

DETAILED SYLLABUS

FOR

MBA & MBA IBM

FIRST SEMESTER

COURSES OUTLINE
**MBA
SEMESTER – I**

S. N.	Course Code	Course Title	Lectures(L) Hours/ Week	Tutorial (T) Hours/Week	Practical (P) Hours Week	Credits
Core Courses						
1	CMPCMA101T	Foundations of Management	4	-	-	4
2	CMPCMA102T	Managerial Economics	4	-	-	4
3	CMPCMA103T	Accounting for Managers	4	-	-	4
4	CMPCMA104T	Organizational Behaviour	4	-	-	4
5	CMPCMA105T	Business Legislation for Managers	4	-	-	4
6	CMPCMA106T	Statistics for Managers	4	-	-	4
7	CASCMMMA10T	Computer Application in Business -I	1	-	1	2
8	PTSPMMA10T	Professional Proficiency (MBA) – I	2	-	-	2
Total Credits						28

COURSES OUTLINE
**MBA IBM
SEMESTER – I**

S. N.	Course Code	Course Title	Lectures(L) Hours/ Week	Tutorial (T) Hours/Week	Practical (P) Hours Week	Credits
Core Courses						
1.	CMPCMA101T	Foundations of Management	4	-	-	4
2.	CMPCMA102T	Managerial Economics	4	-	-	4
3.	CMPCMA103T	Accounting for Managers	4	-	-	4
4.	CMPCMA104T	Organizational Behaviour	4	-	-	4
5.	CMPCMA105T	Business Legislation for Managers	4	-	-	4
6.	CMPCMA106T	Statistics for Managers	4	-	-	4
7.	CASCMMMA10T	Computer Application in Business -I	1	-	1	2
8.	PTSPMMA10T	Professional Proficiency (MBA) – I	2	-	-	2
9.	CMPIMA105T	Data Privacy Enterprise Law and Standard	1	-	2	3
Total Credits						31

Course Title: FOUNDATION OF MANAGEMENT	Course: MBA								
Semester: I	Code: CMPCMA101T								
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L	T	P	C						
4	0	0	4						

Course Objectives:

- CO1: To understand the concepts related to Business.
- CO2: To Demonstrate and apply the roles, skills and functions of management.
- CO3: To analyze effective application of FOM knowledge to diagnose and solve organizational problems and develop optimal managerial decisions.
- CO4: To understand the complexities associated with management of human resources in the organizations and integrate the learning in handling these complexities.
- CO5: To analyze effective application of FOM knowledge to diagnose and solve organizational problems and develop optimal managerial decisions.

Course Learning Outcomes: On completion of the course the student will be able to:

- CLO1: Describe the influence of historical forces on the current practice of management. Students will be able to understand principles and functions of management.
- CLO2: Describe the process of management's four functions: planning, organizing, leading, and controlling. Evaluate leadership styles to anticipate the consequences of each leadership style.
- CLO3: Develop cognizance of the importance of management principles.
- CLO4: Identify and evaluate social responsibility and ethical issues involved in business situations and logically articulate own position on such issues.
- CLO5: To understand tools and techniques to be used in the performance of the managerial job.

Credit-04

Total Hours: 50

Unit	Content	Hours
I	INTRODUCTION OF MANAGEMENT concept & nature of management; management competencies-communication, team work, planning and administrative, strategic and global competencies; evolution of management thoughts-traditional, behavioural, systems contingency and quality viewpoints, Social responsibility of managers, Managerial Ethics.	09
II	PLANNING, DECISION MAKING AND ORGANIZING Concept of planning, Significance of planning, Classification of planning: Strategic plan, Tactical plan and Operational plan, Process of planning, Barriers to effective planning. Management by Objective, Management by Exception. Organizing: Defining organizing, Principles of organizing, Process of organizing, Types of Organizational structure, Span of control, Centralization vs. Decentralization of authority. Informal organization Strategies of decision making, Steps in rational decision making process, Factors influencing decisionmaking process, Psychological bias and decision support system.	11
III	PRINCIPLES OF WRITTEN COMMUNICATION AND BUSINESS COMMUNICATION 7 Cs of written communication. Deductive, Inductive & AIDA approach to writing business letters. Business Correspondence: Letter Writing, Presentation, Inviting Quotations, Sending Quotations, Placing Orders, Inviting Tenders, Sales Letters, Claim & Adjustment Letters and Social Correspondence, Memorandum, Inter-Office Memo, Notices, Agenda, Minutes. Employment Communication: Job Application Letter, Preparing Resume, Difference between Resume and CV. Group Discussions: Introduction, Concept, Purpose, Types of Group Discussion, Strategies to Succeed, Interview Skills: Introduction, Concept, Purpose, Types of Interview. Candidate Strategies to Succeed, Dos and Don'ts.	12
IV	STAFFING AND DIRECTING Concept, Objective of staffing, System approach to staffing, Manpower planning. Directing: Concept, Techniques of directing and supervision, Types of supervision, Essential characteristics of supervisor.	09

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V	LEADERSHIP AND CONTROL Leadership vs Management, Process of Leadership, Importance of leadership, Characteristics of an effective leader. Controlling: Concept, Importance of controlling, Types of control, Steps in control process.	09
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Recommended Text Books:

- T1.** Robbins & Coulter – “Management” Prentice Hall of India, 10th Edition, 2010

Recommended Reference Books:

- R1.** Stoner, Freeman & Gilbert “Management” Prentice Hall of India, 6th Edition
R2. Koontz Harold & Wehrich Heinz – “Essentials of management” Tata Mc Graw Hill, 5th Edition 2008
R3. Tripathi & Reddy “Principles of Management” 5th Edition, McGraw Hill, 2012
R4. Robbins S.P. and Decenzo David A. – “Fundamentals of Management: Essential Concepts and Applications” Pearson Education, 6th Edition
R5. Wehrich Heinz and Koontz Harold – “Management: A Global and Entrepreneurial Perspective” McGrawHill, 12 th Edition 2008

Course Title: MANAGERIAL ECONOMICS
Semester: I

Course: MBA
Code: CMPCMA102T

L	T	P	C
4	0	0	4

Course Objective:

- CO1: To provide fundamental knowledge and exposure to the concepts, theories and practices of economics in the field of management.
- CO2: To attain familiarity of market forces i.e. demand & supply and its mutual influence on the market.
- CO3: To understand the production and cost concept applied in the production of product and services.
- CO4: To gain knowledge of market structure and its working in business world.
- CO5: To conquer the information of economy, and its present status.

Course Learning Outcomes: After completion of the course student will be able to:

- CLO1: Understand the basic concepts in Managerial Economics relevant to consumer, producer and wealth-owner, concepts, theories and laws of utility and indifference curve.
- CLO2: Recognize and apply the concepts and laws of demand and supply, theories and laws of utility and indifference curve etc.
- CLO3: Application of concept of production function and laws of production, various cost functions and curves.
- CLO4: Analysis of market structure and its working in relation to pricing decision.
- CLO5: Evaluation of Economic system and its performance in current scenario.

Credit-04

Total Hours: 50

Unit	Content	Hours
I	INTRODUCTION OF MANAGERIAL ECONOMICS Definition, Nature and Scope and its relevance in business decisions. Concept and Fundamental Principles of Managerial Economics: Incremental Principle, Marginal Principle, Opportunity Cost Principle, Discounting Principle, Concept of Time Perspective, Equi-Marginal Principle, Utility Analysis, Cardinal Utility and Ordinal Utility, production possibility frontier, Functional relationships	10
II	DEMAND AND SUPPLY ANALYSIS Demand Analysis: concept, Types of Demand, Determinants of demand, Demand Function, Demand Schedule, Demand curve, Law of Demand, Exceptions to the law of Demand, Movement along & Shifts in demand curve, Elasticity of Demand: Types (Price Elasticity, Income Elasticity, Arc Elasticity, Cross Elasticity and Advertising Elasticity) and its measurement (numerical Exercises). Uses of Elasticity of Demand for managerial decision making, Demand forecasting: meaning, significance and techniques (numerical Exercises), Demand Forecasting for a New Product Supply Analysis: concept, determinants of supply, Law of Supply, Supply Elasticity: Analysis and its uses for managerial decision making. Price of a Product under demand and supply forces, Indifference curve, Budget Line and Consumer Equilibrium	12

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III	PRODUCTION AND COST ANALYSIS Production Analysis: Production concepts, Production function, Types of production function, Laws of production: Law of diminishing returns, Law of returns to scale. Iso-quant Curve, MRTS, Economies and Diseconomies of scale: Internal and external Cost concept and analysis: Cost, Types of costs, and Cost output relationship in the short-run. Cost output relationship in the Long-run. Break-Even Analysis (numerical exercise); Estimation of Revenue: Average Revenue, Marginal Revenue, Total, Marginal and Average Revenue curve	10
IV	MARKET STRUCTURES Concept& types-Perfect and Imperfect Market Structures, Perfect Competition: features, determination of price under perfect competition. Monopoly: Feature, pricing under monopoly, Price Discrimination. Monopolistic: Features, pricing under monopolistic competition, product differentiation. Oligopoly: Features, kinked demand curve	09
V	NATIONAL INCOME, BUSINESS CYCLES, INFLATION National Income: Concept of National Income, GDP, GNP, NDP, NNP, Methods of Measuring National Income, Business Cycles: Definition Features and Phases of Business cycles Inflation – Types of inflation, causes of Inflation, Measurement of inflation, methods of inflation control (Monetary and fiscal), and impact of inflation on economy.	09

Recommended Text Books:

T1: Dwivedi D.N. - Managerial Economics (Vikas Publication, 7th Edition)

Recommended Reference Books:

- R1.** Ahuja, H.L. (2015). Managerial Economics. S.Chand.
- R2.** Atmanand. (2008). Managerial Economics. Excel Books.
- R3.** Hirschey. (2009). Economics for Managers. Cengage Learning.
- R4.** Peterson, H.C., Lewis, W.C., & Jain, S.K. (2009). Managerial Economics. Pearson Education.
- R5.** Dr. D.M. Mithani. Managerial Economics – Theory and Applications, Himalaya Publications, 7th E

Course Title: ACCOUNTING FOR MANAGER
Semester: I

Course: MBA
Code: CMPCMA103T

Course Objectives:

L T P C
4 0 0 4

- CO 1:** Students are able to understand the branches, principles & standards of accounting and also analyze the role of accounting in modern organizations.
- CO 2:** Students are able to understand various stages of accounting process and mechanics.
- CO 3:** Students are able to analyze and interpret the financial statements through comparison and ratios.
- CO 4:** Students are able to analyze and interpret the financial statements through Cash Flow Analysis by preparing Cash Flow Statements.
- CO 5:** Students are able to understand taking managerial decision and doing the profit planning.

Course Learning Objectives: on having completed this course students should be able to -

- CLO 1:** Understand the fundamentals of financial accounting, the principles and concepts underlying them.
- CLO 2:** Understand the preparation of final accounts
- CLO 3:** Analyze and interpret the financial health of an organization through its financial statements and accounting information by doing comparison using different methods and applying relevant ratios.
- CLO 4:** Assess the flow of cash in the business through cash flow statement, portraying flow obtained from major business operative and non-operative activities.
- CLO 5:** Assess the situation of the business and to take managerial decisions using variance analysis and variable costing technique.

Credit-04

Total Hour: 50

Unit	Content	Hours
I	FUNDAMENTALS OF ACCOUNTING: Meaning and Scope of Accounting, Book Keeping and Accounting, Accounting Principles - Accounting Concepts & Conventions, Accounting Terminologies & Classifications, Basics of Accounting Standards and IFRS, Accounting Equation, Double Entry System of Accounting.	10
II	MECHANICS OF ACCOUNTING: Journalizing, Ledger Posting, Trial Balance, Preparation of Final Accounts - Manufacturing Account, Trading Account, Profit & Loss Account, Profit & Loss Appropriation Account, Company's Balance Sheet.	10
III	ANALYSIS AND INTERPRETATION OF FINANCIAL STATEMENT – PART I: Financial Statements - Income Statement and Position Statement, Comparative Methods - Common Size and Trend Analysis. Ratio Analyses – DuPont Analysis Chart, Profitability Ratios, Activity Ratios, Solvency Ratios.	10
IV	ANALYSIS AND INTERPRETATION OF FINANCIAL STATEMENT – PART II: Preparation of Cash Flow Statement (As per IND AS 3), Cash flow from Operating, Investing, Financing Activities	10

V	MANAGEMENT ACCOUNTING: Classification of Cost, Cost-Volume-Profit Analysis, Marginal Costing, Absorption Costing, Profit Planning. Standard Costing: Variance Analysis: Materials and Labour Variances	10
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Recommended Text Books:

T1. Maheshwari S.N & Maheshwari S K – A text book of Accounting for Management (Vikas, First Reprint of 2020)

Recommended Reference Books:

- R1.** Narayanswami - Financial Accounting: A Managerial Perspective (PHI, 5th Ed)
- R2.** Dhanesh Khatri- Financial Accounting (TMH, 2015)
- R3.** Amrishi Gupta - Financial Accounting: A Managerial Perspective (Prentice Hall, 4th Edition)
- R4.** Ramchandran & Kakani - Financial Accounting for Management (TMH, 2nd Edition).
- R5.** Mukherjee - Financial Accounting for Management (TMH, 2nd Edition).

Course Title:	ORGANIZATIONAL BEHAVIOUR	Course:	MBA
Semester:	I	Code:	CMPCMA104T
			L T P C
			4 0 0 4

Course Objective:

- CO1:** To understand the concepts related to Organizational Behavior.
- CO2:** To demonstrate and apply the roles of various factors in the development of behavior.
- CO3:** To understand the complexities associated with learning and factors associated with motivation.
- CO4:** To analyze effective leadership style and how power influences the organization as whole.
- CO5:** Identify the situations involving conflict and evaluating the need for handling conflict.

Course Learning Outcome: On completion of the course the student will be able to:

- CLO1:** Demonstrate the organizational behavior and how these behavior influences the overall effectiveness of an organization and its stakeholders,
- CLO2:** Ability to explain the process of developing behavior of individuals.
- CLO4:** Identify and evaluate learning process and its impact on growth of employees and organization. Evaluate the importance of managing and motivating people towards the achievement of organizational goals
- CLO4:** Developing cognizance of the Evaluate leadership styles to anticipate the consequences of each leadership style.
- CLO5:** Predict the situations that cause conflict and their redressal. Assessing stresses and ways to deal with them.

Credit-04

Total Hour:50

Unit	Content	Hours
1	OVERVIEW OF ORGANIZATION BEHAVIOUR Introduction: Meaning & Nature of O B, Need & Significance of OB, Discipline Contributing to OB, Foundation of Individual Behavior, Organizational Models.	10
2	PERSONALITY & PERCEPTION Personality: Meaning, Types, Importance, Determinants of Personality, Factors Affecting Personality. Perception: Concept & Meaning- Importance-Factors Influencing Perception.	10
3	LEARNING & MOTIVATION Learning: Meaning, Significance, Types of Learning Styles, Learning Process, Theories of Learning. Motivation: Definition & Concept of Motive & Motivation	10
4	CONFLICT & STRESS Conflict: Nature & Meaning - Types of Conflict, Levels of Conflict, Conflict Resolution. Stress: Meaning, Sources of Stress, Consequences & Coping Strategies of Stress	10
5	LEADERSHIP & POWER Leadership: Meaning- Significance, Leadership Styles. Power: Meaning- Concept, Types of Power, Importance.	10

Recommended Text Books:

T1. Robbins, Stephen P: Organizational Behavior" Prentice Hall, New Delhi.

Recommended Reference Books:

- R1.** Griffin, Ricky W. Organizational Behaviour, Houghton Mifflin Co., Boston.
- R2.** Fred Luthans, Organizational Behavior, McGraw Hill, 11th Edition, 2001.
- R3.** Newstorm, J. & David, K. (2007). Organizational Behavior, Human Behavior at Work. New Delhi: Tata McGrawHill Publication.
- R4.** Greenberg, J. & Baron, R.A. (2005). Behavior in Organizations. New Delhi: Pearson Education.

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Course Title: BUSINESS LEGISLATION FOR MANAGERS
Semester: I

Course: MBA
Code: CMPCMA105T

L	T	P	C
4	0	0	4

Course Objectives:

- CO1: To understand the general principles governing a contract and analyse the special contracts.
 CO2: To understand conditions related to sale of goods and the resolution of consumer disputes.
 CO3: To understand the provisions related with the most popular business association as a Partnership Firm. And the provisions relating with the contemporary set-up of LLP.
 CO4: To understand the various concepts of Negotiable Instruments. Also, to look into some contemporary Banking Statutes.
 CO5: To analyse the concept and issues related to IT and cyber offences. To understand the IPR provisions and infringement of IPR

Course Learning Outcomes: After completion of the course student will be able to:

- CLO1: Understand the concepts of Indian Contract Act in a business and analyze the issues on of breach of contract.
 CLO2: Analyze the issues associated with the sale of goods and examine the problems of the consumers and to evaluate the methods to file a complaint before the consumer forum.
 CLO3: Evaluate the problems of the different companies and to analyze the cases on different legal issues related with the establishment of company.
 CLO4: Understand the concept of Negotiable Instruments Act and justify the decisions of the court if not suitable to the business concern and understand the provisions related to partnership business in India.
 CLO5: Analyze the concept and issues related to IT, IPR and copyright act and evaluate the remedies in case of infringement of IPR and copyright act.

Credit-04
Total Hours: 50

Unit	Content	Hours
I	Law of Contract: General Principles Nature of Contract, Essentials of a Valid Contract, Classification, Offer and Acceptance, Consideration, Competency, Free-Consent, Legality, Performability, Declared Void Agreements, Discharge, Breach and Remedies. Law of Contract: Special Contracts Meaning & Nature of Contracts: Quasi, Contingent, Bailment and Pledge, Indemnity and Guarantee, and Agency.	10
II	Law of Sale of Goods: Contract of Sale, Sale and Agreement to Sell, Conditions and Warrantees, Transfer of Property, Delivery of Goods: Performance of Contract of Sale, Unpaid Seller, Remedial Measures for Breach of Contract, Auction Sale Law of Consumer Protection: Evolution of Consumer Protection Movement, Relevant Interpretations, Complainant and Grounds of Complaint, Limitation Period, Consumer Protection Adjudication and Redressal	10
III	Law of Partnership: Essentials of Partnership, Types of Partners, Rights and Duties of Partners, Relations with Third Party, Dissolution of Partnership Firms Law of Limited Liability Partnership: Nature and Incorporation, Partners and Their Relations, Closure of LLP	10
IV	Law of Negotiable Instruments: Nature and Characteristics of Negotiable Instruments, Kinds of Negotiable Instruments, Parties to Negotiable Instruments, Negotiation, Presentment, Crossing and Bouncing, Discharge and Dishonor Indian Banking Regulations: Objects and Extents of the Banking Regulation Act 1949, Nationalization of Commercial Banks, Governance of Micro Financing, SARFAESI Act 2002	10
V	Law of Information Technology: Object and Scope of the Statute, Digital Signature and Electronic Signature, Electronic Governance, Electronic Records, Certifying Authorities Law of Intellectual Properties: Introduction to Intellectual Property Rights (IPR), Concept and Theories, Kinds of IPR, TRIPS and other	10

Treaties (WIPO, WTO, GATT), Objects and Extents of - the Patent Act 1970, Copyright Act, 1957, Trade Mark Act 1999 and Design Act 2000
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Recommended Text Books:

T1. Kuchhal M.C. and Prakash D. Business legislation for management, Vikas Publication.

Recommended Reference Books:

- R1.** Tejpal Sheth. Business Laws, Pearson Education;
- R2.** Deborah Brightman Farone. Best Practices in Law Firm Business Development and Marketing, PracticingLaw Institute.
- R3.** Avtar Singh. Principles of Mercantile Law, Eastern Book Company.
- R4.** Gulshan S.S. - Business Law Including Company Law. Excel Books.

Course Title: STATISTICS FOR MANAGERS
Semester: I

Course: MBA
Code: CMPCMA106T

L	T	P	C
4	0	0	4

Course Objective:

- CO1: To understand, calculate central tendency and dispersion.
- CO2: To Assess the association between variables by correlation and regression.
- CO3: To calculate and analyze the Time Series and Index number data.
- CO4: To understand and evaluate Hypothesis testing tools.
- CO5: To explain about Probability and Compare various Probability Distributions and tell about their properties.

Course Learning Outcomes: After completion of the course student will be able to:

- CLO1: Understand and calculate the basic concepts central tendency and dispersion.
- CLO2: Recognize and apply the concepts of association between variables by correlation and regression.
- CLO3: Analysis and application of concept of the Time Series and Index number data in business decisions.
- CLO4: Understand, analysis, apply and create Hypothesis and its testing tools.
- CLO5: Understand, analysis, explain and apply the concept of Probability and Compare various Probability Distributions and tell about their properties in business decision making process.

Credit-04

Total Hours: 50

Unit	Content	Hours
I	INTRODUCTION OF STATISTICS Types of statistical methods, importance ,scope and limitations ,Data classification, tabulation and representation Measures of Central Tendency: Arithmetic Mean, Geometric Mean, Harmonic Mean and Weighted Average, Median and Mode Measures of Dispersion: Range, Average Deviations, Standard Deviation, Combined Standard Deviation and the Coefficient of Variation	12
II	SKEWNESS, KURTOSIS, CORRELATION & REGRESSION ANALYSIS Skewness, Moments and Kurtosis: Introduction, measures and applications. Correlation Analysis: Rank Method & Karl Pearson's Coefficient of Correlation and Properties of Correlation. Regression Analysis: Fitting of a Regression Line and Interpretation of Results, Properties of Regression Coefficients and Relationship between Regression and Correlation.	09
III	TIME SERIES ANALYSIS & INDEX NUMBERS Concept, Additive and Multiplicative models, Components of time series, Trend analysis: Least Square method - Linear and Non- Linear equations, Applications in business decision-making. Index Numbers:- Meaning , Types of index numbers, uses of index numbers, Construction of Price, Quantity and Volume indices:- Fixed base and Chain base methods.	10
IV	HYPOTHESIS TESTING Null and Alternative Hypotheses; Type I and Type II errors; Testing of Hypothesis: Large Sample Tests, Small Sample test, (t, F, Z Test).	10
V	PROBABILITY Theory of Probability, Addition and Multiplication Law, Baye's Theorem Probability TheoreticalDistributions: Concept and application of Binomial; Poisson and Normal distributions.	09

Recommended Text Books:

T1. DN Elhance – Fundamental of statistics, 5th ed, Kitab Mahal

Recommended Reference Books:

- R1. Davis, Pecar – Business Statistics using Excel, Oxford
- R2. Ken Black – Business Statistics, 5th ed., Wiley India
- R3. Lind, Marchal, Wathen – Statistical techniques in business and economics, 13th ed, McGraw-Hill
- R4. Newbold, Carlson, Thorne – Statistics for Business and Economics, 6th ed., Pearson
- R5. J.K. Tyagi, Business Statistics, Khanna Publishing House, Delhi.

Course Title: **COMPUTER APPLICATIONS FOR BUSINESS – I**
Semester: I

Course: **MBA**
Code: **CASCMA10T**

L	T	P	C
1	0	1	2

Course Objective:

- CO1: To provide hands on learning of applications and automated systems in businesses, Mobile Communication & its Applications.
- CO2: To use computer resources efficiently for effective decision making in an organization to cope up with current business scenarios
- CO3: This course will help in applying the relevant knowledge and exposes them to other related papers of IT.

Course Learning Outcomes (CLOs): On Completion of this course, the students will be able to:

- CLO1: Gain insight about various computer application and apply them in various business world.
- CLO2: To understand the in-depth knowledge of MS Word and MS Excel.
- CLO3: To apply various tools of E Commerce to achieve Competitive edge.

Credit-02

Unit	Content	Hours
I	INTRODUCTION TO COMPUTER & NETWORK Hardware: Input devices - MICR, OMR, Bar code reader, digital camera etc. Output devices - VDU, printers, plotters, Operating systems: Functions of operating system, Classification of operating System. Computer Networks: Network types, Network topologies, Modes of Data communication, Internet: Netiquettes, Architecture & Functioning of Internet, Basic services over Internet like WWW, FTP, Telnet, IP addresses, ISPs, URL, Domain names, Web Browsers, Internet Protocols, Search engines, e-mail.	07
II	MS –OFFICE Microsoft word: Introduction, Working with Tables, Finding and replacing text, Mail merge, Macros, Menus and Tool Bar, Creating and Formatting Tables, Formatting of Letters, Quotation, Invoice, Purchase Order, Sales Order, Application of Mail Merge in Business, Designing the word document with Images and Graphs. Microsoft Excel: Introduction, Add, Subtract, Multiply, Divide in Excel, Excel Data Validation, Filters, Grouping, Logical functions (operators) and conditions, Visualizing data using charts, Types of Charts and Graphs, Financial Functions, Boolean, Logical Functions, financial reports. Microsoft Power Point: Introduction to Power Point, Tool Animation, Templates, Designing Presentations, Slide Show Controls, printing presentations, Customizing Presentations, Auto Content Wizard, Creating Links in Slides, inserting charts, adding tables, Clipping, Slide animation, Inserting Pictures, Working with tables, Working with charts, Slide Effects.	09
III	ELECTRONIC PAYMENT SYSTEM AND CYBER SECURITY Introduction to EPS Introduction to EFT (Electronic Fund Transfer), Introduction to SET (Secure Electronic Transaction), Business requirement addressed by SET Introduction to Digital Signature and Digital Certificates, Stages of SET, Types of Payment System: Digital Cash, Electronic Cheque, Smart Card, Credit/Debit Card, e-Cash public Key Cryptography, Security Technology-Firewall and VPNs, Intrusion Detection, Access Control. Security Threats -Viruses, Worms, Trojan Horse, Bombs, Trapdoors, Spoofs, E- mail viruses, Macro viruses, Malicious Software, Interchange Introduction to EDI, EDI Architecture, Financial Introduction, What is cyber security, Cyber Attacks, The Marketplace for vulnerabilities, Error 404, Digital Hacking in India. Introduction: Hacking, Types of Hacking/Hackers, Cybercrime, Types of cybercrime, Hacker Mind set, Threats, Concept of ethical hacking, Phases involved in hacking, Role of Ethical Hacking, Common Hacking Methodologies, Profiles of Hackers, Benefits of Ethical Hacking, Limitations of Ethical Hacking.	09

Recommended Text Books:

T1. Ravichandran, Computers Today, Khanna Publishing House, Delhi.

Recommended Reference Books:

- R1. Ritendra Goel & D.N. Kakkar. Computer Applications in Management, New Delhi: New Age International (P) Ltd.
- R2. ITL ESL – Introduction to Information Technology. Pearson, 2nd Edition.

- R3. Bharihoke, D. (2009). Fundamentals of Information Technology. New Delhi: Excel Books
- R4. Basandra, S. K. (2003). Computers Today. Greater Noida: Galgotia Publication Pvt. Ltd.
- R5. Leon - Fundamentals of Information Technology, Vikas Publications.

Course Title: PROFESSIONAL PROFICIENCY -I
Semester: I

Course: MBA
Code: PTSPMMA10T

L	T	P	C
2	0	0	2

Course Objectives:

CO1: This course is designed to develop ability to read and write correct English.

CO2: To attain reasonable fluency in the Language.

CO3: To exposed to introductory speaking lessons.

Course Learning Outcomes (CLOs): On Completion of this course, the students will be able to:

CLO1: Gain insight about better representation of him / her in terms of communication skills and apply them in various business world.

CLO2: To develop personality required for jobs

CLO3: To inculcate employability skills and prepare for Industries /corporate and other Public and Private Sector jobs.

Credit-02

Total Hours: 25

Unit	Content	Hours
I	HARD SKILLS Grammar: Basics of Grammar, Sentence Structure and formation, Figure of Speech, Synonyms, Antonyms, paraphrasing, fill in the blanks Reading and Comprehension: General Awareness, Unseen Passage	07
II	SOFT SKILL Listening Classes on: Audio lessons on News, Case Presentations Speaking Lessons: JAM on General Topics, Introduction to Speaking.	10
III	Assessment: Questions (Subjective and Objective) based on Hard Skills Taught in class given every week. The aim should be to bring the instruction given in practice by making them write, speak and think along the lines of the instruction given. The practice sheet should be evaluated and necessary feedback must be given. Some exercise on compositional skills must be given so they develop a sense of writing and expressing themselves through the written word.	08

Course Title: Data Privacy Enterprise Laws and Standards
Semester: I

Course Code:

L T P C
1 0 2 3

Course Objective:

This course will examine legal, policy, and enterprise issues and problems related to security and privacy. Electronic data will be the focus but other forms of information also will be considered. Discussions will take general approaches and also focus on specific technologies. Knowledge of laws and regulations concerning information security from both data protection and law enforcement perspectives.

Course Content

Unit	Content	Hours
I	CYBER LAW- UNDERSTANDING OPERATING SYSTEMS: Introduction to cyber crime and cyber law. Type of Cyber Crime. Law Enforcement and cyber crime, What is a Trusted system? Security Policies Methods of security, trusted operating system design, Assurance in Trusted Operated system, Knowing the basics of IP Addresses.	09
II	SECURITY IMPLEMENTATION: Introduction to database, Security Requirements, Reliability and Integrity, Sensitive data, Inference, Multilevel databases, SQL Injections Vulnerability, Security planning, Risk analysis, Organization and security Policies, Physical Security. Securing the Operating System with Admin Privileges, Protecting Programs and data, Information and law, Rights of Employer Security, Case studies of Ethics, Digital Analysis, Digital Evidences and Forensic Tools	09
III	CYBER CRIME AND PASSWORD MANAGEMENT: Introduction, international cyber crime law and its case studies. Digital Piracy, Identity Theft, Cyber Bullying, Cyber Stalking, Cyber Harassment, Cyber Terrorism, Cyber Wars and Sex Crimes over Internet – Prostitution, Child Pornography. The Challenges of Password Management, Single Password v/s Multiple Passwords, Considerations for Using, Different Passwords For Different Applications, Good Password Management Policies and User, System Security Features	09
IV	CYBER FRAUD AND SECURITY MODELS: Definition of Computer Fraud or Cyber Fraud – Characteristics Cyber Fraud Offense, fraud related Offenses, Law Enforcement Options, Methodologies for Hiding Evidence, Different methods for track down cyber crimes. Introduction to Security models, Multi-factor authentication versus multi-step authentication, Multi-factor authentication methods; Time-based one time password, Frameworks, Standards, Security Certification ISO 17799/ ISO 27001, System Security Engineering Capacity Maturity Model, Laws and Legal Framework for Information Security, Recovery and risk analysis, Operating system and application specific auditing. Evaluation criteria and security testing, International standards, Analysis and Logging, Recovery and data backup, Security policy development, System Restore, Drive Backup, Drive Clone.	09
V	COPYRIGHT – IT AND DATA PRIVACY ACTS: Introduction, Digital Signature, Secure Electronic records and secure digital signatures, Digital Signature Certificates, Offences covered under IT Act 2000, Major Amendments in IT Act. Understanding the copyright-copyright vs Patent debate Authorship, Assignment issues Commissioned work, Copyright issues over internet, Legal Issues and Software Copyright Jurisdiction Issues, Copyright Infringe Remedies of Infringement Multimedia Software Piracy, 8 principles of GDPR and Data Protection Act	09

Course Outcome:

- An understanding of concepts and expectations concerning privacy and the increasingly interconnected issue of security.
- Learn about the risk analysis and implementation of security policies. Legal, Privacy and Ethical Issues in Computer Security
- Learn about the Cyber Fraud and its protection
- Knowledge about internal and external audits.
- Will be able to perform data recovery techniques and drive clones
- Learn the various data privacy acts and IT Acts
- Gain knowledge about the various copyright issues and mitigations.

Recommended Text Books:

1. Timothy Morey, Andrew Burt, Christine Moorman and Thomas C. Redman - Customer Data and Privacy: The Insights You Need from Harvard Business

Recommended Reference Books:

1. Naavi – Personal Data Protection Act of India (PDPA 2020)

DETAILED SYLLABUS

FOR

MBA & MBA IBM
SECOND SEMESTER

COURSE OUTLINE
MBA
SEMESTER – II

S. N.	Course Code	Course Title	Lectures (L) Hours/Week	Tutorial (T) Hours/Week	Practical (P) Hours Week	Credits
Core Courses						
1	CMPCMA201T	Financial Management	4	-	-	4
2	CMPCMA202T	Marketing Management	4	-	-	4
3	CMPCMA203T	Human Resource Management	4	-	-	4
4	CMPCMA204T	Production & Operation Management	4	-	-	4
5	CMPCMA205T	Business Environment	4	-	-	4
6	CMPCMA206T	Research Methodology	3	-	1	4
7	CMPCMA207T	Quantitative Methods for Business	2	-	-	2
8	PTSPMMA20T	Professional Proficiency (MBA) – II	2	-	-	2
Total Credits						28

COURSE OUTLINE
MBA IBM
SEMESTER – II

S. N.	Course Code	Course Title	Lectures (L) Hours/Week	Tutorial (T) Hours/Week	Practical (P) Hours Week	Credits
Core Courses						
1.	CMPIMA206T	Financial Management using Visualisation and Excel	1	-	2	3
2.	CMPCMA202T	Marketing Management	4	-	-	4
3.	CMPCMA203T	Human Resource Management	4	-	-	4
4.	CMPCMA204T	Production & Operation Management	4	-	-	4
5.	CMPCMA205T	Business Environment	4	-	-	4
6.	CMPCMA206T	Research Methodology	3	-	1	4
7.	CMPCMA207T	Quantitative Methods for Business	2	-	-	2
8.	PTSPMMA20T	Professional Proficiency (MBA) – II	2	-	-	2
9.		Design Thinking	1	-	1	2
Total Credits						29

Course Title: FINANCIAL MANAGEMENT
Semester: II

Course: MBA
Code: CMPCMA201T
L T P C
4 0 0 4

Course Objective:

- CO1: To entails financial planning for the future of a person or a business enterprise to ensure a positive cashflow under market circumstances.
- CO2: To understand the administration and maintenance of financial assets under uncertain conditions.
- CO3: To manage the process of risk identification associated with financing decisions.
- CO4: To understand and apply the process of financial management associated with financial planning and control regarding dividend and ownership structure.
- CO5: To recognize and apply working capital need of business.

Course Learning Outcomes: On completion of the course students will be able to:

- CLO1: Understand the different basic concept / fundamentals of Finance
- CLO2: Understand the practical application of time value of money and evaluating short term & long term investment decisions
- CLO3: Developing analytical skills to select the best source of capital and its structure.
- CLO4: Understand the use and application of different models for firm's optimum dividend payout.
- CLO5: Evaluate the financial viability of a firm in various operation.

Credit-04

Total Hours: 50

Unit	Content	Hours
I	INTRODUCTION TO FINANCIAL MANAGEMENT Meaning and Definition of Financial Management; Scope and Objectives of Financial Management. Functions of a Finance Manager in modern age; Financial Decisions: Investment Decision, Financing Decision, Dividend Policy Decision; Profit Maximization vs. Wealth Maximization, EPS Maximization, Risk & Return, Time Value of money, Main Sources of Finance: Debenture, Preference and Equity capital, Loans.	09
II	CAPITAL BUDGETING DECISION Meaning, Definition of Capital Budgeting; Types of capital budgeting decisions; Techniques of capital budgeting: Overview of Cash Flows; Discounted Cash flow techniques; Payback Period, Discounted Payback Period, NPV, IRR, ARR, and PI methods	10
III	FINANCING DECISION Basic concept and significance of Cost of Capital: Cost of Debt, Cost of Equity, Cost of Preference Shares, Cost of Retained Earnings, Composite Cost of Capital; Explicit Cost vs. Implicit Cost; Concept of Opportunity Cost.; Weighted average cost of capital	12
IV	DIVIDEND POLICY DECISION Concept of Dividend, Types of Dividends; Dividend Policy, Determinants of Dividend Policy; Theories of Dividend: Walter Model, Gordon Model, and Miller-Modigliani (MM) Model, Leverage: Operating, Financing & Combined Leverage. EBIT-EPS Analysis The Firm's Capital Structure: Types of Capital, Capital Structure Theory	11
V	WORKING CAPITAL MANAGEMENT Meaning of Working Capital; Types of working capital; Factors affecting Working Capital; Cashmanagement, debt management and Inventory management; Operating Cycle; Estimation of Working Capital requirement,	08

Recommended Text Books:

T1. Tulsian P. C. Financial Management, 9th Edition, Vikas Publishing.

Recommended Reference Books:

- R1. Rustagi R. P. - Financial Management, Galgotia Publications.
- R2. William Hakka BettnerCarcello - Financial and Management Accounting, Tata McGraw Hill Publications.
- R3. Kishore, R. M. Financial Management - Theory/Problems/Cases. Taxmann Publication.
- R4. Khan & Jain . Financial Management, 15thEdition, TMH. R5. Brigham & Houston (2016). Fundamental of FinancialManagement, 15th Edition, Harcourt

Course Title: Financial Management Using Excel and Visualization
Semester: II

Course Code:

L T P C
1 0 2 3

Course Objective:

The course is aimed to provide fundamental knowledge and exposure to the concepts, theories and practices in the field of financial management. This course will equip the students with necessary techniques and skills of Basics of financial management to inform inspire and enlist their activity and willing cooperation in the performance of their jobs. This course's goal is to help to gain greater skill and confidence to communicate effectively as a analyst.

Course Content

Unit	Content	Hours
I	INTRODUCTION TO DATA ANALYTICS IN FINANCE SECTORS USING IBM COGNOS Introduction to IBM Cognos Analytics in Finance Sectors- Reporting, Explore the environment, Examine the side panel, Explore authoring templates ,Design then run the report ,Change the properties of an object , Create a simple report ,Dimensionally-modeled and dimensional data sources ,Create a report from a dimensionally-modeled relational data source ,Examine personal data sources and data modules , Create a report from a personal data source, Examine list reports ,Group data ,Include list headers and footers ,Format list columns , Enhance a list report, Understand fact/measure data ,Understand aggregate data.	09
II	FINANCIAL ANALYTICS Understand difference in aggregation, Explore data aggregation, Use shared dimensions to create multi-fact queries, Create a multi-fact query in a list report, Focus reports using filters ,Create filters ,Filter your data with advanced detail filters , Apply filters to a report, Determine when to apply a filter with aggregation , Create a report focused on top performing product types and product lines. Create a Visualization report ,Different chart options ,Create charts containing peer and nested items, Create and reuse custom chart palettes ,Add data-driven baselines and markers to charts, Create and format a chart report ,Compare values and highlight proportions using gauge charts and pie charts, Create a gauge report and a pie chart report ,Display items on separate axes , Show the same data graphically and numerically , Focus a report using value prompts, Customize charts ,RAVE , Display RAVE visualizations , Create a dashboard report, Story.	09
III	FINANCIAL ANALYTICS: ADVANCED REPORT Active Report charts, visualizations, and decks Traditional charts in Active Reports, Examine decks, Deck or Tab control? ,Traditional charts and Static decks , Master detail relationships and decks ,Creating a Data deck with traditional charts, Demonstration 1: Create an Active Report using a Data deck ,Examine cards in a Data deck, Choose proper controls for use in Data decks, Reduce report size with Static decks, Demonstration 2: Create a Static deck to conserve report size ,Demonstration 3: Optimize a Data deck report for size ,Rapidly Adaptive Visualization Engine (RAVE) ,Traditional charts vs. RAVE visualizations, Connections and RAVE visualizations , Converting visualizations in a report ,Rendering RAVE visualizations Create an Active Report using RAVE visualizations.	09
IV	FINANCIAL PLANNING Concept of IBM Planning Analytics, professional report authors use to build sophisticated, multiple-sheet, multiple-query reports from different IBM TM1 models.	

	This application is used by financial analysts and planners who plan and measure business and operational data. Exploration views, Quick reports, Dynamic reports, Custom reports, Save views to the TMI server, Publish reports to share with other users. Business use case for this workshop, Connection configuration options.	09
V	USE OF EXCEL IN FINANCE Spreadsheet Formatting, Text Colors, Numbers Formatting Excel for Financial Analysis - P&L, balance sheet and cash flow, Financial modeling and business valuations (discussed in the next section.), Budgeting and forecasting, Account reconciliations. Financial Models in Excel-Three Statement, Discounted Cash Flow or DCF Financial Reporting in Excel, Importing and Manipulating Data, LOOKUP and HLOOKUP, VBA and Macros.	09

Course Outcome:

- Understanding the evolution and relevance of Financial Analytics in the world today..
- Developing personal data sources and data modules and end-to-end analytics industry use cases using the data analytics lifecycle
- Understand the Financial Reporting in Excel.
- Develop analytical and problem solving skills, based on understanding of financial management concepts and theories.

Recommended Text Books:

1. IBM Courseware, New Delhi.
2. Keown, Martin, Petty and Scott (Jr): Financial Management: Principles and Applications, Prentice Hall of India, New Delhi, 2002..
3. Gitman, L.J: Principles of Managerial Finance; Addison Wasley, 2009.
4. Vanhorne, James C: Financial Management and Policy; Prentice Hall of India, New Delhi, 2002.

Recommended Reference Books:

1. Khan, M.Y & Jain, P.K.: Financial Management; Tata McGraw Hill, New Delhi, 2008.
2. Brealey and Meyers: Principles of Corporate Finance: Tata McGraw Hill, New Delhi, 2008. Robbins & Coulter, Management, Prentice Hall of India. New Delhi.
3. Wehrich Heinz and Koontz Harold - Management: A Global and Entrepreneurial Perspective.
4. James F. Stoner, et al, Management, Pearson Education Delhi, 2008
5. Kishore Ravi, M: Financial Management; Taxman, 2006.

Course Title: **MARKETING MANAGEMENT**
Semester: II

Course: **MBA**

Code: **CMPCMA202T**

L	T	P	C
4	0	0	4

Course Objectives

- CO1: To understand the concepts of marketing management.
 CO2: To analyze the actions of consumers at marketplace and tools used by marketing managers in decision situations.
 CO3: To understand the various concepts of products and marketing environment
 CO4: To analyze the pricing and its strategies in marketing
 CO5: To understand marketing channel management and different types of promotional tools used in marketing.

Course learning Outcome- On completion of the course students will be able to:

- CLO1: Demonstrate strong conceptual knowledge in the functional area of marketing management.
 CLO2: Differentiate the consumer's behaviour as per their taste and preferences.
 CLO3: To evaluate new product/service ideas consistent with evolving needs tastes and preferences.
 CLO4: Compare different pricing strategies in view of market trend.
 CLO5: Select the best channel of distribution and tools for promotion.

Credit-04

Total Hours: 50

Units	Content	Hours
I	BASIC CONCEPTS OF MARKETING Introduction to Marketing: Definition, nature, scope and importance of marketing, Approaches to the study of marketing, traditional and modern concept of marketing, Functions of marketing, Difference between Marketing & Selling, Concept of Virtual Marketing	09
II	UNDERSTANDING CONSUMER BEHAVIOUR Consumer behavior - Customer value and satisfaction, Customer relationship management, Buying Decision process, consumer buying v/s Industrial buying, Marketing Mix – The elements of marketing mix. Market Segmentation: Bases for Market segmentation, Requisites of sound marketing segmentation, STP (Segmentation, Targeting and positioning)	11
III	PRODUCT & MARKETING ENVIRONMENT Products: Classification of products, Product mix decision- Product line, product addition & deletion, Product life cycle, Product planning, New product development process. Marketing Environment: Micro & Macro, BCG Matrix.	12
IV	PRICING AND RECENT TRENDS IN MARKETING Pricing: Pricing objectives, price determination, factors influencing pricing policy, method of pricing policies and strategies. Recent Trends in Marketing: E-business, Tele-marketing, M-Business, Retailing, porter five forces model, Branding & Packaging,	10
V	MARKETING DISTRIBUTION CHANNELS & PROMOTION Channels of distribution and Logistics: Definition, Need, Channel design decision, Channel management decision, factors affecting channels, Types of marketing channels. Promotion: Nature and importance of promotion, Promotion mix- Advertising, Sales promotion, personal selling, public relations, direct marketing and integrated marketing communication	08

Recommended Text Books:

T1. Philip Kotler, Marketing Management: Pearson Education

Recommended Reference Book:

- R1.** Pillai and Bhagvathi, Marketing Management, S Chand publisher
R2. J.C. Gandhi - Marketing A Managerial Introduction (Tata McGraw Hill publishing)
R3. Kenneth E. Clow, Donald Baack, "Cases in Marketing Management" Sage Publications, 2012.
R4. Arun Kumar & Meenakshi, "Marketing Management", Vikas Publishing House, 2011.

Course Title: HUMAN RESOURCE MANAGEMENT
Course: MBA
Semester: II
Code: CMPCMA203T

L	T	P	C
4	0	0	4

Course Objectives:

- CO1: To provide students with an understanding of the competitive advantage Human Resource- can give an organization.
- CO2: To impart knowledge of the skills required to be an effective HR manager.
- CO3: To understand importance of training and development for keeping an organization progressive.
- CO4: To provide an insight into the art of motivation, compensation management and grievance handling.
- CO5: To apply human resource planning in organization.

Course Learning Outcomes: On completion of the course, students will be able to:

- CLO1: Define and describe the concepts of Human Resource Management.
- CLO2: Understand the concept of HRP, Recruitment and Selection.
- CLO3: Demonstrate and compare various Training techniques and analyze the ways to improve self-motivation.
- CLO4: Create a stress free environment for enhancing productivity.
- CLO5: Able to apply human resource planning in organization.

Credit-04
Total Hours: 50

Unit	Content	Hours
I	INTRODUCTION OF HUMAN RESOURCES MANAGEMENT (HRM) HRM: Meaning, Nature and Scope, Difference between HRM and Personnel Management, HRM functions and objectives, Evolution of concept of HRM. Human Resources Development in India, Role of HR managers	09
II	HUMAN RESOURCES PLANNING Human Resources planning: Definition, purposes, processes and limiting factors; Job Analysis – Job Description, Job Specification.; The systematic approach to recruitment: recruitment policy, recruitment procedures, recruitment methods and evaluation.; The systematic approach to selection: the selection procedure, the design of application form, Placement, Induction/ Orientation, Internal Mobility, and separations	11
III	TRAINING AND DEVELOPMENT Training vs. Development, Training vs. Education- purpose, Advantages of Training.; Motivation- process, types and advantages.; Performance Appraisal: Definition, Purpose of appraisal, 360-degree Performance Appraisal.; Compensation Administration: components of pay structure in India; Incentive Payments: Meaning and Definition, Types and Scope of incentive scheme; Fringe Benefits	11
IV	GRIEVANCES AND DISCIPLINE Grievances and discipline: Model Grievance Handling Procedure; Discipline: definition, indiscipline-meaning, disciplinary action, and punishment. Promotion, Transfer and Separation: Promotion – purpose, principles and types; Transfer – reason, principles types.	11
V	SEPARATION Separation: lay-off, resignation, retrenchment, Voluntary Retirement Scheme, exit interviews; Job Stress: factors & remedies, Counseling and Mentoring	08

Recommended Text Books:
T1. Rao VSP- Human Resource Management- Text and Cases, Excel Books 3rd Edition

Recommended Reference Book:

- R1.** Aswathappa K – “Human Resource and Personnel Management”, Tata McGraw Hill, 5th Ed.
- R2.** Ivancevich – “Human Resource Management”, Tata McGraw Hill, 10th Ed.
- R3.** Dessler – “Human Resource Management”, Prentice Hall, 10th Ed.
- R4.** Bernardi – “Human Resource Management”, Tata McGraw Hill, 4th Ed.

Course Title: PRODUCTION AND OPERATION MANAGEMENT
Course: MBA
Semester: II
Code: CMPCMA204T

L	T	P	C
4	0	0	4

Course Objectives

CO1: To examine the fundamentals of production management and the factors that influences them.

CO2: To apply various manufacturing processes, as well as the fundamentals of a product.

CO3: To simplify processes linked to production scheduling and measurement, and product and quality control can be acquired.

CO4: To provide a variety of models for inventory, control, safety, and security management in the manufacturing process.

CO5: To establish supply and logistics, as well as distribution networks and administration.

Course learning Outcome: On completion of the course students will be able to:

CLO1: comprehend the principles of production management and how they are influenced by various factors.

CLO2: To employ a variety of manufacturing methods as well as product fundamentals.

CLO3: To streamline the multiple operations associated with production scheduling and measurement, as well as how product and quality control may be obtained.

CLO4: To use a range of inventory, control, safety, and security management models for the manufacturing process.

CLO5: Develop supply and logistics, as well as distribution and administration networks.

Credit-04
Total Hours: 50

Unit	Content	Hours
I	INTRODUCTION Nature and Scope of Production/Operations Management, POM Relationship with other Systems in the Organization, Factors that affect System and Concept of Production and Operation Management, Facility Location, Types of Manufacturing Systems, Lean Manufacturing,	09
II	PRODUCTION SYSTEM AND RELATED CONCEPTS Functions of Production and Material Management, Types of Production Systems, Productivity Variables, and Productivity, Batch Production, Job Order Production, Selection, Product Design and Development, Process Selection Determination of Material Required, Procedure for Purchasing,	11
III	SCHEDULING AND MEASURING PRODUCTION ACTIVITIES Overview of Scheduling, Maintenance Management Concepts, TPM, Work-Study, Method Study, difference between Work Measurement, Work Sampling, Material Management	10
IV	MATERIAL INVENTORY MANAGEMENT An overview of Material Management, Material Planning and Inventory Control, Models,(EOQ, Model with Shortages), JIT, Budgeting and Material Planning, Purchase Management	12
V	QUALITY IN PRODUCTION & OPERATIONS MANAGEMENT Quality Assurance, Accepting Sampling, Statistical Process Control, Total Quality Management, QMS and ISO Standards, Quality circle, Six-sigma, Kaizen, Kanban's, Poke Yoke' supply chain management	08

Recommended Text Books:

T1. Production And Operations Management, P. Ramamurthy, New Age International

Recommended Reference Book:

R1. Chary SN, Production, and Operations Management- Concepts, Methods and Strategy, PHI New Delhi 2005

R2. Buffa. ES, Modern Production Management; John Willey, New York 1993

R3. Bedi, K. (2014). Production and Operations Management (3rd ed.). Oxford University Press, New Delhi

R4. Cachon, G. and Terwiesch, C. (2018). Matching supply with demand. McGraw Hill, 3rd edition, Chennai

R5. Chase, R. B., Shankar, R., and Jacobs, R. F. (2019). Operations and Supply Chain Management (15th ed.) Mc Graw Hill, Chennai

Course Title: BUSINESS ENVIRONMENT

Course: MBA

Semester: II

Code: CMPCMA205T

L T P C
4 0 0 4

Course Objectives

- CO1: To understand the concepts of Business Environment.
- CO2: To understand the various concepts of economies around the globe.
- CO3: To analyze the Business policies and recent reforms around the country.
- CO4: To understand the global business environment and changing business patterns
- CO5: To analyze the micro & macro environment and study its implications in business environment.

Course learning Outcome- On completion of the course students will be able to:

- CLO1: Compare different tax policies in different time perspective.
- CLO2: To evaluate the national income and factors affecting the national income.
- CLO3: differentiate the different types of business cycles and environment.
- CLO4: Select the best model of business structure for persuasion of business activity
- CLO5: demonstrate strong conceptual knowledge of functional aspects of business environment.

Credit-04

Total Hours: 50

Unit	Content	Hours
I	Introduction to Business Environment Introduction to Business Environment: Definition, nature, scope and importance of Business Environment, Micro Environment, Environmental changes and Social responsibility of business.: Economic System: Capitalist, Socialist and Mixed Economy. Role of Government in Economic Development of country, Global economy.	09
II	Business Policy & Reforms Overview of: Monetary policy, fiscal policy, industrial policy, Industrial development, PPP Model, Advancement of Technology in Business, Rise of Rural market and its impact in context with Indian economy. Indian Economy and reforms since 1991, Current economic policies and its impact- Case study methods.	11
III	Budget and tax Structure Overview of : legal aspect of business environment, concepts of direct and indirect taxes, Tax reforms- VAT, GST, Legal Framework: BIFR,FERA,FEMA and Consumer Protection Act 1986, RTI Act , Corporate Governance and Business Ethics. Impact NEP on Tax Structure in India.	10
IV	Business Cycles & Inflation Business Cycles: Introduction, phases of Business Cycles, Changing Business cycles. National income, Measurement of National Income, GDP, NNP.NDP and GNP, Inflation: an introduction, types of inflation, measurement of inflation, Changes in Inflation during Covid19.	12
V	Global perspective of business Globalization: Meaning, Importance and Impact, Evolution of GATT, WTO agreements and implications, World Bank, IMF and its role in global scenario, Multinational companies and theirgrowing power, Case studies -Global Recession and new business environment.	08

Recommended Text Book:

T1. Justin Paul, Business Environment: Tata Mcgraw Hill publishing

Recommended Reference Book:

- R1. K. Aswathappa , Essentials of Business Environment , Himalaya publishing House
- R2. Shaikh saleem, Business Environment, Pearson Publication
- R3. Francis Cherunilam. Business Environment Himalaya publishing House
- R4. Leslie & Philip, The International Business Environment, OXFORD Publication

Course Title: RESEARCH METHODOLOGY

Course: MBA

Semester: II

Code: CMPCMA206T

L T P C
3 0 1 4

Course Objective:

- CO1: To understand the basic concepts and need of research and its methodology.
- CO2: To understand and provides an innovative solution towards management problem with the help of research design.
- CO3: To create scientific attitude towards solving a management problem by the application sampling design.
- CO4: To acquaint future managers to use various statistical software helpful in data analysis for business decision making.
- CO5: To prepare analytical report representing solution of respective business problems with the help of SPSS.

Course Learning Outcome: After completion of the course student will be able to:

- CLO1: Knowledge of concept / fundamentals for different types of research.
- CLO2: Applying relevant research design and techniques to solve business problems.
- CLO3: Understanding relevant scaling & measurement techniques and should use appropriate sampling techniques.
- CLO4: Synthesizing different techniques of coding, editing, tabulation and analysis in doing research.
- CLO5: Understand, Evaluate and apply statistical analysis on application software SPSS which includes various parametric test and non-parametric test, ANOVA technique and prepare report.

Credit-04

Total Hours: 50

Unit	Content	Hours
I	INTRODUCTION OF RESEARCH CONCEPTS Meaning, objectives and types of Research, Research Process, Importance of Research.	07
II	RESEARCH DESIGN Definition, Classification, Exploratory-qualitative techniques, experience survey, focus groups, Descriptive - cross sectional & longitudinal and Causal research design.	10
III	MEASUREMENT AND SCALING TECHNIQUES Concept, Errors in Measurement, Tests of Sound Measurement; Scaling and Scale Construction Techniques Sampling- Introduction, Sampling, Complete Enumeration or Census, Types of Sampling, Sampling Errors; Sampling Design - Steps in Sample Design, Sampling Distributions, And Central Limit Theorem.	12
IV	DATA ANALYSIS AND SPSS Types of data; Methods of Data collection, Questionnaire Designing, Editing, Coding and Tabulation of data, Testing of Hypotheses. Basic Quantitative techniques such as Frequency Table, Cross Tabulation, Mean, Standard Deviation, Normal Distribution, t-test, Correlation, Regression Analysis, Chi-Square test, One Way ANOVA & Two Way ANOVA, Business Applications through SPSS.SPSS environment: getting familiar with the interface, importing data from excel, exploratory data analysis, plotting several types of charts data creation – -defining variables – creating a codebook in SPSS	14
V	REPORT WRITING Interpretation of Data and Report Writing, Creating a Database and its Use for Statistical Analysis, Styles of Referencing, Plagiarism, Ethics in Research.	07

Recommended Text Books:

T1. Kothari, C. R., Research Methodology, New Age International Publication. New Delhi.

Recommended Reference Books:

- R1. Deepak Chawla, Neena Sondhi. Research Methodology, Vikas Publication
- R2. Naval Bajpai. Business Research Methods,, Pearson Education
- R3. Donald Cooper & Pamela Schindler. Business Research Methods. TMGH, 9th Edition.
- R4. Alan Bryman& Emma Bell. Business Research Methods Oxford University Press, 2ndEdition.
- R5. T N Srivastava & Shailaja Rao. Business Research Methods. TMH Publication, 2ndEdition.

Course Title: QUANTITATIVE METHODS FOR BUSINESS
Course: MBA
Semester: II
Code: CMPCMA207T

L	T	P	C
2	0	0	2

Course Objective:

- CO1: To impart knowledge in concepts and tools of Operations Research and Linear Programming
 CO2: To attain familiarity of transportation & network techniques.
 CO3: To understand the gaming theories and quality system models

Course Learning Outcome: After completion of the course student will be able to:

- CLO1: Convert the problem into a mathematical model.
 CLO2: Understand variety of problems such as assignment, transportation, travelling salesman etc.
 CLO3: Understand different gaming situations and find the optimal solutions using models

Credit-02
Total Hours: 25

Unit	Content	Hours
I	Introduction Definition and scope of operations research (OR), OR model, solving the OR model, art of modelling, phases of OR study. Linear Programming: Two variable Linear Programming model and Graphical method of solution, Simplex method, Dual Simplex method, special cases of Linear Programming, duality, sensitivity analysis	08
II	Transportation Problems & Network Techniques Types of transportation problems, mathematical models, transportation algorithms, Assignment: Allocation and assignment problems and models, processing of job through machines. Shortest path model, minimum spanning Tree Problem, Max-Flow problem and Min-cost problem. Project Management: Phases of project management, guidelines for network construction, CPM and PERT.	10
III	Theory of Games & Quality Systems Rectangular games, Minima theorem, game with mixed strategies, reduction to linear programming model. Elements of Queuing model, generalized Poisson queuing model, single server models.	07

Recommended Text Books:

T1. R. Panneer Seevam, "Operations Research" PHI Learning, 2008.

Recommended Reference Books

- R1.** Hamdy H. Taha, "Operations Research-An Introduction" Pearson Education,2003.
R2. V.K.Khanna, "Total Quality Management" New Age International, 2008.
R3. Wayne L. Winston,"Operations Research" Thomson Learning,2003.

Course Title: PEOFESSIONAL PROFICIENCY (MBA) – II
Course: MBA
Semester: II
Code: PTSPMMA20T

L	T	P	C
2	0	0	2

Course Objective:

CO1. This course is designed to develop ability to read and write correct English.

CO2: To attain reasonable fluency in the Language.

CO3: To exposed to introductory lessons of Aptitude Building.

Course Learning Outcome: After completion of the course student will be able to:

CLO1: Gain insight about Better representation of him/ her in terms of communication skills and apply them in various business world.

CLO2: To develop personality and aptitude building required for jobs

CLO3: To inculcate employability skills and prepare for Industries /corporate and other Public and Private Sector jobs.

Credit-02
Total Hours: 25

Unit	Content	Hours
I	HARD SKILLS Grammar: Tenses, Subject-Verb Agreement, Phrasal Verbs, Preposition, Sentence Structure and formation, Idioms & Phrases. Vocabulary: Management Words, Synonyms, Antonyms, words often confused, foreign words in vogue, allusions, analogies. Reading and Comprehension: Life Lessons, Business Management, Unseen Passage.	07
II	COMMUNICATION SKILL Listening Classes on: Audio lessons on News, Case Presentations, Academic Arguments and Discussions. Speaking Lessons: JAM to enhance speaking, story-narration, role play	08
III	Assessment: Questions (Subjective and Objective) based on hard Skills Taught in class given every week. The aim should be to bring the instruction given in practice by making them write, speak and think along the lines of the instruction given. The practice sheet should be evaluated and necessary feedback must be given. Some exercise on compositional skills must be given so they develop a sense of writing and expressing themselves through the written word.	10

Course Title: DESIGN THINKING
Semester: II

Course Code:

L T P C
1 0 1 2

Course Objective:

This course introduces an overview of an exciting field of design thinking and tools required for design thinking like IBM Mural. This course will equip students into the world of innovation as a systematic process of tackling relevant business and/or social problems. This course will provide a social and thinking space for the recognition of innovation challenges and the design of creative solutions that will help them to solve complex real-world problems in for decision support. This course will show how design thinking is introduced in an organization and understand the transformation and get an overview of the whole approach to design thinking.

Course Content

Unit	Content	Hours
I	ENTERPRISE DESIGN THINKING – HISTORY, CASE STUDY Understand what came before Design Thinking, Identify who did what to bring it about, Learn how it built upon previous approaches, See how design thinking is introduced in an organization, Understand the transformation required, What outcomes are possible.	09
II	ENTERPRISE DESIGN THINKING – OVERVIEW, 7 KEY HABITS Get an overview of the whole approach to design thinking, understand the principles, loop and keys, determine what is most important, Learn 7 key habits of effective design thinkers, Avoid common anti-patterns, Optimize for success with these habits	09
III	ENTERPRISE DESIGN THINKING – THE LOOP, USER RESEARCH Understand the importance of iteration, Learn how to observe, reflect, & make, Get ready to drill down & do tomorrow, Understand the importance of user research, Appreciate empathy through listening, Learn key methods of user research.	09
IV	ENTERPRISE DESIGN THINKING – MAKE, USER FEEDBACK Understand how Make fits into the Loop, Learn how to leverage Observe information, Learn Ideation, Storyboarding, & Prototyping, Understand user feedback and the Loop, Learn the different types of user feedback, Learn how to carry out getting feedback.	09
V	ENTERPRISE DESIGN THINKING – TEACHING, LOGISTICS, APPLICATION Understand the challenges of teaching EDT, Learn valuable hints and tips, Getting ready to teach the course, Understand what type of room you need, Learn what materials and supplies you need, Learn how to set up the room, Understand the domains that are applicable, Learn about digital versus physical, Explore some technology specializations.	09

Course Outcome:

- Understand and analyze design thinking history and its various concepts.
- Understand, analyze and create models with users collaboration to apply design thinking concepts with the help of 7 key habits of effective design thinkers.
- Understand the importance of loop in design thinking including user research.
- Understand how to make solutions and gather users feedback for appropriate solutions.
- Understand the challenges of enterprise design thinking.

Recommended Text Books:

1. The Art of Innovation by Tom Kelley*.
2. Creative Confidence: Unleashing the Creative Potential Within Us All by David and Tom Kelley.
3. Change by Design: How Design Thinking Books Transform Organizations by Tim Brown
4. Designing for Growth: A Design Thinking Tool Kit for Managers by Jeanne Liedtka
5. The Art of Innovation: Lessons in Creativity from IDEO, America's Leading Design Firm by Tom Kelley
6. The Design of Business: Why Design Thinking is the Next Competitive Advantage by Roger L. Martin

Recommended Reference Books:

1. Design Thinking For Dummies, 1st Edition.
2. Writing is designing: Words and the User Experience.
3. The Design Thinking Toolbox: A Guide to Mastering the Most Popular and Valuable.
4. Innovation Methods, 1st Edition.
5. Design Thinking in Play: An Action Guide for Educators.