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KARNATAK LAW SOCIETY’S

GOGTE INSTITUTE OF TECHNOLOGY

UDYAMBAG, BELAGAVI-590008

(An Autonomous Institution under Visvesvaraya Technological University, Belagavi)

**(APPROVED BY AICTE, NEW DELHI)**



**Department of MBA**

**Scheme and Syllabus (2022 Scheme)**

**1st to 4th Semester Name of the Programme**

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| **INSTITUTION VISION** |
| Gogte Institute of Technology shall stand out as an institution of excellence in technical education and in training individuals for outstanding caliber, character coupled with creativity and entrepreneurial skills. |

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| **MISSION** |
| To train the students to become Quality Engineers with High Standards of Professionalism and Ethics who have Positive Attitude, a Perfect blend of Techno-Managerial Skills and Problem solving ability with an analytical and innovative mindset. |

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| **QUALITY POLICY** |
| * Imparting value added technical education with state-of-the-art technology in a congenial, disciplined and a research oriented environment. * Fostering cultural, ethical, moral and social values in the human resources of the institution. * Reinforcing our bonds with the Parents, Industry, Alumni, and to seek their suggestions for innovating and excelling in every sphere of quality education. |

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| **DEPARTMENT VISION** |
| To be Recognized as a Progressive Department for Business Education, Research and create Meaningful Students Engagement for Learning Management Education |

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| **MISSION** |
| Developing excellence through learning to develop effective and responsible leaders by creating insightful knowledge and inspiring students to develop managerial skills, problem solving ability, analytical and innovative mindset |

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| **PROGRAM EDUCATIONAL OBJECTIVES (PEOs)** | |
| 1. | Students of the programme will contribute by understanding and application of knowledge in the field of management science |
| 2. | Students of the programme will be trained in analytical and decision making competencies to identify, analyze and understand business process and environment |
| 3. | Students of the programme will acquire necessary managerial skills to think strategically and to lead, motivate and manage teams, thereby enhancing managerial effectiveness |

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| **PROGRAM OUTCOMES (POs)** | |
| 1. | Apply knowledge of management theories and practices to solve business problems. |
| 2. | Foster analytical and critical thinking abilities for data based decision making |
| 3. | Ability to develop value based leadership ability |
| 4. | Ability to understand, analyze and communicate global, economic, legal and ethical aspects of business |
| 5. | Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment |
| 6. | Ability to make use of relevant skills acquired during the programme for career advancement |
| 7. | Ability to acquire entrepreneurial competencies to create value for the society at large |

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| **PROGRAM SPECIFIC OUTCOMES (PSOs)** | |
| **1.** | To groom students to manage, understand, develop and create competitive and sustainable advantage to organizations and society through managerial and technical skills, moral values and ethical practices |
| **2.** | To train students to acquire analytical and research competencies for continuous learning, professional growth and career advancement |
| **3.** | To encourage entrepreneurial competences amongst learners to create, innovate and provide better service to community |

**2022-23 Scheme of Teaching and Examination**

**1st to 4th Semester MBA**

**Total credits for MBA Program: 100**

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|  | **Semester** | **Credits per Sem** | **Total credits** |
| 1st year | 1 | 20 | 40 |
| 2 | 20 |
| 2nd year | 3 | 33 | 60 |
| 4 | 27 |
|  | **Total** | **100** | **100** |

**Curriculum frame work:**

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| --- | --- | --- | --- |
| **Sl. No.** | **Course** | | **Credits** |
| 1 | Professional Core | PC |  |
| 2 | Professional Elective | PE |  |
| 3 | Online Courses ( SWAYAM) | PC |  |
| 4 | Minor Project / Skill Development / Teaching Assistantship |  |  |
| 5 | Internship | PI |  |
| 6 | Project | PR |  |
|  | **Total** |  | 100 |

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| **Theory Course Credits** | | **Online Course Credits** | |
| **Duration of course** | **Credits** | **Online course duration** | **Credits** |
| 50 hours of course content | 4 | 04 weeks | 1 |
| 40 hours of course content | 3 | 08 weeks | 2 |
| Lecture (L) One Hour /week | 1 | 12 weeks | 3 |
| Practicals (P) Two hours /week | 1 |  |  |

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| **MBA I Sem** | | | | | |
| **S.No.** | **Course Code** | **Course** | | **Contact Hours** | **Contact Hours/week** |
| **L – T - P** |
| 1. | 22MBA101 | Excel for Managers |  | 2 -0 -2 | 2 |
| 2. | 22MBA102 | Management Sciences |  | 3 - 0 - 0 | 3 |
| 3. | 22MBA103 | Business Research Methods (integrated Course) |  | 3 - 0 - 2 | 4 |
| 4. | 22MBA104 | Marketing Management |  | 3 - 0 - 0 | 3 |
| 5. | 22MBA105 | Accounting for Managers |  | 3 - 0 - 0 | 3 |
| 6. | 22MBA106 | Human Resource Management |  | 3 - 0 - 0 | 3 |
| 7 | 22MBA107 | Business Communication |  | 3- 0 - 0 | 3 |
| 8 | 22MBA108 | Skill Development - 1 |  | 3 - 0 - 0 | 3 |
| 9 | 22MBA109 | Business English |  | 3 - 0 - 0 | 3 |
|  |  | **Total** | |  | **27** |

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| **MBA 2nd Sem** | | | | | | | | |
| **S.No.** | **Course Code** | **Course** | | **Contact Hours** |  | **Credit Allocation** | | |
| **L – T - P** | **L** | **T** | **P** |
| 1 | 22MBA201 | Business Ethics & CSR |  | 2 -0 -0 |  | 1 | 0 | 0 |
| 2 | 22MBA20**2** | Organizational Behavior |  | 3 - 0 - 0 |  | 3 | 0 | 0 |
| 3 | 22MBA203 | Financial Management  (integrated Course) |  | 4 - 0 - 0 |  | 3 | 0 | 0 |
| 4 | 22MBA204 | Quantitative Techniques |  | 3 - 0 - 0 |  | 3 | 0 | 0 |
| 5 | 22MBA205 | Managerial Economics |  | 3 - 0 - 0 |  | 3 | 0 | 0 |
| 6 | 22MBA206 | Legal and Business Environment |  | 3 - 0 - 0 |  | 3 | 0 | 0 |
| 7 | 22MBA207 | Entrepreneurship Development |  | 3 - 0 - 0 |  | 3 | 0 | 0 |
| 8 | 22MBA208 | Skill Development - 2 |  | 3 - 0 - 0 |  | 0 | 0 | 0 |
|  |  | **Total** | |  |  |  |  |  |

 Detailed Syllabus

Excel for Managers

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| **Course Code** | | **22MBA101** | **Course type** | **FC** | **Credits L-T- P** | **0 – 0 – 2** | |
| **Hours/week: L - T- P** | | 0– 0 – 2 | | | **Total credits** | 1 | |
| **Total Contact Hours** | | L = 00 Hrs; T = 10 Hrs; P = 10 Hrs Total = 20 Hrs | | | **CIE Marks** | 100 marks | |
| **Flipped Classes content** | | 04 Hours | | | **SEE Marks** | 0 marks | |
| **Course learning objectives** | | | | | | | |
| 1. | | To learn the fundamentals of Microsoft Excel while mastering the basic concepts of the specialization Excel  Skills for Business | | | | | |
| 2. | | To enable the Ability to utilize the Excel user interface with proficiency, and execute simple calculations using formulas and functions | | | | | |
| 3. | | To learn and apply to format for spreadsheets correctly, and produce data visualizations using charts and  graphs | | | | | |
| 4. | | To master the skills of working with: diagrams, Microsoft Excel and sorts | | | | | |

**Pre-requisites:** Basic knowledge on Operating the Personal Computer

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| **Unit – I** | **Contact Hours = 8 Hours**  **Flipped Classes Content = 2 Hours** |
| **Create Worksheets and Workbooks**: Create a workbook, import data from a delimited text file, add a worksheet to an existing workbook, Copy and move a worksheet  **Navigate in Worksheets and Workbooks**: Search for data within a workbook, navigate to a named cell, range, or workbook element, Insert and remove hyperlinks  **Format Worksheets and Workbooks**: Change worksheet tab color, rename a worksheet, change worksheet order, Insert and delete columns or rows, change workbook themes, adjust row height and column width, Insert headers and footers  **Customize Options and Views for Worksheets and Workbooks**: Hide or unhide worksheets, Hide or unhide columns and rows, Customize the Quick Access toolbar, modify document properties, Display formulas **Configure Worksheets and Workbooks for Distribution**: Inspect a workbook for hidden properties or personal information, inspect a workbook for accessibility issues, Inspect a workbook for compatibility issues  **Apply Custom Data Formats and Layouts**: Apply Custom Data Formats and Validation, create custom number formats, populate cells by using advanced Fill Series options, Configure data validation  **Apply Advanced Conditional Formatting and Filtering**: Create custom conditional formatting rules, create conditional formatting rules that use formulas, Manage conditional formatting rules  **Create and Modify Custom Workbook Elements**: Create and modify simple macros, Insert and configure form controls  **Create Tables:** Create and Manage Tables, create an Excel table from a cell range, convert a table to a cell range, Add or remove table rows and columns  **Manage Table Styles and Options**: Apply styles to tables, configure table style options, and insert total rows Filter and Sort a Table: Filter records, Sort data by multiple columns, change sort order, Remove duplicate records **Perform Operations with Formulas and Functions:** Summarize Data by using Functions, insert references, and Perform calculations by using the SUM, MIN, MAX, COUNT, and AVERAGE functions  **Perform Conditional Operations by using Functions:** Perform logical operations by using the IF, SUMIF,  AVERAGEIF and COUNTIF function | |



**Topics for Flipped Classes: Videos on Excel Basic Level**

**Format and Modify Text by using Functions:** Format text by using RIGHT, LEFT, and MID functions, Format text by using UPPER, LOWER, and PROPER functions, Format text by using the CONCATENATE function

**Create Charts and Objects:** Create Charts, create a new chart, add additional data series, Switch between rows and columns in source data, and Analyze data by using Quick Analysis

**Format Charts:** Resize charts, Add and modify chart elements, apply chart layouts and styles, move charts to a chart sheet, Insert and Format Objects, insert text boxes and shapes, insert images, modify object properties, Add alternative text to objects for accessibility

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| **Unit – II** | | **Contact Hours = 8 Hours**  **Flipped Classes Content = 2 Hours** |
| **Manage Workbook Options and Settings:** Manage Workbooks, Save a workbook as a template, Enable macros in a workbook, Display hidden ribbon tabs, Manage Workbook Review Restrict editing, Protect a worksheet, Configure formula calculation options, Protect workbook structure, Manage workbook versions, Encrypt a workbook with a password  **Apply Custom Data Formats and Layouts:** Apply Custom Data Formats and Validation, Create custom number formats, Populate cells by using advanced Fill Series options, Configure data validation  **Apply Advanced Conditional Formatting and Filtering:** Create custom conditional formatting rules, Create conditional formatting rules that use formulas, Manage conditional formatting rules  **Create and Modify Custom Workbook Elements:** Create custom color formats, Create and modify cell styles, Create and modify custom themes, Create and modify simple macros, Insert and configure form controls **Prepare a Workbook for Internationalization:** Display data in multiple international formats, Apply international currency formats, Manage multiple options for +Body and +Heading fonts  **Create Advanced Formulas:** Apply Functions in Formulas, Perform logical operations by using AND, OR, and NOT functions, Perform logical operations by using nested functions, Perform statistical operations by using SUMIFS, AVERAGEIFS, and COUNTIFS functions  **Look up data by using Functions:** Look up data by using the VLOOKUP function, Look up data by using the HLOOKUP function  **Apply Advanced Date and Time Functions:** Reference the date and time by using the NOW and TODAY functions, Serialize numbers by using date and time functions  **Perform Data Analysis and Business Intelligence:** Import, transform, combine, display, and connect to data, Consolidate data, Perform what-if analysis by using Goal Seek and Scenario Manager, Calculate data by using financial functions  **Troubleshoot Formulas:** Trace precedence and dependence, Monitor cells and formulas by using the Watch Window, Define Named Ranges and Objects, Name cells, Name data ranges, Name tables, Manage named ranges and objects  **Create Advanced Charts and Tables:** Create and Manage PivotTables, Create PivotTables, Modify field selections and options, Create slicers, Group PivotTable data, Add calculated fields, Format data, Create and Manage Pivot Charts, Create Pivot Charts, Manipulate options in existing Pivot Charts Apply styles to  Pivot Charts, Drill down into PivotChart details | | |
| **Topics for Flipped Classes: Videos on Excel Expert Level** | | |
| Unit No. | **Self-Study Component** | |
| 1 | Practice on Excel Basic Level | |
| 2 | Practice on Excel Expert Level | |

**List of Experiments**

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| **Unit No.** | **No. of Experiments** | **Topic(s) related to the Experiment** |
| 1 | **5** | 1. Formatting Worksheets. AutoFill, Numeric formats, previewing worksheets. Using Basic formulas (Add) 2. Inserting Headers and Footers Using Basic formulas (Multiply, Divide) 3. Working with Formulas (Maximum, Minimum, Average, Count and Sum). Percentage Numeric Formats. 4. Working with the IF Statement. 5. Working with Sum IF and Count IF statements. Inserting Charts. |
| 2 | **5** | 1. Working with Conditional formatting rules, formatting rules using formulas, 2. Creating and Modifying macros, inserting of form controls 3. Performing logical operations using AND. OR and NOT functions, Statistical function (Average IF) 4. Working with HLOOKUP, VLOOKUP, performing Date and Time functions, Calculation of Data using financial functions 5. Creating and managing Pivot Tables and Pivot Charts |

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| **Books** | | | | | | | | |
|  | | | **Text Books:** | | | | | |
| 1. | | | Joan Lambert, MOS Study Guide for Microsoft Excel Exam MO-200, Pearson, 1/2020 | | | | | |
| 2. | | | Paul McFedries, MOS Study Guide for Microsoft Excel Expert Exam MO-201, Pearson, 1/2020 | | | | | |
|  | | | **Reference Books:** | | | | | |
| 1. | | | Michael Alexander, Richard Kusleika, John Walkenbach, Excel 2019 Bible, 1/2018 | | | | | |
| **Course delivery methods** | | | | **Assessment methods** | | | | |
| 1. | | | Chalk and Talk | 1. | IA tests | | | |
| 2. | | | PPT and Videos | 2. | Online Quizzes (Surprise and Scheduled) | | | |
| 3. | | | Flipped Classes | 3. | Open Book Tests (OBT) | | | |
| 4. | | | Online classes | 4. | Course Seminar | | | |
|  | | |  | 5. | Semester End Examination | | | |
| **Course Outcome (COs)** | | | | | | | | | |
| **At the end of the course, the student will be able to** | | | | | | **Learning Level** | **PO(s)** | **PSO(s)** | |
| 1. | Take advantage of Excel's fundamental functionalities, including its  user interface and essential terms. | | | | | 5 | 2,4 | 1,2,3 | |
| 2. | Acquires the ability to deal with formulae and functions, including  how to create and apply them to calculations. | | | | | 5 | 2,4 | 1,2,3 | |
| 3. | Use Excel styles and themes, font formatting, borders, alignment,  number formatting. | | | | | 5 | 2,4 | 1,2,3 | |
| **PROGRAM OUTCOMES (POs)** | | | | | | | | |
| 1. | | Apply knowledge of management theories and practices to solve business problems. | | | | | | |
| 2. | | Foster analytical and critical thinking abilities for data-based decision making | | | | | | |
| 3. | | Ability to develop value-based leadership ability | | | | | | |
| 4. | | Ability to understand, analyze and communicate global, economic, legal and ethical aspects of business | | | | | | |
| 5. | | Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment | | | | | | |
| 6. | | Ability to make use of relevant skills acquired during the programme for  career advancement | | | | | | |
| 7. | | Ability to acquire entrepreneurial competencies to create value for the  society at large | | | | | | |

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| **PROGRAM SPECIFIC OUTCOMES (PSOs)** | |
| **1.** | To groom students to manage, understand, develop and create a competitive and sustainable advantage for organizations and society through managerial and technical skills, moral values  and ethical practices |
| **2.** | To train students to acquire analytical and research competencies for continuous  learning, professional growth and career advancement |
| **3.** | To encourage entrepreneurial competencies amongst learners to create, innovate  and provide better service to the community |

Rubrics:

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| --- | --- |
| **Levels** | **Target** |
| **1 (Low)** | Low (L): If 60% of marks is scored by less than 50% of the students. |
| **2 (Medium)** | Medium (M): If 60% of marks is scored by 50% to 70% of the students. |
| **3 (High)** | High (H): If 60% of marks is scored by 70% of the students. |

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| **CO-PO Mapping (planned)** | | | | | | | | | | | | | **CO-PSO Mapping**  **(planned)** | | |
| **CO** | **PO**  **1** | **PO**  **2** | **PO**  **3** | **PO**  **4** | **PO**  **5** | **PO**  **6** | **PO**  **7** | **PO**  **8** | **PO**  **9** | **PO**  **10** | **PO**  **11** | **PO**  **12** | **PSO**  **1** | **PSO**  **2** | **PSO**  **3** |
| **1** |  | **x** |  | **x** |  |  |  |  |  |  |  |  | **x** | **x** | **x** |
| **2** |  | **x** |  | **x** |  |  |  |  |  |  |  |  | **x** | **x** | **x** |
| **3** |  | **x** |  | **x** |  |  |  |  |  |  |  |  | **x** | **x** | **x** |
| **Mention the levels: 1, 2, 3** | | | | | | | | | | | | |  |  |  |



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| **Detailed Syllabus**  **Management Sciences (Theory)** |

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| **Course Code** | **22MBA102** | **Credits L-T-P** | 3- 0- 0 |
| **Course type** | PC | **Total credits** | 3 |
| **Hours/week: L-T-P** | 3-0-0 | **CIE Marks** | 100 marks |
| **Total Hours:** | Lecture = 40Hrs; Tutorial =40Hrs  P =0 Hrs, Total = 40 Hrs | **SEE Marks** | 100 marks |

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| **Course learning objectives** | |
| 1. | To expose the students to the basic concepts of management |
| 2. | To aid in understanding how an organization function |
| 3. | To help in understanding the complexity and wide variety of issues managers face in today’s  business firms |
| 4. | To expose the students to various types of organizational culture |

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| **Pre-requisites:** Students need to be aware of the latest trends in management concepts on planning, decision making and ethics in business |

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| **Unit – I** | **Contact Hours = 8 Hours**  **Flipped Classes Content = 2 Hours** |
| **Introduction to Management:** Organization- Management- Role of managers- Evolution of management thought- Organization and the environmental factors- Managing globally- Strategies for International business. | |
| **Topics for Flipped Classes: Global Business Management** | |

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| **Unit – II** | **Contact Hours = 8 Hours**  **Flipped Classes Content = 2 Hours** |
| **Planning and Decision Making:** Nature and purpose of planning- Planning process- Types of plans- Objectives- Managing by Objective (MBO) strategies- Types of strategies – Policies – Decision Making- Types of decision- Decision making process- Rational decision-making process- Decision making under different conditions. | |
| **Topics for Flipped Classes: MBO practices by the companies** | |

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| **Unit – III** | **Contact Hours = 8 Hours**  **Flipped Classes Content = 2 Hours** |
| **Organizing:** Nature and purpose of organizing- Organization structure- Formal and informal groups/ organization- Line and staff authority - Departmentation - Span of control- Centralization and decentralization- Delegation of authority- Staffing- Leadership: Meaning, trait theory & behavioral theories, managerial grid | |
| **Topics for Flipped Classes: Leadership styles** | |

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| **Unit – IV** | **Contact Hours = 8 Hours**  **Flipped Classes Content = 2 Hours** |
| **Directing:** Managing people- Motivation: Meaning, theories of motivation-need theory, two factor theory, Theory X and Y, - Organization Culture-Elements and types of culture- Managing cultural diversity. | |
| **Topics for Flipped Classes: Cultural Diversity practiced by the companies** | |

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| **Unit – V** | **Contact Hours = 8 Hours**  **Flipped Classes Content = 2 Hours** |
| **Controlling:** Process of controlling- Types of control- Budgetary and non-budgetary control techniques- Managing productivity- Cost control- Purchase control- Maintenance control- Quality Control-Planning operations, Introduction to Balanced score card. | |
| **Topics for Flipped Classes: Balanced score card practices in the company.** | |

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| **Unit No.** | **Self-Study Component** |
| 1. | Identify the latest trends in Management |
| 2. | Identify the relation between Planning and decision making |
| 3. | Design a structure for your organization |
| 4. | As a manager how do you manage the cultural diversity |
| 5. | Identify the prerequisites of controlling function |

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| **Books** | |
|  | **Text Books:** |
| 1. | Harold Koontz and Heinz Weihrich, Essentials of management: An International & Leadership Perspective, 9th edition. Tata McGraw-Hill Education (2005) |
| 2. | Andrew J. Dubrin, Essentials of Management, Thomson Southwestern |
|  | **Reference Books:** |
| 1. | Charles W.L Hill and Steven L McShane, Principles of Management, McGraw Hill Education |
| 2. | Samuel C. Certo and Tervis Certo, Modern management: concepts and skills, Pearson Education |
|  | **E-resourses(NPTEL/SWAYAM.. Any Other)- mention links** |
| 1. | Organizational Design: Creating Competitive Advantage: https://[www.edx.org/course/organizational-design-creating-competitive-advantage-0](http://www.edx.org/course/organizational-design-creating-competitive-advantage-0) |

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| **Course delivery methods** | | **Assessment methods** | |
| 1. | Black Board Teaching | 1. | Internal Assessment Test |
| 2. | Power Point Presentation | 2. | Case Studies |
| 3. | Class Room Exercise | 3. | Quizzes |
| 4. |  | 4. | Workshops |
|  |  | 5. | Assignments |
|  |  | 6. | Semester End Examination (SEE) |

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| **Course Outcome (COs)** | | | | |
| **At the end of the course, the student will be able to** | | **Blooms Learning Level** | **PO(s)** | **PSO(s)** |
| 1. | Identify the generic principles that underlie the processes of managing an organization | 3 | 2 | 1 |
| 2. | Evaluate the pivotal role of planning and decision making in management and business practice. | 4 | 1,3 | 2 |
| 3. | Demonstrate how to construct, evaluate the business strategies | 4 | 2,4 | 2 |
| 4. | Critically analyze and evaluate the basic function of an Organization | 5 | 2,4 | 2 |
| 5 | Design and implement control systems by applying management principles | 5 | 5,6 | 3 |

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| **Program Outcome of this course (POs)** | | **PO No.** |
| 1. | Apply knowledge of management theories and practices to solve business problem | 1 |
| 2. | Foster analytical and critical thinking abilities for data-based decision making | 2 |
| 3. | Ability to develop value-based leadership ability | 3 |
| 4. | Ability to understand, analyze and communicate global, economic, legal and ethical aspects of business | 4 |
| 5. | Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment | 5 |
| 6. | Ability to make use of relevant skills acquired during the programme for career advancement | 6 |

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| **Program Specific Outcome of this course (PSOs)** | | **PSO No.** |
| 1. | To groom students to manage, understand, develop and create competitive and sustainable advantage to organizations and society through managerial and technical skills, moral values and ethical practices | **1** |
| 2. | To train students to acquire analytical and research competencies for continuous learning, professional growth and career advancement | **2** |
| 3. | To encourage entrepreneurial competences amongst learners to create, innovate and provide better service to community | **3** |

**Mapping through Direct Assessment:**

**Rubrics:**

|  |  |
| --- | --- |
| **Levels** | **Target** |
| **1** | Low (L): If 60% of marks is scored by less than 50% of the students. |
| **2** | Medium (M): If 60% of marks is scored by 50% to 70% of the students. |
| **3** | High (H): If 60% of marks is scored by more than 70% of the students. |

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| **CO-PO Mapping (planned)** | | | |  |  |  | **CO-PSO Mapping(planned)** | | |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PSO1** | **PSO2** | **PSO3** |
| **CO1** |  | **3** |  |  |  |  | **3** |  |  |
| **CO2** | **2** |  | **2** |  |  |  |  | **3** |  |
| **CO3** |  | **3** |  | **3** |  |  |  | **2** |  |
| **CO4** |  | **1** |  | **1** | **1** | **1** |  | **2** | **2** |
| **Mention the levels: 1, 2, 3** | | | |  |  |  |  |  |  |

**Detailed Syllabus**

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| **Business Research Methods** |

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| **Course Code** | **22MBA103** | **Course Type** | **Integrated** | **Credits L-T-P** | 3 – 0- 2 |
| **Hours/week: L-T-P** | 3– 0 – 2 | | | **Total credits** | 4 |
| **Total Contact Hours** | L = 30 Hrs; T = 0 Hrs; P = 10 Hrs  Total = 40 Hrs | | | **CIE Marks** | 100 marks |
| **Flipped Classes content** | 10 Hours | | | **SEE Marks** | 100 marks |

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| **Course learning objectives** | |
| 1. | To provide an understanding of the basics of business research process |
| 2. | To orient on the theoretical and practical aspects of business research |
| 3. | Encourage the students to take up analytical thinking through research |
| 4. | To highlight the importance of business research for enhancing strategies |

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| **Pre-requisites:** Students need to be aware of basic of research methodology and its application to the field of research |

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| **Unit – I** | **Contact Hours = 8 Hours**  **Flipped Classes Content = 2 Hours** |
| Concept of Business research methods, Nature of business research, Scope of research methods in business, Need and Role of Business Research, Characteristic of Research, Types of Research, Research Process: An overview with business application: Business Problem formulation | |

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| **Unit – II** | **Contact Hours = 8 Hours**  **Flipped Classes Content = 2 Hours** |
| Introduction to Research Process, Introduction to Research Design, Types of Research Design: Exploratory, Descriptive and Causal Research, Nature of good research design | |

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| **Unit – III** | **Contact Hours = 8 Hours**  **Flipped Classes Content = 2 Hours** |
| Concept of Questionnaire and Schedule, Principles of Designing Questionnaire and Schedule,  Limitations of Questionnaire, Reliability and Validity of Questionnaire. | |

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| **Unit – IV** | **Contact Hours = 8 Hours**  **Flipped Classes Content = 2 Hours** |
| Concept, Need and Importance of Sampling, Types of Sampling Methods: probability and non-probability sampling methods, Sampling and Non-Sampling Errors, Sample Design, Determinants of Sample Size, Steps in Designing the Sample. | |

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| **Unit –V** | **Contact Hours = 8 Hours**  **Flipped Classes Content = 2 Hours** |
| Tabulation and Processing of Data, Basic Aspects of Statistical Inference Theory and,  Introduction to Computerized Statistical Packages, Key Elements of Report Writing Formatting & Referencing Intellectual Property Rights -Meaning, Types of intellectual property rights. | |

**List of Experiments**

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| **Unit No.** | **No. of Experiments** | **Topic(s) related to Experiment** |
| 1 | **Theory +01** | Study of primary & secondary data in lab |
| 1 | **Theory +01** | Data collection by Google surveys in lab |
| 2 | **01** | Working on data editor-Defining a different type of variable in SPSS |
| 2 | **01** | Defining types of scales in SPSS for each variable |
| 3 | **01** | Working on SPSS Viewer – Import & Export of Data |
| 3 | **02** | Diagrammatical and Graphical Presentation of Data using SPSS |
| 4 | **Theory + 02** | Calculation of Descriptive Statistics |
| 4 | **02** | Measures of Central Tendency & Measures of Variability |
| 5 | **03** | Tabulation and Processing of Data. |

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| **Books** | |
|  | **Text Books:** |
| 1. | Business Research Methods: A South-Asian Perspective with Course Mate– 10 November 2016 by William G. Zikmund Et Al (Author) |
| 2. | Research Methods for Business, 8ed, An Indian Adaptation: A Skill-Building Approach– May 2021 by Roger Bougie (Author), Uma Sekaran (Author), Mala Srivastava (Author). |
| 3. | Predictive Analytics, Data Mining and Big Data- S. Finlay, Palgrave Macmillan Publishing. |
|  | **Reference Books:** |
| 1. | Business Research Methods– 1 November 2021 by Raju T. & Prabhu (Author) |
| 2. | Essentials of Business Research Methods– 23rd October 2019 by Joe F. Hair Jr. (Author), Michael Page (Author), Niek Brunsveld (Author). |
|  | **E-resources (NPTEL/SWAYAM. (Any Other)- mention links** |
| 1. | <https://nptel>.ac.in/courses/110107080/ |
| 2. | https://onlinecourses.swayam2.ac.in/cec20\_mg14/preview |

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| **Course delivery methods** | | **Assessment methods** | |
| 1. | Chalk and Talk | 1. | IA tests |
| 2. | PPT and Videos | 2. | Online Quizzes (Surprise and Scheduled) |
| 3. | Flipped Classes | 3. | Open Book Tests (OBT) |
| 4. | Online classes | 4. | Course Seminar |
|  |  | 5. | Semester End Examination |

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| **Course Outcome (COs)** | | | | |
| At the end of the course, the student will be able to | | **Learning Level** | **PO(s)** | **PSO(s)** |
| 1. | To develop an understanding of the basic framework of the research process. | L4 | PO1 | 1 |
| 2. | To develop an understanding of various research designs and techniques. | L3 | PO2 | 2 |
| 3. | To identify various sources of information for literature review and data collection. | L3 | PO4 | 2 |
| 4. | To demonstrate knowledge of the research process by conducting a literature review in their research area interest | L4 | PO5 | 2 |
| 5. | To conduct an independent publishable research project. | L3 | PO6 | 3 |

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| **Program Outcome of this course (POs)** | | **PO No.** |
| 1. | Apply knowledge of management theories and practices to solve business problem | 1 |
| 2. | Foster analytical and critical thinking abilities for data-based decision making | 2 |
| 3. | Ability to develop value-based leadership ability | 3 |
| 4. | Ability to understand, analyze and communicate global, economic, legal and ethical aspects of business | 4 |
| 5. | Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment | 5 |
| 6. | Ability to make use of relevant skills acquired during the programme for career advancement | 6 |

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| **Program Specific Outcome of this course (PSOs)** | | **PSO No.** |
| 1. | To groom students to manage, understand, develop and create competitive and sustainable advantage to organizations and society through managerial and technical skills, moral values and ethical practices | **1** |
| 2. | To train students to acquire analytical and research competencies for continuous learning, professional growth and career advancement. | **2** |
| 3. | To encourage entrepreneurial competences amongst learners to create, innovate and provide better service to community | **3** |

**Mapping through Direct Assessment:**

**Rubrics:**

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| **Levels** | **Target** |
| **1** | Low (L): If 60% of marks is scored by less than 50% of the students. |
| **2** | Medium (M): If 60% of marks is scored by 50% to 70% of the students. |
| **3** | High (H): If 60% of marks is scored by more than 70% of the students. |

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| **CO-PO Mapping (Planned)** | | | | | | | | | | | | | **CO-PSO Mapping (planned)** | | | |
| **CO** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO 7** |  |  |  |  |  | **PSO1** | **PSO2** | **PSO3** |
| **1** | **3** |  |  | **2** |  |  |  |  |  |  |  |  | **1** |  |  |
| **2** |  | **3** |  |  |  |  |  |  |  |  |  |  |  | **2** |  |
| **3** |  |  |  | **3** |  |  |  |  |  |  |  |  |  | **2** |  |
| **4** |  |  |  |  | **3** |  |  |  |  |  |  |  |  | **2** |  |
| **5** | **1** |  | **2** |  |  | **3** |  |  |  |  |  |  |  |  | **3** |
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| **Mention the levels: 1, 2, 3** | | | | | | | | | | | | |  |  |  | |

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| **Detailed Syllabus**  **Marketing Management**   |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | **Course Code** | **22MBA104** | **Course type** | **pc** | **Credits L-T-P** | 3 – 0 - 0 | | **Hours/week: L - T- P** | 3– 0 – 0 | | | **Total credits** | 3 | | **Total Contact Hours** | L = 40 Hrs; T = 0 Hrs; P = 0 Hrs  Total = 40 Hrs | | | **CIE Marks** | 100 marks | | **Flipped Classes content** | 10 Hours | | | **SEE Marks** | 100 marks |  |  |  | | --- | --- | | **Course learning objectives** | | | 1. | To make students understand the fundamental concepts of marketing and environment in which marketing system operates. | | 2. | To gain knowledge on consumer buying behavior and influencing factors | | 3. | To describe major bases for segment marketing, target marketing, and market positioning. | | 4. | To develop a Conceptual framework, covering basic elements of the marketing mix. | | 5. | To understand fundamental premise underlying market driven strategies and hands on practical approach. |  |  | | --- | | **Pre-requisites:** The student should have basic awareness of market, products, services, buying-selling transaction and promotional activities |  |  |  | | --- | --- | | **Unit – I** | **Contact Hours = 8 Hours**  **Flipped Classes Content = 2 Hours** | | **Introduction to Marketing:** Importance of marketing, Definitions of market and marketing, Types of Needs, Elements of Marketing Concept, Functions of Marketing, evolution of marketing, Marketing V/s Selling, Customer Value and Satisfaction, 4P’s of Marketing, 7P’s of service marketing, Marketing Environment, Techniques used in environment analysis, Marketing to the 21st century customer. | | | **Topics for Flipped Classes:** Marketing to the 21st century customer. | |  |  |  | | --- | --- | | **Unit – II** | **Contact Hours = 8 Hours**  **Flipped Classes Content = 2 Hours** | | **Analyzing Consumer Behavior:** Meaning and Characteristics, Importance of consumer behaviour, Factors influencing Consumer Behavior, Consumer characteristics influencing buying behavior, personal factors, psychological factors and cultural factors. Consumer Buying Decision Process, Buying Roles, Buying Motives. The black box model of consumer behavior. Characteristics of generation Z consumers | | | **Topics for Flipped Classes:** Characteristics of generation Z consumers | |  |  |  | | --- | --- | | **Unit – III** | **Contact Hours = 8 Hours**  **Flipped Classes Content = 2 Hours** | | **Product Management and Pricing:** Importance and primary objective of product management, product levels, product hierarchy, Classification of products, product mix, product mix strategies, Managing Product Life Cycle, New Product Development, Packing as a marketing tool, Role of labeling in packaging.  Concept of Branding, Brand Equity, branding strategies, selecting logo, brand extension- effects. Introducing to pricing, Significance of pricing, factor influencing pricing (Internal factor and External factor), objectives, Pricing Strategies-Value based, Cost based, Market based, Competitor based, Pricing Procedure. | | | **Topics for Flipped Classes:** Factors influencing pricing (Internal factors and External factors) | |  |  |  | | --- | --- | | **Unit – IV** | **Contact Hours = 8 Hours**  **Flipped Classes Content = 2 Hours** | | **Distribution and Promotion:** Roles and purpose of Marketing Channels, Factors Affecting Channel Choice, Channel Design, Channel Management Decision, Channel Conflict, Designing a physical Distribution System. Promotions- Marketing communications- Integrated Marketing Communications (IMC)-communication objectives, steps in developing effective communication. Advertising: Advertising Objectives, Advertising Budget, Advertising Copy, AIDA model, Traditional Vs Modern Media- Online and Mobile Advertising, social media for Advertising. Push-pull strategies of promotion. | | | **Topics for Flipped Classes:** Traditional Vs Modern Media- Online and Mobile Advertising, social media for Advertising. | |  |  |  | | --- | --- | | **Unit – V** | **Contact Hours = 8 Hours**  **Flipped Classes Content = 2 Hours** | | **Market Segmentation, Targeting and Brand Positioning:** Concept of Market Segmentation, Benefits, Requisites of Effective Segmentation, Bases for Segmenting Consumer Markets, Market Segmentation Strategies. Types of Segmentation. Targeting - Bases for identifying target Customer target Marketing strategies, Positioning - Meaning, Tasks involved in Positioning. Monitoring brands performance and positioning. Product Differentiation Strategies. | | | **Topics for Flipped Classes:** Product Differentiation Strategies. | |  |  |  | | --- | --- | | **Unit No.** | **Self-Study Component** | | 1. | Elements of Digital and social media Marketing, Green Marketing, Neuro Marketing, Sensory Marketing and societal marketing concept | | 2. | Study the buying pattern based on demographics of consumers | | 3. | Take any FMCG product and study the PLC, branding equity and pricing of that product. | | 4. | Draft advertising copy | | 5. | Compare and contrast the STP strategy of competing products |  |  |  | | --- | --- | | **Books** | | |  | **Text Books:** | | 1. | Kotler, P., Keller, K. L., Ang, S. H., Tan, C. T., & Leong, S. M. Marketing management: an Asian Perspective. Pearson Publication, (2018). | | 2. | Kotler, P., Kartajaya, H., &Setiawan, I. Marketing 4.0: Moving from traditional to digital. John Wiley & Sons, (2016). | | 3. | Ramaswamy, Namakumari, Marketing Management: Global Perspective, McGraw-Hill, (2019). | |  | **Reference Books:** | | 1. | Dhruv Grewal, Michael Levy, Marketing Management, McGraw-Hill, ( 2018) | | 2. | Baines, P., Fill, C, Page, K. and Sinha, P.K, Marketing, Asian edition, Oxford University Press, New Delhi ( 2013) | |  | **E-resourses (NPTEL/SWAYAM.. Any Other)- mention links** | | 1. | <https://youtu.be/5fdx5Laavkc> | | 2. | <https://youtu.be/ob5KWs3I3aY?t=131> | | 3. | <https://youtu.be/Ule8n6GgE1g> |      |  |  |  |  | | --- | --- | --- | --- | | **Course delivery methods** | | **Assessment methods** | | | 1. | Chalk and Talk | 1. | IA tests | | 2. | PPT and Videos | 2. | Online Quizzes (Surprise and Scheduled) | | 3. | Flipped Classes | 3. | Open Book Tests (OBT) | | 4. | Online classes | 4. | Course Seminar | |  |  | 5. | Semester End Examination |  |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Course Outcome (Cos)** | | | | | | **At the end of the course, the student will be able to** | | **Learning Level** | **PO(s)** | **PSO(s)** | | 1. | Comprehend the fundamental concepts, theories, and principles of marketing | 2 | 1 | 1 | | 2. | Demonstrate the application of the knowledge with respect to strategic and tactical use of the primary decision-making areas of marketing | 3 | 2 | 1 | | 3. | Analyze the changing technological and business landscape in-order to overcome challenges faced by a marketer | 4 | 1 | 2 | | 4. | Evaluate different marketing options and their suitability for the company’s product | 5 | 1 | 2 | | 5. | Convert ideas and create a viable marketing plan for various modes of marketing and entrepreneurial venturing | 6 | 6 | 3 |     **Rubrics:**   |  |  | | --- | --- | | **Levels** | **Target** | | **1 (Low)** | 60 % of the total marks is scored by less than 55% of the students. | | **2 (Medium)** | 60 % of the total marks is scored by 55% to 75% of the students. | | **3 (High)** | 60 % of the total marks is scored by more than 75% of the students. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **CO-PO Mapping (planned)** | | | | | | | | | | | | | **CO-PSO Mapping (planned)** | | | | **CO** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO 10** | **PO 11** | **PO 12** | **PSO1** | **PSO2** | **PSO3** | | **1** | **1** | **3** |  |  | **2** | **2** | **1** |  |  |  |  |  | **3** | **2** | **1** | | **2** | **1** | **3** | **2** |  | **1** | **2** | **1** |  |  |  |  |  | **3** | **2** | **1** | | **3** |  |  |  | **3** | **1** | **2** | **1** |  |  |  |  |  | **3** | **1** | **2** | | **4** | **2** | **3** | **1** | **2** | **1** | **2** | **1** |  |  |  |  |  | **3** | **1** | **2** | | **5** | **3** | **2** | **1** |  | **2** | **2** | **1** |  |  |  |  |  | **3** | **2** | **1** | | **Mention the levels: 1, 2, 3** | | | | | | | | | | | | |  |  |  | | | | | | | |
| **Accounting for Managers** | | | | | |
| **Course Code** | **22MBA105** | **Course type** | **PC** | **Credits L-T-P** | 3– 0 - 0 |
| **Hours/week: L - T- P** | 3– 0 – 0 | | | **Total credits** | 3 |
| **Total Contact Hours** | L = 40 Hrs; T = 0 Hrs; P = 0 Hrs  Total = 40 Hrs | | | **CIE Marks** | 100 marks |
| **Flipped Classes content** | 10 Hours | | | **SEE Marks** | 100 marks |

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| **Course learning objectives** | |
| 1. | Understanding Accounting terminologies |
| 2. | Preparation of accounting records |
| 3. | Constructing Financial Statements |
| 4. | Analyzing the financial ratios with the help of financial statements. |

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| **Pre-requisites:** **Students are required to be aware of the basics of accounting concepts** |

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| **Unit – I: Introduction to Accounting** | **Contact Hours = 8 Hours**  **Flipped Classes Content = 2 Hours** |
| Need and Forms of Accounting, Users of Accounting, concepts and conventions of Accounting, Accounting Standards, relation of accounting with other disciplines, Accounting Cycle, Capital and revenue expenditure and receipts. | |
| **Topics for Flipped Classes:** Relation of accounting with other disciplines, Users of Accounting, Capital and revenue expenditure and receipts. | |

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| **Unit – II: Books of Accounts:** | **Contact Hours = 8 Hours**  **Flipped Classes Content = 2 Hours** |
| Recording of transactions: journalizing, ledger posting, preparation of Trial Balance, Three Column Cash Book, Depreciation- Straight line and Written down Value Method, Annuity Method. | |
| **Topics for Flipped Classes**: Difference between Journal and Ledger, difference between Trail balance and balance sheet. Subsidiary books, Problems to practice on depreciation. | |

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| **Unit – III: Financial Statements** | **Contact Hours = 8 Hours**  **Flipped Classes Content = 2 Hours** |
| Preparation of final accounts of sole traders. Preparation of final accounts (vertical form) of financial statements. Problems on Company final accounts. (Basic problems on Final accounts of sole traders). | |
| **Topics for Flipped Classes**: Problems on sole trading concern and Final accounts | |

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| **Unit – IV: Analysis of Financial Statements** | **Contact Hours = 8 Hours**  **Flipped Classes Content = 2 Hours** |
| Comparative, common size and trend analysis, Ratio Analysis, Preparation of financial statements using ratios, Preparation of Cash flow Statement (Only indirect method). | |
| **Topics for Flipped Classes**: How does the ratio analysis helps management to take decisions, Problems on Ratios and cash flow statement | |

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| **Unit – V: Introduction to Cost Accounting** | **Contact Hours = 8 Hours**  **Flipped Classes Content = 2 Hours** |
| Meaning, Objectives and Scope, Concepts of Costs and its Classifications and Elements of Cost, Cost Centre and Cost Unit, Methods and Techniques of Costing.  Introduction to Job order costing, Process costing, Activity Based Costing, Marginal costing and Budgetary Control (only theory).  Introduction to GAAP, IFRS, Forensic Accounting, and Window Dressing, Sustainability Reporting (Theory). | |
| **Topics for Flipped Classes:** Elements of cost sheet, Role of Cost accountant in decision making | |

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| **Unit No.** | **Self-Study Component** |
| 1 | Users of accounting information |
| 2 | Reasons for depreciation in Asset value |
| 3 | Difference between a sole trader and company ltd. |
| 4 | Significance of Ratio analysis |
| 5 | Functions of GAAP |

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| **Books** | |
|  | **Text Books:** |
| 1. | Jawaharlal, Accounting for Managers, Himalaya Publication (2010) |
| 2. | Bhatttacharya , John Dearden ,Accounting for management, Vikas Publishing(2008 |
| 3. | Maheswari S. N,MaheswariSharad K. Maheswari, A Text book of Accounting For Management, Vikas Publishing (2010) |
| 4. | Jawahar lal ,Seema Srivastav, Cost Accounting, Tata McGraw – Hill Publication (Fourth Edition) |
|  | **Reference Books:** |
| 1. | Tulsian P. C, Financial Accounting 1/e, Pearson Education |
| 2. | Bhattacharya, Essentials of Financial Accounting (Based on IFRS) 3/e, Prentice Hall |
|  | **E-resourses (NPTEL/SWAYAM.. Any Other)- mention links** |
| 1. | https://www.edx.org/course/financial-accounting-and-analysis-2 |
| 2. | https://drive.google.com/open?id=12Ir0OnwVvhVLrcf4h4d0gpNPnNRAUjHb |

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| **Course delivery methods** | | **Assessment methods** | |
| 1. | Chalk and Talk | 1. | IA tests |
| 2. | PPT and Videos | 2. | Online Quizzes (Surprise and Scheduled) |
| 3. | Flipped Classes | 3. | Open Book Tests (OBT) |
| 4. | Online classes | 4. | Course Seminar |
|  |  | 5. | Semester End Examination |

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| **Course Outcome (COs)** | | | | |
| **At the end of the course, the student will be able to** | | **Learning Level** | **PO(s)** | **PSO(s)** |
| 1. | Apply Accounting concept in business decision making | 3 | 1 | 1 |
| 2. | Classify monetary transactions as per accounting rules, apply various methods of depreciation to determine the value of asset | 3 | 2 | 2 |
| 3. | Develop Trading and Profit & Loss account, Balance sheet of sole trading concern | 3 | 4 | 3 |
| 4. | Analyze the companies’ financial statements | 4 | 6 | 1 |
| 5. | Understand the concept of cost accounting and appraise the recent developments in Accounting | 5 | 1,6 | 3 |

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| **Program Outcome of this course (POs)** | | **PO No.** |
| 1. | Apply knowledge of management theories and practices to solve business Problems. | 1 |
| 2. | Foster analytical and critical thinking abilities for data-based decision making. | 2 |
| 3. | Ability to understand, analyze and communicate global, economic, legal and ethical aspects of business. | 4 |
| 4. | Ability to make use of relevant skills acquired during the program me for career advancemen | 6 |

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| **Program Specific Outcome of this course (PSOs)** | | **PSO No.** |
| 1. | To groom students to manage, understand, develop and create competitive and sustainable advantage to organizations and society through managerial and technical skills, moral values and ethical practices | **1** |
| 2. | To train students to acquire analytical and research competencies for continuous learning, professional growth and career advancement | **2** |
| 3. | To encourage entrepreneurial competences amongst learners to create, innovate and provide better service to community | **3** |

**Rubrics**

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| **Levels** | **Target** |
| **1** | Low (L): If 60% of marks is scored by less than 50% of the students. |
| **2** | Medium (M): If 60% of marks is scored by 50% to 70% of the students. |
| **3** | High (H): If 60% of marks is scored by 70% of the students. |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **CO** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PSO 1** | **PSO2** | **PSO3** |
| **1** |  | **3** |  |  |  |  |  | **3** |  |
| **2** | **2** |  | **2** |  |  |  |  | **3** |  |
| **3** |  | **3** |  |  |  |  |  | **2** |  |
| **4** |  | **1** |  |  |  |  |  | **2** | **2** |
| **5** |  |  |  |  |  | **2** | **2** |  |  |
| **6** |  |  |  |  |  |  |  |  |  |

**Detailed Syllabus**

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| **Human Resource Management** |

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| **Course Code** | **22MBA106** | **Course type** | **PC** | **Credits L-T-P** | 3 – 0 - 0 |
| **Hours/week: L - T- P** | 3– 0 – 0 | | | **Total credits** | 3 |
| **Total Contact Hours** | L = 40 Hrs; T = 0 Hrs; P = 0 Hrs Total = 40 Hrs | | | **CIE Marks** | 100 marks |
| **Flipped Classes content** | 10 Hours | | | **SEE Marks** | 100 marks |

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| **Course learning objectives** | |
| 1. | To effectively manage and plan key human resource functions within organizations |
| 2. | To examine current issues, trends, practices, and processes in HRM |
| 3. | To contribute to employee performance management and organizational effectiveness |
| 4. | To examine human resource challenges in the current scenario |

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| **Pre-requisites:** Students need to understand the basic of human resource management with regards to role of HRM in India, recruitment industry in India and compensation patterns in India |

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| **Unit – I** | **Contact Hours = 8 Hours**  **Flipped Classes Content = 2 Hours** |
| Introduction to Human Resource Management, Equal Opportunity and the Law (Article 15 and 16 of Indian Constitution), The Manager’s Role in Strategic Human Resource Management | |
| **Topics for Flipped Classes:** Role in Strategic Human Resource in Business | |

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| **Unit – II** | **Contact Hours = 8 Hours**  **Flipped Classes Content = 2 Hours** |
| Job Analysis, Personnel Planning and Recruiting, Employee Testing and Selection, Interviewing Candidates | |
| **Topics for Flipped Classes: Competency Based Job analysis** | |

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| **Unit – III** | **Contact Hours = 8 Hours**  **Flipped Classes Content = 2 Hours** |
| Training and Development of Employees, Performance Management and Appraisal, Coaching, Career management. | |
| **Topics for Flipped Classes: Talent Management for long-term success** | |

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| **Unit – IV** | **Contact Hours = 8 Hours**  **Flipped Classes Content = 2 Hours** |
| Establishing Strategic Pay Plans, Pay for Performance and Financial Incentives, Benefits and Services | |
| **Topics for Flipped Classes: Employee Benefits** | |

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| **Unit – V** | **Contact Hours = 8 Hours**  **Flipped Classes Content = 2 Hours** |
| Ethics, Justice, and Fair Treatment in HR Management, Labor Relations, Collective Bargaining and Grievance Handling, Employee Safety and Health, Managing Global Human Resources. | |
| **Topics for Flipped Classes: Challenges of global workforce.** | |

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| **Unit No.** | **Self-Study Component** |
| 1 | Managing Talent at Lupin Limited |
| 2 | Recruitment at Zeus India Limited |
| 3 | Performance Management at IRD Corporation |
| 4 | Compensation Management at Maruti Udyog Limited |
| 5 | Industrial unrest at Maruti Udyog Limited: Industrial Unrest of 2000- |

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| **Books** | |
|  | **Text Books:** |
| 1. | Gary Dessler, Human Resource Management, Pearson Education, 16th Edition, 2020. |
| 2. | Michael Armstrong, Stephen Taylor, Armstrong's Handbook of Human Resource Management Practice, Kogan Publication, 15th Edition, 2020 |
| 3. | Robert Mathis and John Jackson, Human Resource Management, Cengage Learning,14th,  2016 |
|  | **Reference Books:** |
| 1. | Bohlander, S. S., Managing Human Resources. Newyork : Thomson Learning. 2012 |
| 2 | Cynthia Fisher, S. Human Resource Management (Fifth ed.). New Delhi: Wiley Dreamtech, 2008 |
|  | **E-resourses (NPTEL/SWAYAM.. Any Other)- mention links** |
| 1. | https://nptel.ac.in/courses/122105020 |
| 2. | https://nptel.ac.in/courses/110105069 |
| 3. | Edx- People Management / https://[www.edx.org/course/people-management-2](http://www.edx.org/course/people-management-2) |

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| **Course delivery methods** | | | **Assessment methods** | | | | | | |
| 1. | | Chalk and Talk | 1. | IA tests | | | | | |
| 2. | | PPT and Videos | 2. | Online Quizzes (Surprise and Scheduled) | | | | | |
| 3. | | Flipped Classes | 3. | Open Book Tests (OBT) | | | | | |
| 4. | | Online classes | 4. | Course Seminar | | | | | |
|  | |  | 5. | Semester End Examination | | | | | |
| **Course Outcome (COs)** | | | | | | | | | |
| **At the end of the course, the student will be able to** | | | | | **Learning Level** | **PO(s)** | | **PSO(s)** | |
| 1. | Demonstrate integrated perspective on role of HRM in modern business. Ability to plan human resources and implement techniques of job design | | | | 3 | 1 | 1 | |
| 2. | Develop Competency to recruit, train, and appraise the performance of employees | | | | 3 | 2 | 1 | |
| 3. | Develop rational design of compensation and salary administration | | | | 4 | 1,2 | 1 | |
| 4. | Ability to handle employee issues and evaluate the new trends in HRM globally | | | | 4 | 2,4 | 2 | |
| 5. | Demonstrate an understanding of the essential use of Ethics, Fair treatment and Health and safety provisions in building healthy and safe labor relations in the organization in the global context. | | | | 4 | 2,4 | 1 | |

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| **Program Outcome of this course (POs)** | | **PO No.** |
| 1. | Apply knowledge of management theories and practices to solve business problems. | PO1 |
| 2. | Foster analytical and critical thinking abilities for data-based decision making | PO2 |
| 4. | Ability to understand, analyze and communicate global, economic, legal and ethical aspects of business | PO4 |
| 6 | Ability to make use of relevant skills acquired during the programme for career advancement | PO6 |

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| **Program Specific Outcome of this course (PSOs)** | | **PSO No.** |
| 1. | To groom students to manage, understand, develop and create competitive and sustainable advantage to organizations and society through managerial and technical skills, moral values and ethical practices | **1** |
| 2. | To train students to acquire analytical and research competencies for continuous learning, professional growth and career advancement | **2** |
| 3. | To encourage entrepreneurial competences amongst learners to create, innovate and provide better service to community | **3** |

**Rubrics**

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| **Levels** | **Target** |
| **1 (Low)** | 60% of marks is scored by less than 50% of the students. |
| **2 (Medium)** | 60% of marks is scored by 50% to 70% of the students |
| **3 (High)** | 60% of marks is scored by 70% of the students |

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| **CO-PO Mapping (planned)** | | | | | **CO-PSO Mapping(planned)** | | |
|  | **PO1** | **PO2** | **PO4** | **PO6** | **PSO1** | **PSO2** | **PSO3** |
| **CO1** | **3** |  |  |  | **3** |  |  |
| **CO2** |  |  |  | **2** |  | **2** |  |
| **CO3** |  | **2** |  |  | **2** |  |  |
| **CO4** |  |  | **2** |  |  | **3** |  |
| **CO5** |  | **2** |  |  |  |  | **2** |
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| **Mention the levels: 1, 2, 3** | | | |  |  |  |  |

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| **Detailed Syllabus**  **Business Communication** |

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| **Course Code** | **20MBA108** | **Course type** | PC | **Credits L-T-P** | 3– 0 - 0 |
| **Hours/week: L - T- P** | 3– 0 – 0 | | | **Total credits** | 3 |
| **Total Contact Hours** | L = 40 Hrs; T = 0 Hrs; P = 0 Hrs Total = 40 Hrs | | | **CIE Marks** | 100 marks |
| **Flipped Classes content** | 10 Hours | | | **SEE Marks** | 100 marks |

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| **Course learning objectives** | |
| 1. | To understand and demonstrate writing and speaking processes through invention, organization, drafting, revision, editing, and presentation. |
| 2. | To understand the importance of specifying audience and purpose and to select appropriate communication choices. |
| 3. | To understand and appropriately apply modes of expression, i.e., descriptive, expositive, narrative, scientific, and self-expressive, in written, visual, and oral communication. |
| 4. | To develop the ability to research and write a documented paper and/or to give an oral presentation. |

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| **Pre-requisites:** The student should have basic knowledge about human resource management and training and development. |

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| **Unit – I** | **Contact Hours = 8 Hours**  **Flipped Classes Content = 2 Hours** |
| **Introduction to Communication**: Communication definition-classification of communication-process of communication-elements of communication-barriers of communication-seven C’s of communication, Organizational Communication-Purpose of writing – Clarity in writing – Principles of effective writing – The 3X3 writing process for business communication – Electronic writing process | |
| **Topics for Flipped Classes:** Electronic writing process | |

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| **Unit – II** | **Contact Hours = 8 Hours**  **Flipped Classes Content = 2 Hours** |
| **Interpersonal Communication:** Oral Communication-Principles of successful oral communication-Guidelines of effective oral communication-Barriers to effective oral communication, Conversation skills, Listening-Process of listening-Factors that affect listening-Types of Listening, Non-Verbal Communication. Presentation Skills - Preparing presentation-Delivering Presentation and Negotiation Skills - Factors affecting negotiation-Negotiation Process-Negotiation Strategies | |
| **Topics for Flipped Classes:** Negotiation Strategies | |

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| **Unit – III** | **Contact Hours = 8 Hours**  **Flipped Classes Content = 2 Hours** |
| **Application of Business Communication**: Introduction to business letters – Types of Business Letters - Writing routine and persuasive letters – Positive and Negative messages - Writing memos – Writing the press release. Reports Writing and Writing Proposals: Structure & preparation. Research Paper Writing Format. | |
| **Topics for Flipped Classes:** Reports Writing | |

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| **Unit – IV** | **Contact Hours = 8 Hours**  **Flipped Classes Content = 2 Hours** |
| **Group Communication:** Meetings –objectives – Planning & Conducting meetings. Meeting Documentation: Notice, Agenda, and Minutes of the meeting. Employment communication: Composing Application Messages – Writing CVs. Press conference, Interviews and Group discussions. Business Etiquette. Networking. | |
| **Topics for Flipped Classes:** Writing CVs & Business Etiquettes | |

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| **Unit – V** | **Contact Hours = 8 Hours**  **Flipped Classes Content = 2 Hours** |
| **Essentials of Formal and Informal communication:**  Essentials of communication. Meaning of Formal and Informal Communication. Difference between formal and informal communication on the basis of flexibility, degree of control, evidence, discipline, flow of information, speed, secrecy, distortion, mistakes etc. Grapevine Communication. Advantages and disadvantages of formal and informal communication. Uses of formal and informal communication. | |
| **Topics for Flipped Classes:** Uses of formal and informal communication. | |

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|  | | | **Self-Study Component** | | | | | |
| 1 | | | Electronic Writing | | | | | |
| 2 | | | Conflict Resolution Strategies | | | | | |
| 3 | | | Self-Management Skills | | | | | |
| 4 | | | Difference between CV, Biodata & Resume | | | | | |
| 5 | | | Work Ethics | | | | | |
|  | | | | | | | | |
|  | | **Text Books:** | | | | | | |
| 1. | | Lesikar, Flatley, Rentz & Pande, Business Communication, McGraw-Hill, 11th ed., 2010. | | | | | | |
| 2. | | P. D. Chaturvedi & Mukesh Chaturvedi, Business Communication: Concepts,  Pearson Education, 2011. | | | | | | |
| 3. | | Penrose, Rasberry, Myers, Advanced Business Communication, Cengage Learning, 5th Ed | | | | | | |
|  | | **Reference Books:** | | | | | | |
| 1. | | Mary Ellen Guffey, Business Communication: Process and Product, Cengage Learning, 3rd ed., 2002 | | | | | | |
| 2. | | Lehman, DuFrene, Sinha, BCOM, Cengage Learning, 2nd ed., 2012. | | | | | | |
|  | | **E-resourses (NPTEL/SWAYAM.. Any Other)- mention links** | | | | | | |
| 1. | | https://onlinecourses.nptel.ac.in/noc18\_hs30/preview | | | | | | |
| **Course delivery methods** | | | | **Assessment methods** | | | | |
| 1. | | Chalk and Talk | | 1. | IA tests | | | |
| 2. | | PPT and Videos | | 2. | Online Quizzes (Surprise and Scheduled) | | | |
| 3. | | Flipped Classes | | 3. | Open Book Tests (OBT) | | | |
| 4. | |  | | 4. | Course Seminar | | | |
|  | |  | | 5. | Semester End Examination | | | |
| **Course Outcome (COs)** | | | | | | | | |
| At the end of the course, the student will be able to | | | | | | **Learning Level** | **PO(s)** | **PSO(s)** |
| 1. | To write good business letters | | | | | 2 | 1 | 1 |
| 2. | Principles of successful oral communication | | | | | 4 | 2 | 1 |
| 3 | To examine and write business reports for effective decision making | | | | | 4 | 3 | 2 |
| 4. | To develop the ability to organize business meetings, write meeting agenda and prepare minutes of the meeting & To design Resume/CV’s for employment communication | | | | | 5 | 4 | 2 |
| 5. | To analyze and evaluate the case studies and also judge the solutions with the support of conceptual knowledge. | | | | | 6 | 5 | 3 |

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| **Program Outcome of this course (POs)** | | **PO No.** |
| 1. | Apply knowledge of management theories and practices to solve business problems. | 1 |
| 2. | Foster analytical and critical thinking abilities for data based decision making | **2** |
| 3. | Ability to develop value based leadership ability | **3** |
| 4. | Ability to understand, analyze and communicate global, economic, legal and ethical aspects of business | **4** |
| 5. | Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment | **5** |
| 6. | Ability to make use of relevant skills acquired during the programme for career advancement | **6** |
| 7. | Ability to acquire entrepreneurial competencies to create value  for the society at large | **7** |

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| **Program Specific Outcome of this course (PSOs)** | | **PSO No.** |
| 1. | To groom students to manage, understand, develop and create competitive and sustainable advantage to organizations and society through managerial and technical skills, moral values and ethical practices. | **1** |
| 2. | To train students to acquire analytical and research competencies for continuous learning, professional growth and career advancement | **2** |
| 3. | To encourage entrepreneurial competences amongst learners to create, innovate and provide better service to community | **3** |

**Rubrics**

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| --- | --- |
| **Levels** | **Target** |
| **3** | High (H): If 60% of marks is scored by 70% of the students. |
| **2** | Medium (M): If 60% of marks is scored by 50% to 70% of the students. |
| **1** | Low (L): If 60% of marks is scored by less than 50% of the students. |

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| **CO-PO Mapping (planned)** | | | | | | | | **CO-PSO Mapping (planned)** | | | | | |
| **CO** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | | **PSO 1** | **PSO2** | | **PSO3** |
| **1** | **1** |  |  |  |  |  |  | | **3** |  | |  |
| **2** |  | **1** |  |  |  |  |  | |  | **2** | |  |
| **3** |  |  | **2** |  | **2** |  |  | | **2** |  | |  |
| **4** |  |  |  | **3** |  | **2** |  | |  | **3** | |  |
| **5** |  |  |  |  | **3** |  | **3** | |  |  | | **3** |
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| **Mention the levels: 1, 2, 3** | | | | | | | |  | |  |  | | |

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| **Detailed Syllabus** SKILL DEVELOPMENT - I |

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| **Course Code** | **22MBA108** | **Credits** | 0 |
| **Course type** | MNC | **Total credits** | 0 |
| **Hours/week: L-T-P** | 3-0-0 | **CIE Marks** | 100 marks |
| **Total Hours:** | L = 30 Hrs; T = 0 Hrs;P = 0 Hrs  Total = 30 Hrs | **SEE Marks** | NIL |

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| **Course learning objectives** | |
| 1. | Course is designed to develop employability skills of the student. |

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| **Pre-requisites :** The students should have basic arithmetical knowledge |

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| **Unit - I** | **6 Hours** |
| **Quantitative Aptitude:** Number System, HCF and LCM, Decimal Fractions and Simplification  **Logical Reasoning:** Number and Letter Series | |

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| **Unit - II** | **6 Hours** |
| **Quantitative Aptitude:**  Ratios, Proportions and Variations, **Verbal Ability:** Reading Comprehension, Ordering of Sentences | |

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| **Unit - III** | **6 Hours** |
| **Quantitative Aptitude:** Averages, Percentages **Logical Reasoning:** Blood Relations | |

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| **Unit - IV** | **4 Hours** |
| **Quantitative Aptitude:** Profit and Loss, Partnership **Verbal Ability:** Sentence Correction | |

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| **Unit - V** | **6 Hours** |
| **Quantitative Aptitude:** Simple and Compound Interest  **Logical Reasoning:** Analogy and Coding & Decoding, Seating and Data Arrangement | |

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| **Self Study Topics** | |
| Unit No. | **Topic description** |
| 1 | Practice the homework questions on the topics covered in Unit I |
| 2 | Practice the homework questions on the topics covered in Unit II |
| 3 | Practice the homework questions on the topics covered in Unit III |
| 4 | Practice the homework questions on the topics covered in Unit IV |
| 5 | Practice the homework questions on the topics covered in Unit V |

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| **Books** | |
|  | **Text Books:** |
| 1. | Bizotic Aptitude Book – I |

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| **Course delivery methods** | | **Assessment methods** | |
| 1. | Black Board Teaching | 1. | Internal Assessment Test |
| 2. | Power Point Presentation | 2. | Assignments |
| 3. | Class Room Exercise | 3. | Case Studies |
| 4. |  | 4. | Quizzes |
|  |  | 5. | Workshops |
|  |  | 6. | Semester End Examination (SEE) |

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| **Course Outcome (COs)** | | |
| At the end of the course, the student will be able to | | Bloom’s Level |
| 1. | Able to clear aptitude exams | 3 |
| 2. | Able to interpret data. | 4 |
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| **Program Outcome of this course (POs)** | | **PO No.** |
| 1. | Apply knowledge of management theories and practices to solve business problems. | **1** |
| 2. | Foster analytical and critical thinking abilities for data based decision making. | **2** |
| 4. | Ability to understand, analyze and communicate global, economic, legal and ethical aspects of business | **4** |
| 5. | Ability to make use of relevant skills acquired during the programme for career advancement. | **6** |

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| **Program Specific Outcome of this course (PSOs)** | | **PSO No.** |
| 1. | To groom students to manage, understand, develop and create competitive and sustainable advantage to organizations and society through managerial and technical skills, moral values and ethical practices | **1** |
| 2. | To train students to acquire analytical and research competencies for continuous learning, professional growth and career advancement | **2** |
| 3. | To encourage entrepreneurial competences amongst learners to create, innovate and provide better service to community | **3** |

**Mapping through Direct Assessment**

**Rubrics:**

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| **Levels** | **Target** |
| **1** | Low (L): If 60% of marks is scored by less than 50% of the students. |
| **2** | Medium (M): If 60% of marks is scored by 50% to 70% of the students. |
| **3** | High (H): If 60% of marks is scored by 70% of the students. |

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| **CO-PO Mapping (planned)** | | | |  | **CO-PSO Mapping(planned)** | | |
|  | **PO1** | **PO2** | **PO4** | **PO6** | **PSO1** | **PSO2** | **PSO3** |
| **CO1** | **1** |  |  |  | **1** | **3** |  |
| **CO2** |  | **2** | **1** | **2** |  |  | **3** |
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| **Mention the levels: 1, 2, 3** | | |  |  |  |  |  |

**Detailed Syllabus**

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| **Business English** |

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| **Course Code** | **22MBA109** | **Credits** | 0 |
| **Course type** | MNC | **CIE Marks** | 100Marks |
| **Hours/week: L-T-P** | 2-0-0 | **SEE Marks** | Nil |
| **Total Hours:** | Lecture = 20 Hrs; Tutorial = 0 Hrs  Total = 20 Hrs | **SEE Duration** | Nil |

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| **Course learning objectives** | |
| 1. | Familiarize the students with the content and format of the English Proficiency examination. Providing exam-specific exercises and useful guidelines. |
| 2. | Know about Fundamentals of Business English in general. |
| 3. | Train to identify the nuances of phonetics, intonation, stress, and enhance pronunciation skills for better communication skills. |
| 4. | Impart basic English grammar and essentials of important language skills and assist the students in developing necessary business language skills. |
| 5. | Enhance with Business English vocabulary and language proficiency. |
| 6. | Help the students in understanding the importance of Non-verbal communication. |
| **Pre-requisites:**   1. Understand the spoken English, 2. Speak simple and grammatically correct sentences, 3. Conversant [familiar] with basic English Grammar | |

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| **Unit – I** | **4Hours** |
| **Listening Skills**: Introduction to listening and its importance in Business setup and work place.  The Listening Comprehension, Importance of Listening, Types of Listening, Understanding and Interpreting, Listening Barriers, Improving Listening Skills. Attributes of a good and poor listener. Interpretation of recorded audio script/text. Listening for making analysis- Language laboratory practice. | |

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| **Unit – II** | **4 Hours** |
| **Speaking Skills Introduction:** Phonetic and Pronunciation guidelines related to consonants and vowels Sounds, silent and non-silent letters, syllables, stress and Stress Shift, Intonation – purposes of intonation. General interaction. Oral Presentation on a business theme. Sharing information and expressing opinions. **Non-Verbal Communication Skills** (Body Language) and its importance in oral communication | |

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| **Unit – III** | **4 Hours** |
| **Reading Skills: Meaning and importance,** Reading techniques, Tips for effective reading  Data interpretation: Charts/ graphs. Comprehension of short and long texts. Interpretation of notices, short messages and email contents. | |

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| **Unit – IV** | **4 Hours** |
| **Writing Skills:** Organizing Principles of Paragraphs in Documents, Writing Introduction and Conclusion, Creating Coherence and Cohesion. Writing Formal Letters. Writing business emails, memos, and reports. | |

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| **Unit – V** | **4 Hours** |
| **Introduction to Business English Proficiency Tests:**  **Introduction to Business English:** Fundamentals of Business English.  **Grammar and Vocabulary:** Use of parts of Speech and their forms, subject-verb agreement, sequence of Tenses, articles, narrations, voices, Question Tags, One Word Substitutes. Advanced Business English Vocabulary [used in workplace, finance, marketing, HR and other business setup]. **Introduction to** v**ocabulary, All Types of Vocabulary –Exercises on it.** | |

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| **Self-Study Topics** | |
| Unit No. | **Topic description** |
|  | Practice- synonyms, antonyms, affixations, etc. Test your learning with online English grammar quizzes. Use different platforms to learn language skills. |
|  | Read different kinds of texts or online e-books, materials, etc. |
|  | Listen to different English native speakers. |
|  | Practice speaking in English, where you go. Make English speaking groups. |
| 5. | Train writing different texts and get the most out of English media. |

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| **Books** | |
|  | **Text Books:** |
| 1. | Norman Whitby, “Cambridge English Business Benchmark”, Cambridge University Press, 3rd Printing 2014. |
| 2.. | A Textbook of English Language Communication Skills, Infinite Learning Solutions– (Revised Edition) 2021. |
|  | **Reference Books:** |
| 1. | Communication Skills by Sanjay Kumar and Pushp Lata, Oxford University Press - 2019. |
| 2. | English for Engineers by N.P.Sudharshana and C.Savitha, Cambridge University Press – 2018. |
| 3. | Practical English Usage by Michael Swan, Oxford University Press – 2016. |
| 4. | T. M. Farhathulla, “Communication Skills for Undergraduates” – RBA-Chennai, 2006. |
| 5. | K.R. Lakshminarayanan, “English for Technical Communication”, Scitech-Chennai, 2002. |
| 6. | Prof. G.S. Mudambadithya, “Functional English”, Sapana- Bangalore. |
| 7. | Prof. M.B. Kudari, “Passage to English” Self-Publication, Gokak, 2011. |
|  | **E-resources:** |
| 1. | **NPTEL- SWAYAM website** |
| 2. | Cambridgeenglish.org |

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| **Course delivery methods** | | **Assessment methods** | |
| 1. | Black Board Teaching | 1. | Internal Assessment Test/ CIE |
| 2. | Power Point Presentation | 2. | Assignments/ Workshops/ seminars |
| 3. | Class Room Exercise | 3. | Online and offline-Quizzes |

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| **Course Outcome (COs)** | | |
| At the end of the course, the student will be able to | | Bloom’s Level |
| 1. | Students will be able to identify different grammatical concepts. | 2 |
| 2. | Students will be able to interpret, infer from business texts and explain their ideas in English. | 2 |
| 3. | Students will be able to strengthen their business communication skills and interpersonal skills. | 2 |
| 4. | Students will be able to organize and structure their ideas resulting in a coherent manner. | 3 |
| 5. | Students will be able to analyze the data provided and arrive at logical conclusions. | 3 |

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| **Program Outcome of this course (POs)** | | **PO No.** |
| 1. | Ability to understand, analyze and communicate global, economic, legal and ethical aspects of business | **04** |
| 2. | Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment. | **05** |
| 3. | Ability to make use of relevant skills acquired during the program for career advancement. | **06** |

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| **Program Specific Outcome of this course (PSOs)** | | **PSO No.** | |
| 1. | To groom students to manage, understand, develop and create competitive and sustainable advantage to organizations and society through managerial and technical skills, moral values and ethical practices | | **1** |
| 2. | To train students to acquire analytical and research competencies for continuous learning, professional growth and career advancement | | **2** |
| 3. | To encourage entrepreneurial competences amongst learners to create, innovate and provide better service to community | | **3** |

**Mapping through Direct Assessment:**

**Rubrics:**

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| **Levels** | **Target** |
| 3 | High (H): If 60% of marks is scored by 70% of the students. |
| 2 | Medium (M): If 60% of marks is scored by 50% to 70% of the students. |
| 1 | Low (L): If 60% of marks is scored by less than 50% of the students. |

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| **CO-PO Mapping (planned)** | | | | **CO-PSO Mapping(planned)** | | |
|  | **PO1** | **PO2** | **PO3** | **PSO1** | **PSO2** | **PSO3** |
| **CO1** |  | **1** |  | **2** |  |  |
| **CO2** |  |  | **2** |  | **3** |  |
| **CO3** |  | **2** |  | **2** |  |  |
| **CO4** |  |  | **3** |  |  | **3** |
| **Mention the levels: 1, 2, 3** | | | |  |  |  |

**Second Semester**

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| **Detailed Syllabus**  **Business Ethics and Corporate Social Responsibility** |

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| **Course Code** | **22MBA201** | **Course type** | FC | **Credits L-T-P** | 2 - 0 - 0 |
| **Hours/week: L - T- P** | 2 - 0 - 0 | | | **Total credits** | 1 |
| **Total Contact Hours** | Lecture = 10 Hrs; Tutorial = 10 Hrs; Practical = 00 Hrs. Total = 20 Hrs | | | **CIE Marks** | 100 marks |
| **Flipped Classes content** | 10 Hours | | | **SEE Marks** | 0 |

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| **Course learning objectives** | |
| 1. | The subject will be able to help the students to think about some of the important ethical implications of various business practices |
| 2. | To teach the students the concept and importance of Corporate Social responsibility and its governance. |

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| **Pre-requisites:** The students should have basic knowledge of ethical practices in organizations |

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| **Unit – I** | **Contact Hours = 4 Hours**  **Flipped Classes Content = 1 Hours** |
| **Introduction**: Definition & nature Business ethics, Characteristics, Ethical theories; Causes of unethical behavior; Ethical abuses; Work ethics; Code of conduct; Public good.  **Management of Ethics** - Ethics analysis [Hosmer model]; Ethical dilemma; Ethics in practice-ethics for managers; Role and function of ethical managers-Comparative ethical behaviour of managers; Code of ethics; Competitiveness, organizational size, profitability and ethics; Cost of ethics in Corporate ethics evaluation. Business and ecological / environmental issues in the Indian context and case studies.  **Legal Aspects of Ethics:** Political –legal environment; Provisions of the Indian constitution pertaining to Business; Political setup –major characteristics and their implications for business; Prominent features of MRTP &FERA. Social –cultural environment and their impact on business operations, Salient features of Indian culture and values.  **Environmental Ethics**: Economic Environment; Philosophy of economic grow and its implications for business, Role of chamber of commerce and confederation of Indian Industries. | |
| **Topics for Flipped Classes:** Main features of Economic Planning with respect to business; Industrial policy and framework of government contract over Business | |

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| **Unit – II** | **Contact Hours = 4 Hours**  **Flipped Classes Content = 1 Hours** |
| **Introduction to CSR:** Meaning & Definition of CSR, History & evolution of CSR. Concept of Charity, Corporate philanthropy, Corporate Citizenship, CSR-an overlapping concept. Concept of sustainability & Stakeholder Management. **CSR and Governance:** Theoretical perspectives; Corporate citizenship; Business practices; Strategies for CSR; Challenges and implementation; Evolution of corporate governance; Governance practices and regulation; Structure and development of boards; Governance ratings; Future of governance-innovative practices; Case studies with lessons learnt. | |
| **Topics for Flipped Classes:** Role of capital market and government; | |

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| Unit No. | **Self-Study Component** |
| 1 | Ethical Considerations |
| 2 | Ethical Decision Making |

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| **Books** | |
|  | **Text Books:** |
| 1. | Velasque Manuel. Business ethics concepts & cases. 6th Edition. |
| 2. | Colley, John L. Corporate Governance |
|  | **Reference Books:** |
| 1. | Protley, The essence of business ethics. |
|  | **E-resourses (NPTEL/SWAYAM.. Any Other)- mention links** |
| 1. | https://nptel.ac.in/course.php |

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| **Course delivery methods** | | **Assessment methods** | |
| 1. | Chalk and Talk | 1. | IA tests |
| 2. | PPT and Videos | 2. | Online Quizzes (Surprise and Scheduled) |
| 3. | Flipped Classes | 3. | Open Book Tests (OBT) |
| 4. | Online classes | 4. | Course Seminar |
|  |  | 5. | Semester End Examination |

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| **Course Outcome (COs)** | | | | |
| **At the end of the course, the student will be able to** | | **Learning Level** | **PO(s)** | **PSO(s)** |
| 1. | Describe the variable in most ethically complex business situation. | **3** | 1 | 1 |
| 2. | Analyze ethical dilemma through an understanding of ethical decision-making process. | **3** | 2,4 | 2 |
| 3. | Comprehend concept of CSR and apply its role in the organization effectiveness | **3** | 1,3 | 3 |
| 4. | Gain knowledge of recommendations made by various committees on CSR | **4** | 4 | 2 |

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| **Program Outcome of this course (POs)** | | **PO No.** |
| 1. | Apply knowledge of management theories and practices to solve business problems. | 1 |
| 2. | Foster analytical and critical thinking abilities for data based decision making. | 2 |
| 3. | Ability to understand, analyze and communicate global, economic, legal and ethical aspects of business | 4 |

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| **Program Specific Outcome of this course (PSOs)** | | **PSO No.** |
| 1. | To groom students to manage, understand, develop and create competitive and sustainable advantage to organizations and society through managerial and technical skills, moral values and ethical practices | **1** |
| 2. | To train students to acquire analytical and research competencies for continuous learning, professional growth and career advancement | **2** |
| 3. | To encourage entrepreneurial competences amongst learners to create, innovate and provide better service to community | **3** |

**Rubrics**

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| --- | --- |
| **Levels** | **Target** |
| **1 (Low)** | Low (L): If 60% of marks is scored by less than 50% of the students. |
| **2 (Medium)** | Medium (M): If 60% of marks is scored by 50% to 70% of the students. |
| **3 (High)** | High (H): If 60% of marks is scored by 70% of the students. |

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| **CO-PO Mapping (planned)** | | | | | | | | **CO-PSO Mapping (planned)** | | | | | |
| **CO** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | | **PSO 1** | **PSO2** | | **PSO3** |
| **1** | **3** |  |  |  |  |  |  | | **3** |  | |  |
| **2** |  | **2** |  |  |  |  |  | |  | **2** | |  |
| **3** |  | **3** |  |  |  |  |  | |  |  | | **2** |
| **4** |  |  |  | **2** |  |  |  | |  | **2** | |  |
| **5** |  |  |  |  |  |  |  | |  |  | |  |
| **6** |  |  |  |  |  |  |  | |  |  | |  |
| **Mention the levels: 1, 2, 3** | | | | | | | |  | |  |  | | |

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| **Organizational Behavior** |

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| **Course Code** | **22MBA202** | **Course type** | PC | **Credits L-T-P** | 3 – 0 - 0 |
| **Hours/week: L - T- P** | 3– 0 – 0 | | | **Total credits** | 3 |
| **Total Contact Hours** | L = 40 Hrs; T = 0 Hrs; P = 0 Hrs Total = 40 Hrs | | | **CIE Marks** | 100 marks |
| **Flipped Classes content** | 10 Hours | | | **SEE Marks** | 100 marks |

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| **Course learning objectives** | |
| 1. | To teach students role of organizational behavior in companies and in human resource  Practices. |
| 2. | To appraise students role of psychology, sociology, political science and change management in organizational behavior with understanding the impact of individual behavior, personality and attitudes |
| 3. | To provide information on theories of organizational behavior and its application in the  organizations |
| 4. | To appraise students with regards to impact of groups and impact of power and politics in the organizations |
| 5. | To appraise students with regards to influence of organizational culture and organization change and its impact on employees |

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| **Pre-requisites:** Students need to be aware of the latest trends in Psychology, Sociology and Organization Development Concepts |

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| **Unit – I** | **Contact Hours = 8 Hours**  **Flipped Classes Content = 2 Hours** |
| Field of Organizational Behavior, Emergence & OB as a Discipline, Evolution and OB in India, Why Study Organizational Behavior, Models of OB, OB Trends | |
| **Topics for Flipped Classes:** Corporate Social Responsibility in India, Challenges and Opportunities in OB | |

