

<b>BMGT 701 C</b>	<b>Managerial Economics</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
Version 1.01	Date of Approval	3	0	0	3
Prerequisite	Basic knowledge of Business & Mathematics				
Co-requisites					

### **Course Background and Learning Objectives:**

The objective of this course is to make students explain the following,

- How markets work; supply, demand and market equilibrium
- Elasticity of supply and demand, taxes and subsidies
- Production of goods and services, measures of productivity
- Making investment decisions
- Opportunity costs, different cost concepts, planning for the future
- Pricing and selling decisions with different types of competitive pressures
- Problems with markets and what we can do about it

At the end of the course students will be able to

CO1: Explore the relevance of various trade theories/models among the students

CO2: Use economic tools to analyze diversity of issues in the economy.

CO3: Analyze the demand and supply conditions and assess the position of a company

CO4: Design competition strategies, including costing, pricing, product differentiation, and market environment according to the natures of products and the structures of the markets

CO5: Analyze real-world business problems with a systematic theoretical framework

### **Text Books:**

1. Christopher R. Thomas & S. Charles Maurice: Managerial Economics: Concepts and Applications, 8e, Tata McGraw-Hill

### **Reference Books:**

1. Branson, William H, "Macroeconomic Theory and Policy", 3<sup>rd</sup> Edition, Harper and Row.
2. Dominick Salvator: Managerial Economics in Global Economy, 4e, Thomson.
3. Dominick Salvatore: Managerial Economics: Principles and Worldwide Applications, 6<sup>th</sup> Edition, Adapted Version, Oxford University Press.
4. H. Craig Petersen, W. Chris Lewis & Sudhir K. Jain: Managerial Economics, 4e, Pearson Education.
5. Koutsoyiannis: Modern Microeconomics, ELBS
6. Mankiw, N Gregory, "Macroeconomics", 6<sup>th</sup> Edition, Worth Publishers.
7. Mark Hirschey: Managerial Economics, 10e, Thomson.

8. Michael R. Baye: Managerial Economics and Business Strategy, McGraw-Hill
9. N. Gregory Mankiw: Principles of Microeconomics, 4e, Thomson: South-Western.
10. W. Bruce Allen, Keith Weigelt, Neil Doherty and Edwin Mansfield: Managerial Economics: Theory, Applications and Cases, 7<sup>th</sup> Edition, W.W. Norton & Company.

## Course Content

### **Unit I: Theory of Consumer Behaviour and Demand** **6 lectures**

Theory of consumer behaviour - Introduction, ICC, Engel curve, Elasticity of demand and supply, PCC, Substitution and Income effects, Classification of goods.

### **Unit II – Theory of Production and Cost** **6 lectures**

Theory of production – Concepts of production and Optimal input proportions, Theory of Cost – concepts of cost and shapes of cost curves.

### **Unit III – Theory of the Firm and Market organization** **6 lectures**

Market structure including demand and cost analysis under Perfect competition, Monopoly, Monopolistic competition and Oligopoly. Role of Innovations in markets.

### **Unit IV – Investment Decisions** **6 lectures**

Business Fixed Investment: the neoclassical approach, the rental price of capital, the cost of capital, the determinants of investment, taxes and investment, the stock market and Tobin's q. Inventory Investment: reasons for holding inventories, the accelerator model of inventories, inventories and the real interest rate.

### **Unit V - Managerial Applications/Case Studies** **6 lectures**

Specific case studies relating to Indian markets (Industry as well as Product wise).

<b>Evaluation</b>	Practical Examination	
Component	Internal	Semester End Examination
Marks	30	70
Total Marks	100	

<b>BMGT 702 C</b>	<b>Business Statistics and Quantitative Techniques</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
Version 1.01	Date of Approval	3	0	0	3
Prerequisite	Basic knowledge of Central Tendency				
Co-requisites					

### **Course Background and Learning Objectives:**

H.G. Wells' statement that "statistical thinking will one day be as necessary as the ability to read and write" is valid in the context of today's competitive business environment where many organizations find themselves data-rich but information-poor. Thus, for decision-makers, it is important to develop the ability to extract meaningful information from raw data to make better decisions. It is possible only through the careful analysis of data guided by statistical thinking. To a manager of a power station, statistics are the amounts of pollution being released into the atmosphere. To a Food and Drug Administrator statistics is the likely percentage of undesirable effects in the general population using the new prostrate drug. To the student taking this course, statistics are the grades on your quizzes and final exam in the course. Each of these people is using the word correctly, yet each person uses it in a different way. All of them are using statistics to help them make decisions. Helping you learn why statistics is important and how to use it in your personal and professional life is the main purpose of this course.

At the end of the course students will be able to:

CO1: Bridge the gap between theory and practical applications.

CO2: Enable the students to be confident in handling numerical data.

CO3: Provide the students the role of Statistics as a business decision making tool

CO4: Provide students with the knowledge to use statistical software's to solve a range of statistical problems.

CO5: Build an intuitive understanding of the most modern tools and techniques of business data analysis.

