

Semester - I

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Approved by BoS Chairman

SEMESTER - I

MBA	M23MBT101 - MANAGEMENT PRINCIPLES AND ORGANIZATION BEHAVIOUR	L	T	P	C
		3	0	0	3

Course Objectives

1.	To familiarize the students to the basic concepts of management in order to aid in understanding how an organization functions.
2.	To understand the complexity and wide variety of issues managers face in today's business firms.
3.	To know about individual behavior at organizations.
4.	Students can able to understand Groups in organizations.
5.	Understand the role of leadership and power in organizations.

UNIT- I	INTRODUCTION TO MANAGEMENT	9
Organization - Management - Nature, Functions and Levels on management - Role of managers- Evolution of management thought- Managing by Objective (MBO) strategies- Types of strategies - Policies - types- Decision Making- Types of decision- Decision making process.		

UNIT- II	FUNCTIONS OF MANAGEMENT	9
Planning - planning process - Nature and purpose of organizing - Organization structure - Line and staff authority - Departmentation-Span of control- Centralization and decentralization- Delegation of authority - controlling techniques.		

UNIT- III	INDIVIDUAL BEHAVIOUR	9
Personality: types - Factors influencing personality – Theories – Learning: Types of learners – Learning theories. Emotions: Emotional Labour- Emotional Intelligence -Theories. Attitudes: Characteristics Components - Formation – Measurement - Values. Perceptions: Factors influencing perception. Motivation: Types – Theories.		

UNIT- IV	GROUP BEHAVIOUR	9
Groups in organizations - Influence - Group dynamics - Emergence of informal leaders and working norms - Group decision making techniques – Team building - Interpersonal relations – Communication- Barriers-Types.		

UNIT- V	LEADERSHIP AND POWER	9
Meaning - Importance - Leadership styles - Theories - Leaders Vs Managers - Sources of power - Power centers - Power and Politics.		

Total Instructional hours: 45

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Course Outcomes : Students will be able to	
CO1	Develop and construct the elements of effective management. (K3)
CO2	Make use of the functions of management in organizing processes. (K3)
CO3	Analyse the application of Individual behavior in organization. (K4)
CO4	Discover Group behavior in organization. (K4)
CO5	Interpret Leadership and power. (K5)

Text Books	
1.	Harold Koontz and Heinz Weihrich, Essentials of management: An International & Leadership Perspective, 9th edition, Tata McGraw-Hill Education, 2012.
2.	Stephen P. Robins, Organizational Behavior, PHI Learning / Pearson Education, Edition 17, 2016 (Global edition).

Reference Books	
1.	Andrew J. Dubrin, <i>Essentials of Management</i> , Thomson Southwestern, 9th edition 2012.
2.	Samuel C. Certo and Tervis Certo, <i>Modern management: concepts and skills</i> , Pearson education, 12th edition, 2012.
3.	Heinz Weihrich, Mark V Cannice and Harold Koontz, <i>Management- A global entrepreneurial perspective</i> , Tata McGraw Hill, 13th edition 2010.
4.	Stephen P. Robbins, David A. De Cenzo and Mary Coulter, <i>Fundamentals of Management</i> , Prentice Hall of India, 2012.
5.	Fred Luthans, <i>Organizational Behavior</i> , McGraw Hill, 12th Edition.



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MBA	M23MBT102 - BUSINESS ECONOMICS	L	T	P	C
		4	0	0	4

Course Objectives	
1.	To explain principles of micro and macroeconomics relevant to managing an organization.
2.	To understand the market forces that is demand and supply.
3.	To describe the consumer behaviour in market.
4.	To understand the nature of product market, factor market, production functions and cost analysis.
5.	To familiarize with the market structure and pricing strategies.

UNIT- I	INTRODUCTION	12
Basic Concepts and Principles: Definition - Basic Assumptions - Types of Economic Analysis - Kinds of Economic Decision - Economic Principles. Micro economic analysis: Theory of Firms- Forms of Ownership, Profit Maximization Theory. Macroeconomic factors – Economic Transition in India.		

UNIT- II	DEMAND AND SUPPLY ANALYSIS	12
Definition of Demand - Law of Demand and its determinants and exceptions, Elasticity of demand - Demand forecasting - Demand and supply relationship - Supply –Law of Supply – factors affecting supply - Market Equilibrium, Elasticity of Demand and supply– Law of Diminishing Marginal Utility – case study.		

UNIT- III	CONSUMER BEHAVIOUR	12
Introduction to Consumer behavior, Utility, Cardinal utility approach, Ordinal approach, Indifference Curve Approach - Indifference Curves, Properties of Indifference Curves, Consumer's equilibrium using Indifference curve analysis and Consumer surplus.		

UNIT- IV	ANALYSIS OF PRODUCTION AND COST CONCEPTS	12
Introduction to product market and factor market - Theory of Production: factors of production -Types of Inputs - Production Functions with one and two variable input – law of variable propositions - Isocost Line. Producer's Equilibrium - Return to Scale - Economics of Scale. Cost Concepts: Types - Short Run and Long run cost. Revenue Analysis: Types of Revenue Curves and their applications and Break even analysis.		

UNIT- V	MARKET STRUCTURES AND DECISION MAKING	12
Market Morphology - Types of Market Structures and its Characteristics – determinants of Perfect Competition, Monopoly, Monopolistic Competition and Oligopoly – Equilibrium conditions-Game theory – types, static and dynamic games – Prisoner's dilemma game. Pricing: objectives, policies and Strategies, sustainability business model circles of sustainability – case study.		

Total Instructional hours:60



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Course Outcomes : Students will be able to	
CO1	Outline the fundamental concept and principles of micro and macroeconomics. (K2)
CO2	Apply the concept of demand and supply, elasticity's for forecasting of demand. (K3)
CO3	Examine the consumer behaviour using the concepts of utility and indifference curve analysis. (K4)
CO4	Analyze the production function, cost and revenue for business implications. (K4)
CO5	Classify the market structures and pricing strategies for achieving general equilibrium in the market. (K4)

Text Books	
1.	Ramesh Singh, Indian Economy, Tata McGraw Hill, 2019.
2.	Geetika, Piyali Ghosh, Purba Roy Choudhury, "Managerial Economics", 3rd Edition, McGraw Hill Education, New Delhi, 2017.
3.	Paul A. Samuelson, William D. Nordhaus, Sudip Chaudhary and Anindya Sen, Economics, 9 th edition, Tata McGraw Hill, New Delhi, 2010.

Reference Books	
1.	William Boyes and Michael Melvin, Textbook of economics, Biztantra,9th Edition , 2012.
2.	N. Gregory Mankiw, Principles of Economics, 7th edition, Cengage, New Delhi, 2014.
3.	Richard Lipsey and Alec Charystal, Economics, 12th edition, Oxford, University Press, New Delhi, 2011.
4.	Karl E. Case and Ray C. fair, Principles of Economics, 12th edition, Pearson, Education Asia, New Delhi, 2014.
5.	William Boyes and Michael Melvin, Textbook of economics, Biztantra,9th Edition , 2012.



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MBA	M23MBT103 - ENTREPRENEURSHIP DEVELOPMENT	L	T	P	C
		3	0	0	3

Course Objectives	
1.	Acquire the essentials of Entrepreneurial Competence.
2.	To understand the entrepreneurial environment.
3.	To know how to develop the Business Plan.
4.	Students can able to understand the venture planning.
5.	Students will gain knowledge about the management of small business functions.

UNIT- I	ENTREPRENEURIAL COMPETENCE	9
Entrepreneurship concept – Entrepreneurship as a Career – Types of Entrepreneur- Entrepreneurial Personality - Characteristics of Successful, Knowledge and Skills of Entrepreneur - Opportunities for Women Entrepreneurs in India.		

UNIT- II	ENTREPRENEURIAL ENVIRONMENT	9
Business Environment - Entrepreneurship Development Training and Other Support Organizational Services - Central and State Government Industrial Policies and Regulations - International Business – FDI policies.		

UNIT- III	BUSINESS PLAN PREPARATION	9
Idea Generation - Sources of Product for Business - Prefeasibility Study - Criteria for Selection of Product - Ownership - Capital - Budgeting Project Profile Preparation - Feasibility Analysis Feasibility Report Preparation – Business Plan Model and Evaluation Criteria – Case Study.		

UNIT- IV	ENTREPRENEURIAL VENTURE PLANNING	9
Opportunity Assessment and Mapping – Challenges of new venture startups - Resource Mobilization: Financing to Corporate Venture, Human Resources and Operations Planning - Product Launching - Market and Channel Selection - Growth Strategies – John Mullins Seven Domains Model – Business Incubation - Venture Capital – Case Study.		

UNIT- V	MANAGEMENT OF SMALL BUSINESS	9
Monitoring and Evaluation of Business - Preventing Sickness and Rehabilitation of Business Units- Effective Management of small Business – Case Study.		

Total Instructional hours:45



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Course Outcomes : Students will be able to	
CO1	Identify their strengths and weaknesses in terms of qualities and traits required to be a successful entrepreneur in the context of a founding team. (K3)
CO2	Identify the entrepreneurial environment. (K3)
CO3	Analyze and validate a business model and business plan for their idea. (K4)
CO4	Discover the opportunity and evaluation of viable business ideas for new venture creation. (K4)
CO5	Assess the knowledge about the management of small business functions. (K5)

Text Books	
1.	Robert D. Hisrich, Michael P. Peters, Entrepreneurship, Edition 11, Tata McGraw Hill, New Delhi, 2020.
2.	S.S.Khanka, Entrepreneurial Development, S.Chand and Company Limited, New Delhi, (Revised Edition) 2013.

Reference Books	
1.	Abha Mathur, Fundamentals of Entrepreneurship, Taxmann Publications, 2018.
2.	Arya Kumar, Entrepreneurship - Creating and Leading an Entrepreneurial Organization Pearson, 2012.
3.	Donald F Kuratko, T.V Rao. Entrepreneurship: A South Asian perspective, Cengage, 2012.



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MBA	M23MBT104 - ACCOUNTING FOR MANAGEMENT	L	T	P	C
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Course Objectives	
1.	Acquire a reasonable knowledge in accounts.
2.	To understand the accounting practices followed in companies.
3.	To lay a foundation for developing their skills in interpreting financial statements.
4.	To describe the fundamentals of cost accounting and Cost Volume Profit Analysis.
5.	To understand the budget and budgetary control and its practical applications.

UNIT- I	FINANCIAL ACCOUNTING	12
Introduction to Financial, Cost and Management Accounting - Accounting Standards - Generally accepted accounting principles, Conventions and Concepts – preparation of Journal, Ledger, Trial balance - Profit and Loss account and Balance sheet.		

UNIT- II	COMPANY ACCOUNTS	12
Forms of Business organization - Maintenance of Books of Account - Statutory Books – sources of funds - Alteration of share capital- Preferential allotment, Employees stock option- Buyback of securities - Final Accounts of Company (as per the schedule III of companies Act 2013).		

UNIT- III	ANALYSIS OF FINANCIAL STATEMENTS	12
Analysis of Financial Statements – Trend Analysis - Financial ratio analysis, cash flow (as per Accounting Standard 3) and funds flow statement analysis.		

UNIT- IV	COST ACCOUNTING	12
Meaning – Elements of costs - Cost sheet preparation - Marginal costing and profit planning – Cost Volume Profit Analysis – Break Even Analysis, including decision making - Make or Buy decisions - Determination of sales mix.		

UNIT- V	BUDGETING AND BUDGETARY CONTROL	12
Budget: Needs, Classifications – cash, sales, flexible budgets – Concept of Budgetary Control: Meaning and process - accounting disclosure practices in India.		

Total Instructional hours: 60



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Course Outcomes : Students will be able to	
CO1	Identify events that need to be recorded in the accounting books. (K3)
CO2	Apply the concept to maintenance of books, incorporation and share allotments. (K3)
CO3	Inference and analyze the financial statements to assess the financial performance and position of a company. (K4)
CO4	Analyze the cost accounting methods for project business performance. (K4)
CO5	Examine the budget and budgetary control system in organization. (K5)

Text Books	
1.	Narayanaswamy R, Financial Accounting - A managerial perspective, New Delhi, PHI Learning, 7th Edition, 2021.
2.	Khan M Y & Jain P.K, <i>Management Accounting</i> , Tata McGraw Hill, 8th Edition, 2021.
3.	Horngren, Surdem, Stratton, Burgstahler, & Schatzberg, <i>Introduction to Management Accounting</i> , PHI Learning, 16 th Edition.
4.	Narashiman.M.S, Financial statement analysis, Cengage, 2016.

Reference Books	
1.	Sawyers, Jackson, Jenkins & Arora, <i>Managerial Accounting</i> , 2nd edition, Cengage, 2016.
2.	Godwin, Alderman, Sanyal, <i>Financial Accounting</i> , 2nd edition, Cengage, 2016.
3.	Stice & Stice, <i>Financial Accounting Reporting and Analysis</i> , 8th edition, Cengage, 2010.
4.	Ashish K. Battacharya, <i>Introduction to Financial Statement Analysis</i> , Elsevier, 2009.
5.	Maheshwari S. N, <i>Financial and Management Accounting</i> , Sultan Chand and Sons, 2022



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MBA	M23MBT105 – LEGAL ASPECTS OF BUSINESS	L	T	P	C
		3	0	0	3

Course Objectives	
1.	To create the knowledge of Legal perspective and its practices to improvise the business.
2.	To understand the importance of sale of goods and negotiable instruments Act.
3.	To impart basic knowledge of the provisions of the Companies Act 2013.
4.	To create awareness of legal principles involved corporate tax and GST.
5.	To enrich the knowledge about consumer protection act and cyber law.

UNIT- I	THE INDIAN CONTRACT ACT 1872	9
Meaning and Essentials of elements and types of contract, Performance of Contract, Discharge, Breach of contract and Remedies for Breach, Quasi Contracts. Contract of Agency: Creation and types of agents, Authorities and liabilities of agent and principal – rights and duties, termination of agency.		

UNIT- II	THE SALE OF GOODS ACT AND THE NEGOTIABLE INSTRUMENTS ACT	9
Documents of title to goods - Formation of contract of sale - Conditions and Warranties - performance of sales contracts - transfer of property - rights of an unpaid seller. Negotiable Instruments Act: Nature and requisites - Types of negotiable instruments, liability of parties, holder in due course and discharge of negotiable instruments.		

UNIT- III	COMPANIES ACT 2013	9
Major principles - Nature and types of companies, Formation, Memorandum and Articles of Association, Prospectus. Secretary - Power, duties and liabilities. Director – appointment, power, duties and liabilities. Meetings – Types of Meeting, winding up of companies, Amendments of Companies Act, 2013. NGO and its legal aspects.		

UNIT- IV	CORPORATE TAX AND GST	9
Corporate Tax planning, Income Tax – Sources of Income, Goods and Services Tax - Introduction, Objective, Classification and practical implications of GST.		

UNIT- V	CONSUMER PROTECTION ACT AND CYBER LAWS	9
Consumer Protection Act - Consumer rights, Procedures for Consumer grievances Redressal, Types of consumer Redressal Mechanism and Forums- Competition Act 2002 - Cybercrimes, IT Act 2000 and 2002, Cyber Laws, Introduction of IPR - Copy rights, Trade marks, Patent Act.		

Total Instructional hours:45



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Course Outcomes : Students will be able to	
CO1	Construct the various contract and agency for facilitating organization functions. (K3)
CO2	Make use of sale of goods act and negotiable instrument act to create buyer and seller relationship. (K3)
CO3	Apply the basic concepts of company formation, appointment, power, duties of directors and winding up of companies. (K3)
CO4	Build the effective corporate tax planning and GST. (K3)
CO5	Utilize consumer protection and cyber law. (K3)

Text Books	
1.	Datey.V.S, GST Ready Reckoner, Taxmann Publishing, 2007.
2.	Kapoor, N. D, Elements of Mercantile Law, 30th edition, NewDelhi, Sultan Chand & Sons, 2015.
3.	Maheshwari, S.N. and Maheshwari.S.K, A Manual of Business Law, 6th Edition, Himalaya Publishing House, 2015.

Reference Books	
1.	Gogna.P.P.S, Mercantile Law, 11th Edition, S. Chand & Co. Ltd., India, 2015.
2.	Goel.P.K, Business Law for Managers, Biztantatara Publishers, India, 2011.
3.	Akhileshwar Pathack, Legal Aspects of Business, 4th Edition, Tata McGraw Hill, 2009



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MBA	M23MBT106 - BUSINESS STATISTICS	L	T	P	C
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Course Objectives	
1.	Use the statistical tools in engineering problems.
2.	Organize and summarize data by using descriptive statistics and appropriate statistical graphics.
3.	Gain knowledge on testing of hypothesis.
4.	Acquaint the knowledge in testing of non-parametric test with applications in real life problems.
5.	Interpret design of experiments, simple correlation and linear regression analysis in business decision making.

UNIT- I	INTRODUCTION TO STATISTICS	12
Introduction to Statistics, Descriptive Statistics: Measures of Central Tendency - measures of dispersion. Classification and tabulation of univariate - Bivariate - Multivariate Data. Probability distributions: Binomial, Poisson, Uniform and Normal distributions – conditional probability.		

UNIT- II	SAMPLING DISTRIBUTION AND ESTIMATION	12
Introduction to universe or population - sampling principles - sampling distribution of mean and proportion, sampling techniques. Estimation: Point and Interval estimates for population parameters of large sample and small samples, Criteria of a Good Estimator – Unbiasedness – Efficiency – Consistency determining the sample size.		

UNIT- III	TESTING OF HYPOTHESIS - PARAMETIRC TESTS	12
Hypothesis testing: one sample and two sample tests for means and proportions of large samples (z test), one sample and two sample tests for means of small samples (t - test), F - test for two sample standard deviations. ANOVA one and two way.		

UNIT- IV	NON-PARAMETRIC TESTS	12
Chi-square test for single sample standard deviation. Chi-square tests for independence of attributes and goodness of fit. Sign test for paired data. Rank sum test. Kolmogorov-Smirnov – test for goodness of fit, comparing two populations. Mann – Whitney U test and Kruskal Wallis test. One sample run test.		

UNIT- V	DESIGN OF EXPERIMENTS, CORRELATION AND REGRESSION	12
Completely randomized design – Randomized block design – Latin square design. Correlation coefficient - Spearman rank correlation - non repeated and repeated items - Karl Pearson's coefficient of correlation - Regression Analysis. Estimation of Regression line – Method of Least Squares.		

Total Instructional hours:60



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Course Outcomes : Students will be able to	
CO1	Identify Probability, random variables and solve different types of distribution problems. (K3)
CO2	Construct sampling distribution and estimation. (K3)
CO3	Apply parametric tests. (K3)
CO4	Apply Non parametric tests. (K3)
CO5	Solve Correlation and regression. (K3)

Text Books	
1.	S P Gupta - Statistical Methods, Sultan Chand & Sons, 2012.
2.	Richard I. Levin, David S. Rubin, Sanjay Rastogi Masood Husain Siddiqui, Statistics for Management, 7th Edition Pearson Education, 2016.

Reference Books	
1.	Prem.S.Mann, <i>Introductory Statistics</i> , 7th Edition, India, Wiley.
2.	Gareth James, Daniela Witten, Trevor Hastie, Robert Tibshirani, <i>An Introduction to Statistical Learning with Applications in R</i> , Springer, 2016.
3.	Aczel A.D. and Sounderpandian J., <i>Complete Business Statistics</i> , 6th edition, New Delhi, Tata McGraw Hill Publishing Company Ltd. 2012.
4.	Anderson D.R., Sweeney D.J. and Williams T.A., <i>Statistics for business and economics</i> , 11th edition, Thomson (South - Western) Asia, Singapore, 2012.
5.	N. D. Vohra, <i>Business Statistics</i> , Tata McGraw Hill, 2012.
6.	Ken Black, <i>Applied Business Statistics</i> , 7th Edition, Wiley India Edition, 2012.



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MBA	M23MBP101 - DATA ANALYSIS LABORATORY - I	L	T	P	C
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Course Objectives	
1.	To make understand use of spread sheet for management.
2.	To expertise the various options of Excel in decision making.
3.	To understand the purpose of data manipulation and validation.
4.	To expertise in data sorting and filtering in MS Excel.
5.	To have hands-on experience on preparing charts for presentation and decision making using MS excel.

UNIT- I	OVERVIEW OF THE BASICS OF MS WORD AND EXCEL	12
Understanding the basics of MS word, Excel files, Ribbon and shortcuts - Protecting and un-protecting worksheets and cells - Excel Versions - Entering data using Autofill (Number Series) - Creating your own custom list - Cell referencing (Relative, Absolute and Mixed) - Named ranges - Using merger and centre - Text Wrapping.		

UNIT- II	WORKING WITH FUNCTIONS	12
Basic Excel Functions (Sum, Max, Min, Count, Average) - Logical Functions (AND, OR, NOT) - Writing conditional expressions (using IF) - Nesting: Combining simple functions to create complex functions - Aggregation / Power Functions (CountIF, CountIFS, SumIF, SumIFS, AverageIF, AverageIFS, OFFSET, INDIRECT), Filtering IFS Functions by a Variable Value - Using lookup and reference functions (VLOOKUP, HLOOKUP) - VLOOKUP with Exact Match, Approximate Match - Using VLOOKUP to consolidate Data from Multiple Sheets - Date and time functions -Text functions - CHOOSE Function - Database functions (Daverage, Dcount, Dcounta, Dget, Dmax, Dmin, Dproduct, Dstdev) - Formula Error, Array formula –Simple finance functions.		

UNIT- III	DATA VALIDATIONS	12
Specifying a valid range of values for a cell - Specifying a list of valid values for a cell - Specifying custom validations based on formula for a cell.		

UNIT- IV	SORTING AND FILTERING DATA	12
Sorting tables - Using multiple-level sorting - Using custom sorting - Filtering data for selected view (AutoFilter) & Removing Duplicates - Using advanced filter options – spark lines.		

UNIT- V	WHAT IF ANALYSIS AND FORMATTING	12
Goal Seek - Data Tables - Scenario Manager - Sensitivity analysis- Formatting - Using auto formatting option for worksheets - Using conditional formatting option for rows, columns and cells - Rows to repeat at the top, gridlines - Using Charts - Formatting Charts. Pivot Table - Dashboard.		

Total Instructional hours:60



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Course Outcomes : Students will be able to	
CO1	Make use of basic concepts of MS Word and MS Excel. (K3)
CO2	Identify the appropriate logical functions for data abstraction. (K3)
CO3	Experiment with data validation tools and techniques. (K3)
CO4	Apply the sorting and filtering commands for business data analysis. (K3)
CO5	Organize the data's into various formatting methods. (K3)

Reference Books	
1.	David M. Levine et al, "Statistics for Managers using MS Excel" (6 th Edition) Pearson, 2010.
2.	David R. Anderson, et al, 'An Introduction to Management Sciences: Quantitative approaches to Decision Making, (13 th edition) South-Western College Pub, 2011.
3.	HansaLysander Manohar , " Data Analysis and Business Modelling using MS Excel ",PHI Learning private Ltd, 2017.
4.	William J. Stevenson, CeyhunOzgur, 'Introduction to Management Science with Spreadsheet', Tata McGraw Hill, 2009.
5.	Wayne L. Winston, Microsoft Excel 2010: Data Analysis & Business Modeling, 3 rd edition,Microsoft Press, 2011.
6.	Vikas Gupta, Comdex Business Accounting with Ms Excel, 2010 and Tally ERP 9.0 Course Kit, Wiley India, 2012.



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MBA	M23MBP102 - BUSINESS AND CURRENT AFFAIRS	L	T	P	C
		0	0	4	2

Course Objectives	
1.	To understand the macroeconomic tools.
2.	To familiarize the learners with current affairs
3.	To Acquire knowledge on recent business trends and technology.
4.	To understand mass communication.
5.	To gain Knowledge through various book review activities

UNIT- I	INTRODUCTION TO ECONOMIC INDICES	6
Basket of currencies, mechanism of Exchange rates, Inflation, repo rate, reverse repo rate, Oil price, GDP, Stock market.		

UNIT- II	NEWS ANALYSIS	6
Business, Corporate, National, International, Technology, Politics, Sports.		

UNIT- III	KNOWLEDGE POINT PRESENTATIONS	6
Latest topics from Technology, Business and Economics.		

UNIT- IV	GROUP DISCUSSIONS & OTHER ACTIVITIES	6
Topics related to Management, Current affairs and Society, Goal setting with action plan, OST report guidance.		

UNIT- V	BOOK REVIEW	6
Management books, Autobiographies, Biographies, Entrepreneurship, Building organizations.		

Total Instructional hours:30		
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Course Outcomes : Students will be able to	
CO1	Interpret economic indices, basket of currencies and currency dynamics. (K2)
CO2	Develop awareness through newspaper readings. (K3)
CO3	Plan for presentation on recent business trends and technology. (K3)
CO4	Apply and appreciate mass communication and different cultures. (K3)
CO5	Develop communication skills through peer interactions. (K3)

Text Books and Reference Books: Open Sources. (Websites, Books, Magazines, Articles, Journals and other media sources.)



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MBA	M23MBP103 - CORPORATE COMMUNICATION AND ETIQUETTES	L	T	P	C
		0	0	4	2

Course Objectives	
1.	To familiarize learners with the mechanics of writing, Integrated Speaking and Presentation Skills.
2.	To enable learners to write in English precisely and effectively.
3.	To understand Group/Mass Communication at corporates.
4.	To enable learners to speak fluently and flawlessly in all kinds of communicative contexts with all nationalities.
5.	To optimize the Employability and Corporate Skills.

UNIT- I	COMMUNICATION AND BUSINESS PRESENTATION	9
Business Communication-components & Types, non – verbal communication – Cross cultural communication, Understanding of Corporate and Employee Communication. Delivering the business presentation, visual aids, hand-outs, Time management techniques and effective planning.		

UNIT- II	WRITTEN COMMUNICATION	9
Characterizing & business reports, Types and forms of reports, Project proposals, collection of data, charts, writing the report, documenting the sources, Resume Preparation.		

UNIT- III	INTERPERSONAL AND INTERVIEW SKILLS	9
Interview skills: Types of interview, preparation for interview, mock interview and corporate expectation. Group Discussion - successful GD techniques. Team building, Professional networking and protocols, Telephone etiquette.		

UNIT- IV	PERSONAL AND SOCIAL COMMUNICATION	9
Day-to-day conversations with family, friends and professionals. Telephone calls (official), colleagues in the work spot, discussing issues (social, political, cultural and any social gathering). Talking about films, books, news items, T.V. programmes, sharing jokes.		

UNIT- V	EMPLOYABILITY AND CORPORATE SKILLS	9
Time management and effective planning. Stress management and coping strategies - simple physical exercises, Yoga, Meditation and Relaxation techniques. Decision making and Negotiation skills, People skills, Team work, developing leadership qualities.		
Total Instructional hours:45		

No end semester examination required for this course. Only continues evaluation.



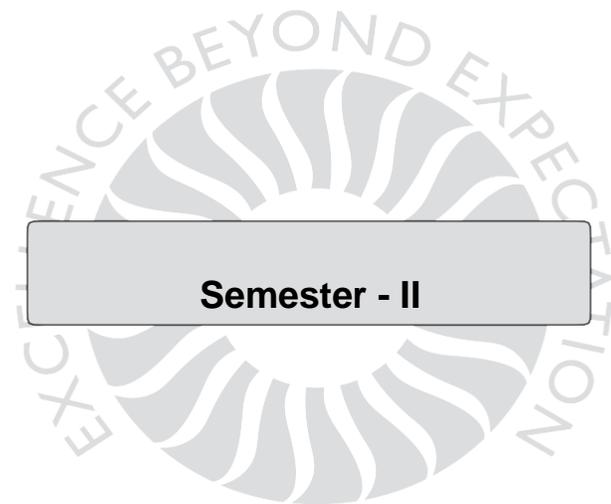
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Course Outcomes : Students will be able to	
CO1	Develop Communication and presentation skills. (K3)
CO2	Select opinions efficiently in different genres of writing. (K3)
CO3	Make use of various concepts and ideas for developing interpersonal skills. (K3)
CO4	Apply personal and social communication for lifelong learning. (K3)
CO5	Develop the employability skills. (K3)

Reference Books	
1.	Sutapa Banerjee, <i>Soft Skill Business and Professional Communication</i> , Dream tech Press, Wiley India, 2021.
2.	RC Sharma, Krishna Mohan, Virendra Singh Nirban, <i>business correspondence and report writing</i> , 6th edition, McGraw Hill, 2020.
3.	Raymond V Lesikar, John D Pettit, and Mary E Flatly, (2009), <i>Lesikar's Basic Business Communication</i> , 11th ed. New Delhi, Tata McGraw-Hill, 2009.
4.	E.H. McGrath, S.J. <i>Basic Managerial Skills for All</i> . 9th ed. Prentice-Hall of India, New Delhi, 2012.
5.	Richard Denny, <i>Communication to Win</i> ; Kogan Page India Pvt. Ltd., New Delhi, 2008.
Management Books	
6.	Robin Sharma -The greatness guide
7.	Steven Covey -7 Habits of Effective people
8.	Arindham Chaudhuri- Count your chickens before they hatch
9.	Ramadurai TCS Story
10.	Blogs: Seth Godwin, Guy Kawasaki, Kiruba Shankar
11.	Review: Harvard Business review
12.	Reports: Deloitte Netsis
13.	Magazines: Bloomberg Businessweek, Economist



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Semester - II

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SEMESTER – II

MBA	M23MBT201 - MARKETING MANAGEMENT	L	T	P	C
		3	0	0	3

Course Objectives

1.	To understanding the marketing environment and nuances of modern marketing.
2.	Acquire the essential strategies of marketing mix practices in business.
3.	To know the process to formulate and manage the B2B marketing strategy including all key components.
4.	Compare and contrast different perspectives that characterize the consumer behaviour.
5.	To understand the marketing research and emerging trends.

UNIT- I	INTRODUCTION	9
Marketing - Definitions - Conceptual frame work - Difference between marketing and selling. Marketing environment: Internal and External - Marketing in global environment - Prospects and Challenges. Marketing interface with other functional areas – Business models and Value chain analysis – case study.		

UNIT- II	MARKETING MIX DECISIONS	9
Product planning and development - Product life cycle – diffusion of innovation theory - New product Development and Management - Market Segmentation, Targeting and Positioning strategy - Pricing Objectives, Adaptation, Policies and methods - Channel Management - Advertising and sales promotions - case study.		

UNIT- III	MARKETING STRATEGY	9
Marketing strategy formulations - Key Drivers of Marketing Strategies - Strategies for Industrial Marketing - Consumer Marketing -- Services marketing - Competitor analysis - Analysis of consumer and industrial markets - Strategic Marketing Mix components, 8Ps – case study.		

UNIT- IV	BUYER BEHAVIOUR	9
Understanding industrial and individual buyer behavior, stages of buying behaviour- Influencing factors - Buyer Behaviour Models - Online buyer behaviour - customer analytics: Building and measuring customer satisfaction - Customer relationships management - Customer acquisition, Retaining, Defection – case study.		

UNIT- V	MARKETING RESEARCH AND EMERGING TRENDS	9
Marketing Information System - Research Process - Concepts and applications : Product, Advertising, Promotion, Retail research, Customer attitude measurement - Consumer Behaviour – Marketing analytics for marketing decision - Online marketing - Emerging trends.		

Total Instructional hours:45

Approved by BoS Chairman

Course Outcomes : Students will be able to	
CO1	Identify the components of micro and macro marketing environment and indicate their impact on various Business sectors. (K3)
CO2	Apply the Basis of Segmentation, Targeting and Positioning for Consumer market and product pricing strategies. (K3)
CO3	Discover about marketing strategic mix components. (K4)
CO4	Examine the consumer buying behavior by apply the principles of buyer behaviour model. (K4)
CO5	Assess marketing research and emerging trends. (K5)

Text Books	
1.	Philip Kotler and Kevin Lane Keller, Marketing Management, Pearson education, 16th Edition, 2021.
2.	KS Chandrasekar, "Marketing management-Text and Cases", Tata McGraw Hill, second edition, 2019

Reference Books	
1.	Lamb, hair, Sharma, Mc Daniel- Marketing - An Innovative approach to learning and teaching- A south Asian perspective, Cengage Learning, 2016.
2.	Paul Baines, Chris Fill and Kelly Page, Essentials of Marketing, Oxford University Press, 4 th Edition, 2013.
3.	Micheal R.Czinkota & Masaaki Kotabe, Marketing Management, Cengage, 2 nd Edition, 2011
4.	Philip Kotler, Kevin Lane Keller, Jagdish N. Sheth, G Shainesh and Alexander Chernev Marketing Management- Indian case studies, Pearson 16th Edition, 2022.



Approved by BoS Chairman

MBA	M23MBT202 - FINANCIAL MANAGEMENT	L	T	P	C
		3	1	0	4

Course Objectives	
1.	To understand the fundamentals of Financial management and operations nuances of a Finance Manager.
2.	Familiarizing the students with the valuation of firm and Comprehend the technique of making decisions related to finance function.
3.	To make a student's familiarize with capital structure and design the dividend policy.
4.	Demonstrate the importance of working capital management and the tools to manage it.
5.	To understand the significance of long term sources of finance.

UNIT- I	FOUNDATIONS OF FINANCE	12
Introduction to finance- Financial Management - Nature, scope and functions of Finance, organization of financial functions, objectives of Financial management, Major financial decisions - Time value of money - features and valuation of shares and bonds - Concept of risk and return - single asset and of a portfolio.		

UNIT- II	INVESTMENT DECISIONS	12
Capital Budgeting: Principles and techniques - Nature of capital budgeting- Identifying relevant cash flows - Evaluation Techniques: Payback, Accounting rate of return, Net Present Value, Internal Rate of Return, Profitability Index - Comparison of DCF techniques Concept and measurement of cost of capital - Specific cost and overall cost of capital.		

UNIT- III	FINANCING AND DIVIDEND DECISION	12
<p>Financial leverage - Combined leverage, EBIT - EPS Analysis- Indifference point.</p> <p>Capital structure - Theories - Net Income Approach, Net Operating Income Approach, MM Approach- Determinants of Capital structure.</p> <p>Dividend decision- Issues in dividend decisions, Importance, Relevance & Irrelevance theories - Walter's - Model, Gordon's model and MM model. - Factors determining dividend policy - Types of dividend policies - forms of dividend.</p>		

UNIT- IV	WORKING CAPITAL MANAGEMENT	12
Principles of working capital: Concepts, Needs, Determinants, issues and estimation of working capital- Accounts Receivables Management and factoring - Inventory management - Cash management - Working capital finance: Trade credit, Bank finance and Commercial paper.		

UNIT- V	LONG TERM SOURCES OF FINANCE	12
Indian capital and stock market, New issues market Long term finance: Shares, debentures and term loans, lease, hire purchase, venture capital financing, Private Equity – crowd funding – peer to peer lending.		
Total Instructional hours:60		



Approved by BoS Chairman

Course Outcomes : Students will be able to	
CO1	Identify the functions of finance, role of finance managers, and importance of risk and return within the context of financial decision making. (K3)
CO2	Compare and contrast the financial techniques in light of conflicting rankings with valuation of firm. (K4)
CO3	Appraise the value and earnings of the firms through leverages, capital structure and dividend decision. (K5)
CO4	Explain on identification and solution of financial problems confronting Business enterprises. (K5)
CO5	Choose the fund raising mechanism including public issue process. (K5)

Text Books	
1.	Brigham and Ehrhardt, Financial Management, 14th edition, Cengage, 2015.
2.	Pandey M, Financial Management, 10th edition, Vikas Publishing House Pvt. Ltd, 2012.
3.	Khan M.Y and Jain P.K, Financial management Text, Problems and cases, 6th edition, Tata McGraw Hill, 2011.

Reference Books	
1.	Parasuraman.N.R, Financial Management, Cengage, 2014.
2.	William R.Lasher, Financial Management, 7th Edition, Cengage, 2014.
3.	James C. Vanhorne, Fundamentals of Financial Management, 11th Edition PHI Learning, 2012.
4.	Prasanna Chandra, Financial Management, 9th edition, Tata McGraw Hill, 2012.
5.	Aswat Damodaran, Corporate Finance Theory and practice, John Wiley & Sons, 2011.
6.	Srivatsava, Mishra, Financial Management, Oxford University Press, 2011.
7.	Sudersena Reddy G, Financial Management- Principles & Practices, 2nd Edition, Himalaya Publishing House, 2010.



Approved by BoS Chairman

MBA	M23MBT203 - HUMAN RESOURCE MANAGEMENT	L	T	P	C
		3	0	0	3

Course Objectives	
1.	To provide knowledge about human resource management functions.
2.	To understand Human Resource Planning.
3.	Familiarizing Executive development Programme.
4.	To utilize the various Compensation Plans.
5.	To know the Performance Evaluation and Control process.

UNIT- I	PERSPECTIVES IN HUMAN RESOURCE MANAGEMENT	9
Evolution of human resource management - The importance of the human factor – HRM Models - Challenges - Inclusive growth and affirmative action – Skill, competencies and Role of HR Professionals - Human resource policies - Computer applications in human resource management - Human resource accounting and audit.		

UNIT- II	THE CONCEPT OF BEST FIT EMPLOYEE	9
Importance of Human Resource Planning - Forecasting Methods - Job analysis - Recruitment: Process - methods, Selection: Process - Methods, Induction, Socialization: Importance - methods, retention.		

UNIT- III	TRAINING AND EXECUTIVE DEVELOPMENT	9
Boarding New Employees – Orientation – HRD - Training methods – purpose. ADDIE five step model - Conducting training need analysis - Designing training program, developing training program and implementing training program – Executive Development Program - Common practices - Benefits - Self-development - Knowledge management.		

UNIT- IV	PERFORMANCE MANAGEMENT & COMPENSATION	9
Performance Appraisal - meaning, process, methods, challenges - Promotion, demotion -Current trends in performance management.		
Compensation Plan - meaning, types - basic factors in determining pay rates – Executive compensation, Incentive plan for sales people - Recent trends in wage and administration - Rewards and recognition.		

UNIT- V	PERFORMANCE EVALUATION AND CONTROL PROCESS	9
Industrial relations, Meaning and importance - Trade unions - collective bargaining - Worker's participation in management - Industry practices in grievance handling - The control process - Importance – Methods of effective grievance control system - Causes - Implications - Redressal methods – Emerging trends.		

Total Instructional hours:45



Approved by BoS Chairman

Course Outcomes : Students will be able to	
CO1	Make use of skills and competencies of HR managers in an organization. (K3)
CO2	Identify manpower requirements through human resource planning. (K3)
CO3	Apply various training methods for enhancing the knowledge of employees. (K3)
CO4	Examine the employee performance and implement effective compensation practices. (K4)
CO5	Assess performance evaluation and control process of HRM. (K5)

Text Books	
1.	K.Aswatappa, Human Resource Management, Mc Graw Hill, 7th Edition, 874 pages, May 2013.
2.	Dessler Human Resource Management, Pearson Education Limited, 14th Edition, 2015.

Reference Books	
1.	Decenzo and Robbins, Fundamentals of Human Resource Management, Wiley, 11 th Edition, 2013.
2.	Luis R.Gomez-Mejia, David B.Balkin, Robert L Cardy. Managing Human Resource. PHI Learning 2012.
3.	Bernadin, Human Resource Management, Tata Mcgraw Hill ,8 th edition 2012.
4.	Wayne Cascio, Managing Human Resource, McGraw Hill, 2007.
5.	Ivancevich, Human Resource Management, McGraw Hill 2012.
6.	Uday Kumar Haldar, Juthika Sarkar. Human Resource management. Oxford. 2012.



Approved by BoS Chairman

MBA	M23MBT204 – DIGITAL BUSINESS INFORMATION SYSTEM	L	T	P	C
		3	0	0	3

Course Objectives

1.	To understand the factors of information systems that interacts with the organization.
2.	To enable application of concepts in managing and developing information systems.
3.	To facilitate analysis of applicability of Information Systems in a business environment.
4.	Familiarizing in providing the information security and controls.
5.	To identify the new trends in Information systems and technology.

UNIT- I	INTRODUCTION & OVERVIEW	9
Data, Information, Intelligence, Information Technology vs Information Systems, types of information systems, DIKW pyramid, Functional Information Systems, Information as a corporate resource.		

UNIT- II	MANAGING & DEVELOPING INFORMATION SYSTEMS	9
Business Innovations using IT, Information Systems & Competitive Strategy. IT Vendor Management, Role of CIO in IT Governance, Challenges for the Manager in IT Infrastructure decisions. Software Project Management. Lean IT.		

UNIT- III	INFORMATION SYSTEM & DATA RESOURCES	9
Enterprise Business Applications, ERP, e-CRM & e-SCM. OLTP, OLAP, Pervasive Computing & Business Intelligence. DBMS Concepts - Data warehouses, Data Lake, Data Hub, Data Mining & Data Center Concepts.		

UNIT- IV	INFORMATION SECURITY, CONTROL AND REPORTING	9
Security, Testing, Error detection, Controls, IS Vulnerability, Disaster Management, Computer Crimes, Securing the Web, Intranets and Wireless Networks, Software Audit, Ethics in IT, User Interface and reporting.		

UNIT- V	NEW DISRUPTING TECHNOLOGIES & EMERGING TRENDS	9
Introduction to Deep Learning, Big Data Analytics, Machine Learning(ML), Artificial Intelligence (AI), IoT, Blockchain & Cryptocurrency. Cloud Computing, Virtual Reality, Augmented Reality, Industry 4.0 & Service 4.0. Recent trends and developments in Information Technology.		

Total Instructional hours:45



Approved by BoS Chairman

Course Outcomes : Students will be able to	
CO1	Understand the factors of information systems that interact with the organization. (K2)
CO2	Identify the concepts in managing and developing secure information systems for organizational competitiveness. (K3)
CO3	Analyze the applicability and value of enterprise information systems used in business environment. (K4)
CO4	Discover the various technologies in information security and controls. (K4)
CO5	Assess the managerial implications of implementing disrupting technologies in business organizations. (K4)

Text Books	
1.	James O Brien, Management Information Systems - Managing Information Technology in the E-business enterprise, Tata McGraw Hill, 2019.
2.	De, R. (2018), Managing Information systems in business, Government and Society (2 nd ed.). Wiley India Pvt. Ltd.
3.	Kenneth C. Laudon and Jane Price Laudon, Management Information Systems - Managing the digital firm, PHI Learning / Pearson Education, PHI, Asia, 2012.

Reference Books	
1.	Haag, Cummings and Mc Cubbrey, Management Information Systems for the Information Age, McGraw Hill, 2005. 9th edition, 2013.
2.	Frederick Gallegor, Sandra Senft, Daniel P. Manson and Carol Gonzales, Information Technology Control and Audit, Auerbach Publications, 4th Edition, 2013.
3.	Bidgoli, H., Chattopadhyay, N, Management Information Systems – A South-Asian Perspective. CENGAGE India, 2016.
4.	Hoffer J.A., Ramesh V., & Heikki T, Modern Database Management (12 th edition), Pearson Education, 2017.
5.	Singh A.N., Lean IT – Principles of practice (1 st ed.), Notion Press.



Approved by BoS Chairman

MBA	M23MBT205 - OPERATIONS AND QUALITY MANAGEMENT	L	T	P	C
		3	0	0	3

Course Objectives	
1.	Understanding the strategic and operational decisions of an organization.
2.	Apply the concepts of forecasting, planning and their associated techniques.
3.	To understand the approaches to product and Process Design.
4.	To learn the essentials, quality philosophies and framework of TQM.
5.	To identify the tools and techniques for Quality Management.

UNIT- I	INTRODUCTION TO OPERATIONS MANAGEMENT	9
Operations Management - differences between goods and services - production process – Types - transformation processes, functions, challenges, current priorities, recent trends; Operations Strategy - Strategic fit, framework; Productivity; World-class manufacturing practices		

UNIT- II	OPERATIONS AND THE VALUE CHAIN	9
Demand Forecasting – Types, Steps - Overview of Qualitative and Quantitative methods. Operations planning - Resource planning - capacity planning – Types, tools, Developing capacity alternatives. Facility Location – Theories, Steps in Selection, Location Models. Sourcing and procurement - make or buy decision, procurement process, managing vendors - vendor rating and value analysis		

UNIT- III	BUSINESS PROCESS DESIGN	9
Product Design - Criteria, Approaches - product development process, approaches, tools - Process - design, strategy, types, analysis - Facility Layout – Principles, Types, Planning tools and techniques - Inventory Planning and Control - Operations Scheduling - Theory of constraints - synchronous manufacturing.		

UNIT- IV	PRINCIPLES OF QUALITY MANAGEMENT	9
Quality – Definition, vision, mission and quality statement – quality gurus - Deming, Ishikawa and Taguchi techniques, Japanese 7s Principles - TQM framework - Lean Management - philosophy, elements of JIT manufacturing, continuous improvement - Six sigma - concepts of process capability.		

UNIT- V	TOOLS FOR QUALITY MANAGEMENT	9
Quality management tools - Cost of quality - Quality functions development (QFD) - Benefits, Voice of customer, House of quality (HOQ), building a HOQ, QFD process. Failure mode effect analysis (FMEA) - failure rate, FMEA stages, design, process and documentation. Seven Tools of quality Management (old & new). Bench marking and POKA YOKE.		
Total Instructional hours:45		



Approved by BoS Chairman

Course Outcomes : Students will be able to	
CO1	Identify the strategic role of operations management in enhancing a firm's competitive advantages. (K3)
CO2	Apply the forecasting methods on the basis of management's planning and control activity for managing operations. (K3)
CO3	Utilize the tools and techniques for product and process development. (K3)
CO4	Examine the quality management principles and philosophies. (K4)
CO5	Analyse the quality system implementation. (K4)

Text Books	
1.	William J Stevenson, Operations Management -, McGraw Hill Education, 12 th Edition 2018.
2.	Pannerselvam R, Production and Operations Management, Prentice Hall India, 2012.
3.	Dale H.Besterfield, Carol Besterfield - Michna, Glen H. Besterfield, Mary Besterfield - Sacre, Hermant - Urdhwareshe, Rashmi Urdhwareshe, Total Quality Management, Revised Third edition, Pearson Education, 2011.
4.	Subburaj Ramasamy, Total Quality Management-McGraw Hill Education (India) Private Limited, NewDelhi, 2013.

Reference Books	
1.	Russel and Taylor, Operations Management, Wiley, 8th Edition, 2015
2.	Kanishka Bedi, Production and Operations Management, Oxford University, 3rd Edition, 2013
3.	Chary S. N, Production and Operations Management, Tata McGraw Hill, 5th Edition, 2013
4.	Aswathappa K and Shridhara Bhat K, Production and Operations Management, Himalaya Publishing House, Revised Second Edition, 2008
5.	Mahadevan B, Operations Management Theory and practice, Pearson Education, 3rd Edition, 2015
6.	Shridhara Bhat K, (2010), Total Quality Management - <i>Text and Cases</i> , Himalaya Publishing House, II Edition, 2010
7.	Poornima M.Charantimath, Total Quality Management, Pearson Education, Second Edition, 2011.



Approved by BoS Chairman

MBA	M23MBT206 - BUSINESS RESEARCH METHODS	L	T	P	C
		3	0	0	3

Course Objectives	
1.	To understand the fundamentals of research and its importance.
2.	Familiarizing the students with the research design and measurement concepts.
3.	To expertise with data collection methods to make a solution for business problem.
4.	To develop the knowledge in data coding and analysis.
5.	Develop the skills of the students in ethical way of report preparation.

UNIT- I	INTRODUCTION	9
Business Research - Definition and Significance - the research process - Types of Research - Exploratory and causal Research - Theoretical and empirical Research - Cross -Sectional and time - series Research - Research questions / Problems - Research objectives - Research hypotheses - characteristics - Research in an evolutionary perspective - the role of theory in research.		

UNIT- II	RESEARCH DESIGN AND MEASUREMENT	9
Research design - Definition - types of research design - exploratory and causal research design - Descriptive and experimental design - different types of experimental design - Validity of findings - internal and external validity - Variables in Research - Measurement and scaling - Different scales - Construction of instrument - Validity and Reliability of instrument.		

UNIT- III	DATA COLLECTION	9
Types of data - Primary Vs Secondary data - Methods of primary data collection - Survey Vs Observation - Experiments - Construction of questionnaire and instrument - Validation of questionnaire- Sampling plan - Sample size - determinants optimal sample size -sampling techniques- Probability Vs Non-probability sampling methods.		

UNIT- IV	DATA PREPARATION AND ANALYSIS	9
Data Preparation - editing - Coding -Data entry - Validity of data - Qualitative Vs Quantitative data analyses - Bivariate and Multivariate statistical techniques - Factor analysis - Discriminant analysis - cluster analysis - multiple regression and correlation - multidimensional scaling - Conjoint Analysis - Application of statistical software for data analysis.		

UNIT- V	REPORT WRITING AND ETHICS IN BUSINESS RESEARCH	9
Research report - Different types - Contents of report - need of executive summary - chapterization - contents of chapter - report writing - the role of audience - readability - comprehension - tone -final proof - report format - title of the report - ethics in research - ethical behavior of research - subjectivity and objectivity in research.		

Total Instructional hours: 45



Approved by BoS Chairman

Course Outcomes : Students will be able to	
CO1	Outline the importance of various research methods applicable to multidisciplinary perspective. (K2)
CO2	Identify the research design and different types of scaling techniques. (K3)
CO3	Classify the data collection methods and determination of sample size for effective data analysis. (K4)
CO4	Analyze the data using various statistical tools and techniques. (K4)
CO5	Simplify the research into report format. (K4)

Text Books	
1.	Alan Bryman and Emma Bell, Business Research methods, 5th Edition, New Delhi, Oxford University Press, 2018.
2.	Uma Sekaran and Roger Bougie, Research methods for Business, 5th Edition, New Delhi, Wiley India, 2012.

Reference Books	
1.	Donald R. Cooper, Pamela S. Schindler and Sharma.J.K, Business Research methods, 11th Edition, New Delhi, Tata Mc Graw Hill, 2012.
2.	William G Zikmund, Barry J Babin, Jon C.Carr, Atanu Adhikari, Mitch Griffin, Business Research methods, A South Asian Perspective, 8th Edition, New Delhi, Cengage Learning, 2012.
3.	Horngren, Surdem, Stratton, Burgstahler, & Schatzberg, Introduction to Management Accounting, PHI Learning, 2011.



Approved by BoS Chairman

MBA	M23MBT207 - OPERATIONS RESEARCH	L	T	P	C
		3	1	0	4

Course Objectives	
1.	To enable the students appreciate the importance and role of operations research techniques in business.
2.	To train the students in formulating mathematical models of business situations requiring decisions.
3.	To familiarize the students in using the different techniques and tools used in arriving at optimal decisions to business problems.
4.	To learn the concepts of operations research applied in business decision making, simulation and inventory models.
5.	To enable the students acquire the knowledge and skills of applying Queuing models and replacement models technique to the business problems.

UNIT- I	LINEAR PROGRAMMING- BASIC CONCEPTS	12
Introduction to applications of operations research in functional areas of management- Formulation of LPP - Graphical solution to Linear Programming Problems - Simplex method –The Big M Method - Two Phase Method.		

UNIT- II	TRANSPORTATION PROBLEM	12
Transportation Problem - Initial Basic feasible solution by North - West Corner Rule, Least cost method and Vogel's approximation methods – Optimality in Transportation Problem - Solution by MODI / Stepping Stone method.		

UNIT- III	ASSIGNMENT MODEL	12
Assignment Models (Minimizing and Maximizing Problems) - Balanced and Unbalanced Problems - Solution by Hungarian and Branch and Bound Algorithms - Travelling Salesman problem.		

UNIT- IV	INVENTORY MODELS,SIMULATION AND DECISION THEORY	12
Inventory Models - EOQ and EBQ Models (With and without shortages) - Quantity Discount Models - Decision making under risk - Decision trees - Decision making under uncertainty – Monte - carlo simulation.		

UNIT- V	QUEUING THEORY AND REPLACEMENT MODELS	12
Queuing Theory - single and Multi-channel models - infinite number of customers and infinite calling Source - Replacement Models-Individuals replacement Models (With and without time value of money) - Group Replacement Models.		
Total Instructional hours:60		



Approved by BoS Chairman

Course Outcomes : Students will be able to	
CO1	Apply the concept of Applications of operations research in functional areas of management. Solve different types of models in linear programming using formulation, simplex, Big M Method and duality problem. (K3)
CO2	Solve the problems of transportation to get the optimal solutions. (K3)
CO3	Interpret the concept of Assignment Model. (K2)
CO4	Explain the concept of Inventory models, Decision theory and Simulation. (K2)
CO5	Construct Single and Multiple server queuing models and replacement models. (K3)

Text Books	
1.	Gupta Prem Kumar and Hira D.S., Operations Research, Sultan Chand, Revised Edition, 2017.
2.	Bernard W. Taylor, Introduction to Management Science, 12th edition, 2012.

Reference Books	
1.	Paneerselvam R., Operations Research, Prentice Hall of India, Fourth Print, 2008
2.	N. D Vohra, Quantitative Techniques in Management, Tata Mcgraw Hill, 2010
3.	Hamdy A Taha, Introduction to Operations Research, Prentice Hall India, Ninth Edition, 2010
4.	Anderson, Sweeney Williams Solutions Manual to Accompany An Introduction to Management Science Quantitative Approaches to Decision, Cengage, 12th edition, 2012
5.	G. Srinivasan, Operations Research - Principles and Applications, II edition, PHI, 2010



Approved by BoS Chairman

MBA	M23MBP201 - DATA ANALYSIS LABORATORY - II	L	T	P	C
		0	0	4	2

Course Objectives	
1.	To make understand use of SPSS.
2.	To get expertise the SPSS in data analysis.
3.	To understand the output and interpret it.
4.	To make them understand advanced tools in MS Excel.
5.	To make them understand TORA and POM.

[Business models studied in theory to be practiced using Spreadsheet / Analysis Software]

Exp. No.	Description of the Experiments
1	Descriptive Statistics
2	Hypothesis - Parametric
3	Hypothesis - Non-parametric
4	Correlation & Regression
5	Forecasting
	Extended experiment
6	Portfolio Selection
7	Risk Analysis & Sensitivity Analysis
8	Revenue Management
	Extended experiment
9	Transportation & Assignment
10	Networking Models
11	Queuing Theory
12	Inventory Models
	Extended experiments
Spreadsheet Software and Data Analysis Tools	
Total Instructional hours:60	

Course Outcomes : Students will be able to	
CO1	Apply the knowledge of SPSS in analyzing the data. (K3)
CO2	Experiment with data analysis software in various functional areas. (K3)
CO3	Develop business models to support decision making. (K3)
CO4	Analyse the profitability of the firm using work sheets. (K4)
CO5	Relationship between cause & effect with use of SPSS & Spread Sheet. (K4)



Approved by BoS Chairman

Reference Books	
1.	David M. Levine et al, "Statistics for Managers using MS Excel' (6 th Edition) Pearson, 2010.
2.	David R. Anderson, et al, 'An Introduction to Management Sciences: Quantitative approaches to Decision Making, (13 th edition) South-Western College Pub, 2011.
3.	HansaLysander Manohar , " Data Analysis and Business Modelling using MS Excel ",PHI Learning private Ltd, 2017.
4.	William J. Stevenson, CeyhunOzgur, 'Introduction to Management Science with Spreadsheet', Tata McGraw Hill, 2009.
5.	Wayne L. Winston, Microsoft Excel 2010: Data Analysis & Business Modeling, 3 rd edition, Microsoft Press, 2011.
6.	Vikas Gupta, Comdex Business Accounting with Ms Excel, 2010 and Tally ERP 9.0 Course Kit, Wiley India, 2012.
7.	Kiran Pandya and Smriti Bulsari, SPSS in simple steps, Dreamtech, 2011.



Approved by BoS Chairman

MBA	M23MBP102 - BUSINESS DOMAIN KNOWLEDGE	L	T	P	C
		0	0	4	2

Course Objectives	
1.	To identify themselves with a specific area of Specialization and a career goal.
2.	To get exposure to various business terms and develop an aptitude towards management thinking.
3.	To reflect on their personal values and work on their self-development.
4.	To identify their strength areas and work towards their area of Specialization in MBA.
5.	To summarize reasonable knowledge in report writing.

UNIT- I	NEWS ANALYSIS	6
Business, National, International, Technology and Industry, Politics, Sports.		

UNIT- II	INDUSTRY PRESENTATIONS	6
Latest topics from Technology, Business and Economics, Visit to Industry.		

UNIT- III	CAREER BUILDING	6
Entrepreneurship & Startup, Exposure to Domains. Awareness towards Competitive Exam.		

UNIT- IV	VISION 2030	6
Topics related to Science, Environment, Business, Society, Government and Technology.		

UNIT- V	SOCIAL CONCERN PROJECT	6
Identify projects, Report writing.		
Total Instructional hours:30		

Course Outcomes : Students will be able to	
CO1	Outline the recent news to acquire business domain knowledge.(K2)
CO2	Build professional skills through presentations.(K3)
CO3	Develop a futuristic thinking by exploring possibilities of entrepreneurship. (K3)
CO4	Make use of government policies towards societal benefits. (K3)
CO5	Interview social issues and interpreting as a report. (K3)

Text Books & Reference Books	
1.	Open Sources. (Websites, Books, Magazines, Articles, Journals and other media sources.)



Approved by BoS Chairman