Evaluation Scheme & Syllabus for

MBA

AS PER

AICTE MODEL CURRICULUM

(Effective from the Session: 2018-19)
# MBA 1st Year Course Structure in accordance with AICTE Model Curriculum

**Effective w.e.f. Academic Session 2018**

## SEMESTER - I

<table>
<thead>
<tr>
<th>S. No</th>
<th>CODE</th>
<th>SUBJECT</th>
<th>PERIODS</th>
<th>EVALUATION SCHEME</th>
<th>END SEMESTER</th>
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## SEMESTER - II

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<th>CODE</th>
<th>SUBJECT</th>
<th>PERIODS</th>
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</table>
MANAGEMENT CONCEPTS AND INDIAN ETHOS
KMB101

Course Objectives:
1. The purpose of this course is to expose the student to the basic concepts of management in order to aid the student in understanding how an organization functions, and in understanding the complexity and wide variety of issues managers face in today’s business firms.
2. Discuss the various concepts of planning, Decision making and controlling to help solving managerial problems
3. Study and understand management concepts and styles in Global context.
4. Familiarizing the students with the contemporary issues in management.

Course Credit: 3 Contact Hours: 36 hours

UNIT-I
Role of Indian Ethos in managerial practice, Management lessons from Vedas, Mahabharata, Kautaliya’sArthashastra, Ethics Vs Ethos, Indian Vs western Management Contemporary issues in Management. (7 Hours)

UNIT-II
Management practices from past to present, Different levels of management, Managerial skills, Roles& Functions, Manager and Business environment. (7 Hours)

UNIT – III
Planning- Objective of planning, planning process, Types of planning, Types of plans, Corporate planning, Management by Objective, Decision-making- types, process & techniques, making decision effective. (7 hours)

UNIT-IV
Organising& staffing- Meaning of organization, types of organization, Organization structure, Span of management, Line and staff relationship, Departmentation, Delegation- Centralization and decentralization of authority, Meaning of staffing, Recruitment, selection & placement, Training & development. (8 Hours)

UNIT- V
Directing & Controlling- Principle of directing, Essence of coordination, Basic control process, Different control techniques, Management by exception. (7 Hours)
**Course Outcomes:** After completing the course student will be able to understand and explain

<table>
<thead>
<tr>
<th>Course Outcomes</th>
<th>Bloom’s taxonomy</th>
</tr>
</thead>
<tbody>
<tr>
<td>CO 1: Developing understanding of managerial practices and their perspectives.</td>
<td>• Knowledge (K 2)</td>
</tr>
<tr>
<td></td>
<td>• Remembering (K1)</td>
</tr>
<tr>
<td>CO2: Applying planning and managerial decision making skills.</td>
<td>• Applying (K4)</td>
</tr>
<tr>
<td>CO 3: Develop analytical and problem solving skills, based on understanding of</td>
<td>• Analyzing (K 5)</td>
</tr>
<tr>
<td>management concepts and theories.</td>
<td></td>
</tr>
<tr>
<td>CO 4: Comprehend and practice Indian Ethos and Value Systems.</td>
<td>• Comprehending (K 3)</td>
</tr>
<tr>
<td>CO 5: Applying value based management and ethical practices.</td>
<td>• Applying (K4)</td>
</tr>
</tbody>
</table>

**Employable Skills**

<table>
<thead>
<tr>
<th>Employable Skills</th>
<th>Measuring Tools</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ability to identify and apply the knowledge of subject practically in real life</td>
<td>Exercise Workshop</td>
</tr>
<tr>
<td>situations</td>
<td>Quiz</td>
</tr>
<tr>
<td></td>
<td>Classroom Discussions</td>
</tr>
</tbody>
</table>

**Reference Books:**
2. Dr. Premvir Kapoor, Principles and Practices of Management, Khanna Publishing House, Delhi

**Text Books:**
MANAGERIAL ECONOMICS
KMB102

Course Objective:

- Understand the relative importance of Managerial Economics
- Know how the application of the principles of managerial economics can aid in achievement of business objectives
- Understand the modern managerial decision rules and optimization techniques.
- Be equipped with the tools necessary in analysis of consumer behavior as well as in forecasting product demand
- Understand and be able to apply latest pricing strategies
- Understand and analyse the macro environment affecting the business decision making.

Course Credit: 4

Contact Hours: 40 hours

UNIT –I

(6 Hrs)

Basic Concepts and principles:

UNIT –II

(8Hrs)

Demand and Supply Analysis:
Theory of Demand, Types of Demand. Determinants of demand, Demand Function, Demand Schedule, Demand curve, Law of Demand, Exceptions to the law of Demand, Shifts in demand curve, Elasticity of Demand and its measurement. Price Elasticity, Income Elasticity, Arc Elasticity, Cross Elasticity and Advertising Elasticity. Uses of Elasticity of Demand for managerial decision making, Demand forecasting meaning, significance and methods. (numerical Exercises)
Supply Analysis; Law of Supply, Supply Elasticity; Analysis and its uses for managerial decision making.
Price of a Product under demand and supply forces

UNIT –III

(10Hrs)

Production and cost Analysis:
Production concepts & analysis; Production function, Types of production function, Laws of production: Law of diminishing returns, Law of returns to scale.
Estimation of Revenue. Average Revenue, Marginal Revenue

UNIT – IV

Market structures:

UNIT – V

National Income; Concepts and various methods of its measurement, Circular flows in 2 sector, 3 sector, 4 sector economies, Inflation, types and causes, Business Cycle & its phases.

Employable Skills Measuring tool

| Ability to forecast demand Exercise + Workshop |
| Ability to analyse various market structures Exercise + Workshop |
| Ability to appreciate the role of various monetary policy tools in controlling inflation Exercise + Workshop |

Course Outcomes:

<table>
<thead>
<tr>
<th>Course Outcomes</th>
<th>Bloom’s taxonomy</th>
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</thead>
</table>
| **CO1**: 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. | • Knowledge (K 2)  
• Remembering (k1) |
| **CO2**: The students would be able to understand the law of demand & supply & their elasticities, evaluate & analyse 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)  
• Applying (K 4)  
• Synthesizing (K6)  
• Evaluating (K7) |
| **CO3**: The students would be able to understand the production concept and how the production output changes with the change in inputs and able to analyse the effect of cost to business and their relation to analyze the volatility in | • Comprehending (K 3)  
• Applying (K 4)  
• Analyzing (K 5)  
• Evaluating (K7) |
the business world

| CO4: The students would be able to understand & evaluate the different market structure and their different equilibriums for industry as well as for consumers for the survival in the industry by the application of various pricing strategic | • Applying (K 4)  
• Analyzing (K 5)  
• Synthesizing (K6) |
| --- | --- |
| CO5: The students would be able to analyse themacroeconomic concepts & their relation to micro economic concept & how they affect the business & economy. | • Knowledge (K 2)  
• Comprehending (K 3) |

**Text Books:**

1. Managerial Economics, GEETIKA, McGraw-Hill Education 2nd Ed.
3. Managerial Economics, H.L Ahuja, S.Chand, 8th Ed
6. Sociology & Economics for Engineers, Dr. Premvir Kapoor, Khanna Publishing House
Financial Accounting for Managers  
KMB 103

Course Objectives: This course is intended to introduce the basic theory, concepts and practice of financial accounting and to enable students to understand information contained in the published financial statements of companies and other organizations. It includes the preparation of accounting statements, but their uses and limitations will also be emphasized.

Course Credit: 4  
Contact Hours: 40 hours

UNIT I (6Hrs)

Meaning and Scope of Accounting: Overview of Accounting, Users of Accounting, Accounting Concepts Conventions, Book keeping and Accounting, Principles of Accounting, Basic Accounting terminologies, Accounting Equation, Overview to Deprecation (straight line and diminishing method).

UNIT II (6Hrs)

Accounting Standards and IFRS: International Accounting Principles and Standards; Matching of Indian Accounting Standards with International Accounting Standards, Human Resource Accounting, Forensic Accounting.

UNIT III (10 Hrs)

Mechanics of Accounting: Double entry system of Accounting, Journalizing of transactions; Ledger posting and Trial Balance, Preparation of final accounts, Profit & Loss Account, Profit & Loss Appropriation account and Balance Sheet, Excel Application to make Balance sheet, Case studies and Workshops.

UNIT IV (10 Hrs)

Analysis of financial statement: Ratio Analysis- solvency ratios, Profitability ratios, activity ratios, liquidity ratios, Market capitalization ratios; Common Size Statement; Comparative Balance Sheet and Trend Analysis of manufacturing, Service & banking organizations, Case Study and Workshops in analyzing Balance sheet.

UNIT V (8 Hrs)

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

<table>
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<th>S.No</th>
<th>Course Outcome</th>
<th>Bloom's taxonomy</th>
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</thead>
<tbody>
<tr>
<td>1.</td>
<td>CO1. Understand and apply accounting concepts, principles and conventions for their routine monetary transaction;</td>
<td>Knowledge (K2)/Comprehending (K 3)</td>
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<tr>
<td>2.</td>
<td>CO2. Recognize circumstances providing for increased exposure to fraud and define preventative internal control measures.</td>
<td>Knowledge (K2)</td>
</tr>
<tr>
<td>3.</td>
<td>CO3. Create and Prepare financial statements in accordance with Generally Accepted Accounting Principles</td>
<td>Synthesizing (K6)/Remembering (K1)</td>
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<tr>
<td>4.</td>
<td>CO4. Utilize the technology (such as computers, information databases) in facilitating and enhancing accounting and financial reporting processes</td>
<td>Applying (K4)</td>
</tr>
<tr>
<td>5.</td>
<td>CO5. Analyze, interpret and communicate the information contained in basic financial statements and explain the limitations of such statements.</td>
<td>Analyzing (K4)/Evaluating (K7))</td>
</tr>
<tr>
<td>6.</td>
<td>CO6. Understand the basic concepts and importance of working capital management</td>
<td>Remembering (K1)</td>
</tr>
</tbody>
</table>

**SUGGESTED READINGS:**

**Text Books:**
1) Maheshwari S.N &Maheshwari S K – A text book of Accounting for Management (Vikas, 10th Edition)
2) Essentials of Financial Accounting (based on IFRS), Bhattacharya (PHI,3rd Ed)
3) Khan and Jain - Financial Management (Tata McGraw Hill, 7th Ed.)
4) PC Tulsian- Financial Accounting (Pearson, 2016)

**Reference Books**
1) Narayanswami - Financial Accounting: A Managerial Perspective (PHI,5th Ed)
2) DhaneshkKhatri- Financial Accounting (TMH,2015)
BUSINESS STATISTICS & ANALYTICS  
KMB104

COURSE OBJECTIVES

1. Understand the different basic concept / fundamentals of business statistics.  
2. Understand the practical application of various concepts.  
3. Understand the importance of measures of Descriptive statistics which includes measures of central tendency, Measures of Dispersion, Time Series Analysis, Index Number, Correlation and Regression analysis and their implication on Business performance.  
4. Understand the concept of Probability and its usage in various business applications.  
5. Understanding Decision making environment and applying the Concept of Business Analytics.  

Course Credit: 4  
Contact Hours: 40 hours

UNIT I (10 Sessions): Descriptive Statistics

Meaning, Scope, functions and limitations of statistics, Measures of Central tendency – Mean, Median, Mode, Quartiles, Measures of Dispersion – Range, Inter quartile range, Mean deviation, Standard deviation, Variance, Coefficient of Variation, Skewness and Kurtosis.

UNIT II (8 Sessions): Time Series & Index Number

Time series analysis: Concept, Additive and Multiplicative models, Components of time series, Trend analysis: Least Square method - Linear and Non-Linear equations, Applications in business decision-making.

Index Numbers: Meaning, Types of index numbers, uses of index numbers, Construction of Price, Quantity and Volume indices: Fixed base and Chain base methods.

UNIT III (6 Sessions): Correlation & Regression Analysis

Correlation Analysis: Rank Method & Karl Pearson's Coefficient of Correlation and Properties of Correlation.

Regression Analysis: Fitting of a Regression Line and Interpretation of Results, Properties of Regression Coefficients and Relationship between Regression and Correlation.

