

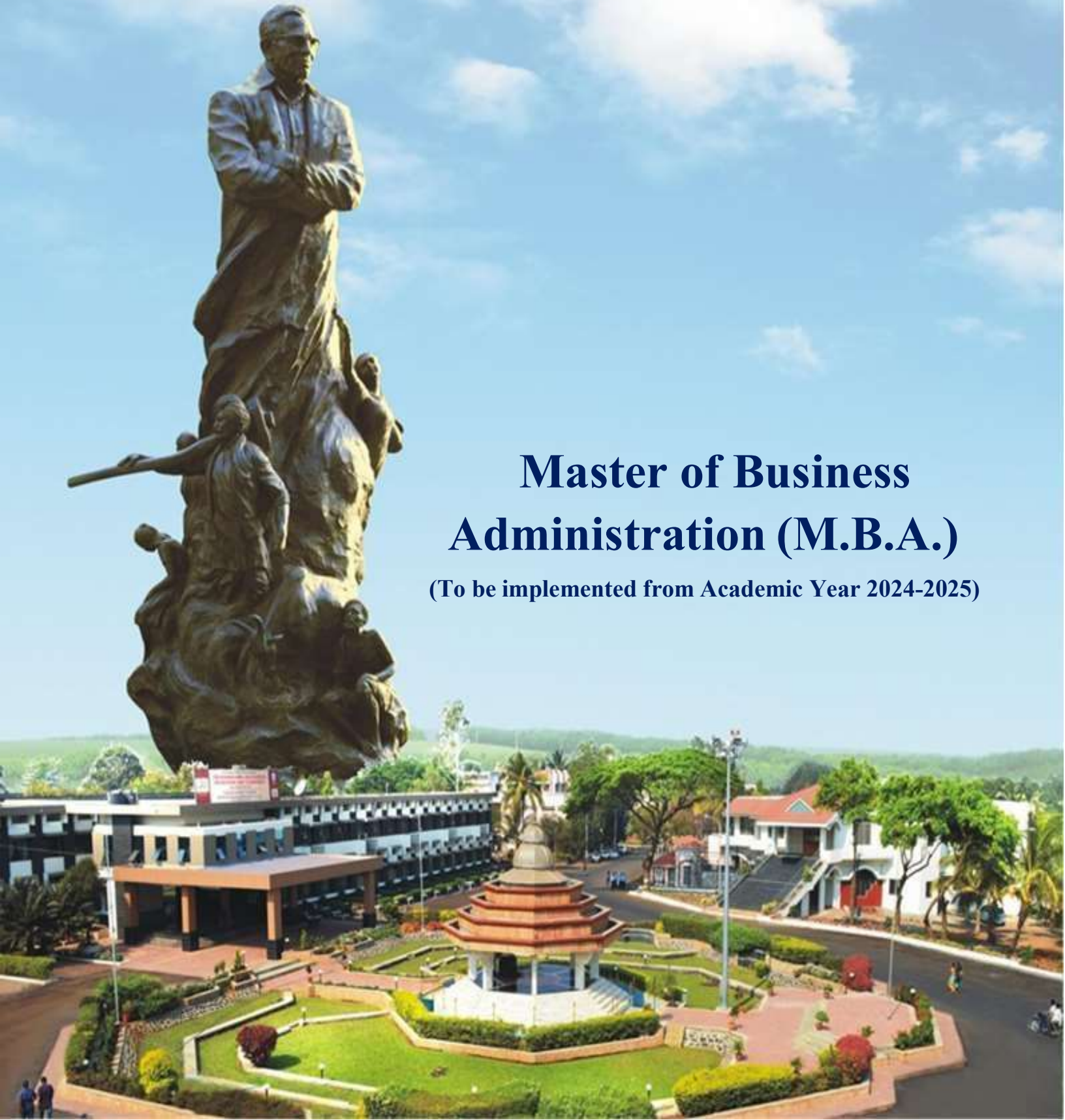


Shree Warana Vibhag Shikshan Mandal's

**Tatyasaheb Kore Institute of
Engineering And Technology,
Warananagar**

Master of Business Administration (M.B.A.)

(To be implemented from Academic Year 2024-2025)





Shree Warana Vibhag Shikshan Mandal's

**Tatyasaheb Kore Institute of Engineering and Technology,
Warananagar**

Vision

To sustain a distinct identity for the institute by providing quality technical and management education, academic flexibility, innovation, and industry relevant skills with professional ethics.

Mission

- To persistently implement flexible curriculum for preparing technocrats with sound skills and professional ethics.
- To strengthen industry-institute interface for effective enhancement of internships, employability, and entrepreneurship.
- To facilitate an atmosphere that encourages faculty and students to engage in meaningful academic and research activities.
- To enhance educational opportunities for the rural and weaker sections of the society.
- To inculcate lifelong learning with human values and concern for the society and environment.

Quality Policy

To promote excellence in academic and training activities by inspiring students for becoming competent professionals to cater to industrial and social needs.

Department of Master of Business Administration (M.B.A.)

1. Vision

To be a Leading Business School recognized globally for developing innovative, socially responsible and ethical business leaders who administer sustainable growth in a rapidly changing global economy.

2. Mission

- To provide World-Class Education in Business Administration through a dynamic curriculum that incorporates cutting-edge research and real-world business management practices.
- To foster a vibrant environment of continuous learning which establishes creativity and innovations in taking ethical administrative decisions and providing strategic solutions for the problems raised thereto.
- To impart knowledge, abilities and attitudes necessary for future Business Administrators to carrying out managerial duties and establishing a sense of responsibility towards Society and Corporate Citizenship.
- To promote rich ancient Indian knowledge, ethical business practices and corporate social responsibility in all aspects of Management Education; to develop competitive generation of future administrators.

3. Quality Policy

The M.B.A. Department at Tatyasaheb Kore Institute of Engineering and Technology, Warananagar is committed for providing a high-quality education that ensures our students in getting knowledge, skills and values necessary to become successful and ethical business leaders and hence human being. We strive to-

- a. Deliver an exceptional learning experience that fosters critical thinking, problem-solving and innovative decision making.
- b. Maintain academic excellence through rigorous curriculum, qualified Faculty and state-of-the-arts facilities.
- c. Promote a culture of continuous improvement by seeking feedback from Students, faculty and Stakeholders to enhance our programme and allied services.
- d. Cultivate a diverse and inclusive learning environment that respects individual differences and prepares students to succeed in globalized business world.
- e. Foster ethical leadership by emphasizing the importance of integrity, alumni and the community to provide students with valuable networking opportunities and real-world experience.
- f. Prioritize student success by offering comprehensive support services including academic advising, career counselling and professional development programmes.

By adhering to these principles,

‘The M.B.A. Department at Tatyasaheb Kore Institute of Engineering and Technology, Warananagar; aims to produce administrators who are highly skilled, ethical and committed for making a positive impact on society.’

4. Program Outcomes (POs)

- a. Apply knowledge of management theories and practices to solve business problems.
- b. Foster analytical and critical thinking abilities for data-based decision making.
- c. Ability to develop Value based Leadership ability.
- d. Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
- e. Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

5. Program Specific Outcomes (PSOs)

- a. Demonstrate effective leadership and management skills across diverse organizational horizons including Human Resource Management, Marketing Management, Financial Management etc.
- b. Apply critical thinking and problem solving skills through Strategic Management Concepts.
- c. Exhibit strong ethical decision-making and professional conduct followed by various legal aspects along with knowledge gained by individuals through various Professional Core Courses (PCCs), Professional Electives (PEs), Ability Enhancement Course (AECs) and Value Added Courses (VACs) during completion of M.B.A. Programme.

6. Program Educational Objectives (PEOs)

- a. To transform students as effective professionals, who are self-aware and possess leadership, and effective communication skills.
- b. To demonstrate an understanding of ethical issues and dilemmas that businesses often face.
- c. To apply knowledge and skills to solve business problems,
- d. To possess the skills required to integrate concepts from various disciplines to identify and develop business strategies and lead effectively in a team-based environment.
- e. To equip students with skills to drive entrepreneurship initiatives either on their own or within organizations where they are employed.

7. Abbreviations

Sr. No.	Acronym	Definition
1	ISE	In-Semester Examination
2	ESE	End Semester Examination
3	ISA	In-Semester Assessment (Term Work)
4	L	Lecture
5	T	Tutorial
6	P	Practical
7	C	Credit
8	CH	Contact Hours
9	POE	Project Oral Examination

8. Course/ Subject Categories

Sr. No.	Acronym	Definition
1	PCC	Professional Core Course
2	PE	Professional Elective
3	SEC	Skill Enhancement Course
4	AEC	Ability Enhancement Course
5	VAC	Value Added Course

9. Course/ Subject Code

2	4	P	G	M	B	A	P	C	C	4	0	1
Year	PG Programme			Name of Programme			Course Category			Sem.	Course No.	

10. Course Term work and POE Code

2	4	P	G	M	B	A	P	C	C	4	0	1	T/P
Year	PG Programme			Name of Programme			Course Category			Sem.	Course No.	Tutorial / Practical	

11. Semester wise Credit Distribution for M.B.A. Programme

Semester	I	II	III	IV	Total
Credits	26	26	26	26	104

12. Course Structure

- M.B.A. Semester-I (Credit Scheme)

Course Code	Category	Course Title	Teaching Scheme					Examination & Evaluation Scheme			
			L	T	P	C	CH	Component	Marks	Min. for Passing	
24PG-MBA-PCC-101	PCC	Principles of Management	3	--	--	3	3	ESE	60	24	40
								ISE	40	16	
24PG-MBA-PCC-102	PCC	Managerial Economics	3	--	--	3	3	ESE	60	24	40
								ISE	40	16	
24PG-MBA-PCC-103	PCC	Business Accounting	3	--	--	3	3	ESE	60	24	40
								ISE	40	16	
24PG-MBA-PCC-104	PCC	Indian Business Environment	3	--	--	3	3	ESE	60	24	40
								ISE	40	16	
24PG-MBA-PCC-105	PCC	Information Technology for Managers	3	--	--	3	3	ESE	60	24	40
								ISE	40	16	
24PG-MBA-PCC-106	PCC	Organizational Behaviour	3	--	--	3	3	ESE	60	24	40
								ISE	40	16	
24PG-MBA-SEC-107	SEC	Leadership	2	--	--	2	2	ISA	50	20	20
24PG-MBA-VAC-108	VAC	Indian Ethos & Business Ethics	2			2	2	ISA	50	20	20
24PG-MBA-AEC-109	AEC	Communication Skills	2	--	--	2	2	ISA	50	20	20
24PG-MBA-SEC-110	SEC	Industry Analysis 1.	--	--	4	2	4	ISA	50	20	20
			24	--	4	26	28	--	800	---	--

• **M.B.A. Semester-II (Credit Scheme)**

Course Code	Category	Course Title	Teaching Scheme					Examination & Evaluation Scheme			
			L	T	P	C	CH	Component	Marks	Min for Passing	
24PG-MBA-PCC-201	PCC	Financial Management	2	1	--	3	3	ISE	40	16	40
								ESE	60	24	
24PG-MBA-PCC-202	PCC	Marketing Management	3	--	--	3	3	ISE	40	16	40
								ESE	60	24	
24PG-MBA-PCC-203	PCC	Human Resource Management	3	--	--	3	3	ISE	40	16	40
								ESE	60	24	
24PG-MBA-PCC-204	PCC	Business Statistics	2	1	--	3	3	ISE	40	16	40
								ESE	60	24	
24PG-MBA-PCC-205	PCC	Research Methodology	3	--	--	3	3	ISE	40	16	40
								ESE	60	24	
24PG-MBA-PCC-206	PCC	Legal Aspects of Business	3	--	--	3	3	ISE	40	16	40
								ESE	60	24	
24PG-MBA-PCC-207	PCC	Operations Management	2	--	--	2	2	ISA	50	20	20
24PG-MBA-AEC-208	AEC	Online Course	--	--	4	2	4	ISA	50	20	20
24PG-MBA-VAC-209	VAC	Advance Computing Skills	--	--	4	2	4	ISA	50	20	20
24PG-MBA-SEC-210	SEC	Industry Analysis 2	--	--	4	2	4	ISA	50	20	20
			18	2	12	26	32	--	800	---	--

• **M.B.A. Semester-III (Credit Scheme)**

CourseCode	Category	Course Title	Teaching Scheme					Examination & Evaluation Scheme			
			L	T	P	C	CH	Component	Marks	Min for Passing	
24PG-MBA-PCC- 301	PCC	Business Taxation	2	1	--	3	3	ISE	40	16	40
								ESE	60	24	
24PG-MBA-PCC- 302	PCC	Entrepreneurship Development	3	--	--	3	3	ISE	40	16	40
								ESE	60	24	
24PG-MBA-PE- 303	PE I	Elective-1, Paper-1	3	--	--	3	3	ISE	40	16	40
								ESE	60	24	
	PE I	Elective-1, Paper-2	3	--	--	3	3	ISE	40	16	40
								ESE	60	24	
	PE II	Elective-2, Paper-1	3	--	--	3	3	ISE	40	16	40
								ESE	60	24	
	PE II	Elective-2, Paper-2	3	--	--	3	3	ISE	40	16	40
								ESE	60	24	
24PG-MBA-SEC- 304	SEC	Chhatrapati Shivaji-The Management Guru	--	--	4	2	4	ISA	50	20	20
24PG-MBA-VAC- 305	VAC	Women Empowerment-Case study on Warana Mahila Gruha-Udyog	--	--	4	2	4	ISA	50	20	20
24PG-MBA-AEC- 306	AEC	Business Ideas and Proposals	--	--	4	2	4	ISA	50	20	20
24PG-MBA-AEC- 307	AEC	Online Course	--	--	4	2	4	ISA	50	20	20
			17	1	16	26	34		800		

• **M.B.A. Semester-IV (Credit Scheme)**

CourseCode	Category	Course Title	Teaching Scheme					Examination & Evaluation Scheme			
			L	T	P	C	CH	Component	Marks	Min. for Passing	
24PG-MBA-PCC- 401	PCC	Strategic management	3	--	--	3	3	ISE	40	16	40
								ESE	60	24	
24PG-MBA-PE- 402	PE III	Elective-1, Paper-3	3	--	--	3	3	ISE	40	16	40
								ESE	60	24	
	PE III	Elective-1, Paper-4	3	--	--	3	3	ISE	40	16	40
								ESE	60	24	
	PE IV	Elective-2, Paper-3	3	--	--	3	3	ISE	40	16	40
								ESE	60	24	
	PE IV	Elective-2, Paper-4	3	--	--	3	3	ISE	40	16	40
								ESE	60	24	
24PG-MBA-PCC- 403	PCC	Project	3	--	--	3	3	ISA	40	16	40
								POE	60	24	
24PG-MBA-VAC- 404	VAC	Corporate Social Responsibility	--	--	4	2	4	ISA	50	20	20
24PG-MBA-SEC- 405	SEC	Financial Education & Investment Awareness	--	--	4	2	4	ISA	50	20	20
24PG-MBA-VAC- 406	VAC	Administrative Practices in Co-operatives- Case Study of 'Warana Udyog Samuha'	--	--	4	2	4	ISA	50	20	20
24PG-MBA-SEC- 407	SEC	Stress Management	1	--	2	2	3	ISA	50	20	20
			19	--	14	26	33		800		

13. List of Electives

Sr. No.	Name of Electives
1	Marketing Management
2	Financial Management
3	Human Resource Management
4	Production and Operations Management
5	Logistics and Supply Chain Management
6	International Business
7	Business Analytics
8	Information Technology
9	Hospitality Management
10	Hospital and Healthcare Management
11	Cooperative Management
12	Entrepreneurship
13	NGO Management
14	Digital Marketing

Note: Students have to opt any two same electives for third and fourth semester from the above list.

Chairman
BoS

Dean
Academics

Dean
SETM

Chairman
Academic Council

14. Detailed Syllabus

a. M.B.A. Semester-I

24PG-MBA-PCC 101- Principles of Management

Teaching Scheme		Evaluation Scheme	
Lecture	: 3 Hr. per week	ISE	: 40 Marks
Credit	: 3	ESE	: 60 Marks
Tutorial	: --	ISA	: --
Credits	: --	POE	: --
Total Credits	: 3	Total Marks	: 100 Marks

Course Objectives:

- The ability to understand concepts of business management, principles and function of management.
- The ability to explain the process of planning and decision making.
- The ability to create organization structures based on authority, task and responsibilities.
- The ability to explain the principles of direction, importance of communication, barriers communication, motivation theories and
- The ability to understand the requirement of good control system and control techniques.

Syllabus	Hours
Module – 1: Introduction to Management Introduction –Meaning, Evolution of management thought, Pre-Scientific Management Era, Classical Management Era, Neo-Classical Management Era, Modern Management Era; Nature and Characteristics of Management - Scope and Functional areas of Management; Management as a Science, Art or Profession; Management and Administration; Principles of Management.	08
Module – 2: Planning and Decision Making Nature, Importance and Purpose of Planning - Planning Process; Objectives; Types of plans (Meaning only); Decision making- Importance and steps; MBO and MBE (Meaning only)	07
Module – 3: Organising and staffing :	07

Nature and purpose of Organization; Principles of Organizing; Delegation of Authority; Types of Organization - Departmentation, Committees; Centralization vs Decentralization of Authority and Responsibility, Span of Control; Nature and importance of Staffing	
Module – 4: Directing, Co-ordinating and Controlling: A: Directing Meaning and Nature of Direction, Principles of Direction; Communication - Meaning and Importance, Communication Process, Barriers to Communication, Steps to overcome Communication Barriers, Types of Communication; Motivation theories – Maslow’s Need Hierarchy Theory, Herzberg’s Two Factor Theory, Mc. Gregor’s X and Y theory. B: Co-ordinating and Controlling Coordination–Meaning, Importance and Principles. Controlling–Meaning and steps in controlling, Essentials of Effective Control system, Techniques of Control (in brief).	08
Text Books: <ol style="list-style-type: none"> 1. Stephen P. Robbins, Management, Pearson 2. Koontz and O’Donnell, Management, McGraw Hill. 3. L M Prasad, Principles of management, Sultan Chand and Sons 4. V.S.P Rao/Bajaj, Management process and organization, Excel Books.GH25 5. Appanniah and Reddy, Management, HPH. 6. T. Ramaswamy : Principles of Management, HPH. Note: Latest edition of text books may be used.	

24PG-MBA-PCC102- MANAGERIAL ECONOMICS

Teaching Scheme	Evaluation Scheme
Lecture : 3 Hr. per week	ISE : 40 Marks
Credit : 3	ESE : 60 Marks
Tutorial : --	ISA : --
Credits : --	POE : --
Total Credits : 3	Total Marks : 100 Marks

Course Objectives:

To understand the micro economic concepts

- To get the understanding of basic economic activities.
- Learn about supply and demand, production and cost analysis, market structures, and pricing strategies.
- Use economic principles to analyze real-world business problems.

Syllabus	Hours
<p>Module 1: Introduction</p> <p>Introduction to Economy. Managerial Economics – Definition, Nature, Scope, Objectives (Decision Making, Forward Planning, Problem Solving process) & Importance. Fundamental Concepts – Opportunity Cost, Incremental Concept, Discounting Principle, Equi-marginal Principle & Time Perspective.</p>	07
<p>Module 2:</p> <p>Demand and supply analysis Utility Analysis – Meaning and Nature. Consumer's Surplus Demand – Meaning, Function, Schedule Demand Equation (Simple problems), Types, Law (assumptions, explanation, reasons & exceptions), Change in demand & change in Qty demanded. Elasticity of demand– Price, Income, Cross & Advertisement Elasticity (Types), Methods of Measurement of Price Elasticity. Problems on Ratio method. Supply – Meaning, Function, Law & Elasticity of Supply. Price Mechanism – Equilibrium of Price and Demand (Dynamic analysis),</p>	08
<p>Module 3:</p> <p>Production analysis</p> <p>Production - Meaning, Factors of production, Production function (Short & Long term), Cobb- Douglas Production function- an introduction. Measurement of Production Function.</p> <p>Laws of Production- Law of Variable Proportions & Laws of Returns to Scale. Economies & Diseconomies of Scale and Scope (internal/External).</p>	07
<p>Module 4:</p> <p>Market analysis and Macro-Economic Factors:</p> <p>A: Market analysis</p> <p>Cost Analysis: Meaning, Types, Classification of Cost, Cost Curves, Problems. Relation between Costs, AC & MC and LAC.</p> <p>Revenue Analysis: Meaning, Types and Revenue curves. Revenue under Perfect and Imperfect Markets</p> <p>Market Analysis: Meaning, Types and Classification. Perfect Competition, Monopoly, Monopolistic Competition, (Features and equilibrium, Long & Short term) and Oligopoly (only features). Meaning of Duopoly, Monopoly, oligopoly. Pricing & profit analysis Pricing – Meaning, determinants, objectives.</p> <p>B: Macro-Economic Factors</p> <p>Inflation: Meaning, causes, and effects. Deflation, meaning and effects. BOP and disequilibrium of BOP. Monetary Policy and fiscal policy. CRR, SLR, Repo rates of RBI.</p>	08
Text Books:	
<ol style="list-style-type: none"> 1. Managerial Economics by D.N.Dwivedi, 7th Edition, VPH 2. Principles of Micro Economics by Taylor J. and Gugnani R. (Global edition), Biztantra 3. Economics by Samuelson P and Nordhaus, TMH 4. Managerial Economics by Varshneya Maheshwari - S Chand 	

24PG-MBA-PCC 103- BUSINESS ACCOUNTING

Teaching Scheme		Evaluation Scheme	
Lecture	: 3 Hr. per week	ISE	: 40 Marks
Credit	: 3	ESE	: 60 Marks
Tutorial	: --	ISA	: --
Credits	: --	POE	: --
Total Credits	: 3	Total Marks	: 100 Marks

Course Objectives:

- An Understanding the framework of accounting as well accounting standards.
- The Ability to pass journal entries and prepare ledger accounts
- The Ability to prepare subsidiaries books
- The Ability to prepare trial balance and final accounts of proprietary concern.

Syllabus	Hours
Module-1: Introduction To Financial Accounting Meaning, Definition and Objectives of Accounting, Functions of Accounting, Users of Accounting Information, Accounting terms, Accounting Principles – Accounting Concepts and Accounting Conventions.	07
Module-2 : Accounting Process : Meaning of Double entry system – Process of Accounting – Kinds of Accounts – Rules - Transaction Analysis – Journal – Ledger – Balancing of Accounts – Trial Balance – Problems on Journal, Ledger Posting and Preparation of Trial Balance.	08
Module- 3: Subsidiary Books and Cash Book A. Subsidiary Books: Meaning – Significance – Types of Subsidiary Books –Preparation of Purchases Book, Sales Book, Purchase Returns Book, Sales Return Book, Bills Receivable Book, Bills Payable Book. B. Cash Books: Types of Cash Book- Simple Cash Book, Double Column CashBook, Three Column Cash Book and Petty Cash Book (Problems only on Three Column Cash Book and Petty Cash Book)	08
Module-4: Final Accounts Of Companies: Preparation of Statement of Profit and Loss and Balance Sheet of a proprietary concern with special adjustments like depreciation, outstanding and prepaid expenses, outstanding and received in advance of incomes, provision for doubtful debts, drawings and interest on capital.	07

Text Books:

1. Arora M. N., (2013), Accounting For Management, New Delhi, Himalaya Publishing House.
2. Gupta A., (2020), Financial Accounting for Management: An Analytical Perspective, Noida, Pearson Education.
3. Maheshwari S. N., & Maheshwari S.K., (2020), Advanced Accountancy 1, Jain Book Agency, New Delhi
4. Jain S.P., & Narang K L, (2020), Basic Financial Accounting I, New Delhi, Kalyani publishers.

24PG-MBA-PCC 104- Indian Business Environment

Teaching Scheme		Evaluation Scheme	
Lecture	: 3 Hr. per week	ISE	: 40 Marks
Credit	: 3	ESE	: 60 Marks
Tutorial	: --	ISA	: --
Credits	: --	POE	: --
Total Credits	: 3	Total Marks	: 100 Marks

Course Objectives:

- Understand the structure and characteristics of the Indian economy.
- Analyze the impact of political and legal systems on business in India.
- Evaluate the socio-cultural factors affecting business practices in India.
- Examine the role of government policies in shaping the business environment.
- Identify the opportunities and challenges for businesses operating in India.

Syllabus	Hours
Module 1: Introduction to Indian Business Environment Overview of the Indian economy, Historical perspective of Indian economic development, Key sectors of the Indian economy, Current economic indicators and trends.	07
Module 2: Political Environment: Structure and functions of the Indian government, Political stability and its impact on business, Government-business relations,	08

Major political parties and their economic policies, Policy-making process in India.	
Legal Environment: Overview of the Indian legal system, Business laws and regulations, Intellectual property rights, Labor laws and regulations, Compliance and ethical issues in business	
Module 3: Economic Environment: Economic planning and development in India, Industrial policy and its impact on business, Fiscal policy and taxation, monetary policy and financial system, Trade policies and their implications Socio-Cultural Environment: Demographic profile of India, Cultural diversity and its impact on business, Social institutions and their influence on business, Consumer behavior and market segmentation, Corporate social responsibility in India Technological Environment: Technological advancements and their impact on business, IT and communication infrastructure, E-commerce and digital business in India, Innovation and entrepreneurship in India	08
Module 4: Global Environment: India's position in the global economy, Foreign trade and investment policies, Impact of globalization on Indian businesses, Bilateral and multilateral trade agreements, Challenges and opportunities for Indian businesses in the global market Emerging Issues and Trends: Sustainable development and green business practices, Impact of COVID-19 on the Indian business environment, Start-up ecosystem in India, Future prospects and challenges for the Indian economy	07
Text Books: <ol style="list-style-type: none"> 1) Dr. K Ashwatappa: Essentials of Business Environment. 2) Chidambaram: Business Environment, Vikas Publishing. 3) Upadhyay. S. Business Environment, Asia Books. 4) Chopra BK. Business Environment in India, Everest Publishing. 5) Economic Environment in Business by M. Ashikary. 	

24PG-MBA-PCC 105 – INFORMATION TECHNOLOGY FOR MANAGERS

Teaching Scheme		Evaluation Scheme	
Lecture	: 3 Hr. per week	ISE	: 40 Marks
Credit	: 3	ESE	: 60 Marks
Tutorial	: --	ISA	: --
Credits	: --	POE	: --
Total Credits	: 3	Total Marks	: 100 Marks

Course Objectives:

- Recognize different components of Information Technology.
- Understand E-commerce models used in a business.
- Analyze impact of E-banking on the business.
- Design a database.

Syllabus	Hours
Module 1: Theory Information Technology Definition, Components: Hardware, Software, Network: Types, Topology, Communication media, Overview of Internet, Intranet, Extranet, Need of website for organization, Applications of Internet for Management: E-CRM, E-SCM. Introduction to search engine	07
Module 2: Theory E-Commerce Introduction to E-Commerce: Defining Commerce; Benefits of E-Commerce; Components of E-Commerce; Types of E-Commerce; Role of Internet and Web in E-Commerce; Technologies Used; Pre-requisites of E-Commerce; Scope of E-Commerce; Mobile Commerce: Overview of M-Commerce – Introduction to Protocol, Components of Mobile Commerce, Compare different features of E-Commerce and M-Commerce applications of any popular organization (Amazon, Flipkart, Myntra etc.)	08
Module 3: E-Banking Electronic Banking: Introduction, Traditional Banking v/s E-Banking; Models for E-banking- Core Banking Solution (CBS), Features and subsystems of CBS; Advantages of E-Banking; Delivery channels, Limitations of E-Banking; Electronic Payment Systems: Prepaid and Postpaid Payment Systems (RTGS/NEFT/BHIM/E-cash); National Payments Corporation of India; Services of NPCI.	08
Module 4: Database Management System Database Management Systems (DBMS) and e-Governance A: Database Management System Database Management Systems (DBMS): Definition, Need, Features, Components, Component Architecture of	07

database system, Data dictionary; Database schema, Data models- Relational Model, Network Model, Hierarchical Model; Normalization; Data Warehousing: Concept, Definition, Architecture of Data warehouse. Data	
B: E-Governance Features, needs, issues, Scope, evolution, present global trends of growth of E- Governance, Areas of E- Governance, E- Governance in India.	
Text Books:	
	<ol style="list-style-type: none"> 1. Introduction to Information Technology Turban, Rainer and Potter John Wiley & Sons, Inc. 2005 2. Introduction to Database System by Date, Eighth Edition, Pearson Education 3. E-Commerce Fundamentals and Applications - Henry Chan, Raymond Lee, Tharam Dillon, Elizabeth Chang, John Wiley & Sons, Inc. 2001 4. E-Commerce (concepts - Models – Strategies), C. S. V. Murthy, Himalaya Publishing House, 2002
	1. 5. Computer Fundamentals. B. Ram, New Age Publications, 2003

24PG-MBA-PCC106- ORGANIZATION BEHAVIOUR

Teaching Scheme		Evaluation Scheme	
Lecture	: 3 Hr. per week	ISE	: 40 Marks
Credit	: 3	ESE	: 60 Marks
Tutorial	: --	ISA	: --
Credits	: --	POE	: --
Total Credits	: 3	Total Marks	: 100 Marks

Course Objectives:

- To study the factors that influences the Behaviour of Individuals in Organizations.
- To analyse the Factors for Individual and Group behavior

SYLLABUS	HOURS
Module 1 : Introduction to OB Introduction to OB, definition, key elements of OB, , Importance of organizational behaviour, contributing disciplines to OB, challenges and opportunities for OB. Evolution of Organizational Behaviour- Industrial Revolution, scientific management, Human Relations Movement, Hawthorne studies. Case Study: Interpretation of Human Behaviour at work place	07
Module 2 : Behavioral Aspects in OB	08

Foundations of Individual Behaviour- Personal Factors, Environmental Factors, Organizational Systems and Resources. Factors Influencing Individual Behaviour- Personality, Motivation, Perception, Attitudes and Values (Meaning, Types, Importance and Interconnectedness of all the factors with the Behaviour of Individuals). Factors Influencing Group Behaviour: Size, Group Norms, Cohesiveness, Group Leadership Style, Team Roles, Group Polarity, Social Loafing. Group Types.	
Module3: Micro Perspectives of OB A. Personality Perception and Attitude: Personality structure, Theories and determinants, Personality tests: Myers Briggs Type Indicator, Big five personality Test, Social perception, Perception process, Attitude B. Power and Political Behaviour Power and Politics, Organizational Stress, Conflict Management, Cultural Issues Case Study : The Politics of Backstabbing C. Conflict and Negotiation: Negotiation process, Source of conflict, strategies to resolve conflict, Causes and effects of stress, Coping strategies of stress. Change management	08
Module 4 : Macro Perspectives of OB Organizational Culture- Meaning, Emerging Issues; Organizational Change- Nature and Factors of Organizational Change; Resistance to change, overcoming the resistance to change; Organizational Development- OD Techniques.	07
Text Books: <ol style="list-style-type: none"> 1. Organizational behaviour, Stephen P Robbins, Timothy A. Judge, Neharika Vohra, 14th Edition, Pearson, 2015. 2. Management of Organizational Behavior January 2015 ,by Hersey/ Blanchhard (Author), Pearson Education India; 10th edition 	

24PG-MBA-SEC 107 – Leadership

Teaching Scheme		Evaluation Scheme	
Lecture	: 2 Hr. per week	ISE	: --
Credit	: 2	ESE	: --
Tutorial	: --	ISA	: 50 Marks
Credits	: --	POE	: --
Total Credits	: 2	Total Marks	: 50 Marks
Course Objectives: <ul style="list-style-type: none"> • To develop critical thinking • Explain different approaches to leadership. • Apply leadership theories in real world situation. • Analyze leadership types and decision making 			

SYLLABUS	HOURS
Module 1 Trait Leadership V/s Process leadership, Assigned v/s emergent leadership, leadership and power, leadership and management.	04
Module-2 Approaches to leadership Description and working of trait approach, skill approach, style approach, Situation approach, psychodynamic approach	04
Module 3: Theories in leadership Contingency theory, Path goal theory, Leader member exchange theory, Case studies.	06
Module-4 Types of Leadership Blake Mouton leadership grid, Transformational and Transactional Leadership, Authentic Leadership, Women and Leadership, Level 5 Leadership. Culture, Ethics and Leadership 5 Practices of exemplary Leadership, Culture Definition concept, Culture dimensions, Cluster of world culture, Ethical Leadership	06
Text Books: 1) The Leadership Challenge: How to keep getting Extraordinary things done in organization by James M. Kouzes, Barry Z. Posner. 2) Leadership Theory and Practices- Peter North House, Sage Publication.	

24PG-MBA-VAC 108- INDIAN ETHOS AND BUSINESS ETHICS

Teaching Scheme	Evaluation Scheme
Lecture : 2 Hr. per week	ISE : --
Credit : 2	ESE : --
Tutorial : --	ISA : 50 Marks
Credits : --	POE : --
Total Credits : 2	Total Marks : 50 Marks

Course Objectives:

- To understand sources of organizational ethical culture and different behavior
- To understand the way of righteousness in the Gita
- To Identify the features of Indian ethos

Syllabus	Hours
Module 1: Indian Ethos: Meaning, Features, Need, History, Relevance, Principles Practiced by Indian Companies, Requisites, Elements, Role of Indian Ethos in Managerial Practices. Management Lessons from Religion Scriptures: Management Lessons from Vedas, Management Lessons from Mahabharata. Management Lessons from Bible, Management Lessons from Quran Management. Lessons from Kautilla's Arthashastra, Management Lesson from Vachanas, Management Lessons from Siddhant Shikhamani, Indian Heritage in Business Management, Production and Consumption,	05
Module 2 : Ethics v/s Ethos Business Ethics – Definition and its relevance to Business, Historical Perspective of Ethics, Global perspectives on business ethics. Approaches to managerial ethics. Trusteeship Management-Gandhi and Philosophy of Wealth Management. G.D. Birla and J.R.D Tata policies and practices of business	05
Module-3: Ethics in Business Disciplines Ethics and HRM, Ethics and Marketing, Ethics and Information Technology, Ethics and Finance & Accounting, Ethics and Production	05
Module 4: Ethics Practical <ol style="list-style-type: none"> Study awareness of Indian Ethos in local Industries. Study the success stories of Family business Present seminar on best ethical practices in business. Prepare a report on Infosys Foundation. 	05
Text Books: <ul style="list-style-type: none"> Indian Ethos in Management, Tushar Agrawal and Nidhi Chandorkar, Himalaya Publication Business Ethics- Text and cases, Himalaya publication. 	

24PG-MBA-AEC 109- COMMUNICATION SKILLS

Teaching Scheme	Evaluation Scheme
Lecture : 2 Hr. per week	ISE : --
Credit : 2	ESE : --
Tutorial : --	ISA : 50 Marks
Credits : --	POE : --
Total Credits : 2	Total Marks : 50 Marks

Course Objectives:

- Make students to understand role of speaking in business.
- Make students understand how to build strong resume.

SYLLABUS	HOURS
<p>Module I –</p> <p>Unit 1: Introduction to Communication in Organizations</p> <p>Introduction to Business Environment and Communication, Models of communication, Basics of Communication (types, channels and barriers), 7Cs of communication, Formal and informal communication, Listening Skills, communication on social media platforms</p>	04
<p>Module II- Written Communication. Interpersonal Communication</p> <p>Team communication, managing communication during online meeting, communication with virtual team, communication in gig economy; Presentation skills</p>	04
<p>Module III- Digital Communication</p> <p>Negotiation Skills and Cross-Cultural Communication</p> <p>Negotiation communication with vendors, suppliers, employees and other stakeholders; BATNA & communication during negotiations; Body language and negotiation.</p> <p>Social media and individual, social media & organizations, Media Literacy; Strong Digital communication skills – email, instant messaging, video conferencing, e-meetings, Digital collaboration, digital citizenship –digital etiquettes & responsibilities; introduction to personal and organizational websites.</p>	06
<p>Module-4</p> <p>Job Searching in Digital Age; Creating Resume (CV, cover letter), Creating Customized Cover Messages for Job Applications, Purposes and Types of Employment Interviews, Performing Optimally in a Job Interview- Do's and Don'ts Before, During and After the Interview.</p>	06
<p>Text Books:</p> <ol style="list-style-type: none"> 1. Communicative Spoken English, Rajneesh Nayar, Mark Publishers ,Jaipur 2. Enriching your competence in English, A.R. Thorat ,B.S.Valke ,S.B. Gokhale, Orient Longman 	

24PG-MBA-SEC -110 – INDUSTRY ANALYSIS 1

Teaching Scheme	Evaluation Scheme
Lecture : --	ISE : --
Credit : --	ESE : --
Practicals : 4 Hr. per week	ISA : 50 Marks
Credits : 2	POE : --
Total Credits : 2	Total Marks : 50 Marks

Course Objectives:

- To observe and study management practices.
- To implement the practical application of managerial activities.

The students have to undergo the presentation/ participate in the activities/ prepare mini report/ visit any organization etc. as per the requirement of course and submit the report to the department.

b. M.B.A. Semester-II

24PG-MBA-PCC-201-FINANCIAL MANAGEMENT

Teaching Scheme		Evaluation Scheme	
Lecture	: 2 Hr. per week	ISE	: 40 Marks
Credit	: 2	ESE	: 60 Marks
Tutorial	: 1 Hr. per week	ISA	: --
Credits	: 1	POE	: --
Total Credits	: 3	Total Marks	: 100 Marks

Course Objectives:

- To acquaint students with the knowledge of financial management decisions.
- To make students to understand the changing role of Finance Manager.

SYLLABUS	HOURS
Module 1 Introduction to Financial Management- Introduction, Major Financial Decisions, Sources of Finance, Role of CFO/Finance Manager, Cost of Capital- Introduction, Cost of Debt, Cost of Preference, Cost of Equity, WACC.	07
Module 2 Time Value of Money Meaning of Time value of money –Future value of single cash flow & annuity, present value of single cash flow, annuity & perpetuity. Simple interest & Compound interest, Capital recovery & loan amortization. (Theory & Problem). Case Study on Loan amortization	08
Module 3 Capital Structure and Leverage. Capital structure – Concept; Theories of Capital Structure; NI, NOI, Traditional, Modigliani and Miller Theories. Leverage – Concept, Types – Operating, Financial, Combined, Degrees of leverage, EBIT – EPS analysis, Usage of leverage concept in optimizing firm's revenue.	08
Module 4- Capital Budgeting- Concept, Time value of money, capital budgeting process, kinds of projects, techniques of capital budgeting- NDCF & DCF(NPV, IRR, ARR, PI, PAYBACK PERIOD) Working Capital Management Concept; Determinants, Cash Cycle and Operating Cycle, WC Estimation.	07

TEXT BOOK:

1. Financial Management: Khan and Jain, TMH Publications.
2. Financial Management: G.Sudarsana Reddy, Himalaya Publishing House
3. Financial Management: Prasanna Chandra, TMH Publications

24PG-MBA-PCC-202- Marketing Management

Teaching Scheme		Evaluation Scheme	
Lecture	: 3 Hr. per week	ISE	: 40 Marks
Credit	: 3	ESE	: 60 Marks
Tutorial	: --	ISA	: --
Credits	: --	POE	: --
Total Credits	: 3	Total Marks	: 100 Marks

Course Objectives :

- Understand the concepts and functions of marketing.
- Analyse marketing environment impacting the business.
- Segment the market and understand the consumer behavior
- Describe the 4 P's of marketing and also strategize marketing mix
- Describe 7 P's of service marketing mix.

Syllabus	Hours
Module – 1: INTRODUCTION TO MARKETING Meaning and Definition, Concepts of Marketing, Approaches to Marketing, Functions of Marketing. Recent trends in Marketing -E- business, Tele-marketing, M-Business, GreenMarketing, Relationship Marketing, Concept Marketing, Digital Marketing, social media marketing and E-tailing (Meaning only).	07

Module 2: MARKETING ENVIRONMENT. Micro Environment – The company, suppliers, marketing intermediaries competitors, public and customers; Macro Environment- Demographic, Economic, Natural, Technological, Political, Legal, Socio-Cultural Environment.	07
Module 3: MARKET SEGMENTATION, TARGET AND POSITIONING Meaning and Definition, Bases of Market Segmentation, Requisites of Sound Market Segmentation; Consumer Behavior-Factors influencing Consumer Behavior; Buying Decision Process. SERVICES MARKETING Meaning and definition of services, difference between goods and services, features of services, seven P's of services marketing (concepts only).	08
Module 4: MARKETING MIX Meaning, Elements of Marketing Mix (Four P's) – Product, Price, Place, Promotion. Product-Product Mix, Product Line, Product Lifecycle, New Product Development, Reasons for Failure of New Product, Branding, Packing and Packaging, Labeling, Pricing – Objectives, Factors influencing Pricing Policy, Methods of Pricing; Physical Distribution–Meaning, Factors affecting Channel Selection, Types of Marketing Channels. Promotion – Meaning and Significance of Promotion, Personal Selling and Advertising (Meaning Only)	08
Text Books: <ol style="list-style-type: none"> 1. Marketing Management – A South Asian Perspective – 14e – Pearson, Philip Kotler, Kevin Keller, Abraham Koshy, Mithileshwar Jha 2. Marketing -An Introduction-6a-Pearson-Gary Armstrong, Philip Kotler. 3. Marketing Management- 2e-Excel Publication- Tapan Panda 4. Marketing- 5e- McGraw-Hill -Dhruva Grewal and Michael Levy. 	

24PG-MBA-PCC-203 HUMAN RESOUCE MANAGEMENT

Teaching Scheme		Evaluation Scheme	
Lecture	: 3 Hr. per week	ISE	: 40 Marks
Credit	: 3	ESE	: 60 Marks
Tutorial	: --	ISA	: --
Credits	: --	POE	: --
Total Credits	: 3	Total Marks	: 100 Marks

Course Objectives:

- To introduce the basic concepts, functions and practices of Human Resource Management.
- To create an awareness of the roles, responsibilities and functioning of Human Resource Department
- To understand the challenges faced by HR Managers in the present dynamic business environment.

SYLLABUS	HOURS
Module 1: Introduction to HRM Evolution from Personnel Administration to Strategic HRM to Digital HR. Meaning, Significance and Strategic Value of HRM. Conceptual Clarity – HRM, HRD, Workforce, Intellectual Capital, HRM's contribution to profitability, efficiency, and effectiveness, The HRM Process, Opportunities and Challenges for a HR manager	07
Module 2: HR Functions / Operations HR Planning Process – Job Analysis, Job Specification, and Design. Talent Acquisition / Recruitment and Selection –Meaning, Sources, Methods, Types. Induction, Staffing/ Placement. Training – TNA, Steps Process, Types of Training, Conduct of Training, Compensation and Benefits, Statutory Compliances, Common Performance Appraisal Methods, Performance, Career Planning, Performance Measurement, Exit Interview.	08
Module-3: Maintenance of Manpower Employee Health and Safety- Concept, Occupational Hazards and Accidents- Types and Causes; safety- significance, social security- concept, objective, scope, types, wages and salary administration- objectives, methods of wage payments, factors affecting wages and salary level, Incentives- concept, types; Benefits- concept, types.	07
Module 4: Recent Trends in HRM International Assignments, Expatriation, Repatriation, Leveraging Technology in HRM, Artificial Intelligence and impact on HR, Virtual Organization and Virtual Workforce, Work from Home, Diversity and Generational Differences, The Characteristics and Expectations of the 21st Century, Future Trends in Human Capital and Talent Management , SHRM- meaning, principles, features; Flexi-Work, Flexi-Time, Moonlighting, Employee Engagement, Green HRM, Human Resource Accounting- Meaning, Objectives, Methods, Limitations etc.	08

Text Books:

1. Human Resource Management by Seema Sanghi (Vikas Publications)
2. Human Resource Management – P Subbarao, Latest Addition (Himalaya Publishers)
3. Human Resource Management by Garry Dessler (Vikas Publications)

24PG-MBA-PCC-204- BUSINESS STATISTICS

Teaching Scheme	Evaluation Scheme
Lecture : 2 Hr. per week	ISE : 40 Marks
Credit : 2	ESE : 60 Marks
Tutorial : 1 Hr. per week	ISA : --
Credits : 1	POE : --
Total Credits : 3	Total Marks : 100 Marks

Course Objectives:

- To provide basic ideas on various statistical tools.
- To Apply Techniques to collect, analyze and interpret numerical data

SYLLABUS	HOURS
Module: 1 Introduction to Statistics, Data Collection Methods, Classification, Summarization of data, Tables, Graphs, Frequency Distributions (Discrete & Continuous Variables) Measures of Central Tendency: Arithmetic Mean, Combined Mean, Weighted Mean & Median, Mode (Grouped & ungrouped data)	07
Module: 2 Measures of Dispersion: Range, Interquartile Range, Standard Deviation, Coefficient of Variation (Problems & Cases to be Solved Manually), Only Introduction to Skewness & Kurtosis.	07
Module: 3 Correlation - Types of Correlation, Correlation & Causation, Scatter Diagram, Karl Pearson's Coefficient of Correlation, Rank Correlation (for Ungrouped Data Only) Regression - Linear Regression, Regression Coefficients Time Series and Data Analysis - Fitting a trend line to a time series, Method of least Squares and Method of Moving Averages,	08
Module: 4- Distributions and Data Visualization Basic Concepts of Probability, Basic Rules of Probability (Addition, Multiplication Law) Discrete & Continuous Variables, Binomial, Poisson, Normal Distribution and their Characteristics (Theory) Data Visualization - meaning, importance, industry relevance. Types of data visualization – Charts, Tables, Graphs, Maps, Info graphics, Dashboards, Heat Maps, etc. Tableau data visualization tools. Introduction to Marketing Analytics, Financial Analytics, HR Analytics.	08

Reference Books:

1. Fundamentals of Statistics, 6th Edition, S.C. Gupta, Himalaya Publishing House
2. Business Statistics- 3rd edition, G. C. Beri, Tata McGraw Hill
3. Statistics for Management, Reprint 2010, Anand Sharma, Himalaya Publishing House

24PG-MBA-PCC-205-RESEARCH METHODOLOGY

Teaching Scheme		Evaluation Scheme	
Lecture	: 3 Hr. per week	ISE	: 40 Marks
Credit	: 3	ESE	: 60 Marks
Tutorial	: --	ISA	: --
Credits	: --	POE	: --
Total Credits	: 3	Total Marks	: 100 Marks
Course Objectives: <ul style="list-style-type: none">• To understand the importance of business research as management decision tool.• To equip the students with the concept and methods of Business Research.			

SYLLABUS	HOURS
Module: 1 Meaning of Research, Objectives of Research. Characteristics of Good Research. Meaning of Business Research, Research Process. Types of Research- Quantitative v/s. Qualitative, Basic v/s. Applied, Descriptive v/s. Analytical, Conceptual v/s. Empirical). Ethical issues in Business Research. Research Design- Exploratory, Descriptive, & Causal research	07
Module: 2 Sampling- Meaning, Stages in selection of a sample, Types of Sampling - Probability and non- probability Sampling Techniques, Standard Error, sample size calculation, factors influencing sample size, Errors in sampling Measurement and Scaling- Types of Scales – Nominal, Ordinal, Interval, and Ratio. Criteria for good measurement, Attitude Measurement – Simple Attitude Scales, Category Scales, Likert scale, semantic differential scale, numerical scales, staple scale, graphical rating scales, scales measuring behavioral intentions and expectation	08
Module: 3 Data Collection Primary data – meaning, methods of primary data collection (observation method, interview methods, questionnaire method, Schedules, difference between questionnaire and Schedules, consumer panels, use of electronic and mechanical devices.) Construction of Questionnaire/schedule Secondary Data – meaning, advantages & disadvantages of secondary data, characteristics of secondary data, sources of secondary data (Internal & External)	07

Module: 4 Data Analysis and Reporting Stages of data analysis – Processing, analysing and interpretation Processing of data - editing, coding, tabulation, cross tabulation Testing of Hypothesis- Introduction to Inferential Statistics, Basic Concepts of Hypothesis Testing, Type I & Type II error, Hypothesis Testing for Means & Proportions for Large and Small Samples, Hypothesis Testing for Difference Between Means (Small and Large Samples) and Difference Between Proportions (Large Sample), Chi- Square Testing of Independence of Attributes, Introduction to ANOVA (One Way Classification) Interpretation of data analysis – meaning, techniques and precautions in interpretations Reporting - Oral, and Written Reports, Components of Research Report. Steps involved in preparing business research plan/proposal	08
Text Books <ol style="list-style-type: none"> 1. William G. Zikmund, Business Research Methods, Cengage Learning, India 7E 2. Donald Cooper, Pamela Schindler & J.K. Sharma, Business Research Methods, McGraw Hill, 11E 3. C. R. Kothari, Research Methodology Methods & Techniques, New Age 	

24PG-MBA-PCC- 206 - LEGAL ASPECTS OF BUSINESS

Teaching Scheme	Evaluation Scheme
Lecture : 3 Hr. per week	ISE : 40 Marks
Credit : 3	ESE : 60 Marks
Tutorial : --	ISA : --
Credits : --	POE : --
Total Credits : 3	Total Marks : 100 Marks

Course OBJECTIVE:

- It helps the students to understand importance of contracts, companies act & ethics.
- It focuses on legal aspects of contracts.

Syllabus	Hours
Module-1: Law of Contracts. Definition of Contract and Agreement – Classification of Contracts, Essential elements of a valid contract–Offer-Acceptance-Consideration-Capacity to Contract - Free consent, void Contracts –Legality of Object - Performance of Contract – Remedies for breach of Contract – Quasi Contracts.	07
Module–2: Law Relating to Special Contracts. Salient features of Contract of Agency, Bailment and Pledge, Indemnity and Guarantee. Sale of Goods Act–Distinction between Sale and agreement to sell - Conditions and Warranties.	07

Module-3: Companies Act. Definition of company – Characteristics - Classification of Companies- Formation of Company -Memorandum and Articles of Association – Prospectus - Share holders’ meetings - Board meetings -Law relating to meetings and proceedings- Company - Management - Qualifications, Appointment,Powers and legal position of Directors-Board-M D and Chairman-Their powers.	08
Module-4: Consumer Protection Law. Introduction to consumer protection law in India - Consumer councils - Redressal machinery -Rights of consumers - Consumer awareness. Pollution Control Law - Air, water, and environment pollution control.	08
Module -5: Right to Information act 2005 & Information Technology act 2000- Objectives, general features, powers & functions of both Acts	
Text BOOKS: 1. N.D. Kapoor, “Elements of Mercantile Law”, 2015 Sultan Chand & Co. 2. K. R. Bulchandani, “Business Law for Management”, 2018, HPH. 3. P P S Gogna, “A Text Book of Company Law”, 2006, S. Chand 4. Mariannemoody Jennings, “The Legal, Ethical and Global Environment of Business”,2009,South western Cengage learning, New Delhi. 5. Richard Schaffer, Agustí & Earle. 6. V. Ramakrishna Raju, “Business Laws and Economic Legislations”, 2005, HPH.	

24PG-MBA-PCC-207-OPERATIONS MANAGEMENT

Teaching Scheme	Evaluation Scheme
Lecture : 2 Hr. per week	ISE : --
Credit : 2	ESE : --
Tutorial : --	ISA : 50 Marks
Credits : --	POE : --
Total Credits : 2	Total Marks : 50 Marks

Course Objectives:

- To help student learn operations management system and issues pertaining to management of productivity, manufacturing technology and facilities.
- To provide students with various elements underline the basic functions of operations management.
- To familiarize the students with various techniques of inventory control.
- To familiarize the students with various aspects of quality management.

SYLLABUS	HOURS
Module:1 Theory Introduction to Operations Management:- Introduction to the Operations management, operations functions, operations objectives – operations management decisions, significance of operations management in manufacturing & service environment, Interface of operations function with other functional areas- Productivity, factors affecting productivity, types of 46 productivity. Future challenges in operations management	07
Module 2: Facilities & Technology Management:- Facilities management (location of facilities, layout of facilities, maintenance of facilities) plant layout & materials handling - Manufacturing technology management emerging technology options- automation & flexible automation, CAD/CAM, Group Technology, Just-in-time, flexible Manufacturing system, lean manufacturing system.	08
Module: 3 Production Planning and Materials Management:-Objectives of PPC, functions of PPC, aggregate planning, planning for batch production, job production, continuous production – project scheduling- introduction to PERT/CPM -Introduction to materials management, objectives, scope and activities of materials management, procedures for inventory management, Selective Inventory Controlling techniques and Problems on basic model of EOQ and ABC Analysis. Supply chain management	08
Module: 4 Quality Management System: Quality concept, Introduction to Quality dimensions, Quality philosophies, Quality Assurance, Quality Control, Inspection, Cost of Quality, Quality Circle, TQM, ISO Certifications	07
Text Books:	

1. Chunawala, S. A., Patel, D. R. "Production & Operations Management", Himalaya Publishing House, Mumbai. R. Pannervselvam.
2. "Production & Operations management", Eastern Economy Edition, New Delhi. Buffa, E.S.
3. "Operations management", Wiley India Private Limited, New Delhi. Aswathappa K. Bhat, K. Sridhara.
4. "Production & Operations Management", Himalaya Publishing House, Mumbai, Cherry, S. M., Production and Operations Management, Tata McGraw Hill Education Pvt. Ltd. New Delhi.

24PG-MBA-AEC- 208 ONLINE COURSE

Teaching Scheme	Evaluation Scheme
Lecture : --	ISE : --
Credit : --	ESE : --
Practicals : 4 Hr. per week	ISA : 50 Marks
Credits : 2	POE : --
Total Credits : 2	Total Marks : 50 Marks

Course Objectives:

- To understand recent trends in management discipline.
- To acquire real time application skills of recent trends.

To cope up with recent trends and allied changes occurring in management discipline, student has to appear for such online course which will fulfil the desired insights. The details are as follows:

- 1) The course should not be less than 20 Hours.
- 2) After successfully completing the course student has to submit certificate to the department.

*The appropriate platform for online course will be suggested in discretion of competent authority from time to time. e.g SWAYAM, NPTEL, Common Wealth of Learning etc.

24PG-MBA-VAC- 209 ADVANCE COMPUTING SKILLS

Teaching Scheme	Evaluation Scheme
Lecture : --	ISE : --
Credit : --	ESE : --
Practicals : 4 Hr. per week	ISA : 50 Marks
Credits : 2	POE : --
Total Credits : 2	Total Marks : 50 Marks

Course Objectives:

- To introduce the basic technical skills required for students
- To enable students gain knowledge of latest developments in IT

SYLLABUS	HOURS
Module1 : Microsoft Word <ul style="list-style-type: none">• Opening a New Document, Saving a Document• Editing the document : inserting, deleting, moving text• Formatting the document: Applying a Font, Changing Font Size, Font Attributes, Font Colour, Clear Formatting, Text Alignment• Editing Features of Word : Spell Check, Thesaurus, Auto Correct, Check Word Count• Track Changes: Page View, Zoom,• Paragraph formatting: Changing Paragraph Alignment, Indenting Paragraphs, Add Borders or Shading to a Paragraph, Apply Paragraph Styles, Creating Links within a Document, Change Spacing Between Paragraphs and Lines.	05
Module 2: Microsoft Word <ul style="list-style-type: none">• Working with Tables: Creating Tables, Converting text into a table, Quick Tables, Entering Text, Table Tools, Inserting rows and columns, Deleting Cells, Rows or Columns, Merging Cells and Splitting Cells, Adjusting Column Width, Borders and Shading,• Bulleted and Numbered Lists, Creating a Nested List, Format Your List• Page formatting: Page Margins, how to Change the Orientation, Size of the Page, or Size of the Columns, Apply a Page Border and Colour, Insert Headers and Footers (Including Page Numbers),• Inserting Graphics, Pictures, and Table of Contents• Advanced Tools : Compare and Merge Documents, Protect Document , Mailing Lists,• Creating a List for Mail Merge Creating Macros	05
Module 3: Microsoft Excel <ul style="list-style-type: none">• Introduction: Uses of Excel, New Functions and Features in Excel• Getting Started with Excel: Opening a Blank or New Workbook, General Organization• Highlights and Main Functions: Home, Insert, Page Layout, Formulas, Data, Review,• View, Add-Ins• Using the Excel Help Function• Creating Links within a File<ul style="list-style-type: none">• Creating and Using Templates, Working with Data: Entering, Editing, Copy, Cut, Paste, Paste Special• Arranging data using Sort• Displaying records with certain criteria using Filter & Advanced filter	05

Module 4: Microsoft Excel	05
<ul style="list-style-type: none"> • Data from External Sources, Using and Formatting Tables • Basic Formulae and Use of Functions • Data Analysis Using Charts and Graphs • Managing, Inserting, and Copying Worksheets • Securing the Excel Document (Protect Cells and Workbook) • Advanced Formulae and Functions • Advanced Worksheet Features • Advanced Data Analysis using PivotTables and Pivot Charts • Tableau for data visualisation 	

24PG-MBA-SEC -210 – INDUSTRY ANALYSIS 2

Teaching Scheme	Evaluation Scheme
Lecture : --	ISE : --
Credit : --	ESE : --
Practicals : 4 Hr. per week	ISA : 50 Marks
Credits : 2	POE : --
Total Credits : 2	Total Marks : 50 Marks

Course Objectives:

- To observe and study management practices.
- To implement the practical application of managerial activities.

The students have to undergo the presentation/ participate in the activities/ prepare mini report/ visit any organization etc. as per the requirement of course and submit the report to the department.
