

**MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE**

**MADANAPALLE**

(UGC-AUTONOMOUS)

[www.mits.ac.in](http://www.mits.ac.in)



**DEPARTMENT OF MANAGEMENT STUDIES**

**Academic Regulations (R24)**

**Course Structure**

**And**

**Detailed Syllabi**

**For the students admitted to**

**M.B.A. Regular Two Year P.G. Degree Programme from the academic year 2024-25**



**MASTER OF BUSINESS ADMINISTRATION**

**Course Structure**

**For the students admitted to  
Master of Business Administration from the academic  
Year 2024-25 batch onwards**

**MBA - I YEAR I SEMESTER**

| S.No             | COURSE CODE | I YEAR I SEMESTER COURSES  | L         | T        | P        | C         |
|------------------|-------------|--|-----------|----------|----------|-----------|
| 1                | 24MBAP101   | Management Perspectives and Organizational Behaviour             | 4         | 0        | 0        | 4         |
| 2                | 24MBAP102   | Managerial Economics and Business Environment                    | 4         | 0        | 0        | 4         |
| 3                | 24MBAP103   | Accounting for Managers  | 3         | 1        | 0        | 4         |
| 4                | 24MBAP104   | Business Statistics for Managers using SPSS                      | 3         | 0        | 2        | 4         |
| 5                | 24MBAP105   | Design Thinking  | 4         | 0        | 0        | 4         |
| 6                | 24MBAP106   | Indian Ethos and Business Ethics                                 | 2         | 0        | 0        | 2         |
| 7                | 24MBAP601   | <b>Skill Enhancement Course-I</b><br>Corporate Communication     | 2         | 0        | 2        | 3         |
| 8                | 24MBAP602   | <b>Skill Enhancement Course-II</b><br>Data Analytics Using Excel | 2         | 0        | 2        | 3         |
| <b>Sub Total</b> |             |  | <b>24</b> | <b>1</b> | <b>6</b> | <b>28</b> |

**MBA - I YEAR II SEMESTER**

| S.No             | COURSE CODE | I YEAR II SEMESTER COURSES           | L         | T        | P        | C         |
|------------------|-------------|--------------------------------------|-----------|----------|----------|-----------|
| 1                | 24MBAP107   | Business Analytics                   | 3         | 0        | 2        | 4         |
| 2                | 24MBAP108   | Financial Management                 | 3         | 1        | 0        | 4         |
| 3                | 24MBAP109   | Marketing Management                 | 3         | 0        | 0        | 3         |
| 4                | 24MBAP110   | Production and Operations Management | 3         | 1        | 0        | 4         |
| 5                | 24MBAP111   | Human Resource Management            | 3         | 0        | 0        | 3         |
| 6                | 24MBAP112   | Business Research and Econometrics   | 3         | 0        | 2        | 4         |
| 7                |             | Generic Elective – I                 | 3         | 0        | 0        | 3         |
| 8                |             | Open Elective                        | 3         | 0        | 0        | 3         |
| 9                | 24MBAP701   | Comprehensive Viva - I               | 0         | 0        | 2        | 1         |
| 10               | 24MBAP702   | Rural Immersion Project              | 0         | 0        | 2        | 1         |
| 11               |             | Audit Course                         | 2         | 0        | 0        | 0         |
| <b>Sub Total</b> |             |                                      | <b>26</b> | <b>2</b> | <b>8</b> | <b>30</b> |

**MBA - II YEAR I SEMESTER (Tentative)**

| S.No             | COURSE CODE | II YEAR I SEMESTER COURSES | L         | T        | P        | C         |
|------------------|-------------|----------------------------|-----------|----------|----------|-----------|
| 1                | 24MBAP115   | Operations Research        | 3         | 1        | 0        | 4         |
| 2                | 24MBAP116   | Strategic Management       | 3         | 0        | 0        | 3         |
| 3                |             | Generic Elective – 2       | 3         | 0        | 0        | 3         |
| 4                |             | Generic Elective – 3       | 3         | 0        | 0        | 3         |
| 5                |             | Major – I                  | 3         | 0        | 0        | 3         |
| 6                |             | Major – II                 | 3         | 0        | 0        | 3         |
| 7                |             | Major – III                | 3         | 0        | 0        | 3         |
| 8                |             | Minor– I                   | 3         | 0        | 0        | 3         |
| 9                |             | Minor - II                 | 3         | 0        | 0        | 3         |
| 10               | 24MBAP703   | Mini Project/Internship    | 0         | 0        | 4        | 2         |
| <b>Sub Total</b> |             |                            | <b>27</b> | <b>1</b> | <b>4</b> | <b>30</b> |

**MBA – II Year II Semester (Tentative)**

| S.No               | Course Code | II Year II SEMESTER COURSES | L        | T        | P         | C          |
|--------------------|-------------|-----------------------------|----------|----------|-----------|------------|
| 1                  |             | Generic Elective – 4        | 3        | 0        | 0         | 3          |
| 2                  |             | Major– IV                   | 3        | 0        | 0         | 3          |
| 3                  |             | Minor - III                 | 3        | 0        | 0         | 3          |
| 4                  | 24MBAP704   | Comprehensive Viva - II     | 0        | 0        | 2         | 1          |
| 5                  | 24MBAP705   | Comprehensive Project Work  | 0        | 0        | 8         | 4          |
| <b>Sub Total</b>   |             |                             | <b>9</b> | <b>0</b> | <b>10</b> | <b>14</b>  |
| <b>Grand Total</b> |             |                             |          |          |           | <b>102</b> |

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

However, for candidates opting for Major / Minor in Analytics specialization, all courses shall follow L-T-P-C as 2-0-2-3 respectively

**LIST OF GENERIC ELECTIVE COURSES**

| <b>GENERIC ELECTIVE 1</b> |                    |  |
|---------------------------|--------------------|--|
| <b>S.No</b>               | <b>Course Code</b> | <b>Course Name</b>                             |
| 1                         | 24MBAP501          | Management Information Systems                 |
| 2                         | 24MBAP502          | Software Project Management                    |
| 3                         | 24MBAP503          | E-Commerce and Digital Markets                 |
| 4                         | 24MBAP504          | Managing Digital Innovation and Transformation |

### LIST OF AUDIT COURSES

| S. No. | Course Code | Course Name               | Offered by the Department of | Prerequisite Course Code / None |
|--------|-------------|---------------------------|------------------------------|---------------------------------|
| 1.     | 24MBAP901   | Soft Skills               | MBA                          | None                            |
| 2.     | 24ENGP901   | Creative Writing          | English                      | None                            |
| 3.     | 24ENGP902   | Effective Public Speaking | English                      | None                            |

### LIST OF OPEN ELECTIVES

| To be offered in Conventional mode   |             |  |                              |                                 |
|--|-------------|--|------------------------------|---------------------------------|
| S. No.   | Course Code | Course Name                                  | Offered by the Department of | Prerequisite Course Code / None |
| 1.   | 24MEP301    | Total Quality Management                     | Mechanical Engineering       | None                            |
| 2.   | 24CSEP301   | Multimedia Technologies                      | CSE                          | None                            |
| 3.   | 24CSEP302   | Data Analysis using R                        | CSE                          | None                            |
| 4.   | 24HUMP301   | Introduction to Intellectual Property Rights | Humanities                   | None                            |
| Any other inter disciplinary courses offered by SWAYAM NPTEL can be opted by the candidates under MOOCs Category |             |  |                              |                                 |

# **I Year I Semester**

## MBA I Year I Semester

### 24MBAP101 MANAGEMENT PERSPECTIVES AND ORGANIZATIONAL BEHAVIOR

L T P C  
4 0 0 4

**Course Prerequisite: None**

**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 12 hours**

Concept and Evolution of Management -Thoughts Different Schools of Thoughts; Classical; Behavioral Science Approach; Systems Approach; Contingency and Modern Theories. Comparative Management Styles and approaches - Japanese Management Practices vs American Management Practices. - Benchmarking - Best Management Practices across the world - Select cases of Domestic & International Corporations Management Levels; Managerial Roles and Skills; the role of managers at hybrid workplace and challenges Ethics and Social Responsibilities of Business.

#### **UNIT II MANAGERIAL FUNCTIONS 12 hours**

Process – Problems – Components – Planning – Making It Effective. Management by Objectives (MBO) - Policies and Strategies - Scope and Formulation 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 12 hours**

Concept, Nature and scope; Understanding Human Behaviour: Personality:, Traits and types(JohariWindow); Perception: Factors and Process, Attitude Learning – Theories and applications in organizations, Motivation – Concept, Nature and Process, Theories of Motivation: Need Priority Model, Two Factors, Porter and Lawler model, Victor Vroom's expectancy theory.

#### **UNIT IV GROUP BEHAVIOUR 12 hours**

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 12 hours**

Management of stress; potential sources, consequences and coping strategies, **Stress as a motivator, Work life balance** organizational culture,concept, types of culture, organizational climate VS organizations culture, factors contributing towards creating and sustaining culture.



**Course Outcomes:**

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 analyze and compare different models used to explain individual behavior related to motivation and reward
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

( Case Study Compulsory)

**Text Books:**

1. Essentials of Management, Harold Koontz, Heinz Wehrich ,Mark V Cannice,2020
2. Management, Stephen P. Robbins, Mary Coulter, Agna Fernandez, Pearson Education, 2018
3. Organizational Behavior, Fred Luthans, McGraw Hill, 2017

**Reference Books:**

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 Wehrich ,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 and End Semester Examination.

**MBA I Year I Semester**

**24MBAP102 MANAGERIAL ECONOMICS AND BUSINESS ENVIRONMENT**

**L T P C**

**4 0 0 4**

**Course Objectives:**

1. To enable students to apply economic concepts and optimization tools in business decision-making.
2. To analyze demand and supply theories and forecast demand using various techniques.
3. To examine production and cost concepts for optimal decision-making.
4. To understand the influence of monetary, fiscal and industrial policies on business environment
5. To assess economic activity and opportunities using key economic indicators

**UNIT I INTRODUCTION TO MANAGERIAL ECONOMICS**

**12 hours**

Economics: Nature, Scope, and Significance - Relationship with Other Areas: Production Management, Marketing, Finance, and Personnel - Role of Managerial Economist in the Modern Business World - Objectives of the Firm and introduction to 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**

**12 hours**

Demand Analysis: Significance, Determinants, Demand Functions, Law of Demand, Exceptions to the Law of Demand, Elasticity of Demand (Types) - Demand Forecasting: Need and Techniques – Supply Analysis: Supply Function, Law of Supply, Elasticity of Supply

**UNIT III MARKET STRUCTURE AND PRICING PRACTICES**

**12 hours**

Competitive Situations: Perfect Competition, Monopoly, Monopolistic Competition, Oligopoly (Short Run and Long Run) - Pricing Methods: Cost-Based, Demand-Based, Competition-Based, Other Pricing Methods - Break-Even Analysis: Meaning, Assumptions, Determination, Limitations, Uses in Managerial Decisions (Simple Problems)

**UNIT IV OVERVIEW OF THE BUSINESS ENVIRONMENT**

**12 hours**

Business environment: Definition and Components - Need and importance of environmental analysis – PESTEL analysis - Economic Environment: Economic Systems – Monetary Policy – Fiscal Policy Industrial policies

**UNIT V      GLOBAL BUSINESS ENVIRONMENT AND ECONOMIC INDICATORS**

**12 hours**

Global Business Environment: Introduction to Globalization – Trade theories - Balance of Payments - Trade Policies and Agreements: WTO, Trade Blocs, Bilateral and Multilateral Agreements - National Income: Concepts and Measurement (GDP, GNI, GNP, Per Capita Income) - Inflation: Concept, Types, Causes - Key Economic Indicators: Consumer Price Index, Employee Cost Index, and Their Significance – Business cycle: concept and stages

**(Case Studies compulsory)**

**Course Outcomes:**

At the end of this course students will demonstrate the ability to

1. Understand and apply economic concepts for optimal resource utilization in business.
2. Determine demand and supply elasticity and utilize forecasting techniques in decision-making
3. Analyse various market structures and adopt appropriate pricing methods.
4. Evaluate the impact of different industrial policies on business environment and take appropriate decisions
5. Assess the effects of global economic policies and indicators on business operations.

**Text Books:**

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
5. Cherunilam, Francis (2021): Business Environment, Himalaya Publishing House

**Reference Books:**

1. Dean, Joel: Managerial Economics, PHI, New Delhi
2. D.N. Dwivedi, Managerial Economics, Vikas, New Delhi
3. Trivedi, M.L: Managerial Economics, Theory and Applications, TMH, ND
4. Mittal, A., Managerial Economics, Text and Cases, Wisdom, Delhi
5. Mithani, D.M: Managerial Economics, Theory and Applications, Himalaya Publishing
6. Attmanand, Managerial Economics, Excel Publications
7. G.S. Gupta, Macro Economics: Theory and Applications, Tata McGraw Hill
8. Dwivedi, D.N., Macro Economics: Theory and Applications, Tata McGraw Hill
9. Cherunilam, Francis (2021): International Business Environment, Himalaya Publishing House

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

**MBA I Year I Semester**

**24MBAP103 ACCOUNTING FOR MANAGERS**

**L T P C**  
**3 1 0 4**

**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 12 hours**

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 12 hours**

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 12 hours**

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 12 hours**

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**

**12 hours**

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:**

At the end of this course students will demonstrate the ability to

C01 Understand the fundamentals of financial accounting, the principles and concepts underlying them.

C02 Construct the financial statements viz., the Income Statement and Balance Sheet

C03 Present financial statements Analysis

C04 Exploit the cost -Volume-Profit analysis in business decision making

C05 Learn the computerized process of accounting

### **Text Books:**

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.

### **Reference Books:**

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

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

**MBA I Year I Semester**

**24MBAP104 BUSINESS STATISTICS FOR MANAGERS USING SPSS**

**L T P C**  
**3 0 2 4**

**Course Objectives:**

1. To understand the basics of SPSS software and its application in statistical analysis
2. To learn various statistical methods for data analysis, including probability concepts and distributions
3. To develop skills in correlation and regression analysis using SPSS
4. To perform statistical inference using SPSS
5. To conduct multivariate analysis using SPSS

**UNIT I INTRODUCTION TO SPSS & STATISTICS 12 hours**

Introduction to SPSS – Data Coding, Retrieving - Statistics in Business, Bar Diagrams, Pie- Diagram, and Histograms, 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 (using SPSS)

**UNIT II PROBABILITY AND RANDOM VARIABLES & PROBABILITY DISTRIBUTIONS 12 hours**

Basic Concepts of Probability, Addition law, Multiplication Law, Conditional Probability, Baye’s Rule. Discrete and Continuous Random variables, Expectation of a random variable- Mean, Variance and Standard Deviations. Binomial Distribution, Poisson Distribution, Normal Distribution and their applications in Business Management

**UNIT III CORRELATION AND REGRESSION 12 hours**

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. (using SPSS)

**UNIT IV STATISTICAL INFERENCE USING SPSS 12 hours**

Population, sampling, Estimation, formulation of null hypothesis, alternative hypothesis, level of significance, large sample single mean, single proportion, difference of means, difference of proportions, t-Test for Single Mean, t-Test for Difference of Means, Paired t-test, Chi- Square Test for Goodness of Fit, Chi-Square Test for Independence of Attributes. (using SPSS)

## UNIT V                    MULTIVARIATE ANALYSIS:

12 hours

ANOVA-One-Way Classification, ANOVA-Two- Way Classification, Reliability analysis, Principal component, and Factor Analysis (using SPSS)

### List of Experiments:

1. Creation of Bar Diagrams and Pie-Diagram, Histogram
2. Binomial and Poisson Probability distribution using SPSS.
3. Simple Regression
4. Multiple Regression
5. Chi-Square Test for Goodness of Fit
6. Chi-Square Test for Independence of Attributes
7. t-Test for Single Mean
8. t-Test for Difference of Means
9. Paired t-Test
10. ANOVA-One-Way Classification
11. ANOVA-Two-Way Classification
12. Principal Component and Factor Analysis

### Course Outcomes:

At the end of this course students will demonstrate the ability to

CO1: Use SPSS for data coding, retrieval, and statistical analysis; create and interpret bar diagrams, pie diagrams, and histograms; calculate and interpret measures of central tendency and dispersion

CO2: Understand and apply basic probability concepts and distributions, including binomial, Poisson, and normal distributions

CO3: Perform correlation and regression analysis using SPSS; calculate and interpret correlation coefficients and regression coefficients

CO4: Conduct statistical inference using SPSS, including hypothesis testing, t-tests, and chi-square tests

CO5: Conduct multivariate analysis using SPSS, including ANOVA, reliability analysis, and factor analysis

### Text Books:

1. Pallant, J. (2020). SPSS Survival Manual: A Step by Step Guide to Data Analysis using IBM SPSS (7th ed.). Routledge.
2. Levin, R. I., & Rubin, D. S. (2017). Statistics for Management (8th ed.). Pearson Education.

**Reference Books:**

1. Field, A. (2017). *Discovering Statistics Using IBM SPSS Statistics* (5th ed.). SAGE Publications Ltd.
2. George, D., & Mallery, P. (2019). *IBM SPSS Statistics 26 Step by Step: A Simple Guide and Reference* (16th ed.). Routledge.
3. Aczel, A. D., & Sounderpandian, J. (2009). *Complete Business Statistics* (7th ed.). McGraw-Hill Education.

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



**MBA I Year I Semester**

**24MBAP105 DESIGN THINKING**

**L T P C**  
**4 0 0 4**

**Course Objectives:**

To enable the student

1. To get exposed to the basic concepts of Design Thinking of the 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 ~~learn~~ (skills and mindsets)

**UNIT I INTRODUCTION TO DESIGN THINKING 12 hours**

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

**UNIT II EMPATHY & DEFINE 12 hours**

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 “Howmight we Statements”

**UNIT III IDEATION TECHNIQUES 12 hours**

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 12 hours**

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. Do it Now- Reflect- Do it Better; DT is a team sport; develop a coach-like stance;

## **UNIT V      DESIGN THINKING APPLICATIONS IN ENTREPRENEURSHIP**

**12 hours**

Presentation of 1. My Business Idea (Big Picture- Vision- Mission (Connecting Dots)). 2. Business Model Presentation. 3. Assessment. 4. Dissertation/Record; Design thinking for entrepreneurs and start-ups, Why Do Entrepreneurs Need Design Thinking, Case studies of successful entrepreneurs who used design thinking for competitive advantage.

### **Course Outcomes:**

At the end of this course students will demonstrate the ability to

CO1: Understand the basic concepts of Design Thinking and develop Self Awareness.

CO2: Empathize, get sensitized and identify the problems.

CO3: Encourage wild ideas, defer judgment, and build on the ideas of others

CO4: Translate an innovative idea into a prototype.

CO5: Understand, implement, and apply the Design Thinking Principles in Personal and Professional life.

### **Text Books:**

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

### **Reference Books:**

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

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

**MBA I Year I Semester**

**24MBAP106 INDIAN ETHOS AND BUSINESS ETHICS**

**L T P C**

**2 0 0 2**

**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. To Discuss ethics in business

**UNIT I INTRODUCTION**

**6 hours**

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 hours**

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

**UNIT III LEADERSHIP AND COSMIC LAWS**

**6 hours**

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 hours**

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

## UNIT V ETHICS IN BUSINESS

6 hours

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:

At the end of this course students will demonstrate the ability to

CO1: Discover Indian heritage in business management

CO2: Understand Indian ethos from Indian historical perspectives

CO3: Analyze and apply contemporary leadership approaches and cosmic laws Karma,creation, Humility, Growth, Responsibility and Connection

CO4: Evaluate theories and approaches of ethics.

CO5: Develop and Apply ethics in business.

### Text Books:

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

### Reference Books:

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 200
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

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

**MBA I Year I Semester**

**24MBAP601 CORPORATE COMMUNICATION**

**L T P C**

**2 0 2 3**

**Course Objectives:**

1. To familiarize students with the corporate communication functions, nature and corporate social responsibility and flow of communication decisions.
2. To improve the corporate aspects of Personality Development.
3. To Broaden and an understanding of Employability Quotient in Corporate Management
4. To enable the students to write an effective Business Letters and reports and improve presentation skills of students.
5. To develop Business and social Etiquette

**UNIT I INTRODUCTION TO CORPORATE COMMUNICATION**

**9 hours**

Corporate Communication: Definition, Nature, Scope, Principles and functions of corporate communication, Importance, Historical Overview, Evolution of Corporate Communication, Role and Responsibilities of Corporate Communication. Flow of Communication in organizations: Bottom-up, top down, Vertical and horizontal, Barriers to communication, Ethical Considerations in Corporate Communication

**UNIT II CORPORATE ASPECTS OF PERSONALITY DEVELOPMENT**

**9 hours**

The concept of personality - Dimensions of personality- Body language - Problem-solving - Conflict and Stress Management - Decision-making skills - Leadership and qualities of a successful leader – Character building -Team-work – Time management - Work ethics-Do's and Don'ts to develop positive self-esteem- Interpersonal Relationships.

**UNIT III CORPORATE EMPLOYABILITY QUOTIENT**

**9 hours**

Resume building- The art of participating in Group Discussion – Facing the Personal (HR & Technical) Interview -Frequently Asked Questions - Psychometric Analysis - Mock Interview Sessions-Employability Skills

**UNIT IV REPORT WRITING AND PRESENTATION SKILLS**

**9 hours**

Business Letters and Reports Writing: Principles of effective business letters, format and types of Business letter, Report Writing: Progress report, Annual report and Analysis of sample reports from industry. Presentation Skills: Elements of presentation, designing a presentation and presentation of charts & graphs, appearance & posture, practicing delivery of presentation.

## **UNIT V BUSINESS & SOCIAL ETIQUETTE**

**9 hours**

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.

### **List of Experiments:**

The following experiments need to be performed

1. Draft a Business Letter Exercise
2. Write a permission letter for Industrial Visit.
3. Great personalities, Managers, Film Heroes, Heroines, Politicians, CEO's,
4. Gratitude Journal
5. Resume Preparation
6. Conducting HR Round
7. Perception-Checking Practice
8. Preparing power point presentations based on various business situation.
9. Interpersonal skills
10. Telephonic conversations (situation based).
11. Conduct of a business meeting and writing the briefing of meetings.
12. Business & Social Etiquette.

### **Course Outcomes:**

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

- CO1: Understand the basics fundamentals of corporate communication for managers and enable them to read fluently.
- CO2: Understand the different aspects of Personality Development
- CO3: Apply the Employability Quotient concepts by different business situations in corporate management
- CO4: Prepare effective presentation of data, graphs and writing different reports
- CO5: Apply the business communication in self-development process. plication of business communication in the self-development process.

**Text Books:**

1. Paul A Agrenti (2012). Corporate Communication, Mc Graw-HILL, New York, United States
2. Hurlock, E.B (2006). Personality Development, 28th Reprint. New Delhi: Tata McGraw Hill.

**Reference Books:**

1. Corporate communication: A Guide to Theory and Practice by Joep Cornelissen.
2. M.K. Sehgal & V. Khetrpal – Business Communication (Excel Books, 2007).
3. Rajendra Pal – Business Communication (Sultanchand & Sons Publication, 2011).
4. P.D. Chaturvedi – Business Communication (Pearson Education, 1st Edition 2006).
5. Andrews, Sudhir. How to Succeed at Interviews. 21st (rep.) New Delhi. Tata McGraw-Hill 1988
6. Heller, Robert. Effective leadership. Essential Manager series. Dk Publishing, 2002

**Mode of Evaluation:** Mid Term Tests, Assignments, Day to Day Evaluation / Record and End Semester Examinations

**MBA I Year I Semester**

**24MBAP602 DATA ANALYTICS USING EXCEL**

**L T P C**  
**2 0 2 3**

**Course Objectives:**

1. To learn various applications of Excel in real business data
2. To analyze and provide hands-on experience to students in using computers for data organization and addressing business needs using advanced Excel Techniques.
3. To learn various formulas and functions in Excel.
4. To use Data Visualization techniques with new chart types
5. To learn various applications of statistical tools in Excel.

**UNIT I GETTING STARTED WITH EXCEL 9 hours**

Workbook and Worksheets, Navigation with Keyboard, Tabs and Ribbons, Quick Access Toolbar, Excel Options, Create a New Workbook, Print and Save, Understanding Worksheet Basics, Protecting Excel Workbook and Worksheet, Importing data into excel, Sharing in Excel

**UNIT II PERFORM FUCTIONS WITH SHORTCUT KEYS 9 hours**

Keys for Menus-Move on a worksheet or Workbook-Select Cells, Columns, Rows or Objects-Select Cells with Special Characteristics, Format Data, Filling data in cells, Working on Tables

**UNIT III FORMULAS AND FUNCTIONS-1 9 hours**

Understanding Formulas, Operators in Formula, Defined Names, Calculations , Functions in Formula, Relative and Absolute addressing, Referncing Cells Outside the Worksheet, Referencing Cells Outside the Workbook, Logical Functions- Using IF,Using nested IF, writing conditional expressions:IF combined with AND/OR-Using IFS,Using SWITCH

**UNIT IV FORMULAS AND FUNCTIONS-2 9 hours**

Summarizing Functions,Text functions,Lookup and Reference functions, Date and time functions,Math Functions, Financial Functions, Error Handling Functions, Formula Auditing, Data Visualization with New chart types- Waterfall charts, Histogram,Pareto Chart, Sparkline chart, Gantt and Milestone Chart,Putting Data in perspective with Pivots, Mail Merge using Excel.



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

**9 hours**

Statistical Functions- Frequency, MEDIAN, MODE.SNGL, MODE.MUTL, STDEV.P(/.S), VAR.P(/.S), CORREL, COVARIANCE.P(/.S), Complex Data Analysis using ToolPak-Enabling Analysis ToolPak in Excel, Descriptive Statistics in Excel, ANOVA in Excel-ANOVA:Single factor, t-Test following ANOVA,ANOVA:Two Factor with Replication, ANOVA: Two Factor without Replication.

### **LIST OF EXPERIMENTS:**

1. Nested IF
2. Example of Vlook with Range 0 (False), Example of Vlook with Range non zero(True)
3. Pivot table.
4. Data Visualization with New chart types- Waterfall charts, Histogram,Pareto Chart, Sparkline chart
5. MEDIAN, MODE.SNGL, MODE.MUTL
6. STDEV.P(/.S), VAR.P(/.S),
7. .MUTL, STDEV.P(/.S), VAR.P(/.S), CORREL, COVARIANCE.P(/.S)
8. Descriptive Statistics in Excel
9. ANOVA: Single factor.
- 10.t-Test following ANOVA
- 11.ANOVA: Two Factor with Replication
- 12.ANOVA: Two Factor without Replication

### **Course Outcomes:**

At the end of this course students will demonstrate the ability to

CO1: Understand various applications of Excel in real business data

CO2: Analyze and provide hands-on experience to students in using computers for data organization and addressing business needs using advanced Excel Techniques.

CO3: Understand various formulas and functions in Excel

CO4: Analyse the Data Visualization techniques with new chart types

CO5: Compute various applications of statistical tools in Excel.

**Text Books:**

1. Microsoft Excel 2019 Data Analysis and Business Modeling (Business Skills) by Wayne Winston (Author), 6<sup>th</sup> Edition .
2. Excel Data Analysis for Dummies (For Dummies (Computer/Tech)) 4th Edition.
3. Microsoft Excel 2019 Pivot Table Data Crunching (Business Skills) 1st Edition  
by Bill Jelen (Author), Michael Alexander (Author)

**Reference Books:**

1. Analyzing Data with Power BI and Power Pivot for Excel (Business Skills) 1st Edition  
by Alberto Ferrari (Author), Marco Russo (Author)
2. Excel 2019: 3 in 1: Beginner's Guide + Formulas and Functions + Advanced Methods to Learn Excel Paperback – March 15, 2020 by Alexander Cane (Author)

**Mode of Evaluation:** Mid Term Tests, Assignments, Day to Day Evaluation / Record and End Semester Examinations

**I Year II Semester**

## MBA I Year II Semester

### 24MBAP107 BUSINESS ANALYTICS

**L T P C**  
**3 0 2 4**

#### Course Objectives:

1. To understand the importance of business analytics and Business Intelligence
2. To understand different types of Analytics and its applications.
3. To learn to use statistical techniques and its application in business analytics.
4. To understand predictive analytics and forecasting techniques
5. To understand the role of machine learning in Business Intelligence

#### UNIT I INTRODUCTION TO BUSINESS ANALYTICS

**12 hours**

Introduction to Business Analytics (BA) - Need, Features and Use of Business Intelligence (BI) – BI Components – Data Warehouse, Business Analytics, Business Performance Management, User Interface - Business Intelligence versus Business Analytics

#### UNIT II INTRODUCTION TO TYPES OF ANALYTICS

**12 hours**

Sales & Marketing Analytics - HR Analytics- Financial Analytics - Production and operations analytics – Analytics in Industries: Telecom, Retail, Healthcare – Use Excel Pivot tables for case studies

#### UNIT III STATISTICS FOR BUSINESS ANALYTICS

**12 hours**

Types of Data - Definition, Sources, Storage and Characteristics of Structured, Unstructured and Semi Structured Data - Review of descriptive and inferential statistics, Graphical representation of data - What if analysis, Data tables, Scenario manager and Goal Seek

#### UNIT IV PREDICTIVE ANALYTICS WITH STATISTICS

**12 hours**

Regress models and prediction - Statistical forecasting techniques - Estimation of trend, seasonality and cyclical components. Smoothing models for forecasting – moving average, exponential smoothing methods, time series analysis.

#### UNIT V INTRODUCTION TO MACHINE LEARNING

**12 hours**

Types of machine learning – Supervised, Unsupervised Learning. Classification Techniques – K nearest Neighbour, Decision Tree - Clustering- k-means, Ward's Method - Evaluation Metrics for Regression, Classification and Clustering.

#### Course Outcomes:

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

CO1: Understand the use of Business Intelligence and analytics in getting insights from the data

CO2: Recognize the role of business intelligence in the domain.

CO3: Extract insights from data with the use of various descriptive statistics tools.

CO4: Implement regression technique to build predictive models.

CO5: Apply various machine learning techniques to make complex business decisions

**Text Books:**

1. Essentials of Business Analytics, Jeffrey Camm, James Cochran, Michael Fry, Jeffrey Ohlmann, David Anderson.

**Reference Books:**

1. Ramesh Sharda, Dursun Delen, and Efraim Turban authored "Business Intelligence: A Managerial Perspective on Analytics," published by Pearson, 3rd edition.
2. Albright C. S., Winston Wayne L. and Zappe C. J (2009). Decision Making Using Microsoft Excel (India Edition). Cengage Learning.
3. Evans J. R (2013). Business Analytics Methods, Models and Decisions. Pearson, Upper Saddle River, New Jersey.

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

**MBA I Year II Semester**

**24MBAP108 FINANCIAL MANAGEMENT**

**L T P C**

**3 1 0 4**

**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**

**12 hours**

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**

**12 hours**

Concept of Capital Budgeting, importance of capital budgeting, Nature of investment decisions; Time Value of Money-Compounding and Discounting Factors Investment evaluation criteria- importance, difficulties, determining cash flows- methods of capital budgeting; risk analysis (Risk adjusted discount rate method, certainty equivalent method, Probability Approach and Decision Tree Analysis)

**UNIT III COST OF CAPITAL**

**12 hours**

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 AND DIVIDEND DECISION**

**12 hours**

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 MANAGEMENT CAPITAL BUDGETING**

**12 hours**

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

**Course Outcomes:**

At the end of this course students will demonstrate the ability to

CO1: Practically understanding and follow day-to-day developments in the area of financial management

CO2: Develop the skill of using capital budgeting techniques

CO3: Practically understanding about Cost of capital and Measurement of Cost of Capital on various sources of finance.

CO4: Develop the skills on how to construction of Capital structure

CO5: Conceptual and analytical framework of evaluating working capital

**Text Books:**

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
3. Chandra, Prasanna, Financial Management, TMH, New Delhi

**Reference Books:**

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

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

**Course Objectives:**

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

**UNIT I INTRODUCTION TO MARKETING**

**9 hours**

Introduction to Marketing: Nature, scope, and importance of marketing - Core concepts of marketing - Philosophies of marketing - Marketing mix and extended Ps of marketing Marketing Environment: Overview of the marketing environment – India and **global marketing environment** - Contemporary issues in marketing Market Segmentation and Targeting: Identification of market segments - Segmenting consumer markets - Segmentation basis - Selecting target markets - Segmentation and targeting as a basis for strategy formulation  
Positioning Strategy: Developing and communicating a positioning strategy.

**UNIT II PRODUCT MANAGEMENT**

**9 hours**

Meaning of Product: Levels of product - Product mix, Product Life Cycle (PLC): PLC as a tool for marketing strategy, Product Line Decisions: Brand decisions, Stages of New Product Development: New product development - Product Differentiation and Positioning: Strategies for product differentiation - Developing a unique selling proposition (USP), Brand Equity and Brand Management: Building and managing brand equity - Brand extension strategies, Packaging and Labeling: Importance of packaging in marketing - Designing effective labels and packages.

**UNIT III PRICING STRATEGY**

**9 hours**

Objectives of Pricing: Understanding the goals and objectives behind setting prices - Methods of Pricing: Various pricing methods (including simple problems on pricing methods) - Factors Affecting Pricing Decisions: Key factors that influence pricing decisions - Adapting Prices: Strategies for adapting prices to different market conditions - Initiating Price Cuts: Tactics and implications of reducing prices - Initiating Price Increases: Strategies and considerations for raising prices - Responding to Competitor's Price Changes: How to effectively respond to competitors' pricing strategies - Psychological Pricing: The impact of consumer psychology on pricing decisions - Dynamic Pricing: Understanding and implementing dynamic pricing models - Legal and Ethical Considerations in Pricing: Navigating legal regulations and ethical issues in pricing.



## **UNIT IV SALES AND DISTRIBUTION MANAGEMENT**

**9 hours**

Channel Function and Flows: Understanding the role and dynamics of distribution channels - Channel Levels: Analysis of different levels within distribution channels - Channel Management Decisions: Strategies for managing distribution channels effectively - Types of Retailers: Overview of various types of retailers and their functions - Trends in Retailing: **Examination of current trends shaping the retail industry** - Growth and Trends in Wholesaling: Analysis of the evolution and trends in wholesaling - Sales Force Objectives: Setting clear objectives for the sales team - Sales Force Structure and Size: Designing optimal sales team structures and determining team size - Sales Force Compensation: Developing fair and motivating compensation plans for sales representatives - Sales Force and Sales Agency: Evaluating the advantages and disadvantages of employing a sales force versus a sales agency.

## **UNIT V MARKETING COMMUNICATION**

**9 hours**

5 M's of Advertising: Mission, Money, Message, Media, Measurement - Communicating Value: Role of marketing communication - Developing Effective Communication: Steps in creating effective communication strategies - Marketing Communication Mix: Various tools and channels in the communication mix - Managing the Integrated Marketing Communications Process: Coordinating various promotional elements and channels - Managing Mass Communication: Advertising, surrogate advertising - Sales Promotion: Techniques and strategies (including advertising metrics and simple problems) - Word of Mouth: Leveraging customer recommendations and reviews - Public Relations and Direct Marketing: Building relationships and direct customer engagement - Introduction to Digital Marketing Concepts: Overview of digital marketing strategies - Socially Responsible Marketing: Ethics and social responsibility in marketing - Internal Marketing: Engaging and motivating employees - Rural Marketing: Strategies for marketing in rural areas - Event Marketing: Planning and executing marketing events - Content Marketing: Creating and distributing valuable content to attract customers.

### **Course Outcomes:**

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

CO1. Gain a comprehensive understanding of fundamental marketing concepts.

CO2. Develop skills in designing product lines and branding decisions.

CO3. Formulate diverse pricing strategies for products and services.

CO4. Design and implement effective sales and distribution strategies.

CO5. Execute marketing communication strategies.

### **Text Books:**

1. Kotler, P., Keller, K. L., & Chernev, A. (2021). Marketing Management (16th ed.). Pearson.
2. Saxena, R. (2019). Marketing Management (5th ed.). McGraw Hill Education.

**Reference Books:**

1. Marketing: The Core by Kerin, Hartley, and Rudelius is now in its 9th edition, published in 2022 by McGraw Hill (ISBN-13: 9781260729184) (McGraw Hill) (McGraw Hill).
2. Case Studies in Marketing: The Indian Context by Srinivasan does not have a more recent edition available than the 2012 version.
3. Marketing by Lamb, Hair, and McDaniel is now in its 14th edition, published in 2020 by Cengage Learning (ISBN-13: 9780357033777) (McGraw Hill).
4. Marketing Management by V.S. Ramaswamy and S. Namakumari has a 6th edition published in 2018 by McGraw Hill (ISBN-13: 9789353164091) (McGraw Hill).
5. Introduction to Marketing Theory and Practice by Adrian Palmer is now in its 4th edition, published in 2013 by Oxford University Press (ISBN-13: 9780198702580) (McGraw Hill).

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

**MBA I Year II Semester**

**24MBAP110 PRODUCTION AND OPERATIONS MANAGEMENT**

**L T P C**

**3 1 0 4**

**Course Objectives:**

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

**UNIT I INTRODUCTION TO OPERATIONS MANAGEMENT 12 hours**

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

**UNIT II FACILITIES DESIGN 12 hours**

Facility location: Introduction, steps in location selection and factors affecting- selection of region, community and site selection; Types of layout -product, process, fixed position, combined 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 III PRODUCT DESIGN 12 hours**

Product Design Process: Idea Generation, Feasibility study, Rapid prototyping, Final design, and Process Plans; Technology in Design; Collaborative Product Design Systems; Design Quality Review; Design for Environment; Quality Function Deployment.

**UNIT IV PROCESS DESIGN & TECHNOLOGY 12 hours**

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 Flowcharts Process Innovation, Technology Decisions, Job sequencing algorithms-Johnson's rule: Sequencing Jobs through Two Serial Processes).

**UNIT V STATISTICAL PROCESS CONTROL 12 hours**

SPC in Quality Management: Statistical Concept in Quality Control, Sampling, Central Limit Theorem,; 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. Total Quality Management, and benchmarking.

**Course Outcomes:**

At the end of this course students will demonstrate the ability to:

CO1: Understand the operational functions, objectives, decisions, and tools that confront managers.

CO2: Apply facility planning tools to optimize space and cost of operations.

CO3: Apply product design tools such as DFMEA and QFD for eco-friendly product design.

CO4: Analyze the different production methods and innovations for effective process design.

CO5: Assess the Quality Management Practices using the SPC tools for operations and take Corrective Measures.

**Text Books:**

1. Operations Management by William J. Stevenson (2022), McGraw-Hill, 13th 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. Operations Management by Jay Heizer and Barry Render (2017), Pearson 12th Edition
4. Shailendra Kale (2017), Production and Operations Management, First edition, McGraw Higher Ed
5. Operations Management (2014), Arun Kumar and N. Meenakshi, First Edition, Cengage Learning.

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

**MBA I Year II Semester**

**24MBAP111 HUMAN RESOURCE MANAGEMENT**

**L T P C**  
**3 0 0 3**

**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 9 hours**

Concept, Nature and scope of Human Resource Management, Objectives of HRM Functions, HR profession and HR Department; HR as competitive advantage, Qualities of good HR Managers, Role of HR manager at hybrid workplace and challenges, Emerging trends of HRM in domestic and global economy: HR and digital and social media, HR Outsourcing, Employee Engagement. Diversity Management

**UNIT II HUMAN RESOURCE PROCUREMENT 9 hours**

Human Resource Planning, Job Analysis – Job Description and Job Specification, Recruitment: Concept, Objective, Source of Recruitment; Internal source and external source, process. Selection Process, onboarding

**UNIT III HUMAN RESOURCE DEVELOPMENT 9 hours**

HRD Meaning, Process, Training: Need, Objectives & Types, Process of Training: Need Assessment, Training Program Design, Training Program Implementation, Evaluation of Training Programs Development- Concept, objectives. Performance Management – objectives, uses and methods. Career Management: Definition & Process.

**UNIT IV HUMAN RESOURCE MAINTENANCE 9 hours**

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

**UNIT V HUMAN RESOURCE MEASUREMENT AND INDUSTRIAL RELATIONS 9 hours**

Human Resource Accounting Meaning and Process, Human Resource Audit and HR analytics; Industrial Relation system in India – Definition, scope, objectives and significance; preventive and settlement machinery; Industrial Dispute Act 1947, 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

**Course Outcomes:**

At the end of this course students will demonstrate the ability to

CO1: Understand basics of Human Resource management

CO2: Analyze the various aspects of HR Procurement and employee mobility

CO3: Evaluate the need for Human Resource Development interventions

CO4: Identify the human resource maintenance issues in HRM

CO5: Apply Human Resource Measurement and industrial relation system

**Text Books:**

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.

**Reference Books:**

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 9th 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 and End Semester Examination.

**MBA I Year II Semester**

**24MBAP112 BUSINESS RESEARCH AND ECONOMETRICS**

**L T P C**  
**3 0 2 4**

**Course Description:**

This course provides a comprehensive introduction to business research methods and econometrics. It aims to equip students with the necessary tools and techniques for conducting effective business research and applying econometric models to analyze economic data. The course covers various research methodologies, data collection methods, and advanced econometric techniques, with practical applications in business decision-making.

**Course Objectives:**

1. To understand the fundamental principles of business research and scientific methods of business research.
2. To gain knowledge of econometrics and its applications in business.
3. Develop analytical and decision-making skills to prepare research design.
4. To develop skills in time series analysis and econometric modeling.
5. To effectively write research reports and understand the importance of plagiarism checks.

**UNIT I: INTRODUCTION TO BUSINESS RESEARCH AND PROCESS** 15 Hours

Business research – Definition – Types of Research-Steps involved in research process – 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 – Problem Identification – Preliminary Data Gathering – Literature Survey – Theoretical Framework – Sampling: Probability and non – probability sampling methods – Hypothesis Development – Applications of Bivariate and Multivariate statistical techniques.

**Lab Experiment:** Multiple regression and Correlation

**UNIT II: INTRODUCTION TO ECONOMETRICS** 15 Hours

Definitions, Importance, and scope of econometrics, Mathematics vs Statistics vs Econometrics –the methodology of econometric research – Desirable properties of estimators – Unbiasedness, Efficiency, Consistency and Sufficiency – Estimation Theory – OLS method Assumptions, Heteroscedasticity – Auto correlation (first order) – Correlogram, Multicollinearity.

**Lab Experiment:** Multicollinearity Test, Auto correlation and Heteroscedasticity test.

**UNIT III: RESEARCH DESIGN AND COLLECTION OF DATA** 20 Hours

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 – Multivariate Analysis – Logistic Regression, Discriminant Analysis and Cluster Analysis.

**Lab Experiment:** Logistic Regression and Cluster Analysis

## **UNIT IV: TIME SERIES ANALYSIS**

15 Hours

Basics of Time Series; Box – Jenkins Methods ARM and MAM – ARIMA – Error Measurements – Univariate Time Series Modelling – Unit Root Test; Cointegration Test – Causality Test – Estimation of VAR, ARCH/GARCH-EGARCH/TGARCH models.

**Lab Experiment:** Unit Root Test, ARMA – ARIMA and ARCH/GARCH models.

## **UNIT V: RESEARCH REPORT WRITING AND PLAGIARISM CHECK** 10 Hours

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 check – What and why, Ethics in Business Research – Subjectivity and Objectivity in research.

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

CO1: Apply the business research process to prepare the research proposal.

CO2: Apply econometric techniques to understand and analyze economic data.

CO3: Analyze the research problem and can prepare research design.

CO4: Analyze and interpret the time series models and other econometric modeling.

CO5: Prepare and present comprehensive research report.

## **LIST OF EXPERIMENTS**

1. Correlation
2. Multiple Regression
3. Multicollinearity Test
4. Residual Test 1 (Heteroskedasticity)
5. Residual Test 2 (Auto Correlation)
6. Logistic Regression
7. Cluster Analysis
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)



**Textbooks:**

1. Cooper, D. R., & Schindler, P. S. (2014). Business Research Methods (12<sup>th</sup> ed.). McGraw-Hill Education.
2. Wooldridge, J. M. (2016). Introductory Econometrics: A Modern Approach (6<sup>th</sup> ed). Cengage Learning.

**Reference Books:**

1. Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2012). Business Research Methods (9<sup>th</sup> ed.). Cengage Learning.
2. Gujarati, D. N., Porter, D. C., & Gunasekar, S. (2017). Basic Econometrics (5<sup>th</sup> ed).

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

# **Generic Elective – I**

**24MBAP501 MANAGEMENT INFORMATION SYSTEMS**

| L | T | P | C |
|---|---|---|---|
| 3 | 0 | 0 | 3 |

**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****9 hours**

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****9 hours**

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****9 hours**

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****9 hours**

Computers in Management – Types of information system: basing on levels of management – Transaction processing systems – Management Information system – Decision support system– executive support systems - Applications: Human Resource information system – Financial information system –Marketing information system – production and operations information system- Technologies and Tools for Protecting Information Resources.

## UNIT V      SYSTEM AUDIT & MANAGEMENT CHALLENGES

9 hours

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.

(Case Studies compulsory)

### Course Outcomes:

At the end of this course students will demonstrate the ability to

CO1: Understand the Information system concepts and strategic advantage.

CO2: Elucidate and learn about database and Information Management

CO3: Learn about the Systems development cycle and MIS Development Process.

CO4: Gain insight into system vulnerabilities and various methods of communications in decision making process.

CO5: Analyze the management challenges and security issues.

### Text Books:

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.

### Reference Books:

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
7. Management Information Systems, Text & Applications C.S.V. Murthy, Himalaya Publishing House
8. Management Information Systems, Cengage Learning India Pvt. Ltd, Delhi ,2008.
9. Management Information Systems, Pearson Education, Noida McLeod, 2008
10. Information Systems Project Management, Pearson Education, Noida- John McManus and Trevor Wood-Harper,2010.

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

**24MBAP502 SOFTWARE PROJECT MANAGEMENT**

| L | T | P | C |
|---|---|---|---|
| 3 | 0 | 0 | 3 |

**Course Objectives:**

1. To understand the fundamental principles of software project management.
2. To have a good knowledge of responsibilities of project manager.
3. To be familiar with the different methods and techniques used for project management.
4. To Match organizational needs to the most effective software development model.
5. To Create project plans that address real-world management challenges.

**UNIT I INTRODUCTION 9 hours**

Defining of Software Development Process – Process – Software Process Models: Waterfall Model, Prototyping Model, RAD Model, Incremental Model, Spiral Model, Component Assembly Model – Software Life Cycle.

**UNIT II SOFTWARE DEVELOPMENT 9 hours**

Software Development Team - Three Vital Aspects of Software Project Management - The Team - Meaning of Leadership - Communicating in Harmony - Personality traits - Project Organizations. Project Planning: Top-Down and Bottom-Up Planning - Types of Activity - Project Duration: Schedule Monitoring Tools - Gantt Chart, PERT Chart, Critical Path.

**UNIT III PROJECT REVIEW 9 hours**

Tracking Meetings - Recovery plans - Schedule Work & Escalation Meetings. Project Engineering: Product Requirements - Understanding the Customer Problem to solve - Initial Investigation, Strategies for determining information requirements, Information gathering Tools - Product Objectives.

**UNIT IV RISK ISSUES 9 hours**

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

**UNIT V SOFTWARE QUALITY 9 hours**

Software Quality - Quality Measures - FURPS - Software Quality Assurance – Software Reviews - Format Technical Review (FTR) Formal Approaches to SQA – Software Reliability - Introduction to SQA - The Software Quality Assurance Plan – Formal approaches to SQA - Clean room Methodology.

**Course Outcomes:**

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

CO1: Apply project management concepts and techniques to an IT project.

CO2: Identify issues that could lead to IT project success or failure.

CO3: Explain project management in terms of the software development process.

CO4: Describe the responsibilities of IT project managers.

CO5: Apply project management concepts through working in a group as team leader.

**Text Books:**

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.

**Reference Books:**

1. Software Project Management, Bob huges, 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, Mid Term Tests and End Semester Examination.

**24MBAP503 E-COMMERCE AND DIGITAL MARKETS****L T P C****3 0 0 3****Course Prerequisite: None****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. Analyse 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 9 hours**

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 Electronic Commerce Models, Value Chains in Electronic Commerce. 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 hours**

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 hours**

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. Impact of E-commerce on Traditional Retail Business. Quick commerce

**UNIT IV SOCIAL, POLITICAL, AND ETHICAL ISSUES 9 hours**

Ethical, Social, and Political Issues in E-commerce, Online Retailing and Services, Online Content and Media, Social Networks, Auctions, and Portals. The Concept of Privacy, Legal protections Intellectual Property Rights: Types of Intellectual Property protection, Governance.

## UNIT V E-MARKETS

9 hours

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- Electronic payment systems- impact on the e-business in the pre and post COVID 19 era.

### Course Outcomes:

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

CO1: Understand the concepts of e-business and the business models used in e-commerce

CO2: Learn about the e-commerce enablers and infrastructure

CO3: Develop an insight into supply chain management

CO4: Analyse into the socio, political and ethical issues in e-commerce.

CO5: Develop an understanding of e-markets and e-commerce payment systems

### Text Books:

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. Kamallesh K Bajaj & Debjani Nag, e-Commerce, the Cutting Edge of Business TMH, 2008
6. Parg Diwan, E-Commerce, Excel, 2008
7. Chaffe, Pearson, e-Commerce and e-Business, 2009

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



**24MBAP504 MANAGING DIGITAL INNOVATION AND TRANSFORMATION****L T P C****3 0 0 3****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 9 hours**

Digital Transformation Concepts: Markets, Environment and Structure, Designing your Digital Business Model, Launching and Growing a Digital Platform. **Understanding Transformation:** Business process transformation, Product or service digitization, customer engagement and experience, ecosystem and business model, IT delivery and transformation

**UNIT II MANAGING DIGITAL INNOVATION AND TRANSFORMATION 9 hours**

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, Analyze the results and Optimize performance - Apple case study. Technological developments leading to digital innovation.

**UNIT III SOCIAL MEDIA TRANSFORMATIONS 9 hours**

Social Media Transformations-Building Digital Capabilities-Challenges in Going Digital-Digital Transformations in the space of cloud computing-Prepare and Drive Digital Transformations - Online business models – technology mediated platform networks -Raymond’s Case Study

**UNIT IV DIGITAL TRANSFORMATION – NEW TRENDS 9 hours**

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**

**9 hours**

Organization and cultural issues - building and managing a virtual organization, 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

CO1: Elucidate the concept digital transformation

CO2: Integrate digital innovation with digital transformation

CO3: Apply advances in social media platform for digital transformation.

CO4: Evaluate response of business organizations to the emerging trends in area of digital transformation.

CO5: Discuss digital revolution

### **Text Book:**

1. Lindsay Herbert, Digital Transformation, Bloomsburt

### **Reference Books:**

1. Fundamentals of Electric Circuits by Charles K. Alexander and Matthew N. O. Sadiku, McGraw-Hill Educ  
Oswald AJ Mascarenhas, Business Transformation Strategies, SAGE
2. Nagy K Hanna, Mastering Digital Transformation, Emeralds.
3. Alexander Rauser, Digital Strategy

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

# **Audit Course**

**24MBAP901 SOFT SKILLS**

| <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 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 hours**

Verbal Communication - Effective Communication - Active listening - Paraphrasing - Feedback Non- Verbal Communication - Body Language - Greetings, Introductions, Small Talk.

**UNIT II****6 hours**

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 hours**

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 hours**

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 hours**

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:**

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

CO1: Communicate effectively and enhance their interpersonal relationship and building skills with renewed self-confidence.

CO2: Work together in teams and accomplish objectives in a cordial atmosphere.

CO3: Face presentations and Group Discussions

CO4: Prepare resume and face interviews.

CO5: Understand and develop the etiquette necessary to present oneself in a professional setting.

**Text Book:**

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.

**Reference Books:**

1. Negotiate to Close by Gary Karnass, Simon and Schuster, 1987.
2. The greatest miracle in the world – Og Mandino, Random House Publishing Group, 2009.
3. Working with Emotional Intelligence - Daniel Goleman, A&C Black, 2009.
- 4 Developing Communication Skills by Krishna Mohan and Meera Banerji; MacMillan India Ltd., Delhi, 2000.

**Mode of Evaluation:** Assignments and Mid Term Tests

**MBA I Year II Semester**

**Audit Course**

**24ENGP901 CREATIVE WRITING**

**L T P C**

**2 0 0 0**

**Course Objectives:**

1. To familiarize the students with different forms of writing: poetry, scene writing, and vignette and featurewriting.
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 hours**

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

**UNIT II**

**6 hours**

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 hours**

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 hours**

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 hours**

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:**

Upon Successful completion of the 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:**

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

**Reference Books:**

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 and Mid Term Tests

**24ENGP902 EFFECTIVE PUBLIC SPEAKING**

**L T P C**  
**2 0 0 0**

**Course Objectives:**

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

**UNIT I**

**6 hours**

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

**UNIT II**

**6 hours**

Credibility & Confidence- Preparation of Speech & Audience Analysis.

**UNIT III**

**6 hours**

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

**UNIT IV**

**6 hours**

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

**UNIT V**

**6 hours**

Speech Practice.

**Course Outcomes:**

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

CO1: Understand public speaking and its significance to professionals.

CO2: Know the importance of listening for effective speaking.

CO3: Develop speeches that can increase self-confidence and credibility.

CO4: Understand how to prepare, rehearse, and present a speech.

CO5: Become aware of the different nuances involved in the speeches for different occasions such as giving seminars and participating in group talks etc.



**Text Book:**

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

**Reference Books:**

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, Mid Term Tests, End Semester Examination.

# **Open Elective**

**MBA I Year II**

**Open Elective**

**24MEP301 TOTAL QUALITY MANAGEMENT**

**L T P C**

**3 0 0 3**

**Course Objectives:**

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 hours**

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 hours**

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 hours**

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 hours**

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

9hours

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

### Course Outcomes:

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

CO1: Understand the various principles and practices of TQM to achieve quality.

CO2: Identify the various statistical approaches for Total Quality Control.

CO3: Demonstrate the TQM tools for continuous process improvement.

CO4: Adopt the importance of ISO and Quality systems.

CO5: Make use of the concepts of TQM to solve case studies

### Text Book:

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

### Reference Books:

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, Mid Term Tests, End Semester Examination.



**Course Outcomes:**

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

- CO1: Understand the characteristics of different media and the representations of different multimedia data formats.
- CO2: Understand the characteristics of Image, Audio and Video systems and takes into considerations in multimedia techniques design and implementation.
- CO3: Describe different coding and compression principles and compare different compression techniques.
- CO4: Design multimedia components efficiently
- CO5: Develop integrated, collaborative multimedia systems

**Text Book:**

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 andApplications”, 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 Watermarkingtechniques forProtection of Intellectual Property”, Springer Inc 2007

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

**24CSEP302 DATA ANALYSIS USING R**

| L | T | P | C |
|---|---|---|---|
| 3 | 0 | 0 | 3 |

**Course Objectives:**

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 9 hours**

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

**UNIT II CONTROL STRUCTURES AND FUNCTIONS 9 hours**

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

**UNIT III LOOP FUNCTIONS AND DEBUGGING 9 hours**

Loop functions, debugging tools.

**UNIT IV PROFILING R CODE 9 hours**

Simulation, code profiling.

**UNIT V VECTOR AND VARIABLES 9 hours**

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

**Course Outcomes:**

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

- CO1: A good understanding of data types available in R.
- CO2A good understanding of various control structures, scope rules present in R.
- CO3: A good understanding of loop functions and debugging tools.
- CO4: Simulation and code profiling capability.
- CO5: A good understanding of R Functions, Vectors, etc.

**Text Book:**

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).

**Reference Books:**

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

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



**24HUMP301 INTRODUCTION TO INTELLECTUAL PROPERTY RIGHTS****L T P C****3 0 0 3****Course Objectives:**

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 hours**

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

**UNIT II INTRODUCTION TO COPY RIGHTS 9 hours**

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 hours**

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 hours**

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

**UNIT V RTI 9 hours**

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

**Course Outcomes:**

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

CO1: Understand the importance of Intellectual Property Rights, its protection and management.

CO2: Analyze and apply the types/tools of IPR.

CO3: Identify the process of commercialization of IPR.

CO4: Understand the procedure of filing of patent, acts, rules and portfolio analysis, management, patent strategy.

CO5: 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**

**Reference Books:**

1. Latest Research Papers

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