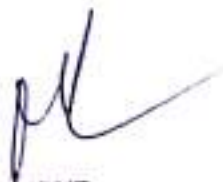


CO 1	understand the concept and meaning of culture;
CO 2	establish the relationship between culture and civilization;
CO 3	explain the points of diversity and underlying unity in it
CO 4	discuss the role and impact of culture in human life.
CO 5	describe the distinctive features of India & Indian culture;
Text Books	Radha, Kumud Mookerji (2016). Ancient Indian Education, Eighth edition, Motilal Banarasi dass Swami Satyananda, Saraswati (1969). Asana Pranayama Mudra Bandha, Bihar School of Yoga. Kireet, Joshi (1997). Education for Character Development, Dharma Hinduja Center of Indic Studies.
Reference Books	Sri Aurobindo Ghosh (1998). The Foundations of Indian Culture. Pondicherry: Sri Aurobindo Ashram. Avinash, Patra (2012). The Spiritual Life and Culture of India, Oxford University Press. Shanti, kumar, Ghosh (2004). Universal Values. The Ramakrishna Mission, Kolkata. Bakshi P.M. (2000). The Constitution of India Universal Law Publishing Co.Pvt.Ltd. Basham A.L. (2007). The illustrated cultural history of India; Indian Culture and Human Values Basham A.L. (2004). The wonder that was India;Picador;London Mazumdar R.C, Dutta K.K., Rai Chowdhury (2008). An Advanced history of India; Macmillan; Delhi Mazumdar R.C. (2003). Ancient India; Motilal Banarsidass publishers Pvt.Ltd.,Delhi Radhakrishnan S. (2009). Indian Philosophy (Vol. I), 2nd Edition,OUP, Delhi Smith VA.(ed) Spear P.;1981; The Oxford history of India; OUP,U.S.A. Tammita-Delgoda S. (2003). A Traveller's History of India; Series Editor Denis Judd,NewYork,,U.S.A Tylor E.B. (1974). Primitive culture: researches into the development of mythology, philosophy, religic art, and custom. New York: Gordon Press

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**Semester - 1  
Discipline Core Course**

<b>Course Name:</b>	<b>Principles of Management</b>	<b>Total Lectures:</b>	
<b>Course Code:</b> MG23DC001		<b>Practical:</b> 0	
<b>Course Objective:</b> This course describes the principles, techniques, and concepts needed for managerial decision-making. It highlights the effective management of planning, organizing, influencing, and controlling related to the internal and external environment.			

Unit	Contents	Hours
1	<b>Concepts of Management:</b> Introduction to Basic Managerial Concepts, Definition and Meaning of Management, Management as Science or Art, Functions and Responsibilities of Management, Principles of Management, School & Thoughts of Management, Forms of Business Organization.	14
2	<b>Planning:</b> Nature and Definition of Planning, Process, Types and Significance, planning vs. Forecasting, Strategies and Policies, MBO, Decision making: Process & Significance.	10
3	<b>Organizing:</b> Nature and Purpose of organizing, Importance and process of Organizing, Organizational structures: types and relevance, Line and Staff relationship, Delegation of Authority.	12
4	<b>Direction:</b> Principles & Techniques, Motivation: Types & Significance, Hierarchy, Theory X & Y of Motivation, Leadership: Styles and Importance.	14
5	<b>Controlling:</b> The system and Co-ordination: Meaning, Principles and Coordination.	10

**Course Outcomes**

At the end of the course the student should be able to:

CO1	Students will be able to have clear understanding of managerial functions.
CO2	Students will be able know planning, organizing process and will able to apply appropriately.
CO3	Develop basic knowledge of management to understand the planning process in the organization.
CO4	Demonstrate the ability to directing, leadership and communicate effectively.
CO5	Formulate best control methods.

**Books:**

<b>Text Books</b>	<ul style="list-style-type: none"> <li>Pillaj R. S. N., Kala S. Principles and Practices of Management, New Delhi: Chand, Latest edition.</li> <li>Sakthivel M.M. Management Principles and Practices, New Delhi:New Age International Publisher, Latest edition.</li> <li>Gupta S. "Principles of Management", Uttar Pradesh: SBPD, Latest edition.</li> <li>Saksena S C. "Principles of Management", New Delhi: Sahitya Bhawan, Latest edition.</li> </ul>
<b>Reference Books</b>	<ul style="list-style-type: none"> <li>Koontz H., Wehrich H. "Essentials of Management", New York: Tata McGraw Hill, Latest edition</li> <li>Stephen A., Robbins., Decenzo D.A., Coulter M. "Fundamentals of Management", United Kingdom: Pearson Education, Latest edition.</li> </ul>

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**Semester - II**  
**Discipline Core Course**

Course Name	<b>Managerial Economics</b>	Total Lectures: 60 Practical : 0
Course Code:	<b>MG23DC002</b>	4-0-0-4

**Course Objective:** Understand the various economic aspects that impact managerial decision making and equip a manager with economic tools for better decision making. Apply the of concepts of cost, demand, production, supply etc. in managerial decision to optimize business outcomes.

Unit	Contents	Hours
1.	Introduction to Managerial Economics: Managerial Economics – Nature, Scope; Micro Economics and Macro Economics, Basic Model of the Firm, Objectives of Firm, and Role of Profits; Optimization – Concepts and Techniques; Marginal and Incremental Analysis. Basic Economics Problem and Forces to Resolve it.	15
2.	Demand and the Firm: Demand and Demand Function, Factors affecting Demand, Demand Function, Law of Demand, Problems on Demand Analysis, Supply Function, Factors affecting Supply, Law of Supply, Movement along and Shift of Supply Curve, Demand Forecasting, Methods of Demand Forecasting	11
3.	Theory of Production and Cost Analysis: Production Function, Optimum Input Combination, Consumer Indifference Curve, Cost Analysis: Private and Social Costs, Accounting Costs and Economic Costs, Short run and Long run Costs, Economies of Scale, Diseconomies of Scale-Factors Responsible, Returns to Scale, Break Even Point.	10
4.	Pricing Practices and Strategies: Pricing Policies, Penetration Pricing, Price Skimming, Price and Output Decisions in Various Market Structures- Perfect Competition and Price and Output Determination under Imperfect Competition - Monopoly, Monopolistic, Oligopoly-Features, Prevention and Control of Monopolies.	12
5.	Macroeconomics: National Income, Determinants GNP/GDP, Concept of Consumption, Trade Cycles: Concept, Economic Stability, Monetary Policy, Fiscal Policy, Physical Policy or Direct Controls.	12

**Course Outcomes**

- CO1 Recognize basic economic theory applicable to decision making within the firm.
- CO2 Recognize the economic concepts and principles and apply demand forecasting techniques.
- CO3 Discuss and apply production and cost concepts.
- CO4 Identify pricing under different market structures.
- CO5 Evaluate the macro-economic components for effective managerial decision making.

**Books:**

<b>Text Books:</b>	<ul style="list-style-type: none"> <li>• Ahuja, H. L. (2020). Managerial Economics. S.chand publications, Revised Edition, India.</li> <li>• Ahuja, H. L. (2020). Business Economics. S.Chand, Revised Edition, India.</li> <li>• Maheshwari Y(2012). Managerial Economics. 3, Prentice Hall, India.</li> <li>• Mithani D M(2016). Managerial Economics: Theory and Applications. Himalaya Publishing House, India.</li> </ul>
<b>Reference Books:</b>	<ul style="list-style-type: none"> <li>• Salvatore, D. (2020). Managerial Economics: Principles and Worldwide Application. 7, Oxford Press, India</li> <li>• Datt, G. and Mahajan, A. (2020). Indian Economy. S.Chand Publications, Revised Edition, India.</li> </ul>

  
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## Semester - III Discipline Core Course

<b>Course Name :</b>	<b>BUSINESS LAWS</b>	Total Lecture: 60 Practical: 0
<b>Course Code:</b>	<b>MG23DC003</b>	4-0-0-4

### Course Objectives

1. Goal is to develop an understanding of legal concepts that are an integral part of decision making of executive
2. To make students practically deal with legal issues in the stages of conceiving, execution of business.
3. To enable them to analyze and understand the business legal practices in another jurisdiction.
4. To help the students to develop cognizance of the importance of business law.

UNIT	CONTEN T	HOURS
1	<b>The Contract Act, 1872:</b> Essential Elements of Valid Contract, Essential elements of Valid Contracts, Contracts of Indemnity & Guarantee, Contingent Contract, Quasi Contract, Discharge of contract, Breach of contract-Meaning & remedies, Agency - Creation of Agency – Agent and Principal (Relationship/rights), Types of agency.	15
2	<b>Sale of Goods Act, 1930:</b> Contract of sale of goods, Conditions & warranties, Transfer of property or ownership, Performance of the Contract of Sale, Rights of unpaid seller, Sale by Auction.	10
3	<b>The Negotiable Instrument Act, 1881:</b> Negotiable Instruments – Meaning, Characteristics, Types. Parties, Holder and holder in due course, Negotiation and Types of Endorsements, Dishonor of Negotiable Instrument – Noting and Protest.	10
4	<b>The Companies (Amendment) Act, 2015:</b> 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.	10
5	<b>The Consumer Protection Act, 1986,</b> 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 – Business models, E – Commerce & Security, Cyber Crimes. Intellectual Property Laws – Understanding of concepts of patents, copyrights, trademarks and designs.	15

### Course Outcome(s)

At the end of the course the students should be able to:

<b>CO1</b>	Define Business Law and concepts in practice and describe various Acts
<b>CO2</b>	Demonstrate the roles, skills and functions of business law.
<b>CO3</b>	Utilize the knowledge to diagnose and solve legal problems and develop optimal managerial decisions.
<b>CO4</b>	Illustrate the functions of business law in context to business organizations.
<b>CO5</b>	Interpret Business law practices and ethics ideologies to create sustainable organization.
<b>Text Books</b>	<ul style="list-style-type: none"> <li>• Dr Rao R.S. (2020): LexWorth, 1<sup>st</sup> Ed.</li> <li>• Coutinho V.B. (2019): Lectures on Labour Law, EBC Publishing Pvt. Ltd.</li> <li>• Rattan J. (2020): Business Laws, Bharat Law House Pvt Ltd. 1<sup>st</sup> Ed</li> </ul>
<b>Reference Books</b>	<ul style="list-style-type: none"> <li>• Kumar R. (2019) : Legal Aspects of Business, SPPU - MBA Revised Curriculum</li> <li>• Gulshan S.S. Business Laws</li> <li>• Pathak A. Legal Aspects of Business</li> </ul>

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## Semester - IV Discipline Core Course

<b>Course Name :</b>	<b>STRATEGIC MANAGEMENT</b>	Total Lecture: 60 Practical: 0
<b>Course Code:</b>	MG23DC004	4-0-0-4
<b>Course Objective:</b> The objective of this course is to teach students about the strategic management, its need, importance and role in decision making process.		
UNIT	CONTENT	HOURS
1	Introduction, meaning and definition of strategic management, Need and process of strategic management, Strategic decision making.	15
2	Company and its environment, Scanning the Environment, Technological, Social, Cultural, Demographic, Political, Legal and other environments forces, SWOT analysis.	10
3	Strategic planning process, Levels of Strategy: Corporate level strategy, Business level strategy and functional level strategy, Competitive analysis- Porter's five forces model	10
4	Aspects of Strategy Implementation, Organizational design and change, Behavioral implementation, Corporate policies, Functional strategies.	10
5	Strategy evaluation and control, Operational control, Management control, Future of Strategic management, Strategic management Practice in India.	15
<b>Course Outcome(s)</b>		
At the end of the course the students should be able to:		
<b>CO1</b>	Define strategic management and concepts in practice if different disciplines.	
<b>CO2</b>	Demonstrate the roles, skills and functions of strategic management.	
<b>CO3</b>	Utilize the knowledge to diagnose and solve strategic management problems different disciplines.	
<b>CO4</b>	Illustrate the functions of strategic management in context to business organizations.	
<b>CO5</b>	Interpret Business strategic management and ethics ideologies to create sustainable organization.	
<b>Text Books</b>	<ul style="list-style-type: none"> <li>Aswathappa, Business Environment for Strategic Management, Tata McGraw Hill.</li> <li>Subbarao (2019): Business Policy and Strategic Management, Himalaya Publishing House.</li> <li>Azhar Kazmi (2020): Business Policy and Strategic Management, Tata McGraw Hill.</li> </ul>	
<b>Reference Books</b>	<ul style="list-style-type: none"> <li>Ghosh P.K (2019) : Business Policy and Strategic Planning, Tata McGraw Hill</li> <li>Lawrence, (2020): Business Policy and Strategic Management, Tata McGraw Hill.</li> </ul>	

  
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