

SANSKARAM UNIVERSITY JHAJJAR



**Scheme of Examination and Syllabus for
MBA**

Under Multiple Entry-Exit, Internships and CBCS-LOCF in according to NEP2020

w.e.f. 2024-25

1. About The Department

Established in 2024, the School of Management & Commerce aims at developing global citizens of tomorrow through research, innovation, life skills, technical skills, and ethical training. The School focuses on the education ecosystem through enshrined core values of intellectual excellence, collegiality, diversity, and integrity. As of today, it offers full time MBA (General), MBA(Executive),M.com,BBA,B.Com and Ph.D. programme from the University campus. The courses offer a unique and inspirational academic model designed to match the international standards. A wide spectrum of programs is paired with flexibility, experiential learning, and interdisciplinary orientation. The Department has a dynamic academic fraternity drawn from top universities nationally and internationally. The Department is the epitome of excellence and has created dynamic industry leaders and aspires to develop into a destination of choice for future managers. Department attracts a great diversity of students who have the drive, confidence, and a burning desire to advance the progress for business and society. Students here get the platform to train themselves with a view to face the challenges of the corporate world with confidence. Special emphasis is given to their holistic development through a healthy and collaborative learning environment. An integrated approach that combines field work, case studies, presentations and group discussions is followed by the department to inculcate pedagogical and conceptual knowledge along with practical exposure of management concepts and theories in students.

2. Programme Outcomes

Programme Outcomes (PO) of Post Graduate Programmes/Courses in the School of Management and Commerce, Sanskaram University, Jhajjar are as under:

PO1	Self-Directed Learning: Develop the ability to work independently as well as effectively in the changing environment.
PO2	Problem Solving: Visualize, conceptualize, articulate and solve complex problems through experimentation and observation using theoretical framework of social science disciplines.
PO3	Critical Thinking and Scientific Enquiry: Critically analyse everyday problems faced by the society, evaluate specific policy proposals, compare arguments with different conclusions to a specific societal issue and assess the role played by assumptions in such arguments. Develop the capability of defining problems, formulate hypothesis, collect relevant data, develop empirical evidence, and interpret the results of such analyses.
PO4	Usage of Analytical Tools: Develop the ability to apply appropriate quantitative/qualitative used in social science disciplines along with ICT, software etc.
PO5	Specialization and Employability: Develop deeper understanding, creativity, originality, and critical skills in chosen specialized areas of social science disciplines leading to employability.
PO6	Life Skills: Articulate and apply ethics, values and ideals that demonstrate awareness of current societal challenges leading to better quality of life.
PO7	Leadership: Build skills to work as part of a team and lead others, setting directions and formulating inspiring vision.
PO8	Communication: Communicate conclusions, interpretations, and implications clearly, concisely and effectively, both orally and in writing for different types of audiences.

3. Programme Specific Outcomes (PSOs)

The MBA is a highly prominent management programme of modern times and prepares the participants for taking up middle and top-level challenging executive assignments in private and public sectors. Accordingly, they are imparted adequate conceptual knowledge and practical training in various functional areas of management i.e., Finance, Marketing, Organizational Behaviour and Human Resource Management, Data Analytics, and supply chain management. MBA programme is two years programme divided into four semesters. The programme is aimed at following outcomes:

PSO1	Business Environment and Domain Knowledge (BEDK): Economic, legal, and social environment of Indian business. Graduates are able to improve their awareness and knowledge about functioning of local and global business environment and society. This helps in recognizing the functioning of businesses, identifying potential business opportunities, evolution of business enterprises and exploring the entrepreneurial opportunities.
PSO2	Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI): Competencies in quantitative and qualitative techniques. Graduates are expected to develop skills on analyzing the business data, application of relevant analysis, and problem solving in other functional areas such as marketing, business strategy and human resources.
PSO3	Global Exposure and Cross-Cultural Understanding (GECCU): Demonstrate a global outlook with the ability to identify aspects of the global business and Cross-Cultural Understanding
PSO4	Social Responsiveness and Ethics (SRE): Developing responsiveness to contextual social issues/ problems and exploring solutions, understanding business ethics and resolving ethical dilemmas. Graduates are expected to identify the contemporary social problems, exploring the opportunities for

	social entrepreneurship, designing business solutions and demonstrate ethical standards in organizational decision making. Demonstrate awareness of ethical issues and on distinguish ethical and unethical behaviors.
PSO5	Effective Communication (EC): Usage of various forms of business communication, supported by effective use of appropriate technology, logical reasoning, articulation of ideas. Graduates are expected to develop effective oral and written communication especially in business applications, with the use of appropriate technology (business presentations, digital communication, social network platforms and so on).
PSO6	Leadership and Teamwork (LT): Understanding leadership roles at various levels of the organization and leading teams. Graduates are expected to collaborate and lead teams across organizational boundaries and demonstrate leadership qualities, maximize the usage of diverse skills of team members in the related context.

4. Postgraduate Attributes

- Disciplinary Knowledge
- Creative and Critical Thinking
- Reflective Thinking
- Problem Solving
- Analytical Reasoning
- Communication Skills
- Research Skills
- Life Skills
- Multicultural Competence
- Moral and Ethical Values
- Life-long Learning
- Global Competence

5. Qualification Descriptors

- Students shall be admitted to a two-year programme with the second year devoted entirely to specialization for those who have completed the three-year Bachelor's programme
- Students completing a four-year Bachelor's programme with Honours, may be admitted to a one-year Master's programme.
- A programme of study leading to the MBA degree is open to those who have met the entrance requirements, including specified levels of attainment, in the programme admission regulations. Admission to a programme of study is based on the evaluation of documentary evidence (including the academic record) of the applicant's ability to undertake MBA study.

6. Scheme of Programme

MBA - a four-semester postgraduate programme is of 102 credits; weightage consisting of **Core Courses (CC)**, **Skill Enhancement Courses (SEC)**, **Ability Enhancement Courses (AEC)**, **Value Addition Courses (VAC)**, **Discipline Specific Elective Courses (DSEC)**, and **General Elective Courses (GEC)**.

Course and Credit Scheme

Semester	Core Courses (CC)		Skill Enhancement Courses (SEC)/VOC		Ability Enhancement Courses (AEC)		Value Addition Courses (VAC)		General Elective Courses (GEC)		Discipline Specific Elective Courses (DSEC)		Total Credits
	No. of Courses	Total Credits	No. of Courses	Total Credits	No. of Courses	Total Credits	No. of Courses	Total Credits	No. of Courses	Total Credits	No. of Courses	Total Credits	
I	5	19	1	4	1	2	1	2	-	-	-	-	27
II	5	18	1	4	1	2	-	-	1	2	-	-	26
III	2	6	1	4	1	2	-	-	1	2	4	12	26
IV	1	3	1	6	1	2	-	-	-	-	4	12	23
Total	13	46	4	18	4	8	1	2	2	4	8	24	102
Total	Core Credits	46	VOC/ Skill Enhancement Credits	18	Ability Enhancement Courses (AEC)	8	Value Addition Courses (VAC)	2	General Elective Courses (GEC)	4	Discipline Specific Elective Courses (DSEC)	24	102
%age	Core Credits	45	Skill Enhancement Credits	18	Ability Enhancement Courses (AEC)	8	Value Addition Courses (VAC)	2	General Elective Courses (GEC)	4	Discipline Specific Elective Courses (DSEC)	23	100.00

First Year First Semester (Total Credits: 27, Marks -600)

Course Code	Course Title	External Marks (Theory)	Internal Assessment Marks/ Workshop/ Practical	External/ Practical Marks	Total Marks	Credit (L-T-P)
Core Courses						
080701001	Management Principles and Organizational Behaviour OR Equivalent MOOC Course**	60	40	-	100	4-0-0
080701002	Managerial Economics	60	40	-	100	4-0-0
080701003	Statistics for Managerial Decisions	60	40	-	100	4-0-0
080701004	Accounting for Managers	60	40	-	100	4-0-0
080701005	Business Environment and Sustainability (Blended Learning Mode) OR Equivalent MOOC Course**	60	40	-	100	3-0-0
Ability Enhancement Course						
EC1	PLP* Module-I 'Communication Skills' (Blended Learning Mode)	-	50	-	50	2-0-0
Skill Enhancement Course/VOC						
SEC1/VOC	Business Excel OR Equivalent MOOC Course**	-	50 Marks (Earning Certificate)	50 (External Viva)	100	0-0-4
**Each student is required to opt one course from MOOC for 4 credits. The student is required to submit the passing certificate of the same to the department. The Evaluation of MOOC Courses will be 50% certificate earned and 50% for External viva.						
Value Addition Course						
VAC1	Management Lessons Through Ancient Wisdom (Blended Learning Mode)	-	50	-	50	2-0-0
Total					600	27

Notes:

1. PLP stands for Personal Leadership Programme
2. It is mandatory to teach at least two cases per subject per semester.

3. Spreadsheet is the recommended software for doing basic calculations in subjects applicable, hence shall be used for teaching, practice, problem solving and assignments during all the four semesters.

4. The duration of all the end term theory examinations shall be 3 hours

First Year Second Semester (Total Credits: 26, Marks - 600)

Course Code	Course Title	External Marks	Internal Assessment Marks/ Workshop/ Practical	External/	Total Marks	Credit (L-T-P)
		(Theory)		Practical Marks		
Core Courses						
080702001	Business Research Methods	60	40	-	100	4-0-0
080702002	Financial Management	60	40	-	100	4-0-0
080702003	Marketing Management	60	40	-	100	3-0-0
080702004	Human Resource Management (Blended Learning Mode) OR Equivalent MOOC Course**	60	40	-	100	3-0-0
080702005	Production & Operations Management	60	40	-	100	4-0-0
Ability Enhancement Course						
AEC1	PLP* Module-II- 'Corporate Working Skills' (Blended Learning Mode)	-	50	-	50	2-0-0
Skill Enhancement Course						
SEC1	Foundation of Business Analytics OR Equivalent MOOC Course**	-	50 (P)	50 (P)	100	0-0-4
**Each student is required to opt one course from MOOC for 4 credits. The student is required to submit the passing certificate of the same to the department. The Evaluation of MOOC Courses will be 50% certificate earned and 50% for External viva.						
General Elective Course						
GEC1	General Elective *** /Open Elective ***	35	15	-	50	2-0-0
***Each student is required to opt one course from the pool of Open/General Elective Courses provided by the University, excluding the Open Elective Courses offered by Department of Management.						
Total					600	26

Notes:

1. PLP Stand for Personal Leadership Programme.
2. It is mandatory to teach at least two cases per subject per semester.
3. Spreadsheet is the recommended software for doing basic calculations in subjects applicable, hence shall be used for teaching, practice, problem solving and assignments during all the four semesters.
4. The duration of all the end term theory examinations shall be 3 hours

Summer Training: At the end of second semester, all the students will have to undergo summer training of 8 weeks with an industrial, business or service organization. The condition of successfully completing the programme shall not be deemed to have been satisfied unless a student undergoes summer training under the supervision of faculty from the department. Each student will be required to submit a summer training report to the department for the work undertaken for evaluation in the third semester. Internal evaluation of 40 marks will be done by Internal Guide /Mentor and 60 marks will be based on External viva before the committee of three members constituted by Dean/Chairperson of the Department.

Exit Policy: For MBA programme, there shall only be one exit point that is, at the end of the first year of the MBA programme after successful earning of 53 credits of First and Second semesters. Students who exit after the first year shall be awarded the Post-Graduate Diploma in Management.

MBA 2 Year: 3rd Semester (Total Credits: 26, Marks - 800)

After completing 1st and 2nd Semester, students are required to choose any two specialization areas offered under dual specialization scheme. The specialization area opted in Third Semester would remain same in Fourth semester also. *For introducing a particular specialization in third semester, there must be at least 10 students having opted that specialization.*

Course Code	Course Title	External Marks	Internal Assessment Marks/ Workshop/Practical	External/	Total Marks	Credit (L-T-P)
		(Theory)		Practical Marks		
Core Courses						
080703001	Strategic Management (Blended Learning Mode**) OR Equivalent MOOC Course**	60	40	-	100	3-0-0
080703002	Business Law (Blended Learning Mode)	60	40	-	100	3-0-0

Ability Enhancement Course						
AEC1	PLP* Module-III- 'Networking Skills' (Blended Learning Mode) OR Equivalent MOOC Course**	-	50	-	50	2-0-0
**Each student is required to opt one course from MOOC for 2 credits. The student is required to submit the passing certificate of the same to the department.						
Skill Enhancement Course/VOC						
SEC1/VOC	Summer Training Report	-	40	60	100	4-0-0
General Elective Course						
GEC1	General Elective /Open Elective ***	35	15	-	50	2-0-0
***Each student is required to opt one course from the pool of Open Elective Courses provided by the University, excluding the Open Elective Courses offered by Department of Management. The Evaluation of MOOC Courses will be 50% certificate earned and 50% for External viva.						
Discipline Specific Electives Courses (specialization areas offered under dual specialization scheme)						
Specialization: Marketing Management (Two Electives from Specialization offered by Department in the semester)						
	Digital Marketing	60	40	-	100	3-0-0
	Customer Relationship Management	60	40	-	100	3-0-0
	Consumer Behaviour Analysis	60	40	-	100	3-0-0
Specialization: Finance Management (Two Electives from Specialization offered by Department in the semester)						
	Security Analysis and Portfolio Management	60	40	-	100	3-0-0
	Management of Financial Markets and Institutions	60	40	-	100	3-0-0
	Corporate Restructuring and Business Valuation	60	40	-	100	3-0-0
Specialization: Human Resource Management (Two Electives from Specialization offered by Department in the semester)						
	Compensation and Benefits Administration	60	40	-	100	3-0-0
	Industrial Relations and Labor Laws	60	40	-	100	3-0-0
	Learning and Development	60	40	-	100	3-0-0
Specialization: Operations and Supply Chain Management (Two Electives from Specialization offered by Department in the semester)						
	Operations and Supply Chain Management	60	40	-	100	3-0-0
	Procurement and Logistics Management	60	40	-	100	3-0-0

	Total Quality Management	60	40	-	100	3-0-0
Specialization: Business Analytics (Two Electives from Specialization offered by Department in the semester)						
	Basic Data Analytics using R and Python	60	40	-	100	3-0-0
	Predictive Modeling	60	40	-	100	3-0-0
	Statistics with R	60	40	-	100	3-0-0
Total					800	26

Notes:

1. PLP Stand for Personal Leadership Programme
2. It is mandatory to teach at least two cases per subject per semester.
3. Spreadsheet is the recommended software for doing basic calculations in subjects applicable, hence shall be used for teaching, practice, problem solving and assignments during all the four semesters.
4. The duration of all the end term theory examinations shall be 3 hours.

MBA 2 Year: 4th Semester (Total Credits: 23, Marks - 750)

Under dual specialization scheme, the area opted in third Semester would remain same in fourth semester also. *(For running the specialization in fourth semester, there must be at least 10 students having opted that specialization).*

Course Code	Course Title	External Marks	Internal Assessment Marks/ Workshop/ Practical	External/ Practical Marks	Total Marks	Credit (L-T-P)
		(Theory)				
Core Courses						
080704001	Entrepreneurship and Innovation (Blended Learning Mode**) OR Equivalent MOOC Course**	60	40	-	100	3-0-0
Ability Enhancement Course						
AEC1	PLP* Module-IV- 'Design Thinking' (Blended Learning Mode) OR Equivalent MOOC Course**	-	50	-	50	2-0-0

** Each student is required to opt one course from MOOC for 2 credits. The student is required to submit the passing certificate of the same to the department. **The Evaluation of MOOC Courses will be 50% certificate earned and 50% for External viva.**

Skill Enhancement Course						
SEC1	Comprehensive Viva-voce	-	-	200	200	0-6-0
Discipline Specific Electives Courses (specialization areas offered under dual specialization scheme)						
Specialization: Marketing Management (Two Electives from Specialization offered by Department in the semester)						
	Marketing Analytics	60	40	-	100	3-0-0
	Sales & Distribution Management	60	40	-	100	3-0-0
	Integrated Marketing Communications	60	40	-	100	3-0-0
Specialization: Finance Management (Two Electives from Specialization offered by Department in the semester)						
	Financial Analytics	60	40	-	100	3-0-0
	Forex & Derivatives Management	60	40	-	100	3-0-0
	Corporate Tax Planning	60	40	-	100	3-0-0
Specialization: Human Resource Management (Two Electives from Specialization offered by Department in the semester)						
	HR Analytics	60	40	-	100	3-0-0
	Performance Management	60	40	-	100	3-0-0
	Employee Relations & Compliance	60	40	-	100	3-0-0
Specialization: Supply Chain and Operations Management (Two Electives from Specialization offered by Department in the semester)						
	Logistics Management and Warehousing	60	40	-	100	3-0-0
	Supply Chain Design and Management	60	40	-	100	3-0-0
	Service Operations Management	60	40	-	100	3-0-0
Specialization: Business Analytics (Two Electives from Specialization offered by Department in the semester)						
	Relational Database Management and SQL	60	40	-	100	3-0-0

	Text Mining using NLP and Machine Learning	60	40	-	100	3-0-0
	Big Data Analysis	60	40	-	100	3-0-0
				Total	750	23

Notes:

1. PLP Stand for Personal Leadership Programme
2. It is mandatory to teach at least two cases per subject per semester.
3. Spreadsheet is the recommended software for doing basic calculations in subjects applicable, hence shall be used for teaching, practice, problem solving and assignments during all the four semesters.
4. The duration of all the end term theory examinations shall be 3 hours

Instructions for External Examiner: The theory question paper shall be divided in two sections.

Section ‘A’ shall comprise of seven short answer type questions from whole of the syllabus carrying two marks each, which shall be compulsory. Answer to each question should not exceed 50 words normally. **Section ‘B’** shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question of 12 marks from each unit. All questions will carry equal marks.

Instructions for Internal Examiner: The internal assessment should be spread evenly throughout the semester and must include at least 3 independent components including a mid-term exam. Below are the suggested components for 40 marks. A teacher has a choice to change these components as per the need except the mid-term exam.

S. No.	Course Assessment Components	Marks/Weightage (%)
1	Assessment 1: Class Participation (CP) And Individual Assessment	15
2	Assessment 2: Mid Term Exam (MTE)	15

3	Assessment 3: Case Analysis / Presentation (CAP)/ Group Project (GP) / Role Play / Live Projects/ Simulation / Worksheet Assessment	10
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	Internal Assessment (IA) (1+2+3)	40 (40%)
	End-Term Examination (EE)	60 (60%)
Total Marks (IA+EE)		100

****Massive Open Online Courses (MOOCs)**

Study Webs of Active Learning for Young Aspiring Minds (SWAYAM: www.swayam.gov.in) is India's national Massive Open Online Course (MOOC) platform, designed to achieve the three cardinal principles of India's Education Policy: access, equity, and quality. The University Grants Commission (Credit Framework for Online Learning Courses through Study Webs of Active Learning for Young Aspiring Minds) Regulations, 2021 have been notified in the Gazette of India, which now facilitates an institution to allow up to 40 per cent of the total courses being offered in a particular programme in a semester through the online learning courses offered through the SWAYAM platform. The department of Management, Sanskaram University has adopted SWAYAM Courses for the benefit of the students. A student will have the option to earn credit by completing quality-assured MOOC programmes offered on the SWAYAM portal or any other online educational platform of repute, after seeking approval from the department.

Summary of Credits

Semester	Credits
First Semester	27
Second Semester	26
Third Semester	26
Fourth Semester	23
Total Credits	102

Note: A student will earn Master of Business Administration, a post graduate degree after successfully completing 102 credits.

Detailed Syllabus

First Semester

Core Courses

Management Principles and Organizational Behaviour

Course Code: 080701001

L-T-P
3-1-0

External Marks: 60
Sessional Marks: 40
Time Allowed: 3 Hours

Course Outcomes

After completing the course students would be able to:

- CO1: analyze the behavior of individuals and groups in organizations in terms of the key factors that influence organizational behavior.
- CO2: identify the core competencies, managerial roles and significance of emotional intelligence at work.
- CO3: assess the potential effects of organizational factors on organizational behavior.
- CO4: explain the organizational culture and describe its dimensions and to examine various organizational designs
- CO5: assess organization and classify the contributing disciplines, approaches to OB and understanding challenges and opportunities for OB.
- CO6: apply motivational and leadership theories to resolve problems of employee absenteeism, turnover, stress, job satisfaction, job performance and organizational commitment.

UNIT- I

Nature, Scope and Evolution of Management, Functions, Skills, Roles of Management. Managerial Competencies, Core competencies, Emotional intelligence at work place, Dynamics in social Milieu.

UNIT- II

Motivation: Nature and Theories; Content and Process Theories Leadership: Nature and Theories: Trait, Behavioral and Contingency approach, Leadership development for learning organizations.

UNIT- III

Foundations and Background of Organizational behavior, Interpersonal: Group behavior, Dynamics Formation and stages, Team building and Intrapersonal process: Attitude, Personality, Perception

UNIT- IV

Organizational process and structure: Work Innovation and Job design, Organization climate and culture, Organization change and development and control.

Recommended Readings:

1. Robbins, S.P. and Decenzo, D.A. Fundamentals of Management, Pearson Education
2. Hellreigel, Management, Thomson Learning, Bombay
3. Koontz, H and Wechrich, H; Management, Tata McGraw Hill
4. Stoner, J et. al, Management, Pearson Education
5. Robbins and Coulter, Management, Pearson Education
6. Pravin Durai, Principles of Management, Pearson Education.
7. Satya Raju, Management – Text and Cases , PHI, New Delhi
8. Richard L. Daft, Management, Thomson South-Western

9. Nelson, Debra L and James C Quick, Organizational Behavior, Thomson Learning
10. Hellgiegel, D and J.W. Slocum, Organizational Behavior, Thomson Learning
11. Luthans, Fred, Organizational Behavior, McGraw Hill, New York
12. New Storm and Keith Davis, Organization Behavior , TMH, New Delhi

Managerial Economics
080701002

L-T-P

External: 60
Internal: 40
Time Allowed: 3 hours

Introduction to the Course

‘Managerial Economics’ is a core course to acquaint the students with concepts and techniques used in the field of economics and to enable them to apply this knowledge in business decision making. Emphasis is given to changes in the nature of business firms in the context of globalization.

Course Outcomes:

After completing the course, students would be able to:

CO1: Define the basic elements of managerial economic aspects of firm.

CO2: Explain different theories of managerial economics and forecast demand for a product.

CO3: Know what to produce, where to, when to, how to, for whom to produce.

CO4: Frame policy for production to minimize the cost and maximum the profit.

Detailed Syllabus:

UNIT I

Managerial Economics: Nature, Scope and Principle; Theory of demand and consumer equilibrium-utility and indifference curve approach; Demand function; Elasticity of demand and its significance in managerial decision-making; Demand forecasting and its techniques.

UNIT II

Theory of Cost: Types of cost: production cost, selling cost, R&D Cost, short run and long run cost curves, relation between cost and revenue, break-even point; Economies and diseconomies of scale and scope; Production function: Short term and long run production function, law of variable proportion and return to scale, Iso-quant curves.

UNIT III

Market Structure and Competition: Price and output determination under perfect competition, monopoly, monopolistic competition and oligopoly. Duopoly

UNIT IV

Modern theories of firm: Baumol’s theory of sales maximization, Profit Maximization. National Income: Concept and Measurement, Business Cycle.

Suggested Readings:

1. Brigham, E. F., Pappas, J. L., Managerial Economics, Dryden Press, Illinois.
2. Dwivedi, D.N., Managerial Economics, Vikas Publication, New Delhi.
3. Jhingan, M.L., Managerial Economics, Vrinda Publication, New Delhi.
4. Peterson, Lewis, Managerial Economics, Prentice Hall of India, New Delhi.
5. Salvatore, Managerial Economics in Global Economy, Thomson Learning, Mumbai.

Statistics for Managerial Decisions
080701003

L-T-P
Internal Marks: 40

External Marks: 60

Time Allowed: 3 Hours

Type of Course: Core Course

Course Outcomes:

The Objective of this course is to provide students with a conceptual understanding of quantitative techniques and the skills required in applying knowledge for decision making. Following are course objectives:

CO1: Demonstrate the wide range of situations in which quantitative analysis improves decision making and creates competitive advantages.

CO2: Develop students' analytical thinking skills.

CO3: Develop mastery of analysis using statistical methods, and effective communication of results.

CO4: Emphasis will be placed on developing sound statistical reasoning and real-world applications and case studies.

Detailed syllabus:

UNIT-I

Construction of frequency distributions and their analysis in the form of measures of central tendency and variations; types of measures, their relative merits, limitations and characteristics; Skewness: meaning and co-efficient of Skewness.

UNIT-II

Correlation analysis - meaning & types of correlation, Karl Pearson's coefficient of correlation and spearman's rank correlation; regression analysis -meaning and two lines of regression; relationship between correlation and regression coefficients. Time series analysis - measurement of trend and seasonal variations; time series and forecasting.

UNIT-III

Probability: basic concepts and approaches, addition, multiplication and Bayes' theorem. Probability distributions - meaning, types and applications, Binomial, Poisson, and Normal distributions.

UNIT-IV

Tests of significance; Hypothesis testing; Large samples, small samples: Chi-square test, Analysis of variance.

SUGGESTED READINGS:

1. Levin & Rubin, Statistics for Business, Prentice Hall of India, Delhi.
2. Gupta S.P. & Gupta M.P. Business Statistics, Sultan Chand & Sons, Delhi.
3. Anderson, Quantitative Methods in Business, Thomson Learning, Bombay.
4. Anderson, Statistics for Business & Economics, Thomson Learning, Bombay.
5. Chandan, J.S. An Introduction to Statistical Methods, Vikas Publishing House, New Delhi.
6. Bhardwaj, R.S, Business Statistics, Excel Books, 2000
7. Gupta C.B. & Gupta, Vijay-Business Statistics, S.Chand & Co. Delhi.
8. Kothari C.R., Quantitative Techniques, Vikas Publishing House, New Delhi
9. Hooda.R.P. Statistics for Business & Economics, McMillan India Ltd.

Note: The duration of all the end term theory examinations shall be 3hours

ACCOUNTING FOR MANAGERS

080701004

L-T-P
Internal Marks: 40

External Marks: 60

Time Allowed: 3 Hrs.

Type of Course: Core Course

Course Outcomes:

The Objective of this course is to provide students with a conceptual understanding of cost and managerial accounting and the skills required in applying knowledge for decision making. Following learning objectives will be emphasized. This course attempts to:

CO1: Sharpen participant's ability to understand and analyse accounting information.

CO2: Provide students with a conceptual understanding of managerial accounting.

CO3: Understand the need & relevance of application of knowledge in managerial decision making.

CO4: Emphasize on the interpretation and use of accounting information for decision making rather than its creation and accumulation.

DETAILED SYLLABUS:

UNIT -I

Financial Accounting-concept, importance and scope, accounting principles, journal, ledger, trial balance, depreciation (straight line and diminishing balance methods), Preparation of final accounts (in vertical format only) with adjustments.

UNIT -II

Analysis and interpretation of financial statements – meaning, importance and techniques, ratio analysis; trend analysis; Altzman's Z Model for analyzing financial health, cash flow analysis (AS-3)

UNIT -III

Cost accounting-meaning, importance, methods, techniques; classification of costs and cost sheet; inventory valuation; an elementary knowledge of activity-based costing.

UNIT -IV

Management accounting- concept, need, importance and scope; Budgetary control- meaning, need, objectives, essentials of budgeting, different types of budgets; standard costing and variance analysis (materials, labour); marginal costing and its application in managerial decision making.

SUGGESTED READINGS:

1. Malhotra A K, Accounting for Managers, Arya Publication, Rohtak, Haryana
2. Khan, M.Y. and Jain, P.K., Management Accounting, TMH, New Delhi.
3. Pandey, I.M., Management Accounting, Vikas Publishing House, New Delhi
4. Horngren, Sundem & Stratton, Introduction to Management Accounting, Pearson Education, New Delhi.
5. Hansen & Mowen, Cost Management, Thomson Learning
6. Mittal, S.N., Management Accounting and Financial Management, Shree Mahavir Book Depot, New Delhi.

Business Environment and Sustainability (Blended learning Mode)
080701005

L-T-P

External Marks: 60
Internal Marks: 40
Time Allowed: 3 Hrs.

Course Outcomes:

The course focuses on skill development and a thorough understanding of topics that will aid in the implementation of future sustainable company development methods. The course aims to achieve following objectives:

C01: Be able to rationally debate alternative perspectives on the role of business in sustainability and address the main subjects of sustainable business operations.

C02: Recognize the risks and opportunities that globalization brings to company, as well as the push toward more sustainable corporate practices.

C03: Understand how to put essential sustainable business ideas and practices including ecological foot printing, eco-efficiency, life cycle analysis, and industrial ecology into action.

C04: By profiling business instances in various areas, you can have a better grasp of the innovative business practices and entrepreneurial prospects created by the "sustainability" movement.

Detailed syllabus:

UNIT-I

Nature and structure of business environment; macro and micro indicators; assessing risk in business environment; emerging sectors of Indian economy; relative size and growth of public and private sectors and sustainability.

UNIT-II

Design and strategy of economic reforms; current state of growth and investment; interest rate structure and present monetary policy; fiscal environment; current inflationary position and its impact on business sector; competitive environment; legislation for anti-competitive and unfair trade practices.

UNIT-III

Current industrialization trends and industrial policy; environment for the SME sector; infrastructure development and policy; public sector reforms and performance; public -private partnership; intellectual property regime and the R&D environment;

UNIT-IV

Globalization trends and challenges; balance of payments trends; environment for foreign trade and investment; exchange rate movements and their impact; India's competitiveness in the world economy; external influences on India's sustainable business environment.

SUGGESTED READINGS:

1. Pritwani, K. (2019). Sustainability of Business in the context of environmental management. CRC Press.
2. Molthan-Hill, P. (2017). 2nd Edition. The business student's guide to sustainable management: Principles and practice. Routledge. Green Leaf Publishing.
3. Cherunilam, F. (2021). *Business environment*. Himalaya Publishing House Pvt. Ltd.
4. Weybrecht, G. (2010). The Sustainable MBA: The manager's guide to green business. John Wiley & Sons.
5. Starik, M., Kanashiro, P., & Collins, E. (2017). Sustainability management textbooks: Potentially necessary, but probably not sufficient.

Ability Enhancement Course
PLP-I- ‘Communication Skills’ (Blended Learning Mode)
AEC1

L-T-P

Internal Marks: 50

Course Outcomes: The objectives of this course are:

CO1: To provide an overview of Prerequisites to Business Communication.

CO2: To put in use the basic mechanics of Group & individual presentation.

CO3: To provide an outline to effective Organizational Communication.

CO4: To impart the correct practices of the strategies of Effective Business writing.

Detailed syllabus:

UNIT-I

Communication – An overview: Origin, meaning and process of Communication, Goals of Communication Organizational Communication Directions/Flow of Communication, Barriers to Communication Cross-cultural/Intercultural communication. Principles of Effective Business Communication.

UNIT-II

Introduction to forms of communication- Non Verbal, Verbal and Written communication. Active Listening – The secret of great communicators. Organizing thoughts for communication, persuasive speaking, body language, gestures. Elevator Pitch, Art of Storytelling.

UNIT-III

Meaning of Group Discussion, Difference between Group Discussion and Debate, Objective of GD, Four major areas of evaluation in GD (subject knowledge, oral communication skills, leadership skills and team management). Networking Skills.

UNIT-IV

Introduction to Power Point Presentations, Applying Themes and Layouts to Slides, Working with Objects , Entering, Editing, and Formatting Text, Outline View and Proofing Presentations, Adding and Reading Notes, Inserting Pictures, Graphics, Shapes, and Other Things, Inserting Tables into Presentations, Charts , Adding Sound and Video, Adding Transitions and Animation.

SUGGESTED READINGS:

1. Mishra. B, Sharma. S (2011) Communication Skills for Engineers and Scientists. PHI Learning Pvt. Ltd. ISBN: 8120337190.
2. Chaturvedi P. D, Chaturvedi M. (2011) Business Communication: Concepts, Cases and Applications. Pearson Education India. ISBN: 8131718727.
3. Greenbaum. Sidney. College Grammar of English. Longman Publishers. ISBN: 9780582285972.
4. Pal, Rajendra and Korlahalli, J.S. (2011) Essentials of Business Communication.
5. Sultan Chand & Sons. ISBN: 9788180547294.
6. Kaul, Asha. (2014) Effective Business Communication. PHI Learning Pvt. Ltd. ISBN: 9788120338487.
7. Murphy, R. (2007) Essential English Grammar, CUP. ISBN: 8175960299.
8. C. Muralikrishna and S. Mishra (2011) Communication Skills for Engineers, Pearson education.

**Business Excel
SEC1**

**L-T-P
1-0-4**

**External Marks: 50(P)
Internal Marks: 50(P)
Time Allowed: 3 Hours**

Type of Course: Skill Enhancement Course

Course Outcomes:

The Objective of this course is to provide students with an advanced knowledge of MS Excel based on industrial requirements and the develop the skills which required in applying knowledge for decision making. Following learning objectives will be emphasized: The course goals are:

CO1: Demonstrate the wide range of data presentation in various forms like graphs and charts.

CO2: Develop students' analytical thinking skills.

CO3: Develop the advanced skills to analysis using various statistical and mathematical functions.

CO4: Emphasis will be placed on developing real-world applications and real data analysis.

Detailed syllabus:

Unit-I

Spreadsheet; Introduction to MS Excel, Features, Advantages of MS Excel, Components of Worksheet. Working with worksheet; Cell, Entry, Editing, Moving, Copying, pasting, deleting cell row and column, Insert Command, Formatting a Worksheet, Formatting a textual data, Cell Formatting and Number Formatting. Conditional Formatting, Data Management. Saving a workbook, Sharing and Protecting, Freezing Panes and View Options, Understanding the Quick Analysis, Quick formatting, Quick Chartings, Quick Tables.

Unit-II

Data Validation, working with Charts; Creating and editing Charts, Types of Chart, Chart Layout and style, Pivot Table and Pivot Chart, Sorting and Filtering, Page setup, Page Setup - margins, orientation, scaling-to-fit a page; printing very large sheets of data; repeating titles on each page, Table Creating and Printing Graphs, Macros, Uses of built-in functions.

Unit-III

Functions of MS Excel: The Function Library: Mathematical & Trigonometric Functions, Statistical Functions, Financial Functions, Logical Functions, Date & Time Functions, Text Functions, Linking Functions; Relative and Absolute Cell References, Lookup and Reference Functions; Vlookup, Hlookup, Xlookup, Hyperlink Functions

Unit-IV

Statistical use of Excel; Tools for Excel Add-ins like Data Analysis Tool Pack, Mega Stat, Descriptive Statistics using MS Excel, Data Processing.

Suggested Readings:

1. Mansfield, Ron: The Compact Guide to Microsoft office; BPB publication, Delhi.
2. S.anthony raj, Computer applications in Business Himalaya Publishing House,
3. T.D.Malhotra, Computer applications in Business Kalyani Publishers
4. Gill, Nasib, Computer Fundamental and Internet
5. Saxena, Computer Applications in Management, Vikas Publication, New Delhi
6. Rajaraman, V., Computer Fundamentals, PHI, New Delhi
7. Saxena and Pradeep Kumar, Computer Applications in Management, Anmol Publication
8. Goel and Kakhar, Computer, New Age Publication, New Delhi.
9. Satinder Bal Gupta & Monika, Statistical Analysis with M S Excel. A Mahavir Publication, New Delhi.
10. Dienes, Sheila S: Microsoft office, Professional for Windows 95; Instant Reference; BPB Publication,

Value Addition Course
VAC1
Management Lessons Through Ancient Wisdom (Blended learning Mode)

L-T-P

Internal Marks: 50

Type of Course: Value Addition Course

Course Outcomes: The objectives of this course are:

CO1: To identify some of the commonly felt problems that individuals, organizations and the society faces.

CO2: To illustrate the usefulness of life skills in addressing some of these problems.

CO3: To demonstrate how alternative world views and paradigms of management could be developed by equipping oneself with life skills.

DETAILED SYLLABUS:

UNIT-I

Life Skills - Playing the Game: Patience, Strategic Planning, Socialization, Mental Prowess, Empathy, Literacy, Hand-Eye Coordination, Observation.

Personality Development: Manage stress, developing reading habit, Developing and Expressing empathy.

UNIT-II

Key to relationships: Open communication: Listening and feeling heard, Importance of listening and being heard, Working through disagreements, Mutual intimacy, Trust.

UNIT-III

Managing Negativity, Stress and Time: Art of overcoming Grudges, Skills to Clear the Clutter, Dropping Negative Thoughts about oneself and Others, Improving Toleration, Avoid Toxic Relationships.

UNIT-IV

The power of One: A Better You, Family Ties, get along better with family members, explore work options, prepare for a career, sharpen skills useful in business, Take the Lead.

Community Service Project: A Visit to a NGO with an aim to serve community.

SUGGESTED READINGS:

1. Geus, A. (1997), "The Life Span of a Company: Chapter 1 in The Living Company", Nicholas Brealey Publishing, London, pp. 7 – 19.
2. Beer, S. (1994). "May the Whole Earth be Happy: Loka Samastat Sukhino Bhavantu", Interfaces, 24 (4), 83 – 93.
3. Mahadevan, B. (2013). "Spirituality in Management: Sparks from the Anvil", IIMB Management Review, 25 (2)
4. Reconciling the "world outside" with the "world within" The conceptualization of God – Universe – Living Beings.
5. Houston, D.J. and Cartwright K.E. (2007), "Spirituality and Public Service". Public Administration Review, Jan. – Feb., 2007, 88 – 102.
6. Payne, S.G. (2010). "Leadership and spirituality: Business in the USA", The International Journal of Leadership in Public Services, 6 (2), 68 – 72.
7. Poole, E. (2007). "Organizational Spirituality – A literature review", Journal of Business Ethics,

Core Courses

Second Semester

Business Research Methods

080702001

L-T-P

External Marks: 60

Internal Marks: 40

Time Allowed: 3 Hours

Type of Course: Core Course

Course Outcomes:

CO1. To familiarize students with the types of business problems often faced by corporate entities.

CO2. To familiarize students with basic of research and the research process.

CO3. To help them develop insights about basic concepts of research designs and methodology aimed at solving business problems.

CO4. To familiarize students with basic of research and the research process and to help students in conducting research work and making research reports.

Detailed Syllabus:

UNIT-I

Introduction to Business Research and Research Design: Introduction to Research: Meaning of research; Types of research, the research process, Research applications, Features of a Good research study, Research Problem, writing a research proposal, Research Design, Meaning of Research Designs, Nature and Classification of Research Designs, Errors affecting Research Design.

UNIT-II

Hypothesis Formulation, Measurement and Scaling and Questionnaire designing, Hypothesis: Types, characteristics, sources and formulation of hypotheses, errors in hypotheses. Attitude Measurement and Scaling, Measurement Error, Criteria for Good Measurement. Questionnaire Designing, Types of Questionnaires, Process of Questionnaire Designing, Advantages and Disadvantages of Questionnaire Method, Concepts of Reliability and Validity.

UNIT-III

Data Source and Data Collection and Sampling: Primary and Secondary Data: Classification of Data; Secondary Data: Uses, Advantages, Disadvantages, Types and sources; Primary Data Collection: Observation method, Focus Group Discussion, Personal Interview method, Data Processing, Data Editing, Coding, Classification and Tabulation of Data Sampling Design: Census v/s Sampling, Sampling Methods, Errors in sampling, Determination of Sample Size.

UNIT-IV

Data Analysis: Editing and coding of data, tabulation, graphic presentation of data, cross tabulation. Type I and II errors, one tailed and two tailed tests of significance. Parametric and nonparametric tests for univariate and bivariate data. Tests of association. Chi-square Analysis: Chi square test for the Goodness of Fit. Analysis of Variance: Completely randomized design in a one-way ANOVA. Research Report Writing: Types of research reports – Brief reports and Detailed reports; Report writing: Structure of the research report- Preliminary section, Main report, Interpretations of Results and Suggested

SUGGESTED READINGS:

1. Copper, D. R., Schindler P. S. & Sharma, J. K. Business Research Methods, McGraw Hill Education.
2. Zikmund, W. G. Business Research Methods. Thomson.
3. Burns, R. B. & Burns, R. A. Business Research Methods and Statistics using SPSS, SAGE Publications Ltd.
4. Bajpai, N, Business Research Methods, Pearson.

Financial Management
080702002

L-T-P

External: 60
Internal: 40
Time Allowed: 3 hours

Type of Course: Core Course

Course Outcomes:

The major objective of this course is the development of analytical and decision-making skills in finance through the usage of theoretical underpinnings and practical knowledge. The course aims to achieve following objectives:

CO1: Develop comprehension of fundamental concepts in financial management.

CO2: Relate the financial theories with the decision making process

CO3: Apply financial management tools and techniques;

CO4: Analyse information relating to sources and uses of capital from financial manager's perspective.

Detailed syllabus:

UNIT-I

Financial management-scope finance functions and its organization, objectives of financial management; time value of money; sources of long term finance.

UNIT-II

Investment decisions importance, difficulties, determining cash flows, methods of capital budgeting; risk analysis (risk adjusted discount rate method and certainty equivalent method); cost of different sources of raising capital; weighted average cost of capital.

UNIT-III

Capital structure decisions-financial and operating leverage; capital structure theories - NI, NOI, traditional and M-M theories; determinants of dividend policy and dividend models -Walter, Gordon & M.M. models.

UNIT-IV

Working Capital- meaning, need, determinants; estimation of working capital need; management of cash, inventory and receivables.

Note: The topic of capital budgeting, management of cash, inventory management, and receivable management will cover theoretical concepts and simple numerical questions.

SUGGESTED READINGS:

1. Pandey, I.M., Financial Management, Vikas Publishing House, New Delhi
2. Khan M. Y, and Jain P.K., Financial Management, Tata McGraw Hill, New Delhi
3. Keown, Arthur J., Martin, John D., Petty, J. William and Scott, David F, Financial Management, Pearson Education
4. Chandra, Prasanna, Financial Management, TMH, New Delhi
5. Van Horne, James C., Financial Management and Policy, Prentice Hall of India
6. Brigham & Houston, Fundamentals of Financial Management, Thomson Learning, Bombay.
7. Kishore, R., Financial Management, Taxman's Publishing House, New Delhi
8. Ross, Stephen. A; Westfield, Randolph W; Jafee, Jeffery &Kakani, Kumar, Ram,(2014) Corporate Finance, Special Indian Edition, 10th edition, Tata McGraw Hill Publication, New Delhi
9. Brealey, Richard; Myers, Stewart; Franklin Allen; Mohanty, Pitabas (2012). Principles of Corporate Finance, Tata McGraw Hill Publication, New Delhi.

Marketing Management

080702003

**L-T-P
3-0-0**

**External Marks: 60
Internal Marks: 40
Time Allowed: 3 Hours**

Type of Course: Core Course

Course Outcomes:

CO1: To learn and understand the concepts of marketing and marketing environment

CO2: To learn about marketing process and tools used for marketing decisions.

CO3: To learn about marketing process for different types of products and services.

CO4: To understand the tools used by marketing managers in decision situations

Detailed Syllabus:

UNIT I

Meaning, Scope, Nature, Importance, Recent Trends and application; Challenges in Marketing, Core concepts of Marketing, Marketing Myopia, elements of marketing environment, creation of value chain

UNIT II

Marketing Plan and Strategy; Market Segmentation, Bases for Segmentation, Market Targeting, Developing and Communicating Positioning Strategy, identification and managing competition, new product development

UNIT III

Consumer and Business Markets; Product Classification, Product life cycle – stages and strategies, managing product and services along PLC and Product Differentiation, Developing Pricing Strategies and Programs, Responding to Price Changes, Role of Marketing Channels, Channel Design Decision and Managing Channel Conflict.

UNIT IV

Marketing communication framework and personal selling; Communication (viral marketing, experiential marketing), Marketing Control, Emerging trends of digital marketing, role of social media in marketing, understanding the challenges of global marketing

SUGGESTED READINGS:

1. Kotler Philip and Keller; Marketing Management; PHI, New Delhi
2. Kotler, Philip, Kevin Keller, A. Koshy and M. Jha, Marketing Management in South Asian Perspective, Pearson Education, New Delhi
3. Kerin, Hartley, Berkowitz and Rudelius, Marketing, TMH, New Delhi
4. Etzel, Michael J, Marketing: Concepts and Cases, TMH, New Delhi
5. Dhunna, Mukesh, Marketing Management – Text and Cases, Wisdom Publications, New Delhi

Human Resource Management (Blended Learning Mode)
PAPER CODE: 080701004

L-T-P
3-0-0

External Marks: 60
Internal Marks: 40
Time Allowed: 3 Hrs.

Type of Course: Core Course

Course Outcomes:

The Objective of this course is to provide students with a conceptual understanding of HR Concepts and its usage in organizations. This will also impart the skills required in applying theory to practice for effective decision making. Following learning objectives will be emphasized. This course attempts to:

- CO1: Contribute towards students' Holistic development to work collaboratively in a team
an efficiently manage teams
- CO2: Have an integrated knowledge of the various areas of importance in HR discipline.
- CO3: Acquire the conceptual understanding and be equipped with skills required in HR decision making.
- CO4: Provide students with the knowledge of new HR trends.

Detailed Syllabus:

UNIT-I

Strategic importance of HRM; objectives of HRM; challenges to HR professionals; role, responsibilities and competencies of HR professionals; HR department operations; human resource planning – objectives and process; human resource information system; Linkage between HRM and Strategic Management; Introduction to Strategic Human Resource Management and HRD

UNIT-II

Talent acquisition: Job Analysis, recruitment and selection strategies, career planning and management, succession planning, socialization and induction of new employees; training and development, investment in training, training need assessment, designing and administering training programme; executive development programme, evaluation of T & D programme

UNIT-III

Performance Appraisal: Conceptual Understanding: developing and instituting performance appraisal system, Methods of Performance Appraisal, Performance Management, linking rewards to organizational objectives, Job Evaluation, Compensation Management and incentive plans, Executive Compensation, designing and administering benefits and services

UNIT-IV

HR in knowledge era: HR in knowledge industry, HR in virtual organizations, HR in mergers and acquisitions, outplacement, outsourcing HR functions, employee leasing, HR audit, international HRM , Theories of Cultural Analysis, Managing Cross Cultural Teams, Cultural Intelligence and Impact on Work.

SUGGESTED READINGS:

1. Ivancevich, John M., Human Resource Management, Tata McGraw Hill, New Delhi
2. Gomez. Megia, Luis, David Balkin, and Roberty Cardy, Managing Human Resources, Pearson Education
3. Dessler, G., & Biju, V, Human Resource Management. Pearson Education., New Delhi
4. Mathis, Robert, and John Jackson, Human Resource Management, Thomson Learning Inc.
5. Shell, Scott and George Bohlander, Human Resource Management, Thomson Learning Inc.
6. Pattanayak, Biswajert, Human Resource Management, PHI, New Delhi

Production and Operations Management
080702005

L-T-P

External Marks: 60
Internal Marks: 40
Time Allowed: 3 Hrs.

Type of Course: Core Course

Course Outcomes:

- CO1: To expand individual knowledge of operations management principles and practices.
- CO2: To understand the production process and planning.
- CO3: To develop the understanding of the strategic and operational issues in the organization
- CO4: To develop the understanding to closely interlink management of quality, reliability and maintainability for total quality assurance
- CO5: To understand the operations management concepts and their influence on business decisions.

Detailed Syllabus:

UNIT-I

Introduction of Production & Operation Management: System and function view of organizations, scope, Evolution and future of production and operation management. Process design-different types of process with its merits and demerits, process classification based on order, process selection, different type of manufacturing process, process performance and evaluation etc. Product design; types of products and designing, evaluation of design

UNIT-II

Facility location: Location Strategy and its Importance; Factors influencing Plant Location; Globalization; Location Selection Models. Plant Layout: Different types of layout, Aggregate Production Planning (APP): Objective, strategies and cost of APP, master production schedule, Rough cut capacity planning, Material Requirement Planning (MRP), Inventory Management (Theory and numerical)

UNIT-III

Operations scheduling: Definition, Objectives, Types, Sequencing (n-jobs on m machine), Queuing systems (Waiting Line Analysis) (theory and numerical), Line Balancing (theoretical concept only), Project management; Project scheduling by using network PERT/CPM, (Theory and numerical)

UNIT-IV

Quality management: Definition, experts' views on quality, Dimensions of quality, Cost of quality and quality cost audit, Statistical process control, control charts, Total quality management (TQM), Six sigma, ISO 9000 and other ISO series, Lean and Just in Time production system, Industrial safety, Quality Circle (theory and numerical)

SUGGESTED READINGS:

1. Production and Operation Management by Kanishka Bedi (Oxford Publication)
2. Production and Operations Management by S. A. Chunawala Dr. R. Patel (Himalaya Publication)
3. Modern Production and Operations Management by Elwood S. Buffa and Rakesh K. Sarin (Wiley Publication)
4. Operations Management by Heizer, Jay and Render, Barry (Pearson Publication)

Ability Enhancement Course
PLP-II-‘Corporate Working Skills’ (Blended learning Mode)
AEC1

L-T-P
2-0-0

Internal Marks: 50

Type of Course: Ability Enhancement Course

Course Outcomes: The objectives of this course are:

CO1: Students will learn to identify Email Writing styles.

CO2: Through projects and assignments, they will get the opportunity to explore their writing skills and manage teams.

CO3: They will learn to accept peer feedback and improve themselves.

CO4: Students will learn personal brand building methods.

Detailed syllabus:

UNIT I

Business communication at workplace: bad news messages, persuasive written communication, memos, notice, agenda and minutes of meeting.

Report Writing: Types of business reports, structure of reports, short reports, long reports, abstracts and summaries, proposals

UNIT II

Email Writing: Email Etiquette, Tips to Writing Effective Emails, Common Grammar Errors, Letters Template, Writing Results Oriented Letters (Sales and Marketing and other Media Relations), Writing Results-Oriented Job Search Emails, Writing Results Oriented Letters: Customer Relations, Writing Results Oriented Letters:

UNIT III

Introduction to personal branding: Business Cards, Resume writing, LinkedIn, crafting your personal brand, knowing your brand (Personal SWOT), Writing a brand story (yours). Controlling your brand (Protocol-poise, business etiquette, Personal-image, dressing your brand, Professional-presentations, communicating your brand (social media-LinkedIn, create your ad).

UNIT IV

Conflict Resolution and Negotiation Skills, Creating a Powerful First Impression and Social Skills - Office Etiquettes, Time Management.

SUGGESTED READINGS:

1. Murphy, Herta A., Herbert W. Hildebrandt & Jane P Thomas, Effective Business Communication, Tata McGraw Hill, New Delhi
2. Konera, Arun, Professional Communication, Tata McGraw Hill, New Delhi
3. McGrath, E.H., Basic Managerial Skills for All, PHI, New Delhi
4. Meenakshi Raman & Prakash Singh, Business Communication, Oxford University Press, New Delhi

Skill Enhancement Course
Foundation of Business Analytics
SEC1

L-T-P
0-0-4

External Marks: 50
Internal Marks: 50
Time Allowed: 3 Hours

Type of Course: Skill Enhancement Course

Course outcomes:

After completing the course, students would be able to:

CO1: Introduction to Business Analytics and learning the role of data in decision making.

CO2: Collecting the data from different source and understanding the business according to different data.

CO3: Application of various platforms in the field of business analytics.

CO4: Learning and applying essential statistical data for analytics

DETAILED SYLLABUS:

UNIT-I

Introduction to business analytics: Definition and scope of business analytics, The role of data in decision making, Examples of business analytics in various industries, Business Analysis Principles: Identify the categories of analytical people - Distinguish and define roles and responsibilities of professionals in data analysis - Data Driven Decision Making:

Unit II

Understanding your business: Identify business value - Determine how business and corporate drivers impact the strategic direction of the business - Analyze different project processes used in working with data - Compare different types of data. Relational Databases: Nature of relational databases - Purpose of the SQL language - Key aspects of ACID - Meaning of ETL.

UNIT III

Types of Variables in data: Determine the nature of variables in data analysis - Differentiate between numerical and categorical. Variables - Distinguish between nominal and ordinal variables - Differentiate between interval and ratio - Distinguish between continuous and discrete,

Essential statistics data analytics with Hands on: Central Tendency of Data: Identify the components of central tendency - Calculate mean/median/mode, Measurement and Variability: Determine core aspects of measurement and variability - Calculate range - Calculate quartiles - Calculate interquartile range - Calculate variance - Calculate standard deviation, Measures of Skewness and Kurtosis.

UNIT IV

Machine Learning, and Data Visualization: Hands on use of SPSS, Python and R for Importing, plotting, Data Profiling: Identify core data profiling tasks - Identify outliers - Use tools for data profiling - Data Cleansing: Identify core data cleansing tasks - Use tools for cleansing Understand Univariate and multivariate, visual presentations of data, data tables, interpretation from graphical charts-bar plots, box plots, scatter diagrams. Hands on case study using software.

Suggested Readings:

1. Levin & Rubin, Statistics for Business, Prentice Hall of India, N.Delhi.
2. Anderson, Quantitative Methods in Business, Thomson Learning, Bombay.
3. Anderson, Statistics for Business & Economics, Thomson Learning, Bombay.
4. Kothari C.R., Quantitative Techniques, Vikas Publishing House, New Delhi
5. Andy Field, Discovering Statistics Using SPSS, Pearson Press.
6. Damodar Gujrati, Basic Econometrics, McGraw Hill Education, 5th Edition 7. Joseph F. Hair Jr, William C. Black, Barry J. Babin, Rolph E. Anderson, Multivariate Data Analysis, Pearson Press.

**General
Elective Course
General
Elective /Open
Elective**

L-T-P
50
2-0-0

Internal Marks:

Type of Course: General Elective Course

Each student is required to opt one course from the pool of Open Elective Courses provided by the University, excluding the Open Elective Courses offered by Department of Management.

Summer Training: At the end of second semester, all the students will have to undergo summer

training of 8 weeks with an industrial, business or service organization. The condition of successfully completing the programme shall not be deemed to have been satisfied unless a student undergoes summer training under the supervision of faculty from the department. Each student will be required to submit a summer training report to the department for the work undertaken for evaluation in the third semester. Internal evaluation of 40 marks will be done by Internal Guide /mentor and 60 marks will be based on External viva before the committee of three members constituted by Dean/Chairperson of the Department.

For MBA programme, there shall only be one exit point that is, at the end of the first year of the MBA programme after successful earning of 53 credits of First and Second semesters. Students who exit after the first year shall be awarded the Post-Graduate Diploma in Management.