Entrepreneur in Indian economy and developing economies with reference to Self-employment.

[8 HRS]

UNIT – II Entrepreneurial essentials:

CO2

Attributes and Characteristics, attitudes – motivation. Small business and corporate entrepreneurship, culture.

[7 HRS]

UNIT-III Entrepreneurial Opportunities

CO3

Identification, and planning for business service & production, Creating Entrepreneurial Venture, Business Planning Process, Environmental Analysis – Search and Scanning; Identifying Defining Business Idea –Product, Location and Ownership, Stages in starting anew Venture.

[7HRS]

UNIT – IV Project Management

CO4

Meaning, Objectives , Technical, Financial, Marketing, Personnel Feasibility, Estimating and Financing Funds requirement, Significance and determinants of Working Capital, Venture Capital Funding.

[7HRS]

UNIT – V Entrepreneurial Awareness

CO5

Role of Central Govt. and State Govt. in Promoting Entrepreneurship, Introduction to various incentives, subsidies and grants, Role of Govt. other Institutions in the Entrepreneurship Development – District Industries (DIC) and its functioning. Schemes offered by various commercial banks and financial institutions.

Problems of Entrepreneurs

Marketing, Finance, Human Resource, Production, Research and External Problems, beginning and growth as a entrepreneur, Lessons from Successful Entrepreneurs.

[7HRS]

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Text Book:

S. No.	Title	Authors	Edition	Publisher
1)	Entrepreneurship Management	Vasant Desai	First Edition, 2011	Himalaya Publishing House

Reference Books:

S. No.	Title	Authors	Edition	Publisher
1)	Entrepreneurship: Strategies and Resources	Marc J Dollinger	Fourth Edition, 2008	Marsh Publications
2)	International Entrepreneurship: Starting, Developing and Managing a Global Venture	Robert D. Hisrich	Second Edition 2012	Paperback
3)	Knowledge Management: Classic and Contemporary Works	Morey, D., Mark T. Maybury, and Bhavani M. Thuraisingham (eds.)	Illustrated, reprint, Revised edition 2002	Classic and Contemporary Works, Universities Press, Hyderabad.
4)	Entrepreneurship Development	Sangeeta Sharma	First Edition, 2016	PHI Learning Private Limited
5)	The Knowledge Management	Bukowitz, Wendi R, and Ruth Williams	First Edition, 1999	Prentice-Hall, New York.
6)	Entrepreneurial Development	Dr. S S Khanka	Reprint edition 2006	S. Chand and Company Limited
7)	Small Business and Entrepreneurship	S. Anil Kumar	First Edition, 2008	I K International Publishing House Private Limited

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MG251208	ORGANIZATIONAL DEVELOPMENT	L = 2	T = 1	P = 0	Credits = 3
Evaluation Scheme	ESE	CT	TA	Total	ESE Duration
	80	10	10	100	3 Hours

Course Objectives	Course Outcomes
<ol style="list-style-type: none"> To acquaint the students with the types of organizational structures and approaches to organizational effectiveness. To impart the knowledge of issues related to organizational change. To learn about organization development and the various intervention techniques. To gain insight into intergroup behaviour related to conflict, negotiation and collaboration. To familiarize the students with the concepts of organizational culture, learning organization, power and politics, empowerment and cross culture. 	<p>On successful completion of the course, the student will be able to:</p> <p>CO1:- Understand various organizational structures with the techniques of redesigning and identify and evaluate strategies to increase organizational effectiveness.</p> <p>CO2:- Develop the ability to facilitate change in the organization.</p> <p>CO3:- Analyze and apply various OD interventions in different organizational settings.</p> <p>CO4:- Observe the transactions amongst individuals and handle organizational conflicts through various techniques of conflicts resolution to negotiate issues smoothly.</p> <p>CO5:- Demonstrate the importance of culture, learning, power, politics and empowerment in an organization.</p>

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Course Contents:

UNIT – I	CO1
The Organization and its environment: Organizational Structure – Determinants and Behavioural Implications, Approaches to Organizational Effectiveness	[6 HRS]
UNIT – II	CO2
Organizational Change: Concept and definition, Factors influencing change, Types of Change, Change Process, Models, Change Agents, Resistance to Change, overcoming resistance to change	[7 HRS]
UNIT – III	CO3
Organizational Development: Definition, Assumptions, Goals, Steps in OD, Diagnostic Activities, Action Research, OD Interventions – Sensitivity training, Survey Feedback, Team Building, Process Consultation, Transactional Analysis, Managerial Grid, Planning and Goal Setting	[8 HRS]
UNIT – IV	CO4
Organizational Conflicts: Definition of conflict, types, process, Conflict management, Negotiation Process and issues, Developing Collaboration	[6 HRS]
UNIT – V	CO5
Organizational Culture and Climate, Learning Organization, Power and Politics in the Organization, Empowerment, Cross culture Dynamics	[8 HRS]

