

**MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE**  
**MADANAPALLE**  
(UGC-AUTONOMOUS)

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**DEPARTMENT OF MANAGEMENT STUDIES**  
**Academic Regulations (R22)**  
**Course Structure**  
**And**  
**Detailed Syllabi**  
**For the students admitted to**

**M.B.A. Regular Two Year P.G. Degree Programme from the academic year 2022-23**



**MASTER OF BUSINESS ADMINISTRATION**

## **Course Structure**

**For the students admitted to  
Master of Business Administration from the academic  
Year 2022-23 batch onwards**

**MBA - I YEAR I SEMESTER**

<b>COURSE CODE</b>	<b>I YEAR I SEMESTER COURSES</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
22MBAP101	Management Perspectives and Organizational Behaviour	3	0	0	3
22MBAP102	Managerial Economics	3	0	0	3
22MBAP103	Business Environment	3	0	0	3
22MBAP104	Accounting for Managers	3	1	0	4
22MBAP105	Business Statistics for Managers	2	1	0	3
22MBAP106	Design Thinking	3	0	0	3
22MBAP107	Indian Ethos and Business Ethics	2	0	0	2
22MBAP201	Business Communication (Laboratory)	0	0	2	1
22MBAP202	Information Technology for Managers (Laboratory)	0	0	2	1
22MBAP203	Personality Development (Laboratory)	0	0	2	1
<b>Sub Total</b>		<b>19</b>	<b>2</b>	<b>6</b>	<b>24</b>

**MBA - I YEAR II SEMESTER**

<b>COURSE CODE</b>	<b>I YEAR II SEMESTER COURSES</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
22MBAP108	Financial Management	3	1	0	4
22MBAP109	Marketing Management	3	0	0	3
22MBAP110	Production and Operations Management	2	1	0	3
22MBAP111	Human Resource Management	3	0	0	3
22MBAP112	Business Law and Regulation	3	0	0	3
22MBAP113	Econometrics for Managers	2	0	2	3
22MBAP114	Business Research Methods using SPSS	3	0	2	4
22MBAP701	Comprehensive Viva - I	0	0	2	1
22MBAP702	Rural Immersions Project	0	0	2	1
	Generic Elective – 1(MIS)	3	0	0	3
	Open Elective	3	0	0	3
	Audit Course	2	0	0	0
<b>Sub Total</b>		<b>27</b>	<b>2</b>	<b>8</b>	<b>31</b>

## MBA - II YEAR I SEMESTER

COURSE CODE	II YEAR I SEMESTER COURSES	L	T	P	C
22MBAP115	Operations Research	3	0	0	3
22MBAP116	Strategic Management	3	0	0	3
	Generic Elective – 2 (International Business)	3	0	0	3
	Major – I	3	1	0	4
	Major – II	3	1	0	4
	Major – III	3	1	0	4
	Minor– I	2	1	0	3
	Minor - II	2	1	0	3
22MBAP703	Mini Project/Internship	0	0	2	1
	<b>Sub Total</b>	<b>22</b>	<b>5</b>	<b>2</b>	<b>28</b>

## MBA – II Year II Semester

Course Code	II Year II SEMESTER COURSES	L	T	P	C
	Generic Elective – 3 (Entrepreneurship)	3	0	0	3
	Generic Elective – 4 (Sustainability and Social Responsibility)	3	0	0	3
	Major– IV	3	1	0	4
	Minor - III	2	1	0	3
22MBAP704	Comprehensive Viva - II	0	0	2	1
22MBAP705	Comprehensive Project Work	0	0	10	5
	<b>Sub Total</b>	<b>11</b>	<b>2</b>	<b>12</b>	<b>19</b>
<b>Grand Total</b>					<b>102</b>

L= Lecture hours, P= Practical hours, C=Credit

## LIST OF GENERIC ELECTIVE COURSES

<b>GENERIC ELECTIVE 1(MIS)</b>	
22MBAP501	Management Information Systems
22MBAP502	Software Project Management
22MBAP503	E-Commerce and Digital Markets
22MBAP504	Managing Digital Innovation and Transformation
<b>*List of Electives are subject to change as per the trend and demand</b> <b>GENERIC ELECTIVE 2</b> <b>(International Business)</b>	
22MBAP505	International Business
22MBAP506	International Trade Laws
22MBAP507	International Marketing Management
22MBAP508	International Labor Laws
<b>*List of Electives are subject to change as per the trend and demand</b> <b>GENERIC ELECTIVE 3</b> <b>(Entrepreneurship)</b>	
22MBAP509	Entrepreneurship Development and Project Management
22MBAP510	Social Entrepreneurship
22MBAP511	Entrepreneurial Finance for Start-Up Businesses
22MBAP512	Rural Entrepreneurship
<b>GENERIC ELECTIVE 4</b> <b>(Sustainability and SocialResponsibility)</b>	
22MBAP513	Corporate Social Responsibility
22MBAP514	Environmental Impact Assessment
22MBAP515	Disaster Management
22MBAP516	Sustainable Development

*\*List of Electives are subject to change as per the trend and demand*

### LIST OF SPECIALIZATION COURSES

<b>FINANCIAL MANAGEMENT</b>			
MAJOR – I	II –I Semester	22MBAP401	Security Analysis and Portfolio Management
MAJOR – II	II –I Semester	22MBAP402	Financial Derivatives
MAJOR – III	II –I Semester	22MBAP403	Corporate Tax Planning
MAJOR – IV	II –II Semester	22MBAP404	Financial Engineering
MINOR – I	II –I Semester	22MBAP405	International Financial Management
MINOR – II	II –I Semester	22MBAP406	Financial Institution Markets and Services
MINOR - III	II –II Semester	22MBAP407	Strategic Financial Management
<b>HUMAN RESOURCE MANAGEMENT</b>			
MAJOR - I	II –I Semester	22MBAP408	HR Analytics
MAJOR - II	II –I Semester	22MBAP409	Industrial Relations and Labour Codes
MAJOR - III	II –I Semester	22MBAP410	Human Resource Planning
MAJOR - IV	II –II Semester	22MBAP411	Talent Management
MINOR - I	II –I Semester	22MBAP412	International HRM
MINOR - II	II –I Semester	22MBAP413	Organizational Change and Development
MINOR - III	II –II Semester	22MBAP414	Reward Management
<b>MARKETING MANAGEMENT</b>			
MAJOR - I	II –I Semester	22MBAP415	Digital Marketing
MAJOR - II	II –I Semester	22MBAP416	Retail Management
MAJOR - III	II –I Semester	22MBAP417	Consumer Behavior and CRM
MAJOR - IV	II –II Semester	22MBAP418	Advertisement and Sales Management
MINOR - I	II –I Semester	22MBAP419	Logistics and Supply Chain Management
MINOR - II	II –I Semester	22MBAP420	Brand Management
MINOR - III	II –II Semester	22MBAP421	Services Marketing

<b>STRATEGIC MANAGEMENT</b>			
MAJOR - I	II –I Semester	22MBAP422	Multinational and Transnational Strategic Management
MAJOR - II	II –I Semester	22MBAP423	Strategic Alliances and Networks
MAJOR - III	II –I Semester	22MBAP424	Strategy Evaluation and Control
MAJOR - IV	II –II Semester	22MBAP425	Green Business Management
MINOR - I	II –I Semester	22MBAP426	Managing Innovation
MINOR - II	II –I Semester	22MBAP427	Competing Through Business Model
MINOR - III	II –II Semester	22MBAP428	Dynamics of Framing and Executing Strategy
<b>ANALYTICS</b>			
MAJOR - I	II –I Semester	22MBAP429	Business Analytics
MAJOR - II	II –I Semester	22MBAP430	Data Visualization for Managers
MAJOR - III	II –I Semester	22MBAP431	Business Forecasting
MAJOR - IV	II –II Semester	22MBAP432	Data Science using R
MINOR - I	II –I Semester	22MBAP433	Big Data Analytics
MINOR - II	II –I Semester	22MBAP434	Predictive Analysis and Modeling
MINOR - III	II –II Semester	22MBAP435	Data Mining for Business Decisions
<b>BANKING AND INSURANCE</b>			
MAJOR - I	II –I Semester	22MBAP436	Banking Principles and Practices
MAJOR - II	II –I Semester	22MBAP437	Banking Operations and Management
MAJOR - III	II –I Semester	22MBAP438	Insurance Law and Regulations
MAJOR - IV	II –II Semester	22MBAP439	Principles and Practice of General Insurance
MINOR - I	II –I Semester	22MBAP440	Rural Banking and Micro Finance
MINOR - II	II –I Semester	22MBAP441	Risk Management in Banks
MINOR - III	II –II Semester	22MBAP442	Agricultural and Rural Insurance

### LIST OF AUDIT COURSES

AUDIT COURSE				
Sl. No.	Course Code	Course Name	Offered by the Department of	Prerequisite Course Code / None
1.	22MBAP901	Soft Skills	MBA	None
2.	22ENGP901	Creative Writing	English	None
3.	22ENGP902	Effective Public Speaking	English	None

### LIST OF OPEN ELECTIVES

Open Electives				
Sl. No.	Course Code	Course Name	Offered by the Department of	Prerequisite Course Code / None
1.	22MEP301	Total Quality Management	Mechanical Engineering	None
2.	22CSEP301	Multimedia Technologies	CSE	None
3.	22CSEP302	Data Analysis Using R	CSE	None
4.	22HUMP301	Introduction to Intellectual Property Rights	Humanities	None



**MBA I Year I Semester**

**22MBAP101 MANAGEMENT PERSPECTIVES AND ORGANIZATIONAL BEHAVIOR**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>

**Course Prerequisite: None**

**Course Description:**

The Course introduces the students the fundamentals of management, its process. The course also facilitates the students in understanding individual, group behavior and organizational culture and climate impacting organizational performance

**Course Objectives:**

1. To understand the fundamentals of management and its ethical and social obligations.
2. To explain the dimensions of the planning-organizing-leading-controlling (P-O-L-C) framework.
3. To describe how individual personality and behavior impacts the typical contemporary work experience
4. To understand group behavior in organizations, including communication, leadership, power and politics, conflict, and negotiations
5. To explain the impact of stress, organizational culture and climate on organizational performance

**UNIT I: FOUNDATIONS OF MANAGEMENT (10)**

Concept and Evolution of Management thoughts Different Schools of Thoughts; Classical; Behavioral Science Approach; Systems Approach; Contingency and Modern Theories. Management Levels; Managerial Roles and Skills; Ethics and Social Responsibilities of Business.

**UNIT II: MANAGERIAL FUNCTIONS (9)**

Process – Problems – Components – Planning – Making It Effective. Decision Making – Process – Techniques.; Organization- as a process and structure, Determinants of Organization Structure; Authority, Responsibility, Delegation, Centralization and De-centralization; Span of Control; Types of Organization Structures; Line & Staff, Functional, Divisional, Matrix and Network; Departmentations, Controlling- Process, types and techniques.

### **UNIT III: INDIVIDUAL BEHAVIOUR**

**(10)**

Concept, Nature and scope; Understanding Human Behaviour: Personality:, Traits and types(Johari Window); Perception: Factors and Process, Learning – Theories and applications in organizations, Motivation – Concept, Nature and Process, Theories of Motivation: Need Priority Model, Two Factors, Porter and Lawler model, Mc Clelland theory and Mc Gregor's theory “X” and “Y”

### **UNIT IV: GROUP BEHAVIOUR**

**(9)**

Groups –Types of groups, Formation of Groups, Group norms, Cohesiveness and Group effectiveness. Conflict, Types of Conflict and Conflict Resolution (Transactional Analysis). Leadership- Leadership styles, Likert's System theory, Managerial Grid, 2 D and 3D theories, Women Leadership in India, Contemporary issues in Leadership

### **UNIT V: ORGANIZATIONAL BEHAVIOUR**

**(7)**

Stress -potential sources, consequences and coping strategies, organizational culture, concept, types of culture, organizational climate VS organizations culture, factors contributing towards creating and sustaining culture.

#### **Course outcomes:**

After completing this course, students should be able to:

1. Apply theoretical models and concepts to current management practices, problems and issues; and to use critical reflection to gain deeper understanding of issues.
2. Analyze major environmental and social pressures and challenges facing managers today; and reflect the same in the planning, organizing, leading, and controlling of the managerial activities.
3. To analyse and compare different models used to explain individual behavior related to motivation and rewards
4. Assess and design the elements of group behavior including group dynamics, communication, leadership, power & politics and conflict & negotiation.
5. Critically evaluate and create a suitable organizational culture devoid of stress, conflict

#### **Text Book:**

1. Management, Stephen P. Robbins, Mary Coulter, Agna Fernandez, Pearson Education, 2018
2. Organizational Behavior, Fred Luthans, McGraw Hill, 2017

**References:**

1. Organizational Behaviour :Human Behaviour at Work, – John W. Newstrom, Tata McGraw Hill,2017
2. Organizational Behaviour –Text and cases by Aswathappa, 12th revised edition, Himalaya publication
3. Essentials of Management, Harold Koontz, Heinz Weihrich ,Mark V Cannice,2020
4. Behavior in Organizations, Jerald Green Berg & Robert A. Baron, Pearson Education,2010
5. Management and Organizational Behaviour, Subbarao P, Himalaya Publishing House,2017
6. Organizational Behaviour, Sarma, Jaico Publications,2009
7. Management and Organizational Behaviour, Paul Hersey and Ken Blanchard, PHI,2009
8. Organizational Behavior, Kavita Singh, Pearson 2010

**Mode of Evaluation:** Assignments, Mid Term Tests, End Semester Examination

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>

**Course Prerequisite: None**

Course Description: This course is intended to provide a solid groundwork of economic understanding for practice in managerial decision-making. The aim of this course is to guide the students on the use of managerial economic tools and techniques in specific business backgrounds. The course will offer a comprehensive treatment of economic theory and analysis, using both qualitative and quantitative tools and techniques associated with the theory.

