

Master of Business Administration (MBA)

2 Years Degree Program

Program Educational Objectives (PEOs)

PEO 1: The course structure basically focuses on detailed study of business administration. It involves detailed study of different aspects of the business and managing its operations. It equips the students with the latest business knowledge to meet the requirements of the changing corporate firms.

PEO 2: It helps students to develop decision making ability in real time business situations. It also focuses on developing operational and analytical skills in students to tackle business problems in different sectors.

PEO 3: The students are required to choose a specialization of their interest in the last year of the program, which facilitates them to develop their management skills in a particular sector.

PEO 4: The successful completion of the course leads the management students to get basic knowledge of various fields such as general managerial principles, processes and concepts.

PEO 5: The students will ably acquire the knowledge of dual specialization which facilitates them to gain skills and knowledge in their chosen area of specialization.

Program Outcomes (POs): The program aims at:

PO 1: Develop the knowledge, skill and attitude among the students to creatively and systematically apply the principles and practices of management, finance, human resource, business strategies in real situations.

PO 2: After completing MBA students should be able to demonstrate functional knowledge and skills in accounting, ethics, finance, strategy, leadership, economics, global business, information management systems, legal environment, management, marketing, and quantitative research/statistics

PO 3: Students can become HR officer, accounts officer, sales executive and shift in charge depending upon the specialization they have chosen. they can work in corporate, industries, malls and investment banking areas.

PO 4: The students who earn the MBA degree will be able to work well in teams, including virtual settings, inculcate a global mindset, develop functional and general management skills, integrates theories and able to perform strategic analysis.

PO 5: The students apply decision-making techniques, both qualitative and quantitative analysis, to management issues, understand the area of human resource, finance, marketing, banking & finance, event management with media & entertainment, information technology and MBA.

PO 6: Analyze socio-political-economic environment of business organizations, develop ethical thinking, recognize and solve business problems in an ethical manner, evaluate different business problems using analytical and creative, and integrative abilities, communicate effectively in different contexts, communicate business information professionally, build and demonstrate leadership, teamwork, and social skills.

PO 7: Students having specialization in human resource will able to analyse the strategies required to select and develop manpower resources in corporate, industries, offices and educational institutions.

PO 8: Students having specialization in finance will develop analytical skills which facilitate the financial analysis and facilitate the decision making in the business situations, industries and in corporate.

PO 9: Students having specialization in marketing will develop ability to apply marketing theory in solving marketing problems and able to develop the different competitive market strategies.

PO 10: Students having specialization in Banking & Financial can handle work in financial Institution, banks, stock exchanges, finance department of corporate, industries and educational institutions.

Distribution of credits across all components

SEM No.	Program Core	Discipline Specific Electives (DSE)	Generic Electives (GE)	Ability & Skill Development		Project Based Learning (PBL)	Summer Internship/ Field Training	Total Credit
				Ability Enhancement Courses	Skill Enhancement Courses			
I.	28	-		-	-	-		28
II.	27	-		2	-			29
III.	3	18	2	-	-	-	6	29
IV.	3	18	2	-	2	4		29
Total	61	36	4	2	2	4	6	115

SCHEME FOR MBA

First Year – Semester First												
Course Code	Course Title	Contact Hours per Week			Credits	ETE Duration (Hours)	Weightage					
		L	T	P			MSE	ASG	TA	ATTD	ESE	
MG20M101	Principles & Practices of Management	4	-	-	4	3	30	5	5	10	50	
MG20M102	Accounting for Managers	3	1	-	4	3	30	5	5	10	50	
MG20M103	Managerial Economics	4	-	-	4	3	30	5	5	10	50	
MG20M104	Organizational Behavior	4	-	-	4	3	30	5	5	10	50	
MG20M105	Legal & Business Environment	4	-	-	4	3	30	5	5	10	50	
MG20M106	Entrepreneurship Development	4	-	-	4	3	30	5	5	10	50	
MG20M107	Information Systems for Managers	3	1	-	4	3	30	5	5	10	50	
		Total			28							

MSE- Mid Semester Exam, ASG- Assignment, TA- Teacher’s Assessment, ATTD-Attendance, ESE- End Sem Exam

First Year – Semester Second												
Course Code	Course Title	Contact Hours per Week			Credits	ETE Duration (Hours)	Weightage					
		L	T	P			MSE	ASG	TA	ATTD	ESE	
MG20M201	Financial Management	3	1	-	4	3	30	5	5	10	50	
MG20M202	Marketing Management	4	-	-	4	3	30	5	5	10	50	
MG20M203	Human Resource Management	4	-	-	4	3	30	5	5	10	50	
MG20M204	Production & Operations Management	4	-	-	4	3	30	5	5	10	50	
MG20M205	Quantitative Techniques	3	1	-	4	3	30	5	5	10	50	
MG20M206	Business Research Decision	3	1		4	3	30	5	5	10	50	
MG20M207	International Business	3			3	3	30	5	5	10	50	
PB20M201	Case Study Analysis (Ability Enhancement course)	-	-	2	2	2	50 (2 assessments by panel of Experts)				50	
		Total			29							

MSE- Mid Semester Exam, ASG- Assignment, TA- Teacher’s Assessment, ATTD-Attendance, ESE- End Sem Exam

SCHEME FOR MBA

Second Year – Semester Third												
Course Code	Course Title	Contact Hours per Week			Credits	ETE Duration (Hours)	Weightage					
		L	T	P			MSE	ASG	TA	ATTD	ESE	
MB20M301	Strategic Management & Business Policy	3	-	-	3	3	30	5	5	10	50	
	DSE 1 – I	3	-	-	3	3	30	5	5	10	50	
	DSE 1 – II	3	-	-	3	3	30	5	5	10	50	
	DSE 1 – III	3	-	-	3	3	30	5	5	10	50	
	DSE 2 – I	3	-	-	3	3	30	5	5	10	50	
	DSE 2 – II	3	-	-	3	3	30	5	5	10	50	
	DSE 2 – III	3	-	-	3	3	30	5	5	10	50	
	Generic Elective – I (student will select one out of 2)	2	-	-	2	2	30	5	5	10	50	
PB20M301	Summer Internship Training	-	-	12	6	-	50 (2 assessments by panel of Experts)				50	
		Total			29							

MSE- Mid Semester Exam, ASG- Assignment, TA- Teacher’s Assessment, ATTD-Attendance, ESE- End Sem Exam

Second Year – Semester Fourth

Course Code	Course Title	Contact Hours per Week			Credits	ETE Duration (Hours)	Weightage				
		L	T	P			MSE	ASG	TA	ATTD	ESE
MB20M401	Business Ethics and Corporate Social Responsibility	3	-	-	3	3	30	5	5	10	50
	DSE 1 – IV	3	-	-	3	3	30	5	5	10	50
	DSE 1 – V	3	-	-	3	3	30	5	5	10	50
	DSE 1 – VI	3	-	-	3	3	30	5	5	10	50
	DSE 2 – IV	3	-	-	3	3	30	5	5	10	50
	DSE 2 – V	3	-	-	3	3	30	5	5	10	50
	DSE 2 – VI	3	-	-	3	3	30	5	5	10	50
	Generic Elective – II (student will select one out of 2)	2	-	-	2	2	30	5	5	10	50
PB20M401	Business Research Project Dissertation	-	-		4		50 (2 assessments by panel of Experts)				50
PB20M402	Corporate Communications & Training (Skills Enhancement course)				2		50 (1 Assessment by panel of Experts)				50
		Total			29						

MSE- Mid Semester Exam, ASG- Assignment, TA- Teacher’s Assessment, ATTD-Attendance, ESE- End Sem Exam

Annexure

SCHOOL OF MANAGEMENT
Second Year- Master of Business Administration (2020-21)
MBA PART II

FINANCE SPECIALISATION		
Course Code	Course Title	Credit
Semester –III		
MF20M301	Financial Institutions, Markets & Services	3
MF20M302	Security Analysis and Portfolio Management	3
MF20M303	International Financial Management	
SEMESTER IV		
MF20M401	Project Appraisal & Decision Making	3
MF20M402	Financial Risk Management	3
MF20M403	Corporate Tax Planning	3

MBA PART II		
MARKETING SPECIALISATION		
Course Code	Course Title	Credit
Semester –III		
MM20M301	Service Marketing	3
MM20M302	Sales and Distribution Management	3
MM20M303	Integrated Marketing communications	3
SEMESTER IV		
MM20M401	Consumer Behavior & Marketing Research	3
MM20M402	Retail Management	3
MM20M403	Digital Marketing	3

MBA PART II**HRM SPECIALISATION**

HRM SPECIALISATION		
Course Code	Course Title	Credit
Semester –III		
MH20M301	Training & Development	3
MH20M302	Leadership and Team Building	3
MH20M303	Industrial Relations and labor Laws	3
SEMESTER IV		
MH20M401	Organization Change and Development	3
MH20M402	Emerging & Best Practices in HRM	3
MH20M403	Strategic HRM	3

MBA PART II		
ITM SPECIALISATION		
Course Code	Course Title	Credit
Semester –III		
MIT20M301	Business and Data Communications Networks	3
MIT20M302	Business Intelligence and Data Mining	3
MIT20M303	Business Modeling Through System Dynamics	3
SEMESTER IV		
MIT20M401	Cyber Law & E Business	3
MIT20M402	Information Security and Risk Management	3
MIT20M403	Enterprise Resource Planning	3

MBA PART II		
B & F SPECIALISATION		
Course Code	Course Title	Credit
Semester –III		
MBF20M301	Principles of Banking	3
MBF20M302	Banking Law and Practices	3
MBF20M303	International Finance & Foreign Exchange	3
SEMESTER IV		
MBF20M401	Management of Banks, Insurance & NBFC	3
MBF20M402	Risk & Treasury Management	3
MBF20M403	Banking and Finance Technology	3

MBA PART II		
Event , Media &Entertainment SPECIALISATION		
Course Code	Course Title	Credit
Semester –III		
ME20M301	Event Management	3
ME20M302	Overview of Entertainment & Media	3
ME20M303	T.V & Film Production	3
SEMESTER IV		
ME20M401	Digital And Social Media Advertising	3
ME20M402	Public Relation and Mass Communications	3
ME20M403	Event Planning, promotion and Team Management	3

Syllabus -MBA

Course Name :	Principles and Practices of Management	Total Lecture: 40 Practical: 0
Course Code:	MG20M101	4-0-0-4
Course Objectives		
<ol style="list-style-type: none"> 1. To help the students gain understanding of the functions and responsibilities of managers. 2. To provide them tools and techniques to be used in the performance of the managerial job. 3. To enable them to analyze and understand the environment of the organization. 4. To help the students to develop cognizance of the importance of management principles. 		
UNIT	CONTENT	HOURS
1	<p>Concept of Management: Introduction of Management- Concept, Definition and Nature of Management, Functions, Roles and Responsibilities of Managers, Skills of Managers. Managing people in new era - Challenges of Management.</p> <p>Evolution of Management Thoughts: Classical, neo-classical and Modern school of thoughts; Early Contribution in Management: Scientific Management-Contribution of Tylor, Fayol's Principles of Management</p>	9
2	<p>Planning and Decision making: Nature and Purpose of Planning, the Planning Process, Principles of Planning, Types of Plan, Advantages and Limitations of Planning. Types of Objectives, importance of Objectives, setting Objectives, management by Objectives (MBO), benefits and Weaknesses of MBO.</p> <p>Decision Making: Meaning & Significance, Types, Process, Rationale & limitations</p>	9
	<p>Organizing and Staffing: Organizing: Concept & Process, Organizational structures & design, Departmentalization – meaning, need and consideration; Span of Management,</p>	

3	Determinants of Span of Management, Line and Staff Relationship, Line-Staff Conflict; Authority, power and responsibility; Centralization and Decentralization, Bases of Delegation, Kinds of Delegation and Decentralization, Methods of Decentralization. Empowerment-Meaning. Staffing- Concept, Need.	9
4	Directing, Leading and Controlling: Direction – meaning, principles and techniques, Dimensions of leadership, Leadership behavior & Style; Controlling-Steps in Control Process-Need-Types of Control Method, Control as a feedback system, Techniques of Controlling-Benefits.	7
5	Recent Trends in Management: Social Responsibility of Management, Management of Change, Management of Crisis, Total Quality Management, International Management, Benchmarking, Six Sigma, Cross Cultural Issues	6
Course Outcome(s)		
At the end of the course the students should be able to:		
CO1	Define¹ management theories and concepts in practice and describe management evolution and how it will affect future managers.	
CO2	Demonstrate² the roles, skills and functions of management.	
CO3	Utilize³ the knowledge to diagnose and solve organizational problems and develop optimal managerial decisions.	
CO4	Illustrate³ the functions of management in context to business organizations.	
CO5	Interpret² social responsibility and ethics ideologies to create sustainable organization.	
Text Books	<ul style="list-style-type: none"> Fundamentals of management- Pradeep Kumar & Amanjot Sachdeva, S.Chand Publications, Revised Edition, 2020. Principles and Practice of management, RSN Pillai & S.Kala, S.Chand Publications, Revised Edition 2020. Principles of management, R.N.Gupta, S.Chand publications, revised edition 2020 	
Reference Books	<ul style="list-style-type: none"> Harold Koontz, O'Donnell and Heinz Weihrich, Essentials of Management. New Delhi, Tata McGraw Hill, 2006. Richard L. Daft, Principles of Management, Cengage Learning, India, 2009. Charles W.L. and McShane, Steven. (2016), Principles of Management. McGraw Hill Publications 	

Course Name :	Accounting for Managers	Total Lecture: 40 Practical:
Course Code:	MG20M102	3-1-0-4
Course Objectives		
<ol style="list-style-type: none"> 1. This course will enable the students to combine practice and theoretical knowledge of financial accounting. 2. The students of this course will be active learners and develop awareness of emerging trends in financial accounting. 3. The course will provide decision making skills to the students in the financial analysis context. 4. The students of this course will have the ability to identify and analyze financial accounting problems and opportunities in real life situations. 		
UNIT	CONTENT	HOURS
1	Financial Accounting: Forms of business organizations, Financial Accounting; Classification of Accounting, Purpose, Importance and Scope. Users of Accounting. Financial Accounting –Fundamental Accounting Information, Concepts & Conventions, Capital & Revenue Receipts and Expenditure	7
2	Preparation of Financial Statements: Preparation of Journal, Ledger, Trial Balance, Profit and Loss A/c and Balance Sheets. (As per Companies Act 2013)	10
3	Cost Accounting: Basic Concepts, Objectives, Need, Importance and Scope of Cost Accounting, Classification & Analysis of Cost, Cost Centers, Cost Unit, Elements of Cost, Relevant& irrelevant costs, Differential Costs, Sunk Cost, opportunity Cost, Preparation of Simple Cost Sheet.	7
4	Management Accounting: Difference between financial, Cost & Management Accounting. Meaning and Importance of Business Decisions, Basics of Marginal Costing –Contribution, Profit volume Ratio, Margin of Safety & Break-Even Point, Short Term Business Decisions- Product Mix, Make or Buy Decisions, Accept or Reject special order decisions, Shutting Down Decisions.	8

5	<p>Decision Making Tools:</p> <p>Ratio analysis of financial statements, Application of Marginal Costing Techniques for business Decision Making. Fund Flow Statement, Meaning, Objectives, Methods of Preparing Fund from Operations, Advantages & Limitations of Fund Flow Statement; Cash Flow Statement, Meaning & Utility of Cash Flow Statement, Steps in the Preparation of Cash Flow Statement. Common size statements and trend analysis.</p>	8
Course Outcome(s)		
At the end of the course the students should be able to:		
CO1	Define¹ accounting process and fundamental accounting principles that underpin the development of financial statements.	
CO2	Demonstrate² and combine financial analysis with other information to assess the financial performance and position of a company.	
CO3	Utilize³ the knowledge to diagnose and interpret and analyze financial statements.	
CO4	Illustrate³ the functions of management accounting in context to business organizations.	
CO5	Interpret² concepts to analyze common business management problems from a financial perspective.	
Text Books	<ul style="list-style-type: none"> • Accounting for Management, N.P.Srinivasan & M ShaktivelMurugan, S.Chand Publications, Revised Edition 2020. • Introduction to Accountancy, T.S Grewal & S.C.Gupta, S.Chand Publications, Revised Edition 2020. • Advanced Accounts –Vol.I- M.C.Shukla, T.S. Grewal & S.C. Gupta, S.Chand Publications, Revised Edition 2020. • N.P. Srinivasan , Accounting for Management by, New Delhi S. Chand Group. • Agrawal, M.L and Gupta, K.L. Cost Accounting. Sahitya Bhawan Publication. • Gupta, K.L. Management Accounting. Sahitya Bhawan Publication. 	
Reference Books	<ul style="list-style-type: none"> • Bhattacharyya Debarshi, Management Accounting, Pearson Education India, 2011. • Clive Marsh, Financial Management for Non-Financial Managers, 1E, Kogan Page Publishers, 2012. • Vijayakumar, Accounting for Management, Tata McGraw-Hill Education, 2010. 	

Course Name	Managerial Economics	Total Lectures: 40 Practical : 0
Course Code:	MG20M103	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 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 & Techniques; Marginal and Incremental analysis. Basic Economics Problem and forces to resolve it.	7
2.	Demand and the Firm: Demand and Demand Function, Factors affecting Demand, Demand Function, Law of Demand, Exceptions to the law of Demand, Movement along and Shift of Demand Curve; Problems on Demand Analysis, Supply Function, Factors affecting Supply, Law of Supply, Exceptions to the law of Supply, Movement along and Shift of Supply Curve, Equilibrium, Changes in Equilibrium, Price Elasticity of Demand, Income Elasticity of Demand and Cross Elasticity of Demand. Effect of Advertising over demand. Demand Forecasting, Methods of Demand Forecasting- Statistical and Qualitative Methods (only conceptual knowledge).	10
3.	Theory of Production and Cost Analysis: The theory of Production – Returns to a variable factor, Production function with two variable inputs, Optimum input combination, Iso-quants and Iso-Costs, Cost Analysis: Private & Social Costs, Accounting Costs & Economic Costs, Short run and Long run Costs, Economies of Scale, Returns to scale, Break Even Point.	7
4.	Pricing Practices and Strategies: Pricing Policies, Objectives of pricing Policies, Cost plus pricing, Price Leadership, penetration pricing, price Skimming, Price and Output Decisions in Various	10

	Market Structures- Perfect Competition and price and output determination under Imperfect Competition - Monopoly, Monopolistic, Oligopoly; profit Forecasting, Price discrimination, need of Government interventions in markets, prevention and control of monopolies.	
5.	Macroeconomics: Determinants GNP/GDP, Concept of Consumption, Savings and Investment; Determination of Exchange Rate. Purchasing Power Parity and Exchange Rates, Trade Cycles: Concept, Theories of Trade Cycles and Aggregate Demand; Stabilization Policies-Introduction, Economic Stability, Monetary Policy, Fiscal Policy, Physical Policy or Direct Controls.	6
Course Outcomes		
After completion of the course the student would be able to:		
CO1	Recognize² basic economic theory applicable to decision making within the firm.	
CO2	Recognize² the economic concepts and principles and apply³ demand forecasting techniques.	
CO3	Discuss² and apply³ production and cost concepts.	
CO4	Identify² pricing under different market structures.	
CO5	Evaluate³ the macro-economic components for effective managerial decision making.	
Books:		
Text Books:	1. Managerial Economics, H.L Ahuja, S.Chand Publications, Revised Edition 2020. 2. Business Economics, H.L.Ahuja , S.Chand, Revised Edition 2020. 3. Maheshwari Y, Managerial Economics, 3E, Prentice Hall India Learning Private Limited, 2012. 4. Mithani D M, Managerial Economics: Theory and Applications, Himalaya Publishing House, 2016.	
Reference Books:	1. Dominick Salvatore, Managerial Economics: Principles and Worldwide Application, 7E, Oxford Press, 2012. 2. Indian Economy, Gaurav Datt& Ashwani Mahajan, S.Chand Publications, Revised Edition 2020. 3. Shaikh Saleem, Business Environment 3E, Pearson Education India, 2015.	

Course Name	Organizational Behavior	Total lectures:40 Practical: 0
Course Code	MG20M104	4-0-0-4
Course Objectives:		
<p>To provide better understanding of human behavior impacting the working of an organization to improve the managerial decision-making process. Organizational behavior aware students with tools to effectively manage individual and groups within organization and offer a better understanding of organization culture. The course objectives of the course are listed below:</p> <ol style="list-style-type: none"> 1. The students will understand how organization work and how people behave in work setting. 2. Students will become aware about the personality traits, perception, attitude and learning theories. 3. The course will give knowledge about the motivation theories and give foundation about the group dynamics. 4. Students will able to manage the organizational conflict and negotiations. 5. The course will improve the student's ability to manage the job stress and organizational changes. 		
Unit	Contents	Hours
1	Introduction to Organizational Behavior: Concept of organizational behavior (OB), nature and other similar fields of study, contributing disciplines to OB, challenges in organizational behavior, applying OB knowledge in management practices/need of OB, models of OB: autocratic, custodial, supportive, collegial, Hawthorne studies.	8
2	Personality- concept, types, factors influencing personality, theories. Perception- perceptual process, factors affecting perception, improve perception. Attitude – concept, formation, types and measurement of attitude. Learning –	9

	meaning and definition, determinants of learning, learning theories and principles.	
3	Motivation: concept and process; Motivation theories: Maslow, Herzberg, McGregor, Alderfer, Vroom, Porter & Lawler and Equity theory, motivational tools. Foundation of Group Behaviour – defining and classifying groups, stages of groups development, group decision making. Team building: meaning, process, types, make teams successful.	9
4	Organisational conflicts: Definition, sources, types, process and conflict management. Negotiation: Strategies and process of negotiation.	7
5	Job Stress: symptoms of stress, measurement of stress, consequences of stress, cope with stress. Organisational change: levels of change, planned change; resistance to change, managing resistance to change.	7
Course Outcomes		
At the end of the course the students should be able to:		
CO1	Define the concept, nature, importance and models of organizational behavior.	
CO2	Demonstrate the understanding of personality, perception, attitude and learning in area of Management.	
CO3	Utilize the motivation theories, group decision-making and team-building in the field of OB.	
CO4	Illustrate the organizational conflict, negotiation and leadership.	
CO5	Interpret the consequences of job stress and managing organizational change.	
Text Books:	1. Khanka S.S., Organisational Behaviour, S Chand, 2002. 2. Shajahan S., &Shajahan., OrganisationalBehaviour, New Age	

	<p>International, 2004.</p> <p>3. Sharma F. C., Organisational Behaviour, SBPD, Latest ed.</p> <p>4. Saksena S. C., & Sankalp G., Management & Organisational Behaviour, Himalaya Publishing, 2007.</p> <p>5. Aswathappa., Organisational Behaviour., Himalaya Publishing, 2017.</p>
<p>Reference Books</p>	<p>1. Robbins S., Judge T. A., Organisational Behaviour. Prentice Hall, 2016.</p> <p>2. Quick Nelson., & Khandelwal., Organisational Behaviour, Cengage, 2016.</p> <p>3. Parikh M., & Gupta R., Organisational Behaviour, McGraw Hill Education, 2017.</p>

Course Name:	Legal & Business Environment	Total Lectures: 40 Practical: 0
Course Code:	MB20M105	4-0-0-4
Course Objective: The curriculum is based on legal aspects in lieu with business environment and to enumerate the various key concepts necessity for a commerce graduate. Inculcate problem solving techniques regarding business environment.		
Unit	Contents	Hours
1.	Introduction to Business Law & Contract: Introduction, Essentials of Law; Law of Contract –Introduction, Objectives, Definition of a Valid Contract, Essential elements of valid contract, Performance of Contracts, Discharge of Contracts, Breach of Contract and Void Agreements.	8
2.	Sales of Goods Act and Consumer Protection Act: Law of sales of Goods 1930– Contract of sale, Goods and their classification, Conditions and Warranties, Passing of property in goods, Transfer of title by non-owners, Performance of a contract of sale, Unpaid seller and his rights, Remedies for breach of contract; Consumer Protection Act-Introduction, Definitions, Rights of Consumers, Nature and Scope of Complaints, Remedies Available to Consumers	8
3.	Law of Negotiable Instruments and Company's Act: Negotiable instruments, Promissory Notes, Bills of Exchange, Cheques, Negotiation, Presentment, Dishonor, Crossing of Cheques, Paying Banker; The Company's Act 2013: Introduction, Formation of a Company, Memorandum of Association, Articles of Association,	8

	<p>General Meetings and Proceedings, Winding up.</p> <p>Intellectual Property: Patents, Copyright, Trademarks and Designs. Information: Right to Information Act, 2005, Information Technology (Amendment) Act, 2008, Cyber security.</p>	
4.	<p>Business Environment: Concept, importance, nature, elements of business environment- Internal & external; PEST Analysis; impact of Political, Economic, Socio-cultural and Technological Environments on business. Changing Dimensions of Business Environments and Challenges faced by businesses in India.</p>	8
5.	<p>Indian & International Economic & Financial environment: Nature of economy, Structure of Economy, Economic Conditions;</p> <p>Indian Financial System- Monetary & Fiscal policy, Foreign Trade Policy; International Environment- Concept and impact of Liberalization, Privatization, Globalization over business;</p> <p>International trade -Balance of Payment; World Financial Environment- WTO, Impact of WTO on business in India.</p>	8
Course Outcomes		
At the end of the course the student should be able to:		
CO1	Appreciate the relevance of business law & environment to individuals and businesses.	
CO2	Demonstrate perpetual base for understanding legal & business environment concepts and terminology.	
CO3	Apply basic legal & business environment knowledge to business transactions.	

CO4	Acquire problem solving techniques and to be able to present coherent, concise legal argument.
CO5	Interpret and evaluate legal and ethical issues, problems and values
Books:	
Text Books	<p>N.D.Kapoor, Elements of Mercantile Law, 34thedition, Sultan Chand & Sons, 2013.</p> <p>M. C. Kuchhal, VivekKuchhal, 5thedition, Vikas Publishing House.</p> <p>K.Ashwathapa; Essentials of Business Environment, Himalaya Publishing House,</p>
Reference Books	<p>Akhileswar Pathak, Legal aspects of Business, 6thedition, McGraw Hill education 2014.</p> <p>Francis Cherunilum, Business Environment, Himalaya Publishing House.</p>

Course Name	Entrepreneurship Development	Theory Lectures: 40 Practical: 0
Course Code:	MG20M106	3-1-0-4
Course Objectives:		
Develop understanding and confidence in students to venture into entrepreneurship by giving them baseline understanding of the various aspects impacting decision making on various frontiers as faced by an enterprise.		
Units	Contents	Hours
1.	Introduction: Entrepreneur – meaning, evolution, importance, qualities, nature, types, traits. Entrepreneurship development - its importance, role of Entrepreneurship. Entrepreneurial environment, culture and stages in entrepreneurial process, changing dimensions in entrepreneurship – Digital entrepreneurship. Entrepreneur Vs. Intrapreneur, Entrepreneur Vs. Entrepreneurship, Entrepreneur Vs. Manager; Role of Entrepreneur in Indian economy and developing economies with reference to Self-Employment Development Entrepreneurial Culture.	08
2.	Starting A New Venture: Generating business idea – sources of new ideas, methods of generating ideas, opportunity recognition. Choice of the organization : Sole Proprietorship, partnerships, Joint Stock Co., Co-Operatives Family Business – meaning, characteristics, importance, types and models. Growing and evolving family business – Complexity of family enterprise – Diversity of successions; Different Dreams and challenges. Feasibility study – market feasibility, technical/operational feasibility, financial feasibility, environmental scanning, competitor and industry analysis. Drawing business plan - preparing project report, presenting business plan to investors.	08

3.	<p>Financing and Managing New Venture: Financing and Managing the new venture, Source of capital, Record Keeping, financial controls, Marketing and sales control. Internet advertising Features and evaluation of joint ventures. Basic Government Procedures to be complied with; Policies governing SMEs – Steps in setting up a small unit.</p> <p>Type of business- Large Scale/ MSME; Judging Funding requirements of the business; New Generation Funding sources- Venture Capital Funding, SME Funding, Angel Investors etc.</p>	08
4.	<p>Institutional support and government initiatives for Entrepreneurs’:</p> <p>Role of Directorate of Industries, Role of following agencies in the Entrepreneurship Development - District Industries Centers (DIC), Industrial Development Corporation (IDC), State Financial Corporations (IFCs), Commercial Banks, Small Scale Industries Development Corporations (SSIDCs), Khhadi and Village Industries Commission (KVIC), Industries Service Institute (SISI), NABARD, National Small Industries corporation (NSIC), Small Industries Development, Bank of India (SIDBI) and other relevant institutions / organizations.</p> <p>Role of Central Government and State Government in promoting Entrepreneurship - Introduction to various incentives, subsidies and grants.</p>	10
5.	<p>New Venture Expansion and Exit Strategies:</p> <p>Joint Ventures, Acquisitions, mergers, franchising, public issues, right issues, bonus issues and stock issues.</p> <p>Exit Strategies, Reasons for exiting and long and short term preparation, CSR, Dimensions of CSR</p>	06
	<p><i>Case Studies and Supplementary Readings to be given by the faculty for better understanding.</i></p>	

Course Outcomes	
At the end of the course student would be able to:	
CO1	Develop managerial qualities and competencies of an entrepreneur
CO2	Acquaint himself with the challenges of starting a new venture and the process of setting up a business.
CO3	Build essential skills and creativity needed to build teams and work in and with them.
CO4	Know the essential procedure and funding avenues for setting up a new business.
CO5	Learn the various government initiatives and accordingly plan for his business.
Books:	
Text Books	<ol style="list-style-type: none"> 1. Project Management - K. Nagarajan, New Age International, Second Edition 2. Dynamics of Entrepreneurship Development - Vasant Desai, Himalaya Publishing House, 2011 3. Entrepreneurship Development - Dr. P.C.Shejwalkar, Everest Publishing House, 2011
Reference Books	<ol style="list-style-type: none"> 1. Entrepreneurship: New Venture Creation - David H. Holt, Prentice Hall Publications, 1991 edition. 2. Entrepreneurship - Hisrich Peters, Mc Graw Hills, Tenth Edition 3. The Culture of Entrepreneurship - Brigitte Berger, ICS Pt., 1991 4. Entrepreneurship, 3rd Ed. - Steven Brandt 5. The Entrepreneurial Connection - Gurmit Narula, Tata McGraw Hills.

Course Name	INFORMATION SYSTEM FOR MANAGERS	Total Lectures: 40
Course Code:	MG20M107	3-1-0-4
Course Objectives: To provide basic understanding of use of technology and various decision making systems which integrate all the managerial functions.		
Unit	Contents	Hours
1	Introduction to Information Technology (IT): Basics of Information technology, Computer Network, E-Commerce: Concept, Types of Ecommerce. E-Banking: Tools, Security Threats and Control Measures in E-Banking, E- business.	8
2	Database Management System (DBMS): Basics of DBMS, Benefits of DBMS, Database Models –Hierarchical, Network and Relational, Applications of DBMS in Business Organization. Introduction to Data Warehouse, Architecture of Data Warehouse and Data Mining.	9
3	Information System: Introduction Concept of Information System, Importance and Characteristics of IS, Types of Information Systems: Transaction Processing System (TPS), Decision Support System (DSS), Executive Support System (ESS)	9
4	Design, Development and Implementation of Information System: Building Information Systems, Contemporary Approaches. Overview of System Development Process, Alternative System Building Methods – System Life Cycle, Prototyping and Outsourcing, Information System Success and Failure.	8
5	Enterprise Resource Planning (ERP): Concept of ERP, Advantages and Disadvantages of ERP, ERP implementation issues, Introduction to SAP, Various SAP-Modules, Advantages of SAP.	6
Course Outcomes:		
CO1	Define the basic concepts of Information technology. State the various types of E-commerce.	

CO2	Discuss the Database Management System and Describe the Architecture of Data Warehouse for Business Organization.
CO3	Illustrate types of Information Systems.
CO4	Examine and Evaluate ⁵ alternative System Building Methods.
CO5	Design different ERP Modules.
Books:	
Text Books:	<ol style="list-style-type: none"> 1) Kenneth C. Laudon, Management Information Systems, Prentice Hall, 13th Edition, 2006. 2) Jawadekar W.S., Management of Information Systems, Tata McGraw-Hill Publishing Company Limited, 2002. 3) Henry Lucas, Information Technology for Management, 7E, McGraw Hill Education, 2017.
Reference Books:	<ol style="list-style-type: none"> 1) Effy Oz, Management Information Systems, Cengage Learning, 5th Edition, 2007. 2) James A. O'Brien, Management of information Systems, 2001. 3) Kroenke David, Management of information systems, 2E, McGraw-Hill, 1994.

Course Name :	FINANCIAL MANAGEMENT	Total Lecture: 40 Practical: 0
Course Code:	MG20M201	3-1-0-4
Course Objectives		
<ol style="list-style-type: none"> 1. To help the students gain understanding and an in-depth view of the process in financial management of the firm. 2. To Develop knowledge on the allocation, management and funding of financial resources. 3. To help the students to develop cognizance of the importance of financial Management techniques. 4. To enable them to analyze and understand the role of a financial manager in the current competitive business scenario. 		
UNIT	CONTENT	HOURS
1	Financial Management Introduction : Concept of Finance, Decisions in financial management:- Financing Decision Investment Decision & Dividend Decision, Functions of Finance Manager, Financial Planning – Meaning and Steps; Profit Maximization vs. Wealth Maximization.	7
2	Sources of Finance, Cost of Capital: Long Term sources of finance- Equity, Preference, Debentures, Private Equity, Venture Capital & Angel Investor Short term loans- Commercial Papers, Certificate of Deposits, Bills of Exchange, factoring etc. Introduction, Significance, Determining components of cost of capital: Cost of Debt, Cost of Equity Capital, Cost of Preference Share Capital & Weighted Average Cost of capital.	10
3	Capital Structure: Capital Structure, Optimal Capital Structure, Theories of Capital structure; EBIT and EPS Analysis; Dividend – Policies, Forms of Dividends.	7
4	Working Capital Management: Concept and Need of Working Capital, Operating and Cash Conversion Cycle, Determinants of Working Capital. Estimation of Working Capital- Total Cost Method and	8

	Cash Cost Method. Trade off between Profitability and Liquidity.	
5	Capital Budgeting: Definition, Time Value of Money; Evaluation of Projects using DCF and Non DCF methods (viz. Pay Back Period, Discounted Pay back Method, Net Present Value, Internal Rate of Return, Profitability Index, Average Rate of Return)	8
Course Outcome(s)		
At the end of the course the students should be able to:		
CO1	Understand¹ the basic aspects of financial management so that the organizational goals can be achieved effectively and efficiently.	
CO2	Determine² the significance of long term sources of finance and cost of capital.	
CO3	Analyze³ the different sources of funds to optimize capital structure.	
CO4	Estimate³ Working Capital requirements for the business.	
CO5	Evaluate⁵ investment proposal by using different techniques of capital budgeting.	
Text Books	<ul style="list-style-type: none"> • Financial Management, V.K.Bhalla, S.Chand Publication, Revised Edition 2020 • Financial Management, P. C Tulsian & Bharat Tulsian, S.Chand Publications, Revised Edition, 2020 • Pandey I M., Financial Management, 10E, Vikas Publication House Pvt. Ltd. • Rustagi R.P, Financial Management: Theory Concept and Problems, 3E, Galgotia Publication Company. 	
Reference Books	<ul style="list-style-type: none"> • Brealy and Myers, Principles of Corporate Finance, 3E, Tata McGraw Hill Publishing Company Ltd. • Chandra Prasanna, Financial Management Theory and Practice, 5E, Tata McGraw-Hill Publishing Company Ltd. • Khan M Y and P K Jain, Financial Management: Text and Problems and Cases, Tata McGraw-Hill Publishing Company Ltd. 	

Course Name	MARKETING MANAGEMENT	Total Lectures: 40 Practical: 0
Course Code:	MG20M202	4-0-0-4
Course Objective: Equip students with elementary understanding of marketing fundamentals which are necessary for a manager for taking important organizational decisions with regards to product, price, consumer etc.		
Units	Contents	Hours
1	Introduction to Marketing Management: Introduction –Meaning of Market and Marketing, Nature, Importance & Scope of Marketing, Core Concepts of Marketing, Marketing Environment, Marketing Mix, Difference between Sales & Marketing. Segmentation, Targeting & Positioning: Concept of Market Segmentation, Benefits of Market Segmentation, Bases for Market Segmentation, Process of Market Segmentation, Targeting, Market Positioning.	10
2	Consumer Behavior and Marketing Research: Introduction, Nature & Importance of Consumer Behaviour; Consumer Buying Decision Process; factors influencing Consumer Buying Behaviour; Organisational Buying Behaviour; Characteristics of Business Markets, Steps in Business Buying Process. Concept and Components of Marketing Information System (MkIS), Marketing Research – Meaning, process, Scope and Significance.	7
3	Marketing Mix elements: Product Mix, Levels of Products, Classification of Products, Product Line & Product Mix Decision, New Product Development Process, Product Life Cycle (PLC)-Stages & Strategies. Introduction to Pricing, Price Determination Process & Methods. Introduction to Place Mix, Channels of Distribution for Consumer & Industrial Products, Levels of Channels, Channel Design Decisions - Factors, Concept of Promotion Mix, Elements of Promotion Mix.	10

4	Introduction to Services Marketing Importance of Services Marketing, Distinction between Services & Goods, Characteristics of Services, Classification of Services, Extended 3 P's of Services Marketing, Emerging Issues in Service Marketing	7
5	Introduction to Recent Trends in Marketing: Introduction, Ethical Aspects & Practices in Marketing, e-Retailing, Experiential Marketing, Green Marketing, Affiliate Marketing, Social Media and Digital Marketing.	6
<i>Note: Case study will be based on applicable topics.</i>		
Course Outcomes:		
CO1	Understand core concepts of marketing and recent trends in marketing.	
CO2	Implement Segmentation, Targeting & Positioning concepts for Product / Service.	
CO3	Analyze the role of consumer behavior in making marketing decisions.	
CO4	Apply Marketing Mix Elements in Products / Service Marketing.	
CO5	Develop Marketing Plan for Product / Service.	
Books:		
Text Books:	1) Philip Kotler, Suzan Burton, Marketing Management, Pearson Education Australia, 2008. 2) Gary Armstrong, Philip Kotler, Principles of Marketing, Pearson College Division, 2013. 3) Neeru Kapoor, Marketing Management, PHI Learning Pvt. Ltd., 2014. 4) Arun Kumar, N Meenakshi, Marketing Management, 3E, Vikas Publication House, 2016.	
Reference Books:	1) William Cohen, Drucker on Marketing, McGraw Hill Professional, 2012. 2) Rajan Saxena, Marketing Management, 4E, Tata McGraw-Hill Education, 2009.	

Course Name	HUMAN RESOURCE MANAGEMENT	Total Lecture: 40 Practical: 0
Course Code	MG20M203	4-0-0-4

Course Objectives: This course describes Provide a comprehensive understanding of Human Resource Management. Matching of job requirements to skills and training and development of employees. The course objectives are listed below:

1. To provide understanding about the human resource management and roles of human resource manager.
2. To familiarize the students with the human resources planning and job analysis.
3. To make aware about the process of recruitment and selection process.
4. To acquaint students with the various training, development and appraisal techniques.
5. To aware students about the compensation plans and industrial relations.

Unit	Contents	Hours
1	Introduction to Human resource Management: Definition, Nature and Scope of Human Resource Management (HRM), Evolution of HRM. Difference between HRD and HRM and Personnel Management; Changing Role of HR managers.	8
2	Human Resources Planning: Human Resources Planning: Definition, Objective, Significance, Processes & Factors Influencing HRP; Job Analysis – Job Description, Job Specification.	7
3	Recruitment and Selection: Recruitment Policy, Drafting recruitment plan, Procedures, Methods, Recruitment process evaluation method. Selection Process & Methods, Changing Role of Social Media as a Selection Tool.	8
4	Training & development and Appraisals: Training- Purpose, Training Need Analysis, Methods, Process and Issues of Training; Development- difference in training and development, Developing	9

	and implementing learning strategies and programs, designing e-learning courses, career plans, Maintaining budgets. Performance Appraisal: Definition, Purpose, Techniques Preparation of appraisal forms and evaluation of appraisal process.	
5	Compensation and Industrial Relations: Compensation: Job evaluation techniques, Components of compensation structure. Designing a compensation plan. Industrial relations: Overview of Labour laws In India, Industrial Relation-Collective Bargaining, Administration-Grievances Handling- Machinery for resolving Industrial disputes, Future of Trade Unionism.	8
Course Outcomes		
At the end of the course the students should be able to:		
CO1	Define the nature, scope and evolution of human resource management.	
CO2	Demonstrate the understanding human resource planning.	
CO3	Utilize the process of recruitment and selection in the organisation.	
CO4	Illustrate the training and development methods and apply the performance appraisal techniques.	
CO5	Interpret the compensation plans and industrial relations.	
Text Books:	<p>6. S S Khanka, Human Resource Management, 1E, S. Chand Publication, 2003.</p> <p>7. Prof. R. C. Agarwal, Suresh Fauzdar, Human Resource Management, 1E, SahityaBhawan Publishers & Distributors Pvt. Ltd. 2015.</p> <p>8. Aswathappa K, Human Resource Management: Text & Cases, 6E, Tata McGraw Hill Education Private Limited, 2015.</p> <p>9. Rao V., Human Resource Management (Text & Cases), Excel Books, Latest edition.</p> <p>10. Sharma F. C., Human resource management, SBPD, 2019.</p>	

Reference Boks:	<p>4. Gary Dessler, Human Resource Management, 10E, Pearson/Prentice Hall, 2005.</p> <p>5. Ivancevich J. M., Human resource Management, Tata McGraw Hill. Latest edition.</p> <p>6. Price A. Human resource management in a business context. Cengage Learning EMEA; 2007.</p> <p>7. Gomez-Mejia LR, Balkin DB, Cardy RL. Managing human resources. Upper Saddle River, NJ: Pearson/Prentice Hall; 2007.</p>
------------------------	--

Course Name :	Production and Operations Management	Total Lecture: 40 Practical: 0
Course Code:	MG20M204	4-0-0-4 4-
Course Objectives		
<p>1. Provide conceptual knowledge of operation designs and choices of processes</p> <p>2. Make students understand methodologies of production for optimum utilization of resources</p> <p>3. Optimizing operational procedures for maximizing profits for the organization.</p>		
UNIT	CONTENT	HOURS
1	<p>Understanding Operations: Objectives, Scope & Functions of Operation Management, Operations Management decisions and Challenges, Types of Production System and their choice Operations Strategy and Formulation and types, Productivity Concept, Models, Factors Affecting Productivity, Measures of productivity, Ways to Improve Productivity, Operations Performance.</p> <p><i>*Numerical on Productivity</i></p>	9
2	<p>Facility and Layout Planning: Facility planning Product Selection and Design, Service Design, Process and technology selection, Location of Manufacturing/Service facility, Quantitative (Centre of Gravity Model, Median model, Dimensional analysis, Brown and Gibson Model), Qualitative Models (Factor Rating Method, Weighted Factor rating Method)</p> <p>Layout of Manufacturing/Service Facility; Product Layout, Process Layout, Fixed Position and Group Layout, Relationship based and Load – Distance</p>	9

	cost Matrix. Material Handling Concepts. <i>* Field Visits & Case Study on Location & Layout Planning.</i>	
3	Work Measurement, Resource Requirement: Work Study, method Study, motion Study, Capacity planning, Inventory management- Concept, types, lead time, safety stock, reorder point. PPC & Technology Management: Meaning, Objectives, Scope & Elements of Production Planning and Control, Loading, Scheduling and Sequencing, Aggregate Planning Strategies Production control. Recent Manufacturing Technologies JIT, LEAN and AGILE Manufacturing Technologies. <i>*Model Making in Production Planning.</i>	9
4	Inventory Planning & Control : Meaning & Objectives of Inventory, Types, Inventory Costs, Economic Order Quantity (EOQ), Models P and Q Systems Selective Inventory Control Techniques, MRP, MRP logic; Implications of Inventory Control methods; Inventory Control- Classification of Materials- ABC, VED, HML; Inventory Turnover ratios, Fixed order quantity models. <i>* Numerical on Inventory Control</i>	7
5	Quality & Supply Chain Management: Concept of Quality, Quality Dimensions, Quality Control and Quality Assurance, TQM, KAIZEN, Quality Circles, Six Sigma; Framework of SCM, Flows in SCM, Function & activities of SCM, SCM strategies Supply Chain Drivers, Network Design, Bullwhip effect. <i>* Case Study on SCM/ Quality.</i>	6
Course Outcome(s)		
At the end of the course the students should be able to:		
CO1	Define the functions of operations in organizations and develop operations strategy.	
CO2	Demonstrate Operations Strategy for a Company/SBU based on the Environment Scanning.	
CO3	Utilize the knowledge to diagnose and solve organizational problems and develop	

	optimal managerial decisions.
CO4	Illustrate Supply chain network Design, and evaluate the SC strategy and performance.
CO5	Interpret Process Planning & Inventory system at Macro and Micro Level.
Text Books	<ul style="list-style-type: none"> • Dr. MartandTelsang, Industrial Engineering and Production Management, S. Chand Publication New Delhi.3rdEdition 2018. • R. Paanneerselvam, Production and Operations Management, Eastern Economy Edition, New Delhi. • S.A. Chunawalla and D. R. Patel: Production and Operations Management, Himalaya Publishing House, Mumbai.
Reference Books	<ul style="list-style-type: none"> • B. Mahadevan Operations Management Theory and Practice, Pearson Education, 2007. • Joseph Monks, Operations Management McGraw Hill Publishing.

Course Name	QUANTITATIVE TECHNIQUES	Total Lectures: 40 Practical: 0
Course Code	MG20M205	3-1-0-4
Course Objective: To enhance the analytical capability of students by using concepts of mathematics and statistics which help in business decision making. Create understanding of mathematical and statistical tools which aid in strategic as well as tactical managerial decision making.		
Unit	Contents	Hours
1	STATISTICSINTRODUCTION Introduction to Statistics and importance in business decisions; origin, growth, meaning and definition, Frequency Distribution and graphic representation; Measures of central Tendency- Mean, Median & Mode; Graphical location of Median and Mode, Application of various measures- Merits and Demerits of various measures of central tendency	7
2	MEASURES OF DISPERSION Measures of dispersion – Concept-Properties of a good measure of dispersion- Absolute and Relative-Range-Inter Quartile Range-Quartile Deviation, Mean Deviation, Lorenz curve Standard Deviation; Co-efficient of Variance; Skewness & Kurtosis	8
3	CORRELATION &REGRESSION: Correlation- Introduction, Types, Causes, Measures of correlation, Scatter diagram; Karl Pearson’s Correlation coefficient, Probable Error, Spearman’s Rank Correlation Coefficient. Regression: Concept, Least Square method for linear and non-linear equations, Properties of regression coefficients.	10
4	PROBABILITY: Introduction, Basic Terminologies, Probability Distributions- Discrete and Continuous; (Binomial Distribution, Poisson distribution and Normal Distribution. Simple problems related to addition, multiplication and division of probability. Conditional Probability.	8

5	TIME SERIES ANALYSIS AND FORECASTING Components of Time Series, Additive and Multiplicative Models, Trend Forecasting by Graphical method, Moving Averages & Least Square methods. Decision making under Uncertainty & Risk.	7
Course Outcomes:		
After completion of the course, a student would be able to:		
CO1:	Give student a basic understanding on Mathematics and Statistics and their application in Business Decisions.	
CO 2:	Would be able to formulate a problem, think creatively and properly synthesize information and derive a solution using quantitative methods.	
CO3:	Would be trained in analysis of quantitative information and computational skills.	
CO4:	Well versed with relevant quantitative tools used in day-to-day business situations.	
CO5:	Able to successfully apply learning of mathematics and statistics to build a successful career	
Books:		
Text Books:	1) An Introduction to Statistical Methods, C.B Gupta & Vijay Gupta, Vikas Publications, 23 rd Revised Edition. 2) Mathematics & Statistics, Ajay Goel, Alka Goel, Taxmann Publications, Latest Edition 3) Business Statistics, S.C.Gupta, Himalaya Publications	
Reference Books:	1) Statistics for Management, Levin Richard I., 7 th Edition, Pearson Publications 2) Mathematics for management and computer applications, J.K.Sharma, Galgotia Publications, Latest Edition	

Course Name:	BUSINESS RESEARCH DECISION	Total Lecture: 40 Practical: 0
Course Code:	MG20M206	4-0-0-4
Course Objectives		
<p>1. To provide students with basic understanding of research</p> <p>2. To equip the participants with the importance of research in business decisions.</p> <p>3. And to allow application of modern analytical techniques for decision making in routine and strategic business activities</p>		
UNIT	CONTENT	HOURS
1	Introduction to Research - Meaning, Objectives, significance of Research in Management. Importance and scope of Research.	7
2	Research Process- Defining Research Problem; Setting of Hypothesis; Research Design - Exploratory, Descriptive and Experimental Research	8
3	Sampling Design – Steps in Sampling Design; Criteria of Selecting a Sampling Procedure, Characteristics of Good Sample Design; Types of Sample Design.	9
4	Measurement & Scaling; Questionnaire Design; Data Collection- Primary and Secondary data; Observational and Methods; Processing of Data - Editing, Coding, Classification, Tabulation of data.	7
5	Analysis and Report Writing – Selection of Appropriate Statistical Techniques; Parametric Test for Hypothesis testing – T- test, Chi- Square test; Characteristics of Non parametric Test; One – way ANOVA; Report writing; Research related software and their applications.	9
Course Outcome(s)		
At the end of the course the students should be able to:		
CO1	Define various concepts & terms associated with business research.	
CO2	Demonstrate the terms and concepts used in all aspects of scientific business research.	
CO3	Utilize the knowledge gained by Applying scientific principles of research to SOLVE contemporary business research problems.	
CO4	Illustrate the relevant aspects of the research process from a data driven decision	

	perspective.
CO5	Interpret 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.
Text Books	<ul style="list-style-type: none"> • Kothari, C.R, “Research Methodology”, WishwaPrakashan, Latest Edition. • Gupta, S.P, ”Statistical Methods”, Sultan Chand, New Delhi, Latest Edition.
Reference Books	<ul style="list-style-type: none"> • Dwivedi R.S, “Research Methods in Behavioural Science”, Macmillan Publishing Company, Latest Edition. • Zikmand W.G, ”Business Research Methods”, Thomson, South- Western, Latest Edition.

Course Name	INTERNATIONAL BUSINESS	Theory Lectures: 40 Practical: 0
Course Code:MG20M207	4-0-0-4	
<p>Course Objectives:</p> <p>This course describes the principles, techniques, and concepts needed for international business management and its decision-making. Students will analyze international management and investment strategies. This course provides insights on tools and practices that help to identify and interpret international business opportunities. The course objectives of the course are listed below:</p> <ol style="list-style-type: none"> 1. The students will introduce of the concept international business, reason, importance and problems of international business and also will provide idea about the international organization & agreements. 2. The course will give knowledge about the international business environment and theories of international business. 3. The course will develop understanding about modes of entering into international business and also acquaints students with the conflict management and ethics related to international business. 		
Units	Contents	Hours
1.	Introduction to International Business: Meaning, Distinction between domestic and international business, reason, importance, problems of international business, Globalization: Importance, impact essential condition.	12
2.	International business environment; economic, social, cultural, political, legal or regulatory, technology.. Theory of international business	12
3.	Modes of entering international business: E-business vs. international business. Methods of entry into foreign markets: Licensing, Franchising, Joint Ventures, Acquisitions, Strategic Alliances; Trade barriers, Trade blocks. Economic Union.	14
4.	International Organization & Agreements: World trade organization (WTO), UNCTAD, IBRD, IMF, World bank. Foreign Direct Investment: Concept, types of FDI, forms of FDI,	13

	advantages, limitations.	
5.	Conflict Management and Ethics in International Business management: Conflict in international business, sources and types, conflict resolutions, negotiation, ethical issues in international business, ethical decision making. International HR issues.	11

Course Outcomes	
At the end of the course student would be able to:	
CO1	Define the concept, reason, importance and problems of international business.
CO2	Demonstrate the various environments of international business.
CO3	Utilize the modes of entry and methods of entry into foreign market.
CO4	Illustrate about the international organization & agreements.
CO5	Interpret the conflict and manage the conflict in international business.

Books:	
Text Books	<ol style="list-style-type: none"> 1. Gupta C.B., International Business, S. Chand Publishing, 2014. 2. Bhalla V.K., International business, S. Chand Publishing, 2013. 3. Gupta S., International Business, McGraw Hill, 2015. 4. Aswathappa K., International Business, McGraw Hill, 2008. 5. Sinha V.C., International Business, SBPD, 2020.
Reference Books	<ol style="list-style-type: none"> 1. Sharan V., International Business: concepts, environment and strategy, Pearson, 2011. 2. Daniels J.D., Radebaugh L.H., Sullivan D.P., International business, Prentice Hall; 2014. 3. Hill C.W., Wee CH, Udayasanker K., International business: an Asian perspective, McGraw Hill Education (Asia); 2012. 4. Rao Subba, International Business: Text & Cases, Himalaya Publishing Pvt. Ltd. 5. Ricky W.G., Michael P.W., International business: A managerial perspective, Prentice Hall; 2005. 6. Sinha P.K., Sinha S., International Business Management: A Global Perspective, Excel Books, 2008.

Course Name:	CASE STUDY ANALYSIS (ABILITY ENHANCEMENT COURSE)	
Course Code:	PB 20M201	
Course Objectives		
<p>1. To provide the necessary platform for students to communicate and collaborate about a situation that concerns a certain group ,with basic understanding of Case study.</p> <p>2. To equip the students with the problem solving ability which help them in business decisions.</p> <p>In the beginning of the session, students will be allotted one topic related to his specialization and he will prepare a case study under the guidance of his supervisor.</p>		