**Text Books:**

1. Richard I. Levin & David S. Rubin “Statistics for Management”, 7<sup>th</sup> Edition, Pearson (ISBN 81-7758-584-3)
2. Bernard W. Taylor III “Introduction to Management Science”, 9<sup>th</sup> Edition, Person (ISBN 978-81-317-2071-4)

**Reference Books:**

1. J. K. Sharma “Quantitative Methods: Theory and Applications” 2<sup>nd</sup> Edition, Macmillan (ISBN 978-0230-32871-6)
2. J. K. Sharma, “Business Statistics”, 2<sup>nd</sup> Edition Pearson (ISBN 81-7758-654-8)

**Course Content:****Unit I: Probability and Probability Distribution 6 lectures hours**

Basic Terminology in Probability, Three Types of Probability, Probability Rules, Probabilities under conditions of Statistical Independence and Dependence, Bayes’ Theorem, Discrete Probability distributions, Binomial & Poisson distributions, Continuous Probability Distribution: Normal Distribution

**Unit II: Regression and Correlation 6 lectures hours**

Estimation using Regression Line, Correlation Analysis, Multiple Regression and Correlation analysis, Modeling Techniques, Non parametric Methods

**Unit III: Time Series and Forecasting 6 lectures hours**

Variations in Time Series, Trend Analysis, Cyclical Variation, Seasonal Variation, Irregular Variation, Time Series Analysis in Forecasting

**Unit IV: Index Numbers 6 lectures hours**

Unweighted Aggregates Index, Weighted Aggregates Index, Average of Relatives Methods, Quantity and Value Indices, Issues in Constructing and Using Index Numbers

**Unit V: Linear Programming and Decision Trees 6 lectures hours**

Graphical and Simplex Method, Game Theory, Transportation Problem, Assignment Problem, PERT, CPM, Decision Trees, Queuing Analysis.

<b>Evaluation</b>	Practical Examination	
Component	Internal	Semester End Examination
Marks	30	70
Total Marks	100	

<b>BMGT 703 C</b>	<b>Financial Reporting, Statement &amp; Analysis</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
Version 1.01	Date of Approval	3	0	0	3
Prerequisite					
Co-requisites					

### **Course Background and Learning Objectives:**

The objective of this course is to provide the conceptual background and develop understanding of financial accounting by helping the learners read, understand, analyze and interpret financial statements so as to assess the financial performance of a company from the information contained in financial reports.

### **Upon successful completion of this course, the student would be able to:**

- CO1: Understand the basic concepts of financial accounting and will learn about accounting standards
- CO2: Make use of various tools of accounting for analyze business situation and help in decision making process
- CO3: Understand the accounting processes that underlie various financial statements and accounts
- CO4: Understand the financial status of various business and help in determining its profitability
- CO5: Determine the financial techniques and tools which will be useful in various stages of business like auditing

### **Text Book**

1. Maheshwari S.N & Maheshwari S K – A textbook of Accounting for Management (Vikas, 10th Edition)

### **Suggested Readings**

1. Narayanswamy, R: Financial Accounting: A Managerial Perspective. 3e, Phi India.
2. Ambrish Gupta - Financial Accounting: A Managerial Perspective (Prentice Hall, 4th Edition)
3. B. Banerjee-Financial Accounting (Excel Books)

### **Course content**

#### **Unit 1: Introduction**

**6 Lecture Hours**

Accounting concepts, conventions and principles; Accounting Equation, Accounting principles and standards; Objectives of Accounting, Understand the conceptual framework of Financial Accounting, understand role of financial Accounting in financial analysis, comprehend information structure of company's annual report, Understand role of Indian AS, IFRS and US GAAP.

#### **Unit 2: Mechanics of Accounting**

**6 Lecture Hours**

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, Policies related with depreciation, inventory and intangible assets like copyright, trademark, patents and goodwill.

**Unit 3: Analysis of Financial statement****6 Lecture Hours**

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.

**Unit 4: Fund Flow Statement Analysis****6 Lecture Hours**

Meaning, important of fund flow statements, Advantages and disadvantages of Fund flow statements, Concept of Gross and Net Working Capital, Preparation of Schedule of Changes in Working Capital, Preparation of Funds Flow Statement and its analysis.

**Unit 5: Cash Flow Statement Analysis****6 Lecture Hours**

Meaning of Cash Flow, importance of Cash Flow, Various cash and non-cash transactions, flow of cash, difference between cash flow and fund flow Advantage and Disadvantages, preparation of Cash Flow Statement and its analysis.

<b>Evaluation</b>	Theory	
Component	Internal	SEE (Session Ending Examination)
Marks	30	70
Total Marks	100	

<b>BMGT 704C</b>	<b>Values, Ethics &amp; Corporate Social Responsibility(CSR)</b>	L	T	P	C
Version 1.01	Date of Approval	3	0	0	3
Prerequisite	Knowledge of Principles and Practices of Management				
Co-requisites					

### **Course Background and Learning Objectives:**

Values, Ethics and Corporate Social responsibility (CSR) seek to familiarize students with basic understanding of values, skills, ethical principles for taking the human journey upward. Students will learn about the ethical theories and their applications in the various streams of management. Furthermore, this course also imparts the knowledge of corporate governance and importance of corporate social responsibility.

At the end of the course, learners will able to

CO1: Explore the relationship between ethics and business and the subsequent theories of justice and economics across different cultural traditions

CO2: Explain the relