

**KHWAJA MOINUDDIN CHISHTI LANGUAGE UNIVERSITY**  
**UTTAR PRADESH, LUCKNOW**



**MBA Evaluation Scheme and Course Structure Regulations**  
**2021**

**As Per**  
**National Education Policy 2020**  
**(Effective from the Session: 2021-22)**

## **1. Applicability**

These regulations shall apply to the Master of Business Administration(MBA)programme from the session 2021-22.

## **2. Minimum Eligibility for Admission**

A Bachelor's degree under the 10+2+3 system or equivalent in any field of study, awarded by a University or Institute established as per law and recognised as equivalent by this University, with 50% marks in aggregate (relaxation in minimum marks for select category students shall be as per the Government rules) shall constitute the minimum requirement for admission to the programme.

## **3. Programme Objectives**

The MBA Programme is designed to enhance employability by preparing students for careers in management and leadership in both the private and public sectors including entrepreneurial ventures and family businesses. Students acquire a comprehensive foundation in the fundamentals of business, the environment in which they will function, the analytical tools for intelligent decision-making and problem solving. Specifically:

- To provide learning environment to students to pursue careers in different fields of management or become academicians and researchers.
- To enable students to develop conceptual, inter-personal, decision-making, problem solving, and oral and written communication skills.
- To develop the right attitude and increase the problem-solving, conceptual and decision-making skills of practising managers.
- To promote development of an ethical approach and leadership skills among students by stimulating them to organize and manage various programmes such as inter-institute competitions and seminars.
- To provide enhanced exposure to real life work experiences and hands-on practice in collaboration with industry for augmenting theoretical knowledge through enhanced understanding of practical issues.
- To provide opportunities for holistic development of students by encouraging them to participate in various co-curricular activities.

## **4. Programme Outcomes**

Upon completion of the MBA Programme, the students will be able to:

- Describe and relate to current conceptual and theoretical models, issues, and concerns in business administration / management.
- Analyse organisational and business situations with an open mind and formulate innovative solutions to problems.
- Examine and evaluate business practices across the globe to determine the best practices for application to their businesses.
- Appreciate the importance of ethical values and work as team players
- Acquire leadership skills and become productive managerial leaders.
- Adapt and apply current best business practices to the management of businesses.
- Formulate and implement appropriate strategies for their own professional development.

- Apply knowledge and skills acquired in problem solving to management of various business activities.
- Develop innovative thought process and start their own ventures as an entrepreneur
- Network and work in collaboration with team members to amalgamate and Integrate ideas and develop innovative solutions for solving practical problems.

### 5. Specific Programme Outcomes

- Enhanced employability for working as executives in various industries.
- Become an entrepreneur and initiate sustainable start-ups under Skill India, Digital India, Start-up India and Make in India schemes.
- Join public sector undertakings as management/marketing trainees and help in Economic and Social Development of the Nation.
- Expand their current business.
- Pursue research in different areas of management such as marketing, finance, strategy and general management.

### 6. Course Structure

The course structure of the Master of Business Administration (MBA) programme shall be as under:

Course	Subject Code	Title of the Paper	Maximum Marks			Credits Allotted				Teaching Hours
			Internal	External	Total	Lecture	Tutorial	Practical	Total Credits	
<b>Semester II</b>										
<b>Core Course</b>	MBACC 201	Marketing Management	30	70	100	3	1	0	4	04
<b>Core Course</b>	MBACC 202	Financial Management	30	70	100	3	1	0	4	04
<b>Core Course</b>	MBACC 203	Human Resource Management	30	70	100	3	1	0	4	04
<b>Core Course</b>	MBACC 204	Operations Management	30	70	100	3	1	0	4	04
<b>Core Course</b>	MBACC 205	Research Methods for Business	30	70	100	3	1	0	4	04
<b>Core Course</b>	MBACC 206	Information System Management	30	70	100	3	1	0	4	04
<b>Value Added Course (Non-Credited)</b>	MBAVNC 207	Business Laws				3	1	0		04
<b>Semester Total</b>			<b>180</b>	<b>420</b>	<b>600</b>	<b>18</b>	<b>6</b>	<b>0</b>	<b>24</b>	<b>28 Hours</b>

**MBACC – Core Course**

**MBAVC – Value Added Course (Credited)**

**MBAVNC – Value Added Course (Non-Credited)**

**Maximum Marks: 100**  
**Total: 45 Lectures + 15 Tutorial**

**Total Credit: 4**  
**3 Theories + 1 Tutorial**

**Semester II**  
**MBACC 201 Marketing Management**

**Course Objectives:**

1. Assess market opportunities by analyzing customers, competitors, collaborators, context, and the strengths and weaknesses of a company.
2. Understand consumers' requirements and their behaviors.
3. Develop effective marketing strategies to achieve organizational objectives.
4. Communicate and defend your recommendations and critically examine and build upon the recommendations of your classmates both quantitatively and qualitatively.
5. Develop the understanding the current global and digital aspect of marketing.

