Evaluation Scheme & Syllabus

For

MBA (INTEGRATED) Second Year

AS PER

AICTE MODEL CURRICULUM

(Effective from the Session: 2019-20)
# Programme Structure and Evaluation Scheme

**MBA (Integrated) - Second Year**

Effective from the Session: 2019-20

## Semester- III

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## Semester- IV

Effective from the Session: 2019-20

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**Abbreviations used:**
- **L/T/P:** Lecture/Tutorial/Practical
- **CT/TA:** Class Test/Teacher’s Assessment
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)

Basic Principles of Communication: Introduction, Understanding Communication, the communication process, Barriers to communication, Importance of communication in the workplace. 7’ C of Communication.

Unit – II (Session 06)

Types and Channels of Communication: Introduction, Types of communication, Classification of Communication Channels.

Unit – III (Session 08)


Unit – IV (Session 08)

The importance of Listening in the workplace: Introduction, What is listening, Barriers to listening, Strategies for Effective listening, Listening in a Business Context.

Unit- V (Session 10)

Written Communication: Guidelines for written business communication introduction, General principles of writing, Principles of business writing.

References:

Course Objective:

The objective of this course is to expose the students to the applied aspect of accounting and making them familiar with the techniques of using Accounting information for decision making. Having been introduced to these techniques and having acquired the ability to understand accounting language, the students should be in a position to make effective use of accounting information in resolving the problems, which they may face as managers. Applied side of the subject will be given more emphasis and attentions compared to its conceptual aspect.

Unit- I (Session 06)


Unit –II (Session 06)


Unit –III (Session 10)


Unit –IV (Session 10)

Funds flow and Cash flow statements: Meaning, importance, Limitations, Format. Budgets and budgetary control- Meaning, objectives, merits and demerits- types of Budgets- Production Budget, Cash Budget, Flexible Budget, Sales Budget, Master Budget, Zero Base Budget.

Unit- V (Session 08)

Marginal costing (Including decision making) Absorption costing and Marginal costing- CVP analysis- Break Even analysis- Break Even chart. Marginal Costing and its use in various decision making.

References:

Course Objective:

Students have already learnt basic concepts and tools in Statistics and Operations Research in course. The objective of this course is to develop students with other mathematical & statistical tools and operations research models which are used in business decision making.

Unit -I (Session 08)


Unit -II (Session 08)


Unit -III (Session 08)


Theory of Estimation: Meaning and Concept of Statistical Estimation, Point Estimation, Interval Estimation.

Unit - IV (Session 08)

Hypothesis Testing: Null and Alternative Hypothesis, Procedure of Hypothesis Testing, Type I and Type II Errors. Test of significance for Large samples, Test of Significance for Small Samples (t-test & F-test), Chi-square test.

Unit –V (Session 08)

Association of Attributes: Meaning of association of attributes, Types of association of attributes, Characteristics of association of attributes, Measurements or Techniques of attributes, Yule’s coefficient of association.

References:

Course Objectives:

The present course aims at familiarizing the participants with various aspects of economic, social, political and cultural environment of India. This will help them in gaining a deeper understanding of the environmental factors influencing Indian business organizations.

Unit- I (Session 08)


Unit-II (Session 10)


Unit-III (Session 08)

Direct & Indirect Taxes (MODVAT),(CENVAT),Competition Act 2002 & FEMA Acts ,Business Ethics, Corporate Governance, Philosophy and strategy of planning in India.

Unit-IV (Session 06)

Liberalisation, Privatization and Disinvestments, Special Economic Zone (SEZ) and their role and impact in International Business Environment, World Trade Organisation (WTO), Redefining Value Preposition to MSMEs

Unit-V (Session 08)

Social Responsibility of business enterprises, New Economic Policy, Globalization, EXIM policy and role of EXIM bank, FDI policy, Multinational Corporation (MNCs) and Transnational Corporations (TNCs), Global Competitiveness, technology and competitive advantage, Technology Transfer - Importance and types, Appropriate technology and technology adaptation.

References:

Course Objective:

To understand and learn the basic principles of marketing and their application in real life situations. Also to enhance the marketing decision making abilities through the learning and understanding of Marketing Environment, Consumer Behaviour and Current Market & Marketing Realities.

Unit- I (Session 10)

Introduction: Meaning, Objectives, Nature, Scope and Importance of Marketing; Evolution of Marketing and various Company Marketing Orientations; Core Concepts of Marketing, Marketing vs. Selling & Marketing Myopia; Concept of Market and Types of Market; Customer Value, Value Delivery Process & Value Chain; Marketing Plan & Marketing Planning.

Unit- II (Session 06)

Marketing Environment: Environmental Scanning- Controllable & Uncontrollable Factors, Marketing Environment- Micro & Macro Environmental Factors; Marketing Information System (MkIS)- Concept, Need & Importance, Components of MkIS, Marketing Information System vs. Marketing Research.

Unit- III (Session 08)


Unit- IV (Session 10)


Market Targeting: Meaning and Concept of Target Market, Evaluating Market Segments & Selecting Target Market.

Product Positioning: Meaning and Concept of Product Positioning, Objectives and Importance of Positioning, Meaning and Concept of Product Differentiation, Strategies for Product Differentiation.

Unit- V (Session 06)

Current Marketing Realities: Major Societal Forces, Current Consumer Capabilities, Current Company Capabilities.

References:

Course Objective: To make the students aware about the environment and ecology. To make them understand various types of natural resources. After studying this course the student will be able to analyse the causes of pollution and also ways to prevent and control environmental pollution.

Unit- I (Session 08)


Unit- II (Session 08)


Unit- III (Session 06)


Unit- IV (Session 04)


Unit- V (Session 04)

Environmental Protection- Role of Government, Legal aspects, Initiatives by Non-governmental Organizations (NGO), Environmental Education, Women Education.

References:

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)

**Oral Communications:** What is Oral Communication, Principles of Successful oral communication, two sides of effective oral communication, non verbal communication body language, para language.

Unit-II (Session 08)

**Written Communication:** Purpose of Writing, Pros & Cons of written communication, Clarity in writing, Principles of effective writing, Writing technique.

Unit-III (Session 10)


Unit-IV (Session 08)

**Employment Communication:** Writing CV’s & application letter, Group discussion Interview, Types of interview, Candidate preparation, Business communication: Communication networks Intranet, Internet, Teleconferencing, Video conferencing.

Unit-V (Session 06)

**Group & Corporate Communication:** Meetings – Need, importance & planning of Meeting, Drafting of notice, Agenda, Minutes & Resolution of meeting, Writing Memorandum, Press Release, Conference. Corporate Communication: Definition, scope, importance & components, role of social media in communication.

References:

**Course Objective:**

To understand and learn the concept of marketing mix and its various elements. Also to learn and understand the current issues and developments in the field of marketing and thereby enhancing the marketing decision making abilities.

**Unit- I (Session 10)**

**Marketing Mix:** Meaning, Concept & Importance of Marketing Mix, Elements of Marketing Mix, Determining the Marketing Mix, Factors influencing the Determination of Marketing Mix, Essentials of Effective Marketing Mix; Elements of Service Mix.


**Branding/ Packaging / Labeling:** Concept of Branding, Brand Types, Brand Equity and Brand Positioning; Packaging as a marketing tool, requirement of good packaging, Packaging vs. Packing; Labeling and its role in packaging

**Unit- II (Session 06)**

**Pricing Decisions:** Concept and Meaning of Price and Pricing; Establishing Value through Pricing; Objectives & Significance of Pricing; Factors influencing Pricing Decisions; Price Setting Procedure; Pricing Methods and Techniques; Pricing Policies and Strategies; New Product Pricing – Price Skimming & Penetration Pricing; Discounts and Rebates.

**Unit- III (Session 08)**

**Place Decisions:** Meaning, Nature, Functions and Types of Distribution Channels; Distribution Channel Intermediaries; Factors affecting channel choice, Channel design and Channel management decisions, Channel Management - Selection, Training, Motivation and Evaluation of Channel Members; Channel Conflicts, Distribution System, Multilevel Marketing (Network Marketing).

**Unit- IV (Session 08)**

**Promotion Decision**- Communication Process; Promotion Mix; **Advertising:** Advertising Objectives, Advertising Budget, Advertising Copy, AIDA model, Advertising Agency Decisions, Publicity and Public Relation: Meaning, Objectives, Types, Functions of Public Relations.

**Sales Promotion:** Sales Promotion Mix, Kinds of sales promotion, Tools and Techniques of sales promotion, Push & Pull strategies of promotion, **Personal selling:** Concept, Features, Functions, Steps involved in Personal Selling Process.

**Unit- V (Session 08)**

**Current Issues and Developments in Marketing:** Social, ethical & legal aspects of marketing; Rural Marketing, Agricultural Marketing, Marketing of Services. **Direct Marketing:** Meaning, Features, Growth
and Benefits of Direct Marketing; Different Forms of Direct Marketing; Digital Marketing; Social Media Marketing.

References:

Course Objective:

The objective of this paper is to educate the students about the basic principles, tools and techniques of financial management which are required to take an informed business decision and thus, can affect the profitability aspects of a firm.

Unit- I (Session 08)

Concept of Finance, Scope and Objectives of Finance, Profit Maximization vs. Wealth Maximization, Functions of Finance Manager in Modern Age, Financial Decision Areas, Time Value of Money, Risk and Return Analysis.

Unit- II (Session 08)

Investment Decisions: Appraisal of Project; Concept, Process & Techniques of Capital Budgeting and its Applications; Risk and Uncertainty in Capital Budgeting; Leverage Analysis – Financial, Operating and Combined Leverage alongwith implications; EBIT-EPS Analysis & Indifference Points.

Unit- III (Session 10)


Unit- IV (Session 06)


Unit –V (Session 08)


References:

Course Objectives:

The objectives of this course are to make students understand the challenges, trends and activities related to current human resource management, to provide an in-depth understanding of the scope of the HR role in today’s organizations and to provide an understanding of the role, functions and functioning of human resource department of the organizations.

Unit- I (Session 06)

**Human Resource Management** – Introduction: Meaning, concept and Scope of HRM, Objectives of HRM, HR functions: welfare & Strategic HRM, HR roles and responsibilities, Contemporary issues in HRM.

Unit- II (Session 10)


**Human Resource Planning (HRP)** - Meaning & Definition, Importance of HRP, Factors affecting HRP, Planning Process, requirements for successful HRP, Barriers to HRP

Unit -III (Session 068)


Unit -IV (Session 10)


Unit -V (Session 08)

**Potential Appraisal, Career system and Succession Planning** - Introduction, potential appraisal vs performance, categories, indicators of potential appraisal report, career system, career stages, career path, career anchors career development strategies, succession planning.

References:

Course Objective

This course is aimed at introducing students with the basic concepts, theories and practices of production and operations functions. It focuses on the problems that frequently confront production/operations managers.

Unit- I (Session 08)

**Introduction:** Nature of Production, Production as a system, organizational function, Decision Making in production, Characteristics of modern production and operations functions, organization of production function, Recent trends in Production and Operation function, Methods of Manufacturing, Intermittent, Continuous, Flexible Manufacturing systems, Comparison of various manufacturing system, Characteristics of Modern Manufacturing, Operations in the Service sector, Manufacturing vs Service operations.

Unit- II (Session 08)

**Facilities Location and Layout:** Introduction to plant location, Location need analysis, Factors affecting plant Location decision, Comparison of site location area, Introduction to Plant layout, Essentials of good plant Layout, Types of Layout, Process, Product, Fixed Position, Group and Cellular Layout.

Unit- III (Session 10)


Unit- IV (Session 08)

**Production Planning and Control:** Classification of PPC functions, factors determining production planning procedures, Role of PPC in Operations Management, Functions of PPC, Levels of Production planning, Production Planning Functions, Production Control Functions, Aggregate Planning, and Master Production Scheduling.

Unit -V (Session 06)

**Maintenance Management:** Meaning of Maintenance, Objectives of maintenance, Type of maintenance, Functions and Importance of maintenance, Economics of maintenance, Total Productive Maintenance.

References: