

DKTE Society's
TEXTILE & ENGINEERING INSTITUTE
(An Autonomous Institute)
Rajwada, Ichalkaranji 416115

DEPARTMENT: MASTER OF BUSINESS ADMINISTRATION

CURRICULUM
Master of Business Administration Program

First Year

With Effect From

2017-18



**First Year PG Program in MBA
Semester-I**

Sr. No.	Course Code	Name of the Course	Teaching Scheme				Credits
			Theory Hrs/ Week	Tutorial Hrs/ Week	Practical Hrs/ Week	Total	
1	MBL117	Basics of Management & Organizational Behaviour	3	1	-	4	4
2	MBL118	Management Accounting	3	1	-	4	4
3	MBL119	Business Statistics for Managers	3	1	-	4	4
4	MBL120	Managerial Economics	3	1	-	4	4
5	MBL121	Information Technology for Managers	3	1	-	4	4
6	MBL122	Managerial Communication and Soft Skills	3	1	-	4	4
7	MBL123	Business Law	3	1	-	4	4
8	MBL124	Business Etiquettes & Computer Skills	3	1	-	4	4
Total			24	8	0	32	32

MBA First Yr. SEM-I
MBL117: Basics of Management & Organizational Behaviour

Teaching Scheme	
Lectures	3 Hrs. /Week
Tutorial	1 Hr. /Week
Total Credits	4

Evaluation Scheme	
ISE	20
SE-I	15
SE-II	15
SEE	50
Total	100

Course Objectives	
1.	To understand the basics of management and contribution of different scientists in the field of management.
2.	To describe the planning, organizing, staffing and controlling along with different aspects respectively.
3.	To Study and understand basics of OB like discipline, foundation and concept of personality.
4.	To Study and understand the perception, attitude, values, motivation, stress and leadership.

Course Outcomes	
At the end of the course students will be able to	
1.	Understand the basics of management and contribution of different scientists in the field of management
2.	Understand the planning, organizing, staffing and controlling along with different aspects respectively.
3.	Understand the basics of OB like discipline, foundation and concept of personality.
4.	Learn the perception, attitude, values, motivation, stress and leadership.

Course Contents		
Unit No.	Topics	Hrs
Unit 1.	Management Basics: Definition and Scope of management, Importance of Management, Functions of management, Administration and management, Managerial skills, Levels of management, Functions of Manager, Contribution of F .W.Taylor, Henry Fayol, Peter Drucker, Max weber, Management by objectives(MBO), Management in 21st Century-Challenges and Opportunities	13

Unit 2.	Functions of Management: Planning-nature, types, process and limitation of planning. Organizing-meaning, process, organization structure, principles of organizing. Staffing- concept, need. Directing- concept, need and principles of directing. Controlling- Steps in controlling process. Profession-Characteristics, Professional Management	13
Unit 3.	Organisational Behaviour Basics: Organization– Reason of existence, OB-Definition, Nature, Foundations of OB, Disciplines contributing to OB – Psychology, Sociology, Anthropology, Social Psychology, Economics & Political Science Personality- concept, determinants of personality, development of personality- Freudian and Erikson's stages.	13
Unit 4.	Dynamics of OB: Perception- Meaning & process. Attitude - concept, components of attitude. Values- concept, types of values, sources of values, Individual behaviour, Motivation- concept, theories of motivation - Maslow's, Herzberg, ERG , Conflict – Individual conflict & group interpersonal conflict, conflict resolution. Stress–Causes effect & coping strategy, Leadership- Meaning and styles, theories of leadership-Managerial grid, Role of leader.	13

Reference Books:	
1	Koontz and Weirich (2009), 'Essentials of Management', 5 th Ed, TATA McGraw hill publishing.
2	L.M. Prasad (2011), 'Principles of Management', Sultan Chand & Sons.
3	T. Ramasamy (2010), 'Principles of Management', 1 st Ed-Himalaya Publishing House.
4	Robbins Stephen P. and Decenzo David (2002), 'Fundamentals of Management', 3 rd Ed Pearson Education.
5	P.C. Tripathi, P N Reddy (2012), 'Principles of Management', 5th Ed, McGraw hill publishing.
6	Sherlekar S.A (2016), 'Modern Business Administration and Management', 4th Ed, Himalaya Publishing.
7	K . Ashwathppa (2016), 'Organizational Behaviour, Text-Cases-Games', 12th Ed, Himalaya Publishing House.
8	Stefen Robins (2013), 'Organizational Behaviour; Concept and controversies'.
9	Fred luthans (2010), 'Organizational Behavior', 12 th Ed, TATA McGraw hill publishing.
10	McShane (2003), 'Organizational Behaviour', 2 nd Ed – TATA McGraw hill publishing.

MBA First Yr. SEM-I
MBL118: Management Accounting

Teaching Scheme	
Lectures	3 Hrs. /Week
Tutorial	1 Hr. /Week
Total Credits	4

Evaluation Scheme	
ISE	20
SE-I	15
SE-II	15
SEE	50
Total	100

Course Objectives -	
1.	To understand the conceptual basis for accounts.
2.	To understand the orientation to financial statements.
3.	To Study and understand the Cost Accounting.
4.	To Study and understand the Management Accounting.

Course Outcomes -	
At the end of the course students will be able to-	
1.	Understand the forms of Business Organizations, Basic framework of Accounting, Branches of Accounting, Fraud and Ethical Issues in accounting.
2.	Understand and will be able to prepare financial statements.
3.	Understand and will be able to prepare cost sheets and will be able to manage inventory by different inventory valuation methods.
4.	Understand and will be able to prepare marginal costing statements and make decisions based on CVP analysis.

Course Contents		
Unit No.	Topics	Hrs
Unit 1.	Conceptual Basis For Accounts Introduction, Meaning and definition, understanding forms of Business Organizations, Basic framework of Accounting, objectives and purpose of Accounting information, users of Accounting information, Branches of Accounting, Fraud and Ethical Issues in accounting.	13

Unit 2.	Module Two: Orientation To Financial Statements Income statement, Balance sheet and notes to accounts – Terms and Jargons in financial statements, Accounting concepts and conventions.	13
Unit 3.	Cost Accounting:- Meaning, objectives, scope, importance and advantages, Elements of cost: - Material, Labour and overheads; preparation of Cost sheet. Inventory valuation methods, Depreciation Methods - Straight Line Method and written Down value method.	13
Unit 4.	Management Accounting Management Accounting - Concept, meaning, Definition, Features, Functions. CVP Analysis - Contribution, PV Ratio, BEP, Margin of Safety, Angle of incidence. Difference between financial and cost accounting and Management Account	13

Note: - Theory all units, Problems on- 2nd, 3rd, 4th Chapter.

Reference Books-	
1	L.S.Porwal , “Accounting Theory – An Introduction”, Tata McGraw Hill, New Delhi, 1994
2	B.I. Benerjee, “Financial Policy and Management Accounting”, World Press, Calcutta, 1993. Hingarani,
3	N.L and Ramanathan, “Management Accounting”, 5th edition, New Delhi, Sultan Chand, 1992. Horngreen Charles etc.
4	R.Narayanaswamy, “Financial Accounting – A Managerial Perspective”, PHI, New Delhi 2000 1st Edition.
5	M N Arora, “Cost Accounting – Principles and Practices”, Vikas Publishing House.
6	Khan and Jain, “ Management Accounting”, Tata McGraw Hill Publishing , New Delhi 1993- 3rd Edition
7	S.N. Maheshwari, “ Corporate Accounting for Managers”, Vikas Publishers

MBA First Yr. SEM-I
MBL119: Business Statistics for Managers

Teaching Scheme	
Lectures	3 Hrs. /Week
Tutorial	1 Hr. /Week
Total Credits	4

Evaluation Scheme	
ISE	20
SE-I	15
SE-II	15
SEE	50
Total	100

Course Objectives	
1	To acquaint students with the basic ideas underlying statistical methods at an introductory level.
2	To make students understand certain mathematical and statistical tools of business decision making.
3	To help students to solve real life business problems by formulating mathematical models.
4	To inculcate in students the belief that Statistics is important for scientific research.

Course Outcomes	
At the end of the course students will be able to	
1	Understand the basic things underlying statistical methods at an introductory level.
2	Gain an insight into framework of different mathematical and statistical tools.
3	Apply statistical and mathematical tools to diverse business problems.
4	Understand the significance of the subject in scientific research.

Course Contents		
Unit No.	Topics	Hrs
Unit 1.	Application of quantitative methods in managerial decision making. Data Processing and Analysis: Classification, Summarization of Data, Frequency Distribution., Types of central tendency (Examples only on Mean and Median). Measures of Dispersion- Absolute and Relative measures	13

	(Examples). Correlation: Definition of correlation, Types of correlation, Karl Pearson's correlation coefficient & its interpretation (continuous data be omitted), Spearman's Rank correlation. Regression- Meaning of regression, Simple and multiple regression (problems on simple regression only)	
Unit 2.	Mathematical Tools for Managers. Functions and Derivatives: Linear, Quadratic and Exponential functions. Increasing and decreasing functions, Newton's divided difference formula to find form of a function. Meaning of derivatives, Examples of first order derivatives (Trigonometric functions be avoided), Managerial applications of functions. Derivative as a measure of rate of change, applications in economics, Elasticity, Total, Marginal and Average Curves, Maximum and Minimum of functions. Mathematics of finance: Interest calculation, annuity, present value annuity, present value concept in investment.	13
Unit 3.	Time series and index numbers. Time series: Basic concept, meaning, components of time series, three years and five years moving averages. Index numbers: Concept, methods of measuring index, base year formulas for predicting index number. Concept of Statistical Quality Control (SQC), X- bar chart, R-Chart.	13
Unit 4.	Probability Distribution. Concept and definition of probability. Rules of probability. Revision of Probabilities using Baye's formula. Theoretical probability distributions: Binomial, Poisson, Normal and Exponential. Sampling methods, random, stratified, cluster and probability proportional to size, Sampling distributions, Sampling Design- various probability and non-probability methods.	13

Reference Books:	
1.	Dinesh Khatter and S.R.Arora (2001), "Business Mathematics With Applications", S.Chand Publications.
2.	S.C. Gupta and V.K.Kapoor (2000), "Fundamentals of Mathematical Statistics", 10 th Revised Ed, S.Chand Publications.
3.	S.C. Gupta (2014), "Fundamentals of Statistics", 7 th Revised and Enlarged Ed, Himalaya Publishing House.
4.	Richard I. Levin & David S. Rubin (1997), "Statistics for Management", 7 th Ed, Published by Prentice Hall.
5.	V.K. Khanna, Q. Zamiruddin & S. K. Bhambri, (2009) "Business Mathematics", 2 nd Ed, Vikas Publishing House Pvt Limited.

MBA First Yr. SEM-I
MBL120: Managerial Economics

Teaching Scheme	
Lectures	3 Hrs. /Week
Tutorial	1 Hr. /Week
Total Credits	4

Evaluation Scheme	
ISE	20
SE-I	15
SE-II	15
SEE	50
Total	100

Course Objectives	
1	To explain Meaning, Features and Scope, Managerial Economics and Decision Making.
2	To teach Meaning, Types, Law of Demand, Exceptions to Law of Demand, Determinants of Demand, consumer's surplus, Indifference Curve: Meaning, Properties and Consumers Equilibrium.
3	To explain concept of production function.
4	To explain revenue concepts.
5	To teach market structure types and its price output determination.

Course Outcomes	
At the end of the course students will be able to	
1	Understand Meaning, Features and Scope, Managerial Economics and Decision Making..
2	Understand Meaning, Types, Law of Demand, Exceptions to Law of Demand, Determinants of Demand, consumer's surplus, Indifference Curve: Meaning, Properties and Consumers Equilibrium.
3	Understand concept of production function.
4	Understand revenue concepts.
5	Understand and Identify market structure types and its price output determination.

Course Contents		
Unit No.	Topics	Hrs
Unit 1.	Unit-1 Managerial Economics- Meaning, Features and Scope, Managerial Economics and Decision Making. Demand Analysis- Meaning, Types, Law of Demand, Exceptions to Law	13

	<p>of Demand, Determinants of Demand, consumer's surplus, Indifference Curve: Meaning, Properties and Consumers Equilibrium. Elasticity of Demand- Price Elasticity of Demand: Meaning, types and Measurement. Income Elasticity of Demand and Cross Elasticity of Demand. Demand Fore casting -Survey Method and Statistical Method.</p>	
Unit 2.	<p>Production Function- Law of Variable Proportion Returns to Scale, Economies and Diseconomies of Scale, Law of Supply. Cost Concepts- Money, Real and opportunity Cost. Short-run and long-run Cost Curves, Law of Supply. Revenues Concepts: Total Revenue, Average Revenue and Marginal Revenue. Revenue Curves under Perfect Competition and monopoly. Market Structure: Perfect Competition: Features, price determination Firms, Equilibrium in short- run and Long-run Monopoly: Features, Price output determination, price Discrimination. Monopolistic Competition; features, price- output determination. Oligopoly: Features, Independent Pricing, Price Leadership, Price: Price Controls. Support Price. Preventions and control of Monopolies. System of Dual Price, Rigidity.</p>	13
Unit 3.	<p>Pricing Practices: Cost- Plus Pricing, Incremental Pricing, Multiple Product Pricing and Product line Pricing Profit Management: Gross profit and Net Profit Theories of Profit: Schumpeter, Hawley, knight Break-Even Analysis, Profit Policy: Break Even analysis. Profit Forecasting</p>	13
Unit 4.	<p>Business Cycles: meaning, Phases, Theories of Business Cycles: Hawtrey, Hicks and Samuelson. Control of Business Cycles: Monetary and Non-Monetary Measures. Indian Economy: Gross domestic product, relationship between stock market and GDP, Make in India and its importance, Need for Government Intervention in Markets.</p>	13

Reference Books-	
1.	P.I.Mehta (2014) - Managerial Economics- Analysis Problems & Cases- 20 th Revised & Enlarged Edn - Sultan Chand & Sons.
2.	G.S.Gupta (1990) Managerial Economics Tata McGraw-Hill Education.
3.	G.S. Gupta, Samuel Paul, V.L. Mote (2004) - Managerial Economics: Concepts and Cases - McGraw Hill Education.
4.	Jeffrey M. Pearlloff (2006) - Micro Economics 5 th , 6 th and 7 th Edition.
5.	D.N. Dwivedi (2010) Managerial Economics 7 th Ed. S.Chand (G/L) & Company.

6.	D.M.Mithani and S.K.Dastane (2009) – 1 st Ed. Managerial Economics-Text and cases Himalaya Pub. House.
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MBA First Yr. SEM-I
MBL121: Information Technology for Managers

Teaching Scheme	
Lectures	3 Hrs. /Week
Tutorial	1 Hr. /Week
Total Credits	4

Evaluation Scheme	
ISE	20
SE-I	15
SE-II	15
SEE	50
Total	100

Course Objectives	
1	To understand basic concepts of IT and components of IT.
2	To understand E-commerce and E-business activities.
3	To understand advantages of DBMS and types and application of DBMS.
4	To understand basic concepts of e-Securities and types of e-Securities.
5	To understand basic concepts of Web page designing.

Course Outcomes	
At the end of the course students will be able to	
1	Understand basic concepts of IT and components of IT.
2	Understand E-commerce and E-business activities.
3	Understand advantages of DBMS and types and application of DBMS.
4	Understand basic concepts of e-Securities and types of e-Securities.
5	Understand basic concepts of Web page designing.

Course Contents		
Unit No.	Topics	Hrs
Unit 1.	Introduction to Computers: Hardware - Software – System Software, Application Software and Packages. Fundamentals of operating system- Windows, Unix/Linux. Computer Network- Types of Network, TCP/IP, FTP, Internet, Intranet, and Extranet. Types of search Engines. IT Applications in management	13
Unit 2.	E- Business Concept, Definition, Architecture of E-Business, E-Commerce:-	13

	<p>Definition, concept, types and Applications of E- Commerce. E-Business Models and Applications E- Banking: - Definition, Need and Significance of E-Banking, Security Threats and control measures in e-payment systems. E-Governance- need, scope and importance, applications of E-Governance.</p>	
Unit 3.	<p>Introduction to Database Management System Concept, Definition, Advantages, Limitations of DBMS Database Scheme, Database Models – Hierarchical Network and relational, Role of DBA, Normalization (upto 3NF), Applications of DBMS in Business Organization, Database Architecture. Introduction to Data warehousing and Data Mining with architecture and process</p>	13
Unit 4.	<p>Emerging trends in IT E-Security - Firewall, Introduction to security, types of security, security tools. Introduction to ERP, SAP. HTML – Home page designing, HTML tags, Elements of html. Website development</p>	13

Reference Books:	
1.	Rajaraman, V. (2004). Introduction to Information Technology. PHI
2.	Turban, Rainer and Potter (2003). Introduction to information technology. John Wiley and sons
3.	Sinha, P.K., Priti Sinha (2002). Foundation of computing. BPB Publications
4.	Ram, B. (2003). Computer Fundamentals. New Age Publications
5.	Database Management Systems, by Raghu Ramakrishnan, Johannes Gehrke
6.	E-Business & E-Commerce Paperback by Dr. P. Rizwan Ahmed

MBA First Yr. SEM-I
MBL122: Managerial Communication and Soft Skills

Teaching Scheme	
Lectures	3 Hrs. /Week
Tutorial	1 Hr. /Week
Total Credits	4

Evaluation Scheme	
ISE	20
SE-I	15
SE-II	15
SEE	50
Total	100

Course Objectives	
1	To understand importance, process, barriers and techniques of effective communication.
2	To learn to write all types of business letters and reports effectively.
3	To understand the importance of oral and non verbal communication in business
4	To understand the importance of presentation skills and digital communication.

Course Outcomes	
At the end of the course students will be able to	
1	Make effective communication by following the proper process, by overcoming the barriers and by using techniques of effective communication.
2	Write different types of business letters and reports.
3	Participate in group discussions effectively and also prepare to face the interviews by practicing sound oral communication and proper non verbal communication.
4	Give presentations and seminars and also use digital communication properly.

Course Contents		
Unit No.	Topics	Hrs
Unit 1.	Introduction of Communication Meaning-Objectives of communication - Importance of communication in management- Principles of communication- Forms of communication- Process of communication- Barriers of effective communication- Techniques of effective communication- Communication in conflict resolution.	13
Unit 2.	Written Communication A) Types of Business Letters - Inquiries, Quotations, Orders, Complaints,	13

	<p>Circulars, Application Letter, Bio-data, Interview Letters, Letter of Reference, Letter of Appointments, Letter of Confirmation, Letter of Promotion, Letter of Retrenchment, Letter of Resignations, Writing memos.</p> <p>B) Report writing – Objectives of reports -Types of reports- Components of formal reports-Business Reports.</p> <p>C) Meetings – Notice – Agenda, Resolution & minutes.</p>	
Unit 3.	<p>Oral Communication and Non Verbal Communication</p> <p>A) Oral Communication-Effective Listening-types of listening - Dos and Don'ts of listening. Speaking as communication skills- Dos and Don'ts of Speaking – Principles of speaking - Group discussions & Interviews as tools of oral communication.</p> <p>B) Non Verbal Communication - Body Languages, Gestures, Postures, Facial Expressions, Dress Codes.</p>	13
Unit 4.	<p>Unit 4. Presentation skills and Digital communication</p> <p>A) Ethics in managerial communication</p> <p>B) Presentation skills - What is a presentation – Elements of presentation – Designing & Delivering Business Presentations – Advanced Visual Support for Managers</p> <p>C) Digital communication – Application of Electronics media & communications, Telecommunication, Teleconferencing, video conferencing, SMS, Social Media, FAX, E-mail.</p>	13

Reference Books :	
1	Meenakshi Raman and Prakash(2012), <i>Business Communication, 2nd Ed</i> , Oxford Publication.
2	Krizan, Merrier, Jones, (2012), <i>Business Communication, 8th Ed</i> -Cengage Learning.
3	Mary Ellen Guffey, (2002), <i>Business Communication: Process and Product, 3rd Ed</i> -Cengage Learning.
4	Ashraf Rizvi M (2005), <i>Effective Technical Communication</i> , TMH.
5	Raj Kumar (2010), <i>Basic Business Communication, 3rd Ed</i> , Exel Books.
6	Asha Kaul, (2009), <i>Business Communication, 2nd Ed</i> - PHI Learning.
7	Satya Swroop Debashish and Bhagaban Das, <i>Business Communication, 1st Ed</i> - PHI Learning.
8	Pradhan & Thakur, <i>Business Communication</i> .

**MBA First Yr. SEM-I
MBL123: Business Law**

Teaching Scheme	
Lectures	3 Hrs. /Week
Tutorial	1 Hr. /Week
Total Credits	4

Evaluation Scheme	
ISE	20
SE-I	15
SE-II	15
SEE	50
Total	100

Course Objectives	
1.	To understand the contract in business and contract of Sale of Goods act
2.	To understand the Law relating to Negotiable Instruments Act and Consumer Protection Act
3.	To understand the Law relating Companies, Trademarks and Patents Act
4.	To understand Law relating to Information Technology Act
5.	To understand Law relating to Right to Information Act

Course Outcomes	
At the end of the course students will be able to	
1.	Understand different types of contract in business and contract of sale of goods act.
2.	Understand Negotiable Instruments and Consumer Protection Act
3.	Understand the Law relating to Indian Companies Act, Trademarks and Patents Act
4.	Know the Law relating to Information Technology Act
5	Know the Law relating to Right to Information Act.

Course Contents		
Unit No.	Topics	Hrs
Unit 1.	Business Contract (A) Law relating to Indian Contract Act, 1872: Formation of Contract-Essentials of a Valid Contract- Performance of Contract-Discharge of Contract and Remedies for Breach of Contract (B) Law relating to Sale of Goods Act, 1930 Essentials of contract of Sale of Goods- Conditions and Warranties-Performance of Contract of Sale-Unpaid Seller and his rights	13
Unit 2.	Negotiable Instruments and Consumerism (A) Law relating to Negotiable Instruments Act, 1881 Negotiable Instruments: Meaning and Characteristics-Kinds of Negotiable	13

	Instruments-Holder and Holder in due course-Transferability and Assignment of Negotiable Instruments-Crossing of cheques and Bouncing of cheques (B) Law relating to Consumer Protection Act, 1986: Definition of consumer-Who can file a complaint?- Grounds on which a complaint can be filed?- Unfair Trade Practices-Consumer Disputes and Redressal Agencies, Drafting of consumer complaint.	
Unit 3.	Law relating to Indian Companies and Trademarks and Patents Act (A) Indian Company Act,: Salient features of a company-Types of companies-Memorandum and Articles of Association- Corporate Veil-Doctrine of Ultra-Virus-Doctrine of Indoor Management-Merger, Acquisition and Winding up of companies, (B) Trademarks and Patents Act: Importance of protection of intellectual property, Copy rights and related rights, trademarks and rights arising from trademarks registration , Conceptual understanding of patents, copyrights, trademarks and designs.	13
Unit 4.	Information Technology and Right to Information (A) Law relating to Information Technology Act, 2000: Introduction and objectives of Information Technology Act, 2000- Authentication, attribution and legal status of electronic record- Digital Signature-Cyber crimes and penalties (B) Law relating to Right to Information Act, 2005: Nature and scope of Right to Information Act, 2005- Legal provisions relating to right to information.	13

Reference Books:	
1.	M.C. Kuchhal (2013) 'Business Law' ,6 th Edition, Vikas Publishing House Pvt. Ltd.
2.	B. S. Moshal (2008) 'Business and Industrial Law', Latest Edition, Ane Books India.
3.	S.N. Kulkarni (2008), 'Laws Regulating Business', Diamond Publications
4.	Dr. Farroq Ahmed (2011), 'Cyber Laws in India', 4th edition, Pioneer Books
5.	S.S. Gulshan (2010), 'Mercantile Law', 3 rd Edition, Paperback.
6.	Dr. S. C. Tripathi (2015), 'The Consumer Protection Act', 5 th Edition, Paperback
7.	R.P. Maheshwari and S.N. Maheshwari (1983), 'Principles of Mercantile Law', 6 th Edition, National Pub. House
8.	N.D. Kapoor (2016), 'Elements of Mercantile Law', Latest Edition, Paperback
9.	S.K. Dasgupta (1984) 'Commercial and Industrial Law', Sterling Publishers Private Limited.
10.	A.K. Sen and J.K. Mitra (2006) 'Commercial and Industrial Law', 7 th Edition, World Press.
11.	S.N. Pathar, (2015) 'Right to Information Act', 2015 Edition, Hardback.

MBA First Yr. SEM-I
MBL124: Business Etiquettes and Computer Skills

Teaching Scheme	
Lectures	3 Hrs. /Week
Tutorial	1 Hr. /Week
Total Credits	4

Evaluation Scheme	
ISE	20
SE-I	15
SE-II	15
SEE	50
Total	100

Course Objectives	
1	To understand the basic business etiquette and Meeting and Board room Protocols.
2	To understand how to speak and dress professionally, to write corporate Email, corporate telephonic etiquette and interview etiquette.
3	To understand practicality the use Microsoft Word and Excel and familiarize with Excel's basic features which includes the basic Formulas, Common Excel functions and Graphing.
4	To understand how to make effectively power point presentations and internet

Course Outcomes	
1	Understand the basic business etiquette and Meeting and Board room Protocols
2	Understand how to speak and dress professionally, to write corporate Email, Corporate telephonic etiquette and interview etiquette.
3	Understand practicality the use Microsoft Word and Excel and familiarize with Excel's basic features which include the basic Formulas, Common Excel functions and Graphing.
4	Understand how to make effectively power point presentations and internet.

Course Contents		
Unit No.	Topics	Hrs
Unit 1.	Basics of Corporate Etiquettes: Business Etiquette: The basics of Etiquette, Its rising importance, need for etiquette, Etiquettes portray our personality	13

	<p>Greeting people: The Protocol of shaking hands and Addressing individuals. Meeting and Board room Protocol: Guidelines for planning a meeting, conducting meeting. Guidelines for attending the meeting – for the chairperson, for attendees, for presenters. Greeting co-workers, superiors, subordinates and clients.</p>	
Unit 2.	<p>Types of Essential Etiquettes:</p> <p>Office Gossip Etiquette: Learn what gossip is, how to respond to it, and how to avoid it. Business Dress Etiquette: How to dress with business savvy and how to make the statement that matches the corporate image you want to portray.</p> <p>a) Email Etiquette: How to manage your email and not let your email manage you. Rules of Effective email writing, practical sessions on email writing</p> <p>b) Interview Etiquette: How to dress (formal attire), what to say, and what not to do. Building a Professional image during interview , Practical sessions through mock interview</p> <p>c) Business Telephone Etiquette: introducing and greeting, speaking clearly and concise, using inclusive language, Empathize, closing and greeting. How to say 'NO'. Practical sessions through mock conversations.</p>	13
Unit 3.	<p>Microsoft Word & Microsoft Excel</p> <p>a) Opening a New Document, Saving, Editing the document : inserting, deleting, moving text, □ Formatting the document, Paragraph formatting, Borders or Shading, Creating Tables, Converting text into a table, Bulleted and Numbered Lists, Insert Headers and Footers.</p> <p>b) Opening a Blank or New Workbook, Highlights and Main Functions: Home, Insert, Page Layout, Formulas, Data, Review, View, Entering, Editing, Copy, Cut, Paste, Paste Special, Using and Formatting Tables, Basic Formulae and Use of Function, Data Analysis Using Charts and Graphs</p>	13
Unit 4.	<p>Microsoft Power Point & Internet</p> <p>1. Work with text, themes, and styles, Work with charts, graphs, and tables, Work with smart art, shapes and objects.</p> <p>2. Introduction to Internet, Creating an E-mail Account, Search Engine, Surfing WebPages</p>	13

Reference Books :	
1.	The Essentials of Business Etiquette: How to Greet, Eat, and Tweet Your Way to Success by Barbara Pachter (Goodreads Author)
2.	Business Etiquette (Creating Success) by David Robinson (Author)
3.	Business Etiquett: A Guide for the Indian Professional by Shital Kakkar Mehra (Author)
4.	Microsoft Excel 2016 Step By Step Paperback – 2016 by Frye Curtis (Author)
5.	Ms Office 2000 for Everyone Paperback – 10 Dec 2000 by Sanjay Saxena (Author)
6.	Microsoft Excel 2010 Step by Step by Curtis D. Frye (Microsoft Press)

**First Year PG Program in MBA
Semester-II**

Sr. No.	Course Code	Name of the Course	Teaching Scheme				Credits
			Theory Hrs/Week	Tutorial Hrs/Week	Practical Hrs/Week	Total	
1	MBL125	Marketing Management	3	1	-	4	4
2	MBL126	Financial Management	3	1	-	4	4
3	MBL127	Human Resource Management	3	1	-	4	4
4	MBL128	Operation Management	3	1	-	4	4
5	MBL129	Management Information System	3	1	-	4	4
6	MBL130	Quantitative Methods	3	1	-	4	4
7	MBL131	Business Research Methods	3	1	-	4	4
8	MBL132	Business Environment & Application	3	1	-	3	4
Total			24	8	0	32	32

MBA First Yr. SEM-II
MBL125: Marketing Management

Teaching Scheme	
Lectures	3 Hrs. /Week
Tutorial	1 Hr. /Week
Total Credits	4

Evaluation Scheme	
ISE	20
SE-I	15
SE-II	15
SEE	50
Total	100

Course Objectives	
5.	To understand the concept, scope, importance and environment of marketing.
6.	To understand consumer behaviour analysis and market segmentation, targeting & positioning.
7.	To understand product mix and price mix strategies.
8.	To understand place mix and promotion mix strategies. .

Course Outcomes	
At the end of the course students will be able to	
5.	Understand the importance of marketing in business in given environmental factors.
6.	Understand different factors which influence consumer buying behavior and how to segment, target and position the market.
7.	Understand various elements of product and price mix and also different strategies of product and price to be used in business.
8.	Understand various elements of place and promotion mix and also different strategies of place and promotion to be used in business.

Course Contents		
Unit No.	Topics	Hrs
Unit 1.	Introduction to Marketing Introduction, Definitions of market and marketing, Nature and scope of marketing, The exchange process, Elements of marketing concept, Functions of marketing, The core concepts of marketing, Company orientation towards market place, Marketing Environment: Micro and Macro marketing environment, Techniques used in environment analysis, Marketing to the 21st century customer, Marketing planning and Marketing planning process, Forecasting and demand measurement	13
Unit 2.	Consumer Behaviour Analysis and Market Segmentation, Targeting	13

	<p>& Positioning</p> <p>A. Consumer Behaviour Analysis: Meaning and Characteristics, Importance, Factors influencing consumer behaviour, Consumer purchase decision process, Buying roles, Buying motives, Factors influencing consumer behaviour.</p> <p>B. Market Segmentation, Targeting & Positioning : Segmentation-Meaning and concept, benefits of segmentation, Bases for market segmentation, Consumer goods market segmentation, Industrial goods market segmentation. Targeting - Meaning, Market targeting strategies. Positioning - Meaning, Product differentiation strategies, Tasks involved in Positioning</p>	
Unit 3.	<p>Product & Pricing Strategy</p> <p>A. Product decision and strategies – Meaning of product, Types of products, product mix decisions, product line decisions, Product life cycle concept, New product development, Branding and packaging decisions – Concept of Branding and packaging, Advantages and Disadvantages of branding and packaging, features and functions of packaging.</p> <p>B. Pricing decision – Significance of pricing, factor influencing pricing (Internal factor and External factor), objectives, Pricing Strategies- Value based, Cost based, Market based, Competitor based, Pricing Procedure.</p>	13
Unit 4.	<p>Promotion & Distribution Strategy</p> <p>A. Integrated Marketing communication – Concept and role of IMC, Promotion mix: Advertising and publicity – Objectives, Ad Budget, AIDA Model, Advertising copy, Deciding media, Evaluating advertising effectiveness, Personal selling – Nature and process. Sales promotion – Nature, importance and techniques, Direct marketing- Meaning, Features, Functions, Basic Concepts of E-Commerce, E-Business. Publicity - Meaning, Objectives, Types, Functions of Public relations, Factors affecting IMC mix.</p> <p>B. Distribution Strategy -Importance of channels of distribution, Alternative channels of distribution, channel design decision and channel management decision, selecting an appropriate channel, Logistic management.</p>	13

Reference Books:	
1	Kotler, Keller, Koshy and Jha (2012), 'Marketing Management,; South Asian Perspective', 13 th Ed, Pearson Education.
2	Ramaswamy V. S. & Namakumari (2014), 'Marketing Management', 4thEd, TMH.
3	Tapan Panda (2014), 'Marketing Management', 2nd Ed, Excel Publication.
4	Arun Kumar & Meenakshi N (2012), 'Marketing Management', 2 nd Ed, Vikas publication.
5	Neelamegham S, 'Marketing in India: Text and Cases', 4 th Ed, Vikas publication.
6	Shajahan S (2011), 'Applied Case Studies in Marketing', 3rd Ed, Primus Books.
7	Shajahan S (2011), 'Applied Case Studies in Marketing', 3 rd Ed Primus Books.

MBA First Yr. SEM-II
MBL126: Financial Management

Teaching Scheme	
Lectures	3 Hrs. /Week
Tutorial	1 Hrs. /Week
Total Credits	4

Evaluation Scheme	
ISE	20
SE-I	15
SE-II	15
SEE	50
Total	100

Course Objectives	
9.	To understand the conceptual basis for financial management.
10.	To understand the techniques of financial statement analysis.
11.	To study and understand the short-term financing and investment decisions.
12.	To study and understand the long-term investment decisions.

Course Outcomes	
At the end of the course students will be able to-	
9.	Understand FM department and will function well as a financial manager.
10.	Understand and will be able to do financial statement analysis with the help of Ratio Analysis.
11.	Understand and will be able to make short term financial decision by preparing working capital statement.
12.	Understand and will be able to make long term financial decision by preparing different Capital budgeting statements with different methods.

Course Contents		
Unit No.	Topics	Hrs
Unit 1.	Introduction To Financial Management:- Introduction, meaning, objectives, Scope of financial management Finance functions, Structure of finance department, Emerging role of the finance manager, Profit maximization to wealth maximization approach. Sources of Finance.	13
Unit 2.	Techniques Of Financial Statement Analysis:- Comparative financial statements, Trend analysis, Common size statement, Ratio Analysis-Classification of ratios, - Liquidity ratios, Leverage ratios, Activity ratios, Profitability ratios, Inter firm and Intra firm financial Analysis, Interpretation of Ratios.	13

Unit 3.	Short-Term Financing And Investment Decisions:- Nature and need of working capital, determinants of working capital estimation of working capital, financing of working capital	13
Unit 4.	Long-Term Investment Decisions Capital budgeting Nature and significance, Techniques of capital budgeting - Payment method, Accounting rate of return, Net Present Value, Profitability Index, Internal rate of return. Note: - Theory all units.	13
	Problems on- <ul style="list-style-type: none">• Unit No. 2nd, 3rd, & 4th.	
	Practical Components: <ul style="list-style-type: none">• Identifying the small or medium sized companies and understanding the Investment evaluation techniques used by them.• Using the annual reports of selected companies, students can study the working capital management employed by them. Students can also compare the working capital management of companies in the same sector.	

Reference Books:	
1	Khan and Jain – “Financial Management-Theory and Problems in Financial Management” McGraw Hill Education; 2 edition (5 May 1999)
2	Prasanna Chandra- “Financial Management: Theory and Practice” Tata McGraw Hill Education (1 November 2007)
3	I.M. Pandey – "Financial Management” Vikas (5 May 2016) - 11th Edition
4	P.V. Kulkarni, B.G.Satyaprasad- “Financial Management”-Himalaya Publishing House (Edition 2007)
5	Sheeba Kapil- “Financial Management”-Pearson Publication First edition (1 December 2010)

MBA First Yr. SEM-II
MBL127: Human Resource Management

Teaching Scheme	
Lectures	3 Hrs. /Week
Tutorial	1 Hr. /Week
Total Credits	4

Evaluation Scheme	
ISE	20
SE-I	15
SE-II	15
SEE	50
Total	100

Course Objectives	
1	To understand the basics introduction of HRM, basic requirements of HRM and difference between PM and HRM.
2	To Describe the HRP, job analysis, recruitment and selection and compensation management along with different aspects respectively.
3	To Study and understand the training, career planning, performance appraisal, mobility of employees and absenteeism concept.
4	To Study and understand the industrial health and safety and HR in new era with different new HR concepts.

Course Outcomes	
At the end of the course students will be able to	
1	Understand the basics introduction of HRM, basic requirements of HRM and difference between PM and HRM.
2	Understand the HRP, job analysis, recruitment and selection and compensation management along with different aspects respectively.
3	Understand the training, career planning, performance appraisal, mobility of employees and absenteeism concept.
4	Learn the industrial health and safety and HR in new era with different new HR concepts.

Course Contents		
Unit No.	Topics	Hrs

Unit 1.	Introduction to Human Resource Management (HRM):- Meaning, objectives, importance, Scope of HRM ,Nature of HRM functions-operative and managerial, challenges. Qualifications and qualities of HR Manager. Personnel Management Vs. Human Resource Management, .HR policies –need and advantages, Organization of HR department	13
Unit 2.	Talent Acquisition and Compensation:- HRP- Objectives and Process, Problems in HRP, Benefits of HRP,HRP at different levels Job Analysis-Process, job description and job specification, Recruitment- policy, sources of recruitment, Selection- Selection Process. Induction of new employees. Compensation Management- objectives, Components, Wage theories	13
Unit 3.	Development and Appraising the Employees: - Training- Meaning, importance and process. Need for training, Career Planning:- prerequisites and advantages, Succession Management . Performance Appraisal – Meaning, importance and process, Mobility of employees:- Internal and External, Absenteeism –types and calculation, causes	13
Unit 4.	HR in new ERA- Industrial accidents-causes ,safety programmes Industrial health and occupational diseases, HR accounting and auditing ,HRIS ,Flexi time ,Dual career, Glass ceiling of employees, Moon . Moonlighting of employees, International HRM and Cross Culture(only conceptual knowledge), Emerging concepts like Employee Engagement & Employer Branding	13

Reference Books:

1	Human Resource Management- P.SubbaRao -Himalaya Publications
2	Human Resource Management- Ivancevich, John- Tata McGraw Hill, New Delhi
3	Human Resource Management- Text and Cases- K. Aswathappa- Tata McGraw Hill.
4	Human Resource Management- Himalaya Publications- P.SubbaRao
5	Employee Training and Development- Raymond Noe- Tata McGraw Hill
6	Human Resource Management: Text and Cases- VSP Rao- Excel Books
7	Human Resource Management- Snell, Scott and George Bohlander- Thomson Learning Inc

MBA First Yr. SEM-II
MBL128:Operations Management

Teaching Scheme	
Lectures	3 Hrs. /Week
Tutorial	1 Hr. /Week
Total Credits	4

Evaluation Scheme	
ISE	20
SE-I	15
SE-II	15
SEE	50
Total	100

Course Objectives	
1	To understand the basics of production operations function along with the concepts such as product selection, design, productivity etc.
2	To describe the concepts of facility location, capacity planning, equipment replacement, maintenance planning, plant layout and material handling with related aspects.
3	To make students understand the concepts such as PPC and its production systems, CPM/PERT, Material Management and Dispatching.
4	To Study and understand the concept of Product Quality, Quality Inspection, Quality control, Quality Assurance, Quality circle, TQM, Continuous Improvement, ISO certifications etc.

Course Outcomes	
At the end of the course students will be able to	
1	Understand the basics of production operations function along with the concepts such as product selection, design, productivity etc.
2	Understand the concepts of facility location, capacity planning, equipment replacement, maintenance planning, plant layout and material handling with related aspects.
3	Understand the concepts such as PPC and its production systems, CPM/PERT, Material Management and Dispatching.
4	Learn the concept of Product Quality, Quality Inspection, Quality control, Quality Assurance, Quality circle, TQM, Continuous Improvement, ISO certifications etc.

Course Contents		
Unit No.	Topics	Hrs
Unit 1.	Introduction to Production Operations Function Production management- Objectives, functions, Production department organization structure, relationship of production management with other departments. Scope of production management, Responsibilities of production Manager. Management Decisions, Production strategy, product selection, Product design, process selection, Productivity measures, workforce productivity	13
Unit 2.	Facilities and Technology Management Facilities management: Location of facilities- Importance, site selection (Rural, urban, semi-urban areas), capacity planning-process, equipment replacement, causes of equipment replacement, Planning maintenance of facilities- Functions and systems, Plant layout- Types and objectives, Manufacturing Systems- Types, Materials handling – Significance, principles, Types of material handling equipments.	13
Unit 3.	Production Planning Materials Management and Inventory Control PPC- Objectives, Functions of PPC, Aggregate planning, planning for batch production, job production, co-ordination of PPC with other departments, project scheduling and CPM/PERT, Materials management- Objectives, Scope and Functions, Integrated material management, Material cycle. Procedures for inventory management, Dispatching- Functions, Supply chain management.	13
Unit 4.	Quality Management Quality concept, Quality Inspection, Quality control, Quality Assurance - Quality circle, TQM Continuous Improvement, ISO certifications.	13

References	
1.	S N.Chary, 4 th Edition (2009), “Production and Operations Management”, Tata McGraw-Hill Education Pvt Ltd.
2.	B S.Goel, 21 st Edition (2009), “Production Operations Management”, Pragati Prakashan Educational Publishers.
3.	S.A.chunawala and D.R. Patel "Production and operations management Himalaya Publishing House, Mumbai.
4.	S.Anil Kumar, N.Suresh, Second Edition(2008), “Production and Operations Management”, New Age International Publishers

MBA First Yr. SEM-II
MBL129: Management Information System

Teaching Scheme	
Lectures	3 Hrs. /Week
Tutorial	1 Hr. /Week
Total Credits	4

Evaluation Scheme	
ISE	20
SE-I	15
SE-II	15
SEE	50
Total	100

Course Objectives	
1	To understand scope and objectives and importance and concept of information system
2	To understand different types of information system and their relationship to each other
3	To understand several requirement and operations that the analyst needed to analyze, design, and implement the systems (SDLC)
4	To understand causes of success and failure of information system
5	To understand applications of IS in different functional areas

Course Outcomes	
At the end of the course students will be able to	
1	Understand scope and objectives and importance of information system
2	Understand different types of IS in detail.
3	Understand the phases of SDLC and models of SDLC.
4	Understand problem areas of success and failure of information system
5	Understand Applications of IS in different functional areas like Marketing Finance and HRM

Course Contents		
Unit No.	Topics	Hrs

Unit 1.	Scope and Objectives of Information System -Concept of Data and Information, Introduction and characteristics of System. Concept of Information System, The role and importance of information systems, Decision making, Types of Decisions, Phases in Decision making. Information needs of different organization levels.	13
Unit 2.	Types of Information Systems Major types of information system in Organization-TPS,OAS,KWS,MIS,DSS,ESS and relationship between them, TPS - Introduction, need and significance. KWS & OAS -Introduction, need and significance. MIS,Decision support systems (DSS) – understands DSS, characteristics and components of DSS, DSS applications. Group decision support systems (GDSS) , - Elements, characteristics and significance. Executive support systems (ESS) – Introduction, need and significance of ESS, Strategic information system.	13
Unit 3.	Design, Development and Implementation of Information System Overview of system development – System analysis, system design, Alternative system building methods – system life cycle, proto typing, application of software packages, end user development and outsourcing. Major problem areas in information system, causes of information system success and failure, evaluation of success of information systems. Principle causes of information system failure, appropriate strategies to implement the process.	13
Unit 4.	Business Applications and Management Issues Management Issues in MIS: Information security and control – Quality Assurance – Ethical and social Dimensions – Intellectual Property rights as related to IT services / IT products Case Studies: Marketing Information System, Financial Information System, Human Resource Information System, Production Information System.	13

Reference Books:

1	Management Information Systems by Kenneth C. Laudon, Jane P. Laudon
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2	Management of Information systems – Jawadekar W.S.
3	Information systems management in practice – Ralph H. Sprague Jr. & Barbara C. McNurlin
4	Management of information systems – James A. O'Brien
5	Information system concepts for management – 4th edition Lucas

MBA First Yr. SEM-II
MBL130: Quantitative Methods

Teaching Scheme	
Lectures	3 Hrs. /Week
Tutorial	1 Hr. /Week
Total Credits	4

Evaluation Scheme	
ISE	20
SE-I	15
SE-II	15
SEE	50
Total	100

Course Objectives	
1	To make students understand the significance of different OR techniques in day to day business life and to acquaint them with the framework of LP-Model used in solving diverse business problems.
2	To make students understand different forms of LP-models used in industries, like Transportation and Assignment models.
3	To acquaint students with OR concepts like Queuing theory and Game theory.
4	To guide students to control various business projects through the use of OR techniques such as PERT and CPM.

Course Outcomes	
At the end of the course students will be able to	
1	Formulate LP models on their own to find optimum solution to different business related problems.
2	Apply knowledge of Transportation and Assignment models in assigning scarce resources optimally.
3	Anticipate the likely business fluctuations on the basis of past data by using queuing theory and game theory.
4	Understand the technique of controlling projects through PERT and CPM.

Course Contents		
Unit No.	Topics	Hrs
Unit 1.	<p>Introduction to OR. Concept of OR, Phases of OR, Application potential to diverse Problems in business & industry, scope & limitations of OR. Linear programming (LP)– Concept, Formulation of model, Solution to LP Model by Graphical Method, Simplex Method, Big-M and Two phase method. Working examples on practical applicability of LP model and its solution.</p>	13
Unit 2.	<p>Assignment and Transportation Models Transportation problems (TP)-Concept, General structure of transportation problem, methods of finding initial basic feasible solution (NWCM, LCM and VAM), Problems on balanced/unbalanced TP (Case of maximization and minimization), and optimality test using MODI method, Travelling Salesman Problem. Assignment Problems (AP)- Concept, General structure of assignment problem, Hungarian method of solution. Problems on balanced/unbalanced AP (Case of maximization and minimization)</p>	13
Unit 3.	<p>Theory of games & Queuing. Game Theory: Terminology; two person zero sum game; solution to games; saddle point; dominance role, value of the game, mixed strategy, graphical method of games (2 x n) and (m x 2) games. Queuing: Concepts, types of queuing system, characteristics of queuing model, Problems based on the results of (M/M/1) model.</p>	13
Unit 4.	<p>Network analysis. Concepts, Network Planning, PERT and CPM, Probability in PERT Analysis and Crashing a Project. Simulation– Concept, Areas of application, Monte Carlo simulation & its application to problems in queuing and inventory situations.</p>	13

Reference Books:

1.	Hamdy A. Taha (2011), “Operation Research- An introduction”, 9 th Ed, Pearson Publications.
2.	S. D. Sharma, Himanshu Sharma (1972), “Operations Research: Theory, Methods and Applications” 15 th Ed, Published by Kedar Nath, Ram Nath.
3.	G.V.Shenoy, U.K.Srivastava and S.C.Sharma (2009), “Operations Research for Management” Revised 2 nd Ed, New Age International(P) Limited,

	Publishers.
4.	P.K. Gupta & D.S. Hira (2014), "Operations Research", Revised Ed, S.Chand Company and Ltd.
5.	Harvey M Wagner (1975), "Principles of Operations Research", Published by Prentice- Hall.

MBA First Yr. SEM-II
MBL131: Business Research Methods

Teaching Scheme	
Lectures	3 Hrs. /Week
Tutorial	1 Hr. /Week
Total Credits	4

Evaluation Scheme	
ISE	20
SE-I	15
SE-II	15
SEE	50
Total	100

Course Objectives	
1	To understand the Research Fundamentals
2	To understand the Research Design and Sampling
3	To understand the Data collection methods and analysis
4	To understand the Interpretation and Report Writing

Course Outcomes	
At the end of the course students will be able to	
1	Understand different Fundamentals of Research
2	Know Research Design and selection of samples for research
3	Know the Data collection methods and analysis of data
4	Understand the interpretation of research and report writing

Course Contents	

Unit No.	Topics	Hrs
Unit 1.	Research Fundamentals: Meaning, Objectives, Importance, Motivation in research, Types of research, Research Approach, Research process, Scope of research in management.	13
Unit 2.	Research Design & Sampling Design- Features of good research design, Types of Research Design, Basic principles of experimental design, Sampling Design, Steps in sample Design, Characteristics of a good Sample Design, Random samples & Non random sampling design, Determining size of sample, Statistical design, Measurement & Scaling techniques- Measurement scales, Errors in measurement. Scaling & Scale construction technique.	13
Unit 3.	Data Collection and Analysis: Methods of data collection, Primary data – Schedule and questionnaire, Construction of schedule and questionnaire align with objectives framed, Collection of secondary data. Processing and analyzing data – Descriptive Analysis (Mean, Mode, Median, Standard Deviation, and Variance Analysis) Inferential Analysis ('Z' test, 't' test, Chi- Square test), Testing of hypothesis – Procedure for hypothesis testing, Parametric and Non parametric test of hypothesis, Confidence level, Descriptive and Inferential statistics.	13
Unit 4.	Interpretation and Report Writing: Report writing, Importance, Methods of report writing, Layout of a project report, Interpretation of data, Techniques of Interpretation.	13

Reference Books:	
1	C. R. Kothari (2013)'Research Methodology', Second Revised Edition, New age international (P) Ltd.
2	S. Mohan, R. Elangovan,' Research Methodology in Commerce', Deep & Deep, New Delhi
3	R. Panneer Selvan, 'Research Methodology', PHI
4	Jai Narain Sharma, 'Research Methodology The Discipline & Its Dimensions', Deep & Deep, New Delhi
5	Gopal Lal Jain, 'Research Methodology Methods, Tools & Techniques', Mangal Deep Pub. Jaipur
6	Dr. Raj Kumar, 'Methodology of Social Sciences Research', Book Enclave, Jaipur
7	Donald Cooper & Pamela Schindler, 'Business Research Methods', 9 th Edition, TMGH

MBA First Yr. SEM-II
MBL132: Business Environment and Application

Teaching Scheme	
Lectures	3 Hrs. /Week
Tutorial	1 Hr. /Week
Total Credits	4

Evaluation Scheme	
ISE	20
SE-I	15
SE-II	15
SEE	50
Total	100

Course Objectives	
1	To familiarize the students with the impact of various environmental factors on business decisions.
2	To discuss and analyse types of business environment.
3	To study liberalization, globalization and privatization.
4	To study and understand Government related environment of business
5	To emphasis on business responses and actions with regard to global warming,

Course Outcomes	
At the end of the course students will be able to	
1	Gain an understanding of Business environment.
2	Understand agricultural aspect and potential in India.
3	Manage Government related environment of business.
4	Analyse financial business environment in India and international aspects of business.
5	Understand the triple bottom line, sustainable development, and “green” marketing and corporate strategies.

Course Contents		
Unit No.	Topics	Hrs
Unit 1.	Business Environment-Introduction and types. Concept, significance and nature of business environment- Elements of Business Environment- Internal and External	13

	<p>environment-Micro and Macro Environment-Non economic Environment of Business : Cultural, political, legal demographic and natural Environment.</p> <p>Economic Environment - Economic Growth and Development concepts of national income i.e. Gross Domestic product (GDP) Gross National product (GNP), Net National Product (NNP). Human Development concept, Gender related Development Index (GDI). Poverty Line and Micro-Finance Agencies.</p>	
Unit 2.	<p>Agricultural and Financial Environment management of Business-</p> <p>Role of Agriculture in Indian Economic - Agro-Based Industries- Sugar, Jute, Food Processing. Food Security bill, Food Safety and Standard Authority of India. FSSAI. Indian Agricultural policy, concept of E-choupal for rural market.</p> <p>Indian Money Market:- Unorganised and organised money market, characteristics of money market, measures to strengthen money market.</p> <p>Role of capital Market in India's Industrial Growth-Government Securities Act-2006. Stock Exchange Market and its Regulation-SEBI NSE. Banking structure and Banking Reforms 1991 onwards. A overview of Balance of Payments.</p>	13
Unit 3.	<p>Management of Government related environment.</p> <p>Economic Planning: Rationale for planning-structure of planning commission- Eleventh Five year plan at a Glance. Objectives of 12th plan. An Appraisal of Industrial Policy of 1991- Foreign Trade Policy 2009-14 SEZs: Concept, Advantages and Disadvantages, Fiscal and Monetary Policy. Green marketing.</p>	13
Unit 4.	<p>International Environment of Business-</p> <p>Impact of Liberalisation, Privatisation and Globalisation on Indian economy. Sources of Foreign Direct Investment in India-New consolidated FDI Policy of 2010. Multinational corporations- NRIs and Corporate sector. IMF, World Bank and WTO: organisation, structure, advantages to India. Patent Laws, Business process Reengineering-Business process outsourcers. Corporate Social Responsibility of business. Global warming, Sustainability in business management.</p>	13

Reference Books	
1	Mishra and Puri:-Economics Environment of Business, Himalaya Publishing House, Mumbai, 2012.
2	Francis Cherunilam:- Business Environment, Himalaya Publishing House, Mumbai
3	Francis Cherunilam:- International Business Environment, Himalaya Publishing House, Mumbai.
4	Justin Paul- Business Environment Text and cases, Tata McGraw-Hill

	publishing company, New Delhi.
5	Aswathappa K :- Essentials of Business Environment Himalaya Publishing House, Mumbai.
6	Bhaf K.S: -Business Process Reengineering Himalaya Publishing House,

