

### COURSE OUTCOME:

1. Understand various research approaches, techniques and strategies in the appropriate in business.
2. Apply a range of quantitative / qualitative research techniques to business and day to day management problems.
3. Demonstrate knowledge and understanding of data analysis, interpretation and report writing.
4. Develop necessary critical thinking skills in order to evaluate different research approaches in Business.

### RECOMMENDED BOOKS

- Business Research Methods: A South-Asian Perspective with course Mate William G. Zikmund/Barry J. Babin/Jon C. Carr/Atanu Adhikari/Mitch Griffin, Cengage learning.
- Business Research Methods: S.N. Murthy & U. Bhojanna. Excel Books.
- Business Research Methods. Donald R. Cooper & Pamela S. Schindler, 9/e, TMH/2007.

### REFERENCE BOOKS

- Research Methodology – C.R. Kothari, Vishwa Prakashan.
- Research Methods – M. M. Munshi & K. Gayathri Reddy, Himalaya Publishing House, 2015.
- Marketing Research- Naresh K. Malhotra- 5th Edition, Pearson Education/PHI 2007.

### CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X				
CO2		X			
CO3			X		
CO4					X

### LEGAL AND BUSINESS ENVIRONMENT

Semester	II	CIE Marks	: 40
Course Code	18MBA24	SEE Marks	: 60
Teaching Hours / week (L:T:P)	4-0-0	Exam Hours	: 03
Credits : 04			

### Course Objectives:

1. To provide insights into the core concepts of incorporation of company.
2. To understand various policies and procedures of the company Act.
3. To gain insights into various procedure of Investigation & Winding up of Companies.

### Part-A (Legal Environment)

#### Unit I:

Indian Contract Act, 1872-Meaning of contract, agreement, essential elements of a valid contract. Law of agency-meaning, creation and termination of agency.

#### Unit 2 :

#### Corporate Incorporation and Management

Definition of company, characteristics, types of company, lifting of corporate veil (i) Incorporation of company (ii) Memorandum and Articles of Association (iii) Doctrine of Ultra Vires (iv) Doctrine of Indoor Management and constructive notices Management - (i) Directors: Appointment, Removal, Position, Powers and Duties of Directors. (ii) Auditor and audit Committee: Its Role. Directors – qualification and Appointment, Liabilities and duties.

Mini case Presentation and Discussion on Saloman v/s A Soloman & Company Ltd.

#### Unit 3:

#### Oppression, Mismanagement and Investigation:

(i) Prospectus, membership and shareholding in a company. (ii) Prevention of Oppression (iii) Prevention of Mismanagement (iv) Role & Powers of the Company Law Board (v) Role & Powers of Central Government. Meeting : (i) Types of Meetings (ii) Procedure of calling for a meeting (iii) Company's resolutions and its kinds, proxies.

**Corporate Liquidation:** (i). Winding up of Companies (ii). Mode of winding up of the companies (iii). Compulsory Winding up under the Order of the Tribunal (iv). Voluntary winding up (v). Contributories (vi). Payment of liabilities.

Mini case Presentation and Discussion on Rule in Foss v. Harbottle.

### PRACTICAL COMPONENTS:

- Students to collect analyze and discuss MOA, AOA & Prospectus of a company.
- Students to produce a report on the working of reputed agency including its formation, nature of relations with the outside world and such other issues of relevance.

### COURSE OUTCOME:

1. Students should get clear idea about the concept of incorporation of company, its relevance, characteristics, types of company, lifting of corporate.
2. Student to acquire knowledge about conducting meeting, duties of directors and Investigation of the company.
3. To give the students an insight on Winding up of the companies , Mode of winding up of the companies.

### RECOMMENDED BOOKS:

- Elements of Mercantile law, Sultanchand publications, 34th Edition, 2014
- Legal & Business Environment, Ravindra Kumar & Renukamurthy, Cengage learning, 2018.
- Saleem Sheikh & William Rees, Corporate Governance & Corporate Control, Cavendish Publishing Ltd., 1995.

### REFERENCES BOOKS:

- Charles Wild & Stuart Weinstein Smith and Keenan, Company Law, Pearson Longman, 2009
- 2. Institute of Company Secretaries of India, Companies Act 2013, CCH Wolter Kluwer Business, 2013.
- Lexis Nexis, Corporate Laws 2013 (Palmtop Edition)
- 4. C.A. Kamal Garg, Bharat's Corporate and Allied Laws, 2013. Taxmann, Companies Act 2013.

### CO – PO MAPPING.

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X				
CO2			X		X
CO3			X		X

### Part-B (Business Environment)

#### Course Objectives:

1. To provide an understanding about the Macro Economic Environment of Business.
2. To have an understanding of the basic macro-economic concepts.
3. To study the various economic policies of our country.

#### Unit-4

**Indian Business environment:** Nature and Scope, Structure of the Business Environment – Internal and External environment. Political and Legal Environment, Economic Environment, Socio – Cultural Environment, Global environment: WTO and global relations.

**Basic economic Concepts:** Open and Closed Economies, Primary, secondary and Tertiary sectors and their contribution to the economy. SWOT Analysis for the Indian economy. Measuring the Economy: Measuring GDP and GDP Growth rate, Components of GDP, Business Cycle- Features, and Phases.

#### Unit-5

**Industrial Policies and Structure:** Planning- Problems in industrial development during the plan period, Classification of industries based on ownership. Industrial policies, Industrial strategy for the future, New Industrial policy 1991.

**Structure of Indian Industry:** Public and Private Sector Enterprises, Objectives of PSUs, Performance and shortcomings. Private Sector– growth, problems and prospects. SSI – Role in Indian Economy. Startups and their current state in India. Privatisation-Problems and prospects, Disinvestments in Indian public sector Units since 1991.

**Case Study :** Privatization of Airport and Airline Industry, Source: Business Environment: Text and cases – Justin Paul, 2/e, McGraw Hill. 2008. Pp 166-168.

#### Unit-6

**Economic policies:** Fiscal Policy: Objectives, Instruments, Union Budget, Taxes, Role of Government.

**Monetary Policy:** Money, Measures of money supply, Monetary system in India, Tools for credit control. Structure of the Banking system, RBI and its functions, Banking structure reforms –Narasimham committee recommendations.

**India Foreign Trade Policy:** Objectives, Features, Policy of 2015-2020-salient features.

### PRACTICAL COMPONENTS:

- Students are expected to give a report on how the economic

environment has affected the performance of any five large Indian Business Houses.

- Students are expected to analyze the major economic and financial indicators such as GDP, Inflation, CPI, BSE, NSE, Currency, Gold rate, Oil barrel price etc., for a particular period of time and submit the report on the same.

### COURSE OUTCOMES:

- To student will have an understanding of the macro environment of Business and various macroeconomic concepts.
- The student will understand the industrial policies of the past and the present and the evolution over time, and how Indian Industrial structure evolved over time.
- The student will be exposed to various economic policies of the country and the state of economy.

### RECOMMENDED BOOKS:

- Economic Environment of Business –Misra S. K &Puri V. K. , 6/e, Himalaya publishing house, 2010.
- Business Environment :Text and Cases - Justin Paul, 3/e, McGrawHill, 2011.
- Business Environment - Fernando, 1/e, Pearson, 2011.

### REFERENCE BOOKS:

- Principles of Macro Economics –Mankiw, 4/e, Cengage Learning,2011.
- Macro Economics – Andrew. B. Abel, & Ben S. Bernanke, 7/e,Pearson Education, 2011.

### CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X				
CO2			X		X
CO3			X		X

## STRATEGIC MANAGEMENT

Semester	II	CIE Marks	: 40
Course Code	18MBA25	SEE Marks	: 60
Teaching Hours / week (L:T:P)	4-0-0	Exam Hours	: 03
Credits : 04			

### Course Objectives:

- To provide insights into the core concepts of strategic management.
- To evaluate various business strategies in dynamic market environments.
- To gain insights into various strategic management models.

### Unit 1:

Meaning and Nature of Strategic Management, its Importance and relevance and . Characteristics of Strategic Management, The Strategic Management Process. Relationship between a Company ' s Strategy and its Business Model.

**Minicase Presentation and Discussion:** Business model of Amul and KMF , Suggested questions for case presentation: a. Discuss competitive strategy of Amul b. what are the difference between Amul business model and KMF.

### Unit 2:

Strategy Formulation- Understand strategic management process business definition & Organization values that build mission statement. Describe strategic vision, mission, goals, long term objectives, short term objectives and discuss their value to the strategic management process. Balanced Score card.

**Minicase Presentation and Discussion:** Shanghai GM , Suggested questions for case presentation: a. Introducing China's auto industry, including opportunities & threats b. Why joint venture with SAIC? c. What makes Shanghai GM successful? d. Lessons learnt to other Western MNEs.

### Unit 3:

Analyzing a Company' s External Environment – The Strategically relevant components of a Company's External Environment – Industry Analysis - what factors are driving industry change and its impact - Porter's dominant economic feature - Competitive Environment Analysis - Porter's Five Forces model – Key Success Factors concept and implementation.

**Mini-Case Presentations and Discussions:** Jet Blue Airlines Suggested topics for case presentation and discussion: a. Analyzing the general (national/global) environment b. Assessing five forces of the industry c. Identifying opportunities & threats of the industry d. Jet Blue's capability analysis.