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| **Unit – II** | **Contact Hours = 8 Hours**  **Flipped Classes Content = 2 Hours** |
| The Individual: Foundations of Individual Behavior – Ability, Intellectual Abilities, Physical Abilities, Ability for job fit, Learning – Theories of Learning Attitudes and Job Satisfaction – Components of an Attitude. Personality and Values- what is personality, Personality Determinants, Personality Traits, Measuring Personality: Psychometric Theories (Big Five, MBTI,) Personal Effectiveness ( Johari Window). | |
| **Topics for Flipped Classes:** Major Personality Attributes Influencing OB, Model of Individual Behavior | |

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| **Unit – III** | **Contact Hours = 8 Hours**  **Flipped Classes Content = 2 Hours** |
| Perception Concept of perception, perceptual process , Attribution Theory, Attribution Errors, Perceptual Errors – Primacy Effect, Recency Effect, Halo Effect, Projection Bias. Improving Perceptions, Decision-making, Decision-Making Process Leadership – styles and theories of leadership, motivation and theories of motivation | |
| **Topics for Flipped Classes:** Effectiveness of decision making, biases and errors in decision making, | |

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| **Unit – IV** | **Contact Hours = 8 Hours**  **Flipped Classes Content = 2 Hours** |
| The Group: Group and Interpersonal behavior – group dynamics – why groups form, types, group, formation of group, group decision making techniques, Teams –types of teams, Creating effective teams. Power and political behavior – sources of power, effective use of power. Conflict – Sources and strategies to resolve conflict. Interpersonal communication. | |
| **Topics for Flipped Classes:** Organizational politics, forces creating political behavior | |

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| **Unit – V** | **Contact Hours = 8 Hours**  **Flipped Classes Content = 2 Hours** |
| Organizational Change and Stress management, Radical change for the sake of innovation, forces for change, Managing Planned change, Resistance to change, approaches to managing organizational change,.  Organization culture – definition, creating and sustaining culture, creating ethical and positive culture | |
| **Topics for Flipped Classes:** Work stress and its management, Work Life Balancing | |

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| **Unit No.** | **Self-Study Component** |
| 1. | Ultra tech Cement: A transition towards Behavior based Safety |
| 2. | Using Artificial Intelligence to Screen Human Intelligence |
| 3. | Leaderships Skills for tomorrow case study by Ivey Publishing |
| 4. | Design Thinking comes of Age – Harvard Business Review |
| 5. | Narayana Hrudayalaya: From Heart Care to Human Care, Ivey Publishing |

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| **Books** | |
|  | **Text Books:** |
| 1. | Pareek, U. Understanding organizational Behaviour,3rdEdOUP HigherEducation  Division. |
| 2. | Stephen Robbins, T. J.Organizational Behavior 14thEd, Pearson Publication. |
|  | **Reference Books:** |
| 1. | Newstrom, J. W., Organizational Behavior : Human Behavior at Work,12thEd Mcgraw Hill  Education. |
| 2 | Nelson, P. K.Organizational Behavior, 7thEd, South Western |
|  | **E-resourses (NPTEL/SWAYAM.. Any Other)- mention links** |
| 1. | Edx- Managing People from a Global Perspective/ https://[www.edx.org/course/managing-](http://www.edx.org/course/managing-)  people-from-a-global-perspective-0 |
| 2. | Edx – Leading High-Performing Teams/ https://[www.edx.org/course/leading-high-](http://www.edx.org/course/leading-high-)  performing-teams |

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| **Course delivery methods** | | **Assessment methods** | |
| 1. | Chalk and Talk | 1. | IA tests |
| 2. | PPT and Videos | 2. | Online Quizzes (Surprise and Scheduled) |
| 3. | Flipped Classes | 3. | Open Book Tests (OBT) |
| 4. | Online classes | 4. | Course Seminar |
|  |  | 5. | Semester End Examination |

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| **Course Outcome (COs)** | | | | | | | |
| At the end of the course, the student will be able to | | **Learning Level** | | **PO(s)** | | **PSO(s)** | |
| 1. | Students would be able to **attribute** theories of organizational behavior in organizational context | | 3 | | 1,2 | | 1 |
| 2. | Students will be able to **critically evaluate** the impact of various aspects of individual behavior in an organization | | 5 | | 1, 6 | | 1 |
| 3. | Students would be able to **exhibit and apply** leadership and decision making. | | 4 | | 1,3,5 | | 2 |
| 4. | Students would be able to **understand** and **analyze** personality types and their implications in the organization effectiveness | | 4 | | 2,4 | | 2 |
| 5. | Students would be able to **apply** the aspects of organization culture adapt to changing dynamics of the organizations | | 3 | | 5,6 | | 3 |
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| **Program Outcome of this course (POs)** | | **PO No.** | |
| 1. | Apply knowledge of management theories and practices to solve business problem | | 1 |
| 2. | Foster analytical and critical thinking abilities for data-based decision making | | 2 |
| 3. | Ability to develop value based leadership ability | | 3 |
| 4. | Ability to understand, analyze and communicate global, economic, legal and ethical aspects of business | | 4 |
| 5 | Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment | | 5 |
| 6 | Ability to make use of relevant skills acquired during the programme for career advancement | | 6 |
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| **Program Specific Outcome of this course (PSOs)** | | **PSO No.** |
| 1. | To groom students to manage, understand, develop and create competitive and sustainable advantage to organizations and society through managerial and technical skills, moral values and ethical practices | **1** |
| 2. | To train students to acquire analytical and research competencies for continuous learning, professional growth and career advancement | **2** |
| 3. | To encourage entrepreneurial competences amongst learners to create, innovate and provide better service to community | **3** |

**Rubrics**

|  |  |
| --- | --- |
| **Levels** | **Target** |
| **1 (Low)** | If 60% of marks is scored by less than 50% of the students. |
| **2 (Medium)** | If 60% of marks is scored by 50% to 70% of the students. |
| **3 (High)** | If 60% of marks is scored by 70% of the students. |

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| **CO-PO Mapping (planned)** | | | | | | | | **CO-PSO Mapping (planned)** | | | | | |
| **CO** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | | **PSO 1** | **PSO2** | | **PSO3** |
| **1** | **3** | **2** |  |  |  |  |  | | **3** |  | |  |
| **2** | **3** | **3** |  |  |  | **1** |  | | **3** |  | |  |
| **3** | **3** |  | **2** |  | **1** |  |  | |  | **2** | |  |
| **4** |  | **2** |  | **1** |  |  |  | |  | **2** | |  |
| **5** |  |  |  |  | **2** | **1** |  | |  |  | | **2** |
| **Mention the levels: 1, 2, 3** | | | | | | | |  | |  |  | | |

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| **Financial Management** |

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| **Course Code** | **22MBA203** | **Course type** | **PC** | **Credits L-T-P** | 4 – 0 - 0 |
| **Hours/week: L - T- P** | 4– 0 – 0 | | | **Total credits** | 4 |
| **Total Contact Hours** | L = 40 Hrs; T = 0 Hrs; P = 0 Hrs  Total = 40 Hrs | | | **CIE Marks** | 100 marks |
| **Flipped Classes content** | 10 Hours | | | **SEE Marks** | 100 marks |

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| **Course learning objectives** | |
| 1. | To learn the Basics of Financial management |
| 2. | To understand time value of Money |
| 3. | To make investment Decisions |
| 4. | To select appropriate capital structure |

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| **Pre-requisites:** Students needs to be aware of basic of financial terminology |

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| **Unit – I** | **Contact Hours = 8 Hours**  **Flipped Classes Content = 2 Hours** |
| **Introduction to Financial Management:** Introduction to Financial Management, Objectives of Financial management- Profit maximization and wealth maximization, Role of a finance manager, Financial management and other functional areas. Sources of financing: shares, debentures, Lease financing, Hybrid financing, Venture capital, Primary market & Secondary market | |
| Topics for Flipped Classes: Role of Finance Manager in modern Business | |

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| **Unit – II** | **Contact Hours = 8 Hours**  **Flipped Classes Content = 2 Hours** |
| **Time Value of Money & Cost of Capital:** Present value & future value of single cash flow, Annuity and perpetuity. Simple Interest & Compound interest, Capital recovery and loan amortization Cost of Capital: Cost of equity (dividend discounting and CAPM model), preference and debenture capital, Cost of retained earnings, weighted average cost of capital (WACC), and marginal cost of capital. | |
| Topics for Flipped Classes: Rule of Doubling | |

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| **Unit – III** | **Contact Hours = 8 Hours**  **Flipped Classes Content = 2 Hours** |
| Investment Evaluation and Investment Decisions: Investment evaluation techniques- Net present value, Internal rate of return, modified internal rate of return, Profitability index, Payback period, discounted payback period, accounting rate of return. Estimation of cash flow for replacement projects. Workshop on Excel for investment evaluation | |
| Topics for Flipped Classes: Calculation of Payback period for the projects | |

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| **Unit – IV** | **Contact Hours = 8 Hours**  **Flipped Classes Content = 2 Hours** |
| **Working Capital Management:** Factors influencing working capital requirement, operating cycle and cash cycle. Estimation of working capital requirements of a firm (does not include cash, inventory and receivables management) | |
| Topics for Flipped Classes: Factors influencing working capital requirement | |

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| **Unit – V** | **Contact Hours = 8 Hours**  **Flipped Classes Content = 2 Hours** |
| **Capital Structures and Dividend Decisions:** Planning the capital structures of a firm. (No theories), EBIT-EPS analysis Leverages- Operating leverage, financial leverage and total leverage. Dividend policy, factors affecting dividend policy. Introduction to Behavioral finance, Financial modeling, Financial engineering. | |
| Topics for Flipped Classes: Factors Influencing Capital structure decision | |

**List of Experiments**

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| **Unit No.** | **No. of Experiments** | **Topic(s) related to Experiment** |
| 2 | **3** | 1. Analyzing the present value and future value of cashflows for company’s decision making  2. Preparing loan amortization schedule  3. Determining Weighted average cost of capital |
| 3 | **4** | 1. Estimation of Nep present value for a given project  2. Estimation of Internal rate of return for a given project  3. Estimation of Modified internal rate of return  4. Estimation of cashflows for replacement projects |
| 5 | **1** | 1. Determining optimum capital structure using EBIT-EPS analysis technique |

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| **Books** | |
|  | **Text Books:** |
| 1. | Prasanna Chandra , Financial Management,8thEd, TMH |
| 2. | I.M .Pandey, Financial Management, 10thEd, Vikas Publishing House |
| 3. | M. Y. Khan & Jain , Financial Management, 6thEd, TMH |
| 4. | Shahshi K Gupta & R K Sharma, Financial Management,8thEd, Kalyani Publishers |
|  | **Reference Books:** |
| 1. | Paresh P. Shah, Financial Management, 2ndEd, Biztantra |
| 2. | V K Bhalla , Financial Management,1stEd, S. Chand |
|  | **E-resourses (NPTEL/SWAYAM.. Any Other)- mention links** |
| 1. | <https://www.edx.org/course/finance-essentials-for-mba-success-2> |
| 2. | <https://swayam.gov.in/courses/277-financial-management> |

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| **Course delivery methods** | | **Assessment methods** | |
| 1. | Chalk and Talk | 1. | IA tests |
| 2. | PPT and Videos | 2. | Online Quizzes (Surprise and Scheduled) |
| 3. | Flipped Classes | 3. | Open Book Tests (OBT) |
| 4. | Online classes | 4. | Course Seminar |
|  |  | 5. | Semester End Examination |

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| **Course Outcome (COs)** | | | | |
| At the end of the course, the student will be able to | | **Learning Level** | **PO(s)** | **PSO(s)** |
| 1. | To Describe the effects of decision making of finance manager on shareholders wealth maximization | 2,3&4 | 1,2&3 | 1 |
| 2. | To Analyze the role of time value of money and its use for valuing and will be able to calculate cost of capital for the organization. | 2,3,4 &5 | 2&6 | 2 |
| 3. | Appraise and Evaluate different capital budgeting methods and their applications | 2,4&5 | 4&2 | 2 |
| 4. | To Examine the working capital needs and financing of the firm and apply methods to measure the operating efficiency of business. | 2,3&4 | 6&2 | 2 |
| 5. | To Plan capital structure of the firm and to Interpret and illustrate the investment, financing and dividend policy decision making in an organization. | 2,3&4 | 2&7 | 3 |

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| **Program Outcome of this course (POs)** | | **PO No.** |
| 1. | Apply knowledge of management theories and practices to solve business problem | **1** |
| 2. | Foster analytical and critical thinking abilities for data-based decision making. | **2** |
| 3. | Ability to understand, analyze and communicate global, economic, legal and ethical aspects of business | **4** |
| 4. | Ability to make use of relevant skills acquired during the programme for career advancement. | **6** |

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| **Program Specific Outcome of this course (PSOs)** | | **PSO No.** |
| 1. | To groom students to manage, understand, develop and create competitive and sustainable advantage to organizations and society through managerial and technical skills, moral values and ethical practices. | **1** |
| 2. | To train students to acquire analytical and research competencies for continuous learning, professional growth and career advancement | **2** |
| 3. | To encourage entrepreneurial competences amongst learners to create, innovate and provide better service to community | **3** |

**Rubrics:**

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| --- | --- |
| **Levels** | **Target** |
| **1 (Low)** | **50 % of the total marks is scored by 60% of the students.** |
| **2 (Medium)** | **60 % of the total marks is scored by 60% of the students.** |
| **3 (High)** | **70 % of the total marks is scored by 60% of the students.** |

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| **CO-PO Mapping (planned)** | | | | | | | | | **CO-PSO Mapping (planned)** | | |
| **CO** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PSO1** | | **PSO2** | **PSO3** | |
| **1** | 2 | **2** |  |  |  |  |  | 2 | |  |  | |
| **2** |  | **3** |  |  |  | **2** |  |  | | **2** |  | |
| **3** |  | **3** |  | **2** |  |  |  |  | | **3** |  | |
| **4** |  | **2** |  |  |  | **2** |  |  | | **1** |  | |
| **5** |  | **2** |  |  |  |  |  |  | |  | **1** | |

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| **Quantitative Techniques** | | | | | |
| **Course Code** | 22MBA204 | **Course type** |  | **Credits L-T-P** | 3 – 0- 0 |
| **Hours/week: L-T-P** | 3– 0 – 0 | | | **Total credits** | 3 |
| **Total Contact Hours** | L = 40 Hrs; T = 0 Hrs;P = 00 Hrs  Total = 40 Hrs | | | **CIE Marks** | 100 marks |
| **Flipped Classes content** | 10 Hours | | | **SEE Marks** | 100 marks |

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| **Course learning objectives** | |
| 1. | Prepare, Process and analyses the Primary and Secondary data. |
| 2. | Present the Organization data in a vivid way |
| 3. | Describe the Nature of the Data and its Properties, Infer decisions based on evidence, analysis and reasoning |
| 4. | Learn Contemporary concepts of data science practiced by the industry |

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| **Pre-requisites:** Students are expected to have the basic understandings of Spreadsheets and Data Visualization |

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| **Unit – I** | **Contact Hours = 8 Hours**  **Flipped Classes Content = 2 Hours** |
| Meaning of Data and Information, Types of Data: Primary data v/s Secondary data, Qualitative data v/s Quantitative data, Categorical data( Nominal ,Ordinal ) , Continuous data ( Interval Ratio) , Understanding Data collection methods ( Surveys , Interviews and Literature review) | |
| **Topics for Flipped Classes:** Different Types of data Measurement Scales | |

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| **Unit – II** | **Contact Hours = 8 Hours**  **Flipped Classes Content = 2 Hours** |
| Classification & Tabulation of data , Census and Sample Investigation, Understanding Measures of Central Tendencies : Mean ,Mode and Median .Understanding Measures of Dispersion : Range , Mean Deviation , Standard Deviation . Probability meaning and approaches of probability : Classical Probability & Relative frequency | |
| **Topics for Flipped Classes:** Diagrammatical and graphical Presentation of Data | |

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| **Unit – III** | **Contact Hours = 8 Hours**  **Flipped Classes Content = 2 Hours** |
| Normal distribution curve, Meaning of Hypothesis, Formulation of hypothesis**,** Hypothesis testing; Null hypothesis and alternative hypothesis, Meaning of two tail and one tail tests, levels of significance, confidence intervals, significance of statistical test, critical regions and selection of different hypothesis tests. | |
| **Topics for Flipped Classes:** Measures of central tendencies | |

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| **Unit – IV** | **Contact Hours = 8 Hours**  **Flipped Classes Content = 2 Hours** |
| Introduction compare means: Independent samples t-test, Paired sample t- test, Correlation: Significance of correlation, Types of correlation, Scatter diagram method, Karl Pearson’s coefficient of correlation (problems), Spearman’s rank coefficient of correlation. (problems) | |
| **Topics for Flipped Classes:** Difference between regression and correlation | |

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| **Unit –V** | **Contact Hours = 8 Hours**  **Flipped Classes Content = 2 Hours** |
| Introduction to business variable models: Understanding of Independent, Dependent, Mediating and Moderating variables in a business model. Introduction to Concept of Regression analysis, Regression Lines, Regression Equation and Applications of Multiple regression in Business situations (problems) | |
| **Topics for Flipped Classes:** Application of regression in engineering and medical fields | |

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| **Unit No.** | **Self-Study Component** |
| 1 | Importance of business statistics |
| 2 | Data Visualization using MS- Excel or any other tools. |
| 3 | Using of inferential statistics in the summer internship projects and research publications |
| 4 | Self-learning topics: How to write research papers for conference |
| 5 | How to use quantitative subject learning for market research projects |

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| **Books** | |
|  | **Text Books:** |
| 1. | Business Statistics, 5e– 1 January 2020 by J K Sharma (Author) |
| 2. | Business Statistics | A First Course | Edition | By Pearson– 31 May 2017  by David M. Levine (Author), David F. Stephan (Author), Kathryn A. Szabat (Author), P.K. Viswanatha (Author) |
| 3. | Statistics for Management | Eighth Edition | By Pearson– 27 January 2017  by I. Levin Richard (Author), H. Siddiqui Masood (Author), S. Rubin David (Author), Rastogi Sanjay (Author) |
|  | **Reference Books:** |
| 1. | Statistics for Business & Economics, 13E– 1 September 2019  by David R. Anderson (Author), Dennis J. Sweeney (Author), Thomas A. Williams (Author), Jeffrey D. Camm (Author), James J. Cochran (Author) |
| 2. | Statistics for Managers, Using Microsoft Excel | Business Education | Eighth Edition | By Pearson– 30 June 2017 by Levine David M. (Author) |
|  | **E-resources (NPTEL/SWAYAM.. Any Other)-** |
| 1. | Introduction to data Analysis: https://nptel.ac.in/courses/110106064/ |
| 2. | Business Analytics and data mining https://nptel.ac.in/courses/110107092/7 |

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| **Course delivery methods** | | **Assessment methods** | |
| 1. | Chalk and Talk | 1. | IA tests |
| 2. | PPT and Videos | 2. | Online Quizzes (Surprise and Scheduled) |
| 3. | Flipped Classes | 3. | Open Book Tests (OBT) |
| 4. | Online classes | 4. | Course Seminar |
|  |  | 5. | Semester End Examination |

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| **Course Outcome (COs)** | | | | |
| **At the end of the course, the student will be able to** | | **Learning Level** | **PO(s)** | **PSO(s)** |
| 1. | Understand various quantitative & statistical methods | 6 | PO1 | 1 |
| 2. | Understand data and draw inferences from data | 6 | PO2 | 2 |
| 3. | Calculate and interpret statistical values by using a statistical tool (correlation & regression) | 6 | PO4 | 2 |
| 4. | Demonstrate an ability to apply various statistical tools to solve business problems | 4 | PO5 | 2 |

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| **CO-PO Mapping (planned)** | | | | | | | | | | | | | **CO-PSO Mapping(planned)** | | |
| **CO** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** | **PO 11** | **PO 12** | **PSO1** | **PSO2** | **PSO3** |
| **1** | **3** |  |  |  |  |  |  |  |  |  |  |  | **3** |  |  |
| **2** |  | **3** |  | **1** |  | **2** |  |  |  |  |  |  |  | **3** |  |
| **3** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **4** |  |  |  |  | **3** |  |  |  |  |  |  |  |  |  |  |
| **5** |  |  |  | **2** |  |  | **3** |  |  |  |  |  |  |  | **3** |
| **6** |  |  | **3** |  |  |  |  |  |  |  |  |  |  |  |  |
| **Mention the levels: 1, 2, 3** | | | | | | | | | | | | |  |  |  |

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| **Detailed Syllabus**  **Managerial Economics** |

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| **Course Code** | 22MBA206 | **Course type** | **PC** | **Credits L-T-P** | 3 – 0 - 0 |
| **Hours/week: L - T- P** | 3– 0 – 0 | | | **Total credits** | 3 |
| **Total Contact Hours** | L = 40 Hrs; T = 0 Hrs; P = 0 Hrs  Total = 40 Hrs | | | **CIE Marks** | 100 marks |
| **Flipped Classes content** | 10 Hours | | | **SEE Marks** | 100 marks |

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| **Course learning objectives** | |
| 1. | To understand micro economic tools and explain the optimal allocation of resources within the firm. |
| 2. | To understand price determination in different markets and how market participants benefit in the form of consumer surplus and producer surplus |
| 3. | To measure the responsiveness of consumers' demand to changes in the price of a good or service, the price of other goods and services and income |
| 4. | To understand the different costs of production and how they affect short and long-run decisions |
| 5. | To understand four basic market models of perfect competition, monopoly, monopolistic competition, and oligopoly, and how price and quantity are determined in each model |

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| **Pre-requisites:** The student should have basic knowledge about Market, Demand, Supply and latest economic trends in Indian economy. |

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| **Unit – I** | **Contact Hours = 8 Hours**  **Flipped Classes Content = 2 Hours** |
| **Introduction to Managerial Economics:** The Nature and Scope of Managerial Economics. Optimization Techniques and New management Tools: Managerial Economics and Business Decision Making Process. Fundamental Concepts used in Decision Making: Incremental concept, Opportunity Cost Discounting Principles Equity Marginal Principle, Principle of Time Perceptive. Introduction to Econometrics. | |
| **Topics for Flipped Classes:** Introduction to Econometrics. | |

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| **Unit – II** | **Contact Hours = 8 Hours**  **Flipped Classes Content = 2 Hours** |
| **Demand Analysis:** Analysis of Consumer Demand: Meaning of Demand, Basis of Consumer Demand, Law of Diminishing Marginal Utility, Derivation of Individual Demand. Analysis of Market Demand and Demand Elasticity: Analysis of Market Demand, Demand Function, Elasticity of Demand- Price, Income, Promotional/ Advertising and Cross (Theory and Problems)  Demand Forecasting: Why Forecasting, Steps in Demand Forecasting, Techniques, Problem on demand forecasting using trend projection method | |
| **Topics for Flipped Classes:** | |

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| **Unit – III** | **Contact Hours = 8 Hours**  **Flipped Classes Content = 2 Hours** |
| **Theory of Production:** Basic Concepts, Production Function, Cobb Douglas Production Function, Short-run Laws of Production, Indifference curve, Long-Term Laws of Production, Laws of Returns to Scale, Optimal Combination of Inputs.  Theory of Cost and Break-Even Analysis: Cost Concepts, Theory of Cost, Economies and Diseconomies of Scale, The Learning Curve. Break Even Analysis: Introduction to BEA, BEP in terms of Value and volume, Limitations. Problems on BEA | |
| **Topics for Flipped Classes:** | |

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| **Unit – IV** | **Contact Hours = 8 Hours**  **Flipped Classes Content = 2 Hours** |
| **Market Structure:** Perfect Competition, Monopoly, Monopolistic competition, Oligopoly and Firm Structure, Game Theory and Strategic Behavior.  **Pricing Practices:** Pricing of Multiple Products, Price Discrimination- First degree, Second-degree and Third-degree price discrimination, Dumping, Transfer Pricing. | |
| **Topics for Flipped Classes:** Transfer Pricing | |

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| **Unit – V** | **Contact Hours = 8 Hours**  **Flipped Classes Content = 2 Hours** |
| **Introduction to macroeconomics:**  Concepts of National Income, Inflation, Balance of Payment, Current Account Deficit, Fiscal Policy and Fiscal deficit, Monetary Policy, Business Cycle and Stabilization, Purchasing Power Parity.  Industrial Policy in India: Production Linked Incentive (PLI) scheme for promoting manufacturing of Telecom & Networking Products in India, Atma Nirbhar Bharat Abhiyan. | |
| **Topics for Flipped Classes:** Production Linked Incentive (PLI) scheme for promoting manufacturing of Telecom & Networking Products in India, Atma Nirbhar Bharat Abhiyan. | |

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| **Unit No.** | **Self-Study Component** |
| 1 | Fundamental Concepts of Managerial Economics |
| 2 | Determinants of Demand, Need for forecasting |
| 3 | Various types of costs |
| 4 | Adoption of the concept of transfer pricing by MNCs |
| 5 | Monetary Policy and Fiscal Policy, Provisions of the recent Union Budget |

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| **Books** | |
|  | **Text Books:** |
| 1. | Geetika, Ghosh & Choudhury, Managerial Economics, McGrawHill 2/e,2011 |
| 2. | Dominick Salvotore, Managerial Economics, Oxford Publishers, 2e, 2016 |
| 3. | D.M Mithani, Managerial Economics, HPH publications, 2016 |
| 4. | Samuelson & Marks, Managerial Economics, Wiley, 5/e,2015 |
|  | **Reference Books:** |
| 1. | Peterson, Lewis and Jain, Managerial Economics, Pearson Education, 4/e, 2008 |
| 2. | G.S.Gupta, Managerial Economics,McGraw Hill Education, 2/e, 2018 |
|  | **E-resourses (NPTEL/SWAYAM.. Any Other)- mention links** |
| 1. | <https://www.edx.org/learn/managerial-economics> |
| 2. | <https://www.indiabudget.gov.in/> |
| 3. | <https://onlinecourses.swayam2.ac.in/imb19_mg16/preview> |
| 4 | <https://www.youtube.com/watch?v=ZXDKdJO3V6Y> |

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| **Course delivery methods** | | **Assessment methods** | |
| 1. | Chalk and Talk | 1. | IA tests |
| 2. | PPT and Videos | 2. | Online Quizzes (Surprise and Scheduled) |
| 3. | Flipped Classes | 3. | Open Book Tests (OBT) |
| 4. | Online classes | 4. | Course Seminar |
|  |  | 5. | Semester End Examination |

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| **Course Outcome (Cos)** | | | | |
| **At the end of the course, the student will be able to** | | **Learning Level** | **PO(s)** | **PSO(s)** |
| 1. | Comprehend the fundamental concepts, theories, and principles of managerial economics | 2 | 2 | 2 |
| 2. | Demonstrate the application of the laws and concepts of economics for informed business decision-making | 3 | 1 | 1 |
| 3. | Analyze the changing economic and business landscape in-order to overcome challenges faced by a businessman | 4 | 4 | 2 |
| 4. | Evaluate the different market structures and develop suitable business strategies | 5 | 1 | 1 |

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| **Program Outcome of this course (POs)** | | **PO No.** |
| 1. | Apply knowledge of management theories and practices to solve business problems. | 1 |
| 2. | Foster analytical and critical thinking abilities for data based decision making. | 2 |
| 3. | Ability to develop value based leadership ability | 3 |
| 4. | Ability to understand, analyze and communicate global, economic, legal and ethical aspects of business | 4 |
| 5. | Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment. | 5 |
| 6. | Ability to make use of relevant skills acquired during the programme for career advancement. | 6 |
| 7. | Ability to acquire entrepreneurial competencies to create value for the society at large. | 7 |

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| **Program Specific Outcome of this course (PSOs)** | | **PSO No.** |
| 1. | To groom students to manage | **1** |
| 2. | To train students to acquire analytical and research competencies for continuous learning | **2** |
| 3. | To encourage entrepreneurial competences amongst learners to create | **3** |

**Mapping through Direct Assessment:**

**Rubrics:**

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| **Levels** | **Target** |
| **1 (Low)** | 60 % of the total marks is scored by less than 55% of the students. |
| **2 (Medium)** | 60 % of the total marks is scored by 55% to 75% of the students. |
| **3 (High)** | 60 % of the total marks is scored by more than 75% of the students. |

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| **CO-PO Mapping (planned)** | | | | | | | | | | | | | **CO-PSO Mapping (planned)** | | |
| **CO** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO 10** | **PO 11** | **PO 12** | **PSO1** | **PSO2** | **PSO3** |
| **1** | **2** | **3** |  | **1** |  |  |  |  |  |  |  |  | **2** | **3** | **1** |
| **2** | **3** | **2** |  |  |  |  | **1** |  |  |  |  |  | **3** | **2** | **1** |
| **3** | **3** | **2** |  |  |  | **1** |  |  |  |  |  |  | **2** | **3** | **1** |
| **4** | **3** | **2** |  | **1** |  | **1** |  |  |  |  |  |  | **3** | **2** | **1** |
| **5** | **3** | **2** | **1** | **1** | **1** | **1** | **1** |  |  |  |  |  | **3** | **2** | **1** |
| **Mention the levels: 1, 2, 3** | | | | | | | | | | | | |  |  |  |

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| **Detailed Syllabus**  **Legal and Business Environment** |

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| **Course Code** | **22MBA207** | **Credits L-T-P** | 4- 0- 0 |
| **Course type** | PC | **Total credits** | 4 |
| **Hours/week: L-T-P** | 4- 0- 0 | **CIE Marks** | 100 marks |
| **Total Hours:** | Lecture = 50 Hrs; Tutorial = 0 Hrs, Total = 50Hrs | **SEE Marks** | 100 marks |

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| **Course learning objectives** | |
| 1. | To enable the students, understand about the application of overall legal scenario in India. |
| 2. | Familiarize the students with the various acts of Indian legal system |
| 3. | To develop an understanding of IPR and related laws |

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| **Pre-requisites:** Basic understating of legal terms and terminologies |

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| Unit 1: Introduction to business Law and the Contract Act | **Contact Hours = 8 Hours**  **Flipped Classes Content = 2 Hours** |
| Meaning of law, Law of Contract: definition, nature and sources of business law in India, types of contracts, offer – definition and essentials, acceptance and consideration – definition and essentials, exceptions to the rule, no consideration, no contract, capacity of parties, performance of contract, termination of contract, remedies for breach of contract. | |
| Topics for Flipped Classes: Cases pertaining to Contract Act | |

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| Unit – II: Law of partnership and Insurance | **Contact Hours = 8 Hours**  **Flipped Classes Content = 2 Hours** |
| Bailment and Pledge: Definition, essential elements, rights and duties of bailor and bailee. Pledge – essentials, rights and duties of pledger and pledge. Law of insurance – General principles of insurance, life, fire and marine, Difference between Life insurance and General Insurance. Law of partnership: Definition, essentials of partnership, formation of partnerships, kinds of partners, authorities, rights and liabilities of partners, dissolution of partnership firm. | |
| Topics for Flipped Classes: : Cases pertaining to insurance and partnership acts | |

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| Unit – III : Companies Act | **Contact Hours = 8 Hours**  **Flipped Classes Content = 2 Hours** |
| Basic of Companies Act of 2013, definition, characteristics and essentials, Types of companies, Difference between Public and Private Companies, Steps in formation of company. Memorandum of Association, Articles of Association, Prospectus and types. Directors: appointment, power, duties and liabilities, meeting and resolutions: types of meetings. Auditor: appointment, rights and liabilities, Modes of winding up of a company. | |
| **Topics for Flipped Classes: Cases pertaining to Companies Act** | |

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| **Unit – IV : Sale of Goods Act and Consumer Protection Act** | **Contact Hours = 8 Hours**  **Flipped Classes Content = 2 Hours** |
| Sale of Goods Act : Definition, Essentials, sale v/s agreement to sell, types of goods, Condition v/s warranties, Kinds of conditions and warranties, rights of unpaid seller and remedies  Consumer Protection Act: Objectives, definition, rights and responsibilities of consumer | |
| **Topics for Flipped Classes: National and state consumer protection council (basics and services)** | |

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| **Unit –V : Information Technology Act, 2000** | **Contact Hours = 8 Hours**  **Flipped Classes Content = 2 Hours** |
| IT act background, need and importance, objectives, salient features of IT Act 2000, Digital signatures  Important Section of ITA 2000-offences and penalty | |
| **Topics for Flipped Classes: Applicability and Non-Applicability of the Information Technology Act** | |

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| **Unit No.** | **Self-Study Component** |
| 1 | Practical Cases on Contract Act |
| 2 | Practical Cases on Insurance |
| 3 | Practical Cases on Companies act |
| 4 | Cases on Consumer Protection Act |
| 5 | IPR and related aspects |

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| **Books** | |
|  | **Text Books:** |
| 1. | Goel, P, Business Law for Managers, 1st Ed Dreamtech. |
| 2. | N.D.Kapoor, Elements of Mercantile Law. 1st Ed , Sultan Chand |
|  | **Reference Books:** |
| 1. | Saravanavel & Sumathi, Business Law for Management, 1st Ed , HPH |
|  | **E-resources (NPTEL/SWAYAM.. Any Other)** |
| 2. | https://www.sci.gov.in/judgmentshttp://www.judicialadda.in/LiveClasses  https://study.com/academy/topic/contract-law-basics.html |

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| **Course delivery methods** | | **Assessment methods** | |
| 1. | Chalk and Talk | 1. | IA tests |
| 2. | PPT and Videos | 2. | Online Quizzes (Surprise and Scheduled) |
| 3. | Flipped Classes | 3. | Open Book Tests (OBT) |
| 4. | Online classes | 4. | Course Seminar |
|  |  | 5. | Semester End Examination |

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| **Course Outcome (COs)** | | | | |
| At the end of the course, the student will be able to | | **Learning Level** | **PO(s)** | **PSO(s)** |
| 1. | define the basic provisions of the various legal acts mentioned | L1,L2,L3,L4, | 1,2,4 | 1 |
| 2. | describe the legal provisions and critically evaluate any given business situation | L1,L2,L3,L4, | 1,2,4 | 1 |
| 3. | interpret the legal consequences for a given business situation | L1,L2,L3,L4, | 1,2,4 | 1 |
| 4. | relate and examine suitable legal outcomes of a given business situation | L1,L2,L3,L4, | 1,2,4 | 1 |
| 5. | support and defend their stand pertaining to legal practices adopted for a business situation | L1,L2,L3,L4, | 1,2,4 | 1 |

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| **Program Outcome of this course (POs)** | | **PO No.** |
| 1. | Apply knowledge of management theories and practices to solve business problems | 1 |
| 2. | Foster analytical and critical thinking abilities for data based decision making | 2 |
| 3. | Ability to understand, analyze and communicate global, economic, legal and ethical aspects of business | 4 |

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| **PROGRAM SPECIFIC OUTCOMES (PSOs)** | |
| **1.** | To groom students to manage, understand, develop and create competitive and sustainable advantage to organizations and society through managerial and technical skills, moral values and ethical practices |
| **2.** | To train students to acquire analytical and research competencies for continuous learning, professional growth and career advancement |
| **3.** | To encourage entrepreneurial competences amongst learners to create, innovate and provide better service to community |

**Rubrics:**

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| **Levels** | **Target** |
| **1(Low)** | If 60% of marks are scored by less than 50%of the students |
| **2(Medium)** | If 60% of the marks are scored by 65% of the students |
| **3(High)** | If 60% of marks are scored by 70% of the students |

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| **CO-PO Mapping (planned)** | | | | | | | | | | | | | **CO-PSO Mapping(planned)** | | |
| **CO** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** | **PO 11** | **PO 12** | **PSO1** | **PSO2** | **PSO3** |
| **1** | 2 | 2 |  | 3 |  |  |  |  |  |  |  |  | 3 |  |  |
| **2** | 2 | 2 |  | 2 |  |  |  |  |  |  |  |  | 2 |  |  |
| **3** | 2 | 2 |  | 3 |  |  |  |  |  |  |  |  | 3 |  |  |
| **4** | 2 | 2 |  | 2 |  |  |  |  |  |  |  |  | 2 |  |  |
| **5** | 2 | 2 |  | 2 |  |  |  |  |  |  |  |  | 2 |  |  |
| **6** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Mention the levels: 1, 2, 3** | | | | | | | | | | | | |  |  |  |

**Detailed Syllabus**

**Entrepreneurship Development**

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| **Course Code** | **22MBA208** | **Credits L-T-P** | 3- 0- 0 |
| **Course type** | PC | **Total credits** | 3 |
| **Hours/week: L-T-P** | 3- 0- 0 | **CIE Marks** | 100 marks |
| **Total Hours:** | L = 40 Hrs; T = Hrs; P = Hrs  Total = Hrs | **SEE Marks** | 100 marks |

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| **Course learning objectives** | |
| 1. | To understand the basic concepts in the area of entrepreneurship |
| 2. | To understand the role and importance of entrepreneurship for economic development, |
| 3. | To develop personal creativity and entrepreneurial initiative |
| 4. | To adopt the key steps in the elaboration of business idea |
| 5. | To understand the stages of the entrepreneurial process and the resources needed for the successful development of entrepreneurial ventures. |

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| **Pre-requisites :** Students are expected to understand the role of entrepreneurship in developing the economy and students have to read about life story of successful entrepreneurs |

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| **Unit - I** | **10 Hours** |
| **Introduction to Entrepreneurship:**  Meaning, Definition and Scope of Entrepreneurship, Concept of Enterprise, Evolution of Entrepreneurship, Theories of Entrepreneurship. Characteristics and Skills of Entrepreneurship, Concept of Intrapreneurship, Entrepreneur v/s Intrapreneur, Entrepreneur Vs. Manager, Role of Entrepreneurship in Economic Development, Factors affecting Entrepreneurship, Types of Entrepreneurship, Stages in Entrepreneurial Process, Problems of Entrepreneurship | |

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| **Unit - II** | **10 Hours** |
| **Establishing an Enterprise:**  Concept of Entrepreneurial Competency, Developing Entrepreneurial Competencies, Entrepreneurial Culture, Entrepreneurial Mobility, Factors affecting Entrepreneurial Mobility, Types of Entrepreneurial Mobility. Entrepreneurial Motivation: Meaning of Entrepreneurial Motivation, Motivation Theories. Entrepreneurship Development Program: Need and Objectives of EDPs, Phases of EDP, Evaluation of EDPs. Meaning of Business Plan, Business Planning Process, Advantages of Business Planning, Marketing Plan - Production/Operations Plan - Organization Plan - Financial Plan - Final Project Report with Feasibility Study - Preparing a Model Project Report for Starting a New Venture. | |

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| **Unit - III** | **10 Hours** |
| **Start Up Management and Institutions Supporting Entrepreneurs:**  A Brief Overview of Financial Institutions in India, Central Level and State Level Institutions, SIDBI, NABARD, IDBI, SIDCO, Indian Institute of Entrepreneurship, DIC - Single Window Small Industries Service Institute (SISI), Entrepreneurship Development Institute of India (EDII), National Institute of Entrepreneurship & Small Business Development (NIESBUD), National Entrepreneurship Development Board (NEDB), Latest Industrial Policy of Government of India, Financial Support System: Forms of Financial Support, Long Term and Short Term Financial Support, Sources of Financial Support, Development Financial Institutions, Investment Institutions. MSME Policy in India, Agencies for Policy Formulation and Implementation, Start Up Management. | |

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| **Unit - IV** | **10 Hours** |
| **Women Entrepreneurship, Social Entrepreneurship and Rural Entrepreneurship, Family Business**  Women Entrepreneurship: Meaning, Characteristics and Problems of Women Entrepreneurship in India, Developing Women Entrepreneurship in India, Social Entrepreneurship: Concept of Social Enterprise and Social Entrepreneurship, Social Entrepreneurs, Sustainability Issues in Social Entrepreneurship, Rural Entrepreneurship, Family Business Entrepreneurship, History, Importance and Types of Family Business, Rights and Responsibilities of Shareholders of a Family Business, Succession in Family Business, Pitfalls of the Family Business, Strategies for Improving the Capability of Family Business, Improving Family Business Performance. Entrepreneurship Failure, Issues of Entrepreneurial Failure, Entrepreneurial Resurgence, Reasons of Entrepreneurial Failure, Essentials to Avoid Unsuccessful Entrepreneurship. | |

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| **Unit - V** | **10 Hours** |
| **International Entrepreneurship Opportunities and Venture Capital:**  **International Entrepreneurship Opportunities:** The Nature of International Entrepreneurship, Importance of International Business to the Firm, International v/domestic Entrepreneurship, Stages of Economic Development, Entrepreneurship Entry into International Business, Importing and Exporting, Direct Foreign Investment, Barriers to International Trade.  **Venture Capital:** Nature and Overview, Venture Capital Process, Types of Venture Capitalists, Locating Venture Capitalists, Approaching Venture Capitalists | |

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| **Self Study Topics** | |
| Unit No. | **Topic description** |
| 1 | What are the challenges faced by new Entrepreneurs |
| 2 | Identify the competencies required for an entrepreneur |
| 3 | What are the challenges faced by new Entrepreneurs |
| 4 | Identify the reasons for entrepreneurial failure |
| 5 | What are the aspects of Environmental analysis |

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| **Books** | |
|  | **Text Books:** |
| 1. | Jayashree K. Poornima S. C., Abraham K., Kumar S. Anil, Entrepreneurship Development, Newage International Pvt Ltd, First Edition |
| 2. | Poornima Charantimath, Entrepreneurship and Small Business Development, Pearson Education First Edition |
|  | **Reference Books:** |
| 1. | S.S.Khanka Entrepreneurial Development, S.Chand & Co. Ltd. 1999. |
| 2. | Rabindra N. Kanungo, Entrepreneurship and Innovation, Sage Publications, New Delhi, 1998. |
| 3 | EDII, Faulty and External Experts – A Hand Book for New Entrepreneurs Publishers: Entrepreneurship Development Institute of India, Ahmadabad, 1986 |
|  | **E-resourses (NPTEL/SWAYAM.. Any Other)- mention links** |
| 1. | Develop, organize and manage your own business https://[www.edx.org/micromasters/iimbx-](http://www.edx.org/micromasters/iimbx-)  entrepreneurship |

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| **Course delivery methods** | | **Assessment methods** | |
| 1. | Black Board Teaching | 1. | Internal Assessment Test |
| 2. | Power Point Presentation | 2. | Assignments |
| 3. | Class Room Exercise | 3. | Case Studies |
| 4. |  | 4. | Quizzes |
|  |  | 5 | Workshops |
|  |  | 6 | Semester End Examination ( SEE) |

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| **Course Outcome (COs)** | | | |
| At the end of the course, the student will be able to | | Bloom’s Level | |
| 1. | Understand the basic concepts in the area of entrepreneurship | | 2 |
| 2. | Analyze the role and importance of entrepreneurship in economic development | | 3 |
| 3. | Develop personal creativity and entrepreneurial initiative | | 4 |
| 4 | Adopt the key steps in the elaboration of business idea | | 4 |
| 5 | Understand the stages of the entrepreneurial process and the resources needed for the successful development of entrepreneurial ventures | | 2,4 |
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| **Program Outcome of this course (POs)** | | **PO No.** |
| 1. | Apply knowledge of management theories and practices to solve business | **1** |
| 2. | Foster analytical and critical thinking abilities for data based decision making | **2** |
| 3. | Ability to develop value based leadership ability | **3** |
| 4 | Ability to understand, analyze and communicate global, economic, legal and ethical aspects of business | **4** |
| 5 | Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment | **5** |
| 6 | Ability to make use of relevant skills acquired during the programme for career advancement | **6** |
| 7 | Ability toacquireentrepreneurialcompetenciestocreatevalueforthesocietyat large. | **7** |

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| **Program Specific Outcome of this course (PSOs)** | | **PSO No.** |
| 1. | To groom students to manage | **1** |
| 2. | To train students to acquire analytical and research competencies for continuous learning | **2** |
| 3. | To encourage entrepreneurial competences amongst learners to create | **3** |

**Mapping through Direct Assessment:**

**Rubrics:**

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| **Levels** | **Target** |
| **1** | **Low (L):** If 60% of marks are scored by less than 50%of the students |
| **2** | **Medium:** If 60% of the marks arescored by 50% to 70% of the students |
| **3** | **High:** If 60% of marks are scored by 70% of the students |

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| **CO-PO Mapping (planned)** | | | | | | | | **CO-PSO Mapping(planned)** | | |
|  | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PSO1** | **PSO2** | **PSO3** |
| **CO1** |  | **2** |  |  |  |  |  |  | **3** |  |
| **CO2** | **1** |  |  |  |  |  |  |  | **2** |  |
| **CO3** |  | **3** |  |  |  |  |  |  | **3** |  |
| **CO4** |  |  | **3** |  |  |  |  |  |  |  |
| **CO5** |  |  |  | **3** |  |  | **3** |  |  |  |
|  |  |  |  |  | **2** |  | **2** |  |  |  |
| **Mention the levels: 1, 2, 3** | | | |  |  |  |  |  |  |  |

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| **SKILL DEVELOPMENT - II** |

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| **Course Code** | **22MBA209** | **Credits** | 0 |
| **Course type** | MNC | **Total credits** | 0 |
| **Hours/week: L-T-P** | 3-0-0 | **CIE Marks** | 100 marks |
| **Total Hours:** | L = 30 Hrs; T = 0 Hrs; P = 0 Hrs  Total = 30 Hrs | **SEE Marks** | NIL |

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| **Course learning objectives** | |
| 1. | Course is designed to develop employability skills of the student. |

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| **Pre-requisites :** The students should have basic logical reasoning |

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| **Unit - I** | **6 Hours** |
| **Quantitative Aptitude:** Time and Work Data Interpretation, **Logical Reasoning:** Syllogisms | |

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| **Unit - II** | **6 Hours** |
| **Quantitative Aptitude:** Ages  **Verbal Ability:** Change of Speech and Voice, Sentence Completion | |

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| **Unit - III** | **6 Hours** |
| **Quantitative Aptitude:** Time, Speed and Distance Problems on Trains, Boats and Streams  **Logical Reasoning:** Direction Sense Test | |

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| **Unit - IV** | **6 Hours** |
| **Quantitative Aptitude:** Permutation and Combination, Probability  **Verbal Ability:** Critical Reasoning | |

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| **Unit - V** | **6 Hours** |
| **Quantitative Aptitude:** Alligations and Mixtures, **Logical Reasoning:** Data Sufficiency Visual Reasoning | |

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| **Self Study Topics** | |
| Unit No. | **Topic description** |
| 1 | Practice the homework questions on the topics covered in Unit I |
| 2 | Practice the homework questions on the topics covered in Unit II |
| 3 | Practice the homework questions on the topics covered in Unit III |
| 4 | Practice the homework questions on the topics covered in Unit IV |
| 5 | Practice the homework questions on the topics covered in Unit V |

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| **Books** | |
|  | **Text Books:** |
| 1. | 1. Bizotic reading and learning material |

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| **Course delivery methods** | | **Assessment methods** | |
| 1. | Black Board Teaching | 1. | Internal Assessment Test |
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| 3. | Class Room Exercise | 3. | Case Studies |
| 4. |  | 4. | Quizzes |
|  |  | 5. | Workshops |

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| **Course Outcome (COs)** | | | | |
| At the end of the course, the student will be able to | | Bloom’s Level | | |
| 1. | Able to attempt logical reasoning question. | | 3 |

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| **Program Outcome of this course (POs)** | | **PO No.** |
| 1. | Apply knowledge of management theories and practices to solve business problems. | **1** |
| 2. | Foster analytical and critical thinking abilities for data based decision making. | **2** |
| 3. | Ability to make use of relevant skills acquired during the programme for career advancement. | **6** |

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| **Program Specific Outcome of this course (PSOs)** | | **PSO No.** |
| 1. | To groom students to manage | **1** |
| 2. | To train students to acquire analytical and research competencies for continuous learning | **2** |
| 3. | To encourage entrepreneurial competences amongst learners to create | **3** |

**Mapping through Direct Assessment:**

**Rubrics:**

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| **3** | **High:** If 60% of marks are scored by 70% of the students |

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| **CO-PO Mapping (planned)** | | | | **CO-PSO Mapping(planned)** | | |
|  | **PO1** | **PO2** | **PO6** | **PSO1** | **PSO2** | **PSO3** |
| **CO1** | **2** | **2** | **2** |  | **3** |  |
| **Mention the levels: 1, 2, 3** | | | |  |  |  |