

SCHEME OF INSTRUCTION AND SYLLABUS

Master of Business Administration

From Academic Year: 2025-26 Onwards

MBA



**FACULTY OF COMMERCE &
MANAGEMENT**

United University
Rawatpur - Jhalwa (Prayagraj)
Uttar Pradesh

University Vision

To establish a value based global university having dynamic learning environment encouraging creativity and innovation, research inspired experiential learning and focusing on topics that are pertinent to the development of the region, the country and the world.

University Mission

- To provide a dynamic, inspiring and varied learning environment with global exposure.
- To position the institution as a premier hub for research and experiential learning.
- To develop into an adaptable University meeting the demands of society and business.
- To incorporate value thinking, integrity, wisdom and passion in professional for their career and life.

Department Vision

To achieve global competence by evolving thought leadership, innovative and creative solution, making socially responsible business leaders through flexible, value based, management education driven by high quality research and collaboration.

Department Mission

1. To nurture responsive ethical leaders sensitive to environment and society.
2. To encourage critical thinking and continuous improvement.
3. To inculcate a culture of innovation and entrepreneurship.
4. To create and disseminate knowledge through applied and inter-disciplinary research and practices in emerging areas of management.

Program Educational Objectives (Postgraduate)

PEO 1: To train the students of the management program for logical and practical approach to problem solving and functions effectively as skilled managers who can respond to changing environment in a social and global context.

PEO 2: To groom the students to work in multicultural and multidisciplinary teams for effective problem solving and understand the principles of group dynamics, team work and growth of management profession.

PEO 3: To encourage and train the students as a way that they can pursue higher studies, start independent ventures, thereby contributing to the fields of education and business world.

Program Outcomes

On successful completion of the MBA programme the student will be able to:

PO 1: Ability to apply management fundamentals in practical world.

PO 2: An ability to identify, formulates, and solve managerial problems.

PO 3: Demonstrate abilities such as initiative taking and innovative thinking in their acts.

PO 4: An ability to function in multi-disciplinary teams.

PO 5: To inculcate zeal of self-learning.

PO 6: Enhancing entrepreneurship abilities so that the students are induced to undertake Independent ventures.

PO 7: An ability to understand professional and ethical responsibility.

PO 8: An ability to communicate effectively.

PO 9: Enhancing knowledge of contemporary issues.

PO 10: Recognizing the need and ability to engage in life-long learning.

PO 11: An ability to understand the impact of managerial solutions in a global, economic, environmental, and societal context.

PO 12: Ensuring holistic development of students.

Program Specific Outcomes

PSO1: To apply the fundamental knowledge of management science to optimally solve the complex business problems.

PSO2: To inculcate in students the ability to gain multidisciplinary knowledge through simulated problems, case analysis, projects and industrial training.

PSO3: To demonstrate the practice of professional ethics and standards for societal and environmental well-being.

SCHEME OF INSTRUCTION

COURSE CATEGORY ABBREVIATIONS

1. Core Courses
2. Specialization Elective (SE)
3. Generic Electives (GE)/ Open Elective (OE)
4. Ability Enhancement Compulsory Courses (AECC)
5. Skill Enhancement Courses (SEC)

Semester I

							Contact Hours	28
S. No.	Course Code	Course Category	Course Name	L	T	P	C	
1	CMPCMA101T	Core Courses	Foundations of Management	4	0	0	4	
2	CMPCMA102T		Managerial Economics	4	0	0	4	
3	CMPCMA113T		Accounting for Managers	4	0	0	4	
4	CMPCMA112T		Organizational Behaviour	4	0	0	4	
5	CMPCMA111T		Business Legislation for Managers	4	0	0	4	
6	CMPCMA106T		Statistics for Managers	4	0	0	4	
7	CASCMMMA11T		Computer Application in Business	1	0	1	2	
8	PTSPMMA11T		Professional Proficiency	2	0	0	2	
Total Credits							28	

Abbreviations: (L) Lecture, (T) Theory, (P) Practical, (C) Credits

Semester I

COURSE CODE & NAME: CMPCMA101T / FOUNDATION OF MANAGEMENT

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

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

UNIT 1: INTRODUCTION OF MANAGEMENT

concept & nature of management; management competencies-communication, team work, planning and administrative, strategic and global competencies; evolution of management thoughts-traditional, behavioral, systems contingency and quality viewpoints, social responsibility of managers, Managerial Ethics.

UNIT 2: 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 decision-making process, psychological bias and decision support system.

UNIT 3: 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.

UNIT 4: 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.

UNIT 5: 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.

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.** L.M. Prasad, Principles & Practice of Management (10th edition), 978-93-91839-01-2, Sultan chand & Sons, 2023
- R3.** T Ramasamy, Principles of Management (Rev. ed. 2022), 978-93-5051-590-7, Himalaya Publishing House, 2019
- R4.** P C Tripathi, P N Reddy & Ashish Bajpai (7th edition), 978-9352605354, McGraw Hill Education, 2021
- R5.** Wehrich Heinz and Koontz Harold – “Management: A Global and Entrepreneurial Perspective” McGrawHill, 12 th Edition 2008

COURSE CODE & NAME: CMPCMA102T / MANAGERIAL ECONOMICS

Course Outcomes

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

UNIT 1: 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

UNIT 2: 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

UNIT 3: 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

UNIT 4: 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

UNIT 5: 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.

Recommended Text Books:

T1: Dwivedi D.N. - Managerial Economics, (7th Edition), Vikas Publication, 2015

Recommended Reference Books:

- R1.** Maheshwari, Yogesh, Managerial Economics, (3rd ed.), PHI Learning Pvt. Ltd, 2019
- R2.** Maheshwari K. L., Varshney R.L. | Managerial Economics, (3rd ed.) Sultan Chand & Sons | 2014.
- R4.** Dr. D.M. Mithani. Managerial Economics – Theory and Applications,,(7th ed.). Himalaya Publications,2015

COURSE CODE & NAME: CMPCMA113T / ACCOUNTING FOR MANAGERS

Course Outcomes

1. Understand the fundamentals of financial accounting, the principles and concepts underlying them.
2. Understand the preparation of final accounts
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.
4. Assess the flow of cash in the business through cash flow statement, portraying flow obtained from major business operative and non-operative activities.
5. Assess the situation of the business and to take managerial decisions using variance analysis and variable costing technique.

UNIT 1: 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.

UNIT 2: 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.

UNIT 3: 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.

UNIT 4: 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

UNIT 5: MANAGEMENT ACCOUNTING:

Classification of Cost, Cost-Volume-Profit Analysis, Marginal Costing, Absorption Costing, Profit Planning. Standard Costing: Variance Analysis: Materials and Labour Variances

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),2015
R2: Ambrish Gupta - Financial Accounting: A Managerial Perspective (Prentice Hall, 4th Edition),2018
R3: Ramchandran & Kakani - Financial Accounting for Management (TMH, 2nd Edition).2016
R4: Mukherjee - Financial Accounting for Management (TMH, 2nd Edition).2019

COURSE CODE & NAME: CMPCMA112T / ORGANIZATIONAL BEHAVIOUR

Course Outcome

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

UNIT 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.

UNIT 2: PERSONALITY & PERCEPTION

Personality: Meaning, Types, Importance, Determinants of Personality, Factors Affecting Personality. Perception: Concept & Meaning- Importance-Factors Influencing Perception.

UNIT 3: LEARNING & MOTIVATION

Learning: Meaning, Significance, Types of Learning Styles, Learning Process, Theories of Learning. Motivation: Definition & Concept of Motive & Motivation

UNIT 4: CONFLICT & STRESS

Conflict: Nature & Meaning - Types of Conflict, Levels of Conflict, Conflict Resolution. Stress: Meaning, Sources of Stress, Consequences & Coping Strategies of Stress

UNIT 5: LEADERSHIP & POWER

Leadership: Meaning- Significance, Leadership Styles. Power: Meaning- Concept, Types of Power, Importance.

Recommended Text Books:

T1: K.Aswhathappa, Organizational Behaviour, (edition), 9352021983, Himalaya Publishing House, 2016.

Recommended Reference Books:

R1: Pareek. U, Understanding Organizational Behaviour, (3rd edition), Delhi, India: Oxford University Press, 2014..

R2: Singh, K. Organisational Behaviour: Texts & Cases, (3rd edition), 9789325986695 India:Pearson, 2015.

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.

COURSE CODE & NAME: CMPCMA111T / BUSINESS LEGISLATION FOR MANAGERS

Course Outcomes

1. Understand the concepts of Indian Contract Act in a business and analyze the issues on of breach of contract.
2. 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.
3. Evaluate the problems of the different companies and to analyze the cases on different legal issues related with the establishment of company.
4. 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.
5. 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.

UNIT 1: 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.

UNIT 2: Law of Sale of Goods:

Contract of Sale, Sale and Agreement to Sell, Conditions and Warranties, 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

UNIT 3: 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

UNIT 4: 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

UNIT 5: 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 Treaties (WIPO, WTO, GATTs), Objects and Extents of - the Patent Act 1970, Copyright Act, 1957, Trade Mark Act 1999 and Design Act 2000

Recommended Text Books:

T1. Kuchhal M.C. and Prakash D. Business legislation for management, (7th ed.) Vikas Publication.2020

Recommended Reference Books:

- R1.** Kapoor, N. D. (2024). Elements of Mercantile Law (39th Revised & Enlarged Ed.). New Delhi: Sultan Chand & Sons.
- R2.** Tulsian, P. C., & Tulsian, B. (2025). Business Law (3rd Ed.). New Delhi: McGraw Hill Education.
- R3.** Pathak, Akhileshwar. (2022). Legal Aspects of Business (8th Ed.; also available as 2025 e-text). New Delhi: McGraw Hill Education.
- R4.** Gulshan S.S. - Business Law Including Company Law. Excel Books.

COURSE CODE & NAME: CMPCMA106T / STATISTICS FOR MANAGERS

Course Outcomes

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

UNIT 1: 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

UNIT 2: 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.

UNIT 2: 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.

UNIT 4: 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).

UNIT 5: PROBABILITY

Theory of Probability, Addition and Multiplication Law, Baye's Theorem

Probability Theoretical Distributions: Concept and application of Binomial; Poisson and Normal distributions.

Recommended Text Books:

T1. DN Elhance – Fundamental of statistics, 5th ed. Kitab Mahal, 2020

Recommended Reference Books:

R1. J K Sharma, Fundamentals of Business Statistics (2ed), Vikas Publishing, 2022

R2. Tulsian P.C. & Jhunjhunwala Bharat, Business Statistics, (2ed.), 2010

R3. S.C. Gupta (Author), Indra Gupta, Business Statistics, (2ed. revised), 2012

R4. Newbold, Carlson, Thorne – Statistics for Business and Economics, 6th ed., Pearson

R5. J.K. Tyagi, Business Statistics, Khanna Publishing House, Delhi.

COURSE CODE & NAME: CASCMA11T / COMPUTER APPLICATIONS FOR BUSINESS

Course Outcomes

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

UNIT 1: 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.

UNIT 2: 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.

UNIT 3: 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.

Recommended Text Books:

T1: Ravichandran, Computers Today, (2nd ed.). Khanna Publishing House, Delhi.2009

Recommended Reference Books:

R1: Ritendra Goel & D.N. Kakkar. Computer Applications in Management, (1st ed.) New Delhi: New Age International (P) Ltd.2004

R2: Dr. Sanjay Sharma A Textbook of Computer Network , (1st ed.) Kataria & Sons,2024.

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 CODE & NAME: PTSPMMA11T / PROFESSIONAL
PROFICIENCY**

Course Outcomes

1. Gain insight about better representation of him / her in terms of communication skills and apply them in various business world.
2. To develop personality required for jobs
3. To inculcate employability skills and prepare for Industries /corporate and other Public and Private Sector jobs.

UNIT 1: 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

UNIT 2: SOFT SKILL

Listening Classes on: Audio lessons on News, Case Presentations

Speaking Lessons: JAM on General Topics, Introduction to Speaking.

UNIT 3: 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.

Semester: II

COURSE CODE & NAME: CMPCMA201T / FINANCIAL MANAGEMENT

Course Outcomes

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

UNIT 1: 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.

UNIT 2: 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

UNIT 3: 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

UNIT 4: 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

UNIT 5: 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

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 CODE & NAME: CMPCMA202T / MARKETING MANAGEMENT

Course Outcome

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

[T 1: BASIC CONCEPTS OF MARKETING

roduction 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, Co virtual Marketing

UNIT 2: 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)

UNIT 3: 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.

UNIT 4: 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,

UNIT 5: 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

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 CODE & NAME: CMPCMA203T / HUMAN RESOURCE
MANAGEMENT**

Course Outcomes

Define and describe the concepts of Human Resource Management.

Understand the concept of HRP, Recruitment and Selection.

Demonstrate and compare various Training techniques and analyze the ways to improve self-motivation.

Create a stress-free environment for enhancing productivity.

Able to apply human resource planning in organization.

IT 1: INTRODUCTION OF HUMAN RESOURCES MANAGEMENT (HRM)

M: Meaning, Nature and Scope, Difference between HRM and Personnel Management, HRM functions objectives, Evolution of concept of HRM. Human Resources Development
Media, Role of HR managers

UNIT 2: 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

UNIT 3: 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

UNIT 4: 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.

UNIT 5: SEPARATION

Separation: lay-off, resignation, retrenchment, Voluntary Retirement Scheme, exit interviews; Job Stress: factors& remedies, Counseling and Mentoring

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. Ivansevich – “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 CODE & NAME: CMPCMA204T / PRODUCTION AND OPERATION MANAGEMENT

Course Outcome

1. comprehend the principles of production management and how they are influenced by various factors.
2. To employ a variety of manufacturing methods as well as product fundamentals.
3. To streamline the multiple operations associated with production scheduling and measurement, as well as how product and quality control may be obtained.
4. To use a range of inventory, control, safety, and security management models for the manufacturing process.
5. Develop supply and logistics, as well as distribution and administration networks.

UNIT 1: 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

UNIT 2: 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

UNIT 3: SCHEDULING AND MEASURING PRODUCTION ACTIVITIES

Overview of Scheduling, Maintenance Management Concepts, TPM, Work-Study, Method Study, difference between Work Measurement, Work Sampling, Material Management

UNIT 4: 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

UNIT 5: 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

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 CODE & NAME: CMPCMA205T / BUSINESS ENVIRONMENT

Course Outcome

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

UNIT 1: Introduction to Business Environment

Introduction to Business Environment: Definition, nature, scope and importance of Business Environment, Micro Environment, Macro 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.

UNIT 2: 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.

UNIT 3: Budget and tax Structure

Overview: legal aspect of business environment, concepts of direct and indirect taxes, Taxreforms- 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.

UNIT 4: 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.

UNIT 5: 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 their growing power, Case studies -Global Recession and new business environment.

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 CODE & NAME: CMPCMA206T / RESEARCH
METHODOLOGY**

Course Outcome

1. Knowledge of concept / fundamentals for different types of research.
2. Applying relevant research design and techniques to solve business problems.
3. Understanding relevant scaling & measurement techniques and should use appropriate sampling techniques.
4. Synthesizing different techniques of coding, editing, tabulation and analysis in doing research.
5. Understand, Evaluate and apply statistical analysis on application software SPSS which includes

various parametric test and non-parametric test, ANOVA technique and prepare report.

IT 1: INTRODUCTION OF RESEARCH CONCEPTS

Meaning, objectives and types of Research, Research Process, Importance of Research.

IT 2: RESEARCH DESIGN

Definition, Classification, Exploratory-qualitative techniques, experience survey, focus groups, Descriptive - cross-sectional & longitudinal and Causal research design.

IT 3: 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.

IT 4: DATA ANALYSIS AND SPSS

Types of data; Methods of Data collection, Questionnaire Designing, Editing, Coding and Tabulation of data, Testing Hypotheses.

Statistical 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 exploratory data analysis, plotting several types of charts data creation – defining variables – creating a codebook SPSS

IT 5: REPORT WRITING

Interpretation of Data and Report Writing, Creating a Database and its Use for Statistical Analysis, Styles of Referencing, Plagiarism, Ethics in Research.

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 CODE & NAME: CMPCMA207T / QUANTITATIVE METHODS FOR BUSINESS

Course Outcome

1. Convert the problem into a mathematical model.
2. Understand variety of problems such as assignment, transportation, travelling salesman etc.
3. Understand different gaming situations and find the optimal solutions using models

U 1: Introduction

Definition and scope of operations research (OR), OR model, solving the OR model, art of modelling, phases of OR
Linear Programming: Two variable Linear Programming model and Graphical method of solution, Simplex method,
Dual method, special cases of Linear Programming, duality, sensitivity analysis

U 2: Transportation Problems & Network Techniques

Classification 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, Traveling
salesman problem and Min-cost problem. Project Management: Phases of project management, guidelines for network
construction, CPM and PERT.

U 3: Theory of Games & Quality Systems

Two player zero-sum angular games, Minimax theorem, game with mixed strategies, reduction to linear programming model. Elementary
queueing model, generalized Poisson queueing model, single server models.

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 CODE & NAME: PTSPMMA21T /
PROFESSIONAL PROFICIENCY**

Course Outcome

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

To develop personality and aptitude building required for jobs

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

[T 1: HARD SKILLS

Grammar: Tenses, Subject-Verb Agreement, Phrasal Verbs, Preposition, **Sentence** Structure and formation, Idioms and Sentences.

Vocabulary: Management Words, Synonyms, Antonyms, words often confused, foreign words in vogue, allusions and Analogies.

Reading and Comprehension: Life Lessons, Business Management, Unseen Passage.

T 2: 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

IT 3: 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 exercises on compositional skills must be given so they develop a sense of writing and expressing themselves through the written word.

Semester: III

COURSE CODE & NAME: CMPCMA301T / ENTREPRENEURSHIP AND MANAGING START-UPS

Course Outcomes

1. Determine the factors affecting entrepreneurial activities in nearby localities.
2. Understand the role and importance of various institutions in Entrepreneurship Development Program.

3. Understand various incentive and subsidies schemes of Govt. for MSMEs.
4. Able to evaluate project feasibility and prepare its report.
5. Apply the concept of project financing while taking financing decision.

UNIT 1: Introduction to Entrepreneurship

Definition of entrepreneur, Schumpeter's views, difference between manager and entrepreneur, function of entrepreneur, Internal and External Factors affecting entrepreneurship, Barriers to entrepreneurship, Women entrepreneurship, International entrepreneurship, Social entrepreneurship, Agricultural entrepreneurship, Entrepreneurial process, Entrepreneurial motivation in entrepreneurship.

Business plan: meaning, Objectives, preparation.

UNIT 2: Entrepreneurship Development and Small and Medium Enterprises

EDP; a conceptual framework, objectives, entrepreneurship development cycle, phases of training.; **Institution in EDPs** – NIESBUD, SIDO, SSIDCs, DICs Definitions, types, characteristics and problems, growth of SMEs in India, incentives and subsidies by government for MSME.

UNIT 3: Business Enterprise:

Sources of idea generation, selection, learning of idea, feasibility studies, formulation and project implementation, evaluation and control; Setting up a small business enterprise: identifying the business importance of creativity, opportunities in various sectors, stages for setting up of a small enterprise, Concept pitch.

UNIT 4: BASICS OF PROJECT MANAGEMENTs and PROJECT FORMULATION

Basic Concept of a project, categories of project, Introduction, Need for Project management, Project Management Knowledge Areas and Processes, The Project Life Cycle, Project Management Processes, Project Management Principles. Market and demand estimation, market survey, demand forecasting technical factors-Market technology, production, plant capacity, location and site.

UNIT 5: Project financing and Project Appraisal: Capital structure, sources of funds, Venture capital institutions – SIDBI, IFCI Technical, Economic, Financial, Legal and Social appraisal of the Industrial Project arising due to rate of discount, wage-rate, exchange rates, treatment of taxes, social cost-benefits, treatment of uncertainty, sensitivity analysis and probability approach single as well as multiple projects

Recommended Text Books:

- T1.** Desai, V. Dynamics of Entrepreneurial Development and Management, Himalaya Publishing House, Mumbai. 2019.

Recommended Reference Books:

- R1.** Holt, D.H. Entrepreneurship: New Venture Creation, Prentice-Hall, New Delhi. 2016.
- R2.** Charantimath, P. Entrepreneurship Development Small Business Enterprises, Pearson Education, New Delhi. 2018.
- R3.** Sahai, S. & Lall, M. Entrepreneurship, Excel Books, New Delhi. 2016.
- R4.** Drucker, P. F. Innovation and Entrepreneurship, Elsevier India Pvt Ltd. 2018.
- R5.** Dwivedi, A.K., Singh, H., & Sukhwai, A. Cases in Entrepreneurship, Bookwell, Delhi. 2003.

COURSE CODE & NAME: PTSPMMA31T / PROFESSIONAL PROFICIENCY

Course Outcomes

1. Better representation of himself/herself in terms of communication skills, overall personality development and aptitude building required for jobs.
2. This program will help students becoming employable and ready for Industries /corporate and other Public and Private Sector jobs.

UNIT 1: Grammar: Basic Revision, Auxiliaries & Special Verbs, Prepositions and Prepositional word building & formation, Para jumbles, paraphrasing. Etiquettes of formal writing, sending and 1 formal/business emails, writing reports, Resume Building.

Critical Reading: Newspaper (Economic Times) to understand the relationship bet commerce/business and language.

UNIT 2: Mock PI (HR based), Group Discussions, Extempore Conversational Dialogues, Group Discussions, General Etiquettes of speaking, listening, responding.

UNIT 3: Assessment: Questions (Subjective and Objective) based on hard Skills Taught in class giv week.

The aim should be to bring the instruction given in practice by making them write, speak and think along of the instruction given. The practice sheet should be evaluated and necessary feedback must be giv exercise on compositional skills must be given so they develop a sense of writing and expressing th through the written word.

COURSE CODE & NAME: CMPMA3001T/ BUSINESS INTELLIGENCE

Course Outcome:

1. Understand the vision of Business Intelligence from a global context.
2. Applying and analyzing various prompt types and conditionally render objects in reports.
3. Building and create Active Report connection. Creating projects using dashboards, stories and exploration to find business insights
4. To understand and apply IBM Cognos Analytics in Market perspective of Business Intelligence.

UNIT 1: OVERVIEW OF BUSINESS INTELLIGENCE

Definition with Real Time Examples, how business intelligence can turn data into insight, Use of Business Intelligence-how it can help to combat fraud and understand social sentiments, Future of business intelligence and analytics.

UNIT 2: IBM COGNOS ANALYTICS FOR CONSUMER

Why IBM Cognos Analytics? What is IBM Cognos? List v/s Crosstab, Examine detail filters and summary filters, Introduction to visualization, Traditional visualization v/s RAVE visualization.

UNIT 3: IBM COGNOS ANALYTICS: AUTHOR REPORT FUNDAMENTALS

Concepts and types of prompts, expressions using functions, reuse object, drill -through reports, analyze multi-lingual reports, Highlight exceptional data.

UNIT 4: IBM COGNOS ANALYTICS: AUTHOR ACTIVE REPORT

Theory, query models, SQL statements, distribute reports using bursting, analyze reports by joining queries, dynamic headers and titles that reflect report data, tooltips that clarify report data, send, emails using links in a report.

UNIT 5: IBM COGNOS ANALYTICS: ADVANCED ACTIVE REPORT CONTROLS

Active Reports, debug active report, Examine Active Report controls, Active Report variables, Create a simple Active Report using Static and Data-driven controls, decks and data decks to display traditional charts creation and analysis of Dashboard.

Recommended Text Books:

1. "Successful Business Intelligence: Unlock the Value of BI & Big Data" by Cindi Howson
2. "Business Intelligence Guidebook: From Data Integration to Analytics" by Rick Sherman
3. "Big Data in Practice: How 45 Successful Companies Used Big Data Analytics to Deliver Extraordinary Results" by Bernard Marr
4. "Business Intelligence Roadmap: The Complete Project Lifecycle for Decision-Support Applications" by Larissa T. Moss and Shaku Atr

Recommended Reference Books:

1. "Business Intelligence For Dummies" by Swain Scheps
2. "Hyper: Changing the way you think about, plan, and execute business intelligence for real results, real fast!" by Gregory P. Steffine.
3. "Learning Tableau 10 - Second Edition: Business Intelligence and data visualization that brings your business into focus" by Joshua N. Milligan
4. "Business Intelligence: The Savvy Manager's Guide" by David Loshin
5. "Business Intelligence in Plain Language: A practical guide to Data Mining and Business

COURSE CODE & NAME: CMPMA3101T / CONSUMER BEHAVIOR

Course Outcome

Understanding the concept of consumer behavior in market.

Execute the concept of various factors like social factors, reference groups and family to understand their role in consumer behavior.

able to analyze the impact of personal and psychological factors on consumer behavior

Assesses the role of motivation, attitude and perception of the consumer in their purchasing behavior.

Analyze and apply the concept of consumer decision making process and its importance.

UNIT 1: Introduction to the study of Consumer Behaviour :

Meaning & Definition of CB, Reasons of studying consumer behavior, Difference between consumer & Customer & characteristics of Indian Consumers, Rights & Responsibilities of consumers in India, Adoption Process, categories of adopters.

UNIT 2: Consumer Behaviour in Services

Concept of service marketing triangle, service marketing mix, GAP models of service quality, Consumer expectations, services, two levels of expectation, Zone of tolerance, Factors influencing customer expectation of services, influence customer perception of service, Service encounters, Customer satisfaction

UNIT 3: Models of Consumer Behaviour

Input-Process-Output Model, Nicosia Model, Howard Sheth Model, Engel-Kollat-Blackwell Model of Consumer Behaviour, Levels of Consumer Decision Making – Consumer Buying Decision Process

UNIT 4: Individual Influences on Consumer Behavior

Motivation: Basics of Motivation, Positive & Negative Motivation, Rational Vs Emotional motives, Motivational

Perception: Basics of Perception, Elements of Perception (Sensation, Absolute Threshold, Differential Threshold, Subliminal Perception), Dynamics of Perception

Attitude: Basics of attitude, the nature of attitude, Models of Attitude and Marketing Implication, (Tri-component model of attitude, Multi attribute attitude models.

UNIT 5: External Influences on Consumer Behavior

Social Class: Social Class Basics, Dynamics of status consumption, Features of Social Class, Five Social Classes in India

Culture and Subculture – Basics, Characteristics, Factors affecting culture, Role of customs, values and norms on Consumer Behaviour. Family: The changing structure of family, Family decision making and consumption patterns. Key family consumption roles

Reference Groups: Understanding the power & benefits of reference groups, Factors that affect reference groups. Types of reference groups, Friendship groups, Shopping groups, Work groups

Recommended Text Books:

T1. Schiffman Leon G. and Kanuk Leslie Lazar- Consumer Behaviour (Pearson/ Prentice Hall, 9th Edition.

Recommended Reference Book:

R1. Hawkins, Best and Coney- Consumer Behaviour (Tata Mc Graw Hill, 9TH Edition).

R2. Loudon, David L. and Della Bitta, Albert J. - Consumer Behaviour (Tata Mc Graw Hill, 4TH Edition).

COURSE CODE & NAME: CMPMA3102T / DIGITAL MARKETING

Course Outcomes

1. Understanding the concept of digital marketing and its application in buyer's context.
2. Apply the concept of segmentation, targeting & positioning to understand the digital marketing models.
3. Understanding the concept of SEO & SEM in strategic context.
4. Understanding the concept of digital advertisement and display marketing.
5. Understanding the concept of digital advertisement measurement framework.

UNIT 1: INTRODUCTION

Introduction to Digital Marketing, Traditional Vs. Modern Marketing, Role and Growth of Digital Marketing in Challenges associated with digital marketing, Concept and practices for Buyer's Persona, Considerations in b and managing content in a digital environment

UNIT 2: DIGITAL MARKETING MIX

Consumer segmentation and behavioral dimension, Marketing Mix in digital era, Models of Digital Mar Forrester's 5I model, 6Cs of Customer Motivation- McKinsey's consumer decision journey, Race Plannin Honeycomb Model

UNIT 3: OVERVIEW OF SEARCH ENGINE

Overview of SEO and SEM, Basics of search marketing: organic & paid search results, Overview of AdWords, Strategizing marketing through smart devices, Basics of email marketing, Concept of A/B testin use

UNIT 4: DIGITAL ECOSYSTEM

Display marketing ecosystem, Digital Advertisement- designing and display decisions, Pricing methods, Evol social media channels, Brand Building- PR and Customer Engagement on social media, Choosing relevar media channel

UNIT 5: CONTENT MARKETING

Creating Blog-Vlog, Podcasting, RSS, Product Opinion Sites and Forums. Legal and ethical issues in Marketing, Digital marketing as career option

Recommended Text Book:

T1. Bhatia Puneet, Fundamentals of Digital Marketing, India, Pearson Education

Recommended Reference Books:

R1. Kotler, Kartajya, Setiawan; Marketing 4.0: Moving from Traditional to Digital, John Wiley & Sons, Inc.

R2. Havaladar, K. Industrial Marketing, New Delhi, India: Tata McGraw Hill.

COURSE CODE & NAME: CMPMA3201T / SECURITY ANALYSIS & PORTFOLIO MANAGEMENT

Course Outcomes

1. Understanding concepts of investment process, regulatory mechanism and SEBI guidelines for Investors Protection
2. Explanation of mechanism of risk and return and assessment of efficiency of market and its implications for investors
3. Acquaintance of mechanisms of Equity Valuation using fundamental and technical analysis.
4. Understanding of fixed income securities and term structure of interest rate and its application for investment in bonds.
5. Explanation of tenets of portfolio theories viz. Markowitz Model, Single Index Model, CAPM and APT and their implications for investment decisions.

UNIT 1: INTRODUCTION OF MARKETS

Concept of Investment, Investment Objectives and Constraints, Investment Classification. Financial Market Instruments, their role & classification. Regulation of Securities Markets, Primary & Secondary Markets, Tr Clearing and Settlement procedures, Market Indices. Regulatory Mechanism: SEBI and its Guidelines; In Protection, Concept & Measures of Risk and Return

UNIT 2: RISK, RETURN & MARKET EFFICIENCY

Risk: Meaning, Systematic vs. Unsystematic Risk, Measures of Risk – Standard Deviation, Variance Coefficient of Variation, Beta, Value at Risk (VaR) Portfolio Risk & Return, Reduction of Risk through Diversification. **Return:** Meaning, Measures of Return – Total Return, Return Relative, Real Return, Cumulative Wealth Index, CAGR **Market Efficiency:** Market Efficiency, Forms, Testing for Market Efficiency

UNIT 3: MARKET ANALYSIS

Technical Analysis: Meaning, Assumptions, Tenets of Dow Theory & Elliott Wave Theory, Support & Resistance **Fundamental Approach:** Economy, Industry and Company Analysis, Bottom Up Approach, Top Down Approach, Sum of the Parts (SOTP) Method, Equity Valuation Model **Fixed Income Securities:** Nature of Fixed Income Bond Prices and Yields, Bond Theorem

UNIT 4: PORTFOLIO THEORY & EQUILIBRIUM IN CAPITAL MARKETS

Portfolio Return & Risk, Efficient Frontier, Optimal Portfolio, Capital Asset Pricing Model, Single-Index Multifactor Models, Arbitrage Pricing Theory

UNIT 5: PORTFOLIO MANAGEMENT

Portfolio Management Process, Performance Evaluation of Existing Portfolio: Sharpe, Treynor, Jensen, Fama Measures, Sortino Measure

Recommended Text Book

T1. Chandra, P. Investment Analysis & Portfolio Management. New Delhi: Tata McGraw-Hill Company Limited.

Recommended Reference Books:

- R1.** Bodie, Zvi, K., Alex, Marcus, Alan, J. & Pitabas, M., Investments. Tata McGraw-Hill Publishing Company Limited, New Delhi.
- R2.** Jones, C. P., Investment Analysis & Management. New York: John Wiley & Sons.
- R3.** Sharpe, W., Investments. New Delhi: Prentice Hall India, 2008.
- R4.** Fischer & Jordan, Security Analysis & Portfolio Management. New Delhi: Pearson Education.
- R5.** Ranganatham & Madhumati, Investment Analysis & Portfolio Management. New Delhi: Pearson Education.

COURSE CODE & NAME: CMPMA3202T / INTERNATIONAL FINANCIAL MANAGEMENT

Course Outcomes

1. To develop understanding about the evolution & significance of international finance.
2. Developing an insight into the contemporary practices of foreign exchange market and foreign risk management techniques.
3. Able to Illustrating & outlining the key factors of risk analysis at global context.
4. Understanding various financial decisions in the global market.
5. Comparing international financial market to domestic financial market & to know about economy & international finance.

UNIT 1: INTRODUCTION OF INTERNATIONAL FINANCIAL MANAGEMENT

The rise of Multinational Corporation, The Internationalization of Business and Finance, The Scope of International Finance, Distinguishing Features of International Finance
International Monetary System: The Gold Standard, The Inter-war Years, The Bretton Woods System, Smithsonian Agreement, The Flexible Exchange Rate Regime, Alternate Exchange Rate Systems

UNIT 2: FOREIGN EXCHANGE MARKET & RISK MANAGEMENT

Foreign Exchange Market and its Functions, Foreign Exchange Rates, Arbitrage, The Spot Market, Cross Exchange, Bid - Ask Spreads, The Forward Market, Interest Arbitrage; Theories of Foreign Exchange Rate: Purchasing Power Parity, International Fisher, Effect, Interest Rate Parity, Foreign Risk Management: Exchange Risk, Management of Translation, Transaction, and Economic Exposures

UNIT 3: FOREIGN INVESTMENT ANALYSIS

International Portfolio Investment, Optimal International Asset Allocation, Measuring Total Return from International Investing, Corporate Strategy and Foreign Direct Investment.

UNIT 4: BALANCE OF PAYMENTS

The International Flow of Goods, Services and Capital; Balance of Payments Accounting, Balance of Payments Statements, Coping with the Current Account Deficit

UNIT 5: EUROCURRENCY MARKET

Domestic Issues vs. Euro Issues, International Bonds Market, External Commercial Borrowings, Euro Debt, Foreign Currency Convertible Bonds

Recommended Text Books:

T1. Apte, P.G.” International Financial Management”: Tata McGraw-Hill Company Limited, New Delhi.

Recommended Reference Books:

R1. Eun C.S. & Resnick, B.G.” International Financial Management”: McGraw-Hill, USA.

R2 Stonehill, A.I., Michael, H. & Moffet,” International Financial Management”, United Nations Library on Transnational Corporations.

R3 Madura, J.” International Financial Management”: Cengage Learning, USA.

R4 Sharan, V. “International Financial Management”: PHI Learning Pvt. Ltd, New Delhi

COURSE CODE & NAME: CMPMA3301T/PERFORMANCE APPRAISAL & COMPETENCY MAPPING

Course Outcomes

1. Develop an understanding of performance appraisal, performance management and performance model.
2. Able to understand the assessment focus technique in selection and appraisal
3. Able to learn the Management games, Simulation exercises, Role Plays, Self-appraisal, 360-Degree appraisal while performance appraisal.
4. Recognize the process of competency mapping.
5. Know various models like Lanchester Model of Managerial competency and the Transcultural Managerial competencies.

IT 1: INTRODUCTION

Basic concept of performance and performance management system, objectives, components, benefits, the performance management model, approaches to performance, Management and performance management process.

IT 2: PERFORMANCE APPRAISAL

Need and methods for Performance Appraisal, Assessment center and its process.

IT 3: PERFORMANCE APPRAISAL TECHNIQUES

Psychometric tests, Leaderless group discussions, Management games, Simulation exercises, Role Plays, Self-appraisal, 360 Degree appraisal, BARS, Balance score card, Performance analysis, Performance review discussion

IT 4: COMPETENCY MAPPING

Competency: Concept, origin and development, factors affecting competency, classification of competency
Competency mapping: Concept, process. Methods of Competency Mapping: Critical incident technique, interview technique and questionnaires. Developing Competency Models: The Transcultural Managerial competencies.

IT 5: EMERGING ISSUES OF COMPETENCY

Issues related to development of competency models, resistance and recommendations.
Application of Competency Mapping: Competency based: recruitment, selection, performance linked remuneration, Training and development and succession planning.

Recommended Text Book:

T1. Deb Tapomoy. Performance & Reward Management.,Ane Books Pvt. Ltd. 2009

Recommended Reference Books:

R1. Herman Aguinis. Performance Management, Pearson Education. 2009.

R2. T. V. Rao. Appraising & Developing Managerial Performance, Excel Books. 2002.

R3. Ganesh Shermon. Competency Based HRM, TMH. 2004.

R4. Seema Sanghi. A Handbook of Competency Mapping, Response Books. 2004.

COURSE CODE & NAME: CMPMA3302T / CONFLICT & STRESS MANAGEMENT

Course Outcomes

1. Understanding the concept of conflict dynamics in organizations,
2. Able to understand and apply the Conflict Resolution methods in organization.
3. Using and applying the Strategies in management of conflict at interpersonal and organizational level.
4. Issues related to development of competency models, resistance and recommendations.
5. Issues related to development of competency models, resistance and recommendations
6. Able to apply stress management techniques.

IT 1: UNDERSTANDING CONFLICT

roduction and concept of conflict, features, types, functional and dysfunctional aspects of conflict, Perception flict: traditional, human relations and interaction's views of conflict, Sources of conflicts in organization a ustry. Processes and Dynamics of conflict, levels of conflict, conflict Continuum, effect of conflicts on individ group performance.

IT 2: CONFLICT RESOLUTION

cept, methods: negotiation, mediation, community building, advocacy, diplomacy and counseling, managerial sk .competencies for effective conflict resolution.

IT 3: STRATEGY AND MANAGEMENT OF CONFLICT

ategies for interpersonal conflict resolutions, management of conflict, styles of conflict management -competi ommodating and avoiding, compromising and collaborating, self-awareness for conflict management.

UNIT 4: STRESS

Concept, Types of stressors, purpose of stressors, long-term effects of stressors: physiological and psychological, specific applications of stress as it relates to the workplace and different target groups, Potential Sources of Stress at Work Place, Relationship between Stress and Job Performance, Stress and Personality.

UNIT 5: STRESS MANAGEMENT

Stress Management Model, Stress Management Strategies: Individual and Organizational Coping Strategies, Golden Principles to a Stress Free Life.

Recommended Text Book:

Singh, B.D. Managing Conflicts and Negotiation. New Delhi: Excel book Publication, 2008.

Recommended Reference Books:

- . Corvete, B. A. B. Conflict Management: A Practical Guide to Developing Negotiation Strategies. Pearson Education, 2009
- . Steven, C. Negotiating Skills for Managers. Tata McGraw-Hill Publication, 2002.
- . Hill trop Jean-M, Udall Sheila. The Essence of Negotiation. Prentice Hall of India Publication, 2002.
- . Stephen, R. P. Organizational Behavior. Prentice Hall of India Publication. 2000.
- . Stephen, R. P., & Sanghi S. Organizational Behavior. Pearson Prentice Hall of India Publication, 2007.

SEMESTER – IV

COURSE CODE & NAME: CMPCMA401T / STRATEGIC MANAGEMENT

Course Outcome

1. Identify and demonstrate the key components of the strategic management process and how it can be applied in organizations in order to increase value propositions for all the organization's stakeholders.
2. Understanding internal environmental analysis using methods like VRIO framework, SWOT Analysis and Value Chain Analysis.
3. Illustrate the various macro environment elements for the purpose of strategy formulation.
4. Create a strategy including synthesizing appropriate elements of business level strategy, competitive dynamics, corporate level strategy, cooperative strategies and international strategies.
5. Understand the business level strategy and functional aspects of strategy implementation

UNIT 1: Introduction to Strategic Management

Definition and importance of Strategic Management, Strategic Management Process, Levels of Strategy

Strategic Intent: Hierarchy of Strategic Intent

Basic Concepts: Stretch, Leverage, Business Definition & Model, Business Policy.

UNIT 2: Internal Environmental Analysis

The Resource Based View of the Firm, VRIO Framework & Application, SWOT Analysis, Value chain analysis, Evaluating Firm's Internal Capabilities

UNIT 3: External Environmental Analysis

Macro Environment, Industry analysis, Porter's 5 Forces, Model, Strategic Groups and Strategic Types, Imitation & Competitive Dynamics in an Industry

UNIT 4: Corporate Level Strategies: Portfolio Analysis – BCG and GE models, The Corporate Parent, Directional strategies – types of strategies for Growth, Stability & Retrenchment

Business Level Strategy: Porter's Generic strategy model, Strategic Choice, 'Blue-Ocean' Strategy

UNIT 5: Strategy Implementation & Evaluation

Strategy Implementation and challenges, Structural, Cultural and Functional aspects of Implementation – Strategic management in HR, Marketing, Finance, Operations, etc., McKinsey 7S' Frame work, Corporate Restructuring Strategy, Strategy Evaluation and Control, Developing Performance, Indicator- Porter's Diamond Model, Managing Strategic Change

Recommended Text Books:

T1. Azhar, K. "Business Policy and Strategic Management". New Delhi: Tata McGrawHill Publication

Recommended Reference Book:

R1. Johnson, & Scholes. "Exploring Corporate Strategy". Prentice Hall India.

R2. Hunger and Wheelen, "Strategic Management" New Delhi: Pearson Education.

R3. Galbraith, J.R. "Strategy Implementation: The Role of Structure and Process." West Publishing Company

R4. Macmillan, H. & Tampoe, M. "Strategic Management". Oxford University Press.

R5. Pearce II, Robinson Jr., & Mittal. "Strategic Management: Formulation, Implementation and Control". Tata McGraw Hill.

COURSE CODE & NAME: CMPCMA402T / E-GOVERNANCE

Course Outcomes

1. Define and describe the concepts of e-governance.
2. Understand and apply the e-governance Models.
3. Demonstrate & assess the requirement of e-governance infrastructure.

UNIT 1: Introduction to E-Government and E-Governance

Difference between E-Government and E-Governance; E-Government as Information System; Benefits of E-Government Life Cycle; Online Service Delivery and Electronic Service Delivery; Evolution, Scope and C Governance; Present Global Trends of Growth in E-Governance

UNIT 2: Models of E-Governance

Introduction; Model of Digital Governance: Broadcasting / Wider Dissemination Model, Critical Flow Model, Analysis Model, Mobilization and Lobbying Model, Interactive – Service Model / Government-to-Citizen-to-Model (G2C2G); Evolution in E-Governance and Maturity Models: Five Maturity Levels; Characteristics Levels; Towards Good Governance through E-Governance Models

UNIT 3: E-Government Infrastructure Development

Network Infrastructure; Computing Infrastructure; Data centres; E-Government Architecture; Interoperability Framework; Cloud Governance; E-readiness; Data System Infrastructure; Legal Infrastructural Preparedness; Institutional Infrastructural Preparedness; Human Infrastructural Preparedness; Technological Infrastructural Preparedness

Recommended Text Books:

T1. C.S. R Prabhu, e-Governance: Concepts and Case studies, prentice hall of India Pvt. Ltd.

Recommended Reference Book:

R1. Richard Heeks, Implementing and managing e-Government

R2. J. Satyanarayana, e-Government, , prentice hall of India Pvt. Ltd

R3. Backus, Michiel, e-Governance in Developing Countries, IICD Research Brief, No. 1, March 2001

COURSE CODE & NAME: PTSPMMA41T / PROFESSIONAL PROFICIENCY

Course Outcomes

1. Gain insight about Better representation of him / her in terms of communication skills and apply them in various business world.
2. To develop personality and aptitude building required for jobs
3. To inculcate employability skills and prepare for Industries /corporate and other Public and Private Sector jobs.

UNIT 1: 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

UNIT 2: SOFT SKILLS

Listening Classes on: Audio lessons on News, Case Presentations

Speaking Lessons: JAM on General Topics, Introduction to Speaking

UNIT 3: 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 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 express themselves through the written word.

**COURSE CODE & NAME: CMPCMA403T / DISASTER
MANAGEMENT**

Course Outcomes

1. Understand the Concepts of concept and purpose of disaster management in various scenario.
2. Able to recognize and assess the risk involve in disaster.
3. To execute financial planning required in execution disaster management.

UNIT 1: Introduction to Disaster Management

Definition & concept, types of disaster-natural and human induced disaster. Disaster mitigation.

UNIT 2: Disaster Vulnerability and Risk Assessment

Concept of Risk in disaster, risk evaluation, crisis management, national and international disaster recovery policies; disaster management institutions; geo-spatial technologies in disaster management

UNIT 3: Financial Arrangement in Disaster

Concept and identification of finance in Disaster; Financial planning for natural hazards; Financial Resilience; disaster financial management

Recommended Text Books:

T1. Tushar Bhattacharya, Disaster Science and Management, TMH

Recommended Reference Books:

- R1. Burrough, Peter A. & Rachael McDonnell (1998). Principles of Geographical information systems. Oxford University Press
- R2. Medury, Uma Coping with Disaster: A Community-Based Approach In: Disaster Mitigation: Experiences and Reflections. Prentice Hall
- R3. Disaster Financial Management Guide (2020) Federal Management Agency.

COURSE CODE & NAME: CMPCMA4104T / MARKETING OF SERVICES

Course Outcome

1. Understand the concept of services and difference between product and services.
2. Apply the concept of service quality to make the STP process more effective.
Understand the concept of service product mix & promotion mix to make the pricing and service distribution process more efficient
3. Understand the role of communication to make the service recovery process effective.
4. Understand the concept of relationship marketing in service prospective.

UNIT 1: INTRODUCTION

Difference between Product and Services Marketing, Augmented Marketing Mix, Characteristics of Services, C of Services.

Service Marketing System: Service Quality, Understanding Customer Expectations and Zone of Tolerance,

Targeting and Positioning of Services. GAP Model

UNIT 2: SERVICES MARKETING MIX

Developing the Service Product/ Intangible Product, Service Product Planning, Service Pricing Strategy, Services Promotions, Services Distributions

UNIT 3: DELIVERING SERVICE

Role of Communication in Service Marketing, People and Internal Communication, Process of Operations and Delivery of Services, Service Recovery, Role of Technology in Services Marketing

UNIT 4: CRM IN SERVICES

Relationship marketing, Customer profitability segment, Relationship- tools and strategies, Use of information technology for CRM; **Marketing of Financial Services:** Marketing Mix Strategies with Special Reference to Credit Cards, Home Loans, Insurance and Banking, Insurance Services.

UNIT 5: SERVICES IN GLOBAL PERSPECTIVE

International Marketing of Services Recent Trends, Principal Driving Force in Global Marketing of Services, Key Decisions in Global Marketing, Services Strategy and Organizing for Global Marketing.

Recommended Text Book:

T1. Zeithaml, A., Valarie. & Bitner, Mary, Jo. Services Marketing. New Delhi, India: Tata Mc Graw Hill (2008).

Recommended Reference Books:

- R1.** Rao, K. Ramamohan. Services Marketing. New Delhi India: Pearson Education. (2006).
- R2.** Bhattacharjee, C. Services Marketing: Concepts, Planning & Implementation. New Delhi India: Excel Books (2008).
- R3.** Lovelock, Christopher. & Wirtz, Jochen Services Marketing: People, Technology, Strategy.
- R4.** New Delhi India: Pearson Education (2007).
- R5.** Nargundkar, Rajendra Services Marketing: Text & Cases. New Delhi, India: TMH

COURSE CODE & NAME: CMPCMA4106T / RURAL MARKETING

Course Outcomes

1. Develop an understanding of the concept of rural market and their characteristics
2. Understand the impact of personal, socio-cultural and psychological factors on the behavior of rural consumers
3. Apply the concept of STP strategies to design product, pricing, promotion and distribution strategies for rural consumers
4. Understanding the concept of market research and its implication in rural market.
5. Analyze the role of corporate and government institution in rural market

UNIT 1: INTRODUCTION TO RURAL MARKETING

Rural Marketing: Definition, Characteristics and Dimensions of Rural Markets, Image of Indian Rural Marketing and Approach to Rural Markets of India, Rural Market Profile, Rural Market in India, Size and Scope, Environment of Rural Markets in India, Constraints in Rural Marketing and strategy to overcome the constraints.

UNIT 2: RURAL CONSUMER BEHAVIOUR

Factors affecting Rural Consumer Behaviour, Socio-cultural, Personal, Psychological Factors, Buying Decision Process, Buying Behavior Pattern, Buying Evaluation Procedure, Brand Loyalty, Innovation

UNIT 3: RURAL MARKETING STRATEGY

Segmentation, Targeting, Positioning for rural market, Product strategies, Pricing strategies, Distribution strategies, Promotion strategies.

UNIT 4: RURAL MARKETING COMMUNICATION

Importance of Rural Marketing Communication, Rural Communication Media, Types of Rural Communication, Challenges of Rural Communication, Ways to Achieve Effective Rural Communication.

UNIT 5: RURAL MARKETING NETWORK

Intermediaries in the Rural Distribution Channel, Rural Marketing Institution, Corporate Presence in Rural India, Problems in Agricultural Marketing, Marketing of Agricultural Input and Non-farm Products, Role of Government in Rural Marketing

Recommended Text Book

T1. Zeithaml, A., Valarie. & Bitner, Mary, Jo. Services Marketing. New Delhi, India: Tata Mc Graw Hill (2008).

Recommended Reference Books

R1. Rao, K. Ramamohan. Services Marketing. New Delhi India: Pearson Education (2006).

R2. Bhattacharjee, C. Services Marketing: Concepts, Planning & Implementation. New Delhi India: Excel Books (2008).

R3. Lovelock, Christopher. & Wirtz, Jochen. Services Marketing: People, Technology, Strategy. New Delhi India: Pearson Education (2007).

R4. Nargundkar, Rajendra Services Marketing: Text & Cases. New Delhi, India: TMH(2008).

COURSE CODE & NAME: CMPCMA4204T / BEHAVIOURAL FINANCE

Course Outcomes

1. Understanding concepts of behavioral finance in investment decision.
2. Able to understand and apply learn behavioral theories which influence investment decision its implications for investors.
3. To have acquaintance of behavioral factors involved in financial market.
4. Able to analyze behavioral content involved in corporate financing decision.
5. Analyze and apply the emotional quotient which affects individual's investment decision.

UNIT 1: Introduction to Behavioral finance

Nature, scope, objectives and application; Investment Decision Cycle: Judgment under Uncertainty: Cognitive information perception, Peculiarities (biases) of quantitative and numerical information perception, Representativeness, Anchoring

UNIT 2: Utility/ Preference Functions

Expected Utility Theory [EUT] and Rational Thought: Decision making under risk and uncertainty - Expected utility as a basis for decision-making, Theories based on Expected Utility Concept - Investor rationality and market efficiency.

UNIT 3: Behavioral Factors and Financial Markets

The Efficient Markets Hypothesis, Capital Asset Pricing Model, Modern Portfolio Theory, Prospect Theory, Framing and SPA Theory

UNIT 4: Behavioral Corporate Finance

Rational Managers with Irrational Investors Approach, Capital Budgeting, Capital Structure, Dividend Policy, Initial Public Offerings, Merger & Acquisitions (M & A), Agency Conflicts and Corporate Governance, Behavioral Risk Management.

UNIT 5: Emotional and Social Influence on Decision Making:

Investors Behavioral factors: individual investors trading and portfolio, pension participant behavior; Social influence: Objective, social influence on investment and consumption, conspicuous Consumption, Heuristics and Biases.

Recommended Text Book

T1. Shleifer, Andrei (2000): Inefficient Markets: An Introduction to Behavioral Finance, Oxford University Press, Oxford.

Recommended Reference Books:

- R1.** Ackert and Deaves, Behavioral Finance: Psychology, Decision-Making, and Markets".
- R2.** John R. Nofsinger, The Psychology of Investing, Pearson Prentice Hall, (4th Edition)
- R3.** Meir Statman, What Investors Really Want - Learn the lessons of behavioral Finance, McGraw-Hill
- R4.** Brian R. Bruce, Handbook of Behavioral Finance,
- R5.** Joachim Goldberg, Rüdiger von Nitzsch , Behavioral finance ,Wiley Finance.

COURSE CODE & NAME: CMPCMA4206T / TAXATION LAWS & PRACTICE

Course Outcomes

- 1. To know the genesis, classification, and constitutional validity of Indian taxation laws.
- 2. To make the students to elucidate the chargeability of income-tax.
- 3. To compute the total income by understanding the computation of each head, and related provisions.
- 4. To understand the assessment and procedure under the Income Tax Act 1961.
- 5. To Illustrate the chargeability related to indirect tax system with reference to GST and

Customs Duty

UNIT 1: Jurisprudence of Taxation:

Concept & Meaning of Tax, Philosophical Approach to Classification of Taxes, Tax Planning, Tax Avoidance, Tax Evasion, and Tax Management

Direct Tax: Constitutional Validity of Taxation Law, Construction of Tax Statutes and Relevant Finance Acts, Amendments of Income Tax Laws,

Indirect Tax: Constitutional Validity & Amendment for GST, VAT Concept & GST, Double Taxation and Cascading Effect, Dual GST Model, Contemporary and Reformatory Issues

UNIT 2: Income Tax: Part I – Basis of Charge

Introduction to Income Tax Act 1961, Basis of Charge, Concept of Total Income;

Basic Concepts (Section 1 to Section 4): Person, Assessee & Types, Previous Year, Assessment Year, Incorporation, Maximum Exemption Limit, Tax Rates;

Residential Status (Section 5 to Section 9): Incidence, Classification & Conditions to determine the residential status

Exempted Incomes (Section 10 to Section 13): Various Exemptions under section 10, section 11 & section 12 and section 13, Concept of Tax Holidays & tax Havens

UNIT 3: Income Tax: Part II – Computation of Total Income

Classification of Incomes under section 14; Concept, Chargeability and Provisions of the head – Salaries (Section 15 to Section 17), House Property (Section 22 to Section 27), Profits & Gains from Business & Profession (Section 28 to Section 44), Capital Gains (Section 45 to Section 55), Income from Other Sources (Section 56 to Section 59), Clubbing of Income (Section 60 to Section 69), Set-off and Carry-forward of Losses (Section 70 to Section 80), General Deductions (Section 80A to Section 80U)

UNIT 4: Income Tax: Part III – Procedural Provisions

Advance Tax (Section 207 to Section 219), Tax Deducted at Source (Section 192 to Section 194), Filing of Return (Section 139 to Section 144), Assessments & Procedures

UNIT 5: Indirect Taxes:

Direct Tax: Levy, Concept of Supply, Time of Supply, value of Supply, Input Tax Credit, Registration.

Indirect Tax: Customs Duty Law: Background of Customs Duty, Types of Customs Duty, Concept of Computation of Assessable Value and Customs Duty

Recommended Text Book

T1. Singhania, V. K. & Singhania, M. Corporate Tax Planning and Business Tax Procedures. Taxmann Publication, New Delhi.

Recommended Reference Books:

R1. Bhatia, H. L. Public Finance. Vikas Publishing House.

R2. Mehrotra, H. C. Corporate Tax Planning. Sahitya Bhawan Publication.

**COURSE CODE & NAME: CMPCMA4304T / INDUSTRIAL
RELATIONS**

Course Outcomes

1. Understand the concept of Labour welfare and its sources with its application to remove disputes by industrial dispute Act.
2. Illustrating the constitutional validity of the wages Act and outline the

procedure for fixation and revision of minimum rates of wages.

3. Explaining the Legislation related to Social security and Protective provisions in relations to Bonus Act.
4. Identifying the Social security Framework against employment injury and workmen's compensation Act.
5. Summarize the benefits provided under the employees state Insurance Act..

IT 1: Industrial Relations

Concept, Scope and Objectives, Significance, Unitary approach, Conflict approach, Weber's social action approach, Gandhian or trusteeship approach, Principles of good industrial relations, Role of State, Employers and the Unions in industrial relation, ILO

IT 2: Trade Unionism and Industrial Relations

Concepts of collective bargaining, process of negotiation during bargaining, Labor movement or Trade Unionism, Types and structure of Trade Union, Union security, Functions and Problems of trade unions

IT 3: The Trade Union Act, 1926

Definition of a trade union, Registration of trade union, rights and privileges of a registered trade union, Duties and liabilities of a registered trade union, regulations, penalties

IT 4: Introduction to Industrial Disputes Act 1947

Concept, Causes and forms. Industrial Relations machinery to solve industrial disputes: Works Committee, Conciliation, Conciliation Officers--Board of Conciliation – Court of Enquiry, Arbitration, Adjudication-Labour Court-Industrial Tribunal - National Tribunal.

IT 5: Worker's Participation in Management

Evolution of Concept, Objectives of W.P.M, Forms of Worker's Participation in India, Sachar Committee and Vaidya Committee on Worker's Participation. Necessary Conditions for effective working of WPM

Recommended Text Book

T1. Mamoria, C. B., Gankar, S.V., & Mamoria, S. (2010). 13th Edition. Dynamics of Industrial Relations. New Delhi: Himalaya Publishing House..2010

Recommended Reference Books:

- R1.** Sinha, N. 1st Edition. Industrial Relations, Trade Unions and Labour Legislation. New Delhi: Pearson Education.2004
- R2.** Singh, B.D. Industrial Relations and Labour Laws. New Delhi: Excel Books.2010
- R3.** Kumar, H. L. 3rd Edition. Labour Laws. New Delhi: Universal. Pvt. Ltd.2006
- R4.** Srivastava, S.C4th Edition. Industrial Relations and Labour Laws. New Delhi: Vikas Publishing House Pvt .Ltd.2003
- R5.** Singh,P.N.,& Kumar,NEmployee Relations Management. New Delhi: Pearson Publication.2010

COURSE CODE & NAME: CMPCMA4305T / CHANGE MANAGEMENT & ORGANIZATIONAL DEVELOPMENT

Course Outcomes

1. Develop an understanding the theoretical framework, perspectives, theories, and models of organizational change
2. Understanding the concepts, factors and mechanisms underlying resistance to change.
3. Able to outline the patterns and emerging trends in Organizational culture.
4. Learn the concept and relevance of organizational Development
5. Demonstrate the Organizational development interventions and its process

UNIT 1: Organizational Change: Concept of planned change, Internal and External Factors of Nadler and Tushman's model, Kotter's eight step model, Strategies for Managing Change

UNIT 2: Resistance to organizational change: Concept, Nature, factors contributing to resistance, mechanisms underlying resistance, the behavioral elements, cognitive and affective processes, Suggestions to manage resistance to change.

UNIT 3: Organizational culture and change: Introduction, nature, levels, patterns of work culture. Formal and informal components of organizational culture, functions of organizational culture and change, researches on cultural differences in organizations. Organizational culture leadership and firm size.

UNIT 4: An introduction to organization Development: Overview of organizational development: definition of organizational development, Characteristics, Role of change agents and leadership, Assumptions, Values Underlying OD, Relevance of OD.

UNIT 5: Managing the OD process: Diagnosis (Six-box model), Action and program management components, Team interventions: Role Analysis Technique, Responsibility Charting. Techno-structural interventions: technical System, Quality Circles, Work Redesign, and Strategic Interventions: Organizational Transformation through Business Process Reengineering. The future of OD: Changing environment and fundamental strengths of OD, ethical standards in OD.

Recommended Text Book

T1. Managing organizational change, Palmer, Dunford, Akin, Tata Mc-Graw Hill edition.

Recommended Reference Books:

- R1.** Organizational Change and Development; Dipak Kumar Bhattacharyya, Oxford.
- R2.** Organization Development; Wendell French and Cicil, H. Bell, Jr, Prentice Hall of India.
- R3.** Organization Development and Change Thomas G. Cummings and Christopher G. Worley Thomson.
- R4.** Change Management: A Guide to Effective Implementation; Robert A. Paton and James McCalman, Response Books, New Delhi.
- R5.** Organization Change & Development, Kavita Singh, Excel Book.