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Text Books:

S.No.	Title	Authors	Publisher
1	Organisational Development	French and Bell	Pearson Education
2	An Experimental Approach to Organization Behavior	D.R. Brown	Pearson Education
3	Understanding and managing diversity	Carol P Harvey and M.June Allard	PHI India
4	Organisational Behaviour	F. Luthans	TMH, New Delhi

Reference Books:

S. No.	Title	Authors	Publisher
1	Organisational Behaviour	S.P.Robbins	Pearson Education
2	Organisation Development for Excellence	Prasad	McMillan, India
3	Understanding Organization : Organization Theory and Practices in India	Madhukar Shukla	PHI India

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MG251291	APPLIED RESEARCH (LAB)	L = 0	T = 0	P = 2	Credits = 1
Evaluation Scheme	ESE	CT	TA	Total	ESE Duration
	60	00	20	80	-

Course Objectives	Course Outcomes
<p>1. The objective of this course is to familiarize the prospective Managers with software tools required in Research and Analysis.</p> <p>2. It also aims to equip the students with understanding of professional report writing and interaction of SPSS with other tools like Google Forms and Excel.</p>	<p>On successful completion of the course, the student will be able to:</p> <p>CO1:- Achieve introductory understanding of SPSS as the research software tool.</p> <p>CO2:- Apply Data Transformation, and understand Descriptive Analysis. .</p> <p>CO3:- Apply mean comparison techniques between two data set.</p> <p>CO4:- Analyze data using data relationship techniques Implement data visualization technique.</p> <p>CO5:- Write Research Report and understand interaction of SPSS with Excel and Google Forms.</p>

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Course Contents:

UNIT I – Introduction to SPSS: CO1

Introduction SPSS: general description, functions, menus, commands, Data screening, Concept of Normality along with Normality test, Graphs and Charts, Histogram, Bar Diagram, Scatter Plot, Sample Splitting [2HRS]

UNIT II - Data Transformation and Descriptive Statistics: CO2

Data Transformation, Frequency Distribution, Descriptive Statistics, Data Exploration, Cross Tabulation [2 HRS]

UNIT III –Data Comparison CO3

Comparison of mean using ‘t’ Test(Independent and Paired), Analysis of Variance Techniques, ANOVA, Non Parametric Techniques. [2HRS]

UNIT IV-Data Relationship CO4

Correlation Analysis, Linear Regression, Multiple Regression [3HRS]

UNIT V –Report Preparation CO5

Scale Construction, Questionnaire Designing, Google form and Excel Synchronization, Applied Research Report. [3 HRS]

Reference Book:

S.No.	Title	Authors	Edition	Publisher
1)	A Hand Book on SPSS for Research Work	Anil Kumar Mishra	2020	Himalaya Publishing House

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MG251292	Research Report Preparation (LAB)	L = 0	T = 0	P = 2	Credits = 1
Evaluation Scheme	ESE	CT	TA	Total	ESE Duration
	60	00	20	80	-

Course Objectives	Course Outcomes
<p>1.The objective of this course is to familiarize the prospective Managers with business research followed by Report preparation</p> <p>2. It also aims to equip the students with understanding of professional report writing and interaction of SPSS with other tools like Google Forms and Excel.</p>	<p>On successful completion of the course, the student will be able to:</p> <p>CO1:- Achieve introductory understanding of Report preparation.</p> <p>CO2:- Apply Data Transformation, and understand Descriptive Analysis.</p> <p>CO3:- Analyze data using data relationship techniques Implement data visualization technique.</p> <p>CO4:- Write Research Report and understand interaction of SPSS with Excel and Google Forms.</p>

Students have to select empirical topics for their research projects in consultations with the faculty members in their Institute. The projects will be conducted in groups of two (minimum) and three (maximum). Students are required to submit a report on their empirical topics. Students' projects will be examined through a presentation or viva voce by an external examiner and an internal examiner.

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MG251293	Knowledge Proficiency	L = 0	T = 0	P = 2	Credits = 1
Evaluation Scheme	ESE	CT	TA	Total	ESE Duration
	00	00	20	20	-

Course Objectives	Course Outcomes
To enhance students ability to compete with present dynamic business environment with the analysis of annual reports of different companies in different functional areas of management and qualify various MOOC courses.	On successful completion of the course, the student will be able to Analyse Financial report/ Sales report/ HR report/ of an organization and thereby forecast the future gaps in terms of changing objectives of the organization.

Financial Report Analysis / Sales Report Analysis / HR Report Analysis

OR

MOOC Course Certification (Atleast one)

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