**Course Objectives:**

1. To enable the students to understand applications for modern economic concepts, optimization tools and techniques in evaluating business decisions taken by a firm.
2. To analyze the theory of demand, supply and know the estimating variables through forecasting techniques to find what consumer wants and estimate demand for the product.
3. To analyze the production and cost concepts to determine the optimal course of action in production.
4. To evaluate the different market structures and applicability of pricing methods in the competitive context.
5. To assess the current and future economic activity and opportunity through economic indicators.

**UNIT I: INTRODUCTION TO MANAGERIAL ECONOMICS (8)**

Nature, Scope, and significance of Managerial Economics – Relationship with other areas in Economics, Production Management, Marketing, Finance and Personnel - The role of managerial economist in the modern business world. Objectives of the firm, and Optimization techniques. Economic Principles: opportunity cost, incremental concept, scarcity, Marginalism, Equi-Marginalism, Time perspective, discounting principle, risk and uncertainty.

**UNIT II: THEORY OF DEMAND AND SUPPLY (11)**

Demand Analysis – Significance - Determinants of Demand-Demand Functions-Law of Demand-Exceptions to the law of Demand-Elasticity of demand and types-Need for Demand Forecasting and techniques.

Supply Analysis – Supply Function-Law of Supply-Elasticity of Supply.

**UNIT III: PRODUCTION AND COST ANALYSIS (10)**

Production function-Production function with one variable input - Law of Variable Proportions. Production function with two variable inputs -Laws of returns to scale - Cobb-Douglas Production Function-ISO Quants & ISO-Cost line, least-cost combination factor, Economies of scale, Diseconomies of scale.

Types of Costs, Cost-Output Relationship: Cost Function, Cost-Output Relationships in the Short Run, and Cost-Output Relationships in the Long Run.

#### **UNIT IV: MARKET STRUCTURE AND PRICING PRACTICES (10)**

Features and Types of different competitive situations - Price-Output determination in perfect competition, Monopoly, Monopolistic Competition, and Oligopoly both the long run and short run.

Pricing methods: Cost, Demand, Competition based, and other pricing methods. Break-even analysis-Meaning, Assumptions, Determination of BEA, Limitations, Uses of BEA in Managerial decisions (simple problems).

#### **UNIT V: ECONOMIC INDICATORS (6)**

National Income: Concepts and various methods of its measurement – Gross Domestic Product, Gross National Income, Gross National Product, Per Capita Income; Inflation-Concept, Types, Causes; Consumer Price Index, Employee Cost Index – Meaning, Definition and Significance.

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

1. Understand the role of the managerial economist to optimize available resources.
2. Determine demand and supply elasticity equations and the relevance of forecasting for better decision-making.
3. Analyze various production conditions and cost concepts in the decision-making process.
4. Identify the Disparities in the decision-making process across industries characterized by market structure (pure Competition, Monopolies, and oligopolies) and adoption of pricing methods.
5. Assess the impact of national economic indicators on business operations.

#### **Text Book:**

1. Mehta, P.L (2016): Managerial Economics, Analysis, Problems, and Cases, S. Chand & Co
2. Hirschey, Mark (2009), “Fundamentals of Managerial Economics”, 9th edition, Cengage Learning.
3. Gupta, G (2017), “Managerial Economics”, TMH.
4. Damodaran Suma (2010): “Managerial Economics”, Oxford.

#### **Reference books**

1. Dean, Joel: Managerial Economics, PHI., New Delhi
2. DN Dwivedi, Managerial Economics, Vikas, New Delhi
3. Trivedi M.L: Managerial Economics, Theory and Applications, TMH, ND
4. Mark Hirschey, Managerial Economics: An Integrative Approach, Cengage, New Delhi
5. Mittal A, Managerial Economics, Text and Cases, Wisdom, Delhi
6. Mithani, D.M: Managerial Economics, Theory and Applications, Himalaya Publishing.
7. Attmanad; Managerial Economics, Excel publications.
8. G.S.Gupa, Macro Economics: Theory and Applications, Tata McGraw Hill.
9. Dwivedi, D.N. Macro Economics: Theory and Applications, Tata McGraw Hill.

**22MBAP103 BUSINESS ENVIRONMENT**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>

**Course Prerequisite:** None

**Course Description:**

The basic objective of this course is to appraise the management students' different aspects of the dynamic business environment. The course content is designed to incorporate the recent developments in the business and economic environment.

**Course Objectives:**

1. To familiarize the concepts of business and economic environment
2. To assess the different economic and political systems
3. To analyze economic policies and globalization.
4. Enables the students to examine how business and social environments interact.
5. Enables the students to explain consumer's protection, consumer rights and its implications

**UNIT I: OVERVIEW OF BUSINESS ENVIRONMENT (12)**

Concept; Meaning; Nature of Business Environment; Business Today; Types of Environment; Contemporary issues in business - Competitive, Structures of Industries; Competitor Analysis; Environment- Business Relation; Environmental Analysis, Process; Importance of Environmental Analysis.

**UNIT II: ECONOMIC SYSTEMS AND POLITICAL ENVIRONMENT AND LPG (9)**

Economic System; Kinds of Economic System; the Flows of Economic Activity; Basic Problems of an Economy; Political System; Function of State, Classification of Functions of State; Politico-Economic Synthesis. Privatization – benefits, criticism, privatization in India, implications to business firms; Globalization – reasons – stages of Globalization, Drawbacks of Globalization; Liberalization and disinvestments. Impact of LPG on Indian economy, Niti Aayog : Objectives, Features, & Key Initiatives

**UNIT III: ECONOMIC POLICIES (8)**

Fiscal policy – features - An evaluation of recent fiscal policy of Government of India. Monetary Policy: Demand for and supply of money, Objectives of monetary and credit policy, Recent trends - Role of Finance Commission.

**UNIT IV: BUSINESS AND SOCIETY (9)**

Social Environment: Poverty and Poverty Alleviation Programs, Labor and Employment, Women in the Workforce, Child Labor, Education, Health, Population and Family Welfare; Corporate Governance, Corporate Social Responsibilities; Business Ethics

## **UNIT V: CONSUMERISM AND CONSUMER PROTECTION**

**(7)**

Introduction to consumerism, Consumer Rights; Consumer Responsibility; Consumer Protection Act, 2019 – Key Highlights - Exploitation of Consumers; The Competition act 2002: Objectives of the Competition Act, Anti-Competitive Agreements, Highlights

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

1. Understand economic and business environment
2. Analyze the impact of changes in economic and political systems
3. Examine and apply the changes of globalization and economic policies in business.
4. Execute and achieve synergy between business and society
5. Evaluate consumer protection act and consumer rights and their implications.

### **Text Book:**

1. CHERUNILAM, F. (2017). BUSINESS ENVIRONMENT. India: HIMALAYA Publishing House.
2. Fernando, A. C. (2011). Business Environment. India: Pearson.

### **References:**

1. Indian Economy by S.K. Misra and V.K. Puri (2015). Himalaya Publishers
2. Business Environment by Saleem Shaikh, Publisher: Pearson Education
3. Business Environment by Justin Paul, Publisher: The mcgraw Hill Companies
4. Business Environment by K. Chidambaram and V. Alagappan, Publisher: Vikas PublishingHouse Pvt. Ltd.
5. The Business Environment by Ian Worthington and Chris Britton, Publisher: P

**Mode of Evaluation:** Assignments, Mid Term Tests, End Semester Examination.

**Course Prerequisite: None**

**Course Description:**

This course will acquaint the students with the language of Accounting and develop the ability to read, analyze, interpret, and use accounting data as an aid to decision making. Emphasis is laid on analysis and utilization of financial and accounting data for planning, controlling, problem solving and decision making in the financial area

**Course Objectives:**

1. To familiarize the concepts, principles, and role of accounting in business
2. To enable the students to prepare Financial statements
3. To elucidate the process of Financial statement analysis
4. To provide students with the knowledge of various types of cost and cost -volume –profit analysis
5. To develop an insight in computerized accounting

**UNIT I: INTRODUCTION TO FINANCIAL ACCOUNTING (15)**

Nature and Scope of Accounting – Need for Accounting – Definition, Functions and Branches of Accounting - Accounting concepts & conventions - Uses and users of accounting information - Generally Accepted Accounting Principles – Accounting Standards [Issued by ICAI] – IGAAP, IFRS - The role of Accounting in global business environment.

The Accounting Process: Brief overview of Accounting Cycle - Recording of business transaction, classification of accounts, the double entry system, journal, Ledger, subsidiary books and trail balance

**UNIT II: - PREPARATION OF FINAL ACCOUNTS (15)**

Classification of capital and revenue expenses - Final Accounts of Joint Stock Companies – contents, and preparation of Trading and Profit and Loss Account, Profit and Loss Appropriation Account and Balance sheet with adjustments as per Schedule III of the Companies Act, 2013, Provisions for Statutory Audit. (horizontal and vertical form)

**UNIT III: FINANCIAL STATEMENT ANALYSIS (14)**

Financial Statement Analysis- Objectives - Need – Importance -tools and techniques - Funds flow statement - Cash Flow Statement – Ratio Analysis – Meaning, Need, Advantages and Limitations of Ratio Analysis, Classification of Ratios

**UNIT IV: COST-VOLUME-PROFIT ANALYSIS (10)**

Cost, Costing, Cost Control, and Cost Reduction; Elements of Cost, Components of total Cost, Cost Sheet – Absorption costing and Marginal Costing - Cost-Volume-Profit Analysis: Contribution, Profit-Volume Ratio, Margin of safety, Cost Breakeven Point, Composite Break-even Point, Cash Break-even Point, Key Factor, Break-even Analysis. Relevant Costs and Decision Making



## **UNIT V: COMPUTERISED ACCOUNTING SYSTEM**

**(8)**

Need and Requirements of Computerized Accounting – Features, Merits and Demerits of Computerized Accounting – Process of Computerized Accounting – Differences between Manual Accounting System and Computerized Accounting System - Components of Computerized Accounting system – Computerized Accounting Package – Tally – Features of Tally – Recording of Business Transactions through Tally.

### **Course Outcomes:**

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

1. Understand the fundamentals of financial accounting, the principles and concepts underlying them.
2. Construct the financial statements viz., the Income Statement and Balance Sheet
3. Present financial statements Analysis
4. Exploit the cost -Volume-Profit analysis in business decision making
5. Learn the computerized process of accounting

### **Text Book:**

1. Financial accounting - A management perspective, (4th ed.) Narayanaswamy, R. PHI.
2. “Financial Accounting” Tulsian P. C, 1/e, Pearson Education
3. “An Introduction to Accountancy”, Maheshwari S.N. & Maheshwari S.K., Vikas Publishing House, 10th Edition.

### **References:**

1. S. P. Jain and K. L. Narang – Corporate Accounting, Kalyani Publishers.
2. “Essentials of Financial Accounting”, Ashish K. Bhattacharya- (PHI, New Delhi)
3. “Advanced Accountancy”, Gupta R. L & Radhaswamy M–Sultan Chand Publications
4. “Management Accounting”, Khan and Jain, TMH
5. Accounting: Text and Cases 12e Anthony, Hawkins & Merchant, TMH, Special Indian Edition
6. Tally.ERP 9, Wiley India - Kogent Learning Solutions Inc.

## **MBA I Year I Semester**

### **22MBAP105 BUSINESS STATISTICS FOR MANAGERS**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>2</b>	<b>1</b>	<b>0</b>	<b>3</b>

**Course Prerequisite: None**

#### **Course Description:**

This course presents an overview of the general principles and applications of statistics relevant to management. The course is divided into three distinct modules: descriptive statistics, probability distributions, and statistical inference. The emphasis of the classes on descriptive statistics is the calculation and interpretation of summary statistical measures for describing raw data. The sessions on probability are designed to provide the background for executing and interpreting hypothesis tests. The final component of the course focuses on statistical inference, a widely used statistical methodology in decision making and research.

#### **Course Objectives:**

1. To develop the analytical skills to solve different problems in business management by using descriptive statistics.
2. To introduce the concept of probability and its importance in uncertainty situations of business decisions.
3. To excel the ability to apply probability distributions for data analysis in a business management.
4. To familiarize the hypothesis testing methodology in making management decisions.
5. To develop an ability to analyze and interpret the bi-variate data in different situations of business decisions.

#### **Unit-I : Introduction to Statistics**

**(10)**

Statistics in Business, Measures of Central Tendency-Mean, Median, Mode and other Positional measures. Measures of Dispersion- Range, Quartile Deviation, Mean Deviation, Standard Deviation and Coefficient of Variation. Coefficient of Skewness Pearson's and Bowley's methods.

#### **Unit-II: Probability and Random Variables**

**(10)**

Basic Concepts of Probability, Addition laws, Multiplication Laws, Conditions Probability, Baye's Rule. Discrete and Continuous Random variables- Mean, Variance and Standard Deviations, Expectations and Properties.

#### **Unit-III: Probability Distributions**

**(8)**

Binomial Distribution, Poisson Distribution, Normal Distribution and their applications in Business Management.

#### **Unit-IV: Statistical Inference**

**(10)**

Sampling Methods, Introduction to Hypothesis Testing, Testing Hypotheses about Mean ( $\square$  Known and Unknown), Testing Hypotheses about Two Means ( $\square$  Known and Unknown), Testing Hypotheses about Proportion, Testing Hypotheses about Two Proportions. T- test and Chi-Square Test.

## **Unit-V: Correlation and Regression**

(7)

Correlation, Types of Correlation, Karl Pearson's Coefficient of Correlation, Coefficient of Determination, Spearman's Rank Correlation Coefficient.

Regression- Lines of Regression, Regression Coefficients and its properties, Multiple Linear Regression.

### **Course Learning Outcomes:**

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

- Co1- Understand and apply the elements of descriptive statistics to solve problems and understand datasets.
- Co2- Apply probability rules and concepts relating to discrete and continuous random variables to answer questions within a business context.
- Co3-Identify and describe the properties of various data distributions, and calculate the metrics from those distributions.
- C04-Conduct and interpret a variety of hypothesis tests to aid decision making in a business context.
- Co5-Use simple/multiple regression models to analyze the underlying relationships between the variables through hypothesis testing.

### **Recommended Text books:**

1. Business Statistics for Contemporary Decision Making, Ken Black, John Wiley & Sons, Inc.
2. Business Statistics, J.K.Sharma, Pearson's Education.

### **Reference Books:**

1. Anderson, Statistics for Business & Economics, 9th edition, Cengage Learning, India
2. Fundamental of Applied Statistics, S.C.Gupta & V.K.Kapoor, Sultan Chand & Co.
3. Statistics for Management, Richards I. Levin & Rubin, Pearson Education.

## MBA I Year I Semester

### 22MBAP106 DESIGN THINKING

L T P C

**Course Prerequisite:** None

3 0 0 3

#### **Course Description:**

This course deals with various techniques of thinking, enhancement of soft skills and personality development; understanding and applying different concepts in Design Thinking Process of Stanford Model.

#### **Course Objectives:**

To enable the student

1. To get exposed to the basic concepts of Design Thinking of Stanford Model.
2. To appreciate the basic concepts of Empathy and the process of sensitization.
3. To develop an understanding of the basic concepts of ideation techniques
4. To familiarize with the basic concepts of prototyping and testing.
5. To acquire and apply the current knowledge from learning about (knowledge) vs. learning to become (skills and mindsets)

#### **UNIT I: INTRODUCTION TO DESIGN THINKING (10)**

Open-mindedness; Developing Design Thinking Mindset; Principles of Design Thinking; Primer on Design Thinking; SWOC Analysis for Self-Awareness

#### **UNIT II: EMPATHY & DEFINE (9)**

Definition and Components of Empathy; Interrelatedness of Components; Steps in Empathy process; Assessment tools; Roots of Empathy (Case studies); Decision making process; Research Components; Hypothesis (Interview, team formation & benefits), Defining Problem Statement, Application of “How might we Statements”

#### **UNIT III: IDEATION TECHNIQUES (8)**

Innovation and Creativity: Ideation Techniques - Role-play; Brainstorming; Pooling Ideas-Idea Clustering; Prioritizing ideas; Evaluation of ideas - Pros and Cons; Criteria for idea Ranking; Analyzing; Synthesizing and integrating the ideas. Mind-mapping the experiences, Flaring & Focus; Introduction to “Yes but” – “Yes and”, Impact of Visuals; Exploring resources, Timeline, Lessons from Creative Business Legends: CEOs of Alibaba, Facebook, Apple, Microsoft, Space-X etc.

#### **UNIT IV: PROTOTYPING- BUSINESS MODELLING (9)**

Innovation and Competitive uniqueness; Building artifacts; Real time evaluation; Bringing idea to the life; Use of Visual Clippings; Involve the tester in prototype; initial insight; Market Testing.

#### **UNIT V: REFLECTIVE THINKING (9)**

Do it Now- Reflect- Do it Better; DT is a team sport; develop a coach-like stance; Altruistic Approach. Presentation of 1. My Business Idea (Big Picture- Vision- Mission (Connecting Dots)). 2. Business Model Presentation. 3. Assessment. 4. Dissertation/Record

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

1. To understand the basic concepts of Design Thinking and develop Self Awareness
2. To empathize, get sensitized and identify the problems.
3. To encourage wild ideas, defer judgement and build on ideas of others
4. To translate an innovative idea into a prototype.
5. To understand, implement, and apply the Design Thinking Principles in Personal and Professional Life

**Text Book:**

1. Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation, Tim Brown, Harper Business, 2009
2. The Design of Business: Why Design Thinking is the Next Competitive Advantage, Roger L. Martin, Harvard Business Review Press; Third Edition, 2009
3. "Design Thinking-A Practical Approach" proprietary material-2018, Stanford Tool Kit

**References:**

1. "Fourth Eye" by Pradeep Khandwala.
2. "Action Research" by Eileen Ferrance, "Themes in Education" Northeast and Islands Regional Educational Laboratory Brown University.
3. "Introduction to Life Skills Education"- NCERT Training Package
4. "Make space" - How to Set the Stage for Creative Collaboration" Scott Doorley and Scott Without,
- d. School Hasso Plattner Institute of Design at Stanford.

## **MBA I Year I Semester**

### **22MBAP107 INDIAN ETHOS AND BUSINESS ETHICS**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>2</b>	<b>0</b>	<b>0</b>	<b>2</b>

#### **Course Description:**

This course acquaints the students with Indian ethos and ethics in Business Management.

#### **Course Objectives:**

- 1 To discuss Indian heritage in business management..
- 2 To impart Indian ethos from Indian historical perspectives.
- 3 To understand contemporary leadership approaches and cosmic laws Karma, creation, Humility, Growth, Responsibility and Connection
- 4 To explain theories and approaches of ethics.
- 5 Discuss ethics in business

#### **UNIT I: INTRODUCTION**

**(6)**

Ethics v/s Ethos , Indian v/s Western Management, Work Ethos and Values for Indian Managers- Production and Consumption, Relevance of Value Based Management in Global Change- Impact of Values on Stakeholders, Trans-Cultural Human Values, Secular v/s Spiritual Values , Value System in Work Culture, Stress Management-Meditation for mental health, Yoga.

#### **UNIT II: Cultural Heritage of India and Its Relevance for Modern Management**

**(6)**

Principles Practiced by Indian Companies, Role of Indian Ethos in Managerial Practices, Management Lessons from Vedas, Mahabharata, Bible, Quran, Kautilya's Arthashastra, Role of scriptures in understanding ethics.

#### **UNIT III: LEADERSHIP AND COSMIC LAWS**

**(6)**

Indian Systems of Learning-Gurukul System of Learning , Advantages- Disadvantages of Karma, importance of Karma to Managers-Nishkama Karma- Laws of Karma, Law of Creation- Law of Humility- Law of Growth- Law of Responsibility- Law of Connection-Corporate Karma Leadership

#### **UNIT IV: THEORIES AND APPROACHES OF ETHICS**

**(6)**

Understanding the need for ethics, Ethical values, myths and ambiguity, ethical codes, Ethical Principles in Business; Theories of Ethics, Absolutism verses Relativism, Teleological approach, the Deontological approach, Kohlberg's six stages of moral development (CMD), Managing Ethical Dilemma.

#### **UNIT V: ETHICS IN BUSINESS**

**(6)**

Characteristics, ethical decision making, ethical reasoning, the dilemma resolution process; ethical dilemmas in different business areas of finance, marketing HRM and international business, Ethical Culture in Organization, Developing codes of Ethics and conduct, Ethical and value based leadership. Indian wisdom & Indian approaches towards business ethics, Cognitive barriers to a good ethical judgement - Whistle Blowing,

**Course Outcomes:**

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

1. Understand Indian ethos from Indian historical perspectives.
2. Discover Indian heritage in business management.
3. Analyze and Apply contemporary leadership approaches and cosmic laws Karma, creation, Humility, Growth, Responsibility and Connection
4. Evaluate theories and approaches of ethics.
5. Develop and Apply ethics in business.

**Text Book:**

Chakraborty, S.K.: Foundations of Managerial Work – Contributions from Indian Thought, Himalaya Publishing House, Delhi 1998.

**References:**

1. Chakraborty, S.K.: Ethics in Management: Vedantic Perspectives, Oxford University Press, Delhi 1995.
2. Boatright, John R: Ethics and the Conduct of Business, Pearson Education, New Delhi 2005.
3. Kumar, S. and N.K. Uberoi: Managing Secularism in the New Millenium, Excel Books 2000.
4. Griffiths, B: The Marriage of East and West, Colling, London 1985.
5. Trevion and Nelson: Managing Business Ethics, John Wiley and Sons, 1995.
6. Bhaskar R.K : Man Management: A Value Based Management Perspectives, Sri Satya Sai Students and Staff Welfare Society, 2011

## **MBA I Year I Semester**

### **22MBAP201 BUSINESS COMMUNICATION**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>0</b>	<b>0</b>	<b>2</b>	<b>1</b>

#### **Course Description:**

This course is designed to give students a comprehensive view of communication, its scope and importance in Business Organizations, and the role of communication in establishing a favourable and effective communication within and outside of organization.

#### **Course Objectives:**

1. This course is designed to make the students familiar with the basic fundamentals and importance of communication for managers.
2. To enable the students to write an effective business letters & reports, emails writings and business proposal, business proposal etc.
3. To enhance the verbal communication of students and improving listening abilities enabling effective interpersonal communication.
4. To improve presentation skills of the students to make impressive presentations.
5. To develop business and social etiquette.

#### **UNIT 1 Reading Skills:**

**(6)**

Reading Skills: Business magazines, Business newspapers, Articles, Use of courteous phrases and language in the workplace, Pronouncing difficult and complex words.

Exercises: Reading exercises

Exercise i) Read and Write a Business articles

Exercise ii) Read and Write Courteous phrases

#### **UNIT 2 Business Letters and Reports Writing**

**(6)**

Business Letters and Reports Writing: Principles of effective business letters, format and types of Business letter, Structure and types of a report, Report Writing: Progress report, Annual report and Analysis of sample reports from industry.

Exercises: Writing

Exercise i) Draft a Business Letter

Exercise ii) Write a permission letter for Industrial Visit.



### **UNIT 3 Verbal Skills & Listening Skills**

**(6)**

Verbal Skills & Listening Skills: Principles of oral communication, speeches: speech of introduction, of thanks, occasional speeches, theme speech. Video-Effective Listening Skills, Video conferences skills.

Exercises: Speaking

Exercise i) To Propose Vote of Thanks after a Business Meeting and write the same.

Exercise ii) To watch and listen the video of Business Leader and write the same.

### **UNIT Presentation Skills**

**(6)**

Presentation Skills: Elements of presentation, designing a presentation, advanced visual support for business presentation, types of visual aid, presentation of charts & graphs, appearance & posture, practicing delivery of presentation.

Exercises: Presentation

Exercise i) Preparing power point presentations based on various business situation.

Exercise ii) Delivery of presentation.

### **UNIT 5 Business & Social Etiquette**

**(6)**

Business & Social Etiquette: Professional conduct in a business setting: proper way to make introductions. Professional Image: appropriate business attire; Telephone Etiquette- situation based telephonic conversations, Table etiquette.

Exercises: Etiquette

Exercise i) Telephonic conversations (situation based).

Exercise ii) Conduct of a business meeting and writing the briefing of meetings.

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

1. Understand the basics fundamentals of communication for managers and enable them to read fluently.
2. Creates and designs different letter formats effectively in a realistic way with reference to organizational goals.
3. Apply the knowledge by speaking confidently and communicating effectively in different business situations.
4. Prepare effective presentation of data, graphs and other content.
5. Apply the business communication in self-development process. plication of business communication in the self-development process.

**Text Book:**

1. Lesokar, R. V., & Flatley, M. E. (2002). Basic business communication: skills for empowering the internet generation. 10<sup>th</sup> Ed.
2. Van Riel, C. B., & Fombrun, C. J. (2007). *Essentials of corporate communication: Implementing practices for effective reputation management*. Routledge. 10<sup>th</sup> Ed.

**References:**

1. M.K. Sehgal & V. Khetrapal – Business Communication (Excel Books, 2007).
2. Rajendra Pal – Business Communication (Sultanchand & Sons Publication, 2011).
3. P.D. Chaturvedi – Business Communication (Pearson Education, 1<sup>st</sup> Edition 2006).
4. Courtland L. Bovee and John V. Thill-Business Communication Today (14th Edition 2017).
5. Business Communication, Raman Singh, (Oxford University Press, 2012).

**Mode of Evaluation:** Viva and End Term Examination.

## **MBA I Year I Semester**

### **22MBAP202 INFORMATION TECHNOLOGY FOR MANAGERS LABORATORY**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>0</b>	<b>0</b>	<b>2</b>	<b>1</b>

**Course Prerequisite: None**

**Course Description:** This Course focuses on concepts of office automation, provide an understanding and knowledge of MS Word and MS PowerPoint. The Course also delves deeply into MS-Excel and provides hands on experience to the students in using computers for data organization and using various MS office tools.

#### **Course Objectives:**

1. To provide basic understanding of applications of Office Automation.
2. To gain knowledge on application of various word techniques in real business scenario.
3. To elucidate and develop understanding and knowledge on application of various PowerPoint techniques in real business scenario.
4. To learn various applications of Excel in real business data
5. To analyze and provide hands on experience to students in using computers for data organization and addressing business needs using advanced Excel Techniques.

#### **UNIT I: INTRODUCTION TO OFFICE AUTOMATION (6)**

Introduction to office automation software and their use-Microsoft Outlook, Online Collaboration, MS One Drive, Google Drive (Sharing of Files Using Cloud Storage) Online meetings (MS Teams, Google meet, Zoom Meet etc.), E-Commerce, E-Business. Creating Google Forms.

#### **UNIT II: - MS-WORD AND MS-POWERPOINT (6)**

Creation of Document– Format Document-Text editing and saving– Organizing information with tables and outlines- How to Give Table of Contents for the document -Mail merge, Macros, Inserting Mathematical Formulas– Publishing documents on Web. MS PowerPoint– Creation of slides– Use of templates and slide designs for Developing a Professional presentation on Business Plans, Institutions, Products, People- with use of drawings and graphics.

#### **UNIT III: MS-EXCEL INTRODUCTION (6)**

Creation And Editing Of Excel Sheets, Managing Worksheets, Creating And Using Formulas, Editing Worksheets– Cell Formatting– Key Board Shortcuts In Excel, Formatting Numbers, Modifying Rows And Columns, Understanding Formulas, Changing Views, Insert A Table And Style Options, Add Rows And Columns, Perform A Function In A Table, Creating Google Sheets.

#### **UNIT IV:MS-EXCEL BASICS**

**(6)**

Creating and editing charts -dynamic charts, secondary axis and other Formatting–Sorting And QueryingData. Left, Right, Mid, Find, Proper, Concatenate And Search Functions, And Today, Year, Month, Day And Date Function.

#### **UNIT V:MS-EXCEL ADVANCED**

**(6)**

Filters, Offset Function, Data Analysis With Various 3d Formulae, Creating Forms In Excel For Easy Data Entry , H-Lookup ,V-Lookup For Multiple Sheets, Count, Counta , Sum, Average, Max, Min, Median And Mode , Match, If Functions, Or Functions, Round Functions, Time Functions, Pivot Tables, Convert Function.

#### **LIST OF EXPERIMENTS:**

1. MS One Drive, Google Drive (Sharing of Files Using Cloud Storage)
2. Online meetings (MS Teams, Google meet, Zoom meet etc.)
3. Creation, Editing and formatting the document, Formatting Table of Content for Word Document with inserting header, footer, Page number,Cover page and Picture
4. Make a your Section Time table with Organizing information with tables and outlines
5. How to Inserting Mathematical Formulas. Expalin about different Methods.
6. Using word document how to Publishing documents on Web and how to and how to create a web site in word.
7. Mail merge and send that mails to multiple Persons.
8. Creation & Running of Macros. What are the different types for creating Macros.
9. Creation and Editing of Power Point slides
- 10.Creation and editing of Excel Sheets, Creating Google Sheets
- 11.Creation and editing of Charts
- 12.Sorting and Querying the data
- 13.Creation and Use of filters
- 14.Left, Right, Mid, Find, Proper, Concatenate And Search Functions.
- 15.Today, Year, Month, Day And Date Functions.
- 16.Data Analysis with Various 3D Formulae
- 17.H-lookup,V-lookup for Multiple Sheets
- 18.Count, Counta, Sum, Average, Max, Min, Median And Mode
- 19.IF, OR, and ,Round ,Time functions
- 20.Pivot Tables
- 21.Convert Functions
- 22.Creating forms & Google Forms

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

1. Understand the Office Automation
2. Gain knowledge about MS Word in detail.
3. Elucidate and learn in detail about MS PowerPoint and Make Effective PowerPoint Presentations

4. Learn and apply Basic Excel Applications
5. Analyze, Process Data and Perform Various Mathematical & Statistical Operations Using MS-Excel

**Text Book:**

1. Peter Norton, Introduction to Computers and Communications, -Sixth Edition-Tata McGraw Hill,2009
2. Cox et al,2007 Microsoft Office System Step-by-Step, First Edition, PHI, 2007.

**References:**

1. V. Rajaraman, Introduction to Information Technology, Prentice Hall India,2008
2. George, SPSS for Windows Step by Step,6/e,Pearson Education,2009
3. Winston, Microsoft Office Excel 2007 Data Analysis and Business Modeling, First Edition, Prentice Hall India,2007.
4. David Whigam, Business Data Analysis Using Excel, First Edition, Oxford University

**Mode of Evaluation** Continuous Internal Examination and End Semester Examination.

## **MBA I Year I Semester**

### **22MBAP203 PERSONALITY DEVELOPMENT LABORATORY**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>0</b>	<b>0</b>	<b>2</b>	<b>1</b>

#### **Course Description:**

Personality development is the most important facet that any professional must work on. This course will help students in understanding the various aspects of their own personality and its need. It will also help in developing creative thinking, interpersonal skills, soft skills and team building skills which will directly impact on their employability skills.

#### **Course Objectives:**

1. To develop intrapersonal skills among students
2. To improve interpersonal skills among students
3. To enhance team building skills
4. To develop perception and impression management skills
5. To enhance employability skills among students

#### **UNIT I: SELF MANAGEMENT SKILLS**

**(6)**

Self-management, Self-image, Self-confidence

Values, Time Management Matrix, Urgent, Not Urgent, Important, Not Important

Activity 1: Gratitude Journal

Activity 2: Personal Achievements Collage

#### **UNIT II: - INTERPERSONAL SKILLS**

**(6)**

Role plays:

Activity 1: Great personalities, Managers, Film Heroes, Heroines, Politicians, CEO's,

Activity 2: Innovative product

#### **UNIT III: TEAM BUILDING SKILLS**

**(6)**

Activity 1: Wordless Acting, Dialogue (A situation given and ask two students to have talk)

Activity 2: Human Knot Game,

Issues when there is no team work, How to identify team players, feed back and questioning technique.

#### **UNIT IV: PERCEPTION- IMPRESSION MANAGEMENT-DISTORTIONS**

**(6)**

Activity 1: Perception-Checking Practice

Activity 2: Impression Management

#### **UNIT V: CAREER PLANNING MATCHING PERSONALITY WITH JOB MBTI**

**(6)**

T-group or Sensitivity training group

Resume Preparation, Difference between Resume and CV, Negotiation Skills

Activity 1: MBTI

Activity 2 : HR Round,

**Course Outcomes:**

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

1. Manage the one -self effectively
2. Improve interpersonal skills among the students
3. Enhance team building skills
4. Improve the perception impression management skills among the students.
5. Enhance employability skills

**Text Book:**

1. Michael E. Lamb, Marc H. Bornstein, Social and Personality Development: An Advanced Textbook, 2011
2. Gillian Bur, Personal Development All-In-One for Dummies Paperback –2016, KindlePub
3. E.H. McGrath S.J, Basic Management skills for all, PHI,2011
4. Managing Time (20-Minute Manager) Paperback – 17 Jul 2014, by Harvard BusinessReview, Kindle Ed.
5. Edgar Thorpe, Showick Thorpe, Winning at Interviews.,2013
6. Personality Development, Elizabeth. B. Hurlock, Tata McGraw-Hill Publishing Company Ltd.,2017

**References:**

1. Stephan R Covey, Habits of Highly Effective people,2004
2. Barun K. Mitra, Personality Development and Soft Skills by Oxford University Press,2016
3. Goyal Brothers Prakashan, Personality Development and Soft Skills,2017
4. K. V. K. K Prasad and K. V. S. G. Murali Krishna, Personality Development, 2012, Reem Pub
5. S. Anandamurugan, Placement Interviews: Skills for Success Paperback – 20 May 2011
6. Mark Mc Guinness, Time Management for creative people Manage the mundane-create the extraordinary -[www.wishfulthinking.co.uk/blog-First](http://www.wishfulthinking.co.uk/blog-First) published on www.business of
7. designonline.com
8. Johnson O'Connor, Understanding Your Aptitudes, Research Foundation,
9. [http://www.jocrf.org/Understanding\\_Your\\_Aptitudes.pdf](http://www.jocrf.org/Understanding_Your_Aptitudes.pdf)
10. Sandy Green, Role Play, Published by David Fulton Publishers Ltd
11. The Little Book of role Play: Little books with big ideas by sally feather
12. <http://www.amazon.com/The-Little-Book-Role-Play/dp/190223362X>
13. B. Yabrah h. Maslow, Robert Frager, James Fadiman, Cynthia Mcreynolds, Ruth lox, Motivation
14. and Personality, 3rd edition
15. Thorpe Showick., DevakarGoel, Winning of Interviews-MBA

**Internet Sources**

1. <http://www.business.pitt.edu/katz/mba/experience/clubs.php>
  2. <http://revivallife.wordpress.com/2013/12/02/stress-management-session-for-mba-students/>
  3. <http://www.teachingprofessor.com/category/articles/group-work>
- <http://global.oup.com/us/companion.websites/9780199747382/student/chapter3/activities>

**Course Prerequisite:** None

**Course Description:**

The objective of this course is to acquaint the students regarding financial management tools and techniques in financial decision making

**Course Objectives:**

1. To learn about the scope and goal of financial management, conceptual and practical framework of the finance functions
2. To provide students with working knowledge about capital budgeting
3. To provide students with the knowledge of sources of finance and cost of capital.
4. To provide students with the knowledge on Design of capital structure and Dividend Policy
5. To provide students with a conceptual and analytical framework of the working capital

**UNIT I: FINANCIAL MANAGEMENT (8)**

Meaning, nature, objectives and Scope of financial management - Evolution of Financial management – The new role in the contemporary scenario –Finance functions-investment, financing and dividend decisions – Goals of finance function – maximizing vs satisfying; Profit Vs Wealth Vs Welfare; the agency relationship and costs – The new debate on maximizing Vs satisfying. Wealth maximization and Risk-Return trade off.

**UNIT II: CAPITAL BUDGETING (14)**

Concept of Capital Budgeting, importance of capital budgeting, Nature of investment decisions; Investment evaluation criteria- importance, difficulties, determining cash flows- methods of capital budgeting; risk analysis (risk adjusted discount rate method and certainty equivalent method);

**UNIT III: COST OF CAPITAL (15)**

Cost of Capital: Meaning and significance of cost of capital: Calculation of cost of debt, preference capital, equity capital and retained earnings; Combined cost of capital (weighted Average Cost of Capital)

**UNIT IV: CAPITAL STRUCTURE (15)**

Capital structure decisions- leverages- Operating, financial leverage and combined leverage; determinants of capital structure - capital structure theories-NI, NOI, traditional and M-M theories- determinants of dividend policy, Modes of dividend and dividend models-Walter, Gordon & M.M. models.

**UNIT V: WORKING CAPITAL (8)**

Working Capital- meaning, need, Cycle, determinants, Sources of working capital, estimation of working capital need; management of cash, inventory and receivables:



**Course Outcomes:**

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

1. Practically understanding and follow day-to-day developments in the area of financial management
2. Develop the skill of using capital budgeting techniques
3. Practically understanding about Cost of capital and Measurement of Cost of Capital on various sources of finance.
4. Develop the skills on how to construction of Capital structure
5. Conceptual and analytical framework of evaluating working capital

**Text Book:**

1. Pandey, I.M., Financial Management, Vikas Publishing House, New Delhi
2. Khan M.Y, and Jain P.K., Financial Management, Tata McGraw Hill, New Delhi

**References:**

1. Keown, Arthur J., Martin, John D., Petty, J. William and Scott, David F, Financial Management, Pearson Education
2. Chandra, Prasanna, Financial Management, TMH, New Delhi
3. Van Horne, James C., Financial Management and Policy, Prentice Hall of India
4. Brigham & Houston, Fundamentals of Financial Management, Thomson Learning, Bombay.
5. Kishore, R., Financial Management, Taxman's Publishing House

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>

**Course Description:**

The course explains the nature and purpose of marketing, followed by the fundamentals of each of the most important marketing tasks. In addition, the course explains how to integrate product and service decisions with those on pricing, distribution, and promotion.

**Course Objectives:**

1. To Familiarize the students with the basic concepts of Marketing.
2. To design various types of products, product line and brand line decisions.
3. To develop pricing strategies.
4. To enable the students to assess sales and distribution concepts of marketing.
5. To build and marketing communication strategies.

**UNIT I: INTRODUCTION TO MARKETING****(10)**

Introduction to Marketing: Nature & Scope and importance of Marketing Core concepts of marketing – Philosophies of Marketing - Marketing mix, Extended Ps of marketing – Marketing environment, Indian Marketing Environment. Contemporary issues in marketing Market Segmentation and Targeting (Market Segmentation- Cluster Analysis Research Problems): Identification of Market Segments — Segmenting Consumer Marketing, Segmentation Basis, Selecting Target Markets, Segmentation and Targeting as a basis for Strategy Formulation. Developing and Communicating a Positioning Strategy

**UNIT II: PRODUCT MANAGEMENT****(9)**

Meaning of Product, Levels of product, Product Mix Product Life Cycle, PLC as a tool for Marketing Strategy Product line decisions, Brand decisions. Stages of new Product Development (New product development Multidimensional scaling, Conjoint Analysis-Research Problems), Product Mix

**UNIT III: PRICING STRATEGY****(8)**

Objectives of pricing, methods of pricing (Simple Problems on Pricing Methods), Factors affecting pricing decisions - adopting price, initiating the price cuts, imitating price increases, responding to competitor's price changes.

**UNIT IV: SALES AND DISTRIBUTION MANAGEMENT****(8)**

Channel function and flows, channel levels, channel management decisions, types of retailers, trends in retailing, the growth and trends in wholesaling. Sales force Objectives, Sales force structure and size, Sales force Compensation, Sales force and sales agency – Advantages and disadvantages (Sales Funnels Problems).

## **UNIT V: MARKETING COMMUNICATION**

**(10)**

5 M's of Advertising ,Communicating Value – Role of Marketing Communication – Developing Effective Communication – Marketing Communication Mix–Managing the Integrated Marketing Communications process – Managing Mass Communication-Advertising, Surrogate advertising - Sales promotion (Advertising Metrics Simple Problems) - Word of mouth - Public relations and Direct Marketing, Introduction to Digital Marketing Concepts, Socially Responsible Marketing – Internal Marketing – Rural marketing

### **Course Outcomes:**

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

1. Understand the basic concepts of marketing.
2. Design various types of products, product line and brand line decisions.
3. Develop various pricing strategies for goods and services.
4. Apply the sales and channels of distribution strategies in marketing.
5. To execute marketing communication strategies.

### **Text Book:**

1. Marketing Management, Phillip Kotler, 14/e, Pearson, 2011
2. Marketing Management, Rajan Saxena, 4/e, TMH, 2010

### **References:**

1. Marketing – The Core, Kerin, Hartley and Rudelius, McGraw Hill, Irwin, 2012
2. Case Studies in Marketing, The Indian Context, Srinivasan, PHI, 2012
3. Marketing, Lamb, Hair and McDaniel, Cengage Learning, 2013
4. Marketing Management, V.S. Ramaswamy and S. Namakumari, 5/e McGrawHill, 2013.
5. Introduction to Marketing theory and practice, Adrian Palmer, 3/e, Oxford University Press 2012
6. Marketing – concepts and Cases, Etzel, Walker, Stanton, Pandit, TMH, 2008

## MBA I Year II Semester

### 22MBAP110 PRODUCTION AND OPERATIONS MANAGEMENT

L	T	P	C
2	1	0	3

**Course Prerequisite:** None

**Course Description:** The course engages students with an introduction to the concepts, principles, problems, and practices of operations management. Emphasizes tools used in production/operations management and explains the recent trends in quality management.

#### **Course Objectives:**

1. To familiarize students with the major operational functions, objectives, decisions, and tools that confront managers.
2. Examine the importance of product design decisions in building environmental concern products.
3. Identify the types of production systems and innovation in the process of eco-friendly products.
4. Analyze the contemporary facilities layouts for better facility design.
5. Demonstrate the quality tools like SPC and quality improvements to facilitate organizational effectiveness.

#### **UNIT I: INTRODUCTION TO OPERATIONS MANAGEMENT**

**(8)**

Concept of Operations Function; Evolution of Operations management; Objectives of Production & Operations Management; Scope of Operations Management; Decisions in Operations: Strategic, Operating, Control; Operational Decision-Making Tools: Work Measurement.

#### **UNIT II: PRODUCT DESIGN**

**(10)**

Product Design Process: Idea generation, feasibility study, rapid prototyping, final design, and process plans; Technology in Design; Design Quality Review; Design for Environment; Quality Function Deployment.

#### **UNIT III: PROCESS DESIGN & TECHNOLOGY**

**(10)**

Types of processes: Projects, batch production, Mass Production, continuous production; Process Planning: Make or buy Design, Process selection with break-even analysis, Process plans; Process analysis, Process Innovation, Technology Decisions, Job sequencing algorithms-Johnson's rule: Sequencing Jobs through Two Serial Processes).

#### **UNIT IV: FACILITIES DESIGN**

**(9)**

Facility location, Basic Layouts-process, product, fixed position layouts; Designing process layout: block diagramming, relationship diagramming, computerized solutions; Designing a service Layouts; Designing Product Layouts: Line balancing, computerized line balancing; Hybrid Layouts-Cellular, flexible manufacturing systems, Mixed model assembly lines.

## **UNIT V: STATISTICAL PROCESS CONTROL**

**(8)**

SPC in Quality Management; Quality Measures: Attributes and Variables. SPC in services; Control Charts for Attributes and Variables: p-Chart, c-Chart, mean chart, Range chart; Process Capability Measures.

An overview of Theory of Constraints.

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

1. Understand the operational functions, objectives, decisions, and tools that confront managers.
2. Apply product design tools such as DFMEA and QFD for eco-friendly product design.
3. Analyze the different production methods and innovations for effective process design.
4. Apply facility planning tools to optimize space and cost of operations.
5. Assess the Quality Management Practices using the SPC tools for operations and take Corrective Measures.

### **Text Book:**

Operations Management: Creating Value Along the Supply Chain by Roberta S. Russell and Bernard W. Taylor (III); Pearson Education, 2010 edition.

### **Reference books**

1. R. Panneerselvam (2012), Production & Operations Management, Third Edition, PHI
2. S.N. Chary (2019), Production & Operations Management, Sixth Edition, TMH
3. Shailendra Kale (2017), Production and Operations Management, First edition, McGraw Higher Ed
4. Operations Management (2014), Arun Kumar and N. Meenakshi, First Edition, Cengage Learning
5. K.C. Jain (2013), Production and Operations Management, Wiley India.

**Course Prerequisite: None**

L	T	P	C
3	0	0	3

**Course Description:**

To introduce the students, the fundamental of Human Resource Management and it's various Interventions that facilitate organization in harnessing its performance

Course Objectives:

1. To familiarize the students with Human Resource Management; Concepts and Functions.
2. To elucidate the HR Procurement and employee mobility
3. To discuss the significance of Human Resource Development interventions
4. To understand the human resource maintenance issues.
5. To explain Human Resource Measurement and industrial relation

**UNIT I: BASICS OF HUMAN RESOURCES MANAGEMENT (8)**

Concept, Nature and scope of Human Resource Management, Functions, HR profession and HR Department; HR as competitive advantage, Emerging trends of HRM in domestic and global economy: HR and digital and social media, HR Outsourcing, Employee Engagement. Diversity Management – HR issues in Mergers and Acquisitions.

**UNIT II: HUMAN RESOURCES PROCUREMENT (9)**

Job Analysis – Job Description and Job Specification, Recruitment: Concept, Objective, Source of Recruitment; Internal source and external source, process. Selection Process. Employee Separations.

**UNIT III: HUMAN RESOURCE DEVELOPMENT (9)**

Induction- Concept, importance. Training- Definition, need & objectives, Types of training, Process- Training Need Assessment, Training Program Design, Training Program Implementation, Evaluation of Training Programs, training for trainers. Development- Concept, objectives. Performance Management – objectives, uses and methods. Career Management: Definition & Process.

**UNIT IV: HUMAN RESOURCE MAINTENANCE (9)**

Job Evaluation- Concept, Process and Methods; Compensation management- Concept, Objectives, Policy, Factors influencing employee compensation, Employee Welfare Practices, Managing Knowledge and OPH (Organizational and Personnel Health).

**UNIT V: HUMAN RESOURCE MEASUREMENT AND INDUSTRIAL RELATIONS (10)**

Introduction to Human Resource Accounting, Human Resource Audit and HR analytics; Industrial Relation system in India – Definition, scope, objectives and significance; preventive and settlement machinery; discipline in industry; grievance and the procedure for the Redressal of grievance; collective bargaining; worker's participation in management Introduction to Trade Union Act 1926; and Industrial Dispute Act 1947.

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

1. Understand basics of Human Resource management
2. Analyze the various aspects of HR Procurement and employee mobility
3. Evaluate the need for Human Resource Development interventions
4. Identify the human resource maintenance issues in HRM.
5. Apply Human Resource Measurement and industrial relation system

**Text Book:**

1. Dessler Gary, Human Resource Management, 10th Edition, Pearson/Prentice Hall of India 2020.
2. Ulrich, D., Younger, J., Brockbank, W., & Ulrich, M. (2012). HR from the outside in: Six competencies for the future of human resources. McGraw Hill Professional.

**References:**

- 1 Bohlander, Human Resource Management, 17th Edition, Thomson.
- 2 Aswathappa, Human Resource Management, 4th Edition, TMH 2006.
- 3 R.Wayne Mondy, Robert M.Noel, Human Resource Management, Pearson 9<sup>th</sup> Edition.
- 4 Subbarao, Personnel and Human Resource Management – Text and cases, Himalaya, 2009
- 5 Muller, Human Resource Management a case study approach, Jaico Publishers,2008
- 6 VSP Rao, Human Resource Management, Text and Cases, Excel Books 2006.

**Mode of Evaluation:** Assignments, Mid Term Tests, End Semester Examination.

**MBA I Year II Semester**

**22MBAP112 BUSINESS LAW AND REGULATION**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>

**Course Prerequisite:** None

**Course Description:** This course make student familiar with basic business laws and rights emerging out of business and help them to understand the legal requirements of business transactions both online and offline.

**Course Objectives:**

1. To create a knowledge related to Indian Contract Act 1872.
2. To explain the provisions of Indian Partnership Act
3. To understand the provisions of Indian Companies Act.
4. To make students familiar with the provisions of Goods & Services Tax Act; and
5. To make student understand the importance of Information Technology Act in current Scenario.

**UNIT I: INDIAN CONTRACT ACT, 1872**

**(10)**

Introduction - Overview of Business laws in India - Sources of Business Law - The Indian Contract Act 1872: Definition of a Contract and its essentials, Formation of a valid Contract -Offer and Acceptance, Consideration, Capacity to Contract, Free consent, and Legality of object. Performance of a contract - Discharge of contract - Remedies for breach of contract - Quasi-Contracts.

**UNIT II: INDIAN PARTNERSHIP ACT 1932**

**(8)**

Meaning and Essential Elements, Formation of Partnership, Registration, Types of Partners and Partnership, Rights and Duties of Partners, Dissolution of Partnership Firm, Recent Amendments to Partnership Act – Limited Liability Partnership (LLP).

**UNIT III: COMPANIES ACT 2013**

**(10)**

Companies Act, 2013: Nature and Definition of a Company, Registration and Incorporation, Memorandum of Association, Articles of Association, Prospectus, Kinds of Companies, Directors: Their powers and duties, Meetings, Accounts, Audit, Oppression and Mismanagement, NCLT, Winding up (Under Companies Act, 2013 and IBC, 2016).

**UNIT IV: GOODS & SERVICES TAX ACT 2017**

**(9)**

GST – Meaning – Salient features of GST - Benefits of GST to Industry, to Government and Consumers–Administration of GST in India – Concept of CGST and SGST – Registration under GST – Introduction, Person not liable for Registration, Compulsory registration, Procedure for registration, Revocation and Cancellation of Registration, Filing of Return under GST-Procedure First return, Revision of return and penalty/Late fee., Anti profiteering, Recent amendments in GST law from 2022.



## **UNIT V: INFORMATION TECHNOLOGY ACT-2000**

**(8)**

Information Technology Act, 2000: Definitions, Scope and application of IT Act, 2000, Digital signature, e- governance, penalties and adjudication, Cyber appellate tribunals, duties of subscribers, CERT-IN- Objectives and Function, Recent amendments –IT Act,2008., IT Rules, 2021.

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

1. Develop a wider perspective on provisions of Indian Contract Act
2. Understand the provisions of Indian Partnership Act
3. Learn the provisions of Companies Act.
4. Gain an insight into the provisions of Goods & Services Act; and
5. Value the importance and influence of IT Act in business environment

### **Text Book:**

1. “Business Laws: Text and Problems” by Inderjeet Dagar and Anurag Agnihotri, SAGE Publications Pvt. Ltd; 1st edition (15 March 2020).
2. N.D. Kapoor, “Business Laws”, Sultan Chand Publications, New Delhi
3. Tulsian, P C (2009), “Business Laws,” Tata Mc Graw Hill, New Delhi
4. V.S. Datey (2017), “GST Manual”, Taxmann Publications

### **References:**

1. Gulshan J.J. – “Business Law”, New Age International Publisher, 13th Edition.
2. S.N. Maheshwari & Maheshwari, “A Manual of Business Laws”, Himalaya Publishing House.

**Mode of Evaluation:** Assignments, Mid Term Tests, End Semester Examination.

L	T	P	C
2	0	2	3

**Course Prerequisite:** None

**Course Description:**

Basic Econometrics is to familiarize the students the basics of theory and application of econometric models. The course focuses on providing hands on experience with application of econometric models such as regression models, basic time series models, and volatility estimation. It also focuses on understanding and the interpretation of relations among economic variables which have a direct impact on world economic scenario and in formulating, testing microeconomic and macroeconomic hypotheses.

**Course Objectives:**

1. To enable students with the basic concepts of econometrics, interpretation of the descriptive statistics and correlation
2. To analyze and estimate the theoretical and practical aspects of simple and multivariate regression.
3. To enable students to examine multicollinearity, auto correlation and heteroscedasticity.
4. To apply Unit Root Test; Causality Test; Cointegration Test; and to construct ARMA – ARIMA Models.
5. To estimate and interpret the time series models and volatility modelling

**UNIT I: INTRODUCTION TO ECONOMETRICS (12)**

Definitions, Importance, and scope of econometrics; Mathematics Vs Statistics Vs Econometrics; the methodology of econometric research; Univariate Statistics. Bivariate Statistics; Basic concepts of estimation; Desirable properties of estimators; Unbiasedness, efficiency. Consistency and sufficiency. Lab Experiment: Estimation and interpretation of univariate statistics (Descriptive statistics) and Bivariate statistics (Correlation Analysis)

**UNIT II: REGRESSION ANALYSIS AND THEORETICAL DISTRIBUTION (12)**

Statistical vs. deterministic relationships; correlation and regression; Coefficient of determination; Estimation of an equation. Bivariate Econometric Modelling; Trivariate Econometric Modelling; Multivariate Econometric Modelling.

Laboratory: Estimation of simple and multiple regression

**UNIT III: ESTIMATION THEORY (12)**

OLS method –Assumptions –Gauss-Markov Theorem; Testing of regression coefficient; Test for regression as a whole, coefficient of determination, **t test**, **ANOVA**, F test. Problem of heteroscedasticity; Auto correlation (first order); correlogram, multicollinearity--- their consequences, Lags in econometric models—concepts;

Laboratory: correlogram, Auto correlation, lag selection process and heteroscedasticity test.

**UNIT IV: TIME SERIES ANALYSIS (12)**

**Basics of Time Series; Box - Jenkins Methods ARM and MAM - ARIMA**; Error Measurements; Univariate Time Series Modelling; Unit Root Test; Cointegration Test; Causality Test.

Laboratory: Unit Root Test; Causality Test; Cointegration Test; ARMA – ARIMA

## **UNIT V: VOLATILITY MODELLING**

**(12)**

Basics of capital markets & Volatility, VAR-Concepts, ARCH/ GARCH - EGARCH/ TGARCH  
Laboratory: Estimation of VAR, ARCH/ GARCH - EGARCH/ TGARCH models

### **Course Outcomes:**

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

1. Understand the basic concepts of econometrics, Interpretation of the descriptive statistics
2. Apply and Estimate the simple and multiple regression models to know the relations among economic variables which have a direct impact on world economic scenario.
3. Diagnose multicollinearity, auto correlation and heteroscedasticity to select correct and better econometric models.
4. Apply Unit Root Test; Causality Test; Cointegration Test; and also, they will be able to Construct ARMA – ARIMA Models.
5. Estimate and Interpret the univariate time series models and volatility modelling

### **LIST OF EXPERIMENTS:**

1. Descriptive Statistics
2. Linear Regression using Ordinary Least square method
3. Multiple Regression using Ordinary Least Square method
4. Multicollinearity Test
5. Residual Test 1 (Heteroskedasticity)
6. Residual Test 2 (Auto Correlation)
7. Residual Test 3 (Normality)
8. Auto Regressive Moving Average (ARMA)
9. Unit Root Test (Augmented Dicky Fuller Test)
10. Auto Regressive Integrated Moving Average (ARIMA)
11. Autoregressive Conditional Heteroskedasticity (ARCH)
12. Generalized Autoregressive Conditional Heteroskedasticity (GARCH)

### **Text Book:**

1. Damodar Gujarati – “Basic Econometrics”, McGraw - Hill, 2007.
2. Joseph F. Hair Jr, William C. Black, Barry J. Babin & Rolph E Anderson – Multivariate Data Analysis -7<sup>th</sup> Edition Pearson
3. Koutsoyiannis A. – “Theory of Econometrics”.
4. William. H. Greene – “Econometric Analysis”.

