

SYLLABUS FOR MBA (2 YEAR FULL TIME COURSE)

SEMESTER - I

Code	Subjects	Credit	L	T	P
19MB101	Marketing Management	3	3		
19MB102	Financial Accounting & Analysis	3	3		
19MB103	Human Resources Management	3	3		
19MB104	Statistics for Management	3	3		
19MB105	Business Economics	3	3		
19MB106	Management Principles and Practice	3	3		
19MB107	Managerial Communication	3	3		
19MB108	Computer Application in Business Lab	3			3
19MB109	PD Lab-1	2			2
	Total Credit	26			

19MB101

MARKETING MANAGEMENT

(36 Hours)

Course Objective:

The objective of this course is to facilitate understanding of the conceptual framework of marketing and its applications in decision making under various environmental constraints. This course is to train participants to apply concepts and techniques in marketing so that they become acquainted with the duties of a marketing manager. More specifically, students will be exposed to the development, evaluation, and implementation of marketing management in a variety of business environments.

Learning Outcomes:

1. Formulate a marketing plan including marketing objectives, marketing mix, strategies, budgetary considerations and evaluation criteria.
2. Determine strategies for developing new products and services that are consistent with evolving market needs.
3. Develop strategies for the efficient distribution of products and services.
4. Develop pricing strategies that take into account perceived.

Module-I: (8 Hours)

Introduction: Nature, scope and importance of marketing; Core Concepts of Marketing, Functions of Marketing; Marketing mix: The Traditional 4Ps, The Modern Components of the Mix- The Additional 3Ps; Marketing Myopia.

Marketing Environment: Introduction, Environmental Scanning & its techniques, Analyzing the Organization's Micro Environment, Company's Macro Environment, Differences between Micro and Macro Environment; Market segmentation and positioning; Buyer behavior; consumer versus organizational buyers; Consumer decision making process.

Module-II (12 Hours)

- **Product Decisions:** Concept of a product; Classification of products; Major product decisions; Product line and product mix; Branding; Packaging and labeling; Product life cycle – strategic implications; New product development and consumer adoption process.
- **Brand and Branding Strategy:** Introduction, Brand and Branding, Advantages and disadvantages of branding, Brand Equity, Brand Positioning, Brand Name Selection, Brand Sponsorship, Brand Development.
- **Pricing Decisions:** Factors affecting price determination; Pricing policies and strategies; Discounts and rebates.

Module-III (10 Hours)

- **Distribution Channels and Physical Distribution Decisions:** Nature, functions, and types of distribution channels; Distribution channel intermediaries; Channel management decisions; Retailing and wholesaling. Promotion Decisions: Communication Process; Promotion mix; AIDA.
- **Marketing Research:** Meaning and scope of marketing research; Marketing research process. Marketing Organization and Control: Organizing and controlling marketing operations.

Module-IV (6 Hours)

Issues and Developments in Marketing: Social, ethical and legal aspects of marketing; Marketing of services; International marketing; Green marketing; Cyber marketing; Relationship marketing; Guerrilla marketing; Digital marketing.

Text Book:

1. Marketing Management, Kotlar,, Keller, Koshi, Jha, Pearson, New Delhi.

Reference Books:

1. Fundamentals of Marketing, Stanton, Etzel, Walker, Tata-McGraw Hill, New Delhi.
2. Marketing Management, Saxena, Rajan, Tata-McGraw Hill, New Delhi.
3. Marketing: A managerial approach, McCarthy, E.J., Basic, Irwin, New York.

19MB102 FINANCIAL ACCOUNTING AND ANALYSIS (36 Hours)

Course Objectives:

Students will be familiarized with accounting principles and be acquainted with accounting mechanisms, process and systems so as to develop their skills of preparing financial statements. They will develop their ability to read annual reports and develop their skills to interpret financial statements.

Learning Outcomes:

1. To impart the students basic knowledge of accounting
2. To draw financial accounting statements to measure profitability and solvency.
3. To interpret the financial statements for the sake of various stakeholders of business.

Module-I: Introduction to Accounting: (8 Hours)

Accounting as a language and need for Accounting, Basic Terminologies of Accounting. External and Internal users of Accounting Information, Accounting concepts and conventions, Accounting cycle, Accounting Equations, Nature of GAAP, Need for Accounting Standards, Limitations of Accounting, Ethical Issues in Accounting.

Module-II: Mechanics of Accounting (12 Hours)

Introduction, Classification, Double Entry System, Preparing Journal, Subsidiary books, Ledger, preparation of Trial Balance. Preparation of Income statement and Balance Sheet, Depreciation Accounting.

Module- III: Corporate Accounts: (10 Hours)

Share and Share Capital, Issue of Shares, Payment in installment, Buyback of shares, Debentures and Bonds. Understanding corporate Income statement and Balance Sheet as presented in the Annual Reports of companies. How to read a Balance Sheet.

Module-IV: Analysis and interpretation of Financial Statements: (6 Hours)

Common size statement, Trend analysis, Ratio Analysis and Cash Flow Analysis as per AS - 3 (Revised).

Text Books:

1. Financial Accounting for Management, K. Ramchandran, TMH
2. Financial Accounting - Jawahar Lal, S. Chand

Reference Books:

1. Financial Accounting - Gupta, Pearson
2. Financial Accounting and Analysis, Satpathy, Mohapatra and Patra, HPH
3. Financial Accounting for Management; Paresh Shah, Oxford
4. Financial Accounting for Management, A.K.Bhattacharya, PHI
5. Financial Accounting by S.N Maheswari, Vikas Publications

19MB103**HUMAN RESOURCES MANAGEMENT****(36 Hours)**

Course Objectives:

To learn the various functions and modalities of HR functionaries in organizations. Students are expected to learn from the genesis of HRM to modern architecture of HRM.

Course Outcome:

1. Various stages of HRM developments will be understood.
2. Students' will be apprised about the functional understanding on HRM, which may enable them to implement the concepts in the workplace.
3. Design; develop various performance appraisal forms knowing their usages.
4. The prescriptive functions of HRM and their impact on organization will be known.

Module I: Concept, Definitions and Objectives; (8 Hours)

Functions of HRM; Process of HRM; Evolution of HRM; Human Resource Planning (HRP): Meaning and Process, Job analysis: Job description and Job specification; Recruitment: Meaning, Sources, Process and Yield; Selection: Meaning and Process, Tests and Interviews, Induction and Socialization.

Module II: Performance Appraisal: (10 Hours)

Meaning, Objective, Process and Methods; Potential Appraisal; Biases in performance appraisal; Methods of job evaluation; Meaning of Compensation; Types of compensation; Types of wages and theories; Wage differentials; Pay structure, Wage Law in India, Executive Compensation.

Module III: Human Resource Development; (10 Hours)

Training need analysis and Methods of training (on-the-job and off-the-job training), Evaluation of Training effectiveness; Management Development.

Module IV: Follow up Actions; (8 Hours)

Promotion, Transfer and Separation, Organization Citizenship behaviour, HRIS, Competency mapping, talent management, Employee engagement.

Text Book:

1. Human Resource Management, Denisi and Sarkar, Cengage.

Reference Books:

1. HRM Text & Cases, Aswathappa, TMH.
2. Personnel & Human Resource Management, P. Subba Rao, HPH
3. Human Resource Management - VSP Rao, Excel
4. Human Resource Management, Jyoti Venkates, Oxford

19MB104**STATISTICS FOR MANAGEMENT****(36 Hours)**

Course Objective:

To lay an adequate theoretical foundation to study various applied fields in statistics and decision science.

Course Outcomes:

1. The role of quantitative techniques in managerial decision making will be understood.
2. To understand applications of various quantitative techniques in managerial settings.
3. To use probability concept for decision making.

Module-I: Statistical Methods; (12 Hrs.)

Measures of central tendency and dispersion: Standard Deviation, moments, measures of skewness and kurtosis. Simple Correlation, calculation of correlation coefficient, probable error, Rank correlation. Regression: Linear regression, calculation of regression coefficients.

Test of Hypothesis; fundamental concepts ,large sample and small sample, type-1 and type-2 error, Chi-square test, t test, F test

Module-II: Probability; (10 Hrs.)

Probability: Elements of theory of probability: classical definition of probability, theorems on probability of union of events, Conditional Probability, Bay's theorem, statistical and empirical definitions of probability, Axiomatic definition of probability. Random variable, Probability Distributions of a random variable: Normal and Binomial.

Module-III: Decision Sciences & role of quantitative techniques (8 Hrs.)

Linear Programming: Concept, Formulation & Graphical and Simplex Solution,(Fundamental concepts limited to maximization problems only)

Module-IV: (6 Hrs.)

- **Decision theory** : Concept, Decision under risk (EMV) & uncertainty
- **Game Theory:** Concept, 2 zero sum game with dominance, Pure & Mixed Strategy (Fundamentals only)

Text Book:

1. Statistics for Management- Levin and Rubin- Pearson.

Reference Books:

1. Business Statistics: J K Sharma, Vikas Publishing.
2. Probability and statistics: Dr. T.K.V Iyenger et al., S Chand.
3. Operation Research, S Kalavati.
4. Quantitative Techniques for Management, Levine, Krehbiel, Berenson, Pearson.
5. Quantitative Techniques in Management by N. D. Vohra Tata, McGraw Hill.

19MB105

BUSINESS ECONOMICS

(36 Hours)

Course Objectives:

To acquaint students with the issues of domestic and global environment in which business has to operate and to enable to have an in-depth knowledge on economic concepts and theories and their application in management decision-making

Learning Outcomes:

- 1 To scan the business environment for decision making in business.
- 2 To understand the time value of money
- 3 To understand current Indian Economic scenario.

Module – I: Business Environment (12 Hours)

Concept, significance, relationship between business and environment, Environmental analysis, Economic, Technological, Political, Social and Cultural Environment. Corporate Governance and Social Responsibility. Global Trends in Business and Management . GST - an overview

Module – II: Managerial Economics (10 Hours)

Nature, Scope and Significance of Managerial Economics, Basic problems of an economy, Micro Economics and Macro Economics. Consumer Behavior, Consumer Surplus, Demand Analysis: Cardinal and Ordinal Approaches to Consumer Behavior, Indifference curve, Demand- Meaning of demand, Law of Demand and its exceptions, Determinants of demand, Elasticity of demand, Supply-Meaning of supply, Law of supply and determinants of supply, Elasticity of supply, ,

Module – III: Production (8 Hours)

Production-Production function, Short-run and Long-run production function, Law of variable proportion, Law of returns to scale Producer surplus. Cost of production, Short-run cost-output relationships, Long-run cost-output relationships, Economies and diseconomies of scale, Cost and Revenue, Market equilibrium, Equilibrium price and output.

Module – IV: Macro economics (6 Hours)

Concepts, Goals, National Income - Definition, Concepts of national income, Method of measuring national income, Economic functions of Government, Macro-economic problems, Unemployment, Inflation - Meaning of inflation, Measures to control inflation, Indian Financial system, Money market, Capital market, Stock market, Indian Banking - Commercial bank, Functions of commercial bank, Central bank, Functions of Central Bank.

Text Book:

1. Principles of Economics-Deviga Vengedasalam; Karunakaran Madhavan, Oxford University Press.

Reference Books:

1. Business Environment: Text & Cases, Cherunilam, Francis, Himalaya Publishing House, Latest edition
2. Business Environment: Text & Cases - Paul, Justine, Tata McGraw Hill
3. Business Environment - Chidambaram k, Alagappan V- Vikas Publishing House, New Delhi.
4. Macro Economics, S.P.Gupta, -Tata McGraw Hill
5. Micro Economics – A Koutsoyanis

19MB106 Management Principles and Practice (36 Hours)

Course Objectives:

To explain the various concepts of Management. To make the students understand the contemporary management practices. To highlight professional challenges that managers face in various organization. To enable the students to appreciate the emerging ideas and practices in the field of management.

Learning Outcomes:

1. The history of management can be well felt along with its modern applications.
2. The structure and designing of the organization can be well understood.
3. Students will apprise about various steps of decision making and its models.

4. The importance of controlling and its techniques can be understood.

Module- I: Introduction (10 Hours)

Concept, Managerial functions, Levels of Management. Skills and Roles of a Manager: School of Management thoughts - Pre - Scientific, Classical, Behavioural and Modern; Contributions in the field of Management - BY Peter F. Drucker, Michael Porter, C.K. Prahalad, Barnand, McGregor, RensisLikert and McKinsey

Module-II: Organization (8 Hours)

Formal and Informal, Line and Staff Relationship, Centralization Vs. Decentralization, Basic issues in Organizing Work Specialization, Chain of Command, Delegation, Span of Management, Organization Structure for Departmentalization. Organizational Culture: Cultural Diversity, Multi Ethnic Workforce Organizing Knowledge Resource.

Module-III: Planning (10 Hours)

Nature & Elements of Planning, Planning Types and Models, Planning in Learning Organizations, Types, Steps, MBO, MBE, Planning Premises. Decision Making: Risk and Uncertainty, Decision Trees, Decision making process, Increasing, Participation in Decision making, Creativity in decision making.

Module-IV: Controlling (8 Hours)

Process, Standards and Bench Marking - Co-ordination-Principles of Co-ordination-Inter-Dependence, Change Management

Text Book:

1. Management, Robbins, Coulter & Vohra, Pearson

Reference Books:

1. Management: Text and Cases - VSP Rao, Excel Books
2. Management Theory & Practice - Chandan J.S, Vikas
3. Management Theory & Practice - Subba Rao & Hima Bindu, HPH
4. Principles and Practices of Management - Kaul, Vikas
5. Principles and Practices of Management - Pillai, S Chand
6. Introduction to Management and OB - Sahoo, Kar & Sahoo, ENKAY

19MB107**MANAGERIAL COMMUNICATION****(36 Hours)**

Course Objectives:

Learning communication technologies to communicate effectively by developing exceptional textual, visual and non-verbal communication abilities can be possible with a draft of effective formal written business messages in various formats and styles. Students will learn the skills to effectively deliver formal oral presentations to a variety of audiences in multiple contexts while be acquainted with the soft skills and various selection procedures adopted by the recruiters.

Course Outcomes:

1. Become adept in their use of the spoken word in interpersonal communication, small group interaction and public speaking.
2. Use an appropriate style and format to write letters (formal and informal), prepare result oriented reports, prepare CVs and draft business documents.
3. Gather and prepare information and apply it to persuade or articulate one's own point of view clearly and efficiently.
4. Evaluate the employment market, identify the organizations to get good placements and broaden career plans by developing all-round personality.

Module- I: Basics of Communication (8 hours)

Conceptual issues in Communication, Legal aspects of Business Communication, Process of Communication, Formal and Informal channels of Communication, Facilitators and Barriers to Effective Communication, 7 Cs of Communication, Verbal and Non-Verbal Communication, Formal and Informal Communication, Cross-Cultural Communication.

Module-II: Speaking Skill (10 hours)

Strategies for improving Fluency, articulation, accent and voice modulation while speaking, making effective Presentation, Group Discussion, Public speaking, Meeting, Negotiating for Business: Strategy and Tactics.

Module-III: Business Writing (10 hours)

The Importance of skillful Business Writing, AIDA approach to writing Business Letters: Writing for Inquiries, Claims, Invitations, Sales Letters, Job application & Resume, Business Reports, Proposals, Preparing Agenda and Minute of a Meeting, Press Release.

Module-IV: Soft skills (08 hours)

Global Business Etiquette, Teleconference/Videoconference Skills, Interview Skills, Team Building and Leadership skills.

Text Book:

1. Business Communication -Meenakshi Raman & Prakash Singh. (2nd ed). OUP. 2012.

Reference Books:

1. P. Subha Rao, B. Anita Kumar & C. Hima Bindu. Business Communication, CENGAGE Learning, 2014.
2. Meenakshi Raman & Shalini Upadhyay. Soft Skills, CENGAGE Learning.
3. J. Thill & C. L. Bovee: Excellence in Business Communication,(9th ed). Prentice Hall, Michigan, 2010.
4. Meenakshi Raman. Communication Skills, Oxford University Press. New Delhi, 2014.

1. Introduction to OS and Office Software.
2. Internet Basics, Types of Connection, Internet protocol, IP Address, Connectivity to Internet, Wi-Fi Connectivity.
3. Working with Google Services: Docs, Spreadsheet, Presenter, Sites, etc.
4. Introduction to Oracle or MySQL.
5. Learning Basic DDL and DML Commands.
 - a) Create, Alter, Drop, Truncate, View commands.
 - b) Insert, Select, update, Delete commands.
6. Working with Microsoft Project.
Introduction, Creating a New Project, Building Tasks, Creating Resources and Assigning Costs, Understanding of Views, Tracking Project Progress

Course Objective:

Increased students' confidence and communication skills with effective formal written messages and business documents in various formats and styles for preparing the students for Group Discussions and Interviews during the recruitment process.

Learning Outcomes:

1. Communicate effectively and intelligibly in diversified culture and different situation.
2. Compose various official written messages with proper formats and styles.
3. Ready for the job market and confidently attend job interviews.

Module-I: Reading Skills (6 Hours)

Reading comprehension, Note Making and Paraphrasing.

Module-II; Listening Skills (6 hours)

Content Listening and Critical Listening

Module-III: Writing Skill (6 hours)

Letter writing, Press Release, Agenda and Minute of a Meeting, Preparing Cover letter & Resume.

Module-IV: Speaking Skill (6 hours)

Group Discussion, Presentation, Mock Interview.

Text Book:

1. Communication Skills A Workbook by Sanjay Kumar & Pushp Lata, Oxford Publication.

Reference Book:

1. English Language Communication Skills : Lab Manual cum Workbook by Rajesh Kumar, Cengage Learning, 1st edition, 2014.