

SNJB's
Late Sau. Kantabai Bhavarlalji Jain
College of Engineering

(An Autonomous Institute Affiliated to Savitribai Phule Pune University, Pune)

Shri Neminath Jain Brahmacharyashram (SNJB) (Jain Gurukul)

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ESTD - 1928



Curriculum Structure and Evaluation Scheme
for

Master of Business Administration (M.B.A.)

To be implemented for 2024-26 Batch

(with effect from Academic Year 2024-25)

SNJB's Late Sau. K. B. Jain College of Engineering, Chandwad
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Vision of the Institute:

Transform young aspirant learners towards creativity and professionalism for societal growth through quality technical education.

Mission of the Institute:

1. To transfer the suitable technology, particularly for rural development.
2. To enhance diverse career opportunities among students for building a nation.
3. To acquire the environment of learning to bridge the gap between industry and academics.
4. To share values, ideas, beliefs by encouraging faculties and students for welfare of society.

The Vision of M.B.A. Department:

- Cultivate and empower emerging business leaders, guiding them towards creativity, professionalism, and societal impact through the delivery of quality management education.

Mission of the M.B.A. Department:

1. To empower students through contemporary knowledge and research skills.
2. To drive rural development through accessible and inclusive management education.
3. To broaden the spectrum of career opportunities for students, fostering diversity and contributing to national development.

Program Outcomes (PO):

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.

Program Specific Outcomes (PSO):

1. Creative Changemakers for Rural Growth: Graduates leverage research and knowledge to innovate for economic progress, diversity, and sustainability.
2. Ethical Leaders with Holistic Skillset: Graduates demonstrate academic rigor, ethical conduct, and collaborative leadership, tackling complex business issues for societal growth.

Program Educational Objectives (PEO):

PEO1: To foster Holistic Leadership Development

PEO2: To inspire creative professionals to shape a better business world.

PEO3: To empower students for diverse careers, fostering inclusivity and towards national development.

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ABBREVIATIONS

Abbreviation	Meaning
CC	Core Courses
CIE	Continuous Internal Evaluation
CO	Course Outcomes
EL	Experiential Learning
GE	Generic Electives
L	Lecture
MSE	Mid Semester Examination
P	Practice/ Practical
PEO	Program Educational Objectives
PO	Program Outcomes
PSO	Program Specific Objectives
SB	Skill Based Courses
SC	Specialization Core
SCF	Specialization Core for Finance
SCH	Specialization Core for HR
SCM	Specialization Core for Marketing
SCO	Specialization Core for OSCM
SCR	Specialization Core for RABM
SE	Specialization Electives
SEE	Semester End Examination
SEF	Specialization Elective for Finance
SEH	Specialization Elective for HR
SEM	Specialization Elective for Marketing
SEO	Specialization Elective for OSCM
SER	Specialization Elective for RABM
T	Tutorial
VE	Value Education

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GENERAL COURSE STRUCTURE

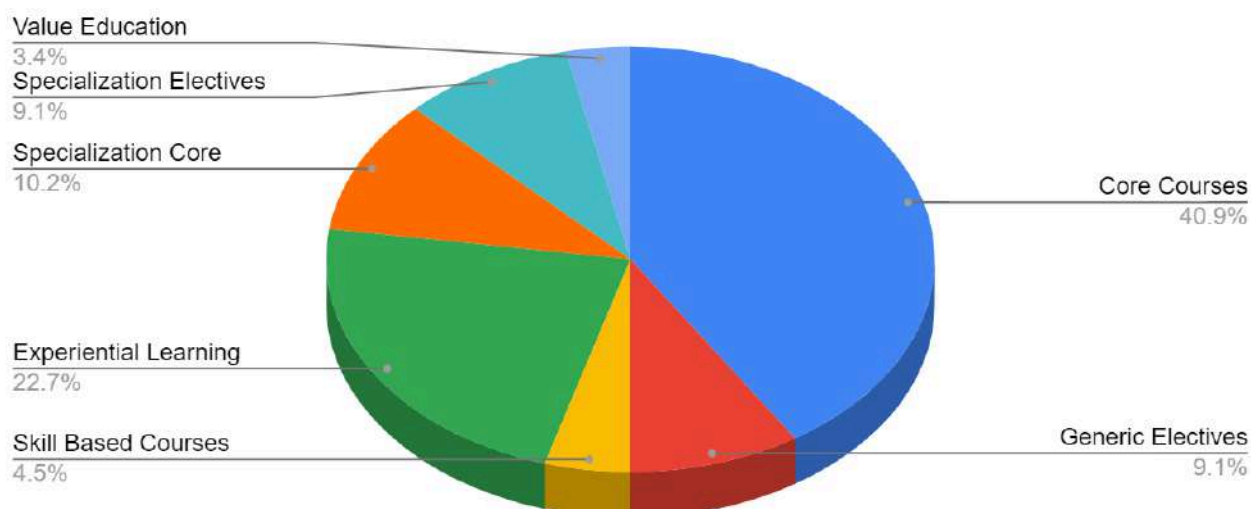
A. Definition of Credit:

1 Hour Lecture (L) per week	1 Credit
2 Hour Tutorial (T) per week	1 Credit
2 Hours Practice/ Practical (P) per week	1 Credit

B. Semester-wise Credit Distribution Structure for Two-Year M.B.A Program:

Course Category	I	II	III	IV	Total Credits	Percentage
Core Courses	15	15	6	–	36	40.9
Generic Electives	4	4	–	–	8	9.1
Skill Based Course	2	2	–	–	4	4.5
Experiential Learning	2	2	3	13	20	22.7
Value Education	-	-	-	3	3	3.4
Specialization Core	–	–	9	–	9	10.2
Specialization Electives	–	–	8	–	8	9.1
Total	23	23	26	16	88	100

Semester Wise Credits Distribution



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Category-wise Courses

1. Core Courses (CC):

Sr. No	Category	Semester	Course Name	Teaching Scheme				
				Hours				Credits
				L	T	P	Total Hours	
01	CC	I	Fundamentals of Marketing	3	-	-	3	3
02	CC	I	Management Accounting	2	-	2	4	3
03	CC	I	Organizational Behaviour and Principles of Management	3	-	-	3	3
04	CC	I	Business Research Methods	3	-	-	3	3
05	CC	I	Managerial Economics	3	-	-	3	3
06	CC	II	Marketing Management	3	-	-	3	3
07	CC	II	Financial Management	2	-	2	4	3
08	CC	II	Human Resource Management	3	-	-	3	3
09	CC	II	Operations and Supply Chain Management	3	-	-	3	3
10	CC	II	Rural and Agri-Business Management	3	-	-	3	3
11	CC	III	Strategic Management	3	-	-	3	3
12	CC	III	Corporate Social Responsibility and Sustainability	3	-	-	3	3
Total Credits								36

2. Generic Electives (GE):

Sr. No	Category	Semester	Course Name	Teaching Scheme				
				Hours				Credits
				L	T	P	Total Hours	
01	GE	I	Startup and New Venture Management	2	-	-	2	2
02	GE	I	Indian Ethos and Business Ethics	2	-	-	2	2
03	GE	I	Digital Business	2	-	-	2	2
04	GE	I	Legal Aspects of Business	2	-	-	2	2

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Sr. No	Category	Semester	Course Name	Teaching Scheme				
				Hours				Credits
				L	T	P	Total Hours	
05	GE	II	Enterprise Performance Management	2	-	-	2	2
06	GE	II	Decision Science	1	-	2	3	2
07	GE	II	Qualitative Research Methods	2	-	-	2	2
08	GE	II	International Business Environment	2	-	-	2	2
Total Credits (Any 4 courses, 2 from each semester)								8

3. Skill Based Courses (SBC):

Sr. No	Category	Semester	Course Name	Teaching Scheme				
				Hours				Credits
				L	T	P	Total Hours	
01	SBC	I	Business Communication-I	1	-	2	3	2
02	SBC	II	Business Communication-II	1	-	2	3	2
Total Credits								4

4. Specialization Core (SC):

Sr. No	Category	Semester	Course Name	Teaching Scheme				
				Hours				Credits
				L	T	P	Total Hours	
Marketing Management								
01	SC	III	Consumer Behaviour	3	-	-	3	3
02	SC	III	Marketing Research	3	-	-	3	3
03	SC	III	Sales and Distribution management	3	-	-	3	3
Financial Management								
04	SC	III	Current Trends in Finance	3	-	-	3	3
05	SC	III	Financial Markets and Institutions	3	-	-	3	3
06	SC	III	International Finance	3	-	-	3	3

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Sr. No	Category	Semester	Course Name	Teaching Scheme				
				Hours				Credits
				L	T	P	Total Hours	
Human Resource Management								
07	SC	III	Recruitment and Selection	3	-	-	3	3
08	SC	III	Performance Management	3	-	-	3	3
09	SC	III	Current Trends in HRM	3	-	-	3	3
Operations and Supply Chain Management								
10	SC	III	Production Planning and Control	3	-	-	3	3
11	SC	III	Logistics and Supply Chain Management	3	-	-	3	3
12	SC	III	Service Operations Management	3	-	-	3	3
Rural and Agri-Business Management								
13	SC	III	Agriculture and Indian Economy	3	-	-	3	3
14	SC	III	Agricultural Marketing Management	3	-	-	3	3
15	SC	III	Rural Marketing	3	-	-	3	3
Total Credits (3 credits each for 3 core courses offered in respective specializations)								9

5. Specialization Electives (SE):

Sr. No	Category	Semester	Course Name	Teaching Scheme				
				Hours				Credits
				L	T	P	Total Hours	
Marketing Management								
01	SE	III	Integrated Marketing Communications	2	-	-	2	2
02	SE	III	Services Marketing	2	-	-	2	2
03	SE	III	Digital Marketing	2	-	-	2	2
04	SE	III	Retailing Management	2	-	-	2	2
05	SE	III	International Marketing	2	-	-	2	2
06	SE	III	Marketing 4.0	2	-	-	2	2
Financial Management								
01	SE	III	Digital Banking	2	-	-	2	2

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Sr. No	Category	Semester	Course Name	Teaching Scheme				
				Hours				Credits
				L	T	P	Total Hours	
02	SE	III	Taxation	1	-	2	3	2
03	SE	III	Fundamental of Insurance	2	-	-	2	2
04	SE	III	Financial Laws	2	-	-	2	2
05	SE	III	Strategic Cost Management	2	-	-	2	2
06	SE	III	Strategic Financial Management	2	-	-	2	2
Human Resource Management								
01	SE	III	Strategic HRM	2	-	-	2	2
02	SE	III	Organizational Development	2	-	-	2	2
03	SE	III	Labour Laws	2	-	-	2	2
04	SE	III	Training and Development	2	-	-	2	2
05	SE	III	Leadership and Change Management	2	-	-	2	2
06	SE	III	Cross Cultural and Global HRM	2	-	-	2	2
Operations and Supply Chain Management								
01	SE	III	World Class Manufacturing	2	-	-	2	2
02	SE	III	Toyota Management Systems	2	-	-	2	2
03	SE	III	Lean Manufacturing Systems	2	-	-	2	2
04	SE	III	Project Management	2	-	-	2	2
05	SE	III	Industry 4.0	2	-	-	2	2
06	SE	III	Business Process Reengineering	2	-	-	2	2
Rural and Agri-Business Management								
01	SE	III	Agricultural Insurance	2	-	-	2	2
02	SE	III	Agri-supply Chain management	2	-	-	2	2
03	SE	III	Rural Banking and Microfinance	2	-	-	2	2
04	SE	III	Rural Tourism Marketing	2	-	-	2	2
05	SE	III	ICT for Agriculture Management	2	-	-	2	2
06	SE	III	Agri- Entrepreneurship	2	-	-	2	2
Total Credits (2 credits from 4 elective courses offered in respective specializations)								08

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6. Experiential Learning (EL):

Sr. No	Category	Semester	Course Name	Teaching Scheme				
				Hours				Credits
				L	T	P	Total Hours	
01	EL	I	Enterprise Analysis and Desk Research	1	-	2	3	2
02	EL	II	Industry Analysis and Desk Research	1	-	2	3	2
03	EL	III	Dissertation	-	-	6	3	3
04	EL	IV	Internship Project	-	-	20	20	10
05	EL	IV	MOOC	3	-	-	3	3
Total Credits								20

7. Value Education (VE):

Sr. No	Category	Semester	Course Name	Teaching Scheme				
				Hours				Credits
				L	T	P	Total Hours	
01	VE	IV	Universal Human Values - II	3	-	-	3	3
Total Credits								3

8. Courses that are offered as Core Course and Specialization Core:

- A student has to undertake all the core courses and specialization core courses that are offered in the M.B.A. program.
- All core courses and specialization core courses are COMPULSORY for students.
- The core courses are spread across the first three semesters.
- The specialization core courses are offered in the third semester only.
- The core courses and specialization core courses are of 3 credits each.

9. Entry and Exit Rule:

- Students will have the flexibility to enter the program in odd semesters and exit a program after the successful completion of even semesters as per their future career needs.
- There shall only be one exit point for those who join the MBA program.
- Students who exit at the end of 1st year shall be awarded a Postgraduate Diploma in Business Management.

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10. Specializations offered

- A Student has to choose only one specialization out of five specializations that are offered by the institute.
- The specializations that are offered by the institute are as follows -
 - Marketing Management
 - Financial Management
 - Human Resource Management
 - Operations and Supply Chain Management
 - Rural and Agri-Business Management
- The Institute will NOT offer a specialization if a minimum of 20% of students are not registered for that specialization.

11. Courses that are offered as Generic Electives

- A Student can opt for any two courses out of the available four courses defined in the above-mentioned list as Generic Electives.
- Two generic elective courses are of 2 credits each.
- The Institute will NOT offer an elective course if a minimum of 20% of students are not registered for that elective course.

8. Courses that are offered as Specialization Electives

- A student can opt for any four courses out of the available six courses defined in the above-mentioned list as Specialization Electives.
- The four specialization elective courses that are offered, consist of 2 credits each.

9. Courses that are offered as Skill-Based Courses

- A student has to compulsorily undertake and complete 2 skill-based courses that are spread across 2 semesters of the First Year of M.B.A.
- This skill-based course will help the students to improve their communication skills and will also increase their employability.

10. Experiential Learning Courses

- A student has to compulsorily undertake and complete 4 Experiential learning courses that are spread across all 4 semesters of M.B.A.
- These skill-based courses will help students develop their analytical skills and also help them improve their employability.

11. Internship Project

- A student has to compulsorily undergo an Internship in an Industry and submit a Project Report.

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TEACHING AND EVALUATION SCHEME FOR FIRST YEAR

Semester – I

Sr. No	Category	Course Code	Course Name	Teaching Scheme					Evaluation Scheme				
				Hours				Credits	Theory Course				Total Marks
				L	T	P	Total Hours		CIE	MSE	SEE	TH Marks	
1	Core Courses	24-CC-M BA-1-01	Fundamentals of Marketing	3	-	-	3	3	20	20	60	100	100
2		24-CC-M BA-1-02	Management Accounting	2	-	2	4	3	20	20	60	100	100
3		24-CC-M BA-1-03	Organizational Behaviour and Principles of Management	3	-	-	3	3	20	20	60	100	100
4		24-CC-M BA-1-04	Business Research Methods	3	-	-	3	3	20	20	60	100	100
5		24-CC-M BA-1-05	Managerial Economics	3	-	-	3	3	20	20	60	100	100
6	Generic Electives	24-GE-M BA-1-01	Startup and New Venture Management	2	-	-	2	2	20	-	30	50	50
7		24-GE-M BA-1-02	Indian Ethos and Business Ethics	2	-	-	2	2	20	-	30	50	50
8		24-GE-M BA-1-03	Digital Business	2	-	-	2	2	20	-	30	50	50
9		24-GE-M BA-1-04	Legal Aspects of Business	2	-	-	2	2	20	-	30	50	50
10	Skill Based Courses	24-SB-M BA-1-01	Business Communication-I	1	-	2	3	2	50	-	-	50	50
11	Experiential Learning	24-EL-M BA-1-01	Enterprise Analysis and Desk Research	1	-	2	3	2	50	-	-	50	50
Total								23	240	100	360	700	700

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Induction Program (Mandatory)	3 Weeks Duration
The induction program (as per AICTE guidelines) is to be completed at the start of the first year.	<ul style="list-style-type: none">• SIP Module 1: UHV 1• SIP Module 2: Physical Health and Related Activities• SIP Module 3: Familiarization of Department/ Branch and Innovation• SIP Module 4: Visit to a Local Area• SIP Module 5: Lectures by Eminent People• SIP Module 6: Proficiency Modules• SIP Module 7: Literature / Literary Activities• SIP Module 8: Creative Practices• SIP Module 9: Extra Curricular Activities

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Semester – II

Sr. No	Category	Course Code	Course Name	Teaching Scheme					Evaluation Scheme				
				Hours				Credits	Theory Course				Total Marks
				L	T	P	Total Hours		CIE	MSE	SEE	TH Marks	
1	Core Courses	24-CC-M BA-1-06	Marketing Management	3	-	-	3	3	20	20	60	100	100
2		24-CC-M BA-1-07	Financial Management	2	-	2	4	3	20	20	60	100	100
3		24-CC-M BA-1-08	Human Resource Management	3	-	-	3	3	20	20	60	100	100
4		24-CC-M BA-1-09	Operations and Supply Chain Management	3	-	-	3	3	20	20	60	100	100
5		24-CC-M BA-1-10	Rural and Agri-Business Management	3	-	-	3	3	20	20	60	100	100
6	Generic Electives	24-GE-MBA-1-05	Enterprise Performance Management	2	-	-	2	2	20	-	30	50	50
7		24-GE-MBA-1-06	Decision Science	1	-	2	3	2	20	-	30	50	50
8		24-GE-MBA-1-07	Qualitative Research Methods	2	-	-	2	2	20	-	30	50	50
9		24-GE-MBA-1-08	International Business Environment	2	-	-	2	2	20	-	30	50	50
10	Skill Based Courses	24-SB-MBA-1-02	Business Communication-II	1	-	2	3	2	50	-	-	50	50
11	Experiential Learning	24-EL-MBA-1-02	Industry Analysis and Desk Research	1	-	2	3	2	50	-	-	50	50
Total				19	-	8	27	23	240	100	360	700	700

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TEACHING AND EVALUATION SCHEME FOR SECOND YEAR

Semester – III

Sr. No	Category	Course Code	Course Name	Teaching Scheme					Evaluation Scheme				
				Hours				Credits	Theory Course				Total Marks
				L	T	P	Total Hours		CIE	MSE	SEE	TH Marks	
1	Core Courses	24-CC-MB A-2-01	Strategic Management	3	-	-	3	3	20	20	60	100	100
2		24-CC-MB A-2-02	Corporate Social Responsibility and Sustainability	3	-	-	3	3	20	20	60	100	100
3	Experiential Learning	24-EL-MB A-2-01	Dissertation	-	-	6	6	3	-	-	-	-	100
4	Specialization Core	24-SCM-MBA-2-01	Consumer Behaviour	3	-	-	3	3	20	20	60	100	100
5		24-SCM-MBA-2-02	Marketing Research	3	-	-	3	3	20	20	60	100	100
6		24-SCM-MBA-2-03	Sales and Distribution management	3	-	-	3	3	20	20	60	100	100
7	Specialization Electives	24-SEM-MBA-2-01	Integrated Marketing Communications	2	-	-	2	2	20	-	30	50	50
8		24-SEM-MBA-2-02	Services Marketing	2	-	-	2	2	20	-	30	50	50
9		24-SEM-MBA-2-03	Digital Marketing	2	-	-	2	2	20	-	30	50	50
10		24-SEM-MBA-2-04	Retailing Management	2	-	-	2	2	20	-	30	50	50
11		24-SEM-MBA-2-05	International Marketing	2	-	-	2	2	20	-	30	50	50
12		24-SEM-MBA-2-06	Marketing 4.0	2	-	-	2	2	20	-	30	50	50

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4	Specialization Core	24-SCF-M BA-2-01	Current Trends in Finance	3	-	-	3	3	20	20	60	100	100
5		24-SCF-M BA-2-02	Financial Markets and Institutions	3	-	-	3	3	20	20	60	100	100
6		24-SCF-M BA-2-03	International Finance	3	-	-	3	3	20	20	60	100	100
7	Specialization Electives	24-SEF-M BA-2-01	Digital Banking	2	-	-	2	2	20	-	30	50	50
8		24-SEF-M BA-2-02	Taxation	1	-	2	3	2	20	-	30	50	50
9		24-SEF-M BA-2-03	Fundamental of Insurance	2	-	-	2	2	20	-	30	50	50
10		24-SEF-M BA-2-04	Financial Laws	2	-	-	2	2	20	-	30	50	50
11		24-SEF-M BA-2-05	Strategic Cost Management	2	-	-	2	2	20	-	30	50	50
12		24-SEF-M BA-2-06	Strategic Financial Management	2	-	-	2	2	20	-	30	50	50
4	Specialization Core	24-SCH-M BA-2-01	Recruitment and Selection	3	-	-	3	3	20	20	60	100	100
5		24-SCH-M BA-2-02	Performance Management	3	-	-	3	3	20	20	60	100	100
6		24-SCH-M BA-2-03	Current Trends in HRM	3	-	-	3	3	20	20	60	100	100
7	Specialization Electives	24-SEH-M BA-2-01	Strategic HRM	2	-	-	2	2	20	-	30	50	50
8		24-SEH-M BA-2-02	Organizational Development	2	-	-	2	2	20	-	30	50	50
9		24-SEH-M BA-2-03	Labour Laws	2	-	-	2	2	20	-	30	50	50
10		24-SEH-M BA-2-04	Training and Development	2	-	-	2	2	20	-	30	50	50

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11		24-SEH-M BA-2-05	Leadership and Change Management	2	-		2	2	20	-	30	50	50
12		24-SEH-M BA-2-06	Cross Cultural and Global HRM	2	-	-	2	2	20	-	30	50	50
4	Specialization Core	24-SCO-M BA-2-01	Production Planning and Control	3	-	-	3	3	20	20	60	100	100
5		24-SCO-M BA-2-02	Logistics and Supply Chain Management	3	-	-	3	3	20	20	60	100	100
6		24-SCO-M BA-2-03	Service Operations Management	3	-	-	3	3	20	20	60	100	100
7	Specialization Electives	24-SEO-M BA-2-01	World Class Manufacturing	2	-	-	2	2	20	-	30	50	50
8		24-SEO-M BA-2-02	Toyota Management Systems	2	-	-	2	2	20	-	30	50	50
9		24-SEO-M BA-2-03	Lean Manufacturing Systems	2	-	-	2	2	20	-	30	50	50
10		24-SEO-M BA-2-04	Project Management	2	-	-	2	2	20	-	30	50	50
11		24-SEO-M BA-2-05	Industry 5.0	2	-	-	2	2	20	-	30	50	50
12		24-SEO-M BA-2-06	Business Process Reengineering	2	-	-	2	2	20	-	30	50	50
4	Specialization Core	24-SCR-M BA-2-01	Agriculture and Indian Economy	3	-	-	3	3	20	20	60	100	100
5		24-SCR-M BA-2-02	Agricultural Marketing Management	3	-	-	3	3	20	20	60	100	100
6		24-SCR-M BA-2-03	Rural Marketing	3	-	-	3	3	20	20	60	100	100

SNJB's Late Sau. K. B. Jain College of Engineering, Chandwad
(An Autonomous Institute Affiliated to Savitribai Phule Pune University, Pune)

Curriculum Structure and Evaluation Scheme

To be implemented for 2024-26 Batch

Department of Master of Business Administration (M.B.A.)

7	Specialization Electives	24-SER-M BA-2-01	Agricultural Insurance	2	-	-	2	2	20	-	30	50	50
8		24-SER-M BA-2-02	Agri-supply Chain management	2	-	-	2	2	20	-	30	50	50
9		24-SER-M BA-2-03	Rural Banking and Microfinance	2	-	-	2	2	20	-	30	50	50
10		24-SER-M BA-2-04	Rural Tourism Marketing	2	-	-	2	2	20	-	30	50	50
11		24-SER-M BA-2-05	ICT for Agriculture Management	2	-	-	2	2	20	-	30	50	50
12		24-SER-M BA-2-06	Agri-Entrepreneurship	2	-	-	2	2	20	-	30	50	50
Total				22	-	7	29	23	180	100	420	700	800

Semester – IV

Sr. No	Category	Course Code	Course Name	Teaching Scheme					Evaluation Scheme				
				Hours				Credits	Theory Course				Total Marks
				L	T	P	Total Hours		CIE	MSE	SEE	TH Marks	
1	Experiential Learning	24-EL-MBA-2-02	Internship Project	-	-	20	20	10	80	-	120	-	200
2		24-EL-MBA-2-03	MOOC	3	-	-	3	3	40	-	60	100	100
3	Value Education	24-VE-MBA-2-01	Universal Human Values -II	3	-	-	3	3	40	-	60	100	100
Total				6	-	20	26	16	160	-	240	200	400

SEMESTER-I

24-CC-MBA-1-01: Fundamentals of Marketing			
Teaching Scheme: Theory: 03 Hours/Week		Credit: 03	Evaluation Scheme: CIE : 20 Marks MSE : 20 Marks SEE : 60 Marks
Prerequisite Courses: –			
Companion Course: –			
Course Objectives: <ul style="list-style-type: none"> • Understand the fundamental principles and philosophies of marketing. • Analyze the internal and external forces that influence marketing decisions. • Develop a framework for understanding customer needs and creating value. • Apply market segmentation and targeting strategies to identify attractive market segments. • Evaluate consumer buying behavior and its impact on marketing strategies. • Design a marketing mix (7Ps) strategy to achieve marketing objectives. 			
Course Outcomes: After completion of the course, learners should be able to - CO1: Explain the core concepts of marketing and their application in creating customer value. CO2: Analyze the impact of the marketing environment on marketing strategies. CO3: Utilize marketing information to gain customer insights.. CO4: Develop customer-centric marketing strategies through market segmentation, targeting, and value proposition creation. CO5: Evaluate consumer and organizational buying behavior to influence purchase decisions. CO6: Apply the marketing mix and product life cycle stages to optimize marketing strategies for different products.			
Course Contents			
Unit I	Introduction to Marketing	8 Hours	Book No.: T1, T2, T3, R1
Definition & Functions of Marketing- Scope of Marketing, Evolution of Marketing, Core concepts of marketing – Needs, Wants, Demands, Market Offerings, Customer Value and Satisfaction, Customer Delight, Customer loyalty, Exchanges and relationships, Concepts of Marketers and Prospects, Key customer Markets, Marketplaces, Marketspaces, Meta markets, Digital Markets, Brick & Click Model, Impact of Globalization, Technology and Social Responsibility on Marketing. New Consumer Capabilities, New Company Capabilities. Functions of a Marketing Manager, Linkage of Marketing functions with all functions in the organization, Company Orientation toward the Marketplace - Production, Product, Selling, Marketing, Societal and Holistic Marketing Orientation, Selling versus Marketing. Concept of Marketing Myopia. Marketing Process, Understanding Marketing as Creating, Communicating, and Delivering Value.			
#Exemplar/Case Studies: Discuss various brands using brick and click models and metamarkets.			
*Mapping of Course Outcomes		CO1	

Unit II	Marketing Environment	6 Hours	Book No.: T1, T3, R1, R3
Concept of Marketing Environment, Macro Environment & Micro Environment – Components & Characteristics, Major Forces Impacting the Macro Environment & Micro Environment, Need for analyzing the marketing environment, Analyzing the Demographic, Economic, Socio-cultural, Natural, Technological, and Political and Legal Environment, Responding to the Marketing Environment			
#Exemplar/Case Studies: Use micro and macro environmental analysis for launching a new web series.			
*Mapping of Course Outcomes		C02	
Unit III	Customer Value-Driven Marketing Strategy	7 Hours	Book No.: T1, T2, T3, R1
Marketing Strategy, Segmentation - Concept, Need & Benefits. Bases for Segmenting Consumer Markets - Geographic, Demographic, Psychographic, Behavioural, Bases for segmentation for business markets, Criteria for effective segmentation, Levels of segmentation, Mass marketing, Segment Marketing, Niche & Local Marketing, Long Tail Marketing. Market Potential & Market Share Market Targeting - Concept of Target Markets Market Targeting and Criteria for Selection, Evaluating and Selecting the Market Segments – Full Market Coverage, Multiple Segment Specialization, Single-Segment Concentration, Positioning - Concept of differentiation & positioning, Value Proposition & Unique Selling Proposition.			
#Exemplar/Case Studies: How segmentation, targeting and positioning is used in			
*Mapping of Course Outcomes		C04	
Unit IV	Consumer Behavior	6 Hours	Book No.: T1, T2, T3, R1
Meaning & importance of consumer behavior, Comparison between Organizational Buying behavior and consumer buying behavior, Buying roles, Five steps buyer decision process with real life situations– Problem Recognition, Information Search, Evaluation of Alternatives, Purchase Decision, Post Purchase behavior, Moment of Truth, Zero Moment of Truth, ZMOT, Moderating effects on consumer behavior, Business Buyer Decision Process			
#Exemplar/Case Studies: Case studies on various types consumer buying situations and buying roles			
*Mapping of Course Outcomes		C05	
Unit V	Marketing Mix and Product Life Cycle	7 Hours	Book No.: T1, T2, T3, R1
Origin & Concept of Marketing Mix, 7P's - Product, Price, Place, Promotion, People, Process, Physical evidence. Product Life Cycle: Concept, characteristics of Product Life Cycle (PLC), Relevance of PLC, Types of PLC, Strategies across stages of the PLC.			
#Exemplar/Case Studies: Give presentation on marketing mix designs of various types of products also include product life cycles			
*Mapping of Course Outcomes		C06	

Unit VI	Managing Marketing Information to Gain Customer Insights	5 Hours	Book No.: T1, T3, R1, R2
Marketing Information and Customer insights, Marketing Research Process and significance, Analyzing and using marketing information, Concept of Customer Relationship Management, Big Data, Marketing Analytics and Artificial Intelligence, Other marketing information considerations			
#Exemplar/Case Studies: Discuss the current practices of various companies for customer relationship management.			
*Mapping of Course Outcomes		CO3	
Learning Resources			
Text Books:			
T1. Marketing Management, Philip Kotler, Kevin Lane Keller, Abraham Koshy, Mithileshwar Jha, Pearson, T2. Marketing Management, Rajan Saxena, TMGH T3. MKTG, Lamb, Hair, Sharma, McDaniel, Cengage Learning			
Reference Books :			
R1. Principles of Marketing, Philip Kotler, Gary Armstrong, Shridhar Balasubramanian, Prafulla Agnihotri, Pearson R2. Marketing Management- Text and Cases, Tapan K Panda, Excel Books R3. Marketing Management, Ramaswamy & Namakumari, Macmillan.			
Additional Resources: (Books, e-Resources) B1. Fundamentals of Marketing Management - Etzel M. J, B J Walker & William J.Stanton, TMGH B2. Marketing Management: S.A. Sherlekar, HPH B3. Case Studies In Marketing: The Indian Context, R Srinivasan, PHI B4. Marketing Management- Karunakaran, HPH. B5. Marketing Whitebook https://www.marketingteacher.com/			
MOOC Courses links : https://archive.nptel.ac.in/courses/110/104/110104068/#			

24-CC-MBA-1-02: Management Accounting

Teaching Scheme:
Theory: 2 Hours/Week
Practice: 2 Hours/Week

Credit: 3

Evaluation Scheme:
CIE : 20 Marks
MSE : 20 Marks
SEE : 60 Marks

Prerequisites Courses: –

Companion Course: –

Course Objectives:

- Understand the fundamentals of Accounting:
- Distinguish between cost accounting, financial accounting, and managerial accounting, and explain how they are interrelated.
- Apply your understanding of accounting principles by independently solving numerical problems related to cost accounting, financial accounting, budgeting, and other relevant areas.
- Develop critical thinking and analytical skills to assess a situation by identifying and evaluating both financial and non-financial factors.
- Evaluate the financial implications of various management decisions, considering both potential benefits and risks, and recommend a course of action
- Design the Financial Statements of Sole Proprietor, Cost Sheet and Budgets

Course Outcomes:

After completion of the course, learners should be able to -

CO1: **Describe** the basic concepts related to Accounting, Cost Accounting, Marginal Costing, Budgeting and Standard Costing.

CO2: **Explain** the difference and relationship between Cost accounting, Financial accounting and Managerial accounting.

CO3: **Perform** all the necessary calculations through the relevant numerical problems.

CO4: **Analyze** the situation and decide the key financial as well as non-financial elements involved in the situation.

CO5: **Evaluate** the financial impact of the decision and determine a reasonable course of action for a given management decision.

CO6: **Create** the Financial Statement of Sole Proprietor, Cost Sheet and Budgets

Course Contents

Unit I

Basic Concepts

8 Hours

Book No: T1, T2, R1, R2

Forms of Business Organization. Meaning and Importance of Accounting in Business Organizations, Basic Concepts and terms used in Accounting, Capital & Revenue Expenditure, Capital & Revenue Receipts, Accounting Concepts and Conventions, Accounting Equation, Journal, Ledger and Trial Balance.

#Exemplar/Case Studies: Create a Journal, Ledger and Trial Balance of a manufacturing organization with the help of transaction details.			
*Mapping of Course Outcomes		CO1, CO2, CO3	
Unit II	Financial Statements:	9 Hours	Book No: T1, T3, R3
Meaning of Financial Statements, Importance and Objectives of Financial Statements.Preparation of Final Accounts of sole proprietary firm.(Numerical on Final Accounts of sole proprietary.)			
#Exemplar/Case Studies: Prepare final accounts of a sole proprietary concern using trial balance.			
*Mapping of Course Outcomes		CO1, CO3	
Unit III	Cost Accounting	8 Hours	Book No: T2, T3, R3
Basic Concepts of Cost Accounting, Objectives,Importance and Advantages of Cost Accounting, Cost Centre, Cost Unit, Elements of Cost, Classification and Analysis of Costs, Relevant and Irrelevant Costs, Differential Costs, Sunk Cost, Opportunity Cost, Preparation of a Simple Cost Sheet. (Numericals on a Simple Cost Sheet.)			
#Exemplar/Case Studies: Develop a cost sheet from available cost data of a Manufacturing Organisation.			
*Mapping of Course Outcomes		CO1, CO3, CO6	
Unit IV	Decision Making Tools	8 Hours	Book No: T2, R2
Marginal Costing: Marginal Cost and marginal costing, Contribution, P/V ratio, Break-even point, Cost Volume Profit Analysis, Practical application of Marginal Costing: Optimizing product mix, Pricing decisions, Make or buy decisions, Accept or Reject special order, shutting down decisions. (Numericals on BEP, CVP, P/V ratio)			
#Exemplar/Case Studies: Calculate BEP, CVP, P/V ratio of a manufacturing Unit from available cost data.			
*Mapping of Course Outcomes		CO1, CO3, CO4, CO5, CO6	
Unit V	Budgetary Control	6 Hours	Book No: T2, R2
Meaning of Budget and Budgeting,Functional Budgets–Raw Material Purchase & Procurement Budget, Cash Budget and Flexible Budget. (Numericals on Cash and Flexible budgets)			
#Exemplar/Case Studies: Prepare cash and flexible budget of a company.			
*Mapping of Course Outcomes		CO1, CO3, CO4, CO5, CO6	
Unit VI	Standard Costing	6 Hours	Book No: T1, R1
Meaning, Importance, Advantages and Disadvantages, and Cost Variance Analysis. Material Variances– Material Cost Variance, Material Rate Variance, Material Usage Variance, Material Mix Variance and Material Yield Variance.			

Labour Variances: Labour Cost Variance, Labour Rate Variance, Labour Efficiency Variance, Labour Mix Variance, Labour Idle Time Variance and Labour Yield Variance. (Computation of Material and Labor variances)	
#Exemplar/Case Studies: Evaluate material and labor variances of any manufacturing organization with the available material and labor data.	
*Mapping of Course Outcomes	C01,C03,C04
Learning Resources	
Text Books	
T1: Management Accounting by Dr Mahesh Kulkarni, Career Publication T2: Accounting For Management-Jawaharlal, Himalaya Publishing House T3: Taxmann Cost Accounting by Kishor R M	
Reference Books :	
R1: Management Accounting –M.Y. Khan and P.K Jain,Tata McGraw Hill R2: Accounting For Managers- Text and Cases by: Bruns William R3: Financial Accounting for Manager by Dhamija A Sanjay	
Additional Resources: (Books, e-Resources): Financial and Cost Accounting by P.Periaswamy. Accounting For Management, S. N. Maheshwari	
MOOC Courses links :	
<ul style="list-style-type: none"> • https://www.coursera.org/learn/financial-accounting-polimi? • https://www.coursera.org/specializations/costaccounting? • https://www.coursera.org/learn/financial-accounting 	

24-CC-MBA-1-03 : Organizational Behavior & Principles of Management

Teaching Scheme:
Theory: 3 Hours/Week

Credit: 3

Evaluation Scheme:

CIE : 20 Marks

MSE : 20 Marks

SEE : 60 Marks

Prerequisites Courses: –

Companion Course: –

Course Objectives:

- To Understand the fundamental concepts of organizational behavior (OB) and its impact on individuals, managers, leaders, and the organization as a whole.
- To Apply OB theories, models, and frameworks to diagnose and analyze real-world organizational problems like conflict, low motivation, and negative attitudes.
- To Develop evidence-based solutions to address common behavioral challenges within organizations, considering individual, team, and leadership dynamics.
- To Evaluate the effectiveness of various managerial competencies and approaches in achieving organizational goals.
- To Explain the importance of core management functions – planning, organizing, decision-making, and controlling – and their role in achieving organizational objectives.
- To Develop a comprehensive understanding of the theoretical underpinnings of OB and its practical applications within diverse organizational settings.

Course Outcomes:

After completion of the course, learners should be able to

CO1: **Describe** the role and need of planning, organizing, decision making and controlling.

CO2: **Explain** the implications of organizational behavior from the perspectives of employees, managers, leaders and the organization.

CO3: **Applying** theories, Models, Principles and Frameworks of organizational behavior in specific organizational settings.

CO4: **Analyzing** human behavioral problems like conflict, motivation, politics, attitudinal issues etc. and develop solutions to these problems.

CO5: **Evaluating** approaches to reorient individual, team, managerial and leadership behavior in order to achieve organizational goals.

CO6: **Create** the conceptual framework of the discipline of OB & PM and its practical applications in the organizational set up.

Course Contents			
Unit I	Fundamentals of OB	4 Hours	Book No.: T1, T2, R3
<p>Understanding Human Behaviour, Foundation of individual behavior, Concept and significance of OB. The diverse workforce, Relationship with managers and management. Contributing disciplines to OB, Models of OB: Autocratic Model, Custodian Model, Supportive Model, Collegial Model and System Model.</p> <p>Personality: Definition Personality, importance of personality in Performance, The Myers-Briggs Type Indicator and The Big Five Personality Model, Johari Window, Emotions: Definition, Types of Emotions, Determinants, Emotional Intelligence. Attitudes: definition, Values, Attitudes, Importance & sources of attitudes, components of Attitude.</p> <p>Perception: Definition & Factors influencing Perception, Perceptual process, Barriers to Perception, Attribution Theory.</p>			
#Exemplar/Case Studies : Discuss on models of OB employed in educational institutions.			
*Mapping of Course Outcomes		CO5	
Unit II	Motivation ,Group Dynamics and Leadership	7 Hours	Book No.: T1, T2,T4 R3.
<p>Motivation: Definition & Concept of Motive & Motivation, The Content Theories of Motivation (Maslow's Need Hierarchy & Herzberg's Two Factor model Theory), The Process Theories (Vroom's expectancy Theory & Porter Lawler model), Contemporary Theories- Equity Theory of Work Motivation</p> <p>Team: Definition, Difference between team and group, Types of team-Problem solving, Selfmanaged, Cross-functional, Virtual teams, Group dynamics ,The Five -Stage Model of Group Development Team Effectiveness & Team Building.</p> <p>Leadership: Introduction,Managers V/s Leaders. Overview of Leadership- Traits and Types, Theories of Leadership- Trait and Behavioral Theories. Relevant case studies on Group dynamics and Leadership .</p>			
#Exemplar/Case Studies : Develop a strategy to keep employees Motivated in the Banking sector.			
*Mapping of Course Outcomes		CO4	
Unit III	Organizational Culture & Conflict	6 Hours	Book No.: T1, T2, R2
<p>Organizational Culture: Meaning and Nature of Organization Culture - Origin of Organization Culture, Functions of Organization Culture, Types of Culture, Creating and Maintaining Organization Culture, Managing Cultural Diversity. Relevant case studies on Conflict management and organization culture.</p> <p>Conflict Management – Definition and Meaning, Sources of Conflict, Types of Conflict, Conflict Management Approaches.</p>			
#Exemplar/Case Studies : Develop conflict management strategies for a multinational company.			

*Mapping of Course Outcomes		C06	
Unit IV	Organizational Change	6 Hours	Book No.: T1, T8, R3
<p>Stress at workplace: Work Stressors – Prevention and Management of stress – Balancing work and Life, workplace spirituality.</p> <p>Organizational Change: Meaning, definition & Nature of Organizational Change, Types of Organizational change, Forces that acts as stimulants to change. Kurt Lewin's- Three step model, How to overcome the Resistance to Change, Methods of Implementing Organizational Change, Developing a Learning Organization.</p>			
#Exemplar/Case Studies : Develop stress management strategies for employees in the IT sector.			
*Mapping of Course Outcomes		C03	
Unit V	Basic concepts of management	6 Hours	Book No.: T9, T10
<p>Definition, Nature, Functions and Importance of Management – Evolution of Management thought – Scientific management, Management Functions,- Levels of Management - Managerial Skills; How Is the Manager's Job Changing?, Importance of Customers to the Manager's Job</p> <p>Planning – Steps in Planning Process – importance and Limitations – Types of Plans - Characteristics of a sound Plan - Management By Objectives (MBO) Social Responsibilities of Business -Goals and Plans, Types of Goals, Types of Plans, Setting Goals and Developing.</p>			
#Exemplar/Case Studies : Explore the different types of plans implemented by a manufacturing company .			
*Mapping of Course Outcomes		C01	
Unit VI	Functions of Management	7 Hours	Book No.: T9, T10
<p>Organizing - Concept, Nature, Importance, Principles, Centralization, Decentralization, Organization Structures- Line and Staff Authority, Functional, Product, Matrix, Geographical, Customer, New Forms of Organization – Virtual, Organizations as Networks - Types of Network Organizations/Clusters - Self- Organizing Systems. Organizational Designs for Change and Innovation - Designing Principles for New Forms of Organizations.</p> <p>Decision Making: The Decision-Making Process -Types of Decisions & Decision-Making Conditions. Decision-Making approaches,Decision Making Styles.</p> <p>Controlling- Definition, need and Importance, The Control Process, Managerial Decisions in Controlling.</p>			
#Exemplar/Case Studies : Discuss the organizational structure of public enterprises			
*Mapping of Course Outcomes		C02	

Learning Resources
Text Books:
T1. Organizational Behaviour, K. Awathappa, Himalaya Publishing House T2. PPM & Organizational Behaviour, Chandrani Singh & Aditi Khatri, SAGE T3. Organizational Behaviour, 9th Ed. - Stephen Robbins T4. Human Behaviour at work - Davis and Newstorm T5. Organizational Behaviour - Harris O Jeff T6. Organizational Behaviour - Tquick James Campbell T7. Fundamental of Management- Robbins T8. Essence of Time Management - Principles And Practice- Leboeuf Michael T9. Principles and Practice Of Management- Shejwalkar P C.
Reference Books:
R1. Organizational Behaviour - Fred Luthans R2. Organizational Behaviour - Tquick James Campbell R3. Understanding Organizational Behavior - Khanna Sushama
Additional Resources:
https://www.uou.ac.in/sites/default/files/slm/MS-101.pdf . https://mrcet.com/downloads/MBA/Management%20and%20Organisational%20Behaviour.pdf .
MOOC Courses links https: https://onlinecourses.nptel.ac.in/noc24_mg38/course

24-CC-MBA-1-04: Business Research Methods			
Teaching Scheme: Theory: 03 Hours/Week		Credit: 03	Evaluation Scheme: CIE : 20 Marks MSE : 20 Marks SEE : 60 Marks
Prerequisites Courses: —			
Companion Course: —			
Course Objectives: <ul style="list-style-type: none"> • To develop a strong foundation in research principles and processes. • To study research design and data collection techniques. • To become aware of data analysis and reporting. 			
Course Outcomes: After completion of the course, learners should be able to CO1: Define various concepts & terms associated with scientific business research. CO2: Explain the terms and concepts used in all aspects of scientific business research. CO3: Make use of scientific principles of research to solve contemporary business research problems. CO4: Examine the various facets of a research problem and illustrate the relevant aspects of the research process from a data driven decision perspective. CO5: Judge the suitability of alternative research designs, sampling designs, data collection instruments and data analysis options in the context of a given real-life business research problem from a data driven decision perspective. CO6: Formulate research proposals to address real-life business research problems.			
Course Contents			
Unit I	Foundations of Research	6 Hours	Book No.: T1, R1
Definition of Research, Need of business research, Characteristics of scientific research method, Typical Research applications in business and management. Questions in Research: Formulation of Research Problem – Management Question – Research Question – Investigation Question, Measurement Questions. The process of business research: Literature review - Concepts and theories - Research questions - Sampling - Data collection - Data analysis - Writing up - The iterative nature of business research process. Practical considerations: Values – researcher & organization. Ethical principles - Harm to participants, Lack of informed consent, Invasion of privacy, Deception, Reciprocity and trust, Affiliation and conflicts of interest. Legal considerations - Data management, Copyright.			
#Exemplar/Case Studies: Preparation of Research questions for real life business problem			

*Mapping of Course Outcomes		C01, C02	
Unit II	Research Design	7 Hours	Book No.: T1, T2, T4, R1
<p>Concept, Features of a robust research design. Exploratory, Descriptive, Quasi Experimental, Experimental research designs, Concept of Cause and Effect, Difference between Correlation and causation. Types of Variables-Independent, Dependent, concomitant, mediating, moderating, extraneous variables, Basic knowledge of Treatment & Control group, Cross-sectional and Longitudinal designs, Qualitative and Quantitative research approaches, Pros and Cons of various designs, choice of a research design. Hypothesis: Definition, research Hypothesis, Statistical hypothesis, Null hypothesis, Alternative Hypothesis, Directional Hypothesis, Non-directional hypothesis. Qualities of a good Hypothesis, Framing Null Hypothesis & Alternative Hypothesis. Concept of Hypothesis Testing - Logic & Importance.</p>			
#Exemplar/Case Studies: Suggesting research design for real life business research			
*Mapping of Course Outcomes		C01, C02, C05	
Unit III	Data & Measurement	6 Hours	Book No.: T1, T2, R2
<p>Meaning of data, Need for data. Secondary Data: Definition, Sources, Characteristics, Advantages and disadvantages over primary data, Quality of secondary data - Sufficiency, adequacy, reliability and consistency. Primary Data: Definition, Advantages and disadvantages over secondary data. Measurement: Concept of measurement, What is measured? Problems in measurement in management research - Validity and Reliability, Levels of measurement - Nominal, Ordinal, Interval, Ratio. Attitude Scaling Techniques: Concept of Scale – Rating Scales viz. Likert Scales, Semantic Differential Scales, Constant Sum Scales, Graphic Rating Scales – Ranking Scales – Paired Comparison & Forced Ranking - Concept and Application. Questionnaire: Questionnaire Construction - Personal Interviews, Telephonic survey Interviewing, Online questionnaire tools.</p>			
#Exemplar/Case Studies: Selecting suitable scaling technique for real life business research			
*Mapping of Course Outcomes		C01, C02	
Unit IV	Sampling: Basic Concepts	7 Hours	Book No.: T2, R3
<p>Defining the Universe, Concepts of Statistical Population, Sample, Characteristics of a good sample. Sampling Frame, determining the sample frame, Sampling errors, Non Sampling errors, Methods to reduce the errors, Sample Size constraints, Non Response. Probability Sample: Simple Random Sample, Systematic Sample, Stratified Random Sample, Area Sampling & Cluster Sampling. Non Probability Sample: Judgment Sampling, Convenience Sampling, Purposive Sampling, Quota Sampling & Snowball Sampling methods. Determining size of the sample: Practical considerations in sampling and sample size, (sample size determination formulae and numericals not expected)</p>			
#Exemplar/Case Studies: Selecting suitable sampling methods for real life business research.			

*Mapping of Course Outcomes		C02, C05	
Unit V	Data Analysis & Report Writing: Data Analysis	9 Hours	Book No.: T1, T2, R1
Cleaning of Data, Editing, Coding, Tabular representation of data, frequency tables, Univariate analysis - Interpretation of Mean, Median Mode; Standard deviation, Coefficient of Variation. Graphical Representation of Data: Appropriate Usage of Bar charts, Pie charts, Line charts, Histograms. Bivariate Analysis: Cross tabulations, Bivariate Correlation Analysis - meaning & types of correlation, Karl Person's coefficient of correlation and spearman's rank correlation. Chi-square test including testing hypothesis of association, association of attributes. Linear Regression Analysis: Meaning of regression, Purpose and use, Linear regression; Interpretation of regression coefficient, Applications in business scenarios. Test of Significance: Small sample tests: t (Mean, proportion) and F tests, Z test. Non-parametric tests: Binomial test of proportion, Randomness test. Analysis of Variance: One way and two-way Classifications.			
#Exemplar/Case Studies: Selecting suitable data analysis method for real life business research.			
*Mapping of Course Outcomes		C05	
Unit VI	Proposal & Report Writing	4 Hours	Book No.: T1, T3, R2
Research Proposal:Elements of a Research Proposal, Writing a research proposal for the real time business problem. Research Reports: Structure of Research report, Report writing and Presentation.			
#Exemplar/Case Studies: Write a Research Proposal for a real life business research			
*Mapping of Course Outcomes		C06	
Learning Resources			
Text Books:			
T1. Business Research Methods, Donald Cooper & Pamela Schindler, TMGH. T2: Business Research Methods, Alan Bryman & Emma Bell, Oxford University Press T3: Research Methods for Social Work, Allen, Earl R. Babbie, Cengage T4: Research Methods in Business Studies: A Practical Guide, Pervez Ghauri, Dr Kjell Gronhaug, Prentice			
Reference Books:			
R1.Business Research Methods, William G. Zikmund, Barry J. Babin, Jon C. Carr, Mitch Griffin, Cengage. R2: Research Methods: The Basics, Nicholas S. R. Walliman, Nicholas Walliman, Routledge, R3: Research Methodology In Management, Dr.V.P. Michael			
Additional Resources: (Books, e-Resources): - https://study.sagepub.com/easterbysmith7e			
MOOC Courses links: https://onlinecourses.swayam2.ac.in/cec20_mg14/preview			

24-CC-MBA-1-05 : Managerial Economics			
Teaching Scheme: Theory: 3 Hours/Week		Credit: 3	Evaluation Scheme: CIE : 20 Marks MSE : 20 Marks SEE : 60 Marks
Prerequisite Courses: –			
Companion Course: –			
Course Objectives: <ul style="list-style-type: none"> • To Explain the key concepts in economics, from a managerial perspective. • To Identify the various issues in an economics context and HIGHLIGHT their significance from the perspective of business decision making. • Examine the inter-relationships between various facets of micro-economics from the perspective of a consumer, firm, industry, market, competition and business cycles. • To Evaluate critical thinking based on principles of microeconomics for informed business decision making. • Elaborate how other firms in an industry and consumers will respond to economic decisions made by a business, and how to incorporate these responses into their own decisions. 			
Course Outcomes: After completion of the course, learners should be able to CO1: Describe fundamental microeconomic principles like supply and demand, market structures, and consumer behavior. CO2: Recognize various economic issues within market environments CO3: Differentiate between related economic concepts and apply them appropriately in business scenarios. CO4: Explain the interactions between economic factors at different levels, such as consumer behavior, firm strategies, and industry dynamics. CO5: Anticipate the reactions of other firms and consumer segments to specific business decisions. CO6: Develop strategic decisions by considering the economic context.			
Course Contents			
Unit I	Managerial Economics	6 Hours	Book No.: T1, T2, R1, R2, R3
Concept of Economy, Economics, Microeconomics, Macroeconomics. Nature and Scope of Managerial Economics, Managerial Economics and decision-making. Concept of Firm, Market, Objectives of Firm: Profit Maximization Model, Economist Theory of the Firm.			

#Exemplar/Case Studies: Draft a model for Profit Maximisation of a Firm			
*Mapping of Course Outcomes		C01, C02	
Unit II	Utility Analysis	4 Hours	Book No.: T1, T2, R1
Meaning, Utility analysis, Measurement of utility, Law of diminishing marginal utility, Indifference curve, Consumer's equilibrium - Budget line and Consumer surplus.			
#Exemplar/Case Studies: Illustrate with example how Consumers Equilibrium can be achieved			
*Mapping of Course Outcomes		C01, C02, C03, C04	
Unit III	Demand Analysis	8 Hours	Book No.: T1, T5, R1, R3
Demand - Concept of Demand, Types of Demand, Determinants of Demand, Law of Demand, Elasticity of Demand, Exceptions to Law of Demand. Uses of the concept of elasticity. Forecasting: Introduction, Meaning and Forecasting, Level of Demand Forecasting, Criteria for Good Demand Forecasting, Methods of Demand Forecasting, Survey Methods, Statistical Methods, Qualitative Methods, Demand Forecasting for a New Products. (Demand Forecasting methods - Conceptual treatment only numerical not expected)			
#Exemplar/Case Studies: Analyze how the trends for elasticity of Demand for petrol and diesel have fluctuated in the past three years.			
*Mapping of Course Outcomes		C01, C02, C03, C04	
Unit IV	Supply & Market Equilibrium	8 Hours	Book No.: T1, T4, R1, R2
Introduction, Meaning of Supply and Law of Supply, Exceptions to the Law of Supply, Changes or Shifts in Supply. Elasticity of supply, Factors Determining Elasticity of Supply, Practical Importance, Market Equilibrium and Changes in Market Equilibrium. Production Analysis: Introduction, Meaning of Production and Production Function, Cost of Production. Cost Analysis: Private costs and Social Costs, Accounting Costs and Economic costs, Short run and Long Run costs, Economies of scale, Cost-Output Relationship - Cost Function, Cost- Output Relationships in the Short Run, and Cost-Output Relationships in the Long Run.			
#Exemplar/Case Studies: Justify the Role of Elasticity of Supply in a day-to-day life.			
*Mapping of Course Outcomes		C01, C02, C03, C04	
Unit V	Revenue Analysis and Pricing Policies	9 Hours	Book No.: T1, T2, R2, R3
Introduction, Revenue: Meaning and Types, Relationship between Revenues and Price Elasticity of Demand, Pricing Policies, Objectives of Pricing Policies, Cost plus pricing. Marginal cost pricing. Cyclical pricing. Penetration Pricing. Price Leadership, Price Skimming. Transfer pricing. Price Determination			

under Perfect Competition- Introduction, Market and Market Structure, Perfect Competition, Price-Output Determination under Perfect Competition, Short-run Industry Equilibrium under Perfect Competition, Shortrun Firm Equilibrium under Perfect Competition, Long-run Industry Equilibrium under Perfect Competition, Long-run Firm Equilibrium under Perfect Competition. Pricing Under Imperfect Competition- Introduction, Monopoly, Price Discrimination under Monopoly, Bilateral Monopoly, Monopolistic Competition, Oligopoly, Collusive Oligopoly and Price Leadership, Pricing Controls, Support Price, Duopoly, Industry Analysis, Need for Government Intervention in Markets, Preventions and Control of Monopolies.			
#Exemplar/Case Studies: Analyze the competitive Strategies in the Smartphone Industry, using examples of Apple, Samsung, and Xiaomi.			
*Mapping of Course Outcomes		CO1, CO2, CO3, CO4, CO5, CO6	
Unit VI	Consumption Function and Investment Function	7 Hours	Book No.: T1, T2, T3, T6, R3
Introduction, Consumption Function, Investment Function, Marginal efficiency of capital and business expectations, Multiplier, Accelerator. Business Cycle: Introduction, Meaning and Features, Phases of Business Cycles, Measures to Control Business Cycles, Business Cycles and Business Decisions.			
#Exemplar/Case Studies: Analyze the performance of Tata motors in the automobile sector correlating with various phases of the business cycle.			
*Mapping of Course Outcomes		CO3, CO4, CO5, CO6	
Learning Resources			
Text Books:			
T1. Managerial Economics, G.S. Gupta, T M H, New Delhi. T2. Managerial Economics - Principles And Worldwide Applications, Salvatore Dominick, Oxford T3. Managerial Economics, Khokhar Yograj, Gnosis. T4. Managerial Economics, Petersen Craig H, Dorling Kindersley Pvt Ltd. T5. Managerial Economics: Analysis Problems and Cases, Mehta P. L, S. Chand & Sons			
Reference Books:			
R1. Managerial Economics by H L Ahuja, S Chand & Co. New Delhi. R2. Managerial Economics - Theory and Applications Mithani D M, Himalaya Publishing House R3. Managerial Economics, Dean Joel A, Prentice Hall			
Additional Resources: (Books, e-Resources) https://www.youtube.com/watch?v=xHmDtO-S1Dk			
MOOC Courses links: https://ugcmoocs.inflibnet.ac.in/			

24-GE-MBA-1-01 Startup and New Venture Management			
Teaching Scheme: Theory: 2 Hours/Week		Credit: 2	Evaluation Scheme CIE : 20 Marks MSE : – SEE : 30 Marks
Prerequisites Courses: –			
Companion Course: –			
Course Objectives: <ul style="list-style-type: none"> Understand the fundamentals concepts of Entrepreneurship. Develop essential skills for identifying and evaluating business opportunities, crafting a business plan, and navigating legal and financial aspects. Foster an entrepreneurial mindset that emphasizes creativity, problem-solving, and the ability to manage and grow a successful venture. 			
Course Outcomes: After completion of the course, learners should be able to CO1: Define the Attributes and Characteristics of Entrepreneurs features and Enumerate the Factors influencing Entrepreneurship Growth. CO2: Understanding the legal and regulatory environment relevant to entrepreneurs in India. CO3: Evaluate business ideas, identify potential opportunities, and develop a feasible business plan. CO4: Analyse the challenges and opportunities associated with launching and growing a new venture. CO5: Apply entrepreneurial knowledge and skills to contribute to the success of existing organizations, demonstrating Entrepreneurial capabilities. CO6: Create a business plan to identify potential challenges.			
Course Contents			
Unit I	Fundamentals of Entrepreneurship	6 Hours	Book No: T1, T2, R2
Concept of Entrepreneur, Intrapreneur and Entrepreneurship, entrepreneur versus manager, qualities and traits of entrepreneurs, theories of entrepreneurship, classification of entrepreneurs, entrepreneurship ecosystem, concept of Start-Ups in India.			
#Exemplar/Case Studies: Discuss qualities of successful entrepreneurs like Ratan Tata, Dhirubai Ambani.			
*Mapping of Course Outcomes		CO1, CO5	
Unit II	Entrepreneurship	7 Hours	Book No: T1, T2, R2

	Development		
Factors Influencing Entrepreneurial Growth: economic, non-economic factors, entrepreneurship development program, entrepreneurial competencies, factors influencing entrepreneurship, role of entrepreneur in Indian Economy, developing entrepreneurial culture.			
#Exemplar/Case Studies: Discuss the role of entrepreneurs in India using Amazon case study.			
*Mapping of Course Outcomes		CO1,CO5	
Unit III	Creating and Starting the Venture	9 Hours	Book No: T1, T2, R1
Creativity and Business Idea, Entrepreneurial Opportunity Search and Identification; Legal Issues for the Entrepreneur, IPR and Entrepreneurship, Feasibility Analysis, Business Plan Formulation, Entrepreneurial Support: Entrepreneurial Policies in India,Role of Government in ED, various schemes -PMEGP, CGTMSE, MPDA, SFURTI. Role of MSDE; Schemes by MSDE: PMKVY, SANKALP, STAR, Role of DIC, SISI, EDII, NIESBUD, NEDB, Start-up India Campaign.			
*Mapping of Course Outcomes		CO1, CO2, CO3, CO4, CO6	
#Exemplar/Case Studies: Prepare business plans for startups in the agricultural industry.			
Unit IV	Entrepreneurial Leadership	6 Hours	Book No: T1, T2, R1
Entrepreneurship Management, Selection of types of ownership, Entrepreneurial Sickness & Rehabilitation, Problems faced by new Start-Ups, Major Industries and Emerging areas in Entrepreneurship.			
#Exemplar/Case Studies: Discuss factors responsible for Sickness of Air India.			
*Mapping of Course Outcomes		CO1, CO2	
Text Books:			
T1. The Dynamics of Entrepreneurial Development by Desai Vasant,Himalaya Publication House T2. Entrepreneur Development by: Taneja Satish, Himalaya Publication House			
Reference Books:			
R1. New Venture Management by Kuratko Donald R2. Entrepreneurship - New Venture Creation by Holt David			
Additional Resources: (Books, e-Resources): Innovation and Entrepreneurship, Peter F. Drucker			
MOOC Courses links: https://www.coursera.org/learn/entrepreneurshipfia			

24-GE-MBA-1-02: Indian Ethos and Business Ethics			
Teaching Scheme: Theory: 2 Hours/Week		Credit: 02	Evaluation Scheme: CIE: 20 Marks SEE: 30 Marks
Prerequisites Courses: –			
Companion Course: –			
Course Objectives: <ul style="list-style-type: none"> • Critically examine the foundation of ethics, business ethics, and moral obligations in business practices. • Analyze the role of Indian ethos in ethical business practices, considering both traditional values and contemporary global standards. • Develop a framework for value-based management that integrates Indian management philosophies with Western practices. • Critically assess the impact of work ethic, stress, and religious/spiritual values on managerial practices. • Design a process for ethical decision-making and develop a personal code of ethics for business conduct, considering the concept of Karma. 			
Course Outcomes: After completion of the course, learners should be able to CO1: Analyze the foundations of ethics and their application to Indian business practices. CO2: Critically evaluate the influence of Indian ethical perspectives on management decisions. CO3: Develop a framework for ethical leadership that integrates Indian values with Western management practices. CO4: Apply ethical reasoning frameworks to resolve business dilemmas in various functional areas.			
Course Contents			
Unit I	Exploring the Intersection of Ethics	7 Hours	Book No.: T1, T2, T3
Understanding the need for Ethics, Business Ethics, and Moral Obligations; ethical values, myths, and ambiguity; Ethics v/s Ethos, Theories of Ethics, Kohlberg's six stages of morality development; ethical Principles in Business, Indian wisdom & Indian approaches towards business ethics; Role of Indian Ethos in Managerial Practices			
#Exemplar/Case Studies: Analyze how Mumbai Dabbawala evolved since last 100 years without losing the Ethics.			

*Mapping of Course Outcomes		C01	
Unit II	Values in Management: Integrating Indian Wisdom and Global Perspectives	6 Hours	Book No.: T1, T2, T3
Work Ethos and Values for Indian Managers, Work Ethics, Stress at the Workplace, Management Lessons from Vedas, Mahabharata, Bible, and Quran. Indian v/s Western Management styles, Relevance of value-based management in a global perspective; Relevance of Values in Management; Gandhian Approach in Management and Trusteeship.			
#Exemplar/Case Studies – Analyze how Google's "Recharge" Program helped cope with stress management at the workplace.			
*Mapping of Course Outcomes		C01	
Unit III	Insights for Ethical Leadership and Corporate Karma	8 Hours	Book No.: T1, T2, T3
Indian Ethos: Values and Ethics; Requisites for Ethics Globally; Indian Systems of Learning system of learning, Karma philosophy and its importance to Managers- Nishkama Karma- Laws of Karma, Law of Creation- Law of Humility- Law of Growth- Law of Responsibility- Law of Connection - Corporate Karma Leadership.			
#Exemplar/Case Studies – How are the teachings of Bhagavad Gita relevant to today's business management?			
*Mapping of Course Outcomes		C02	
Unit IV	Building an Ethical Organizational Culture	7 Hours	Book No.: T1, T2, T3
Ethical tenets of organization culture, developing codes of ethics and conduct, Ethical decision making, ethical reasoning, ethical and value-based leadership, Ethical dilemmas in different business areas of operations, finance, marketing HRM and international business, ethical dilemma resolution process.			
#Exemplar/Case Studies		Analyze the reasons behind Nestle India recalling all Maggi noodles from the market and doing their brand building later on.	
*Mapping of Course Outcomes		C04	
Learning Resources			

Text Books:
<p>T1. Managing for Value, S. S. Iyer; New Age International</p> <p>T2. Perspectives in Business Ethics; Hartman Laura Chatterjee Abha; The McGraw-Hill Company</p> <p>T3. S. A. Sherlekar - Ethics of Management, Himalaya Publishing House.</p>
Reference Books :
<p>R1. Business Ethics and Managerial Values, S. K. Bhatia -; Deep & Deep Publications Pvt. Ltd</p> <p>R2. Corporate Governance & Business Ethics, Mathur UC; Mc Millan</p> <p>R3. Values and Ethics for Organizations - Theory and Practices; S. K. Chakraborty; Oxford University Press</p> <p>R4. Human Values - Prof. A.N. Tripathi New Age International</p>
<p>Additional Resources: (Books, e-Resources)</p> <p>https://bookboon.com/en/business-ethics-ebook</p> <p>https://bookboon.com/en/business-ethics-audiotalk-brendel-ebook</p>
<p>MOOC Courses links :</p> <ul style="list-style-type: none"> • https://ugcmoocs.inflibnet.ac.in/index.php/courses/view_ug/288

24-GE-MBA-1-03: Digital Business			
Teaching Scheme: Theory: 2 Hours/Week		Credit: 02	Evaluation Scheme: CIE : 20 Marks SEE : 30 Marks
Prerequisites Courses: Basic Knowledge of digital Apps			
Companion Course: –			
Course Objectives: <ul style="list-style-type: none"> Students will be able to define and explain core concepts of digital business, including e-commerce models, mobile commerce applications, social commerce strategies, and the Internet of Things (IoT) ecosystem Students will be able to analyze the impact of digital technologies on various business functions like marketing, supply chain management, and customer service. Students will be able to critically evaluate the benefits and limitations of different digital business models. They will also be able to design and propose innovative digital strategies for specific business contexts 			
Course Outcomes: After completion of the course, learners should be able to CO1: Describe the conceptual framework of e commerce, mobile commerce and social commerce. CO2: Summarize the impact of information, mobile, social, digital, IOT and related technologies on society, markets & commerce. CO3: Apply value creation & competitive advantage in a digital Business Environment. CO4: Examine the changing role of intermediaries, changing nature of supply chain and payment systems in the online and offline world. CO5: Evaluate the potential benefits and challenges these changes present for businesses.			
Course Contents			
Unit I	Electronic Commerce	6 Hours	Book No.: T1, T2, R1
The Digital Revolution and Society, The Digital Economy, The Digital Enterprise, Virtual Communities, Online Communities, Defining Electronic Commerce, Emerging E-Commerce Platforms. E-Business, Electronic Markets and Networks; The Content and Framework of E-Commerce, Classification of E-Commerce by the Nature of the Transactions and the Relationships Among Participants, Ecommerce Business Models, Integrating the Marketplace with the Marketspace, Benefits and Limitations of E-Commerce, Impact of E-Commerce on business, government, customers, citizens and society.			
#Exemplar/Case Studies: Identify different E commerce models used in current Business scenarios.			

*Mapping of Course Outcomes		C01, C02	
Unit II	Mobile Commerce, Social Commerce and IoT	6 Hours	Book No.: T1, T2, R1
Mobile Commerce , Attributes Applications and Benefits of M-Commerce, Mobile Marketing - Shopping and Advertising. Social Commerce : Social Commerce, Social Business (Enterprise), Social Business Networks and Social Enterprise, Social Media – Platforms and its comparison, Improved Business Models. Entrepreneur Networks, Enterprise Social Networks, The Benefits and Limitations of Social Commerce, Benefits to Customers, Retailers, Employees, players in the ecosystem. Social Collaboration - Essentials of Social Collaboration, Consumer-to-Consumer Electronic Commerce (C2C), Person-to-Person models. Internet of Things : Concept of IoT, Smart Homes and Appliances, Smart Cities, Smart Cars, Wearable Computing and Smart Gadgets, concept of IOT 4.0 and 5.0			
#Exemplar/Case Studies : Recognise application of IOT in business sectors.			
*Mapping of Course Outcomes		C01, C02	
Unit III	Digital Business Ecosystem	6 Hours	Book No.: T1, T2, T3,R1
Electronic Commerce Mechanisms , Online Purchasing Process, E-Marketplaces Types, Components and Participants, Disintermediation and Reintermediation; Customer Shopping Mechanisms - Webstores, Malls, and Portals, Webstores, Electronic Malls , Web (Information) Portals. Intermediaries : Roles of Intermediaries in E-Marketplaces, Merchant Solutions: Electronic Catalogs, Search Engines, and Shopping Carts, Electronic Catalogs, E-Commerce Search Activities, Auctions - Traditional Auctions Versus E-Auctions, Dynamic Pricing. Changing Supply Chains : Structure of the Supply Chain, EC Order Fulfilment Process Digital Payments : Smart Cards, EC Micropayments, Payment Gateways, Mobile Payments, Digital and Virtual Currencies, Security, Ethical, Legal, Privacy, and Technology Issues.			
#Exemplar/Case Studies : Discuss use of digitization for Auctions, Digital payment Apps in business			
*Mapping of Course Outcomes		C03, C04	
Unit IV	Digital Business Applications	8 Hours	Book No.: T2, R2
Electronic Retailing : B2C Electronic Retailing, Characteristics, Advantages, Limitations, E-Tailing Business Models, Classification of Models by Distribution Channel , Click-and- Brick models, Fintech : E-Banking, Mobile Banking, Pure Virtual Banks, Insurance, and Stock Trading, Other Mobile Finance Applications. Digital Government : Government-to- Citizens, Government-to-Business, Government-to-Government, Government-to-Employees Models,, M-Government. E-Learning : E-Training, and E-Books Basics of E-Learning, Distance Learning and Online Universities ,Online Corporate Training, Social Networks and E-Learning, E-Learning Management Systems, Electronic Books. Online Travel and Tourism Services : Characteristics of Online Travel, Benefits, Limitations, and Competition in Online Travel Services. E-Employment : Online Job Market, Social Networks Based Job Markets, Social Recruiting, Virtual Job Fairs and Recruiting Events, Benefits and Limitations of the Electronic Job Market.			

E-Health: Definition, Electronic Medical Record Systems (EMR), Doctors' System, Patients Services, Medical Devices and Patients Surveillance. Entertainment, Media & Gaming: Digital Products, Social Television, Mobile Entertainment, Gaming - Mobile Games, Social Games, Business of Social Games, Educational Social Games; Mobile Gambling, Mobility and Sports; Social Entertainment.	
#Exemplar/Case Studies: Digital business Application in different business sectors.	
*Mapping of Course Outcomes	C05
Learning Resources	
Text Books:	
T1. Introduction to E Commerce & Social Commerce, Turban E , Whiteside J , King D, Outland J Springer T2. E-Business and E-Commerce Management- Strategy, Implementation and Practice, Dave Chaffey, Pearson Education. T3. Electronic Commerce – A Managerial Perspective, Efraim Turban, David King, Dennis Viehland, Jae Lee, Pearson Education.	
Reference Books:	
R1. Electronic Commerce by SCHNEIDER GARY P R2. Global Electronic Commerce - Theory And Case Studies By: Westland J Christopher Clark T H K	
Additional Resources: (Books, e-Resources) Encyclopedia of E-Commerce, E-Government, and Mobile Commerce by Mehdi Khosrowpour	
MOOC Courses links : <ul style="list-style-type: none"> • https://www.coursera.org/learn/digital-business-models • https://www.coursera.org/learn/understanding-digital-world 	

24-GE-MBA-1-04: Legal Aspects of Business			
Teaching Scheme: Theory: 2 Hours/Week		Credit: 02	Evaluation Scheme: CIE : 20 Marks SEE : 30 Marks
Prerequisite Courses: –			
Companion Course: –			
Course Objectives: <ul style="list-style-type: none"> • To Describe the key terms involved in each Act. • To Summarize the key legal provisions of each Act. • To Illustrate the use of the Acts in common business situations. • To Outline the various facets of basic case laws of each Act from a legal and managerial perspective. • To Discuss and evaluate various case laws. 			
Course Outcomes: After completion of the course, learners should be able to - CO1: Describe important legal terms used in each Act covered in the course. CO2: Summarize the essential legal requirements and stipulations outlined in each Act. CO3: Apply different business law provisions. CO4: Analyze the impact of case laws on business decision-making and managerial practices. CO5: Justify the reasoning and explain the potential consequences of using various legal provisions in these situations.			
Course Contents			
Unit I	The Contract Act, 1872 & The Sale of Goods Act, 1930	9 Hours	Book No.: T1, T3, R1, R2
Essential elements of Valid Contracts, Contracts, of Indemnity & Guarantee, Contingent Contract, Discharge of contract, Breach of contract - Meaning & remedies, Agency - Creation of Agency – Agent and Principal (Relationship/rights), Contract of Sale, Sale & Agreement to Sell, Conditions & warranties, Rights of unpaid seller, Sale by Auction.			
#Exemplar/Case Studies: Discuss essential elements of valid contract for a sale.			
*Mapping of Course Outcomes		CO1, CO2, CO3, CO4, CO5	
Unit II	The Negotiable Instrument Act, 1881	6 Hours	Book No.: T1, T2, T4, R2
Negotiable Instruments – Meaning, Characteristics, Types. Parties, Holder and holder in due course, Negotiation and Types of Endorsements, Dishonor of Negotiable Instrument – Noting and Protest.			

#Exemplar/Case Studies: Draft any one Negotiable Instruments.			
*Mapping of Course Outcomes		CO1, CO2, CO3, CO4, CO5	
Unit III	The Companies (Amendment) Act, 2015	6 Hours	Book No.: T1, T5, R2
Company – Definition, Meaning, Features and Types, One Person Company, Incorporation of Company – Memorandum of Association (MOA), Articles of Association (AOA), Share capital & Debentures, Acceptance of deposits, Appointment of director including woman Director.			
#Exemplar/Case Studies: Draft a memorandum of association for any company.			
*Mapping of Course Outcomes		CO1, CO2, CO3, CO4, CO5	
Unit IV	The Consumer Protection Act, 2019 & Information Technology Act 2000	6 Hours	Book No.: T1, T6, R1
Unfair & Restrictive Trade Practices, Dispute Redressal Forums – District, State & National Forum, Composition, Jurisdiction, Powers, Appellate Authority, Information Technology Act 2000: Digital Signature, Electronic Governance, Electronic Records E-Contracts, E-Commerce & Security, Cyber Crimes			
#Exemplar/Case Studies: Analysis of various e-commerce models.			
*Mapping of Course Outcomes		CO1, CO2, CO3, CO4, CO5	
Learning Resources			
Text Books:			
T1. Business Law, S. D. Geet T2. Business Law, S.S. Gulshan T3. Legal Aspects of Business, Geet S D Deshpande A, Nirali Prakashan T4. Business Law, Bulchandani K R, Himalaya Publishing House T5. Business Law For Management, Gulshan S S, Excel Books T6. Business Law For Managers, Goel P K, Dreamtech Press			
Reference Books :			
R1. Legal Aspects of Business, Akhileshwar Pathak R2. Elements of Mercantile Law, N.D.Kapoor			
Additional Resources: (Books, e-Resources) https://www.youtube.com/watch?v=fp1-pNbHd6A			
MOOC Courses links: https://ugcmoocs.inflibnet.ac.in/			

24-SB-MBA-1-01: Business Communication- I			
Teaching Scheme: Theory: 1 Hours/Week Practice: 2 Hours/Week		Credit: 2	Evaluation Scheme: CIE: 50 Marks
Prerequisite Courses: –			
Companion Course: –			
Course Objectives: <ul style="list-style-type: none"> • To understand the fundamentals of business communication. • To develop proficiency in various forms of written communication. • To enhance oral and interpersonal communication skills for effective business communication. • To explore the integration of technology in communication. 			
Course Outcomes: After completion of the course, learners should be able to <ol style="list-style-type: none"> 1. Recall the key concept of foundational understanding of business communication principles. 2. Understand proficiency in composing various business documents. 3. Apply verbal and nonverbal communication techniques effectively. 4. Analyze interpersonal skills for effective communication in business settings. 5. Evaluate digital tools and platforms appropriately in business communication. 			
Course Contents			
Unit I	Foundations and Principles of Business Communication	9 Hours	Book No.: T1, T2
Overview of Business Communication, Importance of Effective Communication, Functions of Business Communication, Communication Process Model, Types of Communication in Business, Cultural Considerations in Business Communication, Ethical Dimensions of Business Communication.			
#Exemplar/Case Studies : Analyze the ethical considerations that are integral to maintaining trust in the corporate world.			
*Mapping of Course Outcomes		CO1	
Unit II	Written and Digital Communication Skills	9 Hours	Book No.: T1, T2
Principles of Effective Writing- Business, Resume, Business Letters: Formats and Styles, Email Etiquette and Best Practices, Memo Writing Techniques, Report Writing: Structure and Components, Writing Business Proposals, Document Design and Layout, Role of Technology in Communication, Digital			

Communication Tools and Platforms			
#Exemplar/Case Studies : Draft a memo from the HR Manager to an employee asking the reasons for his frequent absenteeism.			
*Mapping of Course Outcomes		C02, C05	
Unit III	Oral and Interpersonal Communication in Business	12 Hours	Book No.: T1, T2
Fundamentals of Oral Communication, Verbal and Nonverbal Communication Skills, Presentation Planning and Preparation, Delivering Effective Presentations, Conducting and Participating in Meetings, Negotiation Skills, Handling Difficult Conversations, Active Listening Skills, Building Professional Relationships, Conflict Resolution Strategies, Cross-Cultural Communication Competence, Communicating with Different Personality Types, Group Discussion and Interview Skills, Feedback and Coaching Techniques, Networking Strategies			
#Exemplar/Case Studies: Conduct a group discussion on contemporary business topics.			
*Mapping of Course Outcomes		C03	
Unit IV	Technology and Ethical Considerations in Business Communication	9 Hours	Book No.: T1, T2
Social Media for Business Communication,Virtual Team Communication,Ethical and Legal Considerations in Digital Communication, Data Privacy and Security, Remote Communication Best Practices			
#Exemplar/Case Studies: Discuss how different social media are used for business communications.			
*Mapping of Course Outcomes		C04, C05	
Learning Resources			
Reference Books :			
R1. "Effective Business Communication" by Herta A. Murphy and Herbert W. Hildebrandt R2. "Business Communication Essentials" by Courtland L. Bovee and John V. Thill			
Text Books :			
T1."Business Communication Today" by Courtland L. Bovee and John V. Thill T2. "Business Communication: Building Critical Skills" by Kitty Locker and Stephen Kaczmarek			
MOOC Courses links :			
https://www.coursera.org/search?query=business%20english%20communication%20skills			

24-EL-MBA-1-01 : Enterprise Analysis and Desk Research		
Teaching Scheme: Theory : 1 Hours/Week Practice: 2 Hours/Week	Credit: 2	Evaluation Scheme: CIE : 50 Marks MSE : - SEE : -
Prerequisites Courses: —		
Companion Course: —		
Course Objectives: <ul style="list-style-type: none"> To Gain a deep understanding of enterprise analysis and its role in business decision-making . To Learn how to identify key business problems or opportunities through desk research. To Learn how to prepare clear, concise, and persuasive reports and presentations . To Learn to identify, gather, and evaluate data relevant to specific enterprises. 		
Course Outcomes: After completion of the course, learners should be able to CO1: Describe the key historical, organizational, market related, financial,governance, leadership and social responsibility dimensions of a real world business organization. CO2: Summarize the regional, national and global footprint of a real world business organization. CO3: Demonstrate the use of secondary resources to profile a real world business organization. CO4: Analyze , using tables and charts, the trends in market standing and financial performance of a real world business organization over the last 5 years. CO5: Compose a succinct summary of future plans of a real world business organization, the company website, shareholders reports and other information available in the public domain. CO6: Imagine the key challenges and opportunities for a real world business organization .		
Course Contents		
Unit I	Enterprise History & organization Structure	12 Hours
Establishment Original & Current Promoters, Business Group or Business Family to which it belongs, Vision-Mission-Philosophy – Values-Quality Policy, Brief profiles, CEO, MD, Members of Board of Directors along with their career highlights CSR Initiatives, Technical and other collaborations if any, Recent Mergers and Acquisitions, if any.organization Structure, Geographical foot print – at the time of inception and spread over the years, company's current head quarter worldwide as well as headquarter / corporate office in India, Manufacturing /Service locations in India and major worldwide,CSR Initiatives.		
#Exemplar/Case Studies : Discuss enterprise history & organization structure of selected companies.		
*Mapping of Course Outcomes		CO1,CO3
Unit II	Markets	9 Hours
Major Customers, customer segments, Products, Product lines, Major Brands, Market Share –nationally, region wise, product wise, Advertising Agency, Advertising Punchline/Slogan, Logo, Key Alliances in the		

past 5 years & impact. Mergers & Acquisitions, if any. Technological developments. Disruptive innovations affecting the organization. Labour unrest if any – reasons thereof and impact. Emerging potential competition through first generation entrepreneurs or global / local players.		
#Exemplar/Case Studies : Discuss product lines, strategic alliances, and emerging challenges .		
*Mapping of Course Outcomes		C03,C04
Unit III	Financials	9 Hours
Data to be studied, tabulated, graphically depicted, analyzed and presented for the last 5 years for the Revenues, Profitability, Market Capitalization, Segmented Revenues, Auditors. Listing status & Scrip Codes – BSE and NSE, Global Listings on International Stock Markets, Share Price Face Value, Current Market Value, Annual High Low Figures, P/E Ratio, Shareholding Pattern.		
#Exemplar/Case Studies : Analyze financial performance and market dynamics of the selected company.		
*Mapping of Course Outcomes		C04,C05
Unit IV	Governance	9 Hours
Philosophy, Action taken by SEBI if any, Involvement in Scams, Insider Trading Issues, Standard & Poor's Corporate Governance Scores, CRISIL Rating. Major Awards and Achievements of the Organization in the last 5 years. Forward looking statements of the top management.		
#Exemplar/Case Studies : Discuss on awards and achievements of the selected service organization .		
*Mapping of Course Outcomes		C05,C06
Learning Resources		
Text Books		
1. No textbooks are prescribed. 2. The course has to be taught using the company annual reports and other publications, Company website, social media feeds, business newspapers and business databases.		
Note: 1. Students should work Individually under the guidance of a faculty. 2. Students should carry out an in depth study of any Organization of their choice. 3. Organizations selected should demonstrate a variety across sectors, ownerships, size, 4. Students should submit a structured detailed report.		
Additional Resources:		
https://www.crisil.com/en/home/investors/financial-information.html https://www.icra.in/Home/Index https://www.sebi.gov.in https://www.businessnewsdaily.com		

SEMESTER-II

24-CC-MBA-1-06: Marketing Management			
Teaching Scheme: Theory: 03 Hours/Week		Credit: 03	Evaluation Scheme: CIE: 20 Marks MSE: 20 Marks SEE: 60 Marks
Prerequisite Courses: Fundamentals of Marketing			
Companion Course: –			
Course Objectives: <ul style="list-style-type: none"> Understand and analyze product classifications and hierarchies to develop effective product mixes. Evaluate pricing strategies to maximize customer value and achieve marketing goals. Design efficient distribution channels considering customer needs and market conditions. Craft an integrated marketing communications plan to target specific audiences and achieve desired outcomes. Assess the effectiveness of marketing plans and propose control measures for ongoing improvement. Integrate ethical and sustainable practices to develop socially responsible marketing strategies. 			
Course Outcomes: After completion of the course, learners should be able to CO1: Analyze product classifications and hierarchies to develop customer-centric product offerings. CO2: Evaluate pricing strategies to maximize customer value and achieve marketing objectives. CO3: Apply channel management strategies to optimize product distribution and customer access. CO4: Create an integrated marketing communications (IMC) plan to achieve specific marketing objectives. CO5: Design the marketing plans and propose control measures for continuous improvement. CO6: Synthesize ethical marketing principles and sustainable practices to design socially responsible marketing strategies.			
Course Contents			
Unit I	Product	8 Hours	Book No.: T1, T2, T4, R1
Meaning, The Role of Product as a market offering, Goods & Services Continuum Classification of consumer products- convenience, shopping, shopping, unsought goods. Classification of industrial products, materials and parts, capital items, supplies and services. The Product Hierarchy, Product Systems and Mixes, Product Line Analysis, Product Line Length, the Customer Value Hierarchy. New Product Development - Need, Booz Allen & Hamilton Classification Scheme for New Products, New Product Development Process - Idea Generation to commercialization. Branding: Concept, Definition and Commodity vs. Brand, Product Vs Brand, and Concept of Brand equity.			
#Exemplar/Case Studies: Identify and classify new products as per Booz Allen Hamilton Classification.			
*Mapping of Course Outcomes		CO1	
Unit II	Pricing	6 Hours	Book No.: T1, T3, R1, R2

<p>Meaning, The Role of Pricing, Importance and Factors influencing pricing decisions. Setting the Price: Setting pricing objectives, Determining demand, Estimating costs, Analyzing competitors' pricing, Selecting pricing method, selecting final price. Adapting the Price: Geographical pricing, Price discounts & allowances, Promotional pricing, Differentiated pricing, concept of transfer pricing, Dynamic pricing (surge pricing, auction pricing), Pricing in online marketing (free, premium, freemium). Price Change: Initiating & responding to price changes.</p>			
#Exemplar/Case Studies: Spot out various brands using different pricing methods discussed.			
*Mapping of Course Outcomes		CO2	
Unit III	Place	6 Hours	Book No.: T1, T2, R1, R2
<p>Meaning, The Role of Marketing Channels, Channel functions & flows, Channel Levels, Channel Design, Decisions - Analyzing customers' desired service output levels, establishing objectives & constraints, Identifying and evaluating major channel alternatives. Channel Options - Introduction to Wholesaling, Retailing, Franchising, Direct marketing, Introduction to Omni channel & hybrid channel options. Market Logistics Decisions - Order processing, Warehousing, Inventory, and Logistics.</p>			
#Exemplar/Case Studies: Use suitable marketing channel levels for different categories of products.			
*Mapping of Course Outcomes		CO3	
Unit IV	Promotion	6 Hours	Book No.: T1, T3,T4, R1,
<p>Meaning, The role of marketing communications in marketing effort. Communication Mix Elements, Introduction to Advertising, Sales Promotion, Personal Selling, Public Relations, Direct Marketing, Concept of Integrated Marketing Communications (IMC), Developing Effective Communication - Communication Process, Steps in Developing effective marketing communication - identifying target audience, determining communication objectives, designing a message, Choosing media, Selecting message source, Collecting feedback. Shaping the overall promotion mix: promotional mix strategy, push-pull strategies.</p>			
#Exemplar/Case Studies: Recognise various promotional tools used by different product segments.			
*Mapping of Course Outcomes		CO4	
Unit V	Product Level Planning	6 Hours	Book No.: T1, T2, R1, R2
<p>Preparation & evaluation of a product level marketing plan, Nature & contents of Marketing Plans - Executive Summary, Situation Analysis, Marketing Strategy, Financials, Control. Marketing Evaluation & Control - Concept, Process & types of control - Annual Plan Control, Profitability Control, Efficiency Control, Strategic Control, Marketing audit.</p>			
#Exemplar/Case Studies: Design and discuss marketing plans of different types of products/ services.			
*Mapping of Course Outcomes		CO5	
Unit VI	Sustainable Marketing: Social Responsibility and Ethics	4 Hours	Book No.: T1, T2, T4, R1

Sustainable Marketing, Social criticisms of marketing, Pathways to sustainable marketing, Marketing ethics, Building sustainable marketing organization	
#Exemplar/Case Studies: Identify the real life cases on sustainable marketing and business ethics.	
*Mapping of Course Outcomes	CO6
Learning Resources	
Text Books:	
T1. Marketing Management, Philip Kotler, Kevin Lane Keller, Abraham Koshy, Mithileshwar Jha, Pearson, T2. Marketing Management, Ramaswamy & Namakumari, Macmillan. T3. Marketing Management, Rajan Saxena, TMGH T4. MKTG, Lamb, Hair, Sharma, McDaniel, Cengage Learning	
Reference Books:	
R1. Principles of Marketing, Philip Kotler, Gary Armstrong, Shridhar Balasubramanian, Prafulla Agnihotri, Pearson R2. Marketing Management- Text and Cases, Tapan K Panda, Excel Books	
Additional Resources: (Books, e-Resources) B1. Marketing Management- Karunakaran, HPH. B2. Case Studies In Marketing: The Indian Context: R Srinivasan, PHI B3. Marketing Management: S.A. Sherlekar, HPH https://www.marketingteacher.com/	
MOOC Courses links : https://onlinecourses.nptel.ac.in/noc22_mg05/preview	

24-CC-MBA-1-07: Financial Management

Teaching Scheme:

Theory : 2 Hours/Week
Practice : 2 Hours/Week

Credit: 3

Evaluation Scheme:

CIE : 20 Marks

MSE : 20 Marks

SEE : 60 Marks

Prerequisites Courses: Management Accounting

Companion Course: –

Course Objectives:

- Understand the fundamental principles of Finance.
- Analyze the financial Statements.
- Demonstrate proficiency in applying accounting principles.
- Analyze a firm's financial health, estimate its working capital needs, determine the optimal capital structure, and critically evaluate various project proposals.
- Evaluate impact of potential impact of business decisions on a firm's financial statements, working capital needs, capital structure, and capital budgeting strategy.
- Apply finance skills to create Comparative Financial Statements using Ratio Analysis (Year-wise, Industry – wise) and Comparative Proposals using Capital Budgeting Techniques.

Course Outcomes:

After completion of the course, learners should be able to

CO1: **Describe** the basic concepts related to Financial Management, various techniques of financial statement analysis, working capital, capital structure, leverages and capital budgeting.

CO2: **Explain** in detail all theoretical concepts throughout the syllabus.

CO3: **Perform** all the required calculations through relevant numerical problems.

CO4: **Analyze** the situation and comment on the financial position of the firm, estimate working capital required, decide ideal capital structure, evaluate various project proposals.

CO5: **Evaluate** impact of business decisions on financial statements, working capital, capital structure and capital budgeting of the firm.

CO6: **Create** Comparative financial statements using Ratio Analysis (Year-wise, Industry – wise) and comparative proposals using capital budgeting techniques.

Course Contents

Unit I

Basic Concepts

6 Hours

Book No: T1,T2,R2

Introduction To Financial Management: Concept of business finance, finance function, scope, organization, Functions of finance Manager, Goals & objectives of financial management, Modern Approaches of Financial Management.

#Exemplar/Case Studies: Discuss the roles of finance manager in any organization.

*Mapping of Course Outcomes		CO1,CO2	
Unit II	Techniques of Financial Statement Analysis	8 Hours	Book No: T1,T3,R2
Introduction, Objectives of financial statement analysis, various techniques of analysis viz common size statements, comparative statements, trend analysis, ratio analysis, funds flow statement & cash flow statements.(Numerical based on calculation and interpretation of ratios)			
#Exemplar/Case Studies: Analyze the financial statement of any manufacturing company using ratio analysis.			
*Mapping of Course Outcomes		CO1,CO3,CO5	
Unit III	Working Capital Management	8 Hours	Book No: T2,T3,R3
Concept of working Capital, components of working capital, significance, types, factors affecting working capital needs, financing approaches for working capital, and methods of forecasting working capital requirements,operating Cycle.(Numerical will be based on Estimation of working capital requirement.)			
#Exemplar/Case Studies: Estimate working capital requirement for any manufacturing company using financial data.			
*Mapping of Course Outcomes		CO1,CO3,CO5,CO6	
Unit IV	Receivable Management	8 Hours	Book No: T2,R2
Receivable Management: Meaning and objective of Receivable Management, Cost Consideration with investment in receivables, Credit Standards, Credit Period, Collection Policy, Credit Evaluation of Individual Accounts.(Problem will be based on Credit Policy)			
#Exemplar/Case Studies: Determine Credit Policy of any organization with the help of financial data.			
*Mapping of Course Outcomes		CO1,CO3,CO6	
Unit V	Capital Structure	7 Hours	Book No: T2, R2
Capital Structure: Meaning and Factors affecting Capital Structure, Different sources of finance. Concept and measurement of Cost of Capital (measurement of Specific Cost and WACC), Trading on Equity, Concept of Leverages and its types,EBIT-EPS Approach (Numerical will be based on Measurement of Specific Cost (Cost of Equity, Preference, Retained Earnings and Debt), Leverages, EBIT-EPS Approach and WACC).			
#Exemplar/Case Studies: Determine WACC of any organization using financial statements.			
*Mapping of Course Outcomes		CO1,CO3,CO4,CO5	
Unit VI	Capital Budgeting	8 Hours	Book No: T4, R1

Capital Budgeting: Meaning, Definition of capital budgeting, time value of money. Tools of evaluation of the project based on traditional techniques and modern techniques - ARR, Payback Period, Discounted Payback Period, NPV, PI & IRR. (Numerical will be based on ARR, Payback Period, Discounted Payback Period, NPV, PI & IRR)

#Exemplar/Case Studies: Evaluating investment proposals of any manufacturing unit using ARR, Payback Period NPV, PI methods.

***Mapping of Course Outcomes**

C01,C03,C04,C05,C06

Learning Resources

Text Books

T1: Financial Management by Chandra Prasanna, McGraw Hill Education India Private Limited
T2: Financial Management-Comprehensive Textbook With Case Studies by: Kishore Ravi M
T3: Financial Management-Text and Cases by: Khan M.Y, PHI Learning Pvt Ltd

Reference Books :

R1: Financial Management-Principles and Practice by Reddy G Sudarsana, Himalaya Publishing House
R2: Financial Management by Horne James C VAN, Pearson Education India

Additional Resources: (Books, e-Resources): Financial Management by P. Periaswamy, McGraw-Hill Education (India) Pvt Limited

MOOC Courses links :

- <https://www.coursera.org/specializations/financial-management>

24-CC-MBA-1-08 : Human Resource Management			
Teaching Scheme: Theory: 3 Hours/Week		Credit: 3	Evaluation Scheme: CIE : 20 Marks MSE : 20 Marks SEE : 60 Marks
Prerequisite Courses: Organisational Behaviour & Principles of Management			
Companion Course: –			
Course Objectives: <ul style="list-style-type: none"> To Describe the role of Human Resource Function in an Organization To Illustrate the different methods of HR Acquisition and retention. To Demonstrate the use of different appraisal and training methods in an organization. To Outline the compensation strategies of an organization. To Interpret the sample job descriptions and job specifications for contemporary entry level roles in real world organizations. To Design the recruitment and compensation policy of the organization. 			
Course Outcomes: After completion of the course, learners should be able to CO1: Define the core functions of HR and articulate their contribution to achieving organizational objectives. CO2: Differentiate between various HR acquisition methods like job postings, talent sourcing, and employee referrals. CO3: Identify different types of performance appraisal methods (e.g., MBO, 360-degree feedback) and their suitability for diverse employee roles. CO4: Analyze the factors influencing compensation decisions, such as job market value, performance, and internal equity. CO5: Translate job requirements into candidate profiles for effective recruitment efforts CO6: Design a compensation policy framework that aligns with organizational goals, budget constraints, and market competitiveness			
Course Contents			
Unit I	Human Resource Management: Concept and Challenges	6 Hours	Book No.: T1, T2, T3, T4, R1
Introduction, Objectives, Scope, Features of HRM, Role of HRM, Importance of HRM, Policies and Practices of HRM, Functions of HRM, Challenges of HRM. Introduction to SHRM: Define SHRM, importance and nature. HRM Models: Harvard Model, SHRM “matching model”.			

#Exemplar/Case Studies: Analyze Strategic Human Resource Management in the Banking Sector			
*Mapping of Course Outcomes		C01	
Unit II	HR Acquisition & Retention: Human Resource Planning	7 Hours	Book No.: T1, T2, T3,R1
Definition, Objective, Need and Importance, HRP Process, Barriers to HRP. Job Analysis Process – Contents of Job Description & Job Specification, Job description Vs job specification, Job design, Factors affecting Job design, Job enrichment Vs job enlargement. Recruitment Introduction & Sources of Recruitment, Difference between recruitment and selection-Recruitment, Selection Process, Induction and Orientation. Career Planning-Process of career planning and development Succession Planning Process, Transfer and Promotion. Retention of Employees: Importance of retention, strategies of retention.			
#Exemplar/Case Studies: Design job description and job specification of marketing manager of a Food and Beverage Company.			
*Mapping of Course Outcomes		C01, C02	
Unit III	Managing Employee Performance and Training	7 Hours	Book No.: T1, T2, T3,R2
Performance Appraisal & Performance Management – Definition, Objective, Importance, Appraisal Process and Appraisal Methods. Why to measure performance and its purpose. Performance Appraisal Vs Performance Management, Potential Management.			
#Exemplar/Case Studies: Analyze performance appraisal in a small and medium enterprise.			
*Mapping of Course Outcomes		C01, C03	
Unit IV	Training and Development	7 Hours	Book No.: T1, T2, T3,R1
Training and Development - Definition – Scope – Conceptual framework of Training and development of Employees, Role of Training in Organizations, Objectives, The Training and Development Process, Training Need Assessment, Types of training, Difference between training and development, E-Learning. Benefits of training, Evaluation of Training Effectiveness: Kirkpatrick model.			
#Exemplar/Case Studies: Discuss the employee training and development Programmes in any multinational corporations.			
*Mapping of Course Outcomes		C01	
Unit V	Compensation Management	7 Hours	Book No.: T1, T2, T3, R2
Concept, Objectives, Importance of Compensation Management, Process, Current Trends in			

Compensation. Factors in compensation plan. Wage/ Salary differentials, Components of salary. Incentives and Benefits – Financial & Nonfinancial Incentive, Fringe Benefits. Employees Separation - Retirement, Termination, VRS, Golden Handshake, Suspension, Concepts & Methods, Grievance Procedure in Indian Industry.			
#Exemplar/Case Studies: Discuss on remuneration policy for directors, key managerial personnel and other employees in a Public Enterprise.			
*Mapping of Course Outcomes		C01, C02, C04, C05, C06	
Unit VI	Emerging Trends in HRM	6 Hours	Book No.: T1, T2, T3, T7
HRIS- Need, Advantages & Uses of HRIS. HR Accounting- Concepts, Objective, Advantage, Limitation & Method. HR Audit- Concept, Objective, Scope & Process. HR Shared Services- Concept, Objective, Benefits, Issues creating HR Shared Services.			
#Exemplar/Case Studies: Analyze any three recent trends in the HR field in the last three years.			
*Mapping of Course Outcomes		C01, C06	
Learning Resources			
Text Books:			
T1. Human Resource Management, Gary Dessler Pearson Education India T2. Human Resource Management: Text and Cases, K Aswathappa , Tata McGraw Hill T3. Human Resource Management, Rao V.S.P., New Delhi Wiley T4: Human Resource Management, Aquinas P G, Vikas Publishing House Pvt Ltd T5: Human Resource Management, Henderson Lain, Universities Press India Pvt Ltd T6: Human Resource Management, Ivancevich John M, Tata McGraw Hill T7: Human Resource Management - A Case Study Approach, Muller Camen Michael, Jaico Publishing			
Reference Books:			
R1. Human Resource Management in Organizations, Izabela Robinson, Jaico Publishing House. R2. Performance Appraisal and Management, Himalaya Publishing House. R3. Human Resource Management, Pinnington Ashly, Oxford University Press.			
Additional Resources: (Books, e-Resources) https://www.youtube.com/watch?v=aPEUKLxxh_k			
MOOC Courses links : <ul style="list-style-type: none">• https://ugcmoocs.inflibnet.ac.in/• https://nptel.ac.in/			

24-CC-MBA-1-09: Operations and Supply Chain Management			
Teaching Scheme: Theory: 3 Hours/Week		Credit: 3	Evaluation Scheme: CIE : 20 Marks MSE : 20 Marks SEE : 60 Marks
Prerequisites Courses: —			
Companion Course: —			
Course Objectives: <ul style="list-style-type: none"> To grasp the fundamental principles of Operations and Supply Chain Management (OSCM). To analyze operations processes. To develop skills in production and inventory planning and control. 			
Course Outcomes: After completion of the course, learners should be able to CO1: Define basic terms and concepts related to Production, Operations, Services, Supply Chain and Quality Management.. CO2: Explain the process characteristics and their linkages with process product matrix in a real world context. . CO3 : Describe the various dimensions of production planning and control and their inter-linkages with forecasting. CO4: Calculate inventory levels and order quantities and make use of various inventory classification methods. CO5: Illustrate the linkages of a typical Supply Chain Model for a product / service with Customer Issues, Logistic and Business Issues in a real world context. CO6: Elaborate upon different operational issues in manufacturing and services organizations where the decision-making element is emphasized.			
Course Contents			
Unit I	Introduction to Operations and Supply Chain Management	7 Hours	Book No.: T1, T2, R2
Definition, Concept, Significance and Functions of Operations and SCM. Evolution from manufacturing to operations management, Physical distribution to Logistics to SCM, Physical Goods and Services Perspectives. Quality: Definitions from various Perspectives, Customers view and Manufacturer's view, Concept of Internal Customer, Overview of TQM and LEAN Management, Impact of Global Competition, Technological Change, Ethical and Environmental Issues on Operations and Supply Chain functions.			

#Exemplar/Case Studies: Examples on quality comparison for any product from manufacturer's & Customer's point of view			
*Mapping of Course Outcomes		CO1	
Unit II	Operations Processes:Process Characteristics in Operations	7 Hours	Book No.: T1, T3, R2
Volume Variety and Flow. Types of Processes and Operations Systems - Continuous Flow system and intermittent flow systems. Process Product Matrix: Job Production, Batch Production, Assembly line and Continuous Flow, Process and Product Layout. Service System Design Matrix: Design of Service Systems, Service Blueprinting.			
#Exemplar/Case Studies: List down at least 05 products or services for each type of operation process.			
*Mapping of Course Outcomes		CO2	
Unit III	Production Planning & Control (PPC)	7 Hours	Book No.: T2, T3, R3
Role and Functions of PPC Demand Forecasting: Forecasting as a Planning Tool, Forecasting Time Horizon, Sources of Data for forecasting, Accuracy of Forecast, Capacity Planning. Production Planning: Aggregate production Planning, Alternatives for Managing Demand and Supply, Master Production Schedule, Capacity Planning - Overview of MRP, CRP, DRP , MRP II. Production Control: Scheduling, Loading, Scheduling of Job Shops and Floor Shops, Gantt Charts.			
#Exemplar/Case Studies: List down an example for managing demand and supply for at least one product with detailed explanation.			
*Mapping of Course Outcomes		CO3	
Unit IV	Inventory Planning	5 Hours	Book No.: T2, R2
Continuous and intermittent demand system, concept of inventory, need for inventory, types of inventory - seasonal, decoupling, and cyclic, pipeline, safety - Implications for Inventory Control Methods. Inventory Costs - Concept and behavior of ordering cost, carrying cost, and shortage cost.			
#Exemplar/Case Studies: Explain all inventory related costs by considering any one product from the market.			
*Mapping of Course Outcomes		CO4	
Unit V	Material analysis	7 Hours	Book No.: T2, R2, R4
EOQ – Definition, basic EOQ Model, EOQ with discounts. Inventory control - Classification of material - ABC Analysis -VED, HML, FSN, GOLF, SOS. (Numericals expected on Basic EOQ, EOQ with discounts &			

ABC), Inventory turns ratios, Fixed Order quantity Model - Periodic Review and Re-order Point			
#Exemplar/Case Studies: Examples of ABC, EOQ & EOQ with discount to be solved.			
*Mapping of Course Outcomes		C04	
Unit VI	Supply Chain Management	6 Hours	Book No.: T4, R1
Supply chain concept, Generalized Supply Chain Management Model - Key Issues in SCM – Collaboration, Enterprise Extension, responsiveness, Cash-to-Cash Conversion. Customer Service: Supply Chain Management and customer service linkages, Availability service reliability, perfect order, customer satisfaction. Enablers of SCM - Facilities, Inventory, Transportation, Information, sourcing, Pricing.			
#Exemplar/Case Studies: Sketch a supply chain for any product			
*Mapping of Course Outcomes		C05	
Learning Resources			
Text Books			
T1: Operations Management Theory & Practice, B.Mahadevan , Pearson. T2: Production and Operations Management, R B Khanna, PHI, New Delhi.. T3: Production & Operations Management, S N Chary, McGraw Hill. T4: Supply Chain Management - Strategy, Planning & Operation,Sunil Chopra, Peter Meindl, D. V. Kalra, Pearson Education.			
Reference Books :			
R1.Supply Chain Logistics Management, Donald Bowersox, David Closs, M Bixby Cooper, Tata McGraw Hill. R2: Operations Management, William J. Stevenson, TMGH. R3: Operations Management, Lee Krajewski, Larry Ritzman, Manoj Malhotra, Pearson Education. R4: Introduction to Materials Management , J.R. Tony Arnold, Stephen Chapman, Ramakrishnan, Pearson.			
Additional Resources: (Books, e-Resources): - https://library.senecapolytechnic.ca/supply/journals , https://locus.sh/resources/ebooks/			
MOOC Courses links :			
● Operations Management - Course https://onlinecourses.nptel.ac.in/noc24_me15/preview			

24-CC-MBA-1-10: Rural & Agri Business Management			
Teaching Scheme: Theory: 3 Hours/Week		Credit: 3	Evaluation Scheme: CIE : 20 Marks MSE : 20 Marks SEE : 60 Marks
Prerequisite Courses: Awareness of rural life & agribusiness.			
Companion Course: –			
Course Objectives: <ul style="list-style-type: none"> Equip students with the fundamentals of managing businesses in rural and agricultural settings. Develop student's skills in analyzing rural markets, evaluating strategies, and fostering innovation in this sector. Foster student's ability to contribute to sustainable and socially responsible rural development. 			
Course Outcomes: After completion of the course, learners should be able to CO1: Explain the key concepts and importance of rural & agri-business management. CO2: Apply problem-solving skills to address real-world issues in rural businesses CO3: Analyze the challenges and opportunities faced by rural businesses CO4: Evaluate marketing and management strategies for rural and agricultural products CO5: Develop a business plan for a sustainable rural venture			
Course Contents			
Unit I	Introduction to Rural & Agri Business	6 Hours	Book No.: T1, R1
Defining Rural Business & Agri-business, Significance in Economic Development, Challenges & Opportunities in Rural Settings.			
#Exemplar/Case Studies: Examples of successful rural businesses in India (consider local examples).			
*Mapping of Course Outcomes		CO1	
Unit II	Rural Marketing & Distribution	6 Hours	Book No.: T1, R1
Understanding Rural Consumers, Rural Marketing Strategies d (Product, Price, Promotion, Place), Distribution Channels for Rural Products.			

#Exemplar/Case Studies Activity: Develop a marketing plan for a sample rural product.			
*Mapping of Course Outcomes		CO1,CO2	
Unit III	Agripreneurship & Innovation	6 Hours	Book No.: T1, R1
Identifying Rural Business Opportunities, Generating Business Ideas, Feasibility Analysis, Developing Business Plans, Support Systems for Rural Entrepreneurs.			
#Exemplar/Case Studies :Guest Speaker: Local entrepreneur or representative from an incubation center.			
*Mapping of Course Outcomes		CO3	
Unit IV	Management of Rural Enterprises	7 Hours	Book No.: T1, R1
Farm Planning & Management, Sustainable Agricultural Practices, Pre & Post-Harvest Management Techniques, Risk Management in Rural Businesses.			
#Exemplar/Case Studies		Field Visit: Local farm or agri-business venture.	
*Mapping of Course Outcomes		CO4,CO6	
Unit V	Financial management for Rural Businesses	7 Hours	Book No.: T1, R1
Rural Credit System & Loan Options, Alternative Financing, Financial Planning & Budgeting.			
#Exemplar/Case Studies: Group Project: Develop a financial plan for a sample rural business.			
*Mapping of Course Outcomes		CO4	
Unit VI	Policy & Sustainability in Rural Business	7 Hours	Book No.: T1, R1
Government Policies for Rural Development, Public-Private Partnerships, Corporate Social Responsibility, Sustainable Development Goals (SDGs) and Rural Business.			
#Exemplar/Case Studies: Class Debate: The role of technology in rural development (benefits vs. challenges).			
*Mapping of Course Outcomes		CO6	
Learning Resources			
Text Books			

T1. Rural Marketing & Agribusiness Management by Dr. M. R. Rao & Dr. N. V. Prasad

Reference Books :

R1.Agricultural Economics & Rural Development by C. H. Hanumantha Rao

Additional Resources: (Books, e-Resources): - <https://agriwelfare.gov.in/>

MOOC Courses links :

- "Introduction to Agribusiness" by Wageningen University & Research (WU&R) on edX (<https://www.edx.org/learn/agriculture>)
- "Rural Development" by The World Bank on edX (<https://www.edx.org/learn/agriculture/delft-university-of-technology-ruralization-creating-new-opportunities-in-rural-areas>)

24-GE-MBA-1-05: Enterprise Performance Management			
Teaching Scheme: Theory: 2 Hours/Week		Credits: 2	Evaluation Scheme: CIE: 20 Marks SEE: 30 Marks
Prerequisites Courses: –			
Companion Course: –			
Course Objectives: <ul style="list-style-type: none"> Define the concept and importance of Enterprise Performance Management Analyze, methodologies, and tools used for strategic planning and execution in EPM Evaluate role of Performance management in measuring and monitoring organizational performance Analyze financial and non-financial measures in performance evaluation of Enterprise. 			
Course Outcomes: After completion of the course, learners should be able to CO1: Enumerate the different parameters of management control of an enterprise CO2: Illustrate the various techniques of enterprise performance management for varied Sectors CO3: Determine the applicability of various tools and metrics as Performance evaluation & Management tools. CO4: Analyze the key financial & non-financial attributes to evaluate enterprise performance			
Course Contents			
Unit I	Management Control System	6 Hours	Book No.: T1, R2
Control System – Planning, Execution, Comparison of achievement with plans, Assessment of deviations, corrective action Management Control System – Definition, Purpose of MCS, Informal and formal control system, Organizational structure and controls for differentiated strategies Behavioral Implications of Control System- Impact of managerial styles on behavior.			
#Exemplar / Case Study: Explain Behavioral implications of control System related to any company by taking suitable examples.			
*Mapping of Course Outcomes		CO1	
Unit II	Performance management	6 Hours	Book No.: T1, R2
Concept, Need, Management control and operational control. Performance Evaluation parameters Financial – Responsibility Accounting. Concept of Responsibility Centers – Revenue Centre, Profit Centre, Cost Centre, Investment Centre. Engineered and Discretionary costs. ROI, ROA, MVA, EVA			

#Exemplar / Case Study - Calculate EVA of a manufacturing company using Financial Statements.			
*Mapping of Course Outcomes		C02 , C04	
Unit III	Non-Financial Performance measures	7 Hours	Book No.: T1, R2
Balance scorecard, Malcom Baldrige framework Measuring SBU Level Performance – Concept, Need, Linkage with EPM , Goal Congruence, Transfer Pricing – Objective, Concept, Methods – Cost Based, market price based & Negotiated, Applicability of transfer pricing.			
#Exemplar / Case Study: Determine transfer pricing of a manufacturing unit using financial statements.			
*Mapping of Course Outcomes		C03	
Unit IV	Performance Evaluation Parameters for Banks & Non Profit Organization	7 Hours	Book No.: T1,T2, R1
Customer Base, NPAs, Deposits, Financial Inclusion, Spread, Credit Appraisal, Investment Performance Evaluation Parameters for Non Profit- Features of Non profit organizations, fund Accounting, governance, product pricing, Strategic planning & Budget preparation.Performance Evaluation Parameters for E Commerce – Features of E commerce, Need of Evaluation, - Business Metrics, Traffic Metrics, and Conversion Metrics, Various KPI used by E commerce industry			
#Exemplar / Case Study: Analyze NPA of a commercial bank with the help of bank’s financial data.			
*Mapping of Course Outcomes		C04	
Learning Resources			
Text Books:			
T1. Management control systems by Robert Anthony & Vijay Govindrajan, Tata McGraw Hill. T2. Management control in Non profit organizations by Robert Anthony and David Young - McGraw Hill.			
Reference Books:			
R1. Principles and Practice of banking by Indian Institute of banking & Finance R2 Financial Management by Prasanna Chandra			
Additional Resources: (Books, e-Resources) Notes of Institute of Cost and Works Accountants of India.			
MOOC Courses links :			
• https://ugcmoocs.inflibnet.ac.in/index.php/courses			

24-GE-MBA-1-06: Decision Science			
Teaching Scheme: Theory : 1 Hour/Week Practice : 2 Hours/Week		Credit: 02	Evaluation Scheme: CIE : 20 Marks SEE : 30 Marks
Prerequisites Courses: Business Research Methods			
Companion Course: —			
Course Objectives: <ul style="list-style-type: none"> • Develop a foundation in quantitative decision-making techniques. • Apply decision-making tools to solve business problems. • Enhance critical thinking and analytical skills for informed decision-making. 			
Course Outcomes: After completion of the course, learners should be able to CO1: Describe the concepts and models associated with Decision Science CO2: Explain the different decision-making tools required to achieve optimization in business. CO3: Apply appropriate decision-making approach and tools to be used in Business environment. CO4: Analyze real-world business situations considering constraints and examine appropriate decision-making tools to solve them. CO5: Evaluate the various facets of a business problem and develop problem solving ability			
Course Contents			
Unit I	Introduction	6 Hours	Book No.: T1, T2, R1
Importance of Decision Sciences & role of quantitative techniques in decision making. Assignment Models: Concept, Flood's Technique/ Hungarian method, applications including restricted, multiple assignments and maximization objectives. Transportation Models: balanced, unbalanced, restriction and maximization, Basic initial solution using North West Corner, Least Cost & VAM.			
#Exemplar/Case Studies: Use of Assignment and Transportation models in business.			
*Mapping of Course Outcomes		CO1,CO2,CO3	
Unit II	Decision Making tools	12 Hours	Book No.: T1, T2, R1
Linear Programming: Concept, Formulation & Graphical Solution. Markov Chains: Applications related to management functional areas, estimation of transition probabilities. Simulation Techniques: Monte Carlo Simulation, scope, and limitations. Game Theory: Concept, 2 × 2 zero sum game, Pure & Mixed Strategy, solution of games with dominance, average dominance method.			

#Exemplar/Case Studies: Examples on use of LPP, Markow chains and simulation techniques.			
*Mapping of Course Outcomes		C01,C02,C03	
Unit III	Probability	12 Hours	Book No.: T1, T2, R3
Probability: Concept, Conditional Probability theorem-based decision making. Probability Distributions: Normal, Binomial, Poisson (Simple numerical for decision making expected). Queuing Theory: Concept, Single Server (M/M/I, Infinite, FIFO), Multi Server (M/M/C, Infinite, FIFO) (Numerical Not expected) , Decision Theory: Concept, Decision making under uncertainty Maximax, Maximin, Minimax regret, Hurwicz's & Laplace criterion, Decision making under risk (EMV, EVPI).			
#Exemplar/Case Studies: Use of Probability and Decision Theory in business decision making.			
*Mapping of Course Outcomes		C02,C03,C04	
Unit IV	Operational research problem	9 Hours	Book No.: T1, T2,T3 R1,R2
CPM & PERT: Concept, Drawing network, identifying critical path, Network calculations- calculating EST, LST, EFT, LFT, Slack, floats & probability of project completion in case of PERT. Network crashing: Concept of project cost and its components, time and cost relationship, crashing of CPM network. Sequencing problem: Introduction, Problems involving n jobs-2 machines, n jobs- 3 machines & n jobs-m machines, Comparison of priority sequencing rules.			
#Exemplar/Case Studies: Other Decision making tool for current business scenario.			
*Mapping of Course Outcomes		C02,C03,C04,C05	
Learning Resources			
Text Books			
T1. Quantitative Techniques in Management by N.D. Vohra Tata, McGraw Hill Publications T2. Operations Research by Hamdy A. Taha, Pearson Publication (latest edition) T3. Operations Research Theory & Applications by J K Sharma- MacMillan Publishers India Ltd.			
Reference Books :			
R1. Introduction to Operations Research by Billey E. Gillett,TMGH (latest edition) R2. Operations Research by R. Pannerselvam, Prentice Hall India			
Additional Resources: (Books, e-Resources):- —			
MOOC Courses links :- —			

24-GE-MBA-1-07: Qualitative Research Methods			
Teaching Scheme: Theory: 2 Hours/Week		Credit: 02	Evaluation Scheme: CIE : 20 Marks SEE : 30 Marks
Prerequisites Courses: Business Research Methods			
Companion Course: —			
Course Objectives: <ul style="list-style-type: none"> To give the students an understanding of Qualitative research and linking with Quantitative research. To apply qualitative research designs and sampling techniques to solve business problems. Critique the strengths and weaknesses of various qualitative data collection methods (e.g., interviews, observations) for specific research questions. Evaluate the quality of qualitative research using criteria like reliability, validity, and trustworthiness. And apply techniques like triangulation and data saturation to ensure research quality. 			
Course Outcomes: After completion of the course, learners should be able to - CO1: Recall the stages of scientific research and qualitative research methods. CO2: Compare characteristics of qualitative research and quantitative research. CO3: Construct appropriate research and sampling designs for Qualitative research work in real world business and non-business contexts CO4: Analyze the use of appropriate Qualitative research methods and Projective techniques in real world Business and non-business contexts. CO5: Assess the Qualitative Research work with the help of different quality criteria			
Course Contents			
Unit I	Qualitative Research	6 Hours	Book No.: T1, T2, R1
Social Research, Nature, Relevance, Need, Characteristics and Limitations of Qualitative Research, Ethics in Qualitative Research, Interrelationship of Qualitative and Quantitative Research, Linking Qualitative and Quantitative Research in One Design, Combining Qualitative and Quantitative Methods, Triangulation. Role of Qualitative Research in Various Business Functions.			
#Exemplar/Case Studies: Combining Qualitative and Quantitative Methods for real life problems.			
*Mapping of Course Outcomes		CO1, CO2	
Unit II	Qualitative Research Design	6 Hours	Book No.: T1, T2, R1

Basic Qualitative Research Designs, Case Studies, Comparative Studies, Retrospective Studies, Longitudinal Qualitative Studies, Appropriateness of the Approach to the Issue, Fitting the Approach into the Research Process. Qualitative Research Sampling - Theoretical Sampling, Gradual Selection as a General Principle in Qualitative Research, Purposive Sampling, Width or Depth as Aims of Sampling, Case Constitution in the Sample, Principle of Saturation.			
#Exemplar/Case Studies: Determine suitable Sampling methods for real life Research problems .			
*Mapping of Course Outcomes		C03	
Unit III	Qualitative Research Methods & Projective Techniques	8 Hours	Book No.: T1, T2, R1,R2
Focused Interview, Semi-Standardized Interview, Problem-Centred Interview, Expert Interview, Group Interviews, Focus Groups, Non-participant Observation, Participant Observation, Ethnography. Grounded Theory Methodology. Principle of projection, applications, association, construction, expression based techniques, Zaltman’s Metaphor Elicitation Techniques.			
#Exemplar/Case Studies: Using Projective techniques to know the inner world. (Recruitment, Behaviour etc).			
*Mapping of Course Outcomes		C01, C02,C04	
Unit IV	Quality Criteria in Qualitative Research	6 Hours	Book No.: T1, T3, R2
Reliability, Validity, Objectivity, Alternative Criteria, Criteria for Evaluating the Building of Theories, Quality Assessment as a Challenge for Qualitative Research, Triangulation, Analytic Induction, Generalization in Qualitative Research, The Constant Comparative Method, Process Evaluation and Quality Management.			
#Exemplar/Case Studies: Develop process of evaluation using criteria like Reliability and Validity.			
*Mapping of Course Outcomes		C01,C05	
Learning Resources			
Text Books:			
T1. An Introduction to Qualitative Research, Uwe Flick, 4th Edition, Sage T2. Research Methods in the Social Sciences, Bridget Somekh & Cathy Lewin, 5th Edition, SageIndia T3. Qualitative Research Methods For The Social Sciences by Howard Lune and Bruce Berg, Pearson			
Reference Books :			

R1. Qualitative Research Methods in Public Relations and Marketing Communications, Christine Baymon & Immy Holloway, Routledge

R2. Qualitative Journeys, Minichiello & Kottler, Sage

Additional Resources: (Books, e-Resources)

1. The SAGE Handbook of Qualitative Research by Norman K. Denzin & Yvonna S. Lincoln
2. Introduction to Qualitative Research Methods by Steven J. Taylor

MOOC Courses links :

- <https://www.coursera.org/learn/qualitative-methods?action=enroll>

24-GE-MBA-1-08: International Business Environment			
Teaching Scheme: Theory: 2 Hours/Week		Credit: 2	Evaluation Scheme: CIE : 20 Marks SEE : 30 Marks
Prerequisites Courses: –			
Companion Course: –			
Course Objectives: <ul style="list-style-type: none"> • Key concepts in international business (e.g., international vs. national business, entry modes) and their relevance to Indian companies. • The influence of various business environment factors (political, legal, cultural) on international business decisions, focusing on India's specific trade environment. • The impact of Trade barriers and regulations (tariffs, non-tariffs, trade blocs, GATT, WTO) on international trade, considering their implications for Indian businesses. • The role of India's foreign trade policy and institutional frameworks in facilitating international trade for Indian companies. 			
Course Outcomes: After completion of the course, learners should be able to CO1: Explain the key differences between international and national business. CO2: Identify and describe various modes of entry into foreign markets. CO3: Analyze the different types of international business environments, including political, legal, and cultural aspects. CO4: Explain the concept of trade barriers, both tariff and non-tariff barriers. CO5: Discuss the formation and functions of trade blocs and the World Trade Organization (WTO). CO6: Explain India's Foreign Trade Policy and the institutional framework for international trade in India.			
Course Contents			
Unit I	Understanding International Business Environments	6 Hours	Book No.: T1, T2, T3
Introduction to International Business, Difference between international and national business, Approaches in International Business, theories of International Business, types of business environment Political, Legal, and Cultural, an overview of macro and microenvironment.			
#Exemplar/Case Studies – Analyze how the U.S.-based fast-food giant like Mcdonald's has adapted to Cultural Preferences (Cultural Environment)			
*Mapping of Course Outcomes		C03	
Unit II	Exploring International Business	8 Hours	Book No.: T1, T2, T3
Modes of entry into foreign markets – Direct exports, Indirect exports, Licensing, Franchising, Turnkey			

Projects, Strategic Alliance, Contract Manufacturing, Mergers, and Acquisitions.			
#Exemplar/Case Studies – Analyze the reasons behind the acquisition of J.L.R. by TATA and how, thereafter, TATAs were able to sustain themselves on foreign soil.			
*Mapping of Course Outcomes		CO1, CO2	
Unit III	Navigating Trade Barriers and Economic Integration	7 Hours	Book No.: T1, T2, T3
Trade barriers Tariff and Non-tariff barriers, trade blocs, forms of economic integration, GATT and the related rounds, and the emergence of WTO, functions of WTO.			
#Exemplar/Case Studies – Analyze the reasons behind the rise of Trade Tensions between the US and China since 2018.			
*Mapping of Course Outcomes		CO4, CO5	
Unit IV	India's Foreign Trade Policy	6 Hours	Book No.: T1, T2, T3
India's Foreign Trade Policy, export-import policy, and Institutional Framework for International Trade in India, as well as various bodies formed by the government of India.			
#Exemplar/Case Studies		The Rise of Indian Pharmaceutical Exports – A Case Analysis of Ranbaxy India.	
*Mapping of Course Outcomes		CO6	
Learning Resources			
Text Books :			
T1. International Business, Aswathappa, Tata Mc Graw Hill Publications, New Delhi. T2. International Business, Dr. P.Subba Rao, Himalaya Publishing House T3. International Business Environment & Management, V. K. Bhalla & S. Shiva Ramu, Anmol Publication Pvt. Ltd, New Delhi.			
Reference Books :			
R1. International Business Environment, Black And Sundaram, Prentice Hall Of India, New Delhi R2. Business Environment, Francis Cherunilam, Himalaya Publishing House, Mumbai R3. Business Environment For Strategic Management, K. Aswathappa, Himalaya Publishing House R4. Sharan, International Business: Concept, Environment and Strategy, Pearson India			
Additional Resources: (Books, e-Resources) https://bookboon.com/en/international-business-in-emerging-economies-ebook			
MOOC Courses links :			
<ul style="list-style-type: none">https://ugcmoocs.inflibnet.ac.in/index.php/courses/view_pg/389https://ugcmoocs.inflibnet.ac.in/index.php/courses/view_pg/395			

24-SB-MBA-1-02: Business Communication- II			
Teaching Scheme: Theory: 1 Hours/Week Practice: 2 Hours/Week		Credits: 2	Evaluation Scheme: CIE : 50 Marks
Prerequisites Courses: –			
Companion Course: –			
Course Objectives: <ul style="list-style-type: none"> • Develop advanced proficiency in both written and oral communication techniques essential for effective business communication. • Enhance leadership communication skills to effectively inspire teams, manage change, and communicate organizational values. • Master strategic communication planning, brand management, and stakeholder engagement strategies to achieve organizational goals. • Understand and apply ethical principles, professional etiquette, and compliance standards in various business communication contexts. 			
Course Outcomes: After completion of the course, learners should be able to <ol style="list-style-type: none"> 1. Recall the key concept of crafting complex business documents. 2. Understand the advanced presentation techniques for persuasive communication. 3. Apply the leadership communication abilities for inspiring and guiding teams. 4. Analyze the strategic communication plans aligned with organizational objectives. 5. Evaluate ethical standards and demonstrate professionalism in diverse business contexts. 			
Course Contents			
Unit I	Advanced Written and Oral Communication	12 Hours	Book No.: T1, T2, T3
Advanced Business Writing Techniques, Crafting Complex Business Documents, Persuasive Writing Strategies, Advanced Report Writing: Analytical and Research Reports, Strategic Proposal Writing, Writing for Digital Platforms, Mastering Public Speaking Skills, Advanced Presentation Techniques , Confidence Building, Handling Q&A Sessions Effectively , Persuasive Speaking Strategies, Document Formatting and Design Excellence, Effective Editing and Proofreading, Debating Skills in Business Contexts, Crisis Communication Preparation and Response, Executive Communication Skills, Storytelling for Business Communication			
#Exemplar/Case Studies: Draft a report on poor performance of State Transport buses in Maharashtra.			

*Mapping of Course Outcomes		C01	
Unit II	Leadership Communication	9 Hours	Book No.: T1, T2, T3
Communication in Leadership Roles, Visionary Communication: Setting Goals and Inspiring Teams, Motivational Communication Techniques, Coaching and Feedback Strategies, Leading Difficult Conversations, Team Building through Communication, Change Management Communication, Communicating Organizational Values			
#Exemplar/Case Studies: Analyze the various reasons behind sacking of Mr. Cyrus Mistry from TATA Chairman board.			
*Mapping of Course Outcomes		C02	
Unit III	Strategic Communication	9 Hours	Book No.: T1, T2, T3
Strategic Communication Plans, Brand Communication Strategies, Corporate Social Responsibility Communication, Crisis Communication Planning and Management, Reputation Management Strategies, Internal Communication Strategies, External Communication Strategies, Stakeholder Communication Strategies			
#Exemplar/Case Studies: Describe various CSR activities that are done by various Indian and MultiNational companies.			
*Mapping of Course Outcomes		C03	
Unit IV	Business Communication Ethics, Etiquette	9 Hours	Book No.: T1, T2, T3
Ethical Issues in Business Communication, Stress Management, Corporate Communication Ethics, Professional Etiquette in Business Settings, Cultural Sensitivity and Diversity in Communication, Corporate Social Responsibility in Communication, Compliance Communication, Crisis Communication Ethics, Ethical Decision-Making in Communication, Work Life Balance, Emotional Intelligence, Managing Diversity			
#Exemplar/Case Studies: Analyze various initiatives that are undertaken by Indian software companies.			
*Mapping of Course Outcomes		C04, C05	
Learning Resources			
Text Books :			
T1.Ethics in Business Communication by Thomas K. Nakayama and Judith N. Martin			
T2. Strategic Business Communication: An Integrated Approach by Matthew W. Seeger, Kim A. Smith, and Timothy L. Sellnow			

T3: "Business and Professional Communication: KEYS for Workplace Excellence" by Kelly M. Quintanilla and Shawn T. Wahl

Reference Books :

R1. "Leadership Communication" by Deborah Barrett

R2. "Strategic Communication for Sustainable Organizations: Theory and Practice" by Sarah M. Cardey and Jessica M. Tindira

MOOC Courses links :

<https://www.coursera.org/search?query=business%20english%20communication%20skills>

24-EL-MBA-1-02 : Industry Analysis and Desk Research		
Teaching Scheme: Theory : 1 Hours/Week Practice: 2 Hours/Week	Credit: 2	Evaluation Scheme: CIE : 50 Marks MSE : - SEE : -
Prerequisites Courses: –		
Companion Course: –		
Course Objectives: <ul style="list-style-type: none"> To develop skills in collecting, organizing, and managing industry data from diverse sources of organizational databases. To Understand the ethical principles and considerations involved in conducting industry analysis, confidentiality & intellectual property rights. To Understand how to gather, organize, and analyze data relevant to specific industries. To Learn the fundamentals of industry analysis and its significance in business strategy. 		
Course Outcomes: After completion of the course, learners should be able to C01: Describe the key characteristics of the players in an industry. C02: Summarize the management ethos and philosophy of the players in the industry. C03: Demonstrate an understanding of the regulatory forces acting on the industry. C04: Compare and contrast, using tables and charts, the market and financial performance of the players in an industry. C05: Assess the impact of recent developments on the industry and its key players. C06: Predict the future trajectory of the evolution of the industry in the immediate future (1 to 3 years).		
Course Contents		
Unit I	Industry Analysis – the Basics	12 Hours
Nature of the Industry, Players in the industry, Nature of competition, Market shares of top 5 & bottom 5 players, Possible Classification of players into Leaders, Challengers, Followers, Nichers, Positioning & Differentiation strategies of key players. Branding strategies, Pricing Policies, Cartelization if any and comments thereon, Capacity analysis – total capacity of the industry and break up capacity amongst key players, Current Capacity Utilization rates, Planned future capacity additions, Geographical spread of plants/facilities/ capacities (Domestics as well as Global), Demand Supply balance in the industry – at global, national and regional level, Key factors affecting demand, Key supply side constraints, Professional Trade bodies of the Industry, Business Functions carried out Online by the key players. Online presence of the players, Incremental Innovations in the industry, Disruptive Innovations in the industry.		

#Exemplar/Case Studies : Discuss on Market shares of top 5 & bottom 5 players of selected Industry.		
*Mapping of Course Outcomes		C01
Unit II	Promoters & Management Ethos	9 Hours
Background of promoter groups of top 5 and bottom 5 players in the industry, Management ethos and philosophy, Brief profiles of CMDs, CEOs, and key top management personnel with their career highlights, Detailed profile of one distinguished top management personnel each from any two players in the Industry, CSR policy, Corporate Governance Initiatives, Initiatives towards social inclusion, Initiatives towards environment conservation.		
#Exemplar/Case Studies : Present on Brief profiles of CMDs, CEOs, and top management personnel in selected Manufacturing organizations.		
*Mapping of Course Outcomes		C02
Unit III	External Environment	9 Hours
Controlling ministry and / or regulator if any for the Industry, Regulatory Policies at the state, national and global level and their impact on the industry as a whole with analysis of impact on top 5 players and bottom 5 players, Key National and Global issues affecting the industry, Key initiatives by the Government to promote the industry, Environmental issues, CSR initiatives, Regulatory actions against the players for e.g. Action by SEBI, Competition Commission of India, MTRP Commission, FDA, etc. against irregularities , legal violations if any.		
#Exemplar/Case Studies : Discuss on CSR initiatives by selected indian companies.		
*Mapping of Course Outcomes		C03,C04
Unit IV	Financials & Recent Developments	9 Hours
Profitability, Revenues, Margins of top 5 & bottom 5 players over the last 5 years and trends/changes therein, Sick players if any and their turnaround strategies, if any.Impact of key relevant provisions of the latest Fiscal policy on the industry and various players therein, Analysis of Key relevant provisions of latest Exim Policy in case of industries that are focused on Global Markets for exports or industries that have significant import components, Key Alliances in the past 5 years and their performance & impact on other players in the industry, Mergers & Acquisitions, if any. Technological developments, Labour unrest if any – reasons thereof and impact on the particular player and the industry as a whole,emerging first generation entrepreneurs, if any, in the industry, Corporate wars & feuds in the industry, if any.		
#Exemplar/Case Studies : Analyze financial trends, policy impacts & alliances in various industries.		

*Mapping of Course Outcomes	C05,C06
Learning Resources	
Text Books	
1. No Text books are prescribed. 2. The course has to be taught using the company annual reports and other publications, company website, social media feeds, business newspapers and business databases .	
Note 1. Students should work in groups of 3 to 5 each under the guidance of a faculty. 2. Students should carry out an in depth study of any TWO industries of their choice. 3. Industries selected should be distinct from each other Groups. 4. Students should submit a structured detailed report.	
Additional Resources	
https://www.ibef.org/industry https://www.researchandmarkets.com https://techcrunch.com https://www.statista.com	