



GSFC
UNIVERSITY
EDUCATION RE-ENVISIONED

COURSE CURRICULUM

MBA

Batch:2024-2026
Academic Year: 2024-25
Updated on: July, 2024

GSFC University
School of Management & Liberal arts, Vigyan Bhavan, P. O. Fertilizernagar, Vadodara - 391750, Gujarat,
India

VISION

- GSFCU strives to be the best compact boutique institution with a futuristic approach, encouraging student centric culture and sharpened focus on developing industry ready & employable students with all-round development.

MISSION

- Establish an institution, which promotes creativity and innovation.
- Develop unique quality standards for academic excellence and pedagogical innovations.
- Remain agile through learning ecosystem with flexible processes & systems.
- Holistic growth for industry readiness.

No.	Programme Outcomes (POs)	Blooms' Taxonomy Domain	Blooms' Taxonomy SubDomain
PO1	At the end of the MBA programme, the students will possess the ability to articulate, illustrate, analyze, synthesize and apply the knowledge of principles and frameworks of management and allied domains to the solutions of real-world complex business problems.	Cognitive	Understand, Apply
PO2	The students will possess the ability to Identify, formulate and provide innovative solution frameworks to real world complex business and social problems by systematically applying modern quantitative and qualitative problem solving tools and techniques.	Cognitive	Analyze, Create
PO3	The students will possess the ability to conduct investigation of multidimensional business problems using research based knowledge and research methods to arrive at data driven decisions	Cognitive	Apply, Evaluate
PO4	The students will be able to effectively communicate in cross-cultural settings, in technology mediated environments, especially in the business context and with society at large	Affective	Apply, Analyze

PO5	The curriculum develops the ability to collaborate in an organizational context and across organizational boundaries and lead themselves and others in the achievement of organizational goals and optimize outcomes for all stakeholders.	Affective	Analyze, Create
PO6	The programme ensure students to approach any relevant business issues from a global perspective and exhibit an appreciation of Cross Cultural aspects of business and management	Cognitive	Understand, Apply
PO7	The students will be able to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing startups as well as professionalizing and growing family businesses.	Cognitive	Analyze, Create
PO8	The students will be able to operate independently in new environment, acquire new knowledge and skills and assimilate them into the internalized knowledge and skills.	Cognitive	Apply, Analyze

No.	Programme Specific Outcomes (PSOs)	Blooms' Taxonomy Domain	Blooms' Taxonomy Sub Domain
PSO1	Graduates of the MBA program will successfully integrate core, cross-functional and interdisciplinary aspects of management theories, models and frameworks with the real world practices and the sector specific nuances to provide solutions to real world business, policy and social issues in a dynamic and complex world.	Cognitive	Understand, Apply
PSO2	Graduates of the program will possess excellent communication skills, excel in cross functional, multi-disciplinary, multi-cultural teams, and have an appreciation for local, domestic and global contexts so as to manage continuity, change, risk, ambiguity and complexity.	Affective	Apply, Analyze
PSO3	Graduates of the MBA program will be appreciative of the significance of Indian	Affective	Understand, Apply

	ethos and values in managerial decision making and exhibit value centered leadership.		
PSO4	Graduates of the MBA program will be ready to engage in successful career pursuits covering a broad spectrum of areas in corporate, non-profit organizations, public policy, entrepreneurial ventures and engage in life-long learning.	Cognitive	Apply, Analyze
PSO5	Graduates of the MBA program will be recognized in their chosen fields for their managerial competence, creativity & innovation, integrity & sensitivity to local and global issues of social relevance and earn the trust & respect of others as inspiring, effective and ethical leaders.	Affective	Analyze, Create

Mapping of POs & PSOs:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
PSO1	3	3	1	1	3	3	3	1
PSO2	1	1	1	3	3	3	1	1
PSO3	1	1	1	1	1	1	1	1
PSO4	1	1	3	1	1	1	3	3
PSO5	1	1	1	3	1	1	3	1
Avg.								

1: Slight (Low); 2: Moderate (Medium); 3: Substantial (High); 0 None

Definition of Credit:

1 Hour. Lecture (L) per week	1 credit
1 Hour Tutorial (T) per week	1 credit
4 Hours Practical (P) per week	2 credit
2 Hours Practical (P) per week	1 credit

1 Hour Practical (P) per week	0.5 credit
3 Hours Experiential learning	1 credit

Course code Definitions:

Lecture	L
Tutorial	T
Practical	P
Basic Science Courses	BSC
Engineering Science Courses	ESC
Humanities and Social Sciences including Management courses	HSMC
Professional core courses/Major (Core)	PCC
Professional Elective courses/Minor Stream	PEC
Open Elective courses	OEC
Laboratory course	LC
Mandatory courses	MC
Non-credit courses	NC
Project (Experiential learning)	PROJ
Experiential learning ex. Internship, Industrial Visit, Field visit, etc.	EL
Multidisciplinary courses	MDC
Ability Enhancement Course	AEC
Skill Enhancement Course	SCE
Value Added Courses	VAC

About the Program:

The MBA program at GSFC University (GSFCU) is transforming the landscape of postgraduate education with its innovative approach. The program empowers tomorrow's leaders with the knowledge, skills, and connections to succeed in today's business landscape. Our MBA program is strategically crafted to cultivate exceptional business executives, managers, and entrepreneurs, equipped with a blend of theoretical knowledge and practical expertise to confidently tackle demanding industry tasks and embark on successful entrepreneurial journeys. Furthermore, we prioritize instilling a strong foundation of values, ethics, and a socially responsive attitude, shaping our graduates into responsible global citizens. At GSFCU, we believe in unleashing the full potential of MBA aspirants by challenging them to exceed their limits and cultivate exceptional problem-solving skills. Our program goes beyond traditional business management education, immersing students in advanced concepts and theories that sharpen their managerial prowess and decision-making abilities, taking their professional game to new heights.

With a systematic and well-planned approach to career growth, our postgraduate MBA degree program empowers aspiring minds to pursue their entrepreneurial ambitions with confidence. We understand the ever-evolving nature of today's business landscape, and our curriculum equips graduates with a unique skill set that combines time-tested wisdom with innovative thinking. At GSFCU, we nurture business management graduates who are equipped to tackle critical business challenges head-on and provide optimal solutions. Our students acquire the skills needed to navigate dynamic environments, identify opportunities, and deliver exceptional results. Through a perfect blend of theoretical knowledge and practical application, we shape our students into resourceful problem-solvers who can effectively address the demands of the business world. At the heart of the program lies a commitment to individual growth, learning, and development. The dedicated faculty and staff foster a supportive learning environment that encourages critical thinking, innovation, and collaboration. The program is designed to bridge the gap between academia and the business world, equipping graduates with the practical exposure and real-world insights needed to excel in their chosen careers.

Join us at GSFCU and embark on a transformative journey that will elevate your business acumen, unlock your entrepreneurial spirit, and position you as a sought-after professional capable of making a significant impact in the business landscape.

Teaching Scheme

Semester - I							
Sr. No.	Course Code	Course Title	L	T	P	C	Marks
A. Core Subjects							
1.	MBA1001	Accounting for Managers	3	0	0	3	100
2.	MBA1002	Business Environment	3	0	0	3	100
3.	MBA1003	Management Information System	3	0	0	3	100
4.	MBA1004	Managerial Economics	3	0	0	3	100
5.	MBA1005	Quantitative Technique	3	0	0	3	100
6.	MBA1006	Organization Behaviour	3	0	0	3	100
7.	MBA1007	Corporate Law	3	0	0	3	100
8.	ASC01	Managerial Communication	2	0	0	2	100
9.	ASC03	Internship	0	0	2	2	100
Total						25	900

Semester - II							
Sr. No.	Course Code	Course Title	L	T	P	C	Marks
A. Core Subjects							
1.	MBA2001	Business Analytics	3	0	0	3	100
2.	MBA2002	Marketing Management	4	0	0	4	100
3.	MBA2003	Financial Management	4	0	0	4	100
4.	MBA2004	Human resource Management	4	0	0	4	100
5.	MBA2005	Business Research Methods	3	0	0	3	100
6.	MBA2006	Production & Operations Management	4	0	0	4	100
7.	MBA2007	International Business	3	0	0	3	100
8.	MBA2008	Indian Ethos and Business Ethics	2	0	0	2	100
9.	ASC04	Internship	0	0	2	2	100
Total						29	900



Semester – III							
Sr. No.	Course Code	Course Title	L	T	P	C	Marks
A. Core Subjects							
1.	MBA3001	Supply Chain Management	4	0	0	4	100
2.	MBA3002	Operation Research	4	0	0	4	100
3.	MBA3003	Strategic Management	4	0	0	4	100
B. Electives (Any one)							
	I	Human Resource Management					
4.	MBAHRM001	HR Planning and Talent Management	4	0	0	4	100
5.	MBAHRM002	Training and Development	4	0	0	4	100
6.	MBAHRM003	Organizational Change and Development	4	0	0	4	100
	II	Marketing Management					
4.	MBAMM001	Consumer Behaviour	4	0	0	4	100
5.	MBAMM002	Integrated Marketing Communication	4	0	0	4	100
6.	MBAMM003	Sales and Distribution Management	4	0	0	4	100
	III	Financial Management					
4.	MBAFM001	Security Analysis and Portfolio Management	4	0	0	4	100
5.	MBAFM002	Financial Derivatives	4	0	0	4	100
6.	MBAFM003	Indian Financial System & Financial Market	4	0	0	4	100
	IV	Business Analytics- ELECTIVE IV					
4.	MBABA001	Introduction to Python/ R	4	0	0	4	100
5.	MBABA002	AI/ML basics	4	0	0	4	100
6.	MBABA003	DBMS-SQL	4	0	0	4	100
7.	ASC05	Comprehensive Project - I	0	0	4	4	100
Total						28	800

Semester – IV							
Sr. No.	Course Code	Course Title	L	T	P	C	Marks
A. Core Subjects							
1.	MBA4001	Project Management	4	0	0	4	100
B. Electives (Any one)							
	I.	Human Resource Management					
2.	MBAHR004	Management of Industrial Relations and Labour Legislation	4	0	0	4	100
3.	MBAHR005	Performance Management & Compensation	4	0	0	4	100
4.	MBAHR006	International HRM	4	0	0	4	100
5.	MBAHR007	HR Analytics	4	0	0	4	100
	II	Marketing Management					
2.	MBAMM004	Product and Brand Management	4	0	0	4	100
3.	MBAMM005	Service Marketing	4	0	0	4	100
4.	MBAMM006	International Marketing	4	0	0	4	100
5.	MBAMM007	Marketing Analytics	4	0	0	4	100
	III	Financial Management					
2.	MBAFM004	Corporate restructuring and valuation	4	0	0	4	100
3.	MBAFM005	Taxation	4	0	0	4	100
4.	MBAFM006	International Finance	4	0	0	4	100
5.	MBAFM007	Finance Analytics	4	0	0	4	100
	IV	Business Analytics					
2.	MBABA004	Data Visualization	4	0	0	4	100
3.	MBABA005	Multivariate Data Analysis	4	0	0	4	100
4.	MBABA006	Time Series Analysis & Forecasting	4	0	0	4	100
5.	MBABA007	Big Data Analytics	4	0	0	4	100
6.	ASC06	Comprehensive Project -II	0	0	4	4	100
Total						24	600

COURSE CODE ASC01	COURSE NAME MANAGERIAL COMMUNICATION	SEMESTER I
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TeachingScheme(Hours)				TeachingCredit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
30	0	0		2	0	0	2

Course Pre-requisites	Effective Communication course at Post Graduate level
Course Category	Core Courses
Course focus	Skill Enhancement
Rationale	This course is designed to equip students with the communication skills required for success in the corporate world. Students will learn how to communicate effectively in various business contexts, including writing emails and reports, making presentations, negotiating, and networking. The course will cover the theoretical concepts of communication as well as practical skills, such as active listening, critical thinking, and empathy.
Course Revision/ Approval Date:	
Course Objectives (As per Blooms' Taxonomy)	<ol style="list-style-type: none"> 1. To develop effective communication strategies for different stakeholders for business success. 2. To demonstrate effective listening and speaking skills in different business contexts 3. To produce clear, concise, and professional written communication in a variety of business contexts 4. To apply critical thinking and problem-solving skills to businesscase analysis and solving business cases using structured problem-solvingmethods 5. To evaluate the use of technology and social media in business communication and apply appropriate social media strategies to build and maintain business relationships

Course Content	Weightage	Contact hours
Unit 1: Concepts of Communications Definition, Forms of Communication, Objectives of Communication, Characteristics Communication, Process of Communication, Communication, Roadblocks, Role of Verbal & Non-verbal Symbols in Communication, Barriers to Effective Communication, Overcoming Communication Barriers	20%	9
Unit 2: Listening Skills: Definition, Anatomy of poor Listening, Features of a good Listener, Types of Listening skills, strategies, Barriers to effective Listening Role Play	20%	9
Unit 3 : Spoken Communication: Telephone, Teleconferencing, Challenges and etiquette, Oral Presentation: Planning presentation, Delivering presentation, Developing & displaying visual aids, Handling questions from the audience, Audio-visual CD	20%	9
Unit 4: Group Discussion & Interviews, Meetings: Ways and Means of conducting meeting effectively, Mock Meetings and Interviews Interpersonal Communication: Conflict Management and Negotiation skills, Technological Advancement and Business Communication: Intranet, Internet, Teleconference, Video conference, Blogs, Webinars, Chat rooms, Voice and Text messaging. Social Media: Classification of Six types of Social Media, Choosing the most suitable social media to build business relationships.	20%	9
Unit 5: Forms of Communication in Written mode: Basics Body language of Business Letters & Memos, Tone of writing, inquiries, orders & replying to them, sales letters, Job applications & resume, E-mail: How to make smart e-mail, Writing Business Reports and Proposals, Practice for Writing, Press Releases, Proactive Media Writing and blog writing. Meeting Documentation: Notice, Agenda, and Resolution & Minutes	20%	9

Learning Resources	
1	Textbook: <ol style="list-style-type: none"> 1. Business and Managerial Communication by Sengupta, Sailesh published by paperback. 2. Basic business Communication, Raymond V. Lesikar & M.E. Flatley, MH 3. Essentials of Business Communication by Pal Rajendra, Korlahalli JS, Publisher: Sultan Chand & Sons. 4. Cases will be provided from Meenakshi Ramanand Prakash Singh, Business Communication, Oxford University Press
2	Reference Books: <ol style="list-style-type: none"> 1. Business Communication Today, Bovee, Thill & Schatzman, Prentice Hall 2. Effective Business Communication, Murphy, Hildebrandt & Thomas, TMH 3. Business Communication Strategies, Monipally, TMH 4. Essentials of Business Communication, Mary Ellen Guffey, South- Western Educational 5. Business Communication Asha Kaul Prentice Hall of India 6. Professional Communication Aruna Koneru Tata McGraw-Hill
3	Journals, Periodicals, Reference <ol style="list-style-type: none"> 1. Journal of Business Communication 2. Business Communication Quarterly 3. Journal of Applied Communication Research
4.	Other Electronic Resources: <ol style="list-style-type: none"> 1. HarvardBusinessReview:hbr.org 2. Forbes:forbes.com 3. LinkedInLearning:linkedin.com/learning

COURSE CODE MBA1001	COURSE NAME ACCOUNTING FOR MANAGER	SEMESTER I
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	0	45	3	0	0	3

Course Pre-requisites	Basic knowledge of Business
Course Category	Basic Core Courses
Course focus	Skills
Rationale	The main objective of managerial accounting is to maximize profit and minimize losses. It is concerned with the presentation of data to predict inconsistencies in finances that help managers make important decisions.
Course Revision/ Approval Date:	8 th BOS
Course Objectives (As per Blooms' Taxonomy)	<ol style="list-style-type: none"> To Understand commonly used financial statements, their components. To Show how information from business transactions flows into these statements To Examine the knowledge of generally accepted accounting principles (GAAP) and managerial accounting theories to business organizations, state and local. To Learn how to prepare financial statements To Evaluate internal control issues and the effects of the regulatory environment on financial reporting.

Course Content (Theory)	Weightage	Contact hours
Unit 1: FUNDAMENTALS OF ACCOUNTANCY 1. Need for accounting 2. Functions of Accounting 3. Objectives of Accounting 4. Book Keeping and accounting 5. Users and uses of accounting information	20%	8
Unit 2: ACCOUNTING PROCESS: 1. Recording Business Transactions 2. Accounting Terminologies 3. Accounting Equation 4. Journalising Transactions - Subsidiary Books - Ledger Posting - Trial balance 5. Final accounts. Case Study problem on Final Accounts	20%	8
Unit 3: ACCOUNTING CONCEPTS, CONVENTIONS &	15%	8

PRINCIPLES: 1. Generally Accepted Accounting Principles, 2. Identification of different Accounting concept applied in various transactions 3. Financial accounting standards: Concept, benefits, procedure for issuing accounting standards in India. 4. Indian Accounting Standard (Ind-AS). 5. International Financial Reporting Standards (IFRS): - Need and procedures.		
Unit 4 : DEPRECIATION 1. Meaning 2. objectives and methods of depreciation 3. examples of depreciation calculation (Straight Line Method and Diminishing Balance Method without retrospective effect) 4. Recognition - Determination of Amount of Expense 5. Capital and Revenue: Classification of Income - Classification of Expenditure - Classification of Receipts	25%	13
Unit 5: Emerging Issues in Accounting and Computerised Accounting Emerging Issues in Accounting: Human Resource Accounting, Forensic Accounting, Sustainability Reporting, Applicability of Ind AS – Indian Accounting Standards. Computerised Accounting Systems- Structuring Database for Accounting- Accounting system Using Database Management systems- Illustration of Accounting Database.	20%	8

Instructional Method and Pedagogy: (Max. 100 words) Lecture/cases/Presentation/ Assignment
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Course Objectives:	Blooms' Taxonomy Domain
After successful completion of the above course, students will be able to: CO1: Understand commonly used financial statements, their components CO2: Show how information from business transactions flows into these statements CO3: Examine the knowledge of generally accepted accounting principles (GAAP) and managerial accounting theories to business organizations, state and local CO4: Learn how to prepare financial statements CO5: Evaluate internal control issues and the effects of the regulatory environment on financial reporting.	CO1: Understand CO2: Show CO3: Examine CO4: Learns CO5: Evaluate

Learning Resources

1.	<p>Reference Books:</p> <ol style="list-style-type: none"> 1.T. S. Grewal, Introduction of Accounting, Sultan Chand & Co. 2. Maheshwari, S.N. and S. K. Maheshwari: An Introduction to Accountancy, Eighth Edition, Vikas Publishing House 3. Rupam Gupta, Principles of Accounting, Sultan Chand & Co. 4. Hanif and Mukharjee, Modern Accounting, Tata McGraw Hill 5. Gupta, R.L. and V.K. Gupta; Financial Accounting: Fundamental, Sultan Chand Publishers
2.	<p>Journals, Periodicals, Reference</p> <ol style="list-style-type: none"> 1. Journal of Accounting Auditing and Finance 2. International Journal of Accounting 3. Journal of Accountancy 4. Journal of Accounting Research.
3.	Other Electronic Resources: www.onlinelibrary.wiley.com

Evaluation Scheme		Total Marks	
Theory: Mid semester Marks		20 marks	
Theory: End Semester Marks		40 marks	
Theory: Continuous Evaluation Component Marks		Class Participation	10 marks
		Quizzes	5 marks
		Case Study/Research Paper Review	15 marks
		Current trend Presentation	10 marks
		Total	40 Marks

COURSE CODE MBA1002	COURSE NAME BUSINESS ENVIRONMENT	SEMESTER I
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	0	45	3	0	0	3

Course Pre-requisites	Basic knowledge of Constitution
Course Category	Basic Core Course
Course focus	Skills
Rationale	Understanding the business environment is crucial for making informed strategic decisions. By analyzing and interpreting the external factors, businesses can identify emerging trends, assess market opportunities and risks, and develop effective strategies to adapt and thrive in a dynamic business landscape.
Course Revision/ Approval Date:	8 th BOS
Course Objectives (As per Blooms' Taxonomy)	<ol style="list-style-type: none"> 1. Understand importance of scanning environment on continuous basis 2. Show that there are continuous changes taking place in the environment 3. Examine the external factors (micro and macro) that can have potential impact on an organization 4. Learns the impact of Business Environment on business operations, governance, and regulation 5. Evaluate the changes influencing business decisions

Course Content (Theory)	Weightage	Contact hours
Unit 1: Introduction Concepts and Importance of Business Environment, Environmental Analysis- Definition, Uses and Limitation, Process of Environmental Analysis, Types of Environment: Internal Environment, External Environment- Micro, Macro	15%	9 Hours
Unit 2: Economic Environment Nature & structure of Economic Environment, Economic Systems, Economic policies - Privatisation, Monetary Policy, Fiscal Policy, Constituents Financial Market, Economic Planning	20%	12 Hours

Unit 3: Technological Environment Meaning and Features, Impact of Technology on Society, Economy, Organization, Management of Technology, Transfer of Technology.	15%	9 Hours
Unit 4 : : Legal and Political Environment Three political Institutions-Judiciary, Legislation, Executive, Price and distribution Control: Objectives, Different types of price Controls, Public Distribution System, Competition Policy and law: Nature and Scope, Government policies and distortions to competitions, interface of FDI and competition law, Pre requisites for a competition policy, contours of competition law, CompetitionAct,2002.	25%	15 Hours
Unit 5:Social Environment Concept and significance of Socio-cultural Environment, Social responsibility concept and stake holder approach, For Social Responsibilities models- Ackerman's Model, Carroll's Four Part model, Arguments for and against social responsibility, Limits of Social Responsibility, Business Ethics, Consumerism, Consumer Protection Act: 1986	25%	15 Hours

Instructional Method and Pedagogy: (Max. 100 words) Lecture/cases/Presentation/ Assignment
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Course Objectives:	Blooms' Taxonomy Domain
After successful completion of the above course, students will be able to: CO1: Understand importance of scanning environment on continuous basis CO2: Show that there are continuous changes taking place in the environment CO3. Examine the external factors (micro and macro) that can have potential impact on an organization CO4. Learns the impact of Business Environment on business operations, governance, and regulation CO5. Evaluate the changes influencing business decisions.	CO1: Understand CO2: Show CO3: Examine CO4: Learns CO5: Evaluate

Learning Resources	
1.	Textbook : Aswathapa K, " Essentials of Business Environment" , Himalaya Publishing House

2.	<p>Reference books :</p> <ol style="list-style-type: none"> 1. A.C. Fernando, Business Environment, Pearson Publication 2. Shaikh Salim, Business Environment, Pearson Publication 3. Francis Cherunillam, Business Environment, Himalaya Publishing House. 4. Ian Worthington & Chris Britton, The Business Environment, Pearson Publication.
3.	<p>Journals & Periodicals :</p> <ol style="list-style-type: none"> 1. International journal of Business Environment, Inderscience Publishers 2. Business Strategy and the Environment, wiley library 3. International Journal of Business environment, SCImago

Evaluation Scheme	Total Marks										
Theory: Mid semester Marks	20 marks										
Theory: End Semester Marks	40 marks										
Theory: Continuous Evaluation Component 40 Marks	<table> <tr> <td>Class Participation</td><td>10 marks</td></tr> <tr> <td>Quizzes</td><td>5 marks</td></tr> <tr> <td>Case Study/Research Paper Review</td><td>15 marks</td></tr> <tr> <td>Current trend Presentation</td><td>10 marks</td></tr> <tr> <td>Total</td><td>40 Marks</td></tr> </table>	Class Participation	10 marks	Quizzes	5 marks	Case Study/Research Paper Review	15 marks	Current trend Presentation	10 marks	Total	40 Marks
Class Participation	10 marks										
Quizzes	5 marks										
Case Study/Research Paper Review	15 marks										
Current trend Presentation	10 marks										
Total	40 Marks										

COURSE CODE MBA1003	COURSE NAME MANAGEMENT INFORMATION SYSTEM	SEMESTER I
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	0	45	3	0	0	3

Course Prerequisites	Basic knowledge of Constitution
Course Category	Skill Enhancement
Course focus	Skills
Rationale	Technology plays a critical role in today's business landscape. Information systems refer to the collection, processing, storage, and dissemination of data and information within an organization. They encompass hardware, software, networks, databases, and people who manage and use these resources to support business processes and decision-making. This course will provide valuable data and information that can be used for decision-making at all levels of an organization.
Course Revision/ Approval Date:	8 th BOS
Course Objectives (As per Blooms' Taxonomy)	<ol style="list-style-type: none"> 1. Understand the basic principles and working of information technology 2. Show the role of information technology and information systems in business. 3. Examine and compare how internet and other information technologies support business processes. 4. Learns the impact of Business Environment on business operations, governance, and regulation 5. Evaluate the overall perspective of the importance of application of internet technologies in business administration.

Course Content (Theory)	Weightage	Contact hours
Unit 1: Organizations, Management, and the Networked Enterprise <ul style="list-style-type: none"> • Information Systems in Global Business Today • Global E-Business and Collaboration • Information Systems, Organizations, and Strategy • Ethical and Social Issues in Information Systems 	20%	9
Unit 2: Information Technology Infrastructure <ul style="list-style-type: none"> • IT Infrastructure and Emerging Technologies • Telecommunications, the Internet, and Wireless Technology 	20%	9

Unit 3: Database Management <ul style="list-style-type: none"> Foundations of Business Intelligence: Databases and Information Management Managing Knowledge Enhancing Decision Making 	20%	9
Unit 4: Information System Applications for the Digital Age <ul style="list-style-type: none"> Achieving Operational Excellence and Customer Intimacy Enterprise Applications Building Information System 	20%	9
Unit 5: Managing Knowledge: The knowledge management landscape, Enterprise-wide knowledge management system, Knowledge work systems, and Intelligent techniques. Enhancing Decision Making: Decision making and information systems, Business intelligence in the enterprise. Business intelligence constituencies.	20%	9

Instructional Method and Pedagogy: (Max. 100 words)
Lecture/cases/Presentation/ Assignment

Course Objectives:	Blooms' Taxonomy Domain
After successful completion of the above course, students will be able to: CO1: Understand the basic principles and working of information technology CO2: Show the role of information technology and information systems in business. CO3. Examine and compare how internet and other information technologies support business processes. CO4. Learns the impact of Business Environment on business operations, governance, and regulation CO5. Evaluate the overall perspective of the importance of application of internet technologies in business administration.	CO1: Understand CO2: Show CO3: Examine CO4: Learns CO5: Evaluate

Learning Resources		
1.	Textbook: Kenneth C. Laudon and Jane P. Laudon: Managing the Digital Firm, Pearson Education,	Management Information System,

2.	<p>Reference books:</p> <ol style="list-style-type: none"> 1. James A. O' Brien, George M. Marakas: Management Information Systems, Global McGraw Hill, 2. Steven Alter: Information Systems: The Foundation of E-Business, Pearson Education. 3. W.S. Jawadekar: Management Information Systems, Tata McGraw Hill
3.	<p>Journals & Periodicals:</p> <ol style="list-style-type: none"> 1. Journal of Information Technology Management 2. Information Technology and Management 3. International Journal of Information Technology and Management

Evaluation Scheme	Total Marks										
Theory: Mid semester Marks	20 marks										
Theory: End Semester Marks	40 marks										
Theory: Continuous Evaluation Component 40 Marks	<table> <tr> <td>Class Participation</td><td>10 marks</td></tr> <tr> <td>Quizzes</td><td>5 marks</td></tr> <tr> <td>Case Study/Research Paper Review</td><td>15 marks</td></tr> <tr> <td>Current trend Presentation</td><td>10 marks</td></tr> <tr> <td>Total</td><td>40 Marks</td></tr> </table>	Class Participation	10 marks	Quizzes	5 marks	Case Study/Research Paper Review	15 marks	Current trend Presentation	10 marks	Total	40 Marks
Class Participation	10 marks										
Quizzes	5 marks										
Case Study/Research Paper Review	15 marks										
Current trend Presentation	10 marks										
Total	40 Marks										

COURSE CODE MBA1004	COURSE NAME MANAGERIAL ECONOMICS	SEMSTER I
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	0	45	3	0	0	3

Course Pre-requisites	Basic knowledge of Business
Course Category	Basic Core Courses
Course focus	Skills
Rationale	<p>It provides students with a foundational understanding of the behavior of individual economic agents, such as consumers and firms, and their interactions in the market. The course is designed to equip students with the necessary skills and knowledge to understand the microeconomic principles underlying the decision-making of businesses and individuals in the marketplace.</p> <p>The rationale for including the Micro Economics course in the MBA program is to prepare students to make informed and effective business decisions by providing them with a deeper understanding of how markets work.</p>
Course Revision/ Approval Date:	8 th BOS
Course Objectives (As per Blooms' Taxonomy)	<ol style="list-style-type: none"> 1.To learn the basic economic principles so that you can examine a variety of social issues from the perspective of economics 2. Be able to apply the concepts studied in class to the real world, and understand the political and economic jargon in everyday news 3. To familiarize students with the basic concepts of micro economics 4 To understand the effect of micro economics principles on the business decisions 5. To recognize that even though economic ideas are often abstract and ideologically driven, they are nevertheless a powerful tool for social change.

Course Content (Theory)	Weightage	Contact hours
Unit 1: Fundamentals of Micro Economics: Meaning and concepts : Wants, Desire, Demand, Utility and Satisfaction Indifference Curves	20%	9
Unit 2: Demand Analysis: The demand function Demand curve, Determinants of demand Elasticity of demand Estimation and forecasting of demand	20%	9
Unit 3: Production and Cost Analysis Basic production and cost concepts, Short run and long run	20%	9

estimation of cost, Economics of scope		
Unit 4 : Revenue Concepts: Total Revenue Variable and Fixed Revenue Average and Marginal Revenue	20%	9
Unit 5: Market conditions: Market Structure: Perfect Competition – Monopoly - Imperfect Market Price Output determination under different market conditions	20%	9

Instructional Method and Pedagogy: (Max. 100 words) Lecture/cases/Presentation/ Assignment/ role playing.

Course Objectives:	Blooms' Taxonomy Domain
<p>After successful completion of the above course, students will be able to:</p> <p>CO1: Understand the ideas of Economics</p> <p>CO2: Show the concepts studied in class to the real world, and understand the political and economic jargon in everyday news</p> <p>CO3: Examine critical thinking skills by challenging the existing economic paradigm</p> <p>CO4: Learn to get familiar with major economic debates</p> <p>CO5: Evaluate the effect of micro economics principles on the business decisions</p>	<p>CO1: Understand</p> <p>CO2: Show</p> <p>CO3: Examine</p> <p>CO4: Learns</p> <p>CO5: Evaluate</p>

Learning Resources	
1.	<p>Reference Books:</p> <p>1. P L Mehta, Managerial Economics, Sultan Chand</p> <p>2. Allen, W. B., Doherty N. A., Weigelt, K., & Mansfield. E. Managerial economics: theory, applications and cases London: W. W. Norton & company.</p> <p>3. Baumol, W.J. Economic theory and operations analysis. New Delhi: Prentice Hall.</p> <p>4. Brickley, J. A, Smith, C. W. & Zimmerman, J. L. Managerial economics & organizational architecture New Delhi: McGraw Hill</p>
2.	<p>Journals, Periodicals, Reference</p> <p>1. Journal of Monetary Economics 2. Journal of International Economics 3. The American Economic Review 4. Journal of Economics & Business</p>
3.	Other Electronic Resources: www.economicsonline.co.uk

Evaluation Scheme	Total Marks
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Theory: Mid semester Marks	20 marks										
Theory: End Semester Marks	40 marks										
Theory: Continuous Evaluation Component Marks	<table> <tr> <td>Class Participation</td><td>10 marks</td></tr> <tr> <td>Quizzes</td><td>5 marks</td></tr> <tr> <td>Case Study/Research Paper Review</td><td>15 marks</td></tr> <tr> <td>Current trend Presentation</td><td>10 marks</td></tr> <tr> <td>Total</td><td>40 Marks</td></tr> </table>	Class Participation	10 marks	Quizzes	5 marks	Case Study/Research Paper Review	15 marks	Current trend Presentation	10 marks	Total	40 Marks
Class Participation	10 marks										
Quizzes	5 marks										
Case Study/Research Paper Review	15 marks										
Current trend Presentation	10 marks										
Total	40 Marks										

COURSE CODE MBA1005	COURSE NAME QUANTITATIVE TECHNIQUE	SEMESTER I
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
30	15	0	45	3	0	0	3

Course Prerequisites	Basic Mathematics
Course Category	Core Subject
Course focus	Employability & Skills
Rationale	Introduction. Basic business calculus: Ratios and proportions. Rule of three (simple and compound). Percentage calculus. Division calculus (simple and compound). Mixture calculus (simple and compound). Chain calculus. Basic interest account: Interest and interest rates. Simple interest account. Discursive and anticipative investment of money at interest. Compound interest account. Types of interest rates. Use of compound interest account: Final value of a single amount. Present value of a single amount. The final value of a series of periodic payments (withdrawals). Present value of periodic payments (withdrawals).
Course Revision/ Approval Date:	23rd February 2022 (6 th BoS)
Course Objectives (As per Bloom's Taxonomy)	To understand basic terms in the areas of business calculus and financial mathematics, To independently solve business problems To solve the business day-to-day problem To able to identify the financial risk of loans To able to identify the different alternatives

Course Content (Theory)	Weightage	Contact hours
UNIT:1 Sets, Functions, and Matrices Functions- Definition Functions specific to Business and Economics (Cost function, Profit function, Revenue function, Demand function, Average Cost function, Average Revenue function) Introduction to Matrices, Types of Matrices, Matrix Algebra, Determinants, Inverse of a matrix using Adjoint Method and Elementary Row Operations, Solving Homogeneous System of Linear Equations Using Matrices, Applications of Matrices to Business.	20%	9
UNIT:2 Differentiation -Differentiation of simple algebraic functions, Applications of Differentiation to Business and Economics, Maximization of Profit functions, Minimization of Cost functions, Calculation of Marginal Revenue and Marginal Cost, Use of Partial Differentiation for calculating Price and Demand Elasticity	20%	9

UNIT :3 Integration-Integration of simple algebraic functions, Definite Integral and its properties, Applications of Integration to Business and Economics Problems - Calculation of Consumer surplus and Producer surplus by using Definite Integration	20%	9
UNIT:4 Probability and Probability Distribution: Probability definition, Basic rules of probability (Addition, and Conditional) and their applications, Bayes' rule, Expected value. Probability Distribution: Random experiment, Random discrete and continuous variables, Discrete and continuous probability Distributions, Binomial Distribution, Poisson Distribution, Normal distribution	25%	9
UNIT:5Financial Mathematics: Interest and interest rates, Simple and compound interest, Present value and Future value, Annuities and Perpetuities, nominal and effective rate of return,	15%	9

Instructional Method and Pedagogy: (Max. 100 words)

Discussion on concepts and issues on insurance use in an organization, case discussion on the claim of insurance products, Projects/ Assignments/ Quizzes/ Class participation.

Course Objectives:	Bloom's Taxonomy Domain
After successful completion of the above course, students will be able to: CO1 Defines basic terms in the areas of business calculus and financial mathematics CO2. Explain basic methods of business calculus, types and methods of interest account, and their basic applications in practice. CO3. Solve problems in the areas of business calculus, simple and compound interest accounts, use of compound interest accounts, loan, and consumer credit, CO 4. Recognize the effects of various types and methods of interest accounts, CO5. Execute acquired knowledge and skills with practical problems in economic practice	CO1: Define CO2: Explain CO3: Solve CO4: Recognize CO5: Execute

Learning Resources

1.	<ol style="list-style-type: none"> 1. Business Mathematics: Qazi Zameeruddin, Vijay K Khanna, S K Bhambri, Vikas Publication 2. Business Mathematics: S P Rajgopalan, R Sattanathan, 3. Mathematics, 4th Edition, TAXMANN'S, New Delhi. 4. Business Mathematics, 1st Edition, Himalaya Publishing House, 5. Business Mathematics and Statistics, 4th Edition, Nirali Prakashan,, 6. Fundamentals of Statistics, 6th Edition, Himalaya Publishing House,
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2.	Journals, Periodicals, Reference Mathematics in Business and Management The Journal of the Indian Mathematical Society
3.	Other Electronic Resources: www.onlinelibrary.wiley.com

Evaluation Scheme	Total Marks										
Theory: Mid semester Marks	20 marks										
Theory: End Semester Marks	40 marks										
Theory: Continuous Evaluation Component Marks	<table border="1"> <tr> <td>Class Participation</td><td>10 marks</td></tr> <tr> <td>Quizzes</td><td>5 marks</td></tr> <tr> <td>Case Study/Research Paper Review</td><td>15 marks</td></tr> <tr> <td>Current trend Presentation</td><td>10 marks</td></tr> <tr> <td>Total</td><td>40 Marks</td></tr> </table>	Class Participation	10 marks	Quizzes	5 marks	Case Study/Research Paper Review	15 marks	Current trend Presentation	10 marks	Total	40 Marks
Class Participation	10 marks										
Quizzes	5 marks										
Case Study/Research Paper Review	15 marks										
Current trend Presentation	10 marks										
Total	40 Marks										

COURSE CODE MBA 1006	COURSE NAME ORGANIZATIONAL BEHAVIOR	SEMESTER I
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45		0	45	3	0	0	3

Course Pre-requisites	Basic knowledge about business
Course Category	Core Course
Course focus	Managerial Skill/People Skills
Rationale	
Course Revision/ Approval Date:	(8 th BoS)
Course Objectives (As per Blooms' Taxonomy)	<p>To understand the fundamental concepts and theories of organizational behaviour and its impact on individuals, groups, and organizations.</p> <p>To develop analytical and critical thinking skills for diagnosing and solving organizational behaviour issues.</p> <p>To enhance leadership and managerial effectiveness by studying individual and group behavior within organizations.</p> <p>To explore the influence of organizational culture, power dynamics, and ethical considerations on organizational behaviour.</p> <p>To apply organizational behaviour concepts and frameworks to real-world business situations through case studies and practical exercises.</p>

Course Content (Theory)	Weightage	Contact hours
Unit 1: Introduction to Organizational Behaviour Fundamental concepts of organizational behaviour, Historical perspectives and major theories, Individual differences and personality, Perception and attribution, Motivation and job satisfaction	20%	9
Unit 2: Group Dynamics and Teamwork Group formation and development, Team roles and dynamics, Conflict resolution and negotiation, Decision-making in groups, Organizational culture and climate	20%	9
Unit 3: Leadership and Power Leadership theories and styles, Emotional intelligence and leadership, Power and influence in organizations, Transformational and ethical leadership	20%	9
Unit 4: Organizational Change and Development	20%	9

Change management theories and approaches, Organizational development interventions, Resistance to change and overcoming barriers, Organizational learning and knowledge management		
Unit 5: Organizational Behaviour and Global Business Cross-cultural differences and diversity, Globalization and its impact on organizational behaviour, International and virtual teams, Ethics and social responsibility in a global context	20%	9

Instructional Method and Pedagogy: (Max. 100 words)

Course Objectives:	Blooms' Taxonomy Domain
<p>After successful completion of the above course, students will be able to:</p> <p>CO1: Remembering Analyze and explain the major theories, models, and frameworks of organizational behaviour.</p> <p>CO2: Application (Applying) Evaluate the impact of individual and group behavior on organizational performance and effectiveness.</p> <p>Demonstrate effective leadership and communication skills in managing individuals and teams.</p> <p>Identify and address organizational behaviour issues using critical thinking and problem-solving techniques.</p> <p>Apply ethical principles and cultural sensitivity in organizational decision-making and behavior.</p>	<p>CO1: Remembering</p> <p>CO2: Application (Applying)</p> <p>CO3: Application (Applying)</p> <p>CO4: Synthesis (Creating)</p> <p>CO5: Understanding</p>

Learning Resources	
1.	Textbook :
2.	<p>Reference Books:</p> <ol style="list-style-type: none"> 1."Organizational Behavior: Improving Performance and Commitment in the Workplace" by John R. Schermerhorn Jr. et al. 2."Organizational Behavior: Human Behavior at Work" by John W. Newstrom and Keith Davis 3."Group Dynamics for Teams" by Daniel J. Levi 4. "Organizational Culture and Leadership" by Edgar H. Schein 5."Leadership: Theory and Practice" by Peter G. Northouse 6."Leadership and Self-Deception: Getting Out of the Box" by The Arbinger Institute 7.Cultures and Organizations: Software of the Mind" by Geert Hofstede and Gert Jan Hofstede 8."Managing Across Borders: The Transnational Solution" by Christopher A. Bartlett and Sumantra Ghoshal

3.	Journals, Periodicals, Reference.
4.	Other Electronic Resources:

Evaluation Scheme	Total Marks										
Theory: Mid semester Marks	20 marks										
Theory: End Semester Marks	40 marks										
Theory: Continuous Evaluation Component Marks	<table> <tr> <td>Attendance</td><td>05 marks</td></tr> <tr> <td>MCQs</td><td>10 marks</td></tr> <tr> <td>Open Book Assignment</td><td>15 marks</td></tr> <tr> <td>Article Review</td><td>10 marks</td></tr> <tr> <td>Total</td><td>40 Marks</td></tr> </table>	Attendance	05 marks	MCQs	10 marks	Open Book Assignment	15 marks	Article Review	10 marks	Total	40 Marks
Attendance	05 marks										
MCQs	10 marks										
Open Book Assignment	15 marks										
Article Review	10 marks										
Total	40 Marks										

COURSE CODE MBA1007	COURSE NAME CORPORATE LAW	SEMESTER I
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	0	45	3	0	0	3

Course Pre-requisites	Basic knowledge of Business
Course Category	Basic Core Courses
Course focus	Skills
Rationale	
Course Revision/ Approval Date:	8 th BOS
Course Objectives (As per Blooms' Taxonomy)	<p>Develop effective communication using standard business and legal terminology</p> <p>2. To Identify technological resources available to the business practitioner to aid in the analysis of legal issues arising in the business environment</p> <p>3. To analyze and apply the fundamental legal principles behind negotiable Instruments.</p> <p>4. To interpret and apply the law relating to the consumer protection, and market competition Act.</p> <p>5. To demonstrate and apply the various legal matters related to the establishment, running, and winding up of a company as a legal advisor in an organization.</p>

Course Content (Theory)	Weightage	Contact hours
<p>Unit 1: 1) Nature meaning & significance of Law. Society State & Rule of Law, Sources of Business Legislation,</p> <p>2) Indian Contract Act, 1872, Basic concept of a) Valid Contract b) Void, Voidable and Illegal Agreements c) Offer and Acceptance, Consideration, Capacity of the Parties to Contract, Free Consent- Coercion, Undue Influence, Misrepresentation, Fraud and Mistake, Legality of Object</p>	25%	13

and Consideration (Basic ideas only), Concepts of Contingent Contract, Agency, Bailment and Pledge, Indemnity and Guarantee,		
Unit 2: Sale of Goods Act, 1930 Formation of Contracts of Sale- Goods and their Classification Conditions and Warranties – Caveat Emptor- Transfer of Property in Goods- Performance of the Contract of Sales- Unpaid seller and his rights- Remedies for breach of contract of Sale of Goods.	20%	9
Unit 3: 1) Company Law (2013) : Essential features of company; Types of companies. Essential features of company; statutory Company. Registered Company , Private Limited Company, Public Limited Company, One Person Company, 2) Definitions of Memorandum of Association and Articles of Association Steps in formation of a Company 3) Capital- Shares and Debentures; Equity & Preference shares, Rights and Bonus shares; Shares Certificates; Share Warrant; Reserve Capital; Debenture-Classification .Who are Directors, CSR provisions of Companies	20%	9
Unit 4 : 1) Laws pertaining to Intellectual Property – Brief overview of the important Acts- 1) The Patent Act 1970 Amended in 1995, 1999, 2002 and 2005, 2) Trade Marks Act, 1999, 3) The Designs Act, 2000, 4) The Geographical Indication of Goods Act, 1999, 5) The Copyright Act, 1957: Copyright grants author's lifetime coverage plus 60 years after death for Literary dramatic, musical and artistic works, 6) The Protection of Plant Varieties and Farmers' Rights Act, 2001, 7) The Semi Conductor Integrated Circuits Layout Design Act, 2000, 8) The Biodiversity Act, 2002	20%	9
Unit 5 Negotiable Instrument Act- Promissory Note, Bill of Exchange, Cheques -Salient features only	15%	6

Instructional Method and Pedagogy: (Max. 100 words)
Lecture/cases/Presentation/ Assignment

Course Objectives:	Blooms' Taxonomy Domain
After successful completion of the above course, students will be able to: CO1: Develop effective communication using standard business and legal terminology CO2: Identify technological resources available to the business practitioner	CO1: Understand CO2: Show CO3: Examine

to aid in the analysis of legal issues arising in the business environment CO3. Analyze and apply the fundamental legal principles behind negotiable Instruments. CO4. interpret and apply the law relating to the consumer protection, and market competition Act. CO5. demonstrate and apply the various legal matters related to the establishment, running, and winding up of a company as a legal advisor in an organization.	CO4: Learns CO5: Evaluate
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Learning Resources	
1.	Reference Books: 1.Elements of Mercantile Law by N.D. Kapoor 2. Kuchhal MC – Business Law (Vikas), 2nd ed 3. Tulsian- Business Law (Tata McGraw-Hill, 2nd edition) 4 Kuchhal- Mercantile Law (Vikas), 1998, 4th ed.
2.	Journals, Periodicals, Reference 1. India Business Law Journal 2. Indian Journal of Law & Technology 3. IUP Law Review 4. Journal of Business Law and Corporate Governance 5. The Practical Lawyer
3.	Other Electronic Resources: www.onlinelibrary.wiley.com

Evaluation Scheme	Total Marks										
Theory: Mid semester Marks	20 marks										
Theory: End Semester Marks	40 marks										
Theory: Continuous Evaluation Component Marks	<table border="1"> <tr> <td>Attendance</td><td>05 marks</td></tr> <tr> <td>MCQs</td><td>10 marks</td></tr> <tr> <td>Open Book Assignment</td><td>15 marks</td></tr> <tr> <td>Article Review</td><td>10 marks</td></tr> <tr> <td>Total</td><td>40 Marks</td></tr> </table>	Attendance	05 marks	MCQs	10 marks	Open Book Assignment	15 marks	Article Review	10 marks	Total	40 Marks
Attendance	05 marks										
MCQs	10 marks										
Open Book Assignment	15 marks										
Article Review	10 marks										
Total	40 Marks										

COURSECODE MBA2001	COURSENAME BUSINESS ANALYTICS	SEMESTER II
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	0	45	3	0	0	3

CoursePre-requisites	Basic Information & knowledge about Data Science
CourseCategory	Core
Coursefocus	Employability & Skills
Rationale	This is the age of Big Data. Organizations hold more information about their business environments than ever before. Increasingly, these organizations are recognizing the role of data in gaining insights and out-thinking competitors. As a result, there is a growing demand for employees and managers who have analytical skills and can make informed decisions that can drive organizational success.
Course Revision/ ApprovalDate:	
CourseObjectives (AsperBlooms' Taxonomy)	<ol style="list-style-type: none"> 1. Understanding the Role of Business Analyst and Data Science in business. 2. To understand the basic concept of data management 3. To understand the basic concept of R programming 4. To understand the application of business analysis. 5. To understand the basic concept of the Data Science Project Life Cycle.

CourseContent	Weightage	Contact hours
Unit 1: Introduction What is business analytics? Historical Overview of data analysis, Data Scientist vs. Data Engineer vs. Business Analyst, Career in Business Analytics, what is data science, Why Data Science, Applications for data science, Data Scientists Roles and Responsibility	20%	9
Unit:2 Data Analysis Data Collection, Data Classification, Data Management, Big Data Management, Organization/sources of data, Importance of data quality, dealing with noisy data, dealing with missing or incomplete	20%	9

data, Outlier Analysis, Methods to deal with outlier, Data Visualization		
Unit:3 Data Science Project Life Cycle Business Requirement, Data Acquisition, Data Preparation, Hypothesis and Modelling, Evaluation and Interpretation, Deployment, Operations, Optimization	20%	9
Unit 4: Introduction to R and Visualization of Data R graphical user interfaces, data import and export, attribute and datatypes, descriptive statistics, exploratory data analysis, visualization before analysis, analytics for unstructured data. Visualization of Categorical Data in R: Bar Chart Simple, Bar Chart with Multiple Response Questions, Column Chart with two-line labelling, Column chart with 45° labelling, Profile Plot, Dot Chart for 3 variables, Pie Chart and Radial Diagram, Chart Tables.	20%	9
Unit 5 Application of Business Analysis Retail Analytics, Marketing Analytics, Financial Analytics, Healthcare Analytics, Supply Chain Analytics.	20%	9

Learning Resources	
1.	Textbook: <ol style="list-style-type: none"> Essentials of Business Analytics: An Introduction to the Methodology and its Application, Bhimasankaram Pochiraju, Sridhar Seshadri, Springer Business Analytics: Albright & Winston, Cengage
2.	Reference Books: <ol style="list-style-type: none"> Business Analytics, Tanushree Banerjee & Arindam Banerjee, SAGE Publishing Introduction to Data Science, Laura Igual Santi Seguí, Springer
3.	Journals & Periodicals: <ol style="list-style-type: none"> Journal of Business Analytics, Volume 6, Issue 2 (2023) International Journal of Business Analytics (IJBAN) INSPEC, SCOPUS, Web of Science Emerging Sources Citation Index (ESCI)
4.	Other Electronic Resources: www.onlinelibrary.wiley.com

Evaluation Scheme	Total Marks: 100								
Mid Semester Marks	20 marks								
End Semester Marks	40 marks								
Continuous Evaluation 40 marks	<table> <tr> <td>Class Participation</td><td>10 marks</td></tr> <tr> <td>Quiz</td><td>5 marks</td></tr> <tr> <td>Skill Enhancement activities/Case Study/ Research Paper</td><td>15 marks</td></tr> <tr> <td>Presentation</td><td>10 marks</td></tr> </table>	Class Participation	10 marks	Quiz	5 marks	Skill Enhancement activities/Case Study/ Research Paper	15 marks	Presentation	10 marks
Class Participation	10 marks								
Quiz	5 marks								
Skill Enhancement activities/Case Study/ Research Paper	15 marks								
Presentation	10 marks								
Course Outcomes	<p>After Completion of the Course the students will be able to:</p> <ol style="list-style-type: none"> 1. Describe the role of Business analysis in business decisions. 2. Identify the data management of Big Data 3. Draw the hypothesis modeling 4. Implementation of visualization tools 5. Apply analytics tools to different departments 								

COURSE CODE MBA2002	COURSE NAME MARKETING MANAGEMENT	SEMESTER II
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TeachingScheme(Hours)				TeachingCredit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
60	0	0	60	4	0	0	4

CoursePre-requisites	Basic knowledge about business
CourseCategory	Core Course
Coursefocus	Marketing skills
Rationale	This course introduces students to the fundamental principles of Marketing management. It explores various marketing concepts, strategies, and tactics used by organizations to identify, create, and satisfy customer needs. The course covers essential topics such as market analysis, segmentation, targeting, positioning, productdevelopment, pricing, promotion, and distribution. It also emphasizes the role of marketing in a global and digital business environment.
Course Revision/ ApprovalDate:	
CourseObjectives (AsperBlooms'Taxonomy)	<ol style="list-style-type: none"> 1. To develop an understanding of key marketing concepts,theories, and frameworks. 2. To enhance students' ability to analyze markets, identify, customer needs, and formulate effective marketing strategies. 3. To explore the marketing mix elements and their applicationin product development, pricing, promotion, and distributiondecisions. 4. To foster critical thinking and decision-making skills requiredfor marketing management. 5. To emphasize the ethical and socially responsible aspects ofmarketing.

Course Content	Weightage	Contact hours
Unit 1 Introduction to Marketing: Definition & Functions of Marketing- Scope of Marketing, Evolution of Marketing, Core concepts of marketing – Need, Want, Demand, Customer Value, Exchange, Customer Satisfaction, Customer Delight, Customer loyalty, Concepts of Markets,. Functions of Marketing Manager. Linkage of Marketing functions with all functions in the organization. Selling versus marketing. Concept of Marketing Myopia. Marketing Process	10%	10
Unit 2 Marketing Environment: Concept of Environment, Macro Environment & Micro Environment – Components and characteristics, Needs & Trends, Major forces impacting the Macro Environment & Micro. Environment, Need for analyzing the Marketing Environment. Analyzing the Political, Economic, Socio-cultural, Technical and Legal Environment. Demographics.	10%	10
Unit 3 Segmentation, Target Marketing & Positioning: Segmentation - Concept, Need & Benefits. Bases for segmentation for Consumer and business markets. Levels of segmentation, Criteria for effective segmentation. Target Market - Concept of Target Markets and criteria for selection. Segment Marketing, Niche & Local Marketing, Mass marketing, Positioning - Concept of differentiation & positioning.	20%	12
Unit 4 Introduction to consumer and Organizational behaviour Consumer Decision making process, Factors influencing consumer behaviour, Organizational buying, Buying centres and buying situation Business buying process	20%	12
Unit 5 Marketing Mix: Origin & Concept of Marketing Mix, 7P's - Product, Price, Place, Promotion, People, Process, Physical evidence. Product Life Cycle: Concept & characteristics of Product Life Cycle (PLC), Relevance of PLC. Strategies across stages of the PLC. Price Decisions - Pricing objectives - Different pricing method. Nature of Marketing Channels –. Types of Channel flows. Functions of retailers. Promotion Decision - Promotion mix (in brief).	40%	16

Learning Resources	
1.	Textbook: 1. "Marketing: An Introduction" by Gary Armstrong and Philip Kotler
2.	Reference Books: 2. "Marketing: A Global Perspective" by Svend Hollensen 3. "Strategic Marketing Management: Planning, Implementation, and Control" by Alexander Chernev 4. "Contemporary Marketing" by Louis E. Boone and David L. Kurtz 5. "Marketing Metrics: The Definitive Guide to Measuring Marketing

	Performance" by Paul W. Farris, Neil T. Bendle, et al. 6. "Marketing Strategy: A Decision-Focused Approach" by Orville C. Walker Jr. and John W. Mullins
3.	Journals & Periodicals: 1. Harvard Business Review 2. Journal of Marketing 3. Journal of Consumer Research 4. Journal of Advertising 5. Journal of Marketing Research 6. Journal of Retailing 7. Journal of International Marketing 8. Marketing Science 9. Journal of Product Innovation Management 10. Journal of Brand Management
4.	Other Electronic Resources:

Evaluation Scheme	Total Marks: 100									
Mid Semester Marks	20 marks									
End Semester Marks	40 marks									
Continuous Evaluation 40 marks	<table><tr><td>Class Participation</td><td>10 marks</td></tr><tr><td>Quiz</td><td>5 marks</td></tr><tr><td>Skill Enhancement activities/Case Study/Research Paper</td><td>15 marks</td></tr><tr><td>Presentation</td><td>10 marks</td></tr></table>		Class Participation	10 marks	Quiz	5 marks	Skill Enhancement activities/Case Study/Research Paper	15 marks	Presentation	10 marks
Class Participation	10 marks									
Quiz	5 marks									
Skill Enhancement activities/Case Study/Research Paper	15 marks									
Presentation	10 marks									
Course Outcomes	<ol style="list-style-type: none">1. Analyze market dynamics, customer behaviour, and competitive forces to identify marketing opportunities.2. Develop comprehensive marketing plans based on a thorough understanding of market segmentation, targeting, and positioning.3. Apply marketing mix strategies to create, position, and promote products effectively.4. Make informed pricing decisions considering various pricing strategies and market conditions.									

COURSE CODE MBA2003	COURSE NAME FINANCIAL MANAGEMENT	SEMESTER II
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Teaching Scheme(Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
60	0	0	60	4	0	0	4

CoursePre-requisites	This Course introduces corporate finance, with an emphasis on project valuation. We review important ideas from modern finance theory and develop financial tools needed for valuing investment projects. Topics covered include the time value of money, estimating cash flows, accounting for risk, performing sensitivity analysis, developing appropriate selection criteria, and valuing projects as real options.
CourseCategory	Core
Coursefocus	Employability &Skills
Rationale	Managerial finance ensures that the revenue generated is used profitably. Financial management professionals need to ensure that the revenue generated flows through operations efficiently and is readily available to buy raw materials, assist sales strategies and fulfill financial commitments.
Course Revision/ ApprovalDate:	
CourseObjectives (AsperBlooms' Taxonomy)	<ol style="list-style-type: none"> 1. The purpose of the course is to offer the studentsrelevant, systematic, efficient, and actual knowledge of financial management that can be applied in practice with making finances. 2. To apply future value and present value concepts to singlesums, mixed streams, and annuities. 3. To examine time value, risk, and return concepts. 4. To evaluate valuation techniques for bonds 5. To analysis valuation techniques for stocks.

CourseContent	Weightage	Contact hours
Unit 1: Financial Management: An Overview-Financial Decisions in a Firm-Goal of Financial Management -The Fundamental Principle of Finance -Building Blocks of Modern Finance- Risk-Return Tradeoff - Agency Problem- Business Ethics and Social Responsibility - Organization of the Finance Function-Relationship of Finance to Economics and Accounting Emerging Role of the Financial Manager in India	25%	12
Unit 2: The Time Value of Money Rationale-Techniques-Practical Applications of Compounding and Present	20%	12

Value Technique, Risk and Return Risk and Return of a Single Asset - Average rate of return-variability of rates of return- Expected return and risk		
Unit:3 Cost of Capital & Financing Decision: Cost of Debt. Preference and Equity capital - Cost of retained earnings-weighted average cost of capital-the marginal cost of capital. Sources of Finance Debt. Preference and Equity capital operating and financial leverage.	20%	12
Unit 4: Valuation of Bonds and Stocks & Capital Structure Theories Bond Valuation- Bond Yields- Bond Market- Valuation of Preference Stock Equity Valuation: Dividend Discount Model The P/E Ratio Approach -The Relationship between Earnings- Price Ratio -Expected Return, and Growth-Stock Market .Net Income and Net Operating Income Approaches –Optimal Capital structure -factors affecting capital structure - EBIT/EPS and ROI & ROCE Analysis –Capital Structure Policies in Practice	20%	12
Unit 5: Dividend Policy & Working Capital Policy Overall Considerations - the importance of working capital management –components of working capital-factors influencing the working capital requirement – operating cycle method-percent of sales method - finance managers- role in working capital management. Factors influencing dividend policy-Practical Considerations-Stability-forms of dividend	15%	12

Learning Resources	
Reference Books:	
1. Khan M Y: Indian Financial System, Tata Macgraw Hill, New Delhi 2000	
2. Bhole, L M: Financial Institutions and Markets: Structure Growth and Innovations. 2 nd edition: New Delhi: Tata McGraw Hill	
3. Srivastava, R M: Financial Institutions in Indian Financial Institutions	
Journals & Periodicals:	
1. Journal of Finance. Published by Wiley. The Review of Financial Studies.	
2. Journal of Financial Economics.	
3. Journal of Accounting and Economics.	
4. Journal of Financial and Quantitative Analysis.	
5. Journal of Money, Credit and Banking.	
6. Journal of International Money and Finance	
Other Electronic Resources:	
<ul style="list-style-type: none"> • www.econmicwatch.co • mwww.fma.org • www.managementhelp.org • www.finmanagementsource.co • mwww.worldsourcefinancial.c • omwww.onesource.com 	

	<ul style="list-style-type: none"> • www.rbi.org
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Evaluation Scheme	Total Marks: 100								
Mid Semester Marks	20 marks								
End Semester Marks	40 marks								
Continuous Evaluation 40 marks	<table> <tr> <td>Class Participation</td><td>10 marks</td></tr> <tr> <td>Quiz</td><td>5 marks</td></tr> <tr> <td>Skill Enhancement activities/Case Study/ Research Paper</td><td>15 marks</td></tr> <tr> <td>Presentation</td><td>10 marks</td></tr> </table>	Class Participation	10 marks	Quiz	5 marks	Skill Enhancement activities/Case Study/ Research Paper	15 marks	Presentation	10 marks
Class Participation	10 marks								
Quiz	5 marks								
Skill Enhancement activities/Case Study/ Research Paper	15 marks								
Presentation	10 marks								
Course Outcomes	<p>After successful completion of the above course, students will be able to:</p> <p>CO1: Prepare reports for management explaining and evaluating the financial consequences of decisions.</p> <p>CO2: Identify and evaluate appropriate sources of finance, their risks and costs.</p> <p>CO3: Assess potential investment decisions and strategies.</p> <p>CO4: Ability to select the techniques most appropriate to optimize the employment of financial resources and critically evaluate such techniques.</p> <p>CO5: Examine the capital budget decisions.</p>								

COURSE CODE MBA2004	COURSE NAME Human Resource Management	SEMESTER II
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
60	0	0	60	4	0	0	4

Course Pre-requisites	Basics of HRM
Course Category	Core Compulsory
Course focus	Skill Enhancement
Rationale	The course provides critical skills, knowledge, and strategic insights that are essential for managing people effectively in modern organizations. It will equip students with the skills and knowledge to effectively lead and contribute to the success of organizations in the dynamic and rapidly evolving workplace of today.
Course Revision/ Approval Date:	
Course Objectives (As per Blooms' Taxonomy)	CO1: Define the key concepts of HRM and SHRM CO2: Explain the emerging recruitment & selection trends and practices in HRM CO3: Explain various methods of Training and development and its practical implementation in Organization CO4: Gain the knowledge on how to compensate human resource and how to maintain the relationship with employees. CO5: Develop critical thinking skills to assess industrial relations policies and labor-management negotiations

Course Content	Weightage	Contact hours
Unit 1 Introduction to HRM & Framework: <ul style="list-style-type: none"> Evolution of the concept of HRM, Nature, Scope, Objectives, Importance, Basic HRM functions, HRM Policies and practices, Role of HR manager, Challenges of HR Manager, Essential skills for an HR Manager. SHRM, Nature of SHRM, SHRM Model Overview of International HRM 	20%	12
Unit 2 HR Procurement <ul style="list-style-type: none"> Human Resource Planning: Meaning and Definition, Need, objectives, importance, process. 		

<ul style="list-style-type: none"> • Job Analysis: Job Description & Job Specification • Job Design: Meaning, Job Characteristics Model (Hackman and Oldham) • Recruitment: Meaning, Sources of recruitment, Factors affecting recruitment • Selection: Meaning, Purpose, Process • Role of social media in Recruitment and Selection • Career & Succession Planning 	20%	12
Unit 3 <ul style="list-style-type: none"> • Training & Development : Need, Process, Importance, Methods, Evaluation of training effectiveness: Kirkpatrick model • Development: Meaning, Importance, Methods • Performance Appraisal: Meaning, Importance, Process, Methods. 	20%	12
Unit 4 <ul style="list-style-type: none"> • Compensation: Concept, Objectives, Importance of Compensation Management, Process, Current Trends in Compensation. Components of salary. Incentives and Benefits – Financial & Nonfinancial Incentive, • Employee Separation: Forms of employee separation 	20%	12
Unit 5 <ul style="list-style-type: none"> • Introduction to Industrial Relations: Concept & Importance, Trade unions role, functions, problems, • Industrial dispute- Concept, Methods of Settling Industrial Dispute, Collective bargaining- concept, types, process, problems, essentials of effective collective bargaining. 	20%	12

Learning Resources

1.	Textbook: Human Resource Management- Text and Cases by Rao, V.S.P Human Resource Management" by Gary Dessler
2.	Reference Books: <ul style="list-style-type: none"> • "Human Resource Management: Gaining a Competitive Advantage" by Raymond Noe, John R. Hollenbeck, Barry Gerhart, and Patrick M. Wright • "Strategic Human Resource Management" by Jeffrey A. Mello • "Managing Human Resources" by Wayne Cascio and John Boudreau • Pravin Durai, Human Resource Management, Pearson Education, Twelfth Edition • Sinha and Shekhar, Industrial Relations, Trade Unions and Labour Legislation, Pearson Education.
3.	Journals & Periodicals: <ol style="list-style-type: none"> 1. Academy of Management Journal 2. Journal of Applied Psychology 3. Human Resource Management Journal 4. Personnel Psychology 5. Journal of Organizational Behavior
4.	Other Electronic Resources:

	<ul style="list-style-type: none"> • Society for Human Resource Management (SHRM) - shrm.org • HR Dive - hrdiver.com • HR Technologist - hrtechnologist.com • Human Resource Executive Online - hrexecutive.com • Harvard Business Review - hbr.org (covers various management topics including HR) • ICFAI Journals
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Evaluation Scheme	Total Marks: 100								
Mid Semester Marks	20 marks								
End Semester Marks	40 marks								
Continuous Evaluation 40 marks	<table> <tr> <td>Class Participation</td><td>10 marks</td></tr> <tr> <td>Quiz</td><td>5 marks</td></tr> <tr> <td>Skill Enhancement activities/ Case Study/ Research Paper</td><td>15 marks</td></tr> <tr> <td>Presentation</td><td>10 marks</td></tr> </table>	Class Participation	10 marks	Quiz	5 marks	Skill Enhancement activities/ Case Study/ Research Paper	15 marks	Presentation	10 marks
Class Participation	10 marks								
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Skill Enhancement activities/ Case Study/ Research Paper	15 marks								
Presentation	10 marks								
Course Outcomes	<ul style="list-style-type: none"> • Understand the concept of HRM and SHRM • Gain insights on HR Procurement • Realize the importance of training and development • Study the latest trends in compensation • Examine the relation between employer and employee. 								

COURSE CODE MBA2005	COURSE NAME Business Research Methods	SEMESTER II
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Teaching Scheme(Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	0	45	3	0	0	3

Course Pre-requisites	Basic Knowledge for research problem and statistics
Course Category	Core
Course focus	Employability & Skills
Rationale	Research methodology provides a framework for defining the problem clearly and concisely, which helps to ensure that the research is focused and relevant. This is important because a well-defined problem is essential for obtaining accurate and reliable results.
Course Revision/ Approval Date:	
Course Objectives (As per Blooms 'Taxonomy)	<ol style="list-style-type: none"> 1. To give an overview of the research methodology and explain the technique of defining a research problem. 2. To explain the functions of the literature review in research. 3. To be able to carry out a literature search, its review, develop theoretical and conceptual frameworks, and write a review. 4. To examine various research designs and their characteristics. 5. To explain the details of sampling designs, measurement and scaling techniques and also different methods of data collections.

Course Content	Weightage	Contact hours
Unit1: Business Research Fundamentals: Research Methodology: Introduction, Meaning of Research, Objectives of Research, Types of Research, Research Approaches, Significance of Research, Research Methods versus Methodology, Research and Scientific Method, Research Process, Criteria of Good Research, Problems Encountered by Researchers in India. Defining the Research Problem: Research Problem, Selecting the Problem, Necessity of Defining the Problem, Technique Involved in Defining a Problem	25%	9
Unit 2: Reviewing the literature:	20%	9

Place of the literature review in research, Bringing clarity and focus to research problem, Improving research methodology ,Broadening knowledge base in research area, Enabling contextual findings, Review of the literature, searching the existing literature, reviewing the selected literature, Developing a theoretical framework, Developing a conceptual framework, Writing about the literature reviewed. Research Design: Meaning of Research Design, Need for Research Design, Features of a Good Design, Important Concepts Relating to Research Design, Different Research Designs, Basic Principles of Experimental Designs, Important Experimental Designs		
Unit 3: Design of Sample Surveys: Design of Sampling: Introduction, Sample Design, Sampling and Non-sampling Errors, Sample Survey versus Census Survey, Types of Sampling Designs. Measurement and Scaling: Qualitative and Quantitative Data, Classifications of Measurement Scales, Goodness of Measurement Scales, Sources of Error in Measurement, Techniques of Developing Measurement Tools, Scaling, Scale Classification Bases, Scaling Techniques, Multidimensional Scaling, Deciding the Scale. Data Collection: Introduction, Experimental and Surveys, Collection of Primary Data, Collection of Secondary Data, Selection of Appropriate Method for Data Collection, Case Study Method.	20%	9
Unit 4: Testing of Hypotheses: Hypothesis, Basic Concepts Concerning Testing of Hypotheses, Testing of Hypothesis, Test Statistics and Critical Region, Critical Value and Decision Rule, Procedure for Hypothesis Testing, Hypothesis Testing for Mean, Proportion, Variance, for Difference of Two Mean, for Difference of Two Proportions, for Difference of Two Variances, P-Value approach, Power of Test, Limitations of the Tests of Hypothesis. Chi-square Test: Test of Difference of more than Two Proportions, Test of Independence of Attributes, Test of Goodness of Fit, and Cautions in Using Chi Square Tests.	20%	9
Unit 5: Interpretation and Report Writing: Meaning of Interpretation, Technique of Interpretation, Precaution in Interpretation, Significance of Report Writing, Different Steps in Writing Report, Layout of the Research Report, Types of Reports, Oral Presentation, and Mechanics of Writing a Research Report, Precautions for Writing Research Reports. Intellectual Property: The Concept, Intellectual Property System in India	15%	9

Learning Resources	
1.	Reference Books: <ol style="list-style-type: none"> 1. Ken Black; Business Statistics for Contemporary Decision Making, Wiley –Student Donald R Cooper and Pamela S Schindler; Business Research Methods, TMG 2. Zikmund William; Business Research Methods; Thomson
2.	
3.	Journals & Periodicals: <ol style="list-style-type: none"> 1. Journals, Periodicals, Reference 2. International Journal of Research Methodology 3. International Journal of Social Research Methodology Journal of Business Research 4. Journal of Management
4.	Other Electronic Resources: <ul style="list-style-type: none"> • www.onlinelibrary.wiley.com • https://www.intechopen.com/online-first/research-design-and-methodology • https://www.open.edu/openlearn/money-management/understanding-different-research-perspectives/content-section-8 • https://research-methodology.net/research-methodology/

Evaluation Scheme	Total Marks: 100								
Mid Semester Marks	20 marks								
End Semester Marks	40 marks								
Continuous Evaluation 40 marks	<table> <tr> <td>Class Participation</td><td>10 marks</td></tr> <tr> <td>Quiz</td><td>5 marks</td></tr> <tr> <td>Skill Enhancement activities/Case Study/ Research Paper</td><td>15 marks</td></tr> <tr> <td>Presentation</td><td>10 marks</td></tr> </table>	Class Participation	10 marks	Quiz	5 marks	Skill Enhancement activities/Case Study/ Research Paper	15 marks	Presentation	10 marks
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Quiz	5 marks								
Skill Enhancement activities/Case Study/ Research Paper	15 marks								
Presentation	10 marks								
Course Outcomes	<ol style="list-style-type: none"> 1. To give an overview of the research methodology and explain the technique of defining a research problem. 2. To explain the functions of the literature review in research. 3. To be able to carry out a literature search, its review, develop theoretical and conceptual frameworks, and write a review. 4. To examine various research designs and their characteristics. 5. To explain the details of sampling designs, measurement and scaling techniques and also different methods of data collections. 								

COURSE CODE MBA2006	COURSE NAME PRODUCTION & OPERATIONS MANAGEMENT	SEMESTER II
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
60	0	0	60	4	0	0	4

Course Pre-requisites	Basic knowledge of business and management concepts
Course Category	Core Course
Course focus	Skill Enhancement
Rationale	This course equips students with the knowledge and skills to optimize resources, streamline processes, and make strategic decisions that enhance competitiveness. By understanding production management principles, students can contribute to efficient supply chain management, lean operations and continuous improvement. This field provides a foundation for students to drive organizational success through effective production planning, inventory management, and process optimization.
Course Revision/ Approval Date:	
Course Objectives (As per Blooms' Taxonomy)	<ol style="list-style-type: none"> 1. To understand and analyze the nature and scope of operations management. 2. To apply different facility location models and techniques for effective decision-making. 3. To evaluate inventory management techniques and determine optimal order quantities. 4. To assess the cost of quality and evaluate different quality management approaches. 5. To analyze maintenance performance measures and applies maintenance strategies for optimal equipment lifecycle.

CourseContent	Weightage	Contact hours
Unit 1: Production Management: Integrated Production Management, System Productivity, Capital Productivity, Labor Productivity, Personnel Productivity, Training, Nature and scope of Operations: Functions of Operations Management System 's perspective, Challenges in Operations Management, Competitiveness, Types of Manufacturing and service Systems	20%	12
Unit2:Facilities Planning, Layout and Material Handling: Location, factors affecting size of the firm, factors affecting plant location, economic survey of the site selection, computation of investment and cost of production and distribution, factors and location rating, break even analysis for facility location planning, simple median model, centre ofgravity method, Plant layout, material flow system, process layout, product layout, mixed layout, project layout, cellular layout, process charts, flow diagram, travel chart, RELchart	20%	12
Unit 3: Inventory Management, Production planning and control: Continuous Inventory Systems, Periodic Inventory system, Two-bin system, The ABC classification, EOQ methods, Order quantity with variable demand, order quantity for a periodic inventory system, Production planning Hierarchy, Aggregate planning, Level strategy, Chase strategy, Mixed strategy, Disaggregating the aggregate plan, Rough Cut Capacity planning, Material Requirement planning	20%	12
Unit 4: Quality Management: Meaning, cost of quality, contribution of famous quality Guru, TQM, Six Sigma, SQC, Quality certification	20%	12
Unit 5: Maintenance Management: The Maintenance Function, Equipment Life Cycle, Measures of Maintenance Performance, Maintenance Strategies, Total Productive Maintenance	20%	12

Learning Resources	
1.	Textbook: <ol style="list-style-type: none"> Heizer, J., & Render, B. (Year). Operations Management. Publisher. Nahmias, S. (2019). Production and Operations Analysis. McGraw-Hill Education.
2.	Reference Books: <ol style="list-style-type: none"> Adam Jr Everet l e. R j, production and operations management, prentice-hall, 1992, 2000 5th ed. Chary, Production and Operations management, Tata McGraw-Hill, 1997 9th ed. Hill t, operations management, Palgrave, 2000 Haleema ,production and operations management, Galgotia Publication, 2004 Shanker Ravi, Industrial Engineering, Galgotia Publication. Kanishka Bedi, Production & Operations Management, Oxford University Press
3.	Journals & Periodicals: <ol style="list-style-type: none"> Journal of Operations Management Production and Operations Management International Journal of Operations & Production Management
4.	Other Electronic Resources:

Evaluation Scheme	Total Marks: 100								
Mid Semester Marks	20 marks								
End Semester Marks	40 marks								
Continuous Evaluation 40 marks	<table border="1"> <tr> <td>Class Participation</td><td>10 marks</td></tr> <tr> <td>Quiz</td><td>5 marks</td></tr> <tr> <td>Skill Enhancement activities/Case Study/ Research Paper</td><td>15 marks</td></tr> <tr> <td>Presentation</td><td>10 marks</td></tr> </table>	Class Participation	10 marks	Quiz	5 marks	Skill Enhancement activities/Case Study/ Research Paper	15 marks	Presentation	10 marks
Class Participation	10 marks								
Quiz	5 marks								
Skill Enhancement activities/Case Study/ Research Paper	15 marks								
Presentation	10 marks								
Course Outcomes	<ol style="list-style-type: none"> To understand and analyze the nature and scope of operations management. To apply different facility location models and techniques for effective decision-making. To evaluate inventory management techniques and determine optimal order quantities. To assess the cost of quality and evaluate different quality management approaches. To analyze maintenance performance measures and applies maintenance strategies for optimal equipment life cycle. 								

COURSE CODE MBA2007	COURSE NAME INTERNATIONAL BUSINESS	SEMESTER II
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Teaching Scheme (Hours)				Teaching Credit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	Total Credit
45	0	0	45	3	0	0	3

Course Prerequisites	Basic knowledge of International Business
Course Category	Core
Course focus	Employability/Skills
Rationale	In an increasingly globalized economy, businesses need to understand international markets, trade regulations, foreign investments, and global trade agreements. This course equips students with the necessary knowledge to analyze international business environments and make informed decisions in global markets.
Course Revision/ Approval Date:	2025
Course Objectives (As per Blooms' Taxonomy)	<ol style="list-style-type: none"> Remembering: Identify key concepts and terminologies related to international business. Understanding: Explain various international trade theories and modes of entry into global markets. Applying: Analyze the impact of government interventions and foreign investments on international trade. Analyzing: Evaluate the trends in FDI and regional trade agreements and their implications for global trade. Evaluating: Assess the role and effectiveness of WTO and its agreements in shaping international trade policies. Creating: Develop strategic recommendations for businesses to navigate international markets effectively.

Course Content	Weightage	Contact hours
Unit 1: Concept of International Business: Concept of International Business, scope and importance of international business; Modes of entry into international business: Licensing, Exporting, Joint ventures, etc.	20%	9
Unit 2: Theories of International Trade: Theories of international trade: Mercantilism, Absolute Advantage, Comparative Advantage, Heckscher-Ohlin Theory. Government intervention in international trade; Tariff and non-tariff barriers.	20%	9
Unit 3: Foreign Direct Investment (FDI) and Foreign Portfolio Investment (FPI): Foreign direct investment (FDI) and Foreign portfolio investment (FPI); Types of FDI, Costs and benefits of FDI to home and host countries; Trends in FDI; India's FDI policy.	20%	9
Unit 4: Balance of Payments (BOP) and Regional Trade Agreements: Balance of payments (BOP): Importance and components of BOP. Regional Trade Agreements: European Union (EU), ASEAN, SAARC, NAFTA.	20%	9
Unit 5: World Trade Organization (WTO): World Trade Organisation (WTO): Functions and objectives of WTO; Agriculture Agreement; GATS; TRIPS; TRIMS.	20%	9

Learning Resources	
1.	Text Book: Hill, C. W. L. (2019). International Business: Competing in the Global Marketplace. McGraw-Hill Education. Daniels, J. D., Radebaugh, L. H., & Sullivan, D. P. (2021). International Business: Environments and Operations. Pearson. Krugman, P. R., Obstfeld, M., & Melitz, M. (2018). International Economics: Theory and Policy. Pearson.
2.	Reference Books: Journal of International Business Studies (JIBS) Harvard Business Review (HBR) – International Business Section The World Economy Journal Foreign Trade Review
3.	Journals & Periodicals: Journal of International Business Studies (JIBS) Harvard Business Review (HBR) – International Business Section The World Economy Journal Foreign Trade Review
4.	Other Electronic Resources: World Trade Organization (www.wto.org), United Nations Conference on Trade and Development (UNCTAD) Reports, World Bank Reports on Global Trade and Investment International Monetary Fund (IMF) Publication

Evaluation Scheme	Total Marks: 100								
Mid Semester Marks	20 marks								
End Semester Marks	40 marks								
Continuous Evaluation 40 marks	<table> <tr> <td>Class Participation</td><td>10 marks</td></tr> <tr> <td>Quiz</td><td>5 marks</td></tr> <tr> <td>Skill Enhancement activities/ Case Study/ Research Paper</td><td>15 marks</td></tr> <tr> <td>Presentation</td><td>10 marks</td></tr> </table>	Class Participation	10 marks	Quiz	5 marks	Skill Enhancement activities/ Case Study/ Research Paper	15 marks	Presentation	10 marks
Class Participation	10 marks								
Quiz	5 marks								
Skill Enhancement activities/ Case Study/ Research Paper	15 marks								
Presentation	10 marks								
Course Outcomes	<ol style="list-style-type: none"> 1. Demonstrate knowledge of international business concepts and trade theories. 2. Analyze government interventions and their impact on global trade. 3. Assess foreign investment strategies and their implications. 4. Evaluate balance of payments and regional trade agreements. 5. Interpret WTO agreements and their role in international business regulations. 6. Develop business strategies for successful entry into global markets. 								

COURSE CODE MBA2008	COURSE NAME INDIAN ETHOS AND BUSINESS ETHICS	SEMESTER II
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TeachingScheme(Hours)				TeachingCredit			
Lecture	Practical	Tutorial	Total Hours	Lecture	Practical	Tutorial	TotalCredit
30	0	0	30	2	0	0	2

CoursePre-requisites	Basic knowledge of Business, Indian culture and history
CourseCategory	Value added core course
Coursefocus	Employability/Skills
Rationale	Learning Indian Ethos and Ethics is multifaceted, as it provides essential insights into ethical thinking, leadership, personal growth, and societal well-being, all of which are deeply rooted in India's rich cultural, philosophical, and spiritual traditions.
Course Revision/ ApprovalDate:	
CourseObjectives (AsperBlooms'Taxonomy)	<ol style="list-style-type: none"> 1. To recall key concepts, principles, and ethical systems from Indian philosophy 2. To understand the importance of Ethics and Values at work place 3. To apply ethical principles and teachings from Indian ethos in solving contemporary ethical issues in professional and personal life. 4. To analyze and critically assess the relationships between Indian ethical principles and real-world applications. 5. To evaluate the relevance and impact of ethical teachings in contemporary society and in various professional contexts. 6. To create ethical solutions or strategies based on Indian ethos to address modern societal issues such as inequality, corruption or environmental degradation.

CourseContent	Weightage	Contact hours
Unit 1: Indian Ethos Indian Ethos- Meaning, Features, Need, History, Relevance, Principles Practiced by Indian Companies, Requisites, Elements, Role Of Indian Ethos In Managerial Practices, Work Ethos- Meaning, Levels, Dimension, Steps, Factors Responsible For Poor Work Ethos.	20%	6
Unit 2: Value System Values- Meaning, Features, Values for Indian Managers, Relevance of Value based Management in global change, impact of values on	20%	6

stakeholders, Customers, government, competitors and society. Values for Managers, Trans-cultural Human Values in management, Importance of Value system in work culture, Indian Management v/s Western Management.		
Unit 3: Business Ethics Business Ethics-Concept, characteristics, Importance and need for business ethics, ethics V/s ethos, Indian ethos, ethos, values, sources of ethics, Concept of corporate ethics, code of ethics- guidelines for developing code of ethics, ethics management programme, ethics committee.	20%	6
Unit 4: Approaches to Business Ethics Various approaches to business ethics- theories of ethics- Friedman's economic theory, Kant's Deontological theory, Mill & Bentham's Utilitarianism theory, Gandhian Approach in Management and Trusteeship, Importance and relevance of trusteeship principle in modern business, Gandhi's Doctrine of Satya and Ahimsa.	20%	6
Unit 5: Emerging issues: Emergence of new values in Indian Industries after Economic Reforms of 1991, Corporate Governance, Ethics in Marketing and Advertising, Human Resource management, A Holistic Management System, Corporate Social Responsibility.	20%	6

Learning Resources	
1.	Reference Books: <ol style="list-style-type: none"> 1. Dr. Geo Paul Kadavi, Indian Ethos and Business ethics, Fingerprint 2. K. C. Pandey, Reflections on Indian Ethos, Readworthy Publications Pvt Ltd. 2011 edition. 3. R Nandagopal, Ajith Sankar RN: Indian Ethics and Values in Management, Tata McGraw Hill 4. Chakraborty, SK: Management by Values, Oxford University Press 5. Joseph Des Jardins, An Introduction to Business ethics, Tata Mc Graw Hill 6. Khandewal Indian Ethos and Values for Managers, Himalaya Publishing House
2.	Journals & Periodicals: <ol style="list-style-type: none"> 1. <u>International Journal of Business Governance and Ethics</u> 2. <u>Journal of Academic and Business Ethics</u> 3. <u>Journal of Business Ethics</u>
3.	Other Electronic Resources: http://www.ethicstrainingguide.com/2009/08/importance-of-values-and-ethics-in.html

Evaluation Scheme	Total Marks: 100
Mid Semester Marks	20 marks
End Semester Marks	40 marks

Continuous Evaluation 40 marks	Class Participation	10 marks
	Quiz	5 marks
	Skill Enhancement activities/Case Study/ Research Paper	15 marks
	Presentation	10 marks
Course Outcomes	<p>After successful completion of the above course, students will be able to:</p> <ol style="list-style-type: none"> 1. Identify ethical behaviour of the individual and the challenges posed by organized business activity. 2. Evaluate legal, social and ethical matters in business and identify the influence decisions. 3. Understand Indian ethos, Value and business ethics and its application in business behaviour 4. Enhanced critical thinking. 5. To know the emerging issues in Indian Industry 	