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

Evaluation Scheme & Syllabus

For

MBA (INTEGRATED) Third Year

AS PER

AICTE MODEL CURRICULUM
(Effective from the Session: 2020-21)
# PROGRAMME STRUCTURE AND EVALUATION SCHEME

**MBA (Integrated) - Third Year Effective from the Session: 2020-21**

## SEMESTER-V

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**SEMMESTER-VI**

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

AICTE Model Curriculum based Syllabus (V & VI semester) 2020-21  Page 2
KMBI501: MACROECONOMICS

Credit 4  Max. Hours: 40

Course Objective
The objective of this paper is to develop the understanding about the concepts on Macroeconomic variables, working and behavior of the economy as whole, relationships among the broad aggregates, and how business decisions are affected with the influence of macroeconomic variables.

Unit –I (Session08)

Unit- II (Session 08)

Unit- III (Session 08)
Consumption: Meaning, determinants and importance. Theories of consumption, Function- Keynes’ Psychological Law of Consumption – Average Propensity to Consume (APC), Marginal Propensity to Consume(MPC); Investment Function- Concept of Marginal Efficiency of Capital and Investment.

Unit –IV (Session 08)
Analysis of Money Supply and Inflation: Definition and Functions, Stocks of Money (M1, M2, M3 and M4); Demand for Money - Classical, Keynesian and Friedmanian Approach; Measures of Money Supply; Inflation-Meaning, Types, Causes, Impact and Remedies, Deflation, Stagflation.

Unit -V (Session 08)

References:
KMBI502: OPERATIONS RESEARCH

Credit 4
Max. Hours: 40

Course Objective

This Course is designed to develop a deeper understanding of the quantitative techniques, which could be successfully used for improving the quality of managerial decisions. The students will study this course with a generalise approach and avoid the minor details of the topics prescribed here under:

Unit -I (Session 06)

Unit- II (Session 08)
Linear programming: Mathematical formulations of LP Models for product-mix problems; graphical and simplex method of solving LP problems; sensitivity analysis; duality. Transportation problem: Various methods of finding Initial basic feasible solution and optimal solution.

Unit -III (Session 10)
Assignment model: Algorithm and its applications. 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 (Session 10)
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 (Session 06)
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.

References:
KMBI503: RESEARCH METHODOLOGY

Credit 4

Course Objective

The objective of this course is to develop research skills of the students in investigating the business problems and interpreting the results of their investigation in the form of systematic reports.

Unit- I (Session 08)

Introduction: Meaning and Types of Research, Steps in Research Process, Methods of Research Design.

Unit- II (Session 08)

Sampling: Concept of Sample, Various Types of Sampling Techniques. Types of Data- Primary and Secondary. Various Methods of Collection of Data. Preparation of Questionnaire.

UNIT – III (Session 08)

Presentation of Data: Various charts & diagrams, editing, coding, tabular representation of data, cross tabulation.

Unit- IV(Session 08)


Unit –V (Session 08)


References:

Course Objective

To facilitate the understanding of Total Quality Management principle, process, tools and techniques.

Unit -I (Session 08)


Unit -II (Session 08)


Unit - III (Session 08)


UNIT- IV (Session 10)

Tools and Techniques for Quality Management: Quality Functions Development (QFD) – Benefits, Voice of customer, information organization, House of Quality (HOQ), building a HOQ, QFD process. Failure Mode Effect Analysis (FMEA) – requirements of reliability, failure rate, FMEA stages, design, process and documentation. Seven old (statistical) tools. Seven new management tools. Benchmarking and POKAYOKE.

Unit- V (Session 06)


References:

KMBI505: COST ACCOUNTING

Credit 4

Course Objective

The objective of this course is to expose the students to the applied aspect of cost accounting and making them familiar with the techniques of using Cost 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 08)


Unit-II (Session 10)


Unit-III (Session 08)


Unit-IV (Session 08)


Unit-V (Session 06)

Neo-Concept of decision making - Responsibility Accounting, Transfer Pricing, Activity Based Costing, Value Chain Analysis, Target Costing, Life Cycle Costing, Uniform Costing.

References:

KMBI506: M S EXCEL -1

Credit 2

This course is to be conducted in a computer lab under the trained and qualified trainer. All computers should have licensed MS Office on which students will learn and practice. The following topics shall be covered:

1. Spread Sheet terminologies and basic concept
2. Entering various data type in MS Excel worksheet like date, strings, decimal etc
3. Working with small functions like sum, sum if, average, mini, max count
4. Creating simple chart in MS Excel
5. Simple sorting and filtering data
6. Becoming familiar with power point presentation
KMBI601: BUSINESS ETHICS & CORPORATE GOVERNANCE

Credit 4

Max. Hours: 40

Course Objective

The basic objective of this course is to gain insight into ethical behavior and to become familiar with inherent conflicts in being ethical. To understand the ethical dilemmas in business situations and to find out ways to resolve them. To learn to make decisions effectively based on ethical thinking and decision making processes.

Unit –I (Session 08)
Business Ethics: Definition, Characteristics and Significance; Values and Value Systems; Ethical Theories and Approaches; Causes of Unethical Behavior; Ethical Principles; Levels and Types of Ethical Dilemmas; Business Ethics in Indian Perspective

Unit- II (Session 08)
Managing Business Ethics: Ethical Decision Making Processes and Guidelines; Building an Ethical Value System in the organization; Role of Laws and Enforcement; Training in Business Ethics; business and ecological/ environmental issues in the Indian context.

Unit –III (Session 08)
Business Ethics & Society: Ethics in Marketing and Industrial Espionage; Ethics in SCM and Intellectual Property; Ethics in Production & Operations; Ethics in Accounting, Finance & Investments; Ethics in HRM; Ethics in Information Technology

Unit- IV (Session 06)
Global Business and Ethical Convergence: Role of International bodies like WTO in establishing Model Codes of Conduct; Cross-Cultural Ethical Dilemmas and their Resolution.

Unit- V (Session 10)
Overview of CSR and Corporate Governance: Evolution, Need for CSR; theoretical perspectives; Corporate citizenship; business practices; strategies for CSR; challenges and implementation; Evolution of corporate governance; Governance practices and regulation; structure and development of boards; role of capital market and government; Governance ratings; future of Governance – Innovative practices; Good corporate governance.

References:

KMBI602: BUSINESS OUTSOURCING

Course Objective

The Objective of the course is to examine Outsourcing from the perspective of its application and implementation in business processes of all sizes. The course aims to give a detail of the BPO Industry and there by stepping towards detailing the models. The course focuses on India as an outsourcing destination and briefly discusses relevant functions and sectors in outsourcing.

Unit-I (Session 08)


Unit-II (Session 08)


Unit-III (Session 08)

Business Outsourcing in the Indian Context: History of Outsourcing in India, Reasons of Outsource to India, India as a preferred destination and size of the industry-Glimpse on Statistics, Identifying the various Business Opportunities in BPO, Career Opportunities in Indian BPO Industry. Legal and Regulatory issues.

Unit-IV (Session 08)

Future Challenges Opportunities and Strategies: Outsourcing in India-A SWOT Analysis, Prospects/Business Opportunities for India in BPO, Challenges for the Indian BPO Industry. Sourcing strategies- steps and development, Guidelines for choosing Outsourcing Partners. Moving up the value chain- BPO to KPO.

Unit-V (Session 08)


References:

KMBI603: BUSINESS TAX PLANNING

Credit 4  Max. Hours: 40

Course Objective

The present course aims at familiarizing the participants with the principles, problems and structure of different types of business taxes in Indian and relevance of these taxes in business decisions. Besides, a broad understanding or role of taxation in economic and industrial development of an economy will also be given.

Unit-I (Session 06)


Unit-II (Session 10)

Income under the head salaries: Different forms of Salary, Retiremental Benefits, Allowances & Perquisites, Provisions regarding Provident Fund, Deductions under this head of Income.

Unit-III (Session 10)

Income under the head Profits and Gains of business and Profession and Other heads of Income: Incomes covered under this head, Allowable expenses and expressly disallowed expenses. Set off and carry forward of losses. Deductions, Rebates and Reliefs. Basic knowledge about Income from house property, capital gains and other sources.

Unit- IV (Session 06)

Income Tax Authorities: Their appointment- Jurisdiction-Powers and functions- Provisions relating to collection and recovery of tax- Refund of tax, appeal and revision provisions, offences and penalties. Filing of Returns.

Unit- V (Session 08)


References:

KMBI604: INTERNATIONAL BUSINESS MANAGEMENT

Max. Hours: 40
Credit 4

Course Objective

This course will provide the students an opportunity to learn and understand how business is conducted in the international arena. The syllabus is designed to allow students to gain managerial skills to meet the challenges they will face in the global workplace.

Unit- I (Session 06)

Unit- II (Session 10)

Unit -III (Session 08)
Foreign Exchange Determination Systems: Basic Concepts Relating to Foreign Exchange, Various types of Exchange Rate Regimes – Floating Rate Regimes, Managed Fixed Rate Regime, Purchasing Power Parity, Mint Parity, Interest rates, other Factors Affecting Exchange Rates, Brief History of Indian Rupees Exchange Rates.

Unit -IV (Session 10)
International Institution: UNCTAD, Its Basic Principles and Major Achievements, IMF, Role of IMF, IBRD, Features of IBRD, WTO, Role and Advantages of WTO. Regional Economic Integration: Introduction, Levels of Economic Integration, Regional Economic Integration in Europe, Regional Economic Integration in U.S.A., ASEAN, SAARC, Integration for Business.

Unit -V (Session 06)

References:

KMBI605: BANKING & INSURANCE MANAGEMENT

Credit 4
Max. Hours: 40

Course Objective

To disseminate knowledge among the students and make them aware of the theoretical structures of banking and insurance sectors. To train and equip the students with the latest trends with which modern banking and insurance sectors run.

Unit- I (Session 08)

Unit- II (Session 08)

Unit – III (Session 08)
Bank Loans and Advances: Principles of Sound Lending, Types of lending, Precautions to be taken by a banker. Various types of credit facilities, Term loans.

Negotiable Instruments: Meaning, Types- Cheques, Promissory Notes, Bills of Exchange, Obligations and Statutory Protection to Paying banker and Collecting banker. E-Banking, IT related risks in banking and their Controls.

Unit - IV (Session 08)

Unit – V (Session 08)

References:

KMBI 606: Comprehensive Viva-Voce (150 marks)

Students will undergo an oral examination with an External Examiner for all the subjects they have studied in their IIIrd year (both V & VI semester). All students would be examined on their learning and conceptual understanding all subjects which they have studied.