### **References:**

1. William. H. Greene – “Econometric Analysis
2. Dougherty, Christopher. “Elements of econometrics”. Study Guide. University of London, 2004.
3. Brooks, C. (2014). Introductory Econometrics for Finance. Cambridge university press.
4. Bhaumik, S. K. (2015). Principles of Econometrics: A Modern Approach Using EViews. Oxford University Press.
5. Baum, C. F., & Christopher, F. (2006). An Introduction to modern econometrics using Stata. Stata press.
6. Agung, I. G. N. (2011). Time series data analysis using EViews. John Wiley & Sons.
7. Adkins, L. C. (2014). Using GRETL for Principles of Econometrics, Version 1.0411. Oklahoma State University, Oklahoma, USA.

## **MBA I Year II Semester**

### **22MBAP114 BUSINESS RESEARCH METHODS**

**L T P C**

**Course Prerequisite: None**

**3 0 2 4**

**Course Description:** This Course enhances the knowledge of the student by imparting fundamentals of research including problem identification, research design, data collection, report writing and presentation and makes the student to conduct a disciplined and reliable research. This course also enables the student to select and apply appropriate statistical tools by using SPSS for data analysis in business research and represent the data in graphical form.

#### **Course Objectives:**

To enable the student

1. To develop knowledge base for better business research and adopt the process of business research.
2. To understand various research designs and use various sources and methods of data collection
3. To understand the fundamentals of SPSS and apply various statistical tools
4. To employ various bivariate and multivariate techniques
5. To prepare and present research report.

#### **UNIT I: INTRODUCTION TO BUSINESS RESEARCH AND PROCESS (16)**

Business research – Definition -Types of Research - Role of Business Research in Managerial Decisions - Scientific Investigation, Deduction and Induction. The Language of Research - Information needs of Business – Commonly used Technologies in Business Research such as Groupware, Neural Networks, CAM, CAD, ERP, SPSS - Ethics in Business Research, Problem Identification - Preliminary Data Gathering - Literature Survey – Theoretical Framework – Sampling: Probability and non – probability sampling methods - Hypothesis Development.

#### **UNIT II: RESEARCH DESIGN AND COLLECTION OF DATA (16)**

Types of Research Designs: Exploratory, Descriptive, Experimental Designs and Case Study - Measurement of Variables - Rating Scales- Ranking Scales - Reliability and Validity, Sources of Data- Primary Sources of Data-Secondary Sources of Data - Data Collection Methods - Interviews: Structured Interviews and Unstructured Interviews-Face to face and Telephone Interviews. Observational Surveys: Questionnaire Construction: Organizing Questions-Structured and Unstructured Questionnaires – Guidelines for Construction of Questionnaires.

#### **UNIT III: INTRODUCTION TO SPSS AND DATA ANALYSIS TECHNIQUES FOR DIFFERENCE (16)**

Introduction to SPSS – Data Coding, Retrieving - An overview of Descriptive Statistics – Mean, Median, Mode and Bar Diagrams, Pie-Diagram, and Histograms, Chi-Square Test for Goodness of Fit, Chi-Square Test for Independence of Attributes, t-Test for Single Mean, t-Test for Difference of Means, Paired t-Test, ANOVA-One-Way Classification, ANOVA-Two- Way Classification, Reliability analysis.

#### **UNIT IV: BIVARIATE AND MULTIVARIATE ANALYSIS (16)**

Correlation Coefficient and Coefficient of Determination for Bivariate Distribution, Simple Linear Regression, Multiple Linear Regression, Principal Component and Factor Analysis, Cluster Analysis, Multiple discriminant Analysis and Binary logistic regression.

#### **UNIT V: RESEARCH REPORT WRITING AND PLAGIARISM CHECK (16)**

Research Report: Research Reports-Components-Title Page - Table of Contents – Executive Summary - Introductory Section - Body of the Report - Conclusion of the Report- References- Appendix - Guidelines for Preparing a Good Research Report - Oral Presentation- The Presentation and Handling Questions. Introduction to Plagiarism- What and why

#### **LIST OF EXPERIMENTS:**

1. Creation of Bar Diagrams and Pie-Diagram, Histogram
2. Simple & Multiple Regression using Ordinary Least Square method
3. Chi-Square Test for Goodness of Fit
4. Chi-Square Test for Independence of Attributes
5. t-Test for Single Mean, t-Test for Difference of Means and Paired t-Test
6. ANOVA-One-Way Classification and ANOVA-Two- Way Classification
7. Principal Component and Factor Analysis
8. Cluster Analysis
9. Multiple Discriminant Analysis
10. Binary logistic regression

#### **Course Outcomes:**

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

1. Develop knowledge base for better business research
2. Understand various research designs and use various sources and methods of data collection
3. Use SPSS and apply various statistical tools such as t-test, chi-square test and ANOVA etc.
4. Apply various bivariate and multivariate techniques in business research.
5. Prepare and present research report.

#### **Text Book:**

1. Uma Sekaran and Roger Bougie, Research Methods for Business–A Skill Building Approach, John Wiley & Sons (Asia) Pvt.Ltd, Singapore, 7th edition 2018.
2. Shiv Kumar, Practical Statistics, Sultan Chand & Co.
3. Cynthia Menezes Prabhu, Management Research Methods, Pen to Print Publishing LLP, 2022.
4. S.P.Gupta and M.P.Gupta , Business Statistics, Sultan Chand &Co. 2019

**References:**

1. Donald R Cooper and Pamela S Schindler, Business Research Methods, 9/e, Tata McGraw Hill Publishing Company Limited, New Delhi, 2018
2. William G. Zikmund, Business Research Methods, 7/e, Cengage, 2016.
3. J.K.Sharma, Business Statistics, Pearson's Education.
4. S.C.Gupta & V.K.Kapoor Fundamental of Applied Statistics, Sultan Chand & Co
5. JF Hair, WC Black, BJ Babin, RE Anderson, Multivariate Data Analysis, 7e, Prentice Hall, 2010.

**22MBAP501 MANAGEMENT INFORMATION SYSTEMS**

L	T	P	C
3	0	0	3

**Course Prerequisite: None**

**Course Description:** This course introduces the various information and communication technologies. Students will study and practice using modern information technologies. Students will examine how information systems are used to solve problems and make better business decisions and apply these concepts to analyze business cases. Students will be able to know information technology security tools and techniques.

**Course Objectives:**

1. To familiarize the students with the foundation concepts of Information System and fundamentals of strategic advantage.
2. To enable the students to have an understanding about the database approach to improve business and decision-making process.
3. To elucidate and learn about the system development life cycle method and different strategies for business development.
4. To enable the students to analyze system vulnerabilities and analyze various methods of communications in decision making process.
5. To provide an insight into the management challenges, controlling techniques and establishing security framework.

**UNIT I: INTRODUCTION AND FOUNDATION CONCEPTS****(8)**

Foundations of information systems (IS) in business System concepts, Components of an IS, IS Resources, fundamental roles of IS applications in business – trends in IS – types of IS – managerial challenges of information technology. Competing with information technology (IT) Fundamentals of strategic advantage – strategic uses of IT – the value chain and strategic IT – using IT for strategic advantages – the basics of doing business on the Internet.

**UNIT II DATA BASE AND INFORMATION MANAGEMENT****(10)**

Data in a Traditional file Environment, The Database Approach to Data Management; Role of databases in business performance and decision making, Manage data Resources. The Role of Information System in Business Today, Perspectives on Information Systems, Contemporary Approaches to Information Systems, Organization and Information Systems.

### **UNIT III: MIS DEVELOPMENT PROCESS**

**(10)**

System development – System Life cycle method, Structured Development method, Developing Business/IT Strategies Planning for competitive advantage – business models and planning – Business/IT planning – Business application planning – Implementing IT-IS development – the Systems approach – the Systems Development Cycle – Prototyping – Systems development process – End-user development – implementing new systems – Software development.

### **UNIT IV: INFORMATION SYSTEMS**

**(7)**

Computers in Management – MIS Office automation – Decision Support System – Decision support techniques, Decision making and Role of MIS, Group Decision Support Systems (GDSS).

Applications: Human Resource information system – Financial information system –Marketing information system, Technologies and Tools for Protecting Information Resources.

### **UNIT V: SYSTEM AUDIT & MANAGEMENT CHALLENGES**

**(10)**

Security and ethical challenges– computer crime – privacy issues –health issues – Security management of IT – tools of security management -Verification and Validation— security measures - Ethical and Social Issues in Information System - Enterprise and global management of IT Managing the IS function – failures in IT management – the international dimension in IT management – Cultural, political, and geo-economic challenges Global business/IT strategies and applications – global IT platforms.

#### **Course Outcomes:**

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

1. Understand the Information system concepts and strategic advantage.
2. Elucidate and learn about database and Information Management
3. Learn about the Systems development cycle and MIS Development Process.
4. Gain insight into system vulnerabilities and various methods of communications in decision making process.
5. Analyze the management challenges and security issues.

#### **Text Book:**

1. Management Information System Paperback (2018) by C. Laudon Kenneth (Author), P. Laudon Jane (Author). Pearson Publications.
2. Management Information Systems Paperback 11 edition (2017) by James A. O'Brien (Author), George M. Marakas (Author), Ramesh Behl (Author). McGraw Hill Education
3. Stair, R. M. & Reynolds, G. W. (2001). Principles of Information Systems, 5e, Singapore:Thomson Learning.



**References:**

1. Management Information Systems, Gordon B. Davis & Margrethe H. Olson, Tata McGrawHill, 2006.
2. Management Information Systems Text & Cases, W S Jawadekar, Tata McGraw-Hill , 2009
3. Introduction to Information Systems, Rainer, Turban, Potter, WILEY-India, 2006.
4. Management Information Systems, James A. O brein, Tata McGraw-Hill , 10/e, 2009.
5. Management Information Systems, Dharminder and Sangeetha, 1/e, Excel books, 2006
6. Cases in MIS, Mahapartra, PHI, 2009
6. Management Information Systems, Text & Applications C.S.V. Murthy, Himalaya Publishing House.
7. Management Information Systems, Cengage Learning India Pvt. Ltd, Delhi ,2008.
8. Management Information Systems, Pearson Education, Noida McLeod, 2008
9. Information Systems Project Management, Pearson Education, Noida- John McManus and Trevor Wood-Harper,2010.

**Mode of Evaluation:** Assignments, Mid Term Tests, End Semester Examination.

**22MBAP502 SOFTWARE PROJECT MANAGEMENT**

	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Course Prerequisite: NONE</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>

**Course Description:**

Software Project Management is generally seen as a key component of successful software projects. Together with software techniques it can produce software of high quality. This course deals with the decisions and actions related to planning, organizing, leading, and controlling programs and projects. Students are expected to gain a comprehensive understanding of Strategy, organization, and leadership in managing projects and understanding of Processes, methods and systems used to plan, schedule and monitor projects.

**Course Objectives:**

1. To understand the basic concepts and issues of software project management.
2. To understand successful software projects that support organization's strategic goals.
3. Develop the skills for tracking and controlling software deliverables.
4. Match organizational needs to the most effective software development model.
5. Create project plans that address real-world management challenges.

**UNIT I: SPM CONCEPTS****(9)**

Definition – components of SPM – challenges and opportunities – tools and techniques – managing human resource and technical resource – costing and pricing of projects – training and development – project management techniques. \*

**UNIT II: SOFTWARE MEASUREMENTS****(9)**

Monitoring & measurement of SW development – cost, size and time metrics – methods and tools for metrics  
– issues of metrics in multiple projects. \*

**UNIT III: SOFTWARE QUALITY****(9)**

Quality in SW development – quality assurance – quality standards and certifications – the process and issues in obtaining certifications – the benefits and implications for the organization and its customers – change management. \*

**UNIT IV: RISK ISSUES****(9)**

The risk issues in SW development and implementation – identification of risks – resolving and avoiding risks – tools and methods for identifying risk management. \*

**UNIT V: SPM TOOLS****(9)**

Software project management using Primavera & Redmine and case study on SPM tools. \*

\*-Programming assignments are mandatory.

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

1. Maintain software projects and monitor software project process
2. Design and develop project modules and assign resources
3. Understand software quality and project management techniques
4. Comprehend, assess, and calculates the cost of risk involved in a project management
5. Use Primavera & Redmine software management tools.

**Textbooks:**

1. Richard H. Thayer, “Software Engineering Project Management”, John Wiley & Sons, 2nd edition, 2001
2. Royce, Walker, “Software Project Management”, Pearson Education, 2002
3. Kelker, S. A., “Software Project Management”, Prentice Hall, 2003

**References:**

1. Software Project Management, Bob Hughes, Mike Cotterell, Tata McGraw Hill, New Delhi, 2002.
2. Software Project Management: A Concise Study, S. A. Kelkar, PHI.
3. Software Project Management, Joel Henry, Pearson Education.
4. Software Project Management in practice, Pankaj Jalote, Pearson Education

**Mode of Evaluation:** Assignments, Internal Mid Examinations, External End Examination.

**22MBAP503 E-COMMERCE AND DIGITAL MARKETS****Course Prerequisite: None**

L	T	P	C
3	0	0	3

**Course Description:**

The course focusses on e-commerce and is divided into five sections to deliver key aspects of E – commerce such as business models, enablers, and supply chain, Social, Political & Ethical Issues of E-Commerce, E-commerce systems and Digital Markets. Each section delves deeply into various intricacies of doing business over the electronic media.

**Course Objectives:**

1. To Introduce the concept of e-business and the business models used in e-commerce
2. To elucidate about the e-commerce enablers and infrastructure
3. To enable the students to learn about supply chain management used by e-commerce players
4. Analyze the socio, political and ethical issues in e-commerce.
5. To develop an insight into e-markets and e-commerce systems.

**UNIT I: E – COMMERCE BUSINESS MODELS****(8)**

Introduction E-Business - Origin and Need of E-Commerce, – E- commerce v/s Traditional Commerce Factors affecting E -Commerce, Business dimension and technological dimension of E-Commerce, E-Commerce frame work. The Revolution Continues, E-commerce Business Models and Concepts, B2C business models, B2Bmodels, B2G, G2C, Business models for emerging Ecommerce area – customer to customer businessmodel, P2P business model, M-commerce models. IT in business – functional business systems – cross-functional enterprise systems and applications – e-Business models - Enterprise e-Business systems

**UNIT II: E – COMMERCE ENABLERS****(9)**

E- Commerce enablers, internet and its impact on business strategy Pre and Post Covid-19 Pandemic – industry structure, industry value chain, firm value chain. E-commerce Infrastructure: The Internet, Web, and Mobile Platform

**UNIT III: SUPPLY CHAIN MANAGEMENT IN E – COMMERCE****(9)**

B2B E-commerce: Supply Chain Management and Collaborative Commerce. – Introduction to Customer relationship management (CRM) -Building an E-commerce Presence: Web Sites, Mobile Sites, and Apps, E-commerce Marketing Communications -Pre and Post Covid-19 Pandemic

**UNIT IV: SOCIAL, POLITICAL, AND ETHICAL ISSUES****(9)**

Ethical, Social, and Political Issues in E-commerce, Online Retailing and Services, Online Content and Media, Social Networks, Auctions, and Portals.

**UNIT V: E-MARKETS****(10)**

Factions, e-Markets Vs Traditional Market, e-Markets Success factors, e-Market Technology Solutions. E-Procurements: The purchasing process, Developments in IT purchasing, e-Procurement-Models, e- procurement- Solutions – E-Commerce systems: E-Commerce systems – Essential e-Commerce processes – electronic payment processes - e-Commerce application trends – Web store requirements – clicks-and-bricks in e-Commerce

**Course Outcomes:**

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

1. Understand the concepts of e-business and the business models used in e-commerce
2. Learn about the e-commerce enablers and infrastructure
3. Develop an insight into supply chain management
4. Analyse into the socio, political and ethical issues in e-commerce.
5. Develop an understanding of e-markets and e-commerce payment systems

**Text Book:**

1. Laudon Kenneth C., E-Commerce: Business, Technology, Society, prentice Hall of India, 2019 , 15<sup>th</sup> Edition
2. Bhanver, J.,& Bhanver, K. (2017). Click!: The Amazing Story of India's E-commerce Boom and Where it's Headed.: Hachette.

**Reference Books:**

1. Bhaskar, B. (2009). Electronic commerce: Framework, technologies and applications (3rd ed.). New Delhi: Tata McGraw Hill Education.
2. Erisman, P. (2017). Six Billion Shoppers: The Companies Winning the Global ECommerce Boom. Macmillan.
3. Kalakota, R., & Whinston, A. B. (2009). Electronic commerce: A manager's guide. New Delhi: Pearson Education.
4. Vaitheeswaran, K.(2017). Failing to Succeed: The Story of India's First E-Commerce Company. India: Rupa Publications.
5. Kamalesh K Bajaj & Debjani Nag, e-Commerce, the Cutting Edge of BusinessTMH,2008
6. Parg Diwan,E-Commerce,Excel,2008
7. Chaffe, Pearson, e-Commerce and e-Business,2009

**22MBAP504 MANAGING DIGITAL INNOVATION AND TRANSFORMATION**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>

**Course Prerequisite: None****Course Description:**

Digital Transformation and Innovation is designed to equip students to confidently help conceive, lead and execute digital innovation initiatives and develop new business models for existing and insurgent organizations. The basic premise of the course is that the digital revolution is rapidly transforming the fundamental nature of many companies in a wide range of industries and executives, entrepreneurs and general managers need to understand the economics, technology paradigms and management practices of innovating in digital-centric businesses to ensure corporate and personal success. The course is intended for students pursuing business careers in which digital technologies will be critical to the development of new products and services, e.g., entrepreneurial start-ups, consulting and venture capital, and senior positions in marketing, R&D, and strategy. Visits by case protagonists and industry experts will enable students to understand the career options in this rapidly evolving space.

**Course Objectives:**

1. To provide an overview of the digital transformation
2. To enable student to integrate digital innovation with digital transformation.
3. To enable student to apply Social Media platform for digital transformation.
4. To prepare student to assess how business organizations respond to the emerging trends in digital transformation.
5. To impart the knowledge of digital revolution.

**UNIT-I: OVERVIEW OF DIGITAL TRANSFORMATION (8)**

Digital Transformation Concepts: Markets, Environment and Structure, Designing your Digital Business Model, Launching and Growing a Digital Platform, Digital Transformation across industries : A Futuristic View-Amazon Case Study

**UNIT II: MANAGING DIGITAL INNOVATION AND TRANSFORMATION (12)**

Introduction to digital transformation and innovation-classification of digital transformation and innovation – Managing digital innovation and transformation: Need for the transformation; Benchmarking the current digital capabilities, Define resourcing requirements, Change processes to Support digital integration, Analyze the results and Optimize performance - Apple case study.

**UNIT-III: SOCIAL MEDIA TRANSFORMATIONS (8)**

Social Media Transformations-Building Digital Capabilities-Challenges in Going Digital-Digital Transformations in the space of cloud computing-Prepare and Drive Digital Transformations - Raymond's Case Study

**UNIT IV: DIGITAL TRANSFORMATION – NEW TRENDS (10)**

Digital Transformation: From Products to Platforms, Linear Vs. Triangular Value Chains, The product Service Model: marketing, Finance and Supply Chains. Technological enabled disruptions in today's business environment, and Appraisal of response of incumbents to the technological disruptions – Paytm Case Study and Facebook Case Studies.

## **UNIT V: DIGITAL INNOVATION AND REVOLUTION**

(7)

Leveraging Open innovation, Governing Your Digital Platform, Strategy and Competition in the Digital Age, Factors for Digital Innovation and Revolution, Service Innovation Initiatives –Google Case Study

Recommended software's for Data Analysis

1. Dronahq
2. Pivotal
3. Adlib software

### **Course Outcomes:**

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

1. Elucidate the concept digital transformation
2. Integrate digital innovation with digital transformation
3. Apply advances in social media platform for digital transformation.
4. Evaluate response of business organizations to the emerging trends in area of digital transformation.
5. Discuss digital revolution

### **Text Book:**

1. Lindsay Herbert, Digital Transformation, Bloomsburt

### **References:**

1. Oswald AJ Mascarenhas, Business Transformation Strategies, SAGE
2. Nagy K Hanna, Mastering Digital Transformation, Emeralds
3. Alexander Rauser, Digital Strategy

**22MBAP901 SOFT SKILLS**

L	T	P	C
2	0	0	0

**Course Prerequisite:** NONE

**Course Description:** This course intends and aims to enhance the confidence of the students by exposing them to various situations and contexts they face in their career. It is imperative for Engineering students to start preparing for the ever-growing competition in the Job market. This course focuses on the practical aspects of soft skills relevant to the requirements of the prospective employers in view of globalization.

**Course Objectives:** 1. To expose the students to those soft skills which are crucial to an employee's ability to work smarter. 2. To enhance Art of Communication, Team Skills, Presentation & GD handling skills and preparing resume & Interview Skills.

**UNIT I:** (6)  
Verbal Communication - Effective Communication - Active listening - Paraphrasing - Feedback Non-Verbal Communication - Body Language - Greetings, Introductions, Small Talk.

**UNIT II:** (6)  
Self Enhancement - Importance of developing assertive skills - developing self-confidence - developing emotional intelligence - Importance of Team work - Team vs. Group - Attributes of a successful team - Barriers involved working with Groups - Dealing with People - Group Decision Making - Leadership skills  
- Empathy, self-realization (Identifying strengths and weaknesses), Motivation.

**UNIT III:** (6)  
Presentation Skills - Stages involved in an effective presentation - selection of topic, content, aids - Engaging the audience - Time management - Mock Presentations & Feedback - GD skills - Understanding the objective and skills tested in a GD - General types of GDs - Roles in a GD - Do's & Don'ts - Mock GD & Feedback.

**UNIT IV:** (6)  
Types of Resumes - Resume preparation - Tips in writing resume - Interview handling Skills - Self preparation checklist - Grooming tips: do's & don'ts - mock interview & feedback - Goal setting.

**UNIT V:** (6)  
Grooming etiquette - Telephone etiquette - E-mail etiquette, Professional electronic communication - Dining etiquette - Do's & Don'ts in a formal setting - How to impress.



**Course Outcomes:**

1. Upon completion of this course the students shall be able to communicate effectively and enhance their interpersonal relationship and building skills with renewed self-confidence.
2. Work together in teams and accomplish objectives in a cordial atmosphere.
3. Face presentations and Group Discussions
4. Prepare resume and face interviews.
5. Understand and develop the etiquette necessary to present oneself in a professional setting.

**Text Book:****References:**

1. "Soft Skills". Dr K Alex. S Chand Publications, New Delhi
2. The Seven Habits of Highly Effective People by Stephen R. Covey, Covey Leadership Center, 2005.
3. Negotiate to Close by Gary Karnass, Simon and Schuster, 1987.
4. The greatest miracle in the world – Og Mandino, Random House Publishing Group, 2009.
5. Working with Emotional Intelligence - Daniel Goleman, A&C Black, 2009.
6. Developing Communication Skills by Krishna Mohan and Meera Banerji; MacMillan India Ltd., Delhi, 2000.
7. Essentials of Effective Communication, Ludlow and Panthon; Prentice Hall of India, 1993.
8. Effective Presentation Skills (A Fifty-Minute Series Book) by Steve Mandel, Crisp Publications, 1996.
9. "Strategic interviewing" by Richard Camp, Mary E. Vielhaber and Jack L. Simonetti – Published by Wiley India Pvt. Ltd, 2007.
10. "Effective Group Discussion: Theory and Practice" by Gloria J. Galanes, Katherine Adams, John K. Brilhart, Tata McGraw-Hill, 2010.

**Mode of Evaluation:** Written Examination, Day-to-day Assessment

**22ENGP901 CREATIVE WRITING**

L	T	P	C
2	0	0	0

**Course Prerequisite: None**

**Course Description:** The course functions as a broad-based introduction to various forms of creative writing, such as short fiction, poetry and drama. Short story writing is geared toward creative writing so that students learn about character, dialogue, voice, style and description in fiction. The course provides them with the opportunity to delve deeper into the analysis of selected short fiction and to work on stories of their own. Students explore the genre of poetry in-depth through their own writing and that of published poets. The study of playwriting involves many of the same focuses as short story writing, such as dialogue, character and plot. Students also experiment with writing these genres. The class is usually comprised of technique and style discussions, reading assignments and writing exercises.

**Course Objectives:**

1. To familiarize the students with different forms of writing: poetry, scene writing, and vignette and feature writing.
2. Apart from writing, the course will also encourage students to read and acquaint, appreciate and respond to different genres of writing.

**UNIT I: (6)**

Introduction to creative writing and reading, Poetry, Short Story, Drama, Fiction, Non Fiction, Feature Writing, etc.

**UNIT II: (6)**

Poetry, Scenario writing, feature and vignette writing, Haiku, Object Poem, List Poem, Visual Poem, Nature Poem, Scanning a poem and understanding its meaning

**UNIT III: (6)**

Writing a scene, finding sources from which to draw ideas to write scenes, creating an effective setting for a scene to take place; creating strong, believable characters in a scene.

**UNIT IV: (6)**

Learning how a scene can drive the plot of a story, how to effectively use point of view to enhance a scene, how to write interesting and useful dialogue, self-editing own writing.

**UNIT V: (6)**

Writing a vignette, finding sources from which to draw ideas to write a vignette, organizing one's time and ideas to produce a longer piece of writing.

**Course Outcomes:**

At the end of this course, students will be able to

1. Develop skills in writing, editing, and revision in the literary genre.
2. Analysis to inform appreciation and understanding of poetry.
3. Demonstrate the ability to read and respond thoughtfully.
4. Develop plot of the story and sketch characters with relevant dialogues; overall script writing and editing skills are imparted.
5. Understand the effective writing skills such as good essays and projecting scholarly ideas to the mass media.

**Text Book:**

Mills, Paul. 2006. Creative Writing Course Book. New York: Routledge.

**References:**

1. Jaron, Philip K. and Allan B. Lefcowitz. 2004. Creative Writer's Hand Book. 4<sup>th</sup> ed. Prentice Hall.
2. Bulman, Colin. 2007. Creative Writing: A guide and glossary to fiction writing. Polity Press.
3. Coles Notes. 1991. Dictionary of Literary Terms. Delhi: Chaman Enterprises.
4. Minot, Stephen. 1971. Three Genres: The Writing of Poetry, Fiction, and Drama. Englewood Cliffs: Prentice-Hall.

**Mode of Evaluation:** Assignments, Written Examination (Internal Only)

**22ENGP902 EFFECTIVE PUBLIC SPEAKING**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>2</b>	<b>0</b>	<b>0</b>	<b>0</b>

**Course Prerequisite:** None

**Course Description:**

This course provides effective presentation training tools and skills include good content, organization, delivery, audience, and analysis. These enhance students' traits in becoming a more critical consumer of information and delivery of speeches within a public setting and group discussion. Emphasis is on research, preparation, delivery, and evaluation of informative, persuasive, and special occasion public speaking.

**Course Objectives:**

1. To improve student's speaking skills in various professional contexts and enable one to develop the art of public speaking.
2. art of public speaking.
3. To improve student's speaking skills in various professional contexts and enable one to develop the art of public speaking.
4. To develop the necessary skills through actual practice in presenting information, giving seminars, participating in group talk etc.

**UNIT I:**

**(6)**

Public Speaking- an overview- Significance to professionals- Importance of Listening and Speaking Skills

**UNIT II:**

**(6)**

Credibility & Confidence- Preparation of Speech & Audience Analysis.

**UNIT III:**

**(6)**

Organization of Speech- Platform Manners & Use of Microphones- Modes of Delivery.

**UNIT IV:**

**(6)**

Use of Visual Aids- Psychology of Persuasion- Speeches for Special Occasions.

**UNIT V:**

**(6)**

Speech Practice.

**Course Outcomes:**

At the end of this course, students will be able to

1. Understand public speaking and its significance to professionals.
2. Know the importance of listening for effective speaking.
3. Develop speeches that can increase self-confidence and credibility.
4. Understand how to prepare, rehearse, and present a speech.
5. Become aware of the different nuances involved in the speeches for different occasions such as giving seminars and participating in group talks etc.

**Textbook:**

Pushp Lata and Sanjay Kumar. Communicate or Collapse New Delhi: Prentice Hall of India, 2007.

**References:**

1. Lucas, Stephen E. The Art of Public Speaking. Third Edition, Singapore: McGraw-Hill, 1989.
2. Deanna D Sell now Public Speaking A Process Approach Media Edition, Wadsworth/Thomson, 2003.
3. Jaffe, Clella. Public Speaking New Delhi: Cengage Learning India Pvt. Ltd, 2008.
4. Bellingham, Jo. Giving Presentations Delhi: Oxford University Press. 2003.
5. Qubein, Nido. How to be a Great Communicator New Delhi: Viva. 1997.

**Mode of Evaluation:** Assignments, Written Examination (Internal Only)

**22MEP301 TOTAL QUALITY MANAGEMENT**

L	T	P	C
3	0	0	3

**Course Prerequisite: None****Course Description**

Total quality management (TQM) is a philosophy, methodology and system of tools aimed to create and maintain mechanism of organization's continuous improvement. It involves all departments and employees for the improvement of processes and products. It helps to reduce costs, exceed needs and expectations of customers and other stakeholders of an organization. TQM encompasses the concepts of business and social excellence that is sustainable approach to organization's competition, efficiency improvement, leadership and partnership.

**Course Objectives:**

The students will be able to:

1. Study comprehensive knowledge about the principles, practices, tools and techniques of total quality management.
2. Gain knowledge on leadership, customer satisfaction, addressing customer complaints, team work, employee involvement, related to customer and supplier partnership.
3. Gather information on various tools and techniques, concept on Six Sigma, bench marking and Failure Mode Effective Analysis (FMEA).
4. Know the importance of Quality circle, Quality Function Deployment, Taguchi design and case studies related to TQM.
5. Implement TQM

**UNIT I: INTRODUCTION****(9)**

Introduction - Need for quality - Evolution of quality - Definition of quality – Quality control, Quality management and Quality Assurance - Definition of TQM – Basic concepts of TQM - TQM Framework - Contributions by Deming, Juran and Crosby – Dimensions of quality – Benefits of quality and Barriers.

**UNIT II: TQM PRINCIPLES****(9)**

TQM principles - Strategic quality planning, Quality statements - Customer focus – Customer orientation, Customer satisfaction, Customer complaints, Customer retention - Employee involvement – Motivation, Empowerment, Team and Teamwork, Recognition and Reward, Performance appraisal - Continuous process improvement – Supplier partnership – Partnering, Supplier selection, Supplier Rating.

**UNIT III: TOOLS AND TECHNIQUES I****(9)**

The seven traditional tools of quality – New management tools – Six-sigma: Concepts, methodology, applications to manufacturing, service sector including IT – Bench marking – Reason to bench mark, Bench marking process – FMEA.

**UNIT IV: TOOLS AND TECHNIQUES II****(9)**

Quality circles – Quality Function Deployment (QFD) – Design of Experiments-Taguchi quality loss function – TPM – Concepts, improvement needs – Cost of Quality Performance measures.

## **UNIT V: IMPELMENTATION OF TQM**

**(9)**

Steps, KAIZEN, 5S, JIT, POKAYOKE, I - Introduction to Robust Design, ISO Standards and Case studies.

### **Course Outcomes:**

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

1. Understand the various principles and practices of TQM to achieve quality.
2. Identify the various statistical approaches for Total Quality Control.
3. Demonstrate the TQM tools for continuous process improvement.
4. Adopt the importance of ISO and Quality systems.
5. Make use of the concepts of TQM to solve case studies

### **Text Books:**

1. Dale H. BesterField, et al., Total Quality Management, Pearson Education Asia, Third Edition, Indian Reprint (2003).

### **References:**

1. James R. Evans and William M. Lindsay, The Management and Control of Quality, (6th Edition), South- Western (Thomson Learning), 2005.
2. Oakland, J.S. TQM – Text with Cases”, Butterworth – Heinemann Ltd., Oxford, Third Edition (2003).
3. Suganthi,L and Anand Samuel, Total Quality Management, Prentice Hall (India) Pvt. Ltd. (2006)
4. Model.

**Mode of Evaluation:** Assignments, Internal Mid Examinations, End Examination.

**22CSEP301 MULTIMEDIA TECHNOLOGIES****Course Prerequisite:** NONE

L	T	P	C
3	0	0	3

**Course Description:**

This course aims to introduce the students to Multimedia technologies and their usage in real world applications. This course covers introduction to multimedia, different image, video and audio formats, imagecoding and compression techniques, I/O technologies, Multimedia network and Multimedia Security and Forensics:

**Course Objectives**

1. To provide the foundation knowledge of multimedia computing.
2. To provide the knowledge about media characteristics, compression standards, multimedia representation, data formats, multimedia technology development.
3. To understand Multimedia, I/O technologies
4. To understand Multimedia Networks
5. To understand Multimedia security and forensics:

**UNIT I- INTRODUCTION TO MULTIMEDIA TECHNOLOGIES (9)**

Introduction to Multimedia: Multimedia Elements – Multimedia applications – Multimedia System Architecture – Evolving technologies for Multimedia – Defining objects for Multimedia systems – Multimedia Data interface standards – Multimedia Databases.

**UNIT II - COMPRESSION AND FILE FORMATS (9)**

Compression and Decompression: Need for Data Compression – Types of Compression – Binary Image Compression Schemes – Image Compression – Video Compression – Audio Compression. Data and File Format Standards: Rich Text Format – TIFF File Format – Resource Interface File Format – MIDI File Format - JPEG DIB File Format – AVI Indeo File Format – MPEG Standards –TWAIN.

**UNIT III - MULTIMEDIA I/O TECHNOLOGIES (9)**

Input and Output Technologies: Multimedia I/O Technologies: Image Scanners – Digital Voice and Audio – Digital Camera – Video Images and Animation – Full Motion Video -Video Motion Analysis.

**UNIT IV - MULTIMEDIA NETWORKS (9)**

rotocol - QOS Issues - RTP, RTCP, RTSP, SIP - Media on demand –ITV - STB Broadcast Schemes for VoD Buffer Management- Multimedia over wireless networks.

**UNIT V - MULTIMEDIA SECURITY AND FORENSICS (9)**

Multimedia encryption - Digital Watermarking Security Attacks- Digital Forensics taxonomy, goals/requirements - Forensic Data Acquisition -Forensics Analysis and Validation.



**Course Outcomes:**

Upon completion of this course, students should be able to

1. Understand the characteristics of different media and the representations of different multimedia data formats.
2. Understand the characteristics of Image, Audio and Video systems and takes into considerations in multimedia techniques design and implementation.
3. Describe different coding and compression principles and compare different compression techniques.
4. Design multimedia components efficiently
5. Develop integrated, collaborative multimedia systems

**Text Books**

1. K. Andleigh, Kiran Thakrar , Multimedia Systems Design, PHI, 2007
2. ZeNian Li, S. Drew, "Fundamentals of Multimedia", PHI, 2006
3. Li, Ze-Nian and Mark S. Drew, "Fundamentals of Multimedia", Prentice Hall of India, 2004.
4. Steinmetz Ralf and K. Nahrstedt "Multimedia: Computing, Communications & Applications", Pearson Education, 1995.

**Reference Books**

1. Ralf Steinmetz and Klara, "Multimedia Computing, Communications and Applications", Pearson Education, 2009
2. Min Wu, Bede Liu, "Multimedia Data Hiding", Springer-Verlag, 2002
3. I.Cox, M. Miller, and J. Bloom, "Digital Watermarking", Morgan Kaufman Publishers, 2001
4. Chun-Shien Lu, "Multimedia Security : Steganography and Digital Watermarking techniques for Protection of Intellectual Property", Springer Inc 2007
5. Wenjun Zeng, Heather Yu and Ching, Yung Lin, "Multimedia Security technologies for Digital rights Management", Elsevier Inc 2006

**Mode of Evaluation:** Assignments, Internal Mid Examinations, External End Examination.

**Course Prerequisite:** None

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>2</b>	<b>0</b>	<b>0</b>	<b>3</b>

**Course Description:** This course is an applied statistics course focusing on data analysis. The course will begin with an overview of how to organize, perform, and write-up data analyses. Instead of focusing on mathematical details, the lectures will be designed to help you apply these techniques to real data using the R statistical programming language, interpret the results, and diagnose potential problems in your analysis. The course covers practical issues in statistical computing which includes programming in R, reading data into R, accessing R packages, writing R functions, debugging, profiling R code, and organizing and commenting R code.

**Course Objectives:** Students will be able

1. To learn techniques of statistical modeling.
2. To communicate their results effectively to others, including non-experts.
3. To have hands-on experience with analyzing diverse data types, using modern statistical computer tools.
4. To profiling R code
5. To vector and variables

#### **UNIT I: INTRODUCTION TO R**

(9)

Overview of R, R data types and objects, reading and writing data.

#### **UNIT II: CONTROL STRUCTURES AND FUNCTIONS**

(9)

Control structures, functions, scoping rules, dates and times.

#### **UNIT III: LOOP FUNCTIONS AND DEBUGGING**

(9)

Loop functions, debugging tools.

#### **UNIT IV: PROFILING R CODE**

(9)

Simulation, code profiling.

#### **UNIT V: VECTOR AND VARIABLES**

(9)

Interacting with the interpreter, R Functions, Vector and Variables.

**Course Outcomes:** At the end of this course, students will be able to

1. A good understanding of data types available in R.
2. A good understanding of various control structures, scope rules present in R.
3. A good understanding of loop functions and debugging tools.
4. Simulation and code profiling capability.
5. A good understanding of R Functions, Vectors, etc.

**Textbooks:**

1. R Programming for Data Science by Roger D.Peng, Lean publisher.
2. 25 Recipes for Getting Started with R, Publisher: O'Reilly Media, January 2011.
3. Learning R Paperback by [Richard Cotton](#), Publisher: O'Reilly; 1 edition (20 September 2013).

**References:**

1. <https://www.coursera.org/course/rprog>
2. <https://www.coursera.org/course/dataanalysis>

**Mode of Evaluation:** Assignments, Written Examination (Internal Only)

**22HUMP301 INTRODUCTION TO INTELLECTUAL PROPERTY RIGHTS**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>

**Course Description:** Intellectual property (IP) is a legal term that refers to creations of the mind. Examples of intellectual property include music, literature, and other artistic works; discoveries and inventions; and words, phrases, symbols, and designs. Under intellectual property laws, owners of intellectual property are granted certain exclusive rights. Some common types of intellectual property rights (IPR) are copyright, patents, and industrial design rights; and the rights that protect trademarks, trade dress, and in some jurisdictions trade secrets. Intellectual property rights are themselves a form of property, called intangible property.

**Course Objectives:** The course is intended to:

1. Explain the importance of Intellectual Property Rights, its protection and management;
2. Explain the types/tools of IPR;
3. Make aware the students to understand the commercialization of IPR;
4. Know the filing of patent rights, acts, rules & portfolio analysis, management, patent strategy; and
5. Create awareness about Right to Information Act (RTI), its powers, functions, penalties and appeal.

**UNIT I: INTRODUCTION****(9)**

Intellectual property and its protection, WTO, TRIPS Agreement & its Protection

**UNIT II: INTRODUCTION TO COPY RIGHTS****(9)**

Copyright Principles – Copyright Law - Copyright ownership - Right to prepare derivative works – Rights of Distribution - Copyright Formalities and Registrations - Copyright disputes - International Copyright Law – Patent Trademark – Geographical indications

**UNIT III: COMMERCIALIZATION OF IP ASSETS****(9)**

Contracting, Licensing, Assignment and technology transfer; Drawing up a business strategy IP rights in export markets; Ownership of rights by employees; Valuation of intellectual property rights.

**UNIT IV: PROCEDURE FOR FILING PATENT IN INDIA AND OTHER COUNTRIES****(9)**

PCT filing, Patent Search, Patent Acts & Rules, Patent Infringement, Patent Portfolio analysis and management, Patent Strategy.

**UNIT V: RTI****(9)**

Introduction – Objectives – Obligation of Public Authorities – The Central & State information commission – Powers & Functions – Penalties & Appeal.

**Course Outcomes:**

At the end of the course, students will be able to

1. Understand the importance of Intellectual Property Rights, its protection and management.
2. Analyze and apply the types/tools of IPR.
3. Identify the process of commercialization of IPR.
4. Understand the procedure of filing of patent, acts, rules and portfolio analysis, management, patent strategy.
5. Apply the Right to Information Act (RTI) in real life situation.

**Text Book:**

1. Intellectual Property: The Law of Trademarks, Copyrights, Patents, and Trade Secrets, 4th Edition (2013) By **Deborah E. Bouchoux, Cengage Learning**

**References:**

1. Latest Research Papers

**Mode of Evaluation:** Written Examination (Internals Only)