**Unit I:(9Lectures)**

Introduction: Nature and Scope of Marketing, Various Marketing Orientations, Need, Want, Demand, Elements of Marketing Mix, Customer Value and the Value Delivery Process. Understanding Consumer Behavior: Buying Motives, Factors Influencing Buying Behavior, Buying Habits, Stages in Consumer Buying Decision Process, Types of Consumer Buying Decisions.

**Unit II:(9Lectures)**

Market Segmentation, Targeting and Positioning: Meaning, Factors Influencing Segmentation, Market Aggregation, Basis for Segmentation, Segmentation of Consumer. Targeting: Meaning, Basis for Identifying Target Customers, Target Market Strategies. Positioning: Meaning, Product Differentiation Strategies, Tasks Involved in Positioning. Branding: Concept of Branding, Brand Types, Brand Equity, Branding Positioning.

**Unit III:(9Lectures)**

Product Decisions: Concept, Product Hierarchy, New Product Development, Diffusion Process, Product Life Cycle, Product Mix Strategies. Packaging/Labeling: Packaging as a Marketing Tool, Requirement of Good Packaging, Role of Labelling in Packaging. Pricing Decisions: Pricing Concepts for Establishing Value, Pricing Strategies: Value based, Cost Based, Market Based, Competitor Based, New Product Pricing: Price Skimming & Penetration Pricing.

**Unit IV:(9Lectures)**

Place Decision: Meaning, Purpose, Channel Alternatives, Factors Affecting Channel Choice, Channel Design and Channel Management Decisions, Channel Conflict, Retailing & Types of Retailers. Advertising: Advertising Objectives, Advertising Budget, Advertising Copy, AIDA Model, Public Relation: Meaning, Objectives, Types, and Functions of Public Relations. Sales Promotion: Sales Promotion Mix, Kinds of Promotion, Tools and Techniques of Sales Promotion, Push-Pull Strategies of Promotion, Personal Selling: Concept, Features, Functions,

Steps/Process Involved in Personal Selling, Direct Marketing: Meaning, Features, Functions, Growth and Benefits of Direct Marketing, Different Forms.

**Unit V:(9Lectures)**

CRM:Meaning,RelationshipMarketingVs.RelationshipManagement,TypesofRelationship Management, Significance of Customer Relationship Management. Global Marketing: Current Scenario, Global Marketing Environment, Entry Strategies, Global P’s of Marketing., Recent Trends and Innovation in Marketing: Green Marketing, Agile Marketing.

**Course Outcomes:** Upon the successful completion of this course, the student will be able to:

S. No.	Course Outcome	Bloom’s Taxonomy
1	CO1. Remember and Comprehend basic marketing concepts.	Remembering (K1)/ Knowledge(K 2)
2	CO2. Understand marketing Insights on application of basic marketing concepts.	Synthesizing (K6)/ Comprehending(K3)
3	CO3. Able to Apply and develop Marketing Strategies and Plans.	Applying (K 4)
4	CO4. Understand and Analyzing Business/ Consumer Markets and ability Identify & evaluate Market Segments and Targeting.	Analyzing (K 5)
5	CO5. Develop skills to understand the current global and digital aspect of marketing.	Evaluating (K7)

**Suggested Readings:**

1. Marketing Management: A South Asian Perspective - Kotler, Keller, Kevin 15/e, Pearson Education, 2016.
2. Marketing Management - Ramaswamy V. S. & Namakumari S, 6/e, Sage Publication India Pvt Ltd., 2018.
3. Marketing Management - Tapan Panda, 5/e, Excel Publication, 2007.
4. Fundamentals of Marketing Management - Etzel M.J, BJ Walker & William J. Stanton, 14/e, McGrawHill Education Publishers, 2015.
5. Marketing: Asian Edition Paul Bainies, Chris Fill Kelly Page third edition, Oxford.

**Maximum Marks: 100**  
**Total: 45 Lectures + 15 Tutorial**

**Total Credit: 4**  
**3 Theories + 1 Tutorial**

**MBACC 202 Financial Management**

**Course Objectives:**

1. To provide the basic understanding of corporate finance concepts.
2. To enable the students, synthesize and explain the corporate financial functions and decision-making dynamics in the broad framework of a financial system.
3. To understand the fundamentals, various models and agency problems of Corporate Finance.
4. To acquire knowledge about various techniques used for analysing various long-term projects.
5. To have an understanding about various capital structure techniques and selecting best source of finance.

**Unit I:(9Lectures)**

Nature of Financial Management: Scope and Objectives of Finance, Role and Functions of Finance Manager, Risk-Return Trade Off, Shareholders' Wealth Maximization, Agency Problem, General Awareness of Financial Environment-Financial Instruments, Regulation and Markets.

**Unit II:(9Lectures)**

Investment Decisions: Investment and Financing Decision: Concept of Opportunity Cost, Cost of Debt, Preference and Equity Capital, Composite Cost of Capital, Cash Flows as Profit and Components of Cash Flows, Capital Budgeting Decisions, Calculation of NPV and IRR, Excel Application in Analysing Projects.

**Unit III:(9 Lectures)**

Financing Decisions: Capital Structure, Relevance and Irrelevancy Theory, Leverage Analysis: Financial, Operating and Combined Leverage along with its Implications, EBIT EPS Analysis, Point of Indifference.

**Unit IV:(9 Lectures)**

Dividend Theories: Factors Affecting Dividend Policy, Forms of Dividends, Types of Dividend Policies, Dividend Models: Walter and Gordon Model, Miller-Modigliani (MM) Hypothesis.

**Unit V:(9Lectures)**

Working Capital Management: Principles of Working Capital Management, Accounts Receivable Management, Inventory Management and Cash Management, Factors Influencing Working Capital Requirement, Computation of Working Capital Required in Business Firm.

**Course Outcomes:** Upon the successful completion of this course, the student will be able to:

S. No.	Course Outcome	Bloom's Taxonomy
1	CO1. To appraise and analyse the role and functions of a finance manager.	Remembering (K1)/ Knowledge (K 2)
2	CO2. Understand the practical application of time value of money and evaluating long term investment decisions.	Analyzing (K5)/ Evaluating (K7)
3	CO3. Develop analytical skills to select the best source of capital, structure and leverage.	Analyzing (K5)/ Synthesizing (K6)
4	CO4. Understand the use and application of different models for firm's optimum dividend pay-out.	Comprehending (K3)/ Applying (K4)
5	CO5. To evaluate the outcomes of a firm's decision to use various financial assets in short and long term	Comprehending (K3)/ Synthesizing (K6)

**Suggested Readings:**

1. Khan and Jain, Financial Management (Tata McGraw Hill, 7<sup>th</sup> Edition).
2. Pandey I M, Financial Management (Vikas, 11<sup>th</sup> Edition).
3. William Hakka BettnerCarcello, Financial and Management Accounting (TMH-16<sup>th</sup> Edition).
4. Sheeba Kapil, Fundamental of Financial Management (Wiley, 2015).
5. Prasanna Chandra, Fundamentals of Financial Management (TMH, 9<sup>th</sup> Edition).
6. Bark DemazoThampy, Financial Management (Pearson, 2<sup>nd</sup> Edition).
7. R P Rustagi, Financial Management (Galgotia, 2000, 2<sup>nd</sup> Revised Edition).
8. Damodaran, A., Applied Corporate Finance, 3<sup>rd</sup> Edition, Wiley, 2012.
9. Ravi.M Kishore, Financial Management (Taxman, 7<sup>th</sup> Edition).
10. Fundamentals to Financial Management, Brigham & Houston, 14/E, Cengage Learning.
11. Van Horne , Financial Management and Policy (Prentice hall, 2003, 12<sup>th</sup> Edition).

**Maximum Marks: 100**

**Total Credit: 4**

**Total: 45 Lectures + 15 Tutorial**

**3 Theories + 1 Tutorial**

**MBACC 203 Human Resource Management**

**Course Objectives:** In this course the students will learn the basic concepts and frameworks of Human Resource Management (HRM) and understand the role that HRM has to play in effective business administration. It will provide an insight as to how to use Human Resource as a tool to implement strategies.

**Unit I:(9Lectures)**

Essentials of HRM: Functions of HRM, HRM vs. HRD, Strategic HRM: Meaning and Roles in Strategy Formulation and Implementation, Barriers to Strategic HRM, Linking HR Strategy with Business Strategy, Roles of HR Manager, Roles of HR in Merger and Acquisitions, Technology & HR and Changing Roles of HR due to Technology, HRM Linkage with TQM & Productivity. Case Studies.

**Unit II:(9Lectures)**

Human Resource Planning and Employee Hiring: Meaning of Job Analysis, Job Design, Human Resource Planning, Methods Demand Forecasting for Manpower Planning, Factors Influencing HRP, Employee Hiring: Methods of Recruitment, Employee Selection, Process of Employee Selection, Recent Trends in Recruitment. Case Studies.

**Unit III:(9Lectures)**

Employee Training & Development: Meaning, Importance of Training, Types and Methods and Types of Training, Career Planning, Promotion, Transfer, Demotion and Separation, Performance Appraisal: Meaning and Types of Appraisal, Job Evaluation: Meaning and Methods of Job Evaluation. Case Studies.

**Unit IV:(9Lectures)**

Compensation Management and Employee Relations: Introduction to Compensation Management, Components and Structure of Employee Compensation, Factors affecting Employee Compensation, Employee Incentive Schemes, and Recent Trends in Compensations Management, Meaning of Employee Relation and Industrial Relations. Case Studies.

**Unit V:(9Lectures)**

Employee Safety: Health and International Human Resource Management, Needs and Legal Provision of Employee Health, Measures to Promote Employee Health, Purpose of Employee Safety, Accidents: Causes & Prevention, Effective Safety Management, & Legal Provisos. Basic Principles Governing International Human Resource. Case Studies.



**Course Outcomes:**

<b>S. No.</b>	<b>Course Outcome</b>	<b>Bloom's Taxonomy</b>
1	CO1. Synthesize the role of human resources management as it supports the success of the organization including the effective development of human capital as an agent for organizational change.	K6 Synthesizing
2	CO2. Demonstrate knowledge of laws that impact behaviour in relationships between employers and employees that ultimately impact the goals and strategies of the organization.	K2 Knowledge
3	CO3. Understand the role of employee benefits and compensation as a critical component of employee performance, productivity and organizational effectiveness.	K3 Comprehending
4	CO4. Show evidence of the ability to analyze, manage and problem solve to deal with the challenges and complexities of the practice of collective bargaining.	K5 Analysing
5	CO5. Demonstrate knowledge of practical application of training and employee development as it impacts organizational strategy and competitive advantage.	K2 Knowledge/ K4 Applying

**Suggested Readings:**

1. V.S.P.Rao, Human Resource Management (Text and Cases) Himalaya Publications, Thirteenth Edition.
2. Durai Praveen, Human Resource Management Pearson Publication, 2<sup>nd</sup> Edition.
3. Gary Dessler and Biju Varkkey Human Resource Management, Person Publication, 2013, 14<sup>th</sup> Edition.
4. Seema Sanghi, Human Resource Management, Vikas Publications, 2014, 5<sup>th</sup> Edition.
5. K. Aswathappa, Human Resource Management, McGraw Hill Education, 2013, 7<sup>th</sup> Edition.

**Maximum Marks: 100**  
**Total: 45 Lectures + 15 Tutorial**

**Total Credit: 4**  
**3 Theories + 1 Tutorial**

### **MBACC 204 Operations Management**

#### **Course Objectives:**

1. To understand the role of Operations in overall Business Strategy of the firm.
2. To understand the application of operations management policies and techniques to the service sector as well as manufacturing firms.
3. To identify and evaluate the key factors and their interdependence of these factors in the design of effective operating systems.
4. To understand the trends and challenges of Operations Management in the current business environment.
5. To familiarize the students with the techniques for effective utilization of operational resources and managing the processes to produce good quality products and services at competitive prices.

#### **Unit I:(9 Lectures)**

##### **Production Concepts**

Introduction, Meaning, Nature and Scope of Production and Operations Management. Difference between Production and Operations Management. Productivity, Factors Affecting Productivity and Productivity Measurement. Work Study, Method Study and Work Measurement. Production Technology: Types of Manufacturing Processes. Plant Location and Types of Plant Layout.

#### **Unit II:(9 Lectures)**

##### **Operations Concepts**

Services Scenario in India, Difference between Product and Service, Characteristics of Services, Classification of Services, Product and Service Design, Factors Affecting Service Design, Service Designing Process, Service Blueprinting, Service Capacity Planning. Dimensions of Quality in Services, Understanding Service Quality Gap, Measuring Service Quality Using SERVQUAL Model. Case Studies.

#### **Unit III:(9 Lectures)**

##### **Material and Inventory Management**

Types of Production Planning, Process of Production Planning and Control (PPC) – Routing, Scheduling and Loading. Master Production Schedule, Aggregate Production Planning. Types of Inventories, Inventory Control Techniques – EOQ, ABC, VED, FSN, HML and SDE (Simple Numerical Problems on Inventory Control Techniques). Just-In-Time (JIT) and KANBAN. Case Studies.

