

**SCHEME OF TEACHING AND EXAMINATION  
MASTER OF BUSINESS ADMINISTRATION**

**I SEMESTER**

Subject Code	Title of the Subject	Category	Teaching hours / week			Duration of Exam (Hours)	Marks for		Total Marks	Credits
			Lecture	Practical / Field Work / Assignment *	Total		IA	Exam		
16MBA11	Management & Organizational Behaviour	Core Course	3	2	5	3	20	80	100	4
16MBA12	Managerial Economics	Core Course	3	2	5	3	20	80	100	4
16MBA13	Accounting for Managers	Core Course	3	2	5	3	20	80	100	4
16MBA14	Quantitative Methods	Core Course	3	2	5	3	20	80	100	4
16MBA15	Marketing Management	Core Course	3	2	5	3	20	80	100	4
16MBA16	Managerial Communications	Core Course	3	2	5	3	20	80	100	4
	<b>Total</b>		<b>18</b>	<b>12</b>	<b>30</b>		<b>120</b>	<b>480</b>	<b>600</b>	<b>24</b>

\* Practical /Field Work / Assignment is a part of contact hours for the faculty and must be considered in the workload.

## II SEMESTER

Subject Code	Title of the Subject	Category	Teaching hours / week			Duration of Exam (Hours)	Marks for		Total Marks	Credits
			Lecture	Practical / Field Work / Assignment *	Total		IA	Exam		
16MBA21	Human Resource Management	Core Course	3	2	5	3	20	80	100	4
16MBA22	Financial Management	Core Course	3	2	5	3	20	80	100	4
16MBA23	Research Methods	Core Course	3	2	5	3	20	80	100	4
16MBA24	Business Law and Policy	Core Course	3	2	5	3	20	80	100	4
16MBA25	Strategic Management	Core Course	3	2	5	3	20	80	100	4
16MBA26	Entrepreneurship Development	Core Course	3	2	5	3	20	80	100	4
	<b>Total</b>		<b>18</b>	<b>12</b>	<b>30</b>		<b>120</b>	<b>480</b>	<b>600</b>	<b>24</b>

\* Practical /Field Work / Assignment is a part of contact hours for the faculty and must be considered in the workload.

**III SEMESTER**  
**(Core Specialisation)**

Subject Code			Category	Teaching hours / week			Duration of Exam (Hours)	Marks for		Total Marks	Credits
				Lecture	Practical / Field Work / Assignment **	Total		IA	Exam		
Marketing	Finance	Human Resource									
16MBAMM301	16MBAFM301	16MBAHR301	Foundation Course	3	2	5	3	20	80	100	3
16MBAMM302	16MBAFM302	16MBAHR302	Foundation Elective	3	2	5	3	20	80	100	3
16MBAMM303	16MBAFM303	16MBAHR303	Elective	3	2	5	3	20	80	100	3
16MBAMM304	16MBAFM304	16MBAHR304	Foundation Course	3	2	5	3	20	80	100	3
16MBAMM305	16MBAFM305	16MBAHR305	Foundation Elective	3	2	5	3	20	80	100	3
16MBAMM306	16MBAFM306	16MBAHR306	Elective	3	2	5	3	20	80	100	3
16MBAIN307			Internship *	0	8	8	-	50	50	100	4
			Industrial Visit	0	0	0	0	0	00	00	0
				<b>18</b>	<b>12</b>	<b>30</b>		<b>120</b>	<b>480</b>	<b>700</b>	<b>22</b>

\* Internship will be carried out by students after second semester during vacation and the report submitted by the students will be assessed internally during the third semester. Total number of teaching hours per week is excluding internship workload.

\*\* Practical /Field Work / Assignment is a part of contact hours for the faculty and must be considered in the workload.  
Industrial visit is a mandatory activity with zero credits

**III SEMESTER**  
**(Core Specialisation Subjects)**

Marketing Specialisation		Finance Specialisation		Human Resource Specialisation	
Subject Code	Title of the Subject	Subject Code	Title of the Subject	Subject Code	Title of the Subject
16MBAMM301	Consumer Behavior	16MBAFM301	Principles & Practices of Banking	16MBAHR301	Industrial Relations & Legislations
16MBAMM302	Retail Management	16MBAFM302	Investment Banking & Financial Services	16MBAHR302	Recruitment & Selection
16MBAMM303	Services Marketing	16MBAFM303	Investment Management	16MBAHR303	Compensation & Benefits
16MBAMM304	Marketing Research	16MBAFM304	Advanced Financial Management	16MBAHR304	Learning & Development
16MBAMM305	Business Marketing	16MBAFM305	Cost Management	16MBAHR305	Knowledge Management
16MBAMM306	Supply Chain Management	16MBAFM306	Strategic Credit Management	16MBAHR306	Conflict & Negotiation Management

**III SEMESTER (Dual Specialisation)**

Subject Code			Category	Teaching hours / week			Duration of Exam (Hours)	Marks for		Total Marks	Credits
				Lecture	Practical / Field Work / Assignment **	Total		IA	Exam		
Marketing & Finance	Finance & HR	HR & Marketing									
16MBAMM301	16MBAFM301	16MBAHR301	Foundation Course	3	2	5	3	20	80	100	3
16MBAMM302	16MBAFM302	16MBAHR302	Foundation Elective	3	2	5	3	20	80	100	3
16MBAMM303	16MBAFM303	16MBAHR303	Elective	3	2	5	3	20	80	100	3
16MBAFM301	16MBAHR301	16MBAMM301	Foundation Course	3	2	5	3	20	80	100	3
16MBAFM302	16MBAHR302	16MBAMM302	Foundation Elective	3	2	5	3	20	80	100	3
16MBAFM303	16MBAHR303	16MBAMM303	Elective	3	2	5	3	20	80	100	3
16MBAIN307			Internship *	0	8	8	---	50	50	100	4
			Industrial Visit	0	0	0	0	00	00	00	0
				<b>18</b>	<b>12</b>	<b>30</b>		<b>120</b>	<b>480</b>	<b>700</b>	<b>22</b>

\* Internship will be carried out by students after second semester during vacation and the report submitted by the students will be assessed internally during the third semester. Total number of teaching hours per week is excluding internship workload.

\*\* Practical /Field Work / Assignment is a part of contact hours for the faculty and must be considered in the workload.  
Industrial visit is a mandatory activity with zero credits

**IV SEMESTER**  
**(Core Specialisation)**

Subject Code			Category	Teaching hours / week			Duration of Exam (Hours)	Marks for		Total Marks	Credits
				Lecture	Practical / Field Work / Assignment **	Total		IA	Exam		
Marketing	Finance	Human Resource									
16MBAMM401	16MBAFM401	16MBAHR401	Foundation Course	3	2	5	3	20	80	100	3
16MBAMM402	16MBAFM402	16MBAHR402	Foundation Elective	3	2	5	3	20	80	100	3
16MBAMM403	16MBAFM403	16MBAHR403	Elective	3	2	5	3	20	80	100	3
16MBAMM404	16MBAFM404	16MBAHR404	Foundation Course	3	2	5	3	20	80	100	3
16MBAMM405	16MBAFM405	16MBAHR405	Foundation Elective	3	2	5	3	20	80	100	3
16MBAMM406	16MBAFM406	16MBAHR406	Elective	3	2	5	3	20	80	100	3
16MBAPR407			Project Work *	0	8	8	---	50	150	200	12
										800	30

\* Project work will be carried out after third semester and shall be evaluated during fourth semester. The internal assessment will be made for 50 marks. In the examination, the total marks of 150 shall be allotted as follows: 50 marks each for report evaluation by internal and external examiners respectively and remaining 50 marks for the viva voce examination, jointly assessed by internal and external examiners.

**\*\* Practical /Field Work / Assignment is a part of contact hours for the faculty and must be considered in the workload.**

**IV SEMESTER**  
**(Core Specialisation Subjects)**

Marketing Specialisation		Financial Specialisation		Human Resource Specialisation	
Subject Code	Title of the Subject	Subject Code	Title of the Subject	Subject Code	Title of the Subject
16MBAMM401	Sales Management	16MBAFM401	Mergers, Acquisitions & Corporate Restructuring	16MBAHR401	Public relations
16MBAMM402	Integrated Marketing Communication	16MBAFM402	Risk Management and Insurance	16MBAHR402	Workplace Ethics & Value Systems
16MBAMM403	E-Marketing	16MBAFM403	Tax Management	16MBAHR403	International Human Resource Management
16MBAMM404	Strategic Brand Management	16MBAFM404	International Financial Management	16MBAHR404	Organisation Change and Development
16MBAMM405	Rural Marketing	16MBAFM405	Financial Derivatives	16MBAHR405	Strategic Talent Management
16MBAMM406	International Marketing Management	16MBAFM406	Corporate Valuation	16MBAHR406	Personal Growth & Interpersonal Effectiveness

**IV SEMESTER**  
**(Dual Specialisation)**

Subject Code			Category	Teaching hours / week			Duration of Exam (Hours)	Marks for		Total Marks	Credits
				Lecture	Practical / Field Work / Assignment **	Total		IA	Exam		
Marketing & Finance	Finance & HR	HR & Marketing									
16MBAMM401	16MBAFM401	16MBAHR401	Foundation Course	3	2	5	3	20	80	100	3
16MBAMM402	16MBAFM402	16MBAHR402	Foundation Elective	3	2	5	3	20	80	100	3
16MBAMM403	16MBAFM403	16MBAHR403	Elective	3	2	5	3	20	80	100	3
16MBAFM401	16MBAHR401	16MBAMM401	Foundation Course	3	2	5	3	20	80	100	3
16MBAFM402	16MBAHR402	16MBAMM402	Foundation Elective	3	2	5	3	20	80	100	3
16MBAFM403	16MBAHR403	16MBAMM403	Elective	3	2	5	3	20	80	100	3
16MBAPR407			Project Work *	0	8	8	---	50	150	200	12
										800	30

- Project work will be carried out after third semester and shall be evaluated during fourth semester. The internal assessment will be made for 50 marks. In the examination, the total marks of 150 shall be allotted as follows: 50 marks each for report evaluation by internal and external examiners respectively and remaining 50 marks for the viva voce examination, jointly assessed by internal and external examiners.

**\*\* Practical /Field Work / Assignment is a part of contact hours for the faculty and must be considered in the workload.**

**IV SEMESTER  
(Dual Specialisation Subjects)**

Marketing & Finance Specialisation		Marketing & Human Resources Specialisation		Finance & Human Resource Specialisation	
Subject Code	Title of the Subject	Subject Code	Title of the Subject	Subject Code	Title of the Subject
16MBAMM401	Sales Management	16MBAMM401	Sales Management	16MBAFM401	Mergers, Acquisitions & Corporate Restructuring
16MBAMM402	Integrated Marketing Communication	16MBAMM402	Integrated Marketing Communication	16MBAFM402	Risk Management and Insurance
16MBAMM403	E-Marketing	16MBAMM403	E-Marketing	16MBAFM403	Tax Management
16MBAFM401	Mergers, Acquisitions & Corporate Restructuring	16MBAHR401	Public relations	16MBAHR401	Public relations
16MBAFM402	Risk Management and Insurance	16MBAHR402	Workplace Ethics & Value Systems	16MBAHR402	Workplace Ethics & Value Systems
16MBAFM403	Tax Management	16MBAHR403	International Human Resource Management	16MBAHR403	International Human Resource Management

**Plan of action (proposed)**

1. Implementation of CBCS for MBA Programme will be effective from next academic year, i.e., 2016-17
2. Review of Scheme of Teaching and Examinations being finalized
3. Award of Credits for various components of MBA Programme
4. Allotment of marks for the subjects/papers, seminar and summer project.  
80:20 patterns of marks for external examination and internal (IA) marks respectively is to be adopted for all the subjects, except Internship, for which the pattern will be 50:50 basis for internal and external assessments respectively.

Question paper for theory examination shall consist of Part A and B as under:

- Part A shall consist of 5 questions subdivided into a, b, c in 3+7+10 mixed pattern
- Part B shall be a *compulsory* question on Case study/ Practical problem for 20 marks (may contain a maximum of 4 sub-questions).

IA Pattern: 20 marks in each subject, comprising of 10 marks for tests and 10 marks for assignments/seminars/practical exercises/quiz/oral exams

## **SEMESTER I**

### **MANAGEMENT & ORGANIZATIONAL BEHAVIOUR**

Subject Code	: 16MBA11	IA Marks	: 20
No. of Lecture Hours / Week	: 03	Exam Hours	: 03
Number of Lecture Hours	: 56	Exam Marks	: 80
Practical Component	: 02 Hours / Week		

#### **Course Objectives:**

- To make students understand fundamental concepts and principles of management, including the basic roles, skills, and functions of management
- To make students knowledgeable of historical development, theoretical aspects and practice applications of managerial process
- To understand the basic concepts and theories underlying individual behavior besides developing better insights into one's own self
- To make students aware of Individual behavior in groups, dynamics of groups and team building besides developing a better awareness of how they can be better facilitators for building effective teams as leaders themselves

#### **Course Outcomes:**

At the end of the course students are able to:

- Comprehend & correlate all the management activities which are happening around them with fundamental concepts and principles of management.
- Get an overview of management, theory of management and practical applications of the same.
- Effectively use their individual skill to work in groups to achieve organizational goals and ability to lead groups/teams.



- Demonstrate their acumen in applying managerial and behavioral concept in real world/situation.

## **Part A - Principles of Management**

### **Unit 1: (8 Hours)**

**Introduction:** Management: Introduction, Definition of management, Nature, Purpose and Functions, Levels and types of managers, managerial roles, skills for managers, evolution of management thought, Fayol's fourteen principles of management, Recent trends in management.

### **Unit 2: (12 Hours)**

#### **Planning and Organizing:**

**Planning:** Nature of Planning, Planning Process, Objectives, MBO, Strategies, level of strategies, policies, methods and programs, Planning Premises, Decision-making, Process of decision-making, Types of decisions, Techniques in decision-making.

**Organizing:** Organization structure, Formal and informal organizations, Principles of organizations-chain of command, span of control, delegation, decentralization, and empowerment. Functional, divisional, geographical, customer based and matrix organizations, team based structures, virtual organizations, boundary less organizations.

### **Unit 3: (5 Hours)**

**Controlling:** Controlling, importance of controlling, controlling process, types of control, factors influencing control effectiveness.

## **RECOMMENDED BOOKS**

- Essentials of Management-Koontz, 8/e, McGraw Hill
- Management: Text and Cases-VSP Rao, Excel Books
- MGMT, An Innovative approach to teaching and learning Principles of Management, Chuck Williams, Cengage Publications, 2010

- Principles and practices of Management, Kiran Nerkar, Vilas Chopde, Dreamtech Press, 2011
- Management Theory & practice – Chandan J. S, Vikas Publishing House.
- Management Theory & Practice Text & Cases – Subba Rao P & Hima Bindu, Himalaya Publication.
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#### **REFERENCE BOOKS:**

- Masters of Management Thought – Mahanand Charati & M M Munshi, Sapna Book House, Bangalore, 2015.

### **Part B - Organizational Behaviour**

#### **Unit 4: (6 hours)**

**Introduction:** Organizational Behaviour: Introduction, definition, historical development, fundamental principles of OB, contributing disciplines, challenges and opportunities.

#### **Unit 5: (15 Hours)**

**Foundations of Individual Behaviour:** Individual behaviour: Foundations of individual behaviour. Ability: Intellectual abilities, Physical ability, the role of disabilities.

**Personality:** Meaning, formation, determinants, traits of personality, big five and MBTI, personality attributes influencing OB.

**Attitude:** Formation, components of attitudes, relation between attitude and behaviour.

**Perception:** Process of perception, factors influencing perception, link between perception and individual decision-making.

#### **Unit 6: (10 Hours)**

**Motivation:** Meaning, theories of motivation-needs theory, two factor theory, Theory X and Y, application of motivational theories.

**Leadership:** Meaning, styles of leadership, leadership theories, trait theory, behavioural theories, managerial grid, situational theories.

**Note: Related case studies to be discussed.**

**Practical Components:**

- Studying organizational structures of any 10 companies and classifying them into different types of organizations which are studied in Unit 2 and justifying why such structures are chosen by those organizations.
- Preparing the leadership profiles of any 5 business leaders and studying their leadership qualities and behaviours with respects to the trait, behavioural and contingency theories studied.
- Identifying any five job profiles and listing the various types, abilities required for those jobs and also the personality traits/attributes required for the jobs identified.

**Note: Faculty can either identify the organizations/ leaders/jobs or students can be allowed to choose the same.**

**RECOMMENDED BOOKS:**

- Organizational behaviour, Stephen P Robbins, Timothy A. Judge, Neharika Vohra, 14th Edition, Pearson, 2012.
- Introduction to Organisational Behaviour – Michael Butler, Jaico Publishing House,
- Organization Behaviour – Ashwathappa, Himalaya Publication House
- ORGB - Nelson, Quick, Khanelwal, 2/e, Cengage Learning, 2012.
- Organizational Behaviour - Anada Das Gupta, Biztantra, 2011.
- Organizational Behaviour: A modern approach - Arun Kumar and Meenakshi, Vikas Publishing House, 2011.
- Organizational Behaviour – Rao V. S. P, Excel BOOKS, 2009.

**REFERENCE BOOKS:**

- Organizational Behaviour - Fred Luthans, 12/e, McGraw Hill International, 2011.
- Management and Organizational Behaviour - Laurie J Mullins, Pearson education

- Fundamentals of Organizational Behaviour - Slocum/Hillriegel, Cengage Learning
- Organizational Behaviour, Aquinas P. G, Excel Books.

## **ECONOMICS FOR MANAGERS**

Subject Code	: 16MBA12	IA Marks	: 20
No. of Lecture Hours / Week:	03	Exam Hours	: 03
Number of Lecture Hours	: 56	Exam Marks	: 80
Practical Component	: 02 Hours / Week		

### **COURSE OBJECTIVES**

- To introduce the fundamentals, tools and theories of managerial economics
- To orient on micro economic techniques as a decision making process
- To understand various industrial policies essential for business managers
- To understand the vital characteristics of different market structures

### **COURSE OUTCOMES**

At the end of the course students are able to:

- Equipped with the skill to apply the theory of demand, theory of production and cost in decision making
- Differentiate between various markets structure, functioning and pricing decisions.
- Acquire the knowledge of Indian Industrial Policies, its impact on industrial development so as to develop proper strategy in day to day management.

**Unit 1: (12 hours)**

**Managerial Economics:** Meaning, Nature, Scope. & Significance, Uses of Managerial Economics, Objectives and alternative hypothesis of the firm – Law of Demand, Exceptions to the Law of Demand, Elasticity of Demand- Price, Income, Cross and Advertising Elasticity, Uses of Elasticity of Demand for Decision Making, - Demand Forecasting: Meaning and Significance.(problems on Elasticity of Demand only).

**Unit 2: (10 hours)**

**Production Analysis:** Concept, Production Function- Total, Average, & Marginal Product –Law of Variable Proportions & ISO-Quants & ISO Costs - Least cost factor combination- Returns to Scale- Economies and Diseconomies of Scale - Technological progress and production function

**Unit 3: (8 hours)**

**Cost and Revenue Profit Functions:** Cost Concepts, Fixed and variable costs- Total Cost, Average Cost, Marginal Cost, Opportunity Cost. - Short-run and Long-run Cost Curves

**Profits:** Determinants of Short-Term & Long Term Profits, Measurement of Profit.

**Break Even Analysis-** Meaning, Assumptions, Determination of BEA, Limitations and Uses of BEA in Managerial Economics (Problems on BEP only)

**Unit 4: (8 hours)**

**Market Structure:** Perfect Competition: Features, Determination of Price under Perfect Competition - Monopoly: Features, Pricing under Monopoly, Price Discrimination - Oligopoly: Features, Kinked Demand Curve, Cartel, Price Leadership - Monopolistic Competition: Features, Pricing under Monopolistic Competition, Product Differentiation Pricing - Descriptive Pricing- Price Skimming, Price Penetration.

**Unit 5: (8 hours)**

**Indian Economic Environment:** Overview of Indian Economy, Recent changes in Indian Economy.

**Measurement of National Income:** Basic Concepts, Components of GDP- Measuring GDP and GNP, Difficulties in measuring National Income, Growth Rate.

**Business Cycle** – Features, Phases, Economic Indicators, Inflation: Types, causes, Measurement, Kinds of Price Indices, Primary, Secondary and Tertiary Sectors and their contribution to the Economy, SWOT Analysis of Indian Economy.

**Unit 6: (10 hours)**

**Industrial Policies and Structure:** A critical look at Industrial Policies of India, New Industrial Policy 1991; Disinvestment in PSUs - Private Sector- Growth, Problems and Prospects, SMEs – Significance in Indian economy-problems and prospects

**Economic Policies: Fiscal Policy:** Objectives, Instruments, Union Budget,

**Monetary Policy:** Objectives, tools for Credit Control.

**Globalization:** Meaning and Implications, Phases, Impact of Globalization on Indian Economy.

**Foreign Trade:** Trends in India's Foreign Trade, Impact of WTO on India's Foreign Trade.

**Note 1: Related case studies to be discussed.**

**Note 2: 75 percent theory and 25 percent problems from Unit 1 & 3**

**Practical Components:**

- Assessment of Impact of advertisement or sales promotion on the demand of a product (Preferably FMCG goods)
- Study of demand elasticity for a product when there is a price increase or price decrease.
- Demand forecasting – Mini project may be given to students to assess the demand for a product or a service using any method.
- Preparing a project proposal for a new business venture to understand the BEP using real time data.
- An in-depth study of economic indicators on the growth rate

- Analysis of recent budget, fiscal discipline and disinvestment proposals of the GOI
- A study on the effect of monetary policy on banking and NBFCs
- A futuristic study of leading Indian industries and observations of CAG on major issues.

### **RECOMMENDED BOOKS:**

- Managerial Economics, D.N Dwivedi, 6<sup>th</sup> ed., Vikas Publication.
- Managerial Economics- Theory and Applications, Dr. D.M Mithani, Himalaya Publications.
- Managerial Economics, H. L Ahuja, S. Chand, 2011
- Indian Economy, K P M Sundharam and Dutt, 64<sup>th</sup> Edition, S Chand Publication.
- Indian Economy, Misra and Puri, Himalaya Publications
- Business Economics, ML Jhingan and Upadhyaya, Vrinda Publications
- Business Environment Text and Cases by Justin Paul, 3<sup>rd</sup> Edition, McGraw-Hill Companies.

### **REFERENCE BOOKS:**

- Managerial Economics- Principles and worldwide applications, Dominick Salvatore, 6e, Oxford Publication, 2010
- Managerial Economics, Jaswinder Singh, Dreamtech publications, 2013
- Managerial Economics, Yogesh Maheswari, PHI, 2013
- Modern Economic Theory, KK Dewett and MH Navalur, S Chand Publication, 2013
- Managerial Economics: Case study solutions- Kaushal H, 1/e., Macmillan, 2011

## ACCOUNTING FOR MANAGERS

Subject Code	: 16MBA13	IA Marks	: 20
No. of Lecture Hours / Week	: 03	Exam Hours	: 03
Number of Lecture Hours	: 56	Exam Marks	: 80
Practical Component	: 02 Hours / Week		

### Objectives:

- To explain fundamental accounting concepts and conventions.
- To explain and use the accounting equation.
- To prepare basic journal entries for business transactions and present the data in an accurate manner
- To present financial statements in vertical and horizontal format.
- To analyze a company's financial statements using various ratios for decision making.
- To understand emerging issues in accounting and taxation.

### Course Outcomes:

At the end of the course students are able to:

- Acquire the knowledge about the concepts and fundamental principles of accounting.
- Demonstrate theoretical knowledge and its application in real time accounting.
- Capable of preparing financial statement of sole trading concerns and companies.
- Independently undertake financial statement analysis and take decisions.
- Comprehend emerging trends in accounting and taxation.



**Unit 1: (6 Hours)**

**Introduction to Accounting:** Need and Types of Accounting, Users of Accounting, concepts and conventions of Accounting, Accounting Equation (problems on accounting equation).

**Unit 2: (10 Hours)**

**Preparation of books of Accounts:** Journals, three column cash book, ledgers and trial balance. Depreciation- Straight line and Written down Value Methods.

**Unit 3: (14 Hours)**

**Preparation of Financial Statements:** Preparation of final accounts of sole traders. Preparation of final accounts of companies, vertical form of financial statements. (Basic problems Final Accounts)

**Unit 4: (12 Hours)**

**Analysis of Financial Statements:** Ratio Analysis, Preparation of financial statements using ratios, Preparation of Cash flow Statement (only indirect method).

**Unit 5: (8 Hours)**

**Emerging issues in Accounting:** Human Resource Accounting, Forensic Accounting, Sustainability Reporting -**Accounting Standards and IFRS:** Nature and significance

**Unit 6: (6 Hours)**

**Fundamentals of Taxation:** Heads of Income, Deductions u/s 80C, Income Tax Rates and Returns for Individuals only (only theory)

**Practical Components:**

- Collecting Annual reports of the companies and analyzing the financial statements using different techniques and presenting the same in the class.
- Analyzing the companies' cash flow statements and presenting the same in the class.

- Exposing the students to usage of accounting software's (Preferably Tally)
- Filling up of ITR forms
- Identify the sustainability report of a company and study the contents.

**Note 1: Related case studies to be discussed.**

**Note 2: 25 percent theory and 75 percent problems**

### **RECOMMENDED BOOKS:**

- Financial Accounting: A Managerial Perspective, Narayanaswamy R, 5/e , PHI, 2014
- A Text book of Accounting For Management, Maheswari S. N, Maheswari Sharad K. Maheswari , 2/e, Vikas Publishing house (P) Ltd.
- Financial Accounting, Tulsian P. C, 1/e, Pearson Education.
- Accounting for managers, Madegowda J, Himalaya Publishing House.
- Advanced Accountancy, Gupta R. L & Radhaswamy M, Sultan Chand Publications.
- Financial Accounting, Jain S. P and Narang K L, Kalyani Publishers.
- Business Taxation, Akhileshwar Pathak and Savan Godiawala, 2/e, McGraw Hill Education (India) Pvt. Ltd, 2013.

### **REFERENCE BOOKS:**

- Financial Accounting for Management: An Analytical Perspective, Ambrish Gupta, 4/e, Pearson Education.
- Introduction to Financial Statement Analysis, Ashish K Bhattacharya, Elsevier India.
- Financial Accounting – Raman B. S, Vol I & Vol II, 1/e, United Publishers, 2011.
- Financial Accounting (IFRS update), Gary A. Porter & Curtis L. Norton, 6/e, Cengage Learning.

- Accounting For Management, Arora M. N, Himalaya Publishing House.
- Essentials of Financial Accounting (Based on IFRS), Bhattacharya, 3/e, Prentice Hall India.
- Comdex (Computer and Financial Accounting with Tally 9.0 Course Kit), Dream Tech.
- Comdex – Tally 9, Namrata Agrawal - DreamTech.
- IFRS: A Practical approach, Jasmine Kaur, McGraw Hill.

## **QUANTITATIVE METHODS**

Subject Code	: 16MBA14	IA Marks	: 20
No. of Lecture Hours / Week:	03	Exam Hours	: 03
Number of Lecture Hours	: 56	Exam Marks	: 80
Practical Component	: 02 Hours / Week		

### **Objectives:**

- To introduce statistics as a tool for business decision making.
- To provide an analytical foundation for dealing business situations.
- To learn how to take decision under various situations.
- To familiarize the use of linear programming and project management evaluation techniques.
- To orient the students with statistical tools.

### **Course Outcomes:**

At the end of the course students are able to:

- Understand and applying descriptive statistical tools in business situations.
- Exhibit the skills in developing and applying probability distribution concepts in business and real time scenario.
- Develop the skills of decision making using Decision Theory.

- Develop mathematical models using Linear Programming technique.
- Illustrate the use of network techniques for successful project implementation

### **Unit 1 (10 Hours)**

**Descriptive Statistics:** Measures of Central Tendency- mean, median, mode, Measures of Dispersion- Standard deviation, variance, Co-efficient of Variance.

### **Unit 2 (8 Hours)**

**Correlation and Regression:** Scatter Diagram, Karl Pearson correlation, Spearman's Rank correlation (one way table only), simple and multiple regression (problems on simple regression only)

### **Unit 3 (8 Hours)**

**Probability Distribution:** Concept and definition - Rules of probability – Random variables –Concept of probability distribution – Theoretical probability distributions: Binomial, Poisson, Normal and Exponential – Baye's theorem (No derivation) (Problems only on Binomial, Poisson and Normal).

### **Unit 4 (10 Hours)**

**Decision Theory:** Introduction – Steps of decision making process-types of decision making environments-decision making under uncertainty- Decision making under Risk- Decision tree analysis (only Theory)

### **Unit 5 (10 Hours)**

**Linear Programming:** structure, advantages, disadvantages, formulation of LPP, solution using Graphical method.

**Transportation problem:** basic feasible solution using NWCM, LCM, and VAM unbalanced, restricted and maximization problems.

## **Unit 6**

**(10 Hours)**

**Project Management:** Introduction – Basic difference between PERT & CPM – Network components and precedence relationships – Critical path analysis – Project scheduling – Project time-cost trade off – Resource allocation, basic concept of project crashing.

**Theory 25 percent and Problems percent**

### **Practical Component:(Student-Centered Learning)**

- Students are expected to have basic Excel knowledge-hands on experience.
- Students should be able to relate the concepts to real time business situations.
- Student should demonstrate the application of statistical tools.

### **RECOMMENDED BOOKS:**

- Statistical Methods, S. P Gupta, Sulthan Chand & sons, New Edition,
- Quantitative Techniques in Management, N D Vohra, 4th Edition, Tata McGraw Hill, 2010.
- Fundamentals of Statistics, S.C Gupta, 6th edition, Himalaya Publishing House, 2007

### **REFERENCE BOOKS:**

- Operations Research – Theory & Applications, J K Sharma, 5th edition, Macmillan publishers, 2013.
- Quantitative Methods for Business, Anderson, Sweeney and Williams, Thomson, 2005.
- Analyzing Multivariate Data, James Lattin, Douglas Carroll and Paul Green, Thomson Learning, 2003.

## MARKETING MANAGEMENT

Subject Code	: 16MBA15	IA Marks	: 20
No. of Lecture Hours / Week	: 03	Exam Hours	: 03
Number of Lecture Hours	: 56	Exam Marks	: 80
Practical Component	: 02 Hours / Week		

### Objectives:

- To provide an insight to basic concepts of marketing management.
- To understand various marketing models for solving marketing problems.
- To understand fundamental premise underlying market driven strategies.

### Course Outcome:

At the end of the course students are able to:

- Acquire knowledge regarding basic concepts and functions of Marketing Management.
- Apply various marketing concepts to solve day-to-day corporate problems.
- Learn various strategies which enable decision making process.
- Study ever-changing environment and use of appropriate models and techniques of Marketing.
- Synthesize ideas into a viable marketing plan.

### Unit 1: (10 hours)

**Introduction to Marketing:** Introduction, Definitions of market and marketing, The Exchange Process, Elements of Marketing Concept, Functions of Marketing, Old Concept or Product- oriented Concept, New or Modern or Customer- oriented Concept, Marketing Environment, Techniques used in environment analysis, Characteristics (Micro and Macro), Marketing to the 21st century customer

**Unit 2: (8 hours)**

**Consumer Behaviour Analysis:** Meaning and Characteristics, Importance, Factors Influencing Consumer Behaviour, Consumer Purchase Decision Process, Buying Roles, Buying Motives, Buyer Behaviour Models

**Unit 3: (10 hours)**

**Market Segmentation, Targeting & Positioning:** Concept of Market Segmentation, Benefits, Requisites of Effective Segmentation, Bases for Segmenting Consumer Markets, Market Segmentation Strategies.

Targeting - Bases for identifying target Customer target Marketing strategies, Positioning - Meaning, Product Differentiation Strategies, Tasks involved in Positioning. Branding - Concept of Branding, Types, Brand Equity, Branding strategies.

**Unit 4: (8 hours)**

**Managing the Product:** Concept, product hierarchy, product line, product mix, product mix strategies, Product life cycle and its strategies, New Product Development, packing as a marketing tool, Role of labelling in packing.

**Unit-5 (10 hours)**

**Pricing decisions:** Significance of pricing, factor influencing pricing (Internal factor and External factor), objectives, Pricing Strategies-Value based, Cost based, Market based, Competitor based, Pricing Procedure.

**Marketing Channels:** Meaning, Purpose, Factors Affecting Channel Choice, Channel Design, Channel Management Decision, Channel Conflict, Designing a physical Distribution System, Network Marketing,

**Unit 6: (10 hours)**

**Marketing Planning:** Meaning, Concepts, Steps involved in Marketing planning, Marketing Audit- Meaning, Feature, Various components of Marketing Audit Marketing Strategy-Analysis of Industry and Competition, Strategic Planning Process,

## **Case Studies in Indian Context**

### **Practical Components:**

- Analyze Product Life Cycle of few Products like-Electronic goods, Computers etc.
- Study Packaging strategies used by FMCG companies
- Understand Marketing strategies, plans used by automobile, cosmetic, FMCG companies etc.

### **RECOMMENDED BOOKS**

- Marketing Management: A South Asian Perspective–Kotler, Keller, Koshy & Jha, 13/e, Pearson Education, 2012
- Marketing Management, Ramaswamy V. S. & Namakumari S, 4/e, TMH, 2014
- Fundamentals of Marketing Management, Etzel M.J BJ Walker & William J. Stanton, 14/e, TMH, 2012
- Marketing Management: An Applied Approach, Noel Capon & Siddharth Shekhar Singh, Wiley, 2014

### **REFERENCE BOOKS**

- Marketing Management, Arun Kumar & Meenakshi N, 2/e, Vikas, 2012
- Applied Case Studies in Marketing – Shajahan S, Primus BOOKS, 2011.
- Marketing Management – Karunakaran, HPH.
- Marketing in India: Text and Cases- Neelamegham S, 4/e, Vikas.
- Marketing- Lamb, Hair, Mc Danniel, 7/e, Cengage Learning 2012.
- Marketing: Planning, Implementation, and Control -William M. Pride, Ferrell O. C, Cengage Learning, 2010.
- Marketing Management, Tapan Panda, 2/e, Excel Publication



## MANAGERIAL COMMUNICATION

Subject Code	: 16MBA16	IA Marks	: 20
No. of Lecture Hours / Week	: 03	Exam Hours	: 03
Number of Lecture Hours	: 56	Exam Marks	: 80
Practical Component	: 02 Hours / Week		

### Objective:

To enhance students communication skills through verbal, non-verbal, correspondence, presentations, interviews and negotiation.

### Course Outcomes:

At the end of the course students are able to:

- Describe and develop written and oral communication.
- Independently prepare business letters and reports.
- Exhibit, develop and apply negotiation strategies.
- Gain exposure to media management and demonstrate the skill in analyzing business situation.

### Unit 1: (10 Hours)

**Introduction:** Meaning & Definition, Role, Classification – Purpose of communication – Communication Process – Characteristics of successful communication – Importance of communication in management – Communication structure in organization – Communication in conflict resolution - Communication in crisis. Communication and negotiation - Communication in a cross-cultural setting

### Unit 2: (8 Hours)

**Oral Communication:** Meaning – Principles of successful oral communication – Barriers to communication – Conversation control – Reflection and Empathy: two sides of effective oral communication.

Modes of Oral Communication - Listening as a Communication Skill,  
Non-verbal communication

**Unit 3: (8 Hours)**

**Written Communication:** Purpose of writing – Clarity in writing – Principles of effective writing – Approaching the writing process systematically: The 3X3 writing process for business communication: Pre writing – Writing – Revising – Specific writing features – Coherence – Electronic writing process.

**Unit 4: (12 Hours)**

**Business Letters and Reports:** Introduction to business letters – Types of Business Letters - Writing routine and persuasive letters – Positive and Negative messages Writing Reports: Purpose, Kinds and Objectives of reports – Organization & Preparing reports, short and long reports Writing Proposals: Structure & preparation - Writing memos

**Media Management:** The press release – Press conference – Media interviews

**Group Communication:** Meetings – Planning meetings – objectives – participants – timing – venue of meetings.

**Meeting Documentation:** Notice, Agenda, and Resolution & Minutes

**Unit 5: (10 Hours)**

**Presentation skills:** What is a presentation – Elements of presentation – Designing & Delivering Business Presentations – Advanced Visual Support for managers.

**Case Methods of learning:** Understanding the case method of learning.

**Negotiation skills:** What is negotiation – Nature and need for negotiation – Factors affecting negotiation – Stages of negotiation process – Negotiation strategies.

**Unit 6: (8 Hours)**

**Employment communication:** Introduction – Composing Application Messages - Writing CVs – Group discussions – Interview skills

## **Impact of Technological Advancement on Business Communication**

– Technology-enabled Communication-**Communication networks**–  
Intranet–Internet–E-mails–SMS– teleconferencing – videoconferencing

### **Practical Components:**

- Demonstrate the effect of noise as a barrier to communication
- Make students enact and analyze the non-verbal cues
- Give exercises for clarity and conciseness in written communication.
- Demonstrating using Communication Equipments like Fax, Telex, Intercoms, etc,
- Demonstrating Video conferencing & teleconferencing in the class.
- Conduct a mock meeting of students in the class identifying an issue of their concern. The students should prepare notice, agenda and minutes of the meeting.
- Each student to give presentation of 5 minutes (this can be spread throughout the semester)and to be evaluated by the faculty

### **RECOMMENDED BOOKS:**

- Business Communication : Concepts, Cases And Applications – Chaturvedi P. D, & Mukesh Chaturvedi ,2/e, Pearson Education,2011
- Business Communication: Process and Product – Mary Ellen Guffey, 3/e, Cengage Learning, 2002.
- Business Communication – Renuka Murthy T P and YathishChandra M S, HPH.
- Business Communication – Lesikar, Flatley, Rentz & Pande, 11/e, TMH, 2010
- Advanced Business Communication – Penrose, Rasberry, Myers, 5/e, Cengage Learning, 2004.
- BCOM – Lehman, DuFrene, Sinha, Cengage Learning, 2/e, 2012
- Business Communication – Madhukar R. K, 2/e, Vikas Publishing House.

### **REFERENCE BOOKS:**

- Effective Technical Communication - Ashraf Rizvi M, TMH, 2005.

- Business Communication - Sehgal M. K & Khetrapal V, Excel Books.
- Business Communication – Krizan, Merrier, Jones, 8/e, Cengage Learning, 2012.
- Basic Business Communication – Raj Kumar, Excel Books, 2010.

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