UNIT IV (8 Sessions): Probability Theory & Distribution

Probability: Theory of Probability, Addition and Multiplication Law, Baye’s Theorem

Probability Theoretical Distributions: Concept and application of Binomial; Poisson and Normal distributions.

UNIT V (8 Sessions) Decision-making environments

Decision-making under certainty, uncertainty and risk situations; Decision tree approach and its applications.
**Concept of Business Analytics** - Meaning, types and application of Business Analytics.

**COURSE OUTCOME**: After the completion of the course the students will be able to:

<table>
<thead>
<tr>
<th>Course Outcome</th>
<th>Blooms Taxonomy</th>
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</thead>
<tbody>
<tr>
<td>CO1. Gaining Knowledge of basic concept / fundamentals of business statistics.</td>
<td>• Knowledge (K2)</td>
</tr>
<tr>
<td>CO2. To develop practical understanding of various statistics concepts.</td>
<td>• Remembering (K1)</td>
</tr>
<tr>
<td></td>
<td>• Applying (K4)</td>
</tr>
<tr>
<td>CO3. To compute various measures of central tendency, Measures of Dispersion,</td>
<td>• Comprehending (K3)</td>
</tr>
<tr>
<td>Time Series Analysis, Index Number, Correlation and Regression analysis and</td>
<td>• Applying (K4)</td>
</tr>
<tr>
<td>their implication on Business performance.</td>
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<tr>
<td>CO4. Evaluating basic concepts of probability and perform probability</td>
<td>• Analyzing (K5)</td>
</tr>
<tr>
<td>theoretical distributions.</td>
<td>• Synthesizing (K6)</td>
</tr>
<tr>
<td>CO5. Taking managerial decision and applying the Concept of Business</td>
<td>• Evaluating (K7)</td>
</tr>
<tr>
<td>Analytics.</td>
<td>• Applying (K4)</td>
</tr>
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</table>

**Text Book**

**Reference Book**
1. Davis, Pecar – Business Statistics using Excel, Oxford
2. Ken Black – Business Statistics, 5th ed., Wiley India
ORGANIZATIONAL BEHAVIOR
KMB105

Course Objectives:
1. To enhance the understanding of the dynamics of interactions between individual and the organization.
2. To facilitate a clear perspective to diagnose and effectively handle human behavior issues in Organizations.
3. To develop greater insight into their own behavior in interpersonal and group, team, situations.

Course Credit: 3
Contact hours: 36hrs

UNIT I: (8 Hours)

UNIT II: (8 Hours)
Foundation of Group Behaviour: Group: Meaning, types, group dynamics, group cohesiveness, Meaning of Interpersonal Behaviour& Interpersonal skills, Transactional Analysis, Johari Window, FIRO – B, MBTI

UNIT III: (8 Hours)
Motivation: Meaning & definition, Traditional theory of Motivation: Maslow’s, Herzberg’s, McClelland, Contemporary theories of Motivation: Self Determination Theory, Self Efficacy Theory, Vroom’s Expectancy Theory, Equity Theory, Reinforcement Theory, OB MOD.

Perception: Meaning, process, principles and errors of perception, managerial &behavioural applications of perception.

UNIT IV: (8 Hours)
Leadership: What is leadership, types of leaders and leadership styles, traits and qualities of effective leader, trait theory, LSM – Leadership Situational Model, Team Building, Tuckman Model of Team Development.

UNIT V: (4 Hours)
Organizational Change: Meaning of organizational change, approaches to managing organizational change, creating a culture for change, implementing the change, Kurt Lewin Model of change.
**Employable Skills**

| Ability to identify and apply the knowledge of subject practically in real life situations |

**Measuring Tools**

| Exercise Workshop Quiz Classroom Discussions |

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

<table>
<thead>
<tr>
<th>Course Outcomes</th>
<th>Bloom’s taxonomy</th>
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</thead>
<tbody>
<tr>
<td>CO 1: Comprehending the nature, functioning and design of organizations as social collectives</td>
<td>• Comprehending (K3) • Knowledge (K 2)</td>
</tr>
<tr>
<td>CO 2: To evaluate the reciprocal relationship between the organizational characteristics and managerial behavior.</td>
<td>• Analyzing (K 5)</td>
</tr>
<tr>
<td>CO 3: Develop practical insights and problem solving capabilities for effectively managing the Organisational processes</td>
<td>• Synthesizing (K6)</td>
</tr>
<tr>
<td>CO 4: Analysing the behavior of individuals and groups in organizations.</td>
<td>• Analyzing (K 5)</td>
</tr>
<tr>
<td>CO 5: Developing conceptual understanding of change and its implementation.</td>
<td>• Applying (K4)</td>
</tr>
</tbody>
</table>

**References:**

**Books:**

3. Aswathappa K, “Organizational Behaviour (Text, Cases and Games)”, Himalaya Publication
COURSE OBJECTIVE

- To facilitate understanding of the conceptual framework of marketing and its applications in decision making under various environmental constraints.
- To develop understanding on Consumer and business buying behavior
- Develop skill to understand Segmentation, Targeting and Positioning and develop strategy
- Ability to Understand and implement the Marketing-Information Systems

Course Credit: 3     Contact hours: 36 hrs

COURSE CONTENTS

UNIT I

Marketing Management: Introduction, objectives, Scope and Importance. Types of Market, Core Concepts of Marketing, Functions of Marketing, Marketing Orientations

Marketing Environment: Introduction, Environmental Scanning, Techniques of Environment Scanning, Analyzing the Organization’s Micro Environment, Company’s Macro Environment, Differences between Micro and Macro Environment, Marketing Planning and Implementation (7hrs)

UNIT II


UNIT III


UNIT IV

UNITV Understanding the Marketing-Information Systems (MKIS): Introduction, Characteristics of MKIS, Benefits, Types, Components, Marketing Research (7 hrs)

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

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<th>S.No</th>
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<th>Bloom's taxonomy</th>
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<tbody>
<tr>
<td>1</td>
<td>CO1. Remember and Comprehend basic marketing concepts.</td>
<td>Remembering (k1)</td>
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<tr>
<td></td>
<td></td>
<td>Knowledge (K2)</td>
</tr>
<tr>
<td>2</td>
<td>CO2. Understand marketing Insights on application of basic marketing concepts.</td>
<td>Synthesizing (K6)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Comprehending (K3)</td>
</tr>
<tr>
<td>3</td>
<td>CO3. Able to Apply and develop Marketing Strategies and Plans</td>
<td>Applying (K4)</td>
</tr>
<tr>
<td>4</td>
<td>CO4. Understand and Analyzing Business/Consumer Markets</td>
<td>Analyzing (K5)</td>
</tr>
<tr>
<td>5</td>
<td>CO5. Develop skills and ability Identify &amp; evaluate Market Segments and Targeting.</td>
<td>Evaluating (K7)</td>
</tr>
</tbody>
</table>

TEXT BOOKS:

REFERENCE BOOKS:
1) Managing Marketing, Noel Capon, SidharthShekar Singh, 4/e Wiley
Business Communication
KMB107

Course Objectives

1: To understand business communication strategies and principles for effective communication in domestic and international business situations.
2: To understand and appropriately apply modes of expression, i.e., descriptive, expositive, narrative, scientific, and self-expressive, in written, visual, and oral communication.
3: To develop the ability to research and write a documented paper and/or to give an oral presentation.
4: To develop the ability to communicate via electronic mail, Internet, and other technologies for presenting business messages.
5: To understand and apply basic principles of critical thinking, problem solving, and technical proficiency in the development of exposition and argument.

Course Credits 3 Hours 36 Hrs

UNIT I: (8 hrs)

Introduction: Role of communication – defining and classifying communication – purpose of communication – process of communication – characteristics of successful communication – importance of communication in management – communication structure in organization – communication in crisis - barriers to communication.

UNITII: (7 hrs)


UNITIII: (7 hrs)


UNITIV: (7 hrs)

UNIT V: (7 hrs)

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

<table>
<thead>
<tr>
<th>S. No.</th>
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<th>Bloom’s Taxonomy</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>CO1. Apply business communication strategies and principles to prepare effective communication for domestic and international business situations.</td>
<td>Applying (K4)</td>
</tr>
<tr>
<td>2</td>
<td>CO2. Analyse ethical, legal, cultural, and global issues affecting business Communication.</td>
<td>Analyse (K5)</td>
</tr>
<tr>
<td>3</td>
<td>CO3. Develop an understanding of appropriate organizational formats and channels used in business communications</td>
<td>Knowledge (K2)</td>
</tr>
<tr>
<td>4</td>
<td>CO4. Gaining an understanding of emerging electronic modes of communication.</td>
<td>Comprehending(K3)</td>
</tr>
<tr>
<td>5</td>
<td>CO5. Developing effective verbal and non verbal communication skills.</td>
<td>Remembering(K1)/ Applying (K4)</td>
</tr>
</tbody>
</table>

Suggested Readings:
2. Kulbhushan Kumar & R.S. Salaria, Effective Communication Skills, Khanna Publishing House, Delhi
5. Varinder Bhatia, Business Communications, Khanna Publishing House
7. Varinder Bhatia, Business Communications, Khanna Publishing House

<table>
<thead>
<tr>
<th>EMPLOYABLE SKILLS Skill</th>
<th>Measurement tool</th>
</tr>
</thead>
<tbody>
<tr>
<td>Understanding of fundamentals of business communication strategies.</td>
<td>Presentations, Quiz</td>
</tr>
<tr>
<td>Activity</td>
<td>Methodology</td>
</tr>
<tr>
<td>-------------------------------------------------------------------------</td>
<td>---------------------------------------</td>
</tr>
<tr>
<td>Apply suitable modes of expression.</td>
<td>Role Play followed by discussion</td>
</tr>
<tr>
<td>Compose accurate business documents</td>
<td>Group assignment/ Workshop/ Exercise.</td>
</tr>
<tr>
<td>Develop skills to use latest technology used for communication</td>
<td>Group project, presentations</td>
</tr>
<tr>
<td>Develop group communication skills.</td>
<td>Role play, Debate, Case study analysis</td>
</tr>
</tbody>
</table>
COURSE OBJECTIVES:
1. The course aims to provide knowledge about basic components of a computer and their significance.
2. To provide hands on learning of applications of MS Office and Internet in businesses.
3. To provide an orientation about the increasing role of management information system in managerial decision making to gain Competitive edge in all aspects of Business.
4. To understand various MIS operating in functional areas of an organization.
5. To create awareness in upcoming managers, of different types of information systems in an organization so as to enable the use of computer resources efficiently, for effective decision making.

Course Credits 3  Hours 36 Hrs

UNIT I (05 hours) Conceptual Framework

_Hardware:_ (a) Input devices - keyboard, printing devices, voice speech devices, scanner, MICR, OMR, Bar code reader, digital camera etc. (b) Output devices - Visual Display UNIT, printers, plotters (c) Storage Devices – Magnetic storage devices, Optical storage devices, Flash Memory.

_Software:_ Types of software with examples; Introduction to languages, compiler, interpreter and Assembler, Operating System Functions, Types and Classification, Elements of GUI based operating system.

UNIT II (06 hours) Communication Technology

Network and Internet: Types of computer networks (LAN, WAN and MAN), Network topologies, EDI.
Internet: Netiquettes, Architecture & Functioning of Internet, Basic services over Internet like WWW, FTP, Telnet, Gopher, IP addresses, ISPs, URL, Domain names, Web Browsers, Internet Protocols, Search engines, e-mail.

UNIT III (12 hours) Office tools for Business

_Use of MS-Office: Word:_ Paragraph formatting, Page formatting, Header and footer, Bullets and numbering, Finding and replacing text, Mail merge, Macros.
Cell referencing, Ranges.

_Excel:_ Formulae, Functions, Auto sum, Copying formula, Formatting data, creating charts, creating Database, sorting data, filtering.
Power Point: Formatting text on slides, Inserting charts, adding tables, Clipping, Slide animation, Slide shows.

UNIT IV (7 hours) Information System Classification


UNIT V (06 hours) Information Systems for Business


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

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Course Outcome</th>
<th>Bloom’s Taxonomy</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td><strong>CO1.</strong> Gain in depth knowledge of working of an IT enabled organisation</td>
<td>Knowledge (K2)</td>
</tr>
<tr>
<td>2</td>
<td><strong>CO2.</strong> Learn to use various IT tools for solving Business Problems.</td>
<td>Applying (K4)</td>
</tr>
<tr>
<td>3</td>
<td><strong>CO3.</strong> Develop and implement Information Systems for Business Applications.</td>
<td>Synthesizing (K6)</td>
</tr>
<tr>
<td>4</td>
<td><strong>CO4.</strong> Learn to increase efficiency of various management processes by using IT enabled technology.</td>
<td>Applying (K4), Knowledge (K2)</td>
</tr>
<tr>
<td>5</td>
<td><strong>CO5.</strong> Analyse various security and ethics related issues pertaining to the increasing use of Information Technology.</td>
<td>Analyse (K5)</td>
</tr>
</tbody>
</table>

Suggested Readings
2. Shrivastava-Fundamental of Computer& Information Systems (Wiley Dreamtech)
Business Environment
KMB 201

Course Objectives:
- The basic objective of the course is to develop understanding and provide knowledge about business environment to the management students.
- To promote basic understanding on the concepts of Business Environment and to enable them to realize the impact of environment on Business.
- To provide knowledge about the Indian and international business environment.

Course Credit: 3  Contact Hours: 36 Hrs

UNIT I Introduction- (8 Hrs)


UNIT II Economic, Political and Legal environment (8 Hrs)


UNIT III (8 Hrs)

B) Competitive Environment – Meaning, Michael Porter’s Five Forces Analysis, Competitive Strategies. Introduction to Industrial Policy Resolutions
UNIT IV (4Hrs)

Natural and Technological Environment: Innovation, technological leadership and followership impact of technology on globalization, transfer of technology, time lags in technology introduction, Status of technology in India; Management of technology; Features and Impact of technology

UNIT V

International Environment – (12Hrs)

Course Outcomes (CO): (Identify minimum skills/knowledge necessary to be imbibed by students)

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Course Outcome</th>
<th>Bloom’s Taxonomy</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>CO1) Comprehend the forces that shape business and economic structure and develop strategies to cope with the same.</td>
<td>K3 Comprehending K4 Applying</td>
</tr>
<tr>
<td>2</td>
<td>CO2) Evaluate the economic &amp; political environmental dynamics to cope with the changing regulations affecting business and its profitability.</td>
<td>K5 Analysing</td>
</tr>
<tr>
<td>3</td>
<td>CO3) Analyse the competitive forces in environment and accordingly devise business policies and strategies to stay in competitive position.</td>
<td>K5 Analysing</td>
</tr>
<tr>
<td>4</td>
<td>CO4) Analyze the desirability of technological advancement in the current set-up and how to gain technological advancement with least cost.</td>
<td>K5 Analysing</td>
</tr>
<tr>
<td>5</td>
<td>CO5) Understand the international influences on domestic business and measures to be taken for successful global business operations</td>
<td>K2 Knowledge</td>
</tr>
</tbody>
</table>

Text Books


REFERENCE BOOKS:

3. International Business Environment—Ian Brooks, Jamie Weatherston and Graham Wilkinson
4. Dr. Rimpi, A Textbook of Environment Sciences, Khanna Publishing House

<table>
<thead>
<tr>
<th>Employable Skills:</th>
<th>Measurement tools</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entrepreneurial skill</td>
<td>Workshop on business planning</td>
</tr>
<tr>
<td>Managerial competitive skill</td>
<td>Assignment on SWOT analysis</td>
</tr>
<tr>
<td>Business acumen</td>
<td>Case studies</td>
</tr>
</tbody>
</table>
Course Objectives: In this course the students will learn the basic concepts and frameworks of Human Resource Management (HRM) and understand the role that HRM has to play in effective business administration. It will provide an insight as to how to use Human Resource as a tool to implement strategies.

Course Credit: 3

Contact Hours: 36 Hrs

UNIT I: (6 Hours)

Essentials of HRM: Nature of HRM, Scope, functions and importance of HRM, HRM vs. HRD, SHRM: Introduction, characteristics and scope of SHRM, SHRM vs. Conventional HRM, Barriers to strategic HRM, Linking HR strategy with business strategy, HRM linkage with TQM & productivity.

UNIT II: (8 Hours)


UNIT III: (8 Hours)

Employee Training & Development: Nature and importance of Training, methods and types of training, career planning, promotion, transfer, demotion and separation, Performance Appraisal: Meaning and types of appraisal, Job Evaluation: Meaning and methods of job evaluation.

UNIT IV: (8 Hours)


UNIT V: (6 Hours)


Course Outcomes: After the successful completion of the course the students will be in a position to address the challenges of organizational management through and with human resources. In addition it will help in:

<table>
<thead>
<tr>
<th>S.</th>
<th>Course Outcome</th>
<th>Bloom’s Taxonomy</th>
</tr>
</thead>
</table>

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HUMAN RESOURCE MANAGEMENT
KMB202
<table>
<thead>
<tr>
<th>No.</th>
<th>CO.</th>
<th>Description</th>
<th>K</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>CO1.</td>
<td>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.</td>
<td>K6 Synthesizing</td>
</tr>
<tr>
<td>2</td>
<td>CO2.</td>
<td>Demonstrate knowledge of laws that impact behaviour in relationships between employers and employees that ultimately impact the goals and strategies of the organization.</td>
<td>K2 Knowledge</td>
</tr>
<tr>
<td>3</td>
<td>CO3.</td>
<td>Understand the role of employee benefits and compensation as a critical component of employee performance, productivity and organizational effectiveness.</td>
<td>K3 Comprehending</td>
</tr>
<tr>
<td>4</td>
<td>CO4.</td>
<td>Show evidence of the ability to analyze, manage and problem solve to deal with the challenges and complexities of the practice of collective bargaining.</td>
<td>K5 Analysing</td>
</tr>
<tr>
<td>5</td>
<td>CO5.</td>
<td>Demonstrate knowledge of practical application of training and employee development as it impacts organizational strategy and competitive advantage.</td>
<td>K2 Knowledge K4 Applying</td>
</tr>
</tbody>
</table>

**References: Books:**

<table>
<thead>
<tr>
<th>Employable Skills</th>
<th>Measuring Tools</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ability to identify and apply the knowledge of subject practically in real corporate situations</td>
<td>Exercise Workshop Quiz Classroom Discussions</td>
</tr>
</tbody>
</table>
BUSINESS RESEARCH METHODS
KMB 203

COURSE OBJECTIVES

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

Credit-3 Hours-36

UNIT 1 (8 Sessions)

Research: – Definition, Meaning, Importance types and Qualities of Research; Research applications in functional areas of Business, Emerging trends in Business research.
Research & the Scientific Method: Characteristics of scientific method. Steps in Research Process

UNIT 2 (8 Sessions)

Research design: Concept, Features of a good research design, Use of a good research design; Qualitative and Quantitative research approaches, Comparison – Pros and Cons of both approaches.
Exploratory Research Design: Concept, Types: Qualitative techniques – Projective Techniques, Depth Interview, Experience Survey, Focus Groups, Observation.
Descriptive Research Designs: Concept, types and uses. Concept of Cross-sectional and Longitudinal Research
Experimental Design: Concept of Cause, Causal relationships, Concept of Independent & Dependent variables, concomitant variable, extraneous variable, Treatment, Control group.

UNIT 3 (6 Sessions)

UNIT 4 (6 Sessions)

**Sampling:** Basic Concepts: Defining the Universe, Concepts of Statistical Population, Sample, Characteristics of a good sample. Sampling Frame (practical approach for determining the sample frame expected), Sampling errors, Non Sampling errors, Methods to reduce the errors, Sample Size constraints, Non Response.

Probability Sample: Simple Random Sample, Systematic Sample, Stratified Random Sample, Area Sampling & Cluster Sampling.

Non Probability Sample: Judgment Sampling, Convenience Sampling, Purposive Sampling, Quota Sampling & Snowballing Sampling methods. Determining size of the sample – Practical considerations in sampling and sample size, sample size determination.

UNIT 5 (8 Sessions)

**Data Analysis:** Editing, Coding, Tabular representation of data, frequency tables, Construction of frequency distributions, Graphical Representation of Data: Appropriate Usage of Bar charts, Pie charts, Histogram.

Hypothesis: Qualities of a good Hypothesis – Framing Null Hypothesis & Alternative Hypothesis. Concept of Hypothesis Testing – Logic & Importance. Test of Significance: Small sample tests: t-test (Mean, proportion) and F tests, Z test, Cross tabulations, Chi-square test; Analysis of Variance: One way and two-way Classifications.


**COURSE OUTCOMES**

<table>
<thead>
<tr>
<th>Course Outcomes</th>
<th>Blooms Taxonomy</th>
</tr>
</thead>
<tbody>
<tr>
<td>CO1. Knowledge of concept / fundamentals for different types of research.</td>
<td>• Knowledge (K2)</td>
</tr>
<tr>
<td>CO2. Applying relevant research techniques.</td>
<td>• Remembering (K1)</td>
</tr>
<tr>
<td></td>
<td>• Applying (K4)</td>
</tr>
<tr>
<td>CO3. Understanding relevant scaling &amp; measurement techniques and should use appropriate sampling techniques</td>
<td>• Comprehending (K3)</td>
</tr>
<tr>
<td></td>
<td>• Applying (K4)</td>
</tr>
<tr>
<td>CO4. Synthesizing different techniques of coding, editing, tabulation and analysis in doing research.</td>
<td>• Analyzing (K5)</td>
</tr>
<tr>
<td></td>
<td>• Synthesizing (K6)</td>
</tr>
<tr>
<td>CO5. Evaluating statistical analysis which includes various parametric test and non parametric test and ANOVA technique and prepare report.</td>
<td>• Evaluating (K7)</td>
</tr>
</tbody>
</table>
Text Book
1. Research Methodology, Deepak Chawla, Neena Sondhi, Vikas Publication
2. Business Research Methods, Naval Bajpai, Pearson Education

Reference Book
1) Research Methodology, C R Kothari, New Age International.
CORPORATE FINANCIAL MANAGEMENT
KMB 204

Course Credit: 3
Contact Hours: 36 Hrs

UNIT I (6 Hrs)


UNIT II (10 Hrs)


UNIT III (10 Hrs)

Financial Decision: Capital Structure, Relevance and Irrelevancy theory, Leverage analysis – financial, operating and combined leverage along with its implications, EBIT EPS Analysis, Point of Indifference.

UNIT IV (10 Hrs)


UNIT V (4 Hrs)

Indian Financial System: Role of Financial Institution, Primary and Secondary Market, Lease Financing, Venture Capital, Mutual Funds. Introduction to Derivatives.

Course Outcome:

After successful completion of this course students will be able to

<table>
<thead>
<tr>
<th>S.No</th>
<th>Course Outcome</th>
<th>Bloom’s Taxonomy</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>C01 Understand the different basic concept / fundamentals of Corporate Finance</td>
<td>• Knowledge(K2)&lt;br&gt;• Remembering(K1)</td>
</tr>
</tbody>
</table>
2. **C02** Understand the practical application of time value of money and evaluating long term investment decisions

3. **C03** Developing analytical skills to select the best source of capital, its structure on the basis of cost of capital

4. **Co4** Understand the use and application of different models for firm’s optimum dividend payout.

5. **Co5** Understand the recent trends of primary and secondary market and developing skills for application of various financial services.

- Analyzing (K5)
- Evaluating (K7)
- Analyzing (K5)
- Synthesizing (K6)
- Comprehending (K3)
- Applying (K4)
- Comprehending (K3)
- Synthesizing (K6)

**Text Books**:
1. Khan and Jain - Financial Management (Tata McGraw Hill, 7th Ed.)
2. Pandey I M - Financial Management (Vikas, 11th Ed.)
3. William HakkaBettnerCarcello- Financial and Management Accounting(TMH-16th Ed.)
4. Sheebakapil-Fundamental of financial management (Wiley.2015)
5. Prasanna Chandra - Fundamentals of Financial Management (TMH, 9th Ed.)
6. Bark DemazoThampy- Financial Management (Pearson, 2nd Ed.)
7. R P Rustagi - Financial Management(Galgotia, 2000, 2nd revised ed.)

**Reference Books**:
1.) Ravi. M Kishore – Financial Management (Taxman, 7th Ed)
2.) Fundamentals to Financial Management, Brigham & Houston, 14/e, Cengage Learning
4.) Horne Wachowicz- Fundamentals of Financial Management (Pearson, 13th Ed)
COURSE OBJECTIVES:

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

UNIT –I (4 sessions) Production Concept

Difference between Production and Operations Management, Productivity, Work Study, Productivity measurement, Factors affecting Productivity. Production Technology – Types of Manufacturing processes

UNIT –II (6 sessions) Operations Concept

Difference between product and service, Product and service design, Characteristics of service, Classification of service, factors affecting service operations, Service capacity planning, SERVQUAL model of measuring service quality.

UNIT-III (10 sessions) Material and Inventory Management

Types of production planning, process of Production planning and control (PPC) – Routing, Scheduling, Loading, Just-in-time (JIT), KANBAN. Types of inventories, Inventory control techniques- EOQ, ABC and others. (Simple numericals on Inventory control techniques)
Factors affecting Plant Location, Types of Plant layout.

UNIT-IV (10 sessions) Supply Chain Management

Conceptual model of SCM, Supply chain drivers, Demand forecasting in Supply Chain – Simple moving average, weighted moving average, exponential smoothening method, Supply Chain efficiency, Core and reverse Supply Chain, International Supply Chain, Aggregate planning, inbound and outbound SCM, bullwhip effect in SCM.
Latest trend in Production and operation – Lean manufacturing, Agile manufacturing.

UNIT-V (6 sessions) Productivity and Quality
TQM, Deming’s 14 principles, PDCA cycle - KAIZEN, Quality Circles, 7QC tools and its advancements, ISO 9000-2000 clauses, Six Sigma, Total Productive Maintenance (TPM), 5S.

SUGGESTED READINGS

1. MAHADEVAN: Operations Management: Theory and Practice (PEARSON) (with MLSA)
4. Bisen& Singh - Operation & Logistics Management (Excel Books)
5. R.V.Badi& N.V. Badi - Production & Operation Management (Vrinda Publications 3rd Edition)
7. Krishnan Dr. Gopal - Material Management, (Pearson,New Delhi, 5th Ed.)

Expected Course Outcomes:

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

KMB 206

Course Objectives

To make better decisions in complex scenarios by the application of a set of advanced analytical methods. It couples theories, results and theorems of mathematics, statistics and probability with its own theories and algorithms for problem solving.

Course Credit: 3

Contact Hours: 36 Hrs

UNIT I (4 Sessions)


UNIT II (10 Sessions)

Linear Programming Problem & Transportation Problem: Linear programming: Mathematical formulations of LP Models for product-mix problems; graphical and simplex method of solving LP problems; duality.

Transportation problem: Various methods of finding Initial basic feasible solution-North West Corner Method, Least Cost Method & VAM Method and optimal solution-Stepping Stone & MODI Method, Maximization Transportation Problem

UNIT III (10 Sessions)

Assignment model & Game Theory: Assignment model: Hungarian Algorithm and its applications, Maximization Assignment Problem.

Game Theory: Concept of game; Two-person zero-sum game; Pure and Mixed Strategy Games; Saddle Point; Odds Method; Dominance Method and Graphical Method for solving Mixed Strategy Game.

UNIT IV (10 Sessions)

Sequencing & Queuing Theory: Sequencing Problem: Johnsons Algorithm for n Jobs and Two machines, n Jobs and Three Machines, Two jobs and m - Machines Problems.
Queuing Theory: Characteristics of M/M/I Queue model; Application of Poisson and Exponential distribution in estimating arrival rate and service rate; Applications of Queue model for better service to the customers.

UNIT V (6 Sessions)

Replacement Problem & Project Management Replacement Problem: Replacement of assets that deteriorate with time, replacement of assets which fail suddenly. Project Management: Rules for drawing the network diagram, Applications of CPM and PERT techniques in Project planning and control; crashing of operations.

Course Outcome

After successful completion of this course students will be able to

<table>
<thead>
<tr>
<th>S.No</th>
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<th>Bloom's taxonomy</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>CO1. Understand the basic operations research concepts and terminology involved in optimization techniques</td>
<td>Knowledge (K2)/Rembering (k1)</td>
</tr>
<tr>
<td>2.</td>
<td>CO2. Understand how to interpret and solve business-related problems and</td>
<td>Knowledge (K2)</td>
</tr>
<tr>
<td>3.</td>
<td>CO3. Apply certain mathematical techniques in getting the best possible solution to a problem involving limited resources</td>
<td>Applying (K4)</td>
</tr>
<tr>
<td>4.</td>
<td>CO4. Apply the most widely used quantitative techniques in decision making</td>
<td>Applying (K4)</td>
</tr>
<tr>
<td>5.</td>
<td>CO5. Identify project goals, constraints, deliverables, performance criteria, control needs, and resource requirements in order to achieve project success</td>
<td>Synthesizing (K6)/Evaluating (K7)/</td>
</tr>
</tbody>
</table>

TEXT BOOK

REFERENCES BOOKS:

1) Apte-Operation Research and Quantitative Techniques (Excel Books)
2) S Kalawathy-Operation Research (VikasIVth Edition)
3) Natarajan- Operation Research(Pearson)
4) Singh & Kumar—Operation Research(UDH Publisher edition 2013)
6) Vohra - Quantitative Techniques in Management (Tata McGraw-Hill, 2nd)
Course Objectives
1. To provide basic understanding of law of contract, Law of agency, Bailment & Pledge
2. To provide basic requirements of Negotiable Instruments Act, Law of Insurance and Law of Partnership for the purpose of conducting business
3. To impart basic provisions of Companies Act concerning incorporation and regulation of business organizations
5. To appraise the students on the leading practical application oriented case studies – relevant and updated and analyzing case laws in arriving at conclusions facilitating business decisions.

Course Credits 3 Contact Hours 36 Hrs

UNIT- I (8 hrs)


UNIT II (8 hrs)

Negotiable instruments act 1881, Nature and characteristics of Negotiable instruments, kinds of negotiable instruments – promissory notes, bills of exchange and cheques. Parties to negotiable instruments, Negotiation, presentment, discharge and dishonour of negotiable instruments
Law of partnership: Definition, essentials of partnership, formation of partnerships, kinds of partners, authorities, rights and liabilities of partners, registration of partnership, dissolution of partnership firm.

UNIT III (7hrs)

Companies Act: definition, characteristics and kinds of companies, steps in formation of company. Memorandum of association, articles of association, prospectus.
Directors: appointment, power, duties and liabilities, meeting and resolutions: types of meetings.
Auditor: appointment, rights and liabilities. modes of winding up of a company.

UNIT IV (6 hrs)

Sale of goods Act: Essentials, sale v/s agreement to sell. Condition v/s warranties, rights of unpaid seller.
Consumer Protection Act: Objectives, definition, consumer protection council and state consumer protection council.

UNIT V (7 hrs)

**The Information Technology Act, 2000**
Definition, Digital Signature, Electronic Governance, Attribution, Acknowledgment and Dispatch of Electronic Records, Sense Electronic Records and Sense Digital Signatures, Regulation of Certifying Authorities, Digital Signature Certificates, Duties of Subscribers, Penalties and Offences.

**The Right to Information Act, 2005**
Right to know, Salient features of the Act, obligation of public Authority, Designation of Public Information officer, Request for obtaining information, Duties of a PIO, Exemption from disclosure of information, Partial disclosure of information, In formation commissions, powers of Information Commissions, Appellate Authorities, Penalties, Jurisdiction of courts.

**Course Outcome**

After successful completion of this course students will be able to

<table>
<thead>
<tr>
<th>S. No.</th>
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<th>Bloom’s Taxonomy</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>CO1. Acquire a sound understanding of the legal aspects of the laws affecting businesses</td>
<td>Knowledge(K2)/Comprehending(K3)</td>
</tr>
<tr>
<td>2</td>
<td>CO2. Apply basic legal knowledge to business transactions.</td>
<td>Applying (K4)</td>
</tr>
<tr>
<td>3</td>
<td>CO3. Communicate effectively using standard business and legal terminology</td>
<td>Applying (K4)</td>
</tr>
<tr>
<td>4</td>
<td>CO4. Analyse a given business context using basic understanding of the applicable Acts and develop a suitable operational framework.</td>
<td>Analyse (K5)</td>
</tr>
<tr>
<td>5</td>
<td>CO5. Describe current law, rules, and regulations related to settling business disputes</td>
<td>Remembering(K1)/ Applying (K4)</td>
</tr>
</tbody>
</table>

**Suggested Readings**
1. Kuchhal M.C. - Business Law (Vikas Publication)
4. Dr Avatar Singh- Principles of Mercantile Law, Eastern Book Company 2014
6. Relevant Acts
<table>
<thead>
<tr>
<th><strong>Employable Skills Skill</strong></th>
<th><strong>Measurement tool</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Understanding of fundamentals of the legal aspects of the law affecting businesses.</td>
<td>Presentations, Quiz</td>
</tr>
<tr>
<td>Understanding of principles of Indian Business Law and Company Law.</td>
<td>Group assignment, Case study analysis</td>
</tr>
<tr>
<td>Develop reasoning abilities for applying law principles.</td>
<td>Group assignment, Case study analysis</td>
</tr>
<tr>
<td>Develop a suitable legal operational framework.</td>
<td>Quiz, Debate, Case study analysis</td>
</tr>
</tbody>
</table>
MARKETING MANAGEMENT - II
KMB 208

Course Objectives:

- Understand basics of marketing mix.
- Develop effective understanding on product and brand management.
- Develop effective understanding on pricing and distribution management.
- Understand Promotion Management and develop promotion strategies.
- Ability to understand Recent Trends in Marketing, Rural Marketing, Digital and Mobile Marketing, Customer Relationship Management.

Course Credit: 3  
Contact Hours: 36 Hrs

COURSE CONTENTS

UNIT I

Concept of Marketing Mix: Introduction, Traditional Marketing Mix 4Ps, and 4Cs’, Service Marketing Mix, Developing of an Effective Marketing Mix, Managing and Designing Marketing Mix. (7hrs)

UNIT II


Brand Management: Meaning, Advantages and disadvantages of branding, Brand Equity, Brand Positioning, Brand Name Selection, Brand Sponsorship, Brand Portfolio (8hrs)

UNIT III


Distribution Management: Introduction, Need for Marketing Channels, Decisions Involved in Setting up the Channel, Channel Management Strategies, Introduction to Logistics Management, Retailing Meaning, Types, Wholesaling- Meaning, Types, Multi Channel Marketing, Vertical and Horizontal Marketing System. (8 hrs)
UNIT IV

**Promotion Management**: Introduction, Integrated Marketing Communications (IMC), Communication Development Process, Budget Allocation Decisions in Marketing Communications, Promotion Mix, Advertising - Meaning, Objectives, Advertising Budget Fundamentals of Sales Promotion, Public Relations, Direct Marketing, (7hrs)

UNIT V


**Customer Relationship Management**: Meaning, Relationship Marketing Vs. Relationship Management, Types of Relationship Management, Significance of Customer Relationship Management.

<table>
<thead>
<tr>
<th>S.No</th>
<th>Course Outcome</th>
<th>Bloom's taxonomy</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>CO1. Understand and Analyze marketing for creating value with Product and price strategy.</td>
<td>Remembering (K1)</td>
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<td>2</td>
<td>CO2. Develop aptitude to Create and Craft the Brand Positioning/ Equity by Evaluating Brands and Identifying Market Segments and Targets</td>
<td>Comprehending (K3) / Knowledge (K2)</td>
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<tr>
<td>3</td>
<td>CO3. Understand and Analyze marketing for delivering and communicating value with Integrated Marketing Channels and promotion strategy.</td>
<td>Analyzing (K5) / Applying (K4)</td>
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<td>4</td>
<td>CO4. Remember and Comprehend advance marketing concepts for the New Realities and digital aspect of marketing.</td>
<td>Evaluating (K7)</td>
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<td>5</td>
<td>CO5. Creating and developing marketing strategies and plans for Conducting marketing responsibly for long-term success</td>
<td>Synthesizing (K6)</td>
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TEXT BOOKS:

REFERENCE BOOKS: