DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY, LUCKNOW

EVALUATION SCHEME & SYLLABUS FOR

MBA (INTEGRATED) I Year

AS PER AICTE MODEL CURRICULUM

[Effective from the Session: 2018-19]
MBA (Integrated) 1st Year Course Structure in accordance with AICTE Model Curriculum  
w.e.f. Academic Session 2018

### Semester I

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Abbreviations used:
- L/T/P: Lecture/Tutorial/Practical
- CT/TA: Class Test/Teacher’s Assessment
BUSINESS ENGLISH – I
KMBAI 101

Course Objective:
This course intends to develop good communication skills in students for their future jobs and endeavours in the corporate world so that they can gain a cutting edge over their other counterparts within the country and across the globe.

Unit – I (Session 08)
**Basic English:** Introduction to phonetics – Application of phonetics Direct translation of words and essential phrases to English Language, Short conversations.

Unit – II (Session 10)
**Grammar and Usage**
Sentences: Types, Noun, Noun gender, Number types, Pronouns Types, Verbs Types, Adjectives types and Adverbs types, usage in sentence .Create the plural form of a noun. Create the possessive form of a noun or pronoun. Utilize the correct pronoun form in a sentence.

Unit – III (Session 08)
**Preposition types & Usage:** Conjunction types & Usage interjection, Articles , usage in sentences, Punctuation.

Unit – IV (Session 08)
**Tenses:** Recognize sentence elements, patterns, and types. Framing sentences using tenses.

Unit – V (Session 06)
Active Voice and Passive Voice, Direct speech and Indirect speech - Idioms and Phrases – Frequently and phrasal verbs.

References:
Course Objective:
The course aims at providing fundamental knowledge and exposure to the concepts, theories and practices in the field of management.

Unit-I (Session 08)
Introduction: Management Concept, Process and Significance of Management; Managerial-skills, Functions and Roles; Management vs. Administration; Evolution and Development of Management Thought: Classical, Neo-Classical, Behavioral, Systems and Contingency Approaches.

Unit -II (Session 12)
Planning: Objectives and Scope of Planning; Types of plans; Planning Process; Forecasting; Management By Objective (MBO): Concept, Types, Process of Decision-Making; Bounded Rationality, Organising: Concept, Nature, Process and Significance; Principles of an Organization; Span of Control; Departmentation; Types of an Organization; Authority-Responsibility; Delegation and Decentralization; Formal and Informal Organization.

Unit- III (Session 08)Staffing: Concept, Nature and Importance of Staffing. In brief Recruitment & Selection.

Unit -IV Directing:(Session 06)
The basic concepts, scope and principles, Importance of Directing Motivation: Nature and Importance of Motivation; Types of Motivation; Theories of Motivation: Maslow, Herzberg, X, Y and Z; Leadership: Meaning and Importance; Traits of a leader; Leadership Styles.

Unit –V (Session 06)
Controlling: Concept, Types and Scope of Control;; Control Process; Control Techniques – Traditional and Modern; Effective Control System

References:
MICROECONOMICS

KMBAI 103

Max. Hours: 40

Course Objective:
This course is designed to reinforce and expand students’ understanding of the basic microeconomic theory. It aims to provide students with an introductory-level treatment of economic theory with emphasis on the technique besides the results. Besides, it helps the students to master the basic tools used by the prominent economists, and makes them able to apply these tools in a variety of contexts to set up and solve economic problems.

Unit-I (Session 06)
Introduction

Unit-II (Session 10)
Demand Analysis
Meaning and Concept of Demand, Law of Demand, Shifts in demand, Price Elasticity of Demand & types, Income Elasticity, Cross price Elasticity, Determinants of Elasticity, uses and importance of elasticity, Cardinal approach of utility, Consumer Equilibrium, ordinal approach of utility, indifference curve, marginal rate of substitution, budget line, consumers equilibrium, application of ordinal analysis - separation of substitution and income effect from price effect for normal, inferior and Giffen good.

Unit-III (Session 06)
Supply Analysis

Unit-IV (Session 10)
Cost and Revenue Analysis
Short run and long run production functions: laws of variable proportions, law of returns; optimal input combination; classification of costs; short run and long run cost curves and Interrelationships. Economies of scale: Internal and external. Revenue curves: optimum size of the firm, factors affecting the Optimum Size.

Unit-V (Session 08)
Pricing under Various Market Condition
Equilibrium of the firm and Industry, perfect competition, monopoly, monopolistic competition, monopoly power, discriminating monopoly, aspects of non-price competition; meaning of an Oligopolistic Behaviour. Price and Output, Determination of Price under various market condition.

References:
BUSINESS MATHEMATICS
KMBAI 104

Max. Hours: 40

Course Objective:
This course aims at equipping student with a broad based knowledge of mathematics with emphasis on business applications. It will also help the students develop their technical & analytical skills.

Unit –I (Session 08)
Set Theory: Notation of sets, Singleton set, Finite Set, Infinite Set, Equal Set, Null Set, Sub Set, Proper subset, Universal set, Union of sets, Intersection of sets, Disjoint sets, Power set, Venn diagram, Complementary set, Uses of set theory is business, Elementary permutations and combinations.

Unit –II (Session 08)

Unit- III (Session 08)
Commercial Arithmetic and Mathematical Series: Simple interest, Compound interest, Present value or Present worth, Profit and Loss, Arithmetic progression, Geometric progression, Harmonic progression, relationship among AP, GP and HP.

Unit- IV (Session 08)

Unit –V (Session 08)

References:
Course Objective:
This is a basic paper for Business Administration students to familiarize with computer and it’s applications in the relevant fields and expose them to other related papers of IT. Course Contents

Unit- I (Session 08)

Unit -II(Session 08)

Unit –III (Session 08)

Unit -IV(Session 08)
MS Excel – Starting Excel, Worksheet, Rearranging Worksheet and Cell Inserting Data into Rows / Coloums, Alignment, Text Wrapping, Sorting Data, Excel Formatting tips and Techniques, Generating Graphs, Formula & Functions (Sum , max , min,count,sumif ), Inserting Charts.

Unit -V(Session 08)

References:
5. R.S. Salaria, Computer Fundamentals, Khanna Publishing House
An practical exercise would be given to every student any of the following topic and would be assessed on 25 marks

1. Exercise on MS word
2. Exercise on MS excel ( different functions and formulas)
3. Power Point Presentation

A viva voce would be done on above practical and would be assessed on 25 marks
Course Objective
This course intends to develop good communication skills in students for their future jobs and endeavors in the corporate world so that they can gain a cutting edge over their other counterparts within the country and across the globe.

Unit – I (Session 08)
Paragraph Writing: Introduction to structure and construction of paragraph, Techniques of paragraph writing Emphasis, Expansion and paraphrasing.

Unit – II (Session 08)
Comprehension and Précis writing comprehension writing: Listening/Reading comprehension, Developing skills of comprehension writing, précis writing: Techniques exercises.

Unit – III (Session 06)

Unit – IV (Session 08)
Conversation: Basics of Accent – American and British (Neutral), greetings, requests, demands, enquiries, Telephone Etiquette.

Unit – V (Session 10)
Presentation: How to make a presentation, various Presentation tools, Guidelines of effective presentation, Interactive presentation.

References:
Course Objective:
To understand the various facets of individual, group and organisational behaviour which have an impact on personal and organisational effectiveness.

Unit-I (Session 08)

Unit-II (Session 10)

Unit-III (Session 10)
Perception: Perceptual Process Model, Social Identity Theory, Attribution Theory: Attribution Errors, Perceptual Errors in Organizational Setting, Improving Perceptions Personality: Meaning of Personality, Determinants of Personality, Five–Factor Model of Personality, Myers-Briggs Type Indicator (MBTI); Theories of Personality: Freudian Theory (Psychoanalytic Theory of Personality), Erik Erikson Stages of Personality Development, Trait Theory, Jungian Theory given by Carl Jung.

Unit-IV (Session 06)

Unit- V (Session 06)
Organizational Change – Meaning and approaches to managing organizational change, creating a culture for change implementing the change Kurt Lewn Model of change.


References:
Course Objective:
To acquaint students with general business laws issues to help them become more informed sensitive and effective business leaders. To develop the skills to interpret the laws and apply it to practical problems, affecting the operations of a business enterprise.

Unit- I (Session 10)
Indian Contract Act 1872 – Contract - Definition & Concept; Agreement - Offer & Acceptance; Consideration and Legality; Capacity of Parties to the Contact; Free Consent - Coercion, Undue Influence, Fraud, Misrepresentation, Mistake - Bilateral and Unilateral; Void Agreements - Agreements in Restraint of Marriage, Agreement in Restraint of Trade, Uncertain Agreements, Agreements in Restraint of Legal Proceedings, Wagering and Contingent Agreements and Contracts; Quasi Contracts; Performance and Discharge of Contracts; Breach of Contracts and Remedies.

Unit -II (Session 08)

Unit -III (Session 08)
Bailment and Pledge: Rights and Duties of Bailor and Bailee, Termination of Bailment; Agency: Creation of Agency, Classification of Agents, Relationship between Principal and Agent, Rights, Duties and Liabilities of Agent and Principal, Termination of Agency.

Unit –IV (Session 06)

Unit-V (Session 08)

References:
Course Objectives:
The primary objective of the course is to familiarize the students with the basic accounting principles and techniques of preparing and presenting the accounts for user of accounting information.

Unit -I (Session 08)
Meaning and Scope of Accounting: Definition and Functions of Accounting, Book Keeping and Accounting, Interrelationship of Accounting with other Disciplines, Branches of Accounting, Limitation of Accounting, Overview of Basic Terminologies -Types of Capital, Shares, Debantures, Income and Expenditure.

Unit-II (Session-6) Accounting Principles and Standards: Accounting Principles, Concepts and Conventions, Accounting equations, Accounting cycle system of accounting Introduction to Accounting IFRS.

Unit -III (Session 08)

Unit -IV (Session 08)

Unit -V (Session 10)
Concept of Final Accounts: Trading Accounts, Profit and Loss Accounts, Objectives of Final Accounts, Preparation of Final Accounts with adjustments as per current schedule.

References:
5. Dr. N.P. Srivasatava & Dr. M. Sakthivel Murugan, “Accounting for Management”, S.Chand.
Course Objectives:
The objective of this paper is to develop student’s familiarity with the basic concept and tools in statistics and operations research. These techniques assist specially in resolving complex problems serve as a valuable guide to the decision makers. Course

Unit –I (Session 08)
Descriptive Statistics (Part-I): Definition, Importance & Limitation, Collection of data and formation of frequency distribution, Graphic presentation of Frequency distribution – Graphics, Bars, Histogram, Diagrammatic; Measures of Central Tendency – Mean, Median and Mode, Partition values – Quartiles, Octiles, Deciles, and Percentiles; Measures of variation – Range, IQR, Semi inter-quartile range, Quartile deviation, and its coefficients.

Unit–II (Session 08)

Unit –III (Session 08)
Correlation Analysis: Correlation Coefficient; Assumptions of Correlation Analysis; Coefficients of Correlation; Measurement of Correlation- Karl Person’s Methods; Spearman’s Rank correlation; Limitations of Correlation Analysis; Applications of correlation analysis in business.

Unit- IV (Session 08)
Regression Analysis: - Meaning and definition of regression, Utility and applications of regression analysis, Types of regression, Difference between correlation and regression, Regression lines, Regression equations, Regression coefficients.

Unit– V (Session 08)
Probability: Introduction, importance or applications or uses of the theory of probability in business decision making, Meaning and definition of probability, Elementary problems of probability, Addition and Multiplication theorems of probability, Baye’s theorem of probability.

References:
Examiner may ask to write on any one of the following topic and assessed out of 50 marks

Business Letter  
E-mail writing  
Book Review / Précis writing  
Essay/ story writing