

MBA: First Year - First semester
V18MBT01: Management Theory & Organizational Behaviour
(Effective for the students admitted into first year from the Academic Year 2018-2019)

L	T	P	C
4	0	0	4

Course Outcomes:

1. Understand the fundamentals of management and develop holistic perspective towards an organization.
2. Use the models of decision making and controlling in an organizational context.
3. Understand various dimensions of individual behavior.
4. Identify the dynamics of group and also emerge as a good team member.
5. Emerge as a leader who can understand the culture of an organization.

Unit-I:

Role of Management – Concept – Significance – Functions – Principles of Management - Patterns of Management: Scientific – Behavioral – Systems – Contingency

Unit-II:

Decision Making and Controlling – Process – Techniques. Planning – Process – Problems-Making it Effective. Controlling - System of Controlling – Controlling Techniques – Making Controlling Effective.

Unit-III:

Organizational Behavior – Introduction to OB – Organizing Process – Departmentation Types – Making Organizing Effective - Understanding Individual Behavior – Perception – Learning – Personality Types – Johor window- Transactional Analysis

Unit-IV:

Group Dynamics and Motivation – Benefits of Groups – Types of Groups – Group Formation and Development, Motivation – Concept of Motivation - Motivational Theories of Maslow, Herzberg, David Mc Clelland, and Porter and Lawler

Unit-V:

Leadership and Organizational Culture and Climate: Leadership – Traits Theory – Managerial Grid – Transactional vs. Transformational Leadership – Qualities of good Leader, Change Management – Conflict Management.

Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.

References:

1. Essentials of Management- An International Perspective, 8th Edition, Koontz & Werich, TMH
2. Management: Text & Cases, 2nd Edition, Satya Raju & Parthasarthy ,PHI
3. Business Organization and Principles of Management, A. Roy, TMH
4. Management, Text & Cases, V.S. P. Rao &Harikrishna, Excel Books,2009
5. Mgmt. Concept & Strategies, Chandan, Vikas Publications
6. Management Science, Rao, Scitech
7. Principal & Practice of Management. Ghanekar, EPH,2005
8. Principal & Practice of Management, Amrita Singh, EPH
9. Organizational Behavior, Stephen P. Robbins,16th Edition, Pearson Education.
10. Organizational Behaviour,4th Edition, S.S.Khanka, S.Chand,2002
11. Organizational Behavior 1st Edition, Mishra .M.N ,Vikas Publishing
12. Organizational behavior, Pierce Gardner, Cengage, Weihrich&Aryasri, TMH,2009.
13. Organizational Behaviour, Subbarao P, Third Revised Edition, Himalaya Publishing House,2017.
14. Organizational Behaviour, Sarma, Jaico Publications,2009.

MBA: First Year - First semester
V18MBT02: MANAGERIAL ECONOMICS

(Effective for the students admitted into first year from the Academic Year 2018-2019)

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Course Outcomes:

1. Apply the concepts of Managerial economics in managerial decision making.
2. Understand the relationship between Price, demand & supply and determine changes in market equilibrium.
3. Explain the relationship between inputs and productivity using various production functions and their applicability in real world business.
4. Develop various cost structures and determine the relationship between costs and output in short and long run.
5. Determine the profit maximizing price and output in various competitive markets in short and long run.

UNIT 1:

Introduction to Managerial Economics: Definition, Nature and Scope, Relationship with other areas in Economics, The role of managerial economist. Concept of opportunity cost, Incremental concept, time perspective, Risk & uncertainty.

UNIT 2:

Demand Analysis: Elasticity of demand, types and significance of Elasticity of Demand - Measurement of price Elasticity of Demand – law of Supply, Elasticity of Supply -Need for Demand forecasting, forecasting techniques.

UNIT 3:

Production Analysis: Production function, Marginal Rate of Technical Substitution, Production function with one/two variables, Cobb-Douglas Production Function, Returns to Scale and Laws of returns.

UNIT 4:

Cost and Revenue Analysis: Cost concepts, determinants of cost, cost – output relationship in the short run and long run – Modern development in cost theory –Envelop shaped long run curve- Total, Average and Marginal cost and revenue curves– Cost - Volume – Profit analysis

UNIT 5:

Market Structure and Pricing practices: Features and Types of different Markets – Price- Output determination in Perfect competition, Monopoly, Monopolistic competition and Oligopoly both in the long run and short run. Pricing methods in practice — Managerial Theories of a firm. .

Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.

References

1. Paul, Koushil: “**Managerial Economics**”, Cengage Learning, New Delhi,
2. Siddiqui S A, Siddiqui A S: “**Managerial Economics**”, and Financial Analysis”, New Age International Publishers, New Delhi, 2008.
3. Vanita Agarwal: “**Managerial Economics**”, Pearson, New Delhi, 2013.
4. Dominick Salvatore: “**Managerial Economics**”, Oxford University Press, New Delhi, 2010.
5. D.L. Ahuja: “**Managerial Economics**”, S. Chand & Company Ltd, New Delhi-55.
6. O’Sullivan, Sheffrin, Perez “Micro Economics: Principles, Applications and Tools”, Pearson Education.
7. Mithani D M: “**Managerial Economics**”, Himalaya Publishing House, Mumbai, 2008.
8. Atmanand: “**Managerial Economics**”, Excel Publications. New Delhi, 2012.
9. Varshney, R.L and Maheswari, K L: “**Managerial Economics**”, Sultan Chand and Sons, New Delhi, 2002.
10. Narayanan Nadar E, Vijayan S: “**Managerial Economics**”, PHI Private Limited, New Delhi, 2009.

MBA: First Year - First semester
V18MBT03: ACCOUNTING FOR MANAGERS

(Effective for the students admitted into first year from the Academic Year 2018-2019)

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Course Outcomes:

1. Understand Nature, objectives and principles of financial accounting,
2. Able to prepare the financial statements of organization.
3. Apply various tools to analysis the financial position of the organization.
4. Understood the fundamental concepts of cost accounting which help the organization in decision making.
5. Aware of contemporary practices in the area of financial accounting.

Unit-I:

Introduction to Financial Accounting: Definition – Scope – Nature – Objectives – Users of Accounting Information – Accounting Principles: Concepts and Conventions – Accounting Standards. **Branches of Accounting:** Financial Accounting – Cost Accounting – Management Accounting.

Unit-II:

Accounting Cycle & Preparation of Financial Statements: Book keeping, **Double Entry System, Classification of Accounts – Journal – ledger and Trial Balance preparation.** Capital and Revenue Expenditure. **Preparation** of Final Accounts: Trading, profit and loss account and Balance Sheet – Methods of Depreciation.

Unit-III:

Financial Statement Analysis: Comparative - Common size, Trend Analysis, Ratio Analysis – Funds Flow Analysis (simple problems) – Cash Flow Statements (simple problems)

Unit-IV:

Cost Accounting for Managerial Decisions: Meaning of Cost, Costing, cost accounting, Classification of Costs, Elements of Cost and Preparation of Cost Sheet. Marginal Costing: Break Even Analysis

Unit-V:

Contemporary Developments in Accounting: Window Dressing, Methods of Window dressing, **Ethical issues in preparation of accounts.** Human Resource Accounting – Social

Accounting - Responsibility Accounting – Reporting to Management (Theory)- Forensic Accounting and Audit.

Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.

References:

1. G .Prasad& V. Chandra Sekhara Rao, Accounting for managers, jai Bharat publications.
2. Jelsy Joseph Kuppapally – Accounting for Managers – PHI (2008).
3. I.M. Pandey: Management Accounting, Third Revised Edition, Vikas Publishing House. New Delhi.
4. Jawaharlal, Accounting for Management, Himalaya, Mumbai,2012
5. Khan and Jain, Management Accounting, 5th Edition, Tata Mc Graw Hill, Delhi.
6. Gupta R.L. and Radhaswamy M: Advanced Accountancy, Sultan Chand Publications- 2014.
7. Maheswari S.N: Advanced Accountancy, 5th Edition, Vikas Publishing House. New Delhi.
8. Grewal T.S. Introduction to Accountancy, 2009, S Chand Publishers

MBA: First Year - First semester
V18MBT04: INDIAN ECONOMY & POLICY

(Effective for the students admitted into first year from the Academic Year 2018-2019)

L	T	P	C
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Course Outcomes:

1. Understand the composition of Indian economy.
2. Able to analyze the internal and external factors which impact the functionality of a business unit.
3. Understand the industrial environment prevails in India towards industrial development.
4. Know the functioning of various financial organs in Indian economic system.
5. Understand how Indian economy integrated to the global business.

Unit-I:

Demographic Environment: India's mixed Economic system - Occupational Structure; population trends; growth trends in basic sectors- National income and distribution of wealth- Poverty and unemployment- Recent trends and government policy.

Unit-II:

Economic & Business Environment - Appraisal of Fiscal and monetary policies; Industrial Policy, 1991; Liberalisation, Privatisation and Globalisation- Foreign Trade policy – FEMA; Consumer Protection Act; Consumer Rights and redressal Mechanism; Environmental degradation and protection

Unit-III:

Industrial Environment: Industrial Growth; structure and performance; Public sector in India; Role and growth; Disinvestment and privatization of PSUs; Industrial sickness in India- incidence, nature and causes; Government's remedial policy measures

Unit-IV:

Financial Environment- Money market; Capital market; structure, Role and problems of growth- impact of Global Financial crisis – Reforms in Indian Capital markets- Commercial Banking - Recent trends; Reforms; problem of NPAs; Govt. Measures.

Unit-V:

International Environment- Foreign Investments and Multinational Corporations; Implications of FDI and Portfolio Investments; Social and economic implications of MNCs in India- Indian economy under WTO regime; Impact of WTO policies on Agriculture, small business and employment- Impact of World Bank and IMF policies on Indian Economy.

Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.

References:

1. Dutt, Ruddar& KPM Sundaram, Indian Economy, S. Chand & Co. New Delhi,2016
2. Misra&Puri, Indian Economy, Himalaya Publishing House, Delhi,2015
3. Ahuja, H. L., Economic Environment of Business,7th Edition, S. Chand & Co, New Delhi
4. Adhikari,M., Economic Environment of Business, Sultan Chand & Sons, Delhi,2012
5. Fernando, A. C., Business Environment, Pearson, Delhi,2016
6. Ashwathappa, K, Essentials of Business Environment, Himalaya, Delhi,2018.
7. The Economic Times, Financial Express, Business Standard, Dailies

MBA: First Year - First semester
V18MBT05: BUSINESS COMMUNICATION

(Effective for the students admitted into first year from the Academic Year 2018-2019)

L	T	P	C
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Course Outcomes:

1. Understand the communication process, importance and classification.
2. Familiar with managing organizational communication
3. Understand influencing factors of interpersonal communication.
4. Learn various business writing skills
5. Preparations of reports for different occasions.

UNIT 1:

Role of Communication in Business: Objective of Communication – The Process of Human Communication – Media of Communication - Written Communication - Oral Communication – Visual Communication - Audio Visual Communication – Silence - Developing Listening Skills – Improving Non-verbal communication skills – Cross Cultural Communication – problems and challenges.

UNIT 2:

Managing Organization Communication: Formal and Informal Communication - intrapersonal Communication – Models for Inter Personal Communication - Exchange Theory, Johari Window and Transactional Analysis.

UNIT 3:

Motivational factors to influence Interpersonal Communication: Inter-Personal communication – Role of Emotion in Inter Personal Communication – Communication Styles – Barriers to Communication – gateways to Effective Interpersonal Communication.

UNIT 4:

Business Writing Skills: Significance of Business Correspondence – Preparing agenda for meetings, recording minutes of meeting, Letter Writing (Employment related correspondence, Correspondence with Govt./Authorities, Office Orders, Enquiries and Replies), Press release, Writing CV - Telephone Communication – email and SMS etiquette.

UNIT 5:

Report Writing – Meaning and Significance-Structure of Reports - Negative, Persuasive and Special Reporting: Informal Report – Proposals, Formal Reports. Techniques of Presentation – Types of Presentation.

Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.

References:

- 1) C.S.G. Krishnamacharyulu and Lalitha Rama Krishnan, Business Communication, Himalaya Publishing House, Mumbai,2016.
- 2) Urmila Rani and S. M. Roy, Business Communication, Himalaya Publishing House.
- 3) Nirmala Sing, Business Communication, Deep and Deep Publications Pvt. Ltd..
- 4) R. K. Madhukar, Business Communication, VIKAS Publications,2018.
- 5) Business and Professional Communication, Texas Aandm. Sage Publications ,2017
- 6) The Basics of Communication, Steve Duck, Sage Publications,2012
- 7) Professional Speaking Skills, Aruna koneru, Oxford University Press,2015
- 8) English Grammar, RajeevanKaral, Oxford University Press
- 9) Spoken English, Sabina Pillai, Oxford University Press,2016.

MBA: First Year - First semester
V18MBT06: QUANTITATIVE ANALYSIS FOR BUSINESS DECISIONS

(Effective for the students admitted into first year from the Academic Year 2018-2019)

L	T	P	C
4	0	0	4

Course Outcomes:

1. Obtain basic knowledge of statistics, probability and probability distributions.
2. Understand decisions making process and familiar with various supporting tools for decision making.
3. Able to formulate Linear Programming models for various managerial problems.
4. Can optimally utilize resources using Transportation, Assignment models. Formulate strategies using Game theory.
5. Understand project management techniques using PERT and CPM.

UNIT 1:

Basic Measures of Central Tendency – Measures of Dispersion – Simple Correlation and Regression analysis - Concept of Probability- Probability Rules – Joint and Marginal Probability – Baye's Theorem- Probability Distributions- Binomial, Poisson, Normal and Probability Distributions.

UNIT 2:

Introduction to Operations Research. Decision Theory: Steps involved in Decision Making, different environments in which decisions are made, Criteria for Decision Making, Decision making under uncertainty, Decision making under conditions of Risk-Utility as a decision criterion, Decision trees, Graphic displays of the decision making process.

UNIT 3:

Linear Programming: Formation of mathematical modeling, Graphical method, the Simplex Method; Justification, interpretation of Significance of All Elements in the Simplex Tableau, Artificial variable techniques.

UNIT 4:

Transportation, Assignment Models & Game theory: Definition and application of the transportation model, solution of the transportation problem, the Assignment Model, Traveling Salesman Problem. Game Theory: Introduction – Two Person Zero-Sum Games, Pure Strategies, Games with Saddle Point, Mixed strategies, Rules of Dominance, Solution Methods of Games without Saddle point – Algebraic, matrix and arithmetic methods.

UNIT 5:

Network Analysis: PERT & CPM.- Drawing networks – identifying critical path – probability of completing the project within given time- project crashing – optimum cost and optimum duration..

Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.

References

1. N.D.Vohra: “***Quantitative Techniques in Management***”, Tata-McGraw Hill Private Limited, New Delhi, 2011.
2. J. K. Sharma, “***Operations Research: Theory and Applications***”, Macmillan Gupta S.P:“***Statistical Methods***”, S. Chand and Sons, New Delhi,
3. Anand Sharma: “***Quantitative Techniques for Business decision Making***”, HimalayaPublishers, New Delhi,2012;
4. D P Apte: “***Operation Research and Quantitative Techniques***”, Excel Publication, New Delhi,2013
5. Hamdy, A.Taha: “***Operations Research: An Introduction***”, Prentice-Hall of India, New Delhi2003.
6. Anderson: “***Quantitative Methods for Business***”, Cengage Learning, New Delhi 2013
7. Sancheti, Dc & VK Kapoor, “***Business Mathematics***”, S Chand and Sons, New Delhi

MBA: First Year - First semester
V18MBL01: Information Technology Lab (100% Lab)
(Effective for the students admitted into first year from the Academic Year 2018-2019)

L	T	P	C
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Course Outcomes:

1. Able to prepare various office reports using MS-Office, run queries using SQL.
2. Compute various financial calculations using MS-Excel.
3. Calculate and apply statistical functions using MS-Excel.
4. Understand the concept flow diagrams, TQM methodologies.

UNIT 1:

Introduction of various software used for business: Significance in the current business environments - Introduction of software MS Office, SQL.

UNIT 2:

Financial modeling: Present value of cash flows, Valuations, Financial ratio analysis, Forecasting, Trend analysis of data, Random input generations

UNIT 3:

Statistics for Management - correlation and regression analysis data presentation techniques. Spread sheet showing the monthly payments with changing interest rate over a period of loan. (Using excel)

UNIT 4:

Data Collection and analyzing techniques: Charts, Flow diagrams TQM methodologies

References:

1. Shelly, Cashman: "Microsoft copies 2007", Cengage Learning, New Delhi. 2012

Syllabus for the Regulation Year 2018-19

Employability Skills – I (English Communication Skills)

I MBA - I Semester

S.No	Course Code	Course Name	L	T	P	C
1	V18ENT13	Employability Skills – I (English Communication Skills)	2	-	-	MNC*

(*MNC : Mandatory Non Credit Course)

COURSE OUTCOMES (Along with Knowledge Levels):

(After successful completion of the course the students will be able to)

C01: Correlate rules of grammar and start communicating with ease. (K4)

C02: Construct and use syntactic patterns in writing. (K3)

C03: Express, discuss and comprehend English language well. (K2)

C04: Recognize, recall and use expressions with a native-like competence. (K1)

C05: Interpret well and demonstrate creative thinking. (K3)

Unit-1

Self - Introduction

Basic English Grammar

Kinds of Sentences: Assertive, Negative, Interrogative and Imperative.

Do / Be / Have forms and usage.

Unit-2

Basic English Grammar: Tense

Present, Past and Future Tenses

Situational Dialogues/ Role plays

Proverb Expansion (25)

Unit-3

Basic English Grammar - Modal verbs
Can, could, may, might, will, would, shall, should, etc.,
JAM (Just A Minute)
Idioms: Meaning and Usage (1 -50)

Unit-4

Basic English Grammar - Active and Passive Voice
Transitive and intransitive verbs
Picture Interpretation - Spoken and written forms.
Idioms: Meaning and Usage (51 -100)

Unit-5

Basic English Grammar - Reported speech (Direct and Indirect Speech) Conversion Rules
as per the Reporting Verb - Changes in Modals - Conversion of Interrogatives, Command,
Request, Exclamation, Wish and Change of Place and Time.
Thinking out of the box - Spoken and written forms.
Creative writing /thinking - Chart Presentations.

TEXT BOOKS:

1. Work book on Spoken English Prepared by T & P cell.

References:

1. Essential English Grammar-
Raymond Murphy
2. Advanced English Grammar –
D.S. Paul
3. <http://learnenglish.britishcouncil.org/en>

MBA: First Year - Second semester
V18MBT07: FINANCIAL MANAGEMENT

(Effective for the students admitted into first year from the Academic Year 2018-2019)

L	T	P	C
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Course Outcomes:

1. Understood the fundamental concepts of financial Management
2. Able to construct optimal capital structure by identification of financial sources and evaluating cost of capital.
3. Evaluating long term investment projects by applying capital budgeting techniques.
4. Get through knowledge of working capital, cash, inventory and receivables management
5. Aware of various forms of corporate restructuring and Merger & Acquisition trends.

UNIT 1:

Financial Management: Concept - Nature and Scope - Evolution of financial Management objectives of financial Management - Profit maximization- Wealth maximization and EPS maximization – Major decisions of financial manager Challenges of Financial manager in contemporary scenario, Agency problem, - Risk- Return - trade off.

UNIT 2:

Financing Decision: Sources of finance - financial instruments - Concept and financial effects of leverage – Preparation Capital Structure decision - EBIT – EPS analysis. Cost of Capital: The concept – Average vs. Marginal Cost of Capital. Measurement of Cost of Capital – Component Costs and weighted Average Cost.

UNIT 3:

Investment and Dividend Decision: Investment decision process- Concept and Techniques of Time Value of money - Capital budgeting decisions: Developing Cash Flow Data - Evaluation Techniques-Traditional and DCF methods - NPV vs. IRR, PI- Risk Analysis in capital budgeting: Measurement of Risk. Risk Adjusted Discount Rate – Sensitivity analysis - Decision Tree Approach. Dividend Decision: Major forms of dividends - The theoretical backdrop– relevant, irrelevant theories of dividend. .

UNIT-4:

Working Capital Management: Concepts and characteristics of working capital. Factors determining the working capital - Estimating working capital requirements - Working capital policy - Management of current assets like Cash, Receivables and Inventory.

UNIT-5:

Corporate Restructuring: Mergers and Acquisitions, Types of Mergers, Evaluation of Merger Proposal, Take-over, Amalgamation, Leverage buy-out, Management buy-out, Merger and Acquisition trends in India.

Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.

References:

1. P.Vijaya Kumar, P.S. Ravindra, Kiran Kumar, “Financial Management”, Himalaya Publishing House PVT Ltd, 2014.
2. Rajiv Srivastava, Anil Misra: “**Financial Management**”, Oxford University Press, New Delhi, 2012
3. Brigham, E.F: “**Financial Management Theory and Practice**”, Cengage Learning, New Delhi, 2013
4. Prasanna Chandra: “**Financial Management Theory and Practice**”, Tata McGrawHill 2011.
5. I.M. Pandey: “**Financial Management**”, Vikas Publishers, New Delhi, 2013.
6. RM Srivastava, Financial Management, Himalaya Publishing house, 4th edition.
7. Khan and Jain: Financial Management, Tata McGraw Hill, New Delhi,
8. Pradip Kumar Sinha: “**Financial Management**”, Excel Books, New Delhi, 2009.
9. Vyuptakesh Sharan: “**Fundamentals Financial Management**”, Pearson, New Delhi, 2012.

MBA: First Year - Second semester
V18MBT08: HUMAN RESOURCE MANAGEMENT
(Effective for the students admitted into first year from the Academic Year 2018-2019)

L	T	P	C
4	0	0	4

Course Outcomes:

1. Understand the fundamentals of HRM with a global perspective.
2. Calculate the type and number of personnel required to the organization in future by considering the demand and supply of manpower.
3. Learn various methods to assess the performance of employees.
4. Design compensation system that conforms to the legal framework.
5. Learn the functionality of trade unions and also have ability to balance between work and life.

UNIT 1:

HRM: Significance - Definition and Functions – evolution of HRM- Principles - Ethical Aspects of HRM- - HR policies, Strategies to increase firm performance - Role and position of HR department –aligning HR strategy with organizational strategy - HRM at global perspective challenges – cross-cultural problems – emerging trends in HRM.

UNIT 2:

Investment perspectives of HRM: HR Planning – Demand and Supply forecasting- Recruitment and Selection- Sources of recruitment - Tests and Interview Techniques – Training and Development – Methods and techniques – Training evaluation - retention - Job Analysis – job description and specifications - Management development - HRD concepts.

UNIT 3:

Performance Evaluation: Importance – Methods – Traditional and Modern methods – Latest trends in performance appraisal - Career Development and Counseling- Compensation, Concepts and Principles- Influencing Factors- Current Trends in Compensation- Methods of Payments - compensation mechanisms at international level.

UNIT 4:

Wage and Salary Administration: Concept- Wage Structure- Wage and Salary Policies- Legal Frame Work- Determinants of Payment of Wages- Wage Differentials - Job design and Evaluation- - Incentive Payment Systems. Welfare management: Nature and concepts – statutory and non-statutory welfare measures – incentive mechanisms-Fringe Benefits-ESOPs

UNIT 5:

Managing Industrial Relations: Trade Unions - Employee Participation Schemes-Collective Bargaining–Grievances and disputes resolution mechanisms – Safety at work – nature and importance – work hazards – safety mechanisms- Quality of Work Life (QWL).

Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.

References

1. K Aswathappa: “***Human Resource and Personnel Management***”, Tata McGraw Hill, New Delhi, 2013
2. N.Sambasiva Rao and Dr. Nirmal Kumar: “***Human Resource Management and Industrial Relations***”, Himalaya Publishing House, Mumbai
3. Mathis, Jackson, Tripathy: “***Human Resource Management: A South-Asian Perspective***”, Cengage Learning, New Delhi, 2013
4. Subba Rao P: “***Personnel and Human Resource Management-Text and Cases***”, Himalaya Publications, Mumbai, 2013.
5. Madhurima Lall, Sakina Qasim Zasidi: “***Human Resource Management***”, Excel Books, New Delhi, 2010

MBA: First Year - Second semester
V18MBT09: MARKETING MANAGEMENT

(Effective for the students admitted into first year from the Academic Year 2018-2019)

L	T	P	C
4	0	0	4

Course Outcomes:

1. Know the concepts and constituents of Market and Marketing.
2. Understand marketing mix elements
3. Understand the process of develop pricing strategies.
4. Learn various marketing communication tools and techniques
5. Obtain the information on changing paradigm of marketing.

UNIT 1:

Introduction to Marketing: Concept of Market and Marketing – Philosophies of Marketing – Marketing Planning Process-Creation of Customer Value and Satisfaction.

UNIT 2:

Marketing MIX : Elements of marketing Mix - Product: Classification of Products - New Product Development - Product Life Cycle- BCG Matrix - Market Segmentation, Targeting and positioning strategies.

UNIT 3:

Pricing Strategy: Objectives of Pricing - Methods of Pricing - Selecting the Final price - Adopting price - Initiating the price cuts - Imitating price increases - Responding to Competitor's price changes.

UNIT 4:

Marketing Communication: Communication Process – Communication Mix – Managing Advertising Sales Promotion - Public relations and Direct Marketing - Sales force - Objectives of Sales force - Structure and Size - Sales force Compensation.

UNIT 5:

Branding and New Horizons of Marketing: Brand and Branding – Creation of Brand - Brand Identity – Brand positioning and equity. Online Marketing – Green Marketing – Neuro Marketing – Guerilla Marketing – Experiential Marketing – Internal Marketing.

Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.

References

1. Lamb, Hair, Sharma: “**MKTG**” Cengage Learning , New Delhi, 2013
2. Phillip Kotler: “**Marketing Management** “, Pearson Publishers, New Delhi, 2013.
3. Rajan Sexena: “**Marketing Management**”, Tata McGraw Hill, New Delhi, 2012.
4. R.Srinivasan: “**Case Studies in Marketing**”, PHI Learning, New Delhi, 2012
5. Tapan K Pand: “**Marketing Management**”, Excel Books, New Delhi, 2012
6. Paul Baines, Chris Fill, Kelly Page Adapted by Sinha K: “**Marketing**”, Oxford University Press, Chennai, 2013.

MBA: First Year - Second semester
V18MBT10: PRODUCTION & OPERATIONS MANAGEMENT

(Effective for the students admitted into first year from the Academic Year 2018-2019)

L	T	P	C
4	0	0	4

Course Outcomes:

- 1) Understand the evolution and fundamental concepts of production and operations management
- 2) Familiar with production planning and control strategies.
- 3) Learn concepts of Waste Management, Quality Assurance, Quality Circles and application of various Statistical Quality Control techniques.
- 4) Understand basic concepts of Quality Improvement tools like six sigma, ISO 9000-2000 clauses and coverage and factors effecting Productivity.
- 5) Gain knowledge on stores management and Inventory Control techniques.

UNIT 1:

Introduction: Overview & Definition of Production and Operations Management- Nature and Scope of Production and Operations Management-Historical Evolution –Role & responsibilities of the production manager - Types of Manufacturing Processes.

UNIT 2:

Production Planning and Control: Stages in PPC – Gantt – PPC in Mass, Batch, and Job Order Manufacturing- Aggregate planning and Master Scheduling, MRP, CRP. Maintenance management & Industrial Safety. Plant Location & Layout Planning- Factors influencing location - types of layouts. Capacity Planning – Optimal Production Strategies: Scheduling and Sequencing of Operations. Work Design: Method Study and Work Measurement – Work Sampling.

UNIT 3:

Managing of Work Environment: –Automation --Technology Management – Waste Management. Quality Assurance and Quality Circles – Statistical Quality Control –Control Charts for Variables- Average, Range and Control charts for Attributes. Acceptance Sampling Plans.

UNIT 4:

Quality Improvement: Basic concepts of quality, dimensions of quality, Juran's quality trilogy, Deming's 14 principles, Quality improvement and cost reduction, ISO 9000-2000 clauses & coverage. Six Sigma, Productivity –factors affecting productivity, measurement & improvements in productivity - new product development and design - stages & techniques. Total Productive Maintenance (TPM).

UNIT 5:

Stores Management: Purchase functions and Procedure - Objectives of Stores Management – Requirements for efficient-Management of Stores – safety stock- Different Systems of Inventory Control -Inventory control techniques- EOQ, ABC, VED and FNSD analysis- JIT, VMI

Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.

References

1. Panner Selvem: “**Production and Operation Management**”, Prentice Hall of India, NewDelhi, 2012.
2. K.Aswathappa, K. Shridhara: “**Production & Operation Management**”, Himalaya Publishing House, New Delhi, 2012
3. Ajay K Garg: “**Production and Operation Management**”, TMH, New Delhi,2012
4. Deepak Kumar Battacharya: “**Production & Operation Management**”, University Press, New Delhi, 2012
5. AlanMuhlemann, JohnOakland,jasti Katyayani: “**Production and Operation Management**”, Pearson, New Delhi,2013
6. O.P.Khanna, “ Industrial Engineering and Management” Dhanpad Rai Publications

MBA: First Year - Second semester
V18MBT11: BUSINESS RESEARCH & STATSTICAL ANALYSIS

(Effective for the students admitted into first year from the Academic Year 2018-2019)

L	T	P	C
4	0	0	4

Course Outcomes:

1. Understand the concept of research, research process in detail
2. Understand various scaling techniques and research report preparation process.
3. Apply various statistical tools to test hypothesis.
4. Familiar with Bivariate and Multivariate analysis concepts.
5. Use SPSS for Hypothesis testing.

UNIT 1:

Introduction : Nature and Importance of research, The role of business research, Research process, types of research, Defining Research Problem. Research Design –Types of Research design-Sampling and Sampling Design – Sampling Methods –Probability and Non probability sampling. Discussion on primary data and secondary data, tools and techniques of collecting data. Methods of collecting data- Designing of Questionnaire.

UNIT 2:

Measurement and Scaling – Nominal Scale – Ordinal Scale –Interval Scale – Ratio Scale – Guttman Scale – Likert Scale – Schematic Differential Scale. Editing – Coding – Classification of Data – Tables and Graphic Presentation – Preparation and Presentation of Research Report

UNIT 3:

Data Analysis: Formulation of hypothesis-types of hypothesis- Type I and Type II errors, Hypothesis testing procedure, parametric tests -t distribution, Z test,

UNIT 4:

F test and ANOVA - one way and two ways test- Chi Square test- Goodness of fit- Independence- Bivariate and Multivariate analysis concepts.

UNIT 5:

Automated Data Analysis: SPSS Applications – Tabulation and Cross Tabulation of Data: Univariate, Bivariate Data Analysis and Tests of Hypothesis.

Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.

References

1. Navdeep and Guptha : “**Statistical Techniques & Research Methodology**”, Kalyani Publishers
2. Willam G.Zikmund, Adhkari: “***Business Research Methods***”, Cengage Learning, New Delhi, 2013.
3. S.Shajahan: “***Research Methods for management***”, JAICO Publishing House, New Delhi, 2009.
4. UWE FLICK: “**Introducing Research Methodology**”, SAGE, New Delhi,2012.
5. Cooper R.Donald and Schindler S. Pamela: “***Business Research Methods***”, 9/e, Tata McGraw Hill, New Delhi.
6. M.V.Kulkarni: “**Research Methodology**”, Everest Publishing House, New Delhi, 2010.
7. Sachdeva: “***Business Research Methods***”, Himalaya Publishing House, Mumbai, 2011.
8. Ranjit Kumar: “**Research Methodology**”, Pearson,New Delhi,2012.
9. Deepak Chawla , Neena Sondhi: “**Research Methodology, Concepts and Cases**” Vikas Publishing House, New Delhi, 2011.
10. Alan Bryman, Emma Bell: “**Business Research Methods**”, Oxford University Press, New Delhi, 2011.

MBA: First Year - Second semester
V18MBT12: LEGAL ENVIRONMENT FOR BUSINESS

(Effective for the students admitted into first year from the Academic Year 2018-2019)

L	T	P	C
4	0	0	4

Course Outcomes:

1. Understand the classification and essentials of valid contract under the Indian contract act- 1872
2. Student will get awareness about the sale and agreement to sale and also on the rights of a consumer to protect himself in the unfair trade practice
3. Understand contract of agency in detail and also the issue of various negotiable instruments and their consequences.
4. Understand the concepts of partnership according to the Indian Partnership Act 1932(types, registration, partnership deed, dissolution of partnership)
5. Aware the legal aspect at various stages of functioning of a company complying with Companies Act 2013.

UNIT 1:

Importance of Commercial Law: The Indian Contracts Act, 1872 – Nature of the Act and Classification of Contracts – Essentials of a Valid Contract – Offer and Acceptance – Capacity – Consideration –Free Consent –Legality of Object –Performance of a Contract – Discharge of a Contract – Breach of a Contract and Remedies.

UNIT 2

Sales of Goods Act: Distinction between Sales and Agreement to Sell – Conditions and Warranties – Performance of Contract of Sale –Transfer of Ownership – Rights of an Unpaid Seller. Consumer Protection Act, 1986: Consumer Right –Machinery for Redressal of Consumer Grievances.- Information Technology Act 2000.

UNIT 3:

Contract of Agency: Kinds of Agents –Creation of Agency- Duties and Rights of Principal and Agents- Principal's Liability for the Acts of the Agent-Liability of Agent –Termination of Agency. Negotiable Instruments Act, 1881- Kinds of a Negotiable Instruments and endorsement-Presentation and discharge of Negotiable Instrument.

UNIT 4:

Indian Partnership Act, 1932: Meaning and Essentials of Partnership- Registration – Types of Partnership-Duties and Rights of Partners – Dissolution of Partnership.

UNIT 5

Company Act 2013: Nature and Types of Companies – Formation – Memorandum of Association-Articles of Association –Kinds of Shares –Duties of Directors-Winding up.

Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.

References:

1. Kuchhal M. C. – Business Law (Vikas Publication, 4th Edition)
2. Gulshan S. S. – Business Law Including Company Law (Excel Books)
3. Avtar Singh – Principles of Mercantile Law (Eastern Book Company, 7th Edition).
4. N.D. Kapoor & Rajni Abbi-General Laws & Procedures (Sultan Chand & Sons)
5. Kumar, Ravinder (2016), Legal aspects of Business – 4th edition, Cengage Publishers, New Delhi.
6. Relevant Acts

MBA: First Year - Second semester
V18MBT13: BUSINESS ETHICS & CORPORATE GOVERNANCE
(Effective for the students admitted into first year from the Academic Year 2018-2019)

L	T	P	C
4	0	0	4

COURSE OUTCOMES:

1. Understand the importance of ethics and ethical practices at work place
2. Know various factors influencing Business ethics in India. Also get understanding of various scams.
3. Understand the ethical practices in functional areas such as Marketing, Hrm & Finance.
4. Understand the overview of corporate governance in India.
5. Gain knowledge in various governance issues related to Directors and Auditors.

UNIT 1:

Importance of Business Ethics: Values and Ethics- Business Ethics and Law – Ethics in Work Place – Ethical Decision Making- Theories of Business Ethics – Management and Ethics- Indian Ethical Traditions.

UNIT 2:

Impact of Globalization on Indian Business Ethics: Reasons for Unethical Practices among Indian companies – Development of Indian Capital Markets – Various studies on Ethical Attitudes of Managers Major Indian Scams.

UNIT 3:

Ethics in Marketing, HRM and Finance: Product safety and Pricing-Ethical responsibility in Product- Advertising and Target Marketing Ethics of sales, advertising and product placement and Consumer Autonomy. Ethics in HRM & Finance – HR related ethical issues - Institutional Culture – Frauds in Banks - Measures against Bank Frauds – Frauds in Insurance sector.

UNIT 4:

Corporate Governance: An overview – Theory and Practice of Governance- Indian model of Governance- Good Corporate Governance – Land marks in emergence of Governance OECD Principles – Sarbanes-Oxley Act 2002- SEBI Initiatives.

UNIT 5:

Corporate Governance Indian Scenario: Role of Government in Ensuring Corporate Governance – Governance issues relating to Board of Directors – Duties and responsibilities of Auditors – Governance under limited competition – Role of Media – Corporate Governance in Developing and Transiting Economies.

Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.

References:

1. S.K.Mandal: "Ethics in Business and Corporate Governance", TMH, New Delhi, 2012.
2. Marianne M Jennings: "Cases in Business Ethics", Cengage Learning, New Delhi, 2012.
3. S.Prabhakaran: "Business Ethics and Corporate Governance", Excel Books, New Delhi, 2011.
4. N.Balasubramanyam: "A Case Book on Corporate Governance and Stewardship", TMH., New Delhi, 2011.
5. A.C.Fernando: "Business Ethics and Corporate Governance", Pearson Publishers, New Delhi, 2013.

Syllabus for the Regulation Year 2018-19

Employability Skills – II (Soft Skills)

I MBA - II Semester

S.No	Course Code	Course Name	L	T	P	C
1	V18ENT14	Employability Skills – II (Soft Skills)	2	-	-	MNC*

(*MNC : Mandatory Non Credit Course)

COURSE OUTCOMES (Along with Knowledge Levels):

(After successful completion of the course the students will be able to)

CO1: Recognize their own potential and set up career goals. (K2)

CO2: Identify and distinguish various cultures and etiquettes of people around the globe (K2)

CO3: Assess the personality and psyche of people based on body language (K5)

CO4: Interpret critical situations with a view to find solutions using creative skills and demonstrate the techniques learnt while working in teams to become a good team player. (K3)

CO5: Prepare resume and get ready for Campus placements by taking part in live group discussions (K3)

UNIT I – SELF AWARENESS & GOAL SETTING

Meaning of Self awareness – components-Improving self-awareness - benefits of understanding self, meaning of goal and goal-setting – short, medium and long term goals – steps in goal setting – SMART goals.

UNIT II –ATTIRE & ETIQUETTE

Importance of Attire, How to make good impressions using proper attire. Types of Etiquette- Telephonic, dining and office, Importance of Etiquette, Basic exercises on Etiquette.

UNIT III – BODY LANGUAGE

Body Language Basics – Proxemics & Kinesics

UNIT IV –CREATIVITY & TEAM WORK

Out of box thinking, Lateral Thinking. Importance of Team work, Benefits of working with a team, Formation of Teams.

UNIT V –RESUME WRITING AND GROUP DISCUSSION

Importance of a Resume – Main parts of a Resume - How to prepare a Resume. Types of Group Discussions, Do's and Don't's in a Group Discussion, Live discussions.

SUGGESTED READING

1. Butterfield, Jeff. *Soft Skills for Everyone*. New Delhi: Cengage Learning. 2010.
2. Chauhan, G.S. and Sangeeta Sharma. *Soft Skills*. New Delhi: Wiley. 2016.
3. Hall, Calvin S. et al. *Theories of Personality*. New Delhi: Wiley. rpt. 2011.
4. Holtz, Shel. *Corporate Conversations*. New Delhi: PHI. 2007.
5. Kumar, Sanajy and Pushp Lata. *Communication Skills*. New Delhi: OUP. 2011.
6. Thorpe, Edgar and Showick Thorpe. *Winning at Interviews*. Pearson Education. 2004.
7. Swami Vivekananda and “Personality Development” published by RK Math.

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