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NATIONAL INSTITUTE OF SCIENCE & TECHNOLOGY (Autonomous)
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INSTITUTE PARK, PALUR HILLS, BERHAMPUR, ODISHA -761 008



MBA Programme Structure

MBA 1st Year

First Semester					
Theory					
Sl. No.	Category	Course Code	Course Title	L-T-P	Credit
1	Core	19MB101	Marketing Management	3-0-0	3
2	Core	19MB102	Financial Accounting & Analysis	3-0-0	3
3	Core	19MB103	Human Resources Management	3-0-0	3
4	Core	19MB104	Statistics for Management	3-0-0	3
5	Core	19MB105	Business Economics	3-0-0	3
6	Core	19MB106	Management Principles and Practice	3-0-0	3
7	Core	19MB107	Managerial Communication	3-0-0	3
Total Credit (Theory)					21
Practical					
1	Sessional	19MB108	Computer Application in Business Lab	0-0-3	3
2	Sessional	19MB109	PD Lab-1	0-0-2	2
Total Credit (Practical)					5
Total Semester Credit					26



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Second Semester					
Theory					
Sl. No.	Category	Course Code	Course Title	L-T-P	Credit
1	Core	19MB201	Production & Operation Management	3-0-0	3
2	Core	19MB202	Financial Management	3-0-0	3
3	Core	19MB203	Business Law	3-0-0	3
4	Core	19MB204	Organisational Behaviour	3-0-0	3
5	Core	19MB205	Business Analytics	3-0-0	3
6	Core	19MB206	Entrepreneurship and Business Incubation	3-0-0	3
7	Core	19MB207	Business Research Methods	3-0-0	3
Total Credit (Theory)					21
Practical					
1	Sessional	19MB208	BA Lab-2(Business Analytics)	0-0-2	2
2	Sessional	19MB209	SPSS Lab	0-0-2	2
3	Sessional	19MB210	PD Lab-2	0-0-2	2
Total Credit (Practical)					6
Total Semester Credit					27



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1st Year

MBA

Detail Syllabus



Subject Code-19MB101	Subject Name: Marketing management	L-T-P-3-0-0	Credit-3
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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.

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.

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.

Text Book:

[1] Kotlar, Keller, Koshi, Jha (2013) Marketing Management, 13th Edition, Pearson, New Delhi.

Reference Books:

[2] Stanton, Etzel, Walker (2010) Fundamentals of Marketing, 13th Tata-McGraw Hill, New Delhi.



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- [3] Saxena, Rajan, Marketing Management (2009), 4th, Tata-McGraw Hill New Delhi.
- [4] McCarthy, E.J., Basic, Irwin, (2009) Marketing: A managerial approach, New York.

Subject Code-19MB1012	Subject Name: FINANCIAL ACCOUNTING AND ANALYSIS	L-T-P-3-0-0	Credit-3
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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.

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.

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.

Text Books:

- [1] Ramchandran. K (2017), Financial Accounting for Management, 4th TMH

Reference Books:

- [2] Satpathy, Mohapatra & Patra (2013) Financial Accounting and Analysis, 2nd edition, HPH.
- [3] Shah (2019) Financial Accounting for Management; 2nd edition, Oxford
- [4] Bhattacharya (2006) Financial Accounting for Management, 3rd edition, PHI
- [5] Maheswari (2005) Financial Accounting, 5th edition, Vikas Publications



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Subject Code-19MB1013	Subject Name: HUMAN RESOURCE MANAGEMENT	L-T-P-3-0-0	Credit-3
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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.

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.

Learning 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.

Text Book:

[1] Denisi & Sarkar, (2017), Human Resource management-A south Asian Perspective, Cengage.

Reference Books:

[2] Aswathappa, (2008), HRM Text & Cases, 5th edition, TMH.

[3] Rao, P. Subba, (2015), Personnel & Human Resource Management, 5th Revised Edition, Himalaya publishing house.

[4] Rao, VSP (2010), Human Resource Management, 3rd edition, Excel

[5] Jyoti, Venkates (2012), Human Resource Management, 2nd edition, Oxford



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Subject Code-19MB1014	Subject Name: STATISTICS FOR MANAGEMENT	L-T-P-3-0-0	Credit-3
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Course Objective:

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

Module-I: Statistical Methods; (12 Hours)

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 Hours)

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 Hours)

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

Module-IV: (6 Hours)

- **Decision theory** : Concept, Decision under risk (EMV) & uncertainty

- **Game Theory:** Concept, 2 zero sum game with dominance, Pure & Mixed Strategy (Fundamentals only).

Learning 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.

Text Book:

- [1] Levin & Rubin (2012) Statistics for Management , 7th edition, Pearson.

Reference Books:

- [2] Sharma, J.K. (2010), Business Statistics 3rd edition, Vikas Publishing.
- [3] Iyenger, T.V.K, Probability and statistics, S Chand.
- [4] Levine, Krehbiel, Berenson, (2016) Quantitative Techniques for Management, 12th edition, Pearson.
- [5] Vohra, N.D., (2017), Quantitative Techniques in Management, 5th edition, Tata McGraw Hill.



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Subject Code-19MB1015	Subject Name: BUSINESS ECONOMICS	L-T-P-3-0-0	Credit-3
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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

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.

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.

Text Book:

- [1] Vengedasalam & Madhavan, Principles of Economics (2014), 3rd edition Oxford University Press.

Reference Books:

- [2] Cherunilam, Francis(2015), Business Environment: Text & Cases, , 25th edition, Himalaya Publishing House.
- [3] Paul, Justine (2006), Business Environment, Tata McGraw Hill.
- [4] Gupta, S. P (2017) Macro Economics, 4th edition, Tata McGraw Hill.



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Subject Code-19MB1015	Subject Name: MANAGEMENT PRINCIPLES AND PRACTICES	L-T-P-3-0-0	Credit-3
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Course Objectives:

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

Module – I: Introduction: (6 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, Rensis Likert and McKinsey

Module – II: Organization: (12 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: (12 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 (6 hours)

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

Learning Outcomes:

1. To understand and practice concept, functions and levels of management, Skills and Roles of a Manager
2. To learn about Formal and Informal, Line and Staff Relationship, Centralization vs. Decentralization and highlight professional challenges that managers face in various organizations.
3. To learn basic issues in Organizing, Organization Structure for Departmentalization and enable the students to appreciate the emerging ideas & practices in management.
4. To understand decision making: Risk and Uncertainty, Decision Trees, Decision making process.

Text Book:

1. Robbins, Coulter & Vohra,(2019) Management,14t edition, Pearson.

Reference Books:

2. Rao VSP,(2005),Management: Text and Cases-,2nd edition, Excel Books
3. Chandan J. S, (2018), Management Theory & practice, Vikas publication.
5. Rao P Subba,(2010), Management Theory and Practice: Text and Cases,2nd edition, Himalaya publication
6. Kaul, Vijay (2016), Principles and Practices of Management, S.Chand Publishing

Subject Code-19MB1017	Subject Name: MANAGERIAL COMMUNICATION	L-T-P-3-0-0	Credit-3
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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.

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.

Learning 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.

Text Book:

[1] Raman Meenakshi & Singh Prakash (2012), Business Communication, 2nd Oxford Publishing.

Reference Books:

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



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Subject Code-19MB1018	Subject Name COMPUTER APPLICATION IN BUSINESS LAN	L-T-P-3-0-0	Credit-3
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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



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Subject Code-19MB1019	Subject Name PD LAB-1	L-T-P: 0-0-2	Credit-2
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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.

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.

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

Text Book:

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



Reference Book:

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

Second Semester

Subject Code-19MB201	Subject Name PRODUCTION & OPERATIONS MANAGEMENT	L-T-P-3-0-0	Credit-3
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Course Objective:

To get acquainted with the basic aspects of production and operations management. Study and analyze different operational issues in manufacturing and services organizations.

Module – I: Introduction (8 Hours)

Production and Operations Function in an Organization, Manufacturing Vs Service Operations, Competitive priorities of a firm, Designing Products, processes and services: New product development, Production processes, Factors affecting process design decisions, Group Technology, Designing Jobs: Work study analysis, work measurement: Stopwatch Time Study, Predetermined Motion Time Standards and Work Sampling, Standard Time Estimation.

Module –II: Strategy Issues in Production and Operation Management (8 Hours)

Long-range capacity planning: Economies of scales, Facility location: Factor influencing locations decisions, Facility Location Procedure and Models: Qualitative Models, Quantitative models - Breakeven Analysis, Centroid method, median method. Layout Planning: Layout types, New trends in manufacturing layout, Assembly line balancing,

Module –III: Operations Planning and scheduling(10 Hours)

Operations planning and scheduling: Aggregate planning, Material Requirements Planning (MRP), Master Production Scheduling (MPS), Inventory management: Inventory models, P-system, Q-system, Economic order quantity (EOQ), Economic batch quantity, Safety Stock, Reorder Point, ABC analysis,

Operations scheduling: Single Machine Sequencing, Flow shop sequencing - Johnson's Rule, Job shop Scheduling - Priority dispatching Rules.

Module -IV: Project planning and quality improvement for production and operations (10 Hours)

Project planning and control techniques: Critical path method (CPM), Project evaluation and review techniques (PERT), Gantt chart, Crashing of project. Operations quality management: Quality dimensions, Modern quality management: Just in Time (JIT), Total Quality Management (TQM), Total Productive Maintenance (TPM), ISO 9000, Quality Circle, Kaizen, Poka Yoke, Supply Chain Management (SCM), Business process reengineering (BPR), Lean manufacturing.

Learning Outcomes:

1. To understand the Production and Operations Function in an Organization.
2. To learn facility location and layout planning.
3. To understand operations planning and scheduling techniques
4. To learn project planning and control techniques.

Text Book:

[1] Chase, Aquilanno, Jacob & Agarwal(2018),Operations Management, 15th edition, Tata McGraw Hill Publication.

Reference Books:

- [2] Paneerselvam, R.(2012),Production and Operations Management, 3rd edition ,Prentice Hall of India.
- [3] Lee J. Krajewski et.al (2018), Operations Management, Process and Supply chains, 11th Edition, Pearson India Education Services Ltd.
- [4] Gaither & Frazier(2001), Operations Management,9th edition, Cengage Publication
- [5] Bedi, Kanishka(2007) Production and Operations Management, Oxford University Press



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Subject Code-19MB202	Subject Name FINANCIAL MANAGEMENT	L-T-P-3-0-0	Credit-3
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Course Objective:

This course provides students with concepts, techniques and tools to study, analyze and improve their knowledge on financial management practices of an organization

Module I: Foundations of Finance: (8 Hours)

Nature & Scope, Organization of Financial Functions. Emerging role of finance managers in India and in Global context, Financial Goal, Agency problems. Time value of money:

Module II: Investment Decisions. (10 Hours)

Capital Budgeting: Features, types and Techniques of capital budgeting decision. Cost of Capital.

Module III: Financing & Dividend Decision: (8 Hours)

Operating Leverage, Financial Leverage. Capital structure. Theory and Policy. Sources of Long term finance, Dividend Theory, Dividend Policy.

Module IV: Liquidity Decision: (10 Hours)

Working Capital concepts, Policies, estimation, factors affecting working capital, Sources of financing Working Capital, Management of cash : Cash budget, Management of collections and disbursement, Investment of Surplus cash ; Management of Receivables : Terms of Credit, Credit Policy decision ; Management of Inventory : Techniques of Inventory planning and control.

Learning Outcomes:

- 1 To estimate capital requirements of business for sound capital structure.
- 2 To decide allocation of funds of company to ensure safety of investment and regular returns.
- 3 To impart the students the techniques of distributing the dividends to shareholders or retention of profits.

Text Book:

1. Van Horne (2015), Fundamentals of Financial Management, 13th edition, Pearson.

Reference Books:

2. Pandey, IM(2018), Essentials of Financial Management, 4th edition , Vikas publication.
3. Khan & Jain (2017) Financial Management, 7th edition, McGraw Hill,
4. Srivastav & Misra (2011), Financial Management, 2nd edition, Oxford University press.
5. Reddy G Sudarsan,(2013) Financial Management,3rd Revised edition , Himalaya Publication.
6. Tulsian (2010),Financial Management, S.Chand publication.



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Subject Code-19MB203	Subject Name BUSINESS LAW	L-T-P-3-0-0	Credit-3
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Course Objectives:

Students will acquire the knowledge on various aspects of law applicable to business. Various statutory compliances will be addressed and students will be able to know how to implement in companies.

Module-I Law of contract: (8 Hours)

Contract Act, Indian Contract Act 1872, Agreement, contract, Essentials of contract (Offer & Acceptance, Consideration, capacity of parties, Free Consent, Legality of Object), Performance and Discharge of contract, Remedies for breach of Contract, Quasi Contract, and Contingent Contract

Module-II Special Contracts; (8 Hours)

Contract of Agency, mode of creating and revocation of agency, Rights and duties of Agents and principals, Contract of Bailment (Rights and duties of Bailor and Bailee), Sale of goods Act, Sale and agreement to Sale, Condition and warranty, transfer of properties, finder of goods, Performance of contract of sale, Unpaid Seller and his rights,

Module III Consumer Protection Law (8 Hours)

Consumer Protection Act, Consumer, Rights of consumers, Redressal Machinery under this Act, Procedure of complaint, Relief available to consumers, Procedure of filing appeal, Powers of Redressal agencies. Negotiable instruments Act 1881, Arbitration and Conciliation Act 1996

Module-IV Company Law (12 Hours)

Company Laws: Indian Companies Act 2013, Salient features and classes of companies, Lifting of corporate veil, Procedure of Incorporation and Certificate of Commencement of Business, Memorandum and Articles of Association, Doctrine of Ultra Vires and Indoor Management, Management of Company: Qualification, Appointment of directors, Company meetings and resolutions, winding-up of companies and their mode.

Learning Outcomes:

1. To acquire the knowledge about the contracts and its applications.
2. To implement various statutory protection to safeguard consumers.
3. To know the company formation and its legal compliances.

Text Book:

- [1] Saravanel & Mohapatra,(2016), Business Law ,Himalaya Publishing house.

Reference Books:

- [2] Kapoor ND,(2018) Elements of Business Law ,S Chand .
[3] Pathak Akhileswar (2018),Business Law,7th edition, Tata McGraw Hill



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Subject Code-19MB204	Subject Name : ORGANISATIONAL BEHAVIOUR	L-T-P-3-0-0	Credit-3
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Course Objectives:

Developing an understanding of the behaviour of individuals and groups inside organizations by enhancing the skills in appreciating individuals, interpersonal, and group process for increased effectiveness both within and outside of organizations is the goal of any organisation. Through this course students will develop theoretical and practical insights and problem-solving capabilities for effectively managing the organizational processes.

Module-I : Fundamentals of OB: (6 Hours)

Definition, scope and importance of OB, Relationship between OB and the individual, Evolution of OB, Models of OB. Learning; Theories and their applications

Module II : Foundations of Individual Behavior: (12 Hours)

Personality and values: Definition and importance of Personality for performance, The Myers-Briggs Type Indicator and The Big Five personality model, Significant personality traits suitable to the workplace (personality and job - fit theory), Personality Tests and their practical applications. Attitude; ABC Model. Perception: Meaning and concept of perception, Factors influencing perception, Selective perception, Perceptual errors.

Motivation: Definition & Concept of Motive & Motivation, The Content Theories of Motivation (Maslow's Need Hierarchy & Herzberg's Two Factor model Theory), The Process Theories (Vroom's expectancy Theory & Porter Lawler model), Contemporary Theories - Equity Theory of Work Motivation.

Module- III: Foundations of Group Behavior: (8 Hours)

Group Dynamics, Types of Groups, The Five - Stage Model of Group Development.

Developing Work Teams, Team Effectiveness & Team Building.

Leadership: Concept, Types & Styles of Leadership, Traditional & Contemporary theories of leadership Success stories of today's Global and Indian leaders.

Module- IV: Foundations of Organisational Behavior: (10 Hours)

Organisational Culture; creating and maintenance. Organisational Change; concept and technique and theories of change. Organisational Development; concept and methods of doing development.

Learning Outcomes:

1. Students will understand the essential of maintaining the inter-personal relationships in organisations.
2. Personality factors will be effectively used to understand the communication among groups.
3. The reasons for conflict will be known and prescriptive methods can be devised to enhance higher productivity in organisations.
4. Being an employee in an organisation the importance of organisational change and culture can be known to all.

Text Book:

[1] Robbins, Judge & Sanghi, (2018), Organizational behaviour, 18th edition, Pearson.

Reference Books:

[2] Aswathappa K (2016) Organizational Behaviour, 12th edition, Himalaya Publishing house.

[3] Rao VSP, (2009) Organizational Behaviour, 4th edition, Excel



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[4] Griffin & Moorhead (2014) Introduction to Organizational Behaviour, 11th edition, Cengage.

[5] Parek (2011), Understanding Organizational Behaviour, 3rd edition, Oxford

Subject Code-19MB205	Subject Name : BUSINESS ANALYTICS	L-T-P-3-0-0	Credit-3
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Course Objective:

The objective of the course is to provide an understanding of Basic concepts of Business Analytics like Descriptive, Predictive and Prescriptive Analytics and an overview of Programming using R Language.

Module I: Introduction to Business Analytics [6 Hours]

Decision Making Process, Definition of Business Analytics, Categories of Business Analytical Methods and Models, Business Analytics in Practice and Case Studies in - Finance, Human Resource, Marketing, Health Care, Supply Chain, Sports, and Web, Big Data-Overview of using Data, Types of Data.

Module II: Descriptive Analytics and Data Visualization [8 Hours]

Overview of Description Statistics Central Tendency, Variability, Data Distributions, Association, Data Visualization- Definition, Visualization Techniques -Tables, Cross Tabulations, Charts, Data Dashboards Design.

Module III: Predictive Analytics [10 Hours]

Regression Models -Linear, Least Squares & Multiple, Time Series Analysis and Forecasting Techniques, Data Mining -Definition, Approaches in Data Mining- Data Sampling, Data Preparation, Data Exploration & Reduction, Unsupervised Learning (Classification, Association), Supervised Learning (Data Partitioning, Accuracy, k-Nearest Neighbors, Classification Tree, Regression Tree).

Module IV: Prescriptive Analytics [12 Hours]

Overview of Linear Optimization, Applications of Linear Optimization, Overview of Integer Optimization, Overview of Decision Analysis. Programming Using R

in Lab. R Environment, R packages, Reading and Writing data in R, R functions, Control Statements, Frames and Subsets, Managing and Manipulating data in R.

Learning Outcomes:

1. To learn the complexity of data in business domain.
2. To understand various data modeling and their usage in business.
3. To choose best decision based on various decision support system techniques.

Text Book:

- [1] Camm et.al(2016),Essentials of Business Analytics, 2nd edition, Cengage.

Reference Books:

- [2] James Evans (2017), Business Analytics, 2nd Edition, Pearson.
[3] Winston (2017), Business Analytics-Data Analysis-Data Analysis and Decision Making, 2nd edition, Cengage Learning.



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Subject Code-19MB206	Subject Name : ENTREPRENEURSHIP and BUSINESS INCUBATION	L-T-P-3-0-0	Credit-3
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Course Objective:

To sensitize the students towards Entrepreneurship as a career. To make students learn the basic things to start their own business

Module I: Entrepreneurship and Business Environment (8 Hours)

Entrepreneurship concept, Evolution of entrepreneurship, Entrepreneurship as a Career, Importance & Characteristics of Successful Entrepreneur, Entrepreneurship and Intra-preneurship-similarities and variance, Entrepreneurial Personality, Entrepreneurial motivation, Skills of Entrepreneur

Business Environment -Role of Family and Society-Entrepreneurship Development Training and Other Support Organizational Services

Module II: Start Up; (10 Hours)

Identifying a project-Start-up- problem & challenges- business plan-- Issues relating to location- Startups ecosystem: support organizations, big companies, universities, funding organizations, service providers, research organizations, Startup development phases: Ideating, concepting, committing, validating, scaling, establishing, Startup business partnering, Startup culture, Co-founders, Preparing to Launch: Essential Components, Intellectual Property, Branding, Strategy, Making the Entrepreneurial System Work for you, Financing startups: Different stages of financing; Co-founders, FFF, Angels; Venture Capitals, Acquisition/ mergers, Strategic alliances; IPO, Factors of success and failures, Restarters, Trends and obstacles. Startup India, Make in India as a Case study

Module III: Business Incubation; (10 Hours)

Business incubation definition & principles- objective- function- role -stages- business incubators in India- Incubator Models and Success Factors, Incubator Operation, Planning an Incubator, Business Incubation Marketing and Stakeholder Management, Financing a Business Incubator, Managing the

Business Incubator, Monitoring, Evaluation and Benchmarking, Implementing a Mentoring Program, Deals and Financing for Incubator Clients, Technology Commercialization, Virtual Business Incubation.

Module 4: Industry Sickness; (8 Hours)

Monitoring and Evaluation of Business -causes and symptoms of sickness-preventing Sickness and Rehabilitation of Business - Effective Management of small Business.

Learning Outcomes:

1. To appraise the students about Entrepreneurial skills & practices.
2. To differentiate skill sets required both by entrepreneur and business managers.
3. To equip students with techniques to face challenges while starting the business.

Text Book:

[1] Desai Vasant (2011), Entrepreneurship Development and Management, 6th edition , Himalaya publishing house.

Reference Books:

- [2] Hisrich (2001) Entrepreneurship, Tata McGraw Hill, 4th edition New Delhi.
- [3] S.S.Khanka(2001), Entrepreneurial Development, S.Chand and Company Limited, New Delhi,
- [4] Mathew Manimala, (2005), Entrepreneurship Theory at the Crossroads, Paradigms & Praxis, 2nd Edition, Biztrantra.
- [5] Chandra Prasanna(1996)Projects Planning, Analysis, Selection, Implementation and Reviews, Tata McGraw-Hill.
- [6] Kuratko &Rao (2012) Entrepreneurship: A South Asian perspective. Cengage Learning.

Subject Code-19MB207	Subject Name : BUSINESS RESEARCH METHODS	L-T-P-3-0-0	Credit-3
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Course Objectives:

Students are going to get hands on experience on various modalities of doing business research and knowledge of parametric and non-parametric tools will be used for hypothesis testing.

Module I: Introduction to BRM: (6 Hours)

Meaning and significance of research. Importance of scientific research in decision making. Types of research and research process. Identification of research problem and formulation of hypothesis. Research Designs. Review of Literature.

Module II: Measurement and Data Collection. (10 Hours)

Primary data, Secondary data, Design of questionnaire ; Sampling fundamentals and sample designs. Measurement and Scaling Techniques, Data Processing.

Module III: Data Analysis – I: (10 Hours)

Hypothesis testing; Z-test, t-test, F-test, Chi-square test. Analysis of variance. Non-parametric Test – Sign Test, Run test, Krushall – Wallis test

Module IV: Data Analysis – II: (10 Hours)

Factor analysis, Multiple Regressions Analysis. Discriminant Analysis, Report Writing and Presentation: Research Report, Types and significance, Structure of research report, Ethical issues in research, Presentation of report.

Learning Outcomes:

1. To understand research and its important dimensions.
2. Design and collect data for planning to conduct research.
3. Analysis and compilation of data.

4. To know effective way of report writing and presentation of research output.

Text Book:

[1] Chawla & Sondhi (2010) Research Methodology, 2nd edition , Vikas publication.

Reference Books:

[2] Paneerselvam R(2014) Research Methodology, 2nd edition , PHI.

[3] Sekaran. Uma (2006) Business Research Methods, 4th edition, Wiley

[4] Zikmund.(2002) Business Research Methods, 7th edition, S.chand publication.



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Subject Code-19MB208	Subject Name : BUSINESS ANALYTICS LAB	L-T-P: 0-0-2	Credit-2
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Hands-on session details:

1. Installation, R Environment, R Packages, Reading and Writing Data in R.
2. R Functions, Control Statements, Frames and Subsets.
3. Managing and Manipulating Data in R.
4. Statistics with R (Central Tendency, Variability, Data Distributions, Association).
5. Data Visualization using R and Tableau (Students Edition).
6. Regression Models –Linear, Least Squares & Multiple using R.
7. Time Series Analysis and Forecasting Techniques using R.
8. Unsupervised Learning: Classification, Association using R.
9. Supervised Learning: Data Partitioning, Accuracy, k-Nearest Neighbors, Classification Tree, and Regression Tree using R.
10. Applications of Linear Optimization using R.
11. Implementation of Integer Optimization using R.
12. Implementation of Decision Analysis using R.



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Subject Code-19MB209	Subject Name SPSS LAB	L-T-P: 0-0-2	Credit-2
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Practical Aspect (of BRM):

Students are expected to use the 30 days trial version of relevant software package to learn the following:

Sessions:

1. Introduction
2. Descriptive Statistics
3. Data entry using data and variable editor.
4. Draw frequencies, bar charts, histogram, percentile
5. Creating and editing graphs and charts.
6. Bi variate correlation.
7. t-test procedure.
8. Non-parametric Tests: Chi-square Test.
9. One way ANOVA procedure.
10. Simple Regression, Multiple regressions, Reliability analysis, Factor Analysis cluster analysis.



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Subject Code-19MB210	Subject Name PD Lab-2	L-T-P: 0-0-2	Credit-2
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Emphasis to be laid on the following aspects in the lab activities:

1. Basics of personality development: Physical appearance, confidence, voice; Communication style; Dressing and Grooming for success.
2. Introductions, Greetings, and the Art of Conversation.
3. Web Page Communication, Voice and Wireless Communication
4. Office Etiquette and Travel Etiquette.
5. Time Management Skills: Assessment of the present level of time use; Awareness of major time-wasters; Practice of better time management techniques.
6. Self-concept; Self-awareness through SWOT analysis; Impression Management.
7. Taking an On-line Aptitude Test in English
8. Preparing for Job Interviews.
9. Group Discussion
10. Business presentation

Reference Book:

- [1] Carol M. Lehman, Debbie D. Dufrene & Mala Sinha(2016),*Business Communication* ,2nd edition, Cengage Learning.