KHWAJA MOINUDDIN CHISHTI LANGUAGE UNIVERSITY
LUCKNOW (U.P.)

MASTER OF BUSINESS ADMINISTRATION (MBA)
Program Outcomes (POs) & Program Specific Outcomes (PSOs)

DEPARTMENT OF BUSINESS ADMINISTRATION

1. PROGRAM EDUCATIONAL OBJECTIVES (PEOs)

The MBA Program 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:

1. **Simulating Learning Environment**: To provide learning environment to students to pursue careers in different fields of management or become academicians and researchers.
2. **Communication Skill:** To enable students to develop conceptual, interpersonal, decision-making, problem solving, and oral and written communication skills.
3. **Problem-solving Skill:** To develop the right attitude and increase the problem-solving, conceptual and decision-making skills of practicing managers.
4. **Leadership readiness/qualities:** To promote development of an ethical approach and leadership skills among students by stimulating them to organize and manage various programs such as inter-institute competitions and seminars.
5. **Coordinating/collaborating with others:** 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.
6. **Holistic Development:** To provide opportunities for holistic development of students by encouraging them to participate in various co-curricular activities.
7. **Skills to apply digital and technological solutions:** To improve teaching-learning process and provide enriched learning experiences to students to enable them to achieve enhanced learning outcomes.
8. **Judgement and Decision making:** Able to make judgement and take decision, based on analysis of data and evidence, for formulating responses to issues/problems associated with the chosen fields of learning, requiring the exercise of some personal responsibility for action and outputs/outcomes.

2. PROGRAM OUTCOMES (POs) -
Upon completion of the MBA Program, the students will be able to:

PO 1	**Business Environment and Domain Knowledge** - Improve awareness and knowledge of students about the functioning of local and global business environment and society. This helps in recognizing the functioning of businesses, identifying potential business opportunities, evolvement of business enterprises and exploring the entrepreneurial opportunities.
PO 2	**Creative and Critical Thinking Skills**: Analyze organizational and business situations with an open mind and formulate innovative solutions to problems.
PO 3	**Global Competency and Cross-Cultural Understanding**: Examine and evaluate business practices across the globe to determine the best practices for application to their businesses.

PO 4	**Social Responsiveness, Ethics and Value Inculcation**: : Developing responsiveness to contextual social issues / problems and exploring solutions, understanding business ethics and resolving ethical dilemmas. Appreciate the importance of ethical values and work as team players.
PO 5	**Innovative integration**: Network and work in collaboration with team members to amalgamate and integrate ideas and develop innovative solutions for solving practical problems.
PO 6	**Entrepreneurship skills and mind-set**: Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing startups as well as professionalizing and growing family businesses.
PO 7	**Leadership & Teamwork: Research Aptitude, Scholarship & Enquiry** Understanding leadership roles at various levels of the organization and leading teams. Graduates are expected to collaborate and lead teams across organizational boundaries and demonstrate leadership qualities, maximize the usage of diverse skills of team
PO 8	**Regulatory Framework:** To understand and discuss the broad legal and regulatory framework governing business activities.
PO 9	**Problem Solving & Analytical Skills -** Ability to Identify, formulate and provide innovative solution frameworks to real world complex business and social problems by systematically applying modern quantitative and qualitative problem-solving tools and techniques**.**
PO 10	**Environment and Sustainability:** Understand the relevant issues of environmental concern and sustainable development.
PO 11	**Life-Long Learning:** Acquire the ability to engage in independent and life-long learning in the broadest context socio-technological changes**.**

3. PROGRAM SPECIFIC OUTCOMES (PSOs)

PSO 1	**Employment-readiness:** Enhanced employability for working as executives in various industries, MSMEs, private enterprises and government institutions.
PSO 2	**Proficiency in ICT & Digital Literacy –** Improved ability to use technology as a means to enhance problem solving skills by using updated software and digital tools.
PSO 3	**Research Aptitude, Scholarship & Enquiry:** Ability to identify with or understand the perspective, experiences, or points of view of another individual or groups by developing research aptitude.
PSO 4	**Community engagement, empathy, and service:** Ability to participate in activities/services. that are undertaken in collaboration with community members for promoting the wellbeing of the society.

MBA-Semester-1 (2024-2025)

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	0	4	5
Course 6	F010706	Information System Management (Generic/Elective)	30	70	100	3	1	0	4	4
Course 7	F010707	Research Project(conceptual)	-	-	100	3	1	0	4	4

Programme/Class: PG Degree	Year :1	Semester:I

Subject: MBA

Course Code: F 010701	Course Title: Principles and Practices of Management

Course outcomes:

S.No.	Course Outcome	Bloom's Taxonomy
1	CO1.Students will develop knowledge, understandingabout the concepts of Management, Management thought and different thinks contribution in management.	Understand (K2)
2	CO2. Analyzing the concept of planning and acquiring in depth knowledge related to decision making policies.	Analyze (K4) Understand (K2)
3	CO3. Be able to understand the structure and design ofan organization and applying them with the help of functions of management.	Remember(K1) Understand (K2)
4	CO4. Applying the various controlling techniques of total quality management and better understanding of communication skills within the organization. 4	Understand (K1) Apply(K3)

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
	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 Group 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, departmentalization, 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
IV	Managing communication: nature, process, networks and barriers;Effective communication; Essentials of Communication.Guidelines to improve written and Oral Communication. 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 InformationSystem, MIS, EDP	10

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, DanielR.,' Management", Pearson, 2018 .

3. Prasad, L. M., " Principles and Practiceof Management", Sultan Chand & Sons, 2019 .

4. Koontz, H.&Weihrich, H.,"Essentialsof Management:An International, Innovation, and Leader shipPerspective", Mc - Graw Hill, New- Delhi, 2015 .

5. Principles of Management, L.M. Prasad, 19E, 2019.

6. Koontz Harold &Weihrich Heinz – Essentials of management (Tata Mc Graw Hill, 11th Edition, 2020).

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. Studentlearning will be evaluated through Written Tests, Projects and Field Assignments, Quizzes.

Suggested equivalent online courses:

1. https://swayam.gov.in
2. http://egyankosh.ac.in/
3. http://nptel.ac.in/

Programme/Class: **PG**Degree	Year: **I**	Semester:**I**

Subject:**MBA**

Course Code: F010702	**Course Title: Financial and Management Accounting**

Course outcomes :

S. No.	Course Outcome	Bloom's Taxonomy
1	CO1.Understand and apply accounting concepts,principlesand conventions for their routine monetary transaction.	Understand(K2) Apply(K3)
2	CO2.Analyze, interpret and communicate the information contained in basic financial statementsand explain the limitations of such statements.	Analyze (K4) Evaluate (K5)
3	CO3.To understand and remember the various aspects of cost behavior and able to analyze thecost sheet.	Analyze (K 4) Understand(K2)
4	CO4.Be able to understand various controltechniques of budget.	Understand(K2)

Credits: **4**	Core Compulsory/Elective: **Core Compulsory**

Total No. of Lectures- Tutorials- Practical(in hours per week):**L-3,T-1,P-0**

Unit	Topics	No. of Lectures
	Part-I	**45**
I	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
II	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
III	Introduction to Costs and Costs Behavior, Absorption and marginal costing, Service costing, Activity Based Costing, Cost Sheet.	10
IV	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

Suggested Readings:

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

6. Khan and Jain - Financial Management (Tata McGraw Hill, 7th Ed.)

7. PC Tulsian- Financial Accounting Pearson, 2016.

| 8. Corporate Accounting, R.L. Gupta & M.Radhaswamy, Sultan Chand & Sons, 2021. |
| 9. Financial Accounting, R.K. Arora, 2Ed, Wiley, 2018. |

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:
1. https://swayam.gov.in
2. http://egyankosh.ac.in/
3. http://nptel.ac.in/
4. https://egyankosh.ac.in/handle/123456789/17423
5. https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=ahLCajOqz6/GWFCSpr/XYg==

Programme/Class: **PG** Degree	Year: **I**	Semester:**I**

Subject: **MBA**		

Course Code: F010703	**Course Title: Organizational Behaviour**

Course outcomes :

S.No	Course Outcome	Bloom's Taxonomy
1	CO1.Describe the field of Organizational Behaviour and its relevance at workplace.	Understand(K2) Remember (K1)
2	CO2.Predict human behaviour and its related aspects with their application at work place.	Understand(K2) Remember (K1)
3	CO3.Develop insight on the application of various behavioural theories .	Remember (K1) Understand(K2)
4	CO4. Analyze the individual and group behaviour dynamics in organization.	Understand(K2) Analyze (K4)

Credits: **4**	Core Compulsory/Elective: **Core Compulsory**

Total No. of Lectures- Tutorials- Practical(in hours per week):**L-3,T-1,P-0**		

Unit	Topics	No. of Lectures
	Part-I	**45**
I	The importance of interpersonal behaviour, Mintzberg's managerial roles, Kartz's essential managerial skills, nature and significance of organisational behaviour, forces and variables affecting organisational behaviour, disciplines, contributing to organisational behaviour, management challenges and organisational behaviour in the present scenario, models of OB as proposed by Keith Davis, Concept and dimensions of workforce diversity, reasons for growing interest in diversity, workforce, diversity in India, discrimination of differently abled people, gender issues, sexual harassment, age profile of workers, cultural diversity and management of workforce diversity.	10
II	Perception: definition, significance and process of perception, perceptual mechanism, perceptual organisation and perceptual interpretation, characteristics of the perceiver, characteristics of the perceived and characteristics of the situation. Perceptual errors and distortion and attribution theory. Learning: concept and nature of learning, classical conditioning theory, operant, conditioning theory, cognitive learning, social learning and reinforcement, theory of learning. Personality: definition of personality, factors involved in shaping the personality, psychoanalytical, theory of personality, Cris Agris a maturity and maturity theory, traits of personality, personality traits affecting organizational behaviour.	10
III	Attitudes and Values: Nature of values, types and sources of values, values and corporate culture. Nature and components of attitude, attitude formation, measurement of attitude, relationship between attitude and behaviour, work related attitudes, changing the attitude, frustration. Stress: concept and nature of stress, implication of stress on performance and satisfaction, potential sources of stress, consequences of stress and stress management. Interpersonal Behaviour: transactional analysis, analysis of ego states, stroking, types of transactions, Analysis of life, positions, script analysis, appraisal of transactional analysis and Johari Windows concept. Management of Conflict: concept and nature of conflict, functions and disfunctions of conflict, issues, involved in conflict, stages of conflict, levels of conflict and modes of handling conflicts.	13
IV	Group Dynamics: nature of group dynamics, concept and nature of groups, types of groups, Reasons for formation of groups, importance of groups to the organisation,	

	Reasons for formation of groups, importance of informal groups for the organisation, propinquity theory, homans theory, balance theory, and exchange theory, problems created by small/informal groups,managing inter-group and intra-group conflicts, social loafing, group norms, and role of conflict. Hawthorne Experiment. Organisational power and politics: definition of power, concept and sources of authority, sources of power, acquisition of power, politics in organisations, dysfunctions of politics and management of political behaviour.	12

SuggestedReadings:

1. Robbins,StephenP.,TimothyA. Judge, andNeharikaVohra, " ", Pearson Education, India,2018,18th Edition.
2. Luthans, Fred, "Organizational Behaviour: an Evidence -Based Approach", McGraw-Hill, India, 12thEdition.
3. Prasad, L.M.,"Organizational Behaviour", Sultan Chand& Sons, 2019.
4. UhlBien,Mary,Schermerhorn,JohnR.Jr.,Osborn,RichardN.,"OrganizationalBehaviour",(AnIndianAdaptationby SanketSunandDash),Wiley,2021.13thEdition.
5. 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, 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:

6. https://swayam.gov.in
7. http://egyankosh.ac.in/
8. http://nptel.ac.in/
9. https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=ahLCajOqz6/GWFCSpr/XYg==

Further Suggestions:

Programme / Class: PG Degree	Year:1	Semester: I

Course Code: F010704	Course Title: **Managerial Economics and Environment**

S. No.	Course Outcome	Bloom's Taxonomy
CO1	Comprehend the forces that shape business and economic structure and develop strategies to cope with the same.	Comprehending (K3) Applying(K4)
CO2	Evaluate the economic & political environmental dynamics to cope with the changing regulations affecting business and its profitability.	Analyzing (K5)
CO3	Analyze the competitive forces in environment and accordingly devise business policies and strategies to stay in competitive position.	Analyzing (K5)
CO4	Students will be able to remember the concepts of microeconomics and also able to understand the various micro economic principles to make effective economic decisions under conditions of risk and uncertainty.	Analyzing (K5)
CO5	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.	Knowledge (K2)

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
	Part I	**45**
I	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**
II	Analysis of Production Function, Theory of Cost, Law of Variable Proportion, Laws of Returns to Scale, Economies of Scope, Optimal Combination of Inputs	**10**
III	Environmental Economics. Equitable use of resources for sustainable production systems. Biodiversity and its conservation, Environment Impact Assessment(EIA),SustainableDevelopmentGoals(SDGs)ofUnitedNations,ActionPlanforS DGsinIndia.	**12**
IV	Market Morphology and Strategic Behavior of Firms, Pricing and out-put 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.	**11**

Suggested Readings:

1. Thomas and Maurice, Managerial Economics, 8th Edition, McGraw-Hill

2. Salvatoreand Rastogi, Managerial Economics, 8thEdition, Oxford University Press

3. AKoutsoyiannis,Modern Micro economics, 2nd Edition, Mac Millan Press Ltd

4. Environmental Studies, M.P. Poonia& S.C. Sharma, Khanna Publishing House, Delhi.

5. Business Environment: Test and Cases, PAUL, McGraw Hill Education, 3rd Edition.

6. Business Environment, Francis Cherunilam, Himalaya Publishing House**.**

7. Managerial Economics, D. N. Dwivedi, Vikas Publication, 7th Edition.

8. Managerial Economics, GEETIKA, McGraw-Hill Education 2nd Edition.

9. Managerial Economics: Concepts and Applications (SIE), THOMAS& MAURICE, McGraw-Hill, Education, 9th Edition.

10.   Managerial Economics, H.L Ahuja, S.Chand, 8th Edition.

11.   GS Gupta,ManagerialEconomics,TataMcGrawHill

Programme/Class:PG Degree	Year:1	Semester: I

Subject: MBA

Course Code: F 010705	Course Title: Quantitative Techniques
Credits:4	Core Compulsory/Elective: Core Compulsory

Total No. of Lectures: Tutorials-Practical-Lecture: L-3. T-0, P-1

Course Outcomes:

S. No.	Course Outcome	Bloom's Taxonomy
CO1.	Gaining knowledge of basic concept and fundamentals of business statistics.	Understand (K2)
CO2.	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.	Remember (K1) Apply (K3)
CO3	Evaluating basic concepts of probability and perform probability theoretical distributions.	Understand (K2) Apply (K3)
CO4.	To apply hypothesis testing concepts and able to apply inferential statistics-T, F, Z test and Chi Square Test.	Analyze (K4) Create (K6)
CO5.	To perform practical application by taking managerial decision and evaluating the concept of business analytics.	Evaluate (K5) Apply (K3)

Unit	Topics	No. of Lectures Total=75
I	**Statistics**: Statistics for mangers, Categorical and Numerical data, Statistical thinking and analysis, Association between variables. **Probability-Concept of probability**, Definition of probability,Rules of probability, Independent Events, Dependent Events,The Bayes' Theorem Probability Distributions, Binomial andPoisson Model, Normal Probability model, Departures from Normality. **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.	13
II	**Measure of Central Tendency**-Objectives of averaging.Requisites of measure of central tendency. Mathematical averages – arithmetic mean (simple and weighted), geometricmean, harmonic mean. Averages of position-median and mode. **Partition values**- Quartiles, Deciles and Percentiles. Relationship between Mean, Median and Mode. Comparison between measures of central tendency.	10
III	**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 ororigin. Measures of Kurtosis. **Time Series Analysis:** Concept Additive andMultiplicative Models, Components of Time Series, Trend Analysis: Least Square Method.	12
IV	**Test of Significance and its Designing:** Null Hypothesis and Level of significance. Concept of Standard Error of Mean. Confidence Limits. Tests of Variables and Proportions: Student's 'T' test in small samples. Application of χ^2 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.	10

Suggested Readings:

1. David M. Levine, David F. Stephan, Kathryn A. Szabat, P.K. Viswanatha,(2017), Business   Statistics: A First Course, Seventh edition Pearson Education.
2. I. Levin Richard, H. Siddiqui Masood, S. Rubin David, Rastogi Sanjay (2017), Statistics for Management, Eighth Edition, Pearson Education.
3. Dr. S.M. Shukla and Dr. S.P. Sahai (2017) Business Statistics, Sahitya Bhawan Publications.
4. Gupta M. P, Gupta S.P (2019), Business Statistics, 19th Edition, Sultan Chand & Sons.
5. J.K. Sharma, (2016),Business Mathematics, I.K. International Publishing House Pvt. Limited

Online E-content

https://egyankosh.ac.in/

https://epgp.inflibnet.ac.in/

https://www.careers360.com/courses-certifications/swayam-statistics-courses-brp-org

Programme/Class:PG Degree		Year:1	Semester: I
Subject: MBA			
Course Code: F 010705		**Course Title: Quantitative Techniques**	
Credits:4		**Core Compulsory/Elective: Core Compulsory**	
Total No. of Lectures: Tutorials-Practical-Lecture: L-3. T-0, P-1			

Course Outcomes:

S. No.	Course Outcome	Bloom's Taxonomy
CO1.	Gaining knowledge of basic concept and fundamentals of business statistics.	Understand (K2)
CO2.	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.	Remember (K1) Apply (K3)
CO3	Evaluating basic concepts of probability and perform probability theoretical distributions.	Understand (K2) Apply (K3)
CO4.	To apply hypothesis testing concepts and able to apply inferential statistics-T, F, Z test and Chi Square Test.	Analyze (K4) Create (K6)
CO5.	To perform practical application by taking managerial decision and evaluating the concept of business analytics.	Evaluate (K5) Apply (K3)

Unit	Topics	No. of Lectures Total=75
I	**Statistics**: Statistics for mangers, Categorical and Numerical data, Statistical thinking and analysis, Association between variables. **Probability-Concept of probability**, Definition of probability,Rules of probability, Independent Events, Dependent Events,The Bayes' Theorem Probability Distributions, Binomial andPoisson Model, Normal Probability model, Departures from Normality. **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.	13
II	**Measure of Central Tendency**-Objectives of averaging.Requisites of measure of central tendency. Mathematical averages – arithmetic mean (simple and weighted), geometricmean, harmonic mean. Averages of position-median and mode. **Partition values**- Quartiles, Deciles and Percentiles. Relationship between Mean, Median and Mode. Comparison between measures of central tendency.	10
III	**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 ororigin. Measures of Kurtosis. **Time Series Analysis:** Concept Additive andMultiplicative Models, Components of Time Series, Trend Analysis: Least Square Method.	12
IV	**Test of Significance and its Designing:** Null Hypothesis and Level of significance. Concept of Standard Error of Mean. Confidence Limits. Tests of Variables and Proportions: Student's 'T' test in small samples. Application of χ^2 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.	10

Suggested Readings:

6. David M. Levine, David F. Stephan, Kathryn A. Szabat, P.K. Viswanatha,(2017), Business   Statistics: A First Course, Seventh edition Pearson Education.
7. I. Levin Richard, H. Siddiqui Masood, S. Rubin David, Rastogi Sanjay (2017), Statistics for Management, Eighth Edition, Pearson Education.
8. Dr. S.M. Shukla and Dr. S.P. Sahai (2017) Business Statistics, Sahitya Bhawan Publications.
9. Gupta M. P, Gupta S.P (2019), Business Statistics, 19th Edition, Sultan Chand & Sons.
10. J.K. Sharma, (2016),Business Mathematics, I.K. International Publishing House Pvt. Limited

Online E-content

https://egyankosh.ac.in/

https://epgp.inflibnet.ac.in/

https://www.careers360.com/courses-certifications/swayam-statistics-courses-brp-org

Program/Class: **PG Degree**	Year: **I**	Semester: **I**

Subject: **MBA**

Course Code: F010706	Course Title: Information System Management

Course Outcomes :

S.No.	Course Outcome	Bloom's Taxonomy
1	CO1. Be able to understand theimportance of information management in business and management.	Understand (K2)/ Remember (K1)
2	CO2. To understand and formulate different types of information systems in business.	Understand (K2)
3	CO3. Be able to apply the IT Strategies for Business Development and making SWOT Analysis.	Understand (K2)
4	CO4. To Understand various security and ethical issues with Information Systems.	Understand (K2)
5	CO5. To able to understand the global management of IT and managing applicationdevelopment.	Knowledge (K2)/ Apply(K3)

Credits: **4**	Core Compulsory/Elective: **Core Compulsory**

Total No. of Lectures- Tutorials- Practical(in hours per week):**L-3,T-1,P-0**

Unit	Topics	No. of Lectures
	Part-I	**45**
I	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, and 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, Recognizing 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.	**9**
II	E-Business Systems: Introduction, Cross-functional; Enterprise Applications: Enterprise Application Architecture, Enterprise Application Integration; and 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.	9
III	Developing Business/IT Strategies: Planning Fundamentals: Introduction, Organizational 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,	9

	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 End User Development.	
IV	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.	9
V	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.	9

Suggested Readings:
10. Management Information System – James 'O' Brian, 11th E, 2019.
11. Management Information Systems, Laudon and Laudon, 17th Edition, Pearson Education Asia, 2022.
12. Management Information Systems, Jawadekar, Tata McGraw Hill, 6th Ed, 2020.
13. Excel 2019 All-In-One: Master the new features of Excel 2019 / Office 365, Lokesh Lalwani(BPB).

Suggested equivalent online courses:
10. https://swayam.gov.in
11. http://egyankosh.ac.in/
12. http://nptel.ac.in/
13. https://egyankosh.ac.in/handle/123456789/17423
    https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=ahLCajOqz6/GWFCSpr/XYg=