#### UnitIV:(9Lectures)

##### Supply Chain Management

Overview of Supply Chain Management, Conceptual Model of SCM, Supply Chain Drivers, Measuring Supply Chain Performance, Core and Reverse Supply Chain, Global Supply Chain, Inbound and Outbound Logistics, Bullwhip Effect in SCM, Push And Pull Systems, Lean Manufacturing, Agile Manufacturing, Role of IT in SCM. Demand Forecasting in Supply Chain: Simple Moving Average Method, Weighted Moving Average Method, Linear Regression and Exponential Smoothing Method. Case Studies.

#### UnitV:(9Lectures)

##### Productivity and Quality

TQM, Deming's 14 Principles, Juran's Quality Trilogy, PDCA Cycle, KAIZEN, Quality Circles, 7QC Tools and 7 New Management Tools, ISO 9000-2000 Clauses, Six Sigma, Total Productive Maintenance (TPM), 5S. Case Studies.

#### Course Outcomes:

S. No.	Course Outcome	Bloom's Taxonomy
1	CO1. Understand the role of Operations in overall Business Strategy of the firm - the application of OM policies and techniques to the service sector as well as manufacturing firms.	Knowledge(K2)/ Comprehending (K3)/ Remembering (K1)
2	CO2. Understand and apply the concepts of Material Management, Supply Chain Management and TQM perspectives.	Knowledge(K2)/ Remembering (K1)/ Applying (K4)
3	CO3. Identify and evaluate the key factors and their interdependence of these factors in the design of effective operating systems.	Comprehending (K3)/ Applying (K4)
4	CO4. Analyze / understand the trends and challenges of Operations Management in the current business environment.	Analyzing (K5)
5	CO5. Apply techniques for effective utilization of operational resources and managing the processes to produce good quality products and services at competitive prices.	Synthesizing (K6)/ Evaluating (K7)

#### Suggested Readings:

1. Aswathappa, K. & Bhat, K.S. -- Production and Operations Management (Himalaya Publishing House, 2<sup>nd</sup> Edition).
2. Chase, R.B., Shankar, R. & Jacobs, F.R. -- Operations & Supply Chain Management (Tata McGraw Hill, 14<sup>th</sup> Edition).
3. Chunawalla, S.A. & Patel, D.R. -- Production & Operations Management (Himalaya Publishing House, 9<sup>th</sup> Edition).
4. Chary, S.N. -- Production and Operations Management (Tata McGraw Hill, 6<sup>th</sup> Edition).
5. Charantimath, P.M. -- Total Quality Management (Pearson Education, 3<sup>rd</sup> Edition).

6. Bedi, Kanishka – Production & Operations Management (Oxford University Press, 3<sup>rd</sup> Edition).
7. Adam, Everett E. & Ebert, Ronald J. – Production and Operations Management (Prentice Hall, 5<sup>th</sup> Edition).
8. Gopalakrishnan, P. & Sundaresan, M. – Materials Management (Prentice Hall of India).

**Maximum Marks: 100**  
**Total: 45 Lectures + 15 Tutorial**

**Total Credit: 4**  
**3 Theories + 1 Tutorial**

**MBACC 205 Research Methods for Business**

**Course objectives:**

1. Understand the concept / fundamentals of research and their types.
2. Understand the practical application of various research techniques.
3. Understand the importance of scaling & measurement techniques and sampling techniques.
4. Understand the importance of coding, editing, tabulation and analysis in doing research.
5. Understanding and applying the concept of statistical analysis which includes ANOVA technique and technique of report writing.

**Unit I:(9Lectures)**

Research: Definition, Meaning, Importance Types and Qualities of Research; Research Applications in Functional Areas of Business, Emerging Trends in Business Research. Research & the Scientific Method: Characteristics of Scientific Method. Steps in Research Process Concept of Scientific Enquiry: Formulation of Research Problem: Management Question, Research Question, Investigation Question, Research Proposal: Elements of a Research Proposal, Drafting a Research Proposal, Evaluating a Research Proposal.

**Unit II:(9Lectures)**

Research Design: Concept, Features of a Good Research Design, Use of a Good Research Design, Qualitative and Quantitative Research Approaches, Comparison: Pros and Cons of Both Approaches. Exploratory Research Design: Concept, Types: Qualitative Techniques, Projective Techniques, Depth Interview, Experience Survey, Focus Groups, Observation. Descriptive Research Designs: Concept, Types and Uses. Concept of Cross-Sectional and Longitudinal Research. Experimental Design: Concept of Cause, Causal Relationships, Concept of Independent & Dependent Variables, Concomitant Variable, Extraneous Variable, Treatment, Control Group.

**Unit III:(9Lectures)**

Scaling & Measurement Techniques: Concept of Measurement: Need of Measurement, Problems in Measurement in Management Research: Validity and Reliability. Level of Measurement: Nominal, Ordinal, Interval, Ratio. Attitude Scaling Techniques: Concept of Scale: Rating Scales viz. Likert Scales, Semantic Differential Scales, Constant Sum Scales, Graphic Rating Scales: Ranking Scales – Paired Comparison & Forced Ranking – Concept and Application.

**Unit IV:(9Lectures)**

Sampling: Basic Concepts: Defining the Universe, Concepts of Statistical Population, Sample, Characteristics of a Good Sample. Sampling Frame (Practical Approach For Determining The

Sample Frame Expected), Sampling Errors, Non Sampling Errors, Methods to Reduce the Errors, Sample Size Constraints, Non Response. Probability Sample: Simple Random Sample, Systematic Sample, Stratified Random Sample, Area Sampling & Cluster Sampling. Non Probability Sample: Judgment Sampling, Convenience Sampling, Purposive Sampling, Quota Sampling & Snowballing Sampling Methods. Determining Size of the Sample: Practical Considerations in Sampling and Sample Size, Sample Size Determination.

**Unit V:(9Lectures)**

Data Analysis: Editing, Coding, Tabular Representation of Data, Frequency Tables, Construction of Frequency Distributions, Graphical Representation of Data: Appropriate Usage of Bar Charts, Pie Charts, Histogram. Hypothesis: Qualities of a Good Hypothesis: Framing Null Hypothesis & Alternative Hypothesis. Concept of Hypothesis Testing: Logic & Importance. Analysis of Variance: One Way and Two Way Classifications. Mechanism of Report Writing: Report Preparation: Types, Report Structure: Preliminary Section, Main Report, Interpretation of Results, Suggestions and Recommendations, Limitations of the Study, Report Formulation.

**Course Outcomes:**

S. No.	Course Outcome	Bloom’s Taxonomy
1	CO1. Knowledge of concept / fundamentals for different types of research.	Knowledge (K 2)
2	CO2. Applying relevant research techniques.	Remembering (K1)/ Applying (K 4)
3	CO3. Understanding relevant scaling & measurement techniques and should use appropriate sampling techniques.	Comprehending (K 3)/ Applying (K 4)
4	CO4. Synthesizing different techniques of coding, editing, tabulation and analysis in doing research.	Analyzing (K 5)/ Synthesizing (K6)
5	CO5. Evaluating statistical analysis which includes ANOVA technique and prepare research report.	Evaluating (K7)

**Suggested Readings:**

1. Research Methodology, Deepak Chawla, Neena Sondhi, Vikas Publication.
2. Business Research Methods, Naval Bajpai, Pearson Education.
3. Research Methodology, C R Kothari, New Age International.
4. Business Research Methods by Donald Cooper & Pamela Schindler, TMGH, 9<sup>th</sup> Edition.
5. Business Research Methods by Alan Bryman & Emma Bell, Oxford University Press, 2<sup>nd</sup> Edition.
6. Business Research Methods by T N Srivastava & Shailaja Rao, TMH Publication, 2<sup>nd</sup> Edition.

**Maximum Marks: 100**  
**Total: 45 Lectures + 15 Tutorial**

**Total Credit: 4**  
**3 Theories + 1 Tutorial**

**MBACC 206 Information System Management**

**Course Objective:**

1. To develop applicable knowledge of fundamental concepts of information systems in management.
2. To understand the use and importance of information system for business professionals.
3. To provide information about various cross functional enterprise systems.
4. To discuss the processes and managerial issues in the implementation of new business applications of information technology.
5. To provide students with solid grounding in business uses of information technology in a rapidly changing environment.

**Unit I:(9Lectures)**

Foundation of Information Systems in Business: Fundamental Role of IS in Business, Trends in Information Systems, Types of Information Systems: Operations Support System, Management Support System, Other Classification of Information Systems. Components of Information Systems, Information Systems Resources: People Resources, Hardware Resources, Software Resources, Data Resources, Network Resources, Information Systems Activities: Input of Data Resources, Processing of Data into Concepts, Output of Information Products, Storage of Data Resources, Control of System Performance, Recognising Information Systems. Competing with Information Technology: Fundamentals of Strategic Advantage: Strategic Uses of IT, Value Chain and Strategic IS, Competitive Strategic Concepts, Becoming an Agile Company, Creating a Virtual Company, Building a Knowledge Creating Company, Knowledge Management Systems.

