

## MBA FIRST YEAR SYLLABUS

### Semester-1

Course	Subject code	Title	Internal	External	Total	Lecture	Tutorial	Practical	Credits	Teaching hours
Course 1	F010701	Principles and practices of management	30	70	100	3	1	0	4	4
Course 2	F010702	Financial and management accounting	30	70	100	3	1	0	4	4
Course 3	F010703	Organization Behavior	30	70	100	3	1	0	4	4
Course 4	F010704	Managerial economics and environment	30	70	100	3	1	0	4	4
Course 5	F010705	Quantitative Techniques	30	70	100	3	1	1	4	5
Course 6	F010706	Information System Management	30	70	100	3	1	0	4	4
Course 7	F010707	Research Project(conceptual)	-	-	100	3	1	0	4	4
Total			180	420	700	21	7	1	28	29

### Semester-2

Cours e	Subj ect code	Title	Internal	Extern al	Total	Lect ure	Tutor ial	Prac tical	Credit s	Tea chin g hou rs
Course 8	F010808	Financial Management	30	70	100	3	1	0	4	4
Course 9	F010809	Fundamentals of Marketing	30	70	100	3	1	0	4	4
Course 10	F010810	Management of Human Resources	30	70	100	3	1	0	4	4
Course 11	F010811	Operations Management and Business Analytics	30	70	100	3	0	1	4	4
Course 12	F010812	Business Research Methods	30	70	100	3	0	1	4	5
Course 13	F010813	E - Com m er ce	30	70	100	3	1	0	4	4
Course 14	F010814	Research Project	-	-	100	3	1	0	4	4
Total			180	420	700	21	5	2	28	29

## MBA Semester I

Course	Subject code	Title	Internal	External	Total	Lecture	Tutorial	Practical	Credits	Teaching hours
Course 1	F010701	Principles and practices of management	30	70	100	3	1	0	4	4
Course 2	F010702	Financial and management accounting	30	70	100	3	1	0	4	4
Course 3	F010703	Organization Behavior	30	70	100	3	1	0	4	4
Course 4	F010704	Managerial economics and environment	30	70	100	3	1	0	4	4
Course 5	F010705	Quantitative Techniques	30	70	100	3	1	1	4	5
Course 6	F010706	Information Systems Management	30	70	100	3	1	0	4	4
Course 7	F010707	Research Project(conceptual)	-	-	100	3	1	0	4	4
Total			180	420	700	21	7	1	28	29

Programme/Class: PG Degree		Year :1	Semester : I
Subject: MBA			
Course Code: F 010701		Course Title: <b>Principles and Practices of Management</b>	
Course outcomes: On completion of the course, the learner will be able to <ul style="list-style-type: none"><li>Understand and demonstrate he roles - skills of a manager and functions of management</li><li>Develop insight on the thoughts and principl es of eminent management thinkers</li><li>Analyze organization structure and situations for implementation of managerial principles and practices</li></ul>			
Credits:4		Core Compulsory/Elective: Core Compulsory	
Total No . of Lectures- Tutorials- Practical( in hours per week):L - 3T- 1P- 0			
Uni t	Topics		No. of Lectur es
	Part I		45
I	Concept, nature, process and significance of management; Managerial roles ( Mintzberg); Evolution of management thoughts- Classical, Neo - Classical, System and Contingency Approaches; Contribution of management thinkers, contemporary management practices. Management Vs. Administration, Bureaucracy. Management – Art, Science and Profession, Professional Management in India, Arguments for and Against Professionalization, Levels of Management, Skills of a Manager Organization Structure and Design - Hierarchy of authority, Division of Labor, Span of Control, Line versus Staff Positions, Decentralization Departmentalization - Functional Organizations, Product Organizations, Matrix Organizations, Boundary less Organization Organizational and Inter - organizational Design. Social Responsibilities of Business.		13
II	Planning: Concept, process and types; Decision – Making- concept and process, Barriers to effective planning. Planning premises and forecasting Conditions of Certainty, Risk and Uncertainty; Bounded rationality; Barriers to decision making; Individual and Gr oup Decision making Quantitative; Decision- Making Tools Management by Objectives and work stress; Corporate planning-environment analysis and diagnosis, strategy formulations. Motivation and Morale, Leadership, Coordination ,SWOT Analysis, Forecasting, KAIZEN		12
III	Organizing: Concept, nature, process and significance; Organizational Structure and Design: Authority and responsibility relationships, delegation, decentralization, departmentation, Simple Structure; Bureaucratic Structure; Matrix Structure . Organization chart and Manual ,Nature and Scope of Staffing, Training and Development, Performance Appraisal and Promotion, Direction and Supervision, Organizational conflicts and Grievances, Organizational change		10

<b>IV</b>	Managing communication: nature, process, networks and barriers; Effective communication; Essentials of Communication. Guidelines to improve written and Oral Communication -	10
-----------	--	----

	Communication Practices in India and Abroad. Technology and Managerial Communication . Directing and Managerial control-concept and process; Designing an effective control system; Traditional and modern Techniques for effective control system. Total Quality Management; Management Information System MIS, EDP	
--	--	--

**Suggested Readings:**

1. Robbins, Stephen P. Mary K. Coulter, and David A. De Cenzo." Fundamentals of management." Pearson, 2017 .
2. Stoner, James A. F., Freeman, R. Edward, and Gilbert, Daniel R., ' Management', Pearson, 2018 .
3. Prasad, L. M., " Principles and Practice of Management", Sultan Chand & Sons, 2019 .
4. Koontz, H. & Weihrich, H., "Essentials of Management: An International, Innovation, and Leadership Perspective", Mc - Graw Hill, New- Delhi, 2015 .
5. Principles and Practices of Management

This course can be opted as an elective by the students of following subjects: Open for all

Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions, Simulation exercises, and Case Studies. This will instill in student a sense of problem identification, generating solution, decision making and practical learning. Student learning will be evaluated through Written Tests, Projects and Field Assignments, Quizzes.

Suggested equivalent online courses:

.....

Further Suggestions:

.....

**Course Outcome:** After successful completion of this course students will be able to:

<b>S. No.</b>	<b>Course Outcome</b>	<b>Bloom's Taxonomy</b>
1	CO 1. Students will develop knowledge, understanding about the concepts of Management, Management thought and different thinks contribution in management.	Knowledge (K 2)
2	CO 2. Analyzing the concept of planning and acquiring in depth knowledge related to decision making policies	Analyzing (k5) Apply(k4)
3	CO 3. Be able to understand the structure and design of an organization and applying them with the help of functions of management.	Understand (k1) Apply(k4)

4	CO 4. Applying the various controlling techniques of total quality management and better understanding of communication skills within the organization.	Understand (k1) Apply(k4)
---	---	---------------------------

Programme/Class: PG Degree	Year: 1	Semester: I
Subject: MBA		
Course Code: F 010702	Course Title: <b>Financial and Management Accounting</b>	
<b>Course outcomes :</b> The basic objective of this course is to enable the students to learn, explain and integrate the fundamental concepts, principles and techniques of accounting. The course will prepare the students to logically interpret and apply financial and accounting information for planning, decision - making and control in real business situations. They shall also learn to evaluate and compare various financial statements to appraise financial soundness of firms.		
Credits: 4		Core Compulsory/Elective: <b>Core Compulsory</b>
Total No. of Lectures- Tutorials- Practical( in hours per week):L - 3T-1P- 0		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures</b>
	<b>Part I</b>	<b>45</b>
<b>I</b>	Introduction to Accounting- Purpose, Importance, Scope and Limitations of Accounting, Accounting Principles and conventions, Generally Accepted Accounting Principles( GAAP), Accounting Standards in India( AS - 2,6,9,10,26), International Financial Reporting Standards (IFRS)– need and significance. Ethical Dimensions in Reporting of Accounting Information. Computerized accounting: features, components, advantages and disadvantages, difference between manual and computerized accounting, accounting software.	13
<b>II</b>	Financial Statements Preparation and Analysis - Preparation of Income Statements and Balance Sheet, Contents of Corporate Annual Reports, Financial Statement Analysis – Ratio Analysis, Trend Analysis. Preparation of Cash Flow Statement – Direct and Indirect Methods.	10
<b>III</b>	Introduction to Costs and Costs Behavior, Absorption and marginal costing, Service costing, Activity Based Costing, Cost Sheet.	10

<b>IV</b>	Accounting for Planning and Control - Budgets and Budgetary Control, Fixed and Flexible Budgets, Rolling Budget and Zero- Based Budgeting; Variance Analysis, Management Control System and Responsibility Accounting. Social and Environmental Accounting, Human Resource Accounting.	12
<b>Suggested Readings:</b> 1. Management Accounting, Charles H orngren 2. ManagementAccounting-Khanand Jain, Tata Mc.Graw Hills 3. Management Accounting-Ananthanrayanan, P. S.Oxford Publication 4. Accounting:Textsand Cases, Anthonyand Reece, Irving Professionalpublishing 5. Ramachandran, N.and Kakani, R. K. FinancialAccountingfor Management, Tata Mc GrawHill		
This course can be opted as an elective by the students of following subjects: Open for all		
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions and Case Studies. This will instill in student a sense of decision making and practical learning. Student learning will be evaluated through Written Tests, Projects and Field Assignments, Quizz es.		
Suggested equivalent online courses:		
Further Suggestions:		

**Course Outcome:** After successful completion of this course students will be able to:

S. No.	Course Outcome	Bloom's Taxonomy
1	CO 1.Understand and apply accounting concepts, principles and conventions for their routine monetary transaction.	Knowledge (K 2)/ Comprehending (K 3)
2	CO 2. Analyze, interpret and communicate the information contained in basic f inancial statements and explain the limitations of such statements.	Analyzing (K 4) Evaluating (K 7))
3	CO 3.To understand and remember the various aspects of cost behavior and able to analyze the cost sheet.	Analyzing (K 4) Understand(K 1)
4	CO 4. Be able to understand various control techniques of budget.	Understand(K 1)

Programme/Class: PG Degree	Year: 1	Semester : I
Subject: MBA		
Course Code: F 010703	Course Title: <b>Organization Behaviour</b>	
Course outcomes: On completion of the course , the learner will be able to <ul style="list-style-type: none"><li>• Describe the f ield of organization behavior and its relevance at workplace</li><li>• Predict human behavior at workplace</li><li>• Analyze the individual and group behavior dynamics in organization □ Learn to apply behavioral theories</li></ul>		
Credits: 4	Core Compulsory/ Elective: Core Compulsory ( HR Specialization)	
Total No. of Lectures- Tutorials- Practical( in hours per week):L - 3 T- 1P- 0		
Unit	Topics	No. of Lectures
	Part I	45
I	Organizational Behavior: Understanding OB, Interdisciplinary nature of OB, Management and OB, Robbins Model of OB Trends and Changes in OB- Globalization and Culture, Shifting Demographics of the work place, Nature of Job, Technology	10
II	Perception, Jobrelated Attitudeand Behaviour, Cognitive Dissonancetheory, Attitude Change, Learningtheories, A pplicationsof Learning in Organizations, OB Modification at levels, Individualdifferences, Valuesand Personality, Workrela tedaspects of Personality	10
III	Motivation- Needbasedtheories, Process- basedtheories, Applicationof Motivation, Designing Mot ivating Workplace, Motivationand Performance, Emotio nsatwork. Group Dynamics, Management of Teams, Decision making in Organizations, Helping, Cooperation, and Conflict in organizations, Influence, Power and Politics	13
IV	Leader and Approaches to Leadership, Contemporary issues in Leadership Organizational Change - Process and Resistance , Kurt- Lewin model of change OrganizationalCulture - Layersand Characteristics, Hofstede' sculturaldimension s Stress- Nature and Causes and major effects, Stress Management and wellbeing .	12



<b>Suggested Readings:</b> 1. Robbins, Stephen P., Timothy A. Judge, and Neharika Vohra , “ ”, Pearson Education, India, 2018 , 18 <sup>th</sup> Edition. 2. Luthans, Fred, “ Organizational Behaviour: an Evidence - Based Approach”, Mc Graw- Hill, India, 12 <sup>th</sup> Edition. 3. Prasad, L.M.,“Organizational Behaviour”, Sultan Chand& Sons, 2019. 4. Uhl- Bien,Mary,Schermerhorn,JohnR.Jr.,Osborn,RichardN.,“OrganizationalBehavi our”,(AnIndianAdaptationbySanketSunandDash),Wiley,2021.13 <sup>th</sup> Edition. Griffin, R. W., Phillips, J. M.,& Gully, S. M.,“ Organizational behavior:Managing people and organizations”, Cengage Learning, 2016 .	
This course can be opted as an elective by the students of following subjects: Open for all	
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Simulation exercises, Group Discussions and Case Studies. This will instill in student a sense of problem identification, generating solution, decision making and practical learning. Student learning will be evaluated through Written Tests, Projects and Field Assignments, Quizzes.	
Suggested equivalent online courses: .....	
Further Suggestions: .....	

**Course Outcome:** After successful completion of this course students will be able to:

S. No.	Course Outcome	Bloom's Taxonomy
1	CO 1. Comprehending the nature, functioning and design of organizations as social collectives.	Comprehending( K 3 ) Knowledge (K 2)
2	CO 2. To evaluate the reciprocal relationship between the organizational characteristics and managerial behavior.	Analyzing (K 5)
3	CO 3. To analyze the behavior of individuals and groups in organizations.	Analyzing (K 5)
4	CO 4. To develop conceptual understanding of change and its implementation.	Applying (K 4)
Programme / Class: PG Degree		Year:1 Semester: I

Subject: <b>MBA</b>	
Course Code: F 010704	Course Title: <b>Managerial Economics and Environment</b>

**Course Outcomes :**

The objective of this course is to acquaint the students with insights of Economic Theory as used in various aspects of managerial decision making. Emphasis is given to the nature of competition among business firms in the context of globalization. Course Outcomes cover the basic tools to fundamentally deal with achieving a set of sustainable goals in a situation where resources are limited and choices must involve trade - offs, taking into account the external environment.

Credits: 4		Core Compulsory/Elective: <b>Core Compulsory</b>
Total No. of Lectures- Tutorials- Practical( in hours per week):L - 3T- 1P- 0		
Unit	Topics	No. of Lectures
	<b>Part I</b>	<b>45</b>
<b>I</b>	Nature and Scope of Managerial Economics, Demand - Supply Framework, Elasticity- types and applications, Demand Forecasting, Marginal Analysis and Optimization. Managerial Theories and Goal( s) of a Firm; Information Economics and its Business Applications	12
<b>II</b>	Analysis of Production Function, Theory of Cost, Law of Variable Proportion, Laws of Return to Scale, Economies of Scale, Optimal Combination of Inputs	10
<b>III</b>	Environmental Economics. Equitable use of resources for sustainable production systems. Biodiversity and its conservation, Environment Impact Assessment( EIA), Sustainable Development Goals( SDG s) of United Nations, Action Plan for SDGs in India.	12
<b>IV</b>	Market Morphology and Strategic Behavior of Firms, Pricing and output strategies in different Market Structures, Price Discrimination, Game Theory Applications. National Income Analysis, Theories of Inflation and Deflation, Theories of Business Cycles and Stabilization Policies, Monetary Policy, Fiscal Policy and the Budget. Business Environment: Meaning, Characteristics, Scope and Significance, Components of Business Environment. Internal Environment: Value System, Mission,	11
	Objectives, Organizational Structure, Organizational Resources, Company Image, Brand Equity. External Environment: Firm, Customers, Suppliers, Distributors, Competitors, Society, Introduction to Macro Components: Demographic, Natural, Political, Social, Cultural Economic, Technological, International and Legal.	

**Suggested Readings:**

1. Thomas and Maurice, Managerial Economics, 8<sup>th</sup> Edition, Mc Graw- Hill
2. Salvatore and Rastogi, Managerial Economics, 8<sup>th</sup> Edition, Oxford University Press
3. A Koutsoyiannis, Modern Micro economics, 2<sup>nd</sup> Edition, Mac Millan Press Ltd
4. Environmental Studies, M.P. Poonia & S.C. Sharma, Khanna Publishing House, Delhi.
5. Business Environment: Text and Cases, PAUL, McGraw Hill Education, 3<sup>rd</sup> Edition.
6. Business Environment, Francis Cherunilam, Himalaya Publishing House.
7. Managerial Economics, D. N. Dwivedi, Vikas Publication, 7<sup>th</sup> Edition.
8. Managerial Economics, GEETIKA, McGraw -Hill Education 2<sup>nd</sup> Edition.
9. Managerial Economics: Concepts and Applications (SIE), THOMAS & MAURICE, McGraw-Hill, Education, 9<sup>th</sup> Edition.
10. Managerial Economics, H.L Ahuja, S.Chand, 8<sup>th</sup> Edition.
11. GS Gupta, Managerial Economics, Tata Mc Graw Hill
12. Pandey & Pandey, Economics for Managerial Decision, Himalaya Publishing House, Mumbai
13. Circulars and Reports, Reserve Bank of India website
14. Economic Survey, Ministry of Finance, GO
15. Somnath Hazra and Anindya Bhukta, Sustainable development Goals: An Indian Perspective, Springer Pub.

This course can be opted as an elective by the students of following subjects: **Open for all**

**Suggested Continuous Evaluation Methods:** In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, and Group Discussions. This will instill in student a sense of problem identification, generating solution, decision making and practical learning. Student learning will be evaluated through Written Tests, Projects and Field Assignments, Quizzes.

**Suggested equivalent online courses:**

**Further Suggestions:**

**Course Outcome:** After successful completion of this course students will be able to:

S. No.	Course Outcome	Bloom's Taxonomy
1	CO 1. Comprehend the forces that shape business and economic structure and develop strategies to cope with the same.	Comprehending(K 3) Applying(K 4)

2	CO 2. Evaluate the economic & political environmental dynamics to cope with the changing regulations affecting business and its profitability.	Analyzing (K 5)
3	CO 3. Analyze the competitive forces in environment and accordingly devise business policies and strategies to stay in competitive position.	Analyzing (K 5)
4	CO 4. Students will be able to remember the concepts of micro economics and also able to understand the various micro economic principles to make effective economic decisions under conditions of risk and uncertainty.	Analyzing (K 5)
5	CO 5. The students would be able to understand the law of demand & supply & their elasticity's, evaluate & analyze these concepts and apply them in various changing situations in industry. Students would be able to apply various techniques to forecast demand for better utilization of resources.	Knowledge(K 2)

Programme / Class: PG Degree	Year:1	Semester: I
Subject: MBA		
Course Code: F 010705	Course Title: <b>Quantitative Techniques</b>	
Course Outcomes: On completion of this course, a learner will be able to <ul style="list-style-type: none"><li>Understand various quantitative and statistical methods</li><li>Compute and analyze data using these methods</li><li>Demonstrate use of quantitative and statistical techniques for data analysis</li></ul>		
Credits:4		Core Compulsory/Elective: Core Compulsory
Max. Marks:		Min. Passing Marks:
Total No. of Lectures- Tutorials- Practical( in hours per week):L - 3 T- 0P- 1*		
Unit	Topics	No. of Lectures
	Part I	45

<b>I</b>	<p>Statistics: Statistics for managers, Categorical and Numerical data, Statistical thinking and analysis, Association between variables.</p> <p>Probability-Concept of probability, Definition of probability, Rules of probability, Independent Events, Dependent Events, The Bayes' Theorem Probability Distributions, Binomial and Poisson Model, Normal Probability model, Departures from Normality.</p> <p>Matrices-Types of Matrices, Matrix Operations - Addition, Subtraction and Multiplication of Matrices, Ad joint and Inverse of a Matrix, Solving Linear Equations using Matrix Method, Business Applications of Matrices..</p>	13
<b>II</b>	<p>Measure of Central Tendency-Objectives of averaging. Requisites of measure of central tendency. Mathematical averages – arithmetic mean (simple and weighted), geometric mean, harmonic mean. Averages of position-median and mode.</p> <p>Partition values- quartiles, deciles and percentiles.</p> <p>Relationship between mean, median and mode.</p> <p>Comparison between measures of central tendency.</p>	10
<b>III</b>	<p>Measure of Dispersion-Significance of measuring dispersion (variation). Classification of measure of dispersion. Distance measures-range and inter quartile range or deviation. Average deviation measures-mean absolute deviation, Variance and standard deviation. Chebyshev's theorem. Coefficient of variation. Skewness, Moments and Kurtosis: Measures of Skewness, Moments– moments about mean, moments about arbitrary point, moments about zero or origin. Measures of Kurtosis.</p> <p>Time Series Analysis: Concept, Additive and Multiplicative Models, Components of Time</p>	12
	Series, Trend Analysis: Least Square Method.	
<b>IV</b>	<p>Test of Significance and its Designing: Null Hypothesis and Level of significance. Concept of Standard Error of Mean. Confidence Limits. Tests of Variables and</p> <p>Proportions: Student's 't' test in small samples.</p> <p>Application of <math>\chi^2</math> test. Analysis of Variance. Correlation-Karl Pearson's Co-efficient of Correlation and Spearman's Coefficient of Correlation by Ranking Method. Regression - Lines and Equations of Regression, Regression as a Predicting Tool– Simple Regression Model, Multiple Regression.</p>	10

**Suggested Readings:**

1. Stine, R., & Foster, D., “ Statisticsfor Business: Decision Makingand Analysis”, Addison - Wesley, 2011.
2. Anderson, D. R., Sweeney, D. J. , Williams, T. A.,Camm, J . D.,&Cochran, J . J . , “ Statisticsforbusiness& economics”,Cenga ge Learning, 2016 .
3. Vohra, N. D.,“ Business Statistics”,Tata Mc - Graw Hill, 2017 .
4. Levin, R. I. etal.,“ Statisticsformanagement”, Pearson Education India, 2017 .
5. G C Beri, Business Statistics, 3<sup>rd</sup> Edition, TATA McGraw Hill.
6. Chandrasekaran & Umaparvathi, Statistics for Managers, 1<sup>st</sup> Edition, PHI Learning.
7. Davis , Pecar, Business Statistics using Excel, Oxford.
8. Ken Black, Business Statistics, 5<sup>th</sup> Edition, Wiley India..
9. Lind, Marchal, Wathen, Staistical Techniques in Business and Economics, 13<sup>th</sup> Edition, Mc Graw Hill.
10. Newbold, Carlson, Thorne, Statistics for Business and Economics, 6<sup>th</sup> Edition, Pearson.
11. S. C.Gupta, Fundamentals of Statistics, Himalaya Publishing.
12. Walpole, Probability and Statistics for Scientists and Engineers, 8<sup>th</sup> Edition, Pearson.

This course can be opted as an elective by the students of following subjects: Open for all

Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments and Problem- solving exercise . This will instill in student a sense of problem identification, generating solution, decision making and practical learning. Student learning will be evaluated through Written Tests and Quizzes.

Suggested equivalent online courses:

.....

Further Suggestions:

.....

**Course Outcomes:**

S. No.	Course Outcome	Bloom's Taxonomy
1	CO 1. Gaining Knowledge of basic concept / Fundamentals of business statistics.	Knowledge (K 2)
2	CO 2. To compute various measures of central tendency, Measures of Dispersion, Time Series Analysis, Index Number, Correlation and Regression analysis and their implication on Business performance.	Remembering (K 1)/ Applying (K 4)

3	CO 3. Evaluating basic concepts of probability and perform probability theoretical distributions	Comprehending (K 3)/ Applying (K 4)
4	CO 4. To apply Hypothesis Testing concepts and able to apply inferential statistics- t, F, Z Test and Chi Square Test	Analyzing (K 5)/ Synthesizing (K 6)
5	CO 5. To perform practical application by taking managerial decision and evaluating the Concept of Business Analytics.	Evaluating (K 7)/ Applying (K 4)

**Maximum Marks: 100**  
**Total: 45 Lectures + 15 Tutorial**  
**Course Code:F010706**

**Total Credit: 4**  
**3 Theories + 1 Tutorial**  
**Course Title: 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: (9 Lectures)**

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: (9 Lectures)**

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: (9 Lectures)**

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: Organizational 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 EndUser Development.

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

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, Unauthorized 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: (9 Lectures)**

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	CO 1. Be able to understand the importance of information management in business and management.	Knowledge (K 2)/ Remembering (K 1)
2	CO 2. To understand and formulate different types of information systems in business.	Knowledge (K 2)
3	CO 3. Be able to apply the IT Strategies for Business Development and making SWOT Analysis.	Knowledge (K 2)
4	CO 4. To Understand various security and ethical issues with Information Systems.	Knowledge (K 2)
5	CO 5. To able to understand the global management of IT and managing application development.	Knowledge (K 2)/ Applying (K 4)

**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).

Programme / Class: PG Degree	Year:1	Semester: I
Subject: MBA		
Course Code: F 010707	Course Title: <b>Research Project(Conceptual)</b>	

In this semester, the candidates will have to submit a Research Project Report on a problem/topic (from the specialization areas) to be assigned by the MBA department under the supervision of a core faculty member of the department. The Research Project Report will carry 100 marks. The evaluation of the project report will be done by two examiners (external & internal). The evaluation will consist of (1) Evaluation of Project Report (2) Presentation and Viva Voce. The evaluation of Project Report will comprise of 100 marks and would be evaluated by the internal guide. The report will contain the objectives and scope of the study. Research Methodology, use and importance of the study, analysis of data collected, conclusions and recommendations. It will contain relevant charts, diagrams and bibliography. A certificate of the supervisor and the Head of the MBA program certifying the authenticity of the report shall be attached therewith. The student will submit two copies of the report to the Head of MBA program. The number of pages in the report will be minimum 75 or more. The report should be typed in A-4 size paper. The parameter on which both evaluation (1 & 2) would be carried on would be on the basis of:

### The scheme of evaluation for Project Report

<b>C r i t e r i a</b>	Relevanc e of obje ctive s with Topi cs (20)	Releva nce of Resear ch Method ology (40)	Interpre tation and Analys is (40)	<b>T o t a l ( 1 0 0 )</b>
--	--	---	--	--

## MBA Semester- II

Cour se	Subj ect code	Title	Intern al	Extern al	Total	Lect ure	Tutor ial	Prac tical	Credit s	Tea chin g hou rs
Cour se 8	F010 808	Financial Management	30	70	100	3	1	0	4	4
Cour se 9	F010 809	Fundamentals of Marketing	30	70	100	3	1	0	4	4
Cour se 10	F010 810	Management of Human Resources	30	70	100	3	1	0	4	4
Cour se 11	F010 811	Operations Management and Business Analytics	30	70	100	3	0	1	4	4
Cour se 12	F010 812	Business Research Methods	30	70	100	3	0	1	4	5
Cour se 13	F010 813	E- commerce	30	70	100	3	1	0	4	4
Cour se14	F010 814	Research Project	-	-	100	3	1	0	4	4
Total			180	420	700	21	5	2	28	29

Programme/Class: PG Degree	Year: 1	Semester :II
Subject: MBA		
Course Title: <b>Financial</b>  Course Code: F 010808	<b>Management</b>	
<b>Course Outcomes :</b> The objective of this course is to provide the basic understanding of corporate finance concepts. To enable the students synthesize and explain the corporate financial functions and decision-making dynamics in the broad framework of a financial system. The course will prepare students  • To appraise and analyze the role and functions of a finance manager  • To assess the utility of concepts and principles of Financial Management from the point of view of wealth maximization objective of a firm  • To apply the course concepts in analyzing capital structure and project investment decisions.  • To demonstrate the application of basic principles of Financial Management in varying situations of risk and return trade-offs, cash management, credit and inventory management.  • To evaluate the outcomes of a firm's decision to use various financial assets in short and long term.		
Credits: 5 Core Compulsory/Elective: <b>Core</b>	<b>Compulsory</b>	
Total No. of Lectures- Tutorials- Practical( in hours per week):L - 3 T- 1P- 0		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures</b>
	<b>Part I</b>	<b>45</b>
<b>I</b>	Nature of Corporate Finance: Scope and objectives of finance function, Shareholders' wealth maximization, Agency problem, Financial Instruments– Issuance, Regulation and Markets. Time Value of money. Concept of financial planning: process of financial planning, characteristics of sound financial plans, factors affecting financial plans, overview of financial inclusion.	11
<b>II</b>	Investment Decisions: Analysis of Capital budgeting decisions, discounted and non-discounted techniques in capital budgeting, Risk analysis in capital budgeting. Types of Projects – selection criteria, capital rationing.	11

<b>III</b>	Financing and Dividend Decisions: Cost of various Capital Components- Equity shares, Preference shares, Bonds and debentures, Optimum capital structure, financial and operating leverages, Capital Structure theories. Dividend Policy and Its determinants, Irrelevance of dividend: MM Hypothesis, Relevance of dividend: Walter's model and Gordon's model.	12
<b>IV</b>	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, Sources of Working Capital.	11
<b>Suggested Readings:</b> 1. Principles of Corporate Finance, Brealey and Myers, Mc Graw Hill 2. Financial Management and Policy by Van Horne, Dhamija, Pearson 3. Fundamentals of Financial Management by Dr.R. P. Rustagi, Taxman 4. Financial Management- Text Problems and Cases by Khanand Jain, Mc Graw Hill 5. Financial Management, I MPandey, Pearson 12 th Edition		
This course can be opted as an elective by the students of following subjects: Open for all		
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions and Case Studies. This will instill in student a sense of decision making and practical learning. Student learning will be evaluated through Written Tests, Projects and Field Assignments, Quizzes.		
Suggested equivalent online courses:		
Further Suggestions:		

### Course Outcomes:

S. No.	Course Outcome	Bloom's Taxonomy
1	CO 1. Be able to understand the concept of financial planning and application of corporate finance.	Understand(K 1) Knowledge(K 2)
2	CO 2. Understand the practical application of evaluating long term investment decisions.	Analyzing (k5) Evaluating(k7)
3	CO 3. Develop analytical skills to select the best source of capital structure and leverage.	Analyzing (k5) synthesizing(k6)
4	CO 4. To evaluate the outcomes of a firm's decision to use various financial assets in short and long term	comprehending (k3) synthesizing(k6)

<b>Programme/Class: PG Degree</b>	<b>Year: 1</b>	<b>Semester: II</b>
<b>Subject: MBA</b>		
<b>Course Code : F010809</b>	<b>Course Title: Fundamentals of Marketing</b>	
Course outcomes: At the end of the course , the learner will be able to: □ Understand the fundamentals of Marketing. <ul style="list-style-type: none"><li>• Apply basic frameworks of Marketing Management for managerial decision making.</li><li>• Appreciate the challenges involved in marketing decisions concerning 4 P’ s – product, price, place and promotion.</li></ul>		
<b>Credits: 4</b>	Core Compulsory/Elective: Core Compulsory	
<b>Total No. of Lectures- Tutorials- Practical( in hours per week): L- 3T- 1P- 0</b>		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures</b>
	<b>Part I</b>	<b>45</b>
I	Introduction to Marketing: Core Concepts-Need, Want, Desire and Demand, Exchange, Customer Value, Difference between sales and marketing, 4Ps Framework. Marketing Philosophies– Product, Production, Sales, Marketing, Societal, Relational. MarketingMyopia. Marketing Environment–Micro and Macro Environment, Ansoff Matrix Expansion Grid BCG Matrix, PESTEL Analysis. Holistic Marketing, Role of Technology in Marketing	11
II	Understanding Consumers: Consumer Buying Behavior, Organizational Buying Behavior, Consumer Decision Making. Identifying Customers-Segmentation, Targeting &Positioning Product Decisions: Product Mix Strategies Product Mix, New Product Development, Product Life Cycle, Br anding, Packaging and Labeling, Consumer Adoption Process	11
III	Pricing Decisions: Significance of Pricing Decision, Factors influencing Price Determination, Pricing Methods and Techniques, Developing Pricing Strategies Channel Decisions: Classification of distribution channels, Designing Distribution Channels-VMS,HMS, MMS; Market logistics decisions. Channel management - Selection, Training, Motivation and Evaluation of channel members. Managing Channel Conflicts, Retailing and	13
	Wholesaling	

IV	Communication Decisions: Role of Promotion in Marketing, Promotion mix – advertising, personal selling, sales promotion, publicity and public relations. Social media marketing, Media selection, Advertising effectiveness, Integrated Marketing Communication.	10
Suggested Readings: 1. Kotler, P.& Armstrong, G.,“ Principles of Marketing”, Pearson, 2017( 17 thed.). 2. Ramaswamy, V. S.&Namakumari, S,“ Marketing ManagementGlobalPerspective Indian Context”, Mc Millan India Ltd. 3. Mc Carthy, E. J.,“ Basic Marketing:Amanagerialapproach”, Irwin, NewYork.		
This course can be opted as an elective by the students of following subjects: Open for all		
Suggested Continuous Evaluation Methods: In addition to the theoretical in puts the course will be delivered through Assignments, Presentation, Group Discussions. This will instill in student a sense of decision making and practical learning.		
Suggested equivalent online courses: .....		
<b>Further Suggestions:</b> .....		

**Course Outcome:** After successful completion of this course students will be able to:

S. No.	Course Outcome	Bloom’s Taxonomy
1	CO 1. To remember and comprehend basic marketing concepts	Remembering( K 1) Knowledge (K 2)
2	CO 2. Be able to apply and develop marketing strategies and plans.	Applying (K 4)
3	CO 3. To understand and analyzing business/ consumer markets.	Analysing (K 5)
4	CO 4. To develop skills to identify the role of communication in marketing.	Evaluating (K 7)

Programme/ Class: PG Degree	Year: 1	Semester: II
Subject: MBA		
Course Code: F 010810	Course Title: <b>Management of Human Resources</b>	



<p>Course outcomes: On completion of the course the learner will be able to</p> <ul style="list-style-type: none"> <li>• Understand the importance of human resources as competitive advantage for an organization.</li> <li>• Link organization strategy with human resource practices and outcomes in an organization.</li> <li>• Learn the techniques of HR functions and its implementation aspects to motivate employees for performance and retention.</li> <li>• Learn the implementation of HR practices and outcomes thorough discussion of real examples with case studies.</li> </ul>		
Credits: 4		Core Compulsory/Elective: Core Compulsory
Total No. of Lectures- Tutorials- Practical( in hours per week):L- 3T- 1P- 0		
Unit	Topics	No .of Lectures
	<b>Part I</b>	<b>45</b>
<b>I</b>	Contemporary Human Resource Management, Evolution of Human Resource Function, HRM, Competitive Environment And Strategy-Harvard model, Guest model, Ulrich's HR model, AMO framework. Nature of Diverse Workforce, Trends in Workforce Diversity, Impact of Diversity on Organizations, Managing Diversity, Managing Knowledge Workforce. Strategic HRM: Meaning and Roles in Strategy Formulation and Implementation.	10
<b>II</b>	Human Resource Planning Methods and Forecasting, HRA accounting, Job Analysis, Recruiting and Selecting Employees, Recruiting Methods, Selection Techniques. Training and Development, Employee Orientation-Analyzing,Designing , implementation and evaluation of training program, Management Development.	10
<b>III</b>	Compensation and Benefits, Determinants of Compensation Strategy, Incentives and Performance-based Rewards, Benefits Program, Contemporary issues in Compensation and Benefits. Performance Appraisal, Process and Methods, Performance Management and Feedback, Career Management, Career Development Issues and Challenges.	12

IV	<p>Industrial Relations, Overview of Indian Industrial Relations, Role of Labour Unions, Trends in Unionization, Collective Bargaining and Negotiating Labour Agreements.</p> <p>Ethics and Human Resource Management, Right sizing the Organizations, Managing Terminations and retention, Voluntary Turnover, Managing Human Resource during Mergers and Acquisition, Employee Safety and Health</p> <p>Global issues in International Human Resource Management</p>	13
<p><b>Suggested Readings:</b></p> <ol style="list-style-type: none"> <li>1. De Nisi, Angelo S., Griffin, Ricky W., and Sarkar Anita, “HR Human Resource Management”, Cengage Learning, Delhi, 2016 .</li> <li>2. Dessler, G. &amp; Varkkey, B, “ Human Resource Management”, Pearson, New Delhi, 2020 , 16<sup>th</sup> Edition.</li> <li>3. Aswathappa, K., “ Human Resource Management: Text &amp; Cases”, Mc Graw - Hill Education, 2017 , 8<sup>th</sup> Edition.</li> <li>4. Armstrong, Michael, and Stephen Taylor, " Armstrong' s handbook of human resource management practice.", Kogan Page, 2020 .</li> <li>5. Bernardin, John H., “ Human Resource Management”, Mc Graw Hill, 2012 .</li> <li>6. Sharma, R. C., “ Industria l relations and labour legislation”, PHI Learning Pvt. Ltd., 2016 .</li> <li>7. V.S.P. Rao, Human Resource Management (Text and Cases) Himalaya Publications, Thirteenth Edition.</li> <li>8. Durai Praveen, Human Resource Management Pearson Publication, 2<sup>nd</sup> Edition.</li> <li>9. Gary Dessler and Biju Varkkey Human Resource Management, Person Publication, 2013, 14<sup>th</sup> Edition.</li> <li>10. Seema Sanghi, Human Resource Management, Vikas Publications, 2014, 5<sup>th</sup> Edition.</li> </ol>		
This course can be opted as an elective by the students of following subjects: Open for all		
<p>Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions and Case Studies. This will instill in student a sense of problem identification, generating solution, decision making and practical learning.</p> <p>Student learning will be evaluated through Written Tests, Projects and Field Assignments, Quizzes.</p>		
<p>Suggested equivalent online courses:</p> <p>.....</p>		
<p>Further Suggestions:</p> <p>.....</p>		

**Course Outcomes:** After successful completion of this course students will be able to:

S. No.	Course Outcome	Bloom' s Taxonomy
1	CO 1 . 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.	Synthesizing ( K6)
2	CO 2 . Demonstrate knowledge of laws that impact behaviour in relationships between employers and employees that ultimately impact the goals and strategies of the organization.	Knowledge( K2)
3	CO 3 . Understand the role of employee benefits and compensation as a critical component of employee performance, productivity and Organizational effectiveness.	Comprehending( K3)
4	CO 4 . Show evidence of the ability to analyze, manage and problem solve to deal with the challenges and complexities of the practice of collective bargaining.	Analysing( K5 )

Programme/Class: PG Degree	Year: 1	Semester:II
Subject: MBA		
Course Code: F 010811	Course Title : <b>Operations management and Business Analytics</b>	
<b>Course outcomes</b> : At the end of the course, the learner will be able to: <ul style="list-style-type: none"><li>• To introduce the students with the intricacies of Operations Management.□</li><li>• To discuss the importance of planning, organizing and controlling aspects in Operations Management elaborates on the practical aspects of Business Analytics which students can apply to develop insights about products,□ services and their markets.</li><li>• To formulate, organize, implement the operational plans to carry out operations of a manufacturing or service organization.□</li></ul>		
Credits: 4	Core Compulsory/Elective: <b>Core Compulsory</b>	

Total No .of Lectures- Tutorials- Practical( in hours per week):L- 3T- 0P- 1		
Unit	Topics	No. of Lectures
	<b>Part I</b>	<b>45</b>
<b>I</b>	Introduction to Operations Management; Historical Evolution; Strategic role of Operations; Systems view of Operations Management; Functions of Operations manager; Designing Products; Services and Processes; Flexible Manufacturing System. Facility Location and Layout Planning; Job Design; Work Study and Work Measurement; Method Study.	11
<b>II</b>	Production Planning & Control, Master Scheduling; Aggregate Planning; Rough Cut Capacity Planning; Gantt Charts & Sequencing. Just in Time ( JIT); Lean Production System; Total Productive Maintenance( TPM). Financial Analysis of Operating Plans; Ergonomics; Environmental Consideration– Green manufacturing; Ethical issues in OM.	11
<b>III</b>	Fundamentals of Inventory Management; Material Requirement Planning( MRP);Manufacturing Resource Planning( MRPII);Enterprise Resource Planning; Project Management – PERT/CPM. TQM; Contributions of Quality Gurus - Demings, Juran, Philip Crosby & Ishikawa; Tech niques of Quality Control; ISO 9000 &ISO 14000 ; Statistical Process	11
	Control; Quality Circles; Kaizen; Six Sigma Approach, Service Quality Management	
<b>IV</b>	Overview of Business Analytics, Concept of Big Data, Types of Data, Handson Practice on Data in Excel, Data visualization, Time Series Data Analysis and forecasting. Data Mining and Management, Data Mining Tools, Data Mining Process, e, Data Analysis Through R, Web and Social Media Analytics, Sentiment Analysis, Social Network Analytics, Text Analyti cs, Hands on practice on Data Analysis using R.	12
<b>Suggested Readings:</b> <ol style="list-style-type: none"> <li>1. Heizerand Render– Operations Management( Prentice Hall, 10 thedition)</li> <li>2. Ashwathappa K&amp;BhatK. Shridhara - Production&amp; operation Management ( Himalaya Publication)</li> <li>3. SNChary– Productionand Operations Management( Mc Graw Hill, 2019 )</li> <li>4. WilliamJStevenson– Operations Management ( Mc Graw Hill, 12 thedition)</li> <li>5. AdamJr EveretlE.&amp;EbertRJ– Productionand Operations Management ( Prentice - Hall)</li> <li>6. Dilworth James B– Operations Management( Mc Graw Hill)</li> <li>7. UDinesh Kumar, Business Analytics:The Scienceof DataDriven Decision Making(Wiley)</li> </ol>		
This course can be opted as an elective by the students of following subjects: Open for all		

Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Assignments, Presentation, Group Discussions and Case Studies. This will instill in student a sense of decision making and practical learning. Student learning will be evaluated through Written Tests, Projects and Field Assignments, Quizzes.
Suggested equivalent online courses:
Further Suggestions:

**Course Outcome:** After successful completion of this course students will be able to:

S. No.	Course Outcome	Bloom's Taxonomy
1	CO 1. To understand the role of operations in overall business strategy of the firm and the application of the operations management policies and techniques to the service sector as well as manufacturing firms.	Remembering( K 1) Knowledge (K 2) Comprehending (K 3)
2	CO 2. To identify and evaluate the key factors and the interdependence of these factors in the designing of effective	Applying (K 4) Comprehending (K 3)
	operating systems.	
3	CO 3. To apply techniques for effective utilization of operational resources and managing the processes to produce good quality products and services at competitive prices.	synthesizing (K 6) Evaluating (K 7)
4	CO 4. Be able to apply and develop insights about products, services and their markets by using practical aspects of Business Analytics.	Applying (K 4)

Programme/Class: PG Degree	Year: 1	Semester: II
Subject: MBA		
Course Code: F 010812	Course Title: <b>Business Research Methods</b>	
Course outcomes: On completion of this course, a learner will be able to <ul style="list-style-type: none"><li>• Develop understanding of research process and formulation of research problem</li><li>• Learn quantitative and qualitative techniques of research</li><li>• Analyze data, Infer from results, and write business research report</li></ul>		
Credits :4		Core Compulsory/Elective: Core Compulsory
Total No. of Lectures- Tutorials- Practical( in hours per week):L- 3 T- 0P- 1*		
Unit	Topics	No. of Lectures
	Part I	45
I	The nature of business and management research, the research process, critically reviewing the literature, Research philosophies and approaches, Research problem and formulating the research design ,Exploratory Research Design, Descriptive Research Design, Causal Research Design, Research Ethics. Qualitative Research – Locating the field of study, Strategies of Inquiry, Methods of Collecting and Analyzing Empirical Materials, Art and Practices of Interpretation, Evaluation, and Representation.	12
II	Measurement and Scaling, Questionnaire and Form, use of secondary data ,collecting primary data- observation, interviews, questionnaires, Questionnaire and Form Design, Reliability and Validity of scale, Selecting Samples- probability and non- probability sampling, Sample design, size of sample, sampling errors	12
III	Quantitative Research- Data Collection, Data Preparation, Frequency Distribution, Cross-Tabulation, Hypothesis testing, Analysis of Variance and Covariance, Correlation and Regression, Discriminant and Logistic Regression, Factor Analysis, Multidimensional Scaling and Conjoint Analysis, Introduction to Structural Equation modelling and Path Analysis.	11

IV	Importance of Report and Presentation in Management, Report Preparation and Presentation Process, Report Preparation, Report Format, Report Writing, Statistical Software or Qualitative and Quantitative Data Analysis.	10
<p><b>Suggested Readings:</b></p> <ol style="list-style-type: none"> <li>1. Saunders, M.N., Lewis, P., &amp; Thornhill, A., "Research Methods for Business Students", Pearson, 2019. Eighth Edition.</li> <li>2. Malhotra, N. K., Nunan, D., &amp; Birks, D.F., "Marketing research: An applied approach", Pearson Education Limited, 2017.</li> <li>3. Hair, J.F., Black, W.C., Babin, B. J., Anderson, R.E., &amp; Tatham, R. L., "Multivariate data analysis", Pearson Education Limited, 2014. Seventh Edition.</li> <li>4. Denzin, N. K., &amp; Lincoln, Y. S. (Eds.), "The Sage handbook of qualitative research", Sage, 2011.</li> <li>5. Merriam, S. B., &amp; Grenier, R.S. (Eds.), "Qualitative research in practice: Examples for discussion and analysis", John Wiley &amp; Sons, 2019.</li> <li>6. Creswell, J. W., &amp; Creswell, J. D., "Research design: Qualitative, quantitative, and mixed methods approaches", Sage publications, 2017.</li> <li>7. Sekaran, U., &amp; Bougie, R., "Research methods for business: A skill building approach", John Wiley &amp; Sons, 2018.</li> <li>8. Bajpai, N., "Business research methods", Pearson Education India, 2017. Second Edition.</li> <li>9. Research Methodology, Deepak Chawla, Neena Sondhi, Vikas Publication.</li> <li>10. Research Methodology, C R Kothari, New Age International.</li> <li>11. Business Research Methods by Donald Cooper &amp; Pamela Schindler, TMGH, 9th Edition.</li> <li>12. Business Research Methods by Alan Bryman &amp; Emma Bell, Oxford University Press, 2nd Edition.</li> <li>13. Business Research Methods by T N Srivastava &amp; Shailaja Rao, TMH Publication, 2nd Edition.</li> </ol>		
This course can be opted as an elective by the students of following subjects: Open for all		
Suggested Continuous Evaluation Methods: In addition to the theoretical inputs the course will be delivered through Survey based Assignments, Practical for hands - on experience and Presentation. The		
Practical classes related to data analysis will give a hands - on experience to students. This will instil in student a sense of practical learning and interpretation. Student learning will be evaluated through Written Tests, Projects and Field Assignments, Quizzes.		
Suggested equivalent online courses: .....		
Further Suggestions: .....		

**Course Outcome:** After successful completion of this course students will be able to:

S. No.	Course Outcome	Bloom's Taxonomy
1	CO 1. Knowledge of concept / fundamentals for different types of research.	Knowledge (K 2)
2	CO 2. Applying relevant research techniques.	Remembering (K 1)/ Applying (K 4)
3	CO 3. Understanding relevant scaling & measurement techniques and should use appropriate sampling techniques.	Comprehending (K 3)/ Applying (K 4)
4	CO 4. Synthesizing different techniques of coding, editing, tabulation and analysis in doing research.	Analyzing (K 5)/ Synthesizing (K 6)
5	CO 5. Evaluating statistical analysis which includes ANOVA technique and prepare research report.	Evaluating (K 7)

Programme/Class: PG Degree	Year: 1	Semester: II
Subject: MBA		



Course Code: F 010813	Course Title: E-Commerce
-----------------------	--------------------------

### **Course Objectives:**

1. To understand the evolution of E-commerce and Internet from its early years to today and the impact of Mobile applications.
2. To provide the important considerations involved in developing a mobile website and the procedures and laws in creating e-commerce security.

To understand the components of E-commerce and to make analysis of consumer behaviour for digital marketing and the key elements of a mobile marketing campaign.

1. To discuss the various issues raised by E-commerce and the concept of media congruence.
2. To provide deep knowledge about different types of social networks and online communities and their business models.
3. To provide deep insight on the environment in which the online retail sector operates and the evolution of B2B type of E-commerce with its benefits and challenges.

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

Introduction to E-Commerce, Evolution of E-Commerce, Difference between E-Commerce and E-Business, World Wide Web, Trends in E-Commerce, Features of ECommerce, Types of E-Commerce. Internet: Introduction, Evolution and Development of Internet, Key Concepts of Internet, Internet Protocols and Utility Programs, Internet Network Architecture, The Internet and the Web: Features and Services.

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

Building an E-Commerce Presence: Systematic Approach, Developing an E - Commerce Presence, Building the System: System Analysis, Web Server Software, Application Servers, Factors for Successful E-Commerce Site Design. E-Commerce Security and Payment Systems: Introduction to E -Commerce Security Environment, Dimensions of E -Commerce Security, Security Threats in the E-Commerce Environment, Developing an E-Commerce Security Plan, Electronic Payment Systems, Transaction Security .

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

E-Commerce Business Strategies: E-Commerce Business Model, Major Business Models, E-Commerce and Industry Value Chains. E-Commerce Marketing and Advertising: Consumer Behaviour on Online Purchasing Design, Consumer Decision Process and Supporting Communications, Search Engine for Marketing and Advertising. Introduction to Social, Mobile and Local Marketing.

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

Ethics, Law and E-Commerce: Understanding Ethical, Social and Political Issues in E-Commerce, Basic Ethical Concepts, Ethical Dilemmas, Intellectual

Property Rights. Online Media: Media Convergence, Online Content. Online

Communities: Online Social Networks and their Types, Features, Online Auctions: Benefits, and Types.

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

E-commerce Retailing and Services: Online Retail Sector: Advantages and Challenges, Online Service Sector, Online Financial Services, Online Travel Services, Online Career Services. B2B E-Commerce: Definition, Evolution, Examples, Potential Benefits and Challenges, Electronic Data Interchange: Evolution of EDI as a B2B, B2B Marketing, E - Procurement. **Course Outcomes:**

<b>S. No.</b>	<b>Course Outcome</b>	<b>Bloom's Taxonomy</b>
1	CO 1. To understand the importance of E-commerce and its major themes as well as concept of Internet.	Knowledge (K 2)/ Remembering (K 1)
2	CO 2. To understand the scope of E-commerce crime and Security and different types of digital payment platform.	Knowledge (K 2)
3	CO 3. To understand the various E-commerce models and consumer behaviour towards digital marketing.	Knowledge (K 2)
4	CO 4. To understand various security and ethical issues raised by E-commerce.	Knowledge (K 2)
5	CO 5. To be able to understand the environment for online retailing.	Knowledge (K 2)

### **Suggested Readings:**

1. Vandana Ahuja, Digital Marketing Oxford University Press India.
2. Laudon and Traver, Electronic Commerce Business, Technology, Society (Pearson Education).



Programme / Class: PG Degree	Year:1	Semester: II
Subject: <b>MBA</b>		
Course Code: F010814	Subject- Research Project	

In this semester, the candidates will have to submit a Research Project Report on a problem/topic (from the specialization areas) to be assigned by the MBA department under the supervision of a core faculty member of the department. The Research Project Report will carry 100 marks. The evaluation of the project report will be done by two examiners (external & internal). The evaluation will consist of (1) Evaluation of Project Report (2) Presentation and Viva Voce. The report will contain the objectives and scope of the study. Research Methodology, use and importance of the study, analysis of data collected, conclusions and recommendations. It will contain relevant charts, diagrams and bibliography. A certificate of the supervisor and the Head of the MBA program certifying the authenticity of the report shall be attached therewith. The student will submit two copies of the report to the Head of MBA program. The number of pages in the report will be minimum 75 or more. The report should be typed in A-4 size paper. The parameter on which both evaluation (1 & 2) would be carried on would be on the basis of:

#### The scheme of evaluation for Project Report

C r i t e r i a	Relev ance of objec tives with Topi cs (20)	Relevan ce of Researc h Method ology (40)	Interpre tation and Analysi s (40)	T o t a l ( 1 0 0 )
--------------------------------------	---	---	--	--