**Unit II:(9Lectures)**

E-Business Systems: Introduction, Cross-Functional Enterprise Applications, Enterprise Application Architecture, Enterprise Application Integration, Transaction Processing Systems: The Transaction Processing Cycle, Enterprise Collaboration Systems: Tools for Enterprise Collaboration. Supply Chain Management: The Business Network: Introduction of SCM, Role of SCM, Benefits and Challenges of SCM, Trends in SCM.

**Unit III:(9Lectures)**

Developing Business/IT Strategies: Planning Fundamentals: Introduction, Organisational Planning, The Scenario Approach, Planning for Competitive Advantage, SWOT Analysis, Business Models and Planning, Business/IT Architecture Planning, Identifying Business/IT Strategies, Business Application Planning, Business/IT Architecture Planning, Implementation Changes: Introduction, Implementing IT, End-User Resistance and Involvement, Change Management, Developing Business/IT Solutions: IS development, The Systems Approach, Systems Thinking, System Analysis and Design, The Systems Development Life Cycle, Starting the Systems Development Process: Feasibility Studies,

Operational Feasibility, Economic Feasibility, Technical Feasibility, Human Factors Feasibility, Legal/Political Feasibility, System Analysis: Organisational Analysis, Analysis of the Present System, Logical Analysis, Functional Requirements Analysis and Determination, Systems Design: Prototyping, The Prototyping Process, User Interface Design, System Specifications, End-User Development-Focus on IS Activities, Doing End-User Development.

**Unit IV:(9Lectures)**

Security, Ethical and Societal Challenges of IT: Introduction, Business/ IT Security, Ethics and Society, Ethical Responsibility of Business Professionals, Business Ethics, Technology Ethics, Ethical Guidelines, Computer Crime: Hacking and Cracking, Cyber Theft, Cyber Terrorism, Unauthorised Use at Work, Software Piracy, Theft of Intellectual Property, Computer Viruses and Worms, Adware and Spyware, Privacy Issues: Privacy on the Internet, Computer Matching, Privacy Laws, Computer Libel and Censorship, The Current State of Cyber Law, Other Challenges: Employment Challenges, Computer Monitoring, Challenges in Working Conditions, Challenges of Individuality, Societal Solutions, Security Management of IT: Introduction, Tools of Security Management, Various Security Measures, System Control and Audits.

**Unit V:(9Lectures)**

Enterprise and Global Management of IT: Business and IT, Managing IT, IT Architecture, Managing the IT Function, Organizing IT, Managing Applications Development, Managing IS Operations, IT Staff Planning, Technology Management, Managing User Services, Outsourcing and Off Shoring IT and IS, Trends in Outsourcing and Off Shoring, Failures in IT Management, Management Involvement, IT Governance, Managing Global IT: The International Dimension, Global IT Management, Cultural, Political and Geo Economical Challenges, Global Business/IT Challenges, Global Business/IY Applications, Global IT Platforms, Global Data Access Issues, Global Systems Development.

**Course Outcomes:**

<b>S. No.</b>	<b>Course Outcome</b>	<b>Bloom’s Taxonomy</b>
1	CO1. Be able to understand the importance of information management in business and management.	Knowledge (K2)/ Remembering (K1)
2	CO2. To understand and formulate different types of information systems in business.	Knowledge (K2)
3	CO3. Be able to apply the IT Strategies for Business Development and making SWOT Analysis.	Knowledge (K2)
4	CO4. To Understand various security and ethical issues with Information Systems.	Knowledge (K2)
5	CO5. To able to understand the global management of IT and managing application development.	Knowledge (K2)/ Applying (K4)



### **Suggested Readings:**

1. Management Information System – James ‘O’ Brian.
2. Management Information Systems, Laudon and Laudon, 7<sup>th</sup> Edition, Pearson Education Asia.
3. Management Information Systems, Jawadekar, Tata McGraw Hill.
4. Analysis and Design of Information Systems, Rajaraman, Prentice Hall.
5. Database Management Systems: A Business Oriented Approach Using ORACLE, MySQL and MS Access, by Sotirios Zygiari.
6. Computer Applications in Business (CBCS) by Dr. Sushil Kumar Sharma & Ms. Mansi Bansal (Taxmann).
7. Excel 2019 All-In-One: Master the new features of Excel 2019 / Office 365, Lokesh Lalwani (BPB).

**Maximum Marks: 100**  
**Total: 45 Lectures + 15 Tutorial**

**Total Credit: 4**  
**3 Theories + 1 Tutorial**

**MBAVNC 207 Business Laws**

**Course Objectives:**

1. To provide basic understanding of law of contract.
2. To understand the framework of Indian Business Laws.
3. To impart basic understanding of provisions of Companies Act concerning incorporation and regulation of business organizations.
4. To take correct business decisions in context with legal framework.
5. To advise all business executives regarding legal issues.
6. To appraise the students on the leading practical application oriented case studies – relevant and updated and analyzing case laws in arriving at conclusions facilitating business decisions.

**Unit I:(9Lectures)**

Indian Contract Act, 1872: Definition and Essentials and Kinds of Contracts: On the Basis of Validity, Enforcement and Performance, Offer and Acceptance: Definition and Essentials, Consideration: Definition and Essentials, Doctrine of Privity of Contract, Capacity of Parties, Free Consent, Legality of Object, Performance of Contract, Quasi Contract, Termination of Contract, Remedies for Breach of Contract.

**Unit II:(9Lectures)**

Sale of Goods Act 1930:Definitions and Essentials,Sale and Agreement to Sell, Condition and Warranty, Doctrine of Caveat Emptor, Transfer of Property in Goods, Meaning of the Term Unpaid Seller and Rights of an Unpaid Seller. The Negotiable Instruments Act, 1881: Meaning and Characteristics of Negotiable Instruments, Classification of Negotiable Instruments. Promissory Note and Bill of Exchange, Essential Elements, Difference between Promissory Note and Bill of Exchange, Acceptance and Acceptor. Cheques, Crossings of Cheques, Difference between Bill of Exchange and Cheque, Penalties in Case of Dishonor of Cheques.

**Unit III:(9Lectures)**

The Companies Act 2013:Definition, Characteristics and Kinds of Companies, Steps in Formation of Company, Memorandum of Association, Articles of Association, and Prospectus, Directors: Appointment, Power, Duties and Liabilities, Meeting and Resolutions: Types of Meetings. Auditor: Appointment, Rights and Liabilities, Modes of Winding Up of a Company.

**Unit IV:(9Lectures)**

Indian Partnership Act, 1932: Definition, Essentials, Types of Partnership and Types of Partners, Partnership Deed, Rights and Duties of Partners, Formation of Partnership Firm, Dissolution of Firm.The Information Technology Act: Definition, Digital Signature, Electronic Governance, Attribution, Acknowledgment and Dispatch of Electronic Records, Sense

Electronic Records and Sense Digital Signatures, Regulation of Certifying Authorities, Digital Signature Certificates, Duties of Subscribers, Penalties and Offences.

**UnitV:(9Lectures)**

Consumer Protection Act 1986: Objectives and Machinery for Consumer Protection, Redressal Agencies and Penalties for Violation. Rights of Consumers. The Right to Information Act 2005: Salient Features and Coverage of the Act, Definition of Terms Information, Right, Record, Public Authority, Obligations of Public Authorities, Requesting Information and Functions of PIO.

**Course Outcomes:**

<b>S. No.</b>	<b>Course Outcome</b>	<b>Bloom's Taxonomy</b>
1	CO1. Develop basic understanding of law of contract.	Remembering(K1)/ Knowledge (K2)
2	CO2. Develop the basic concept regarding sales of goods and law related to it and also the use of different negotiable instruments in business transactions.	Knowledge (K2)
3	CO3. Understanding of provisions of Companies Act concerning incorporation and regulation of business organizations.	Knowledge (K2)
4	CO4. Analyse the role of partners in the business and understand the role of Information technology in business decision making.	Knowledge (K2)
5	CO5. Able to analyse case laws in arriving at conclusions facilitating business decisions.	Applying (K4)/ Analysing (K5)

**Suggested Readings:**

1. M.C.Kucchal: Business Law/Mercantile Law, Vikas Publishing House (P) Ltd.
2. Gulshan S. S., Business Law Including Company Law (Excel Books).
3. M. C. Kucchal & Vivek Kucchal: Business Legislation for Management, Vikas Publishing House (P) Ltd.
4. Dr. G. K. Kapoor & Sanjay Dhamija: Company Law and Practice-A comprehensive Textbook on Companies Act 2013, Latest Edition, Taxmann.
5. Avtar Singh: Principle of Mercantile Law, Eastern Book Company.
6. Gulshan Kapoor: Business Law, New Age International Pvt Ltd Publishers.
7. Maheshwari & Maheshwari: Principle of Mercantile Law, National Publishing Trust.
8. N D Kapoor, Elements of Mercantile Law – Sultan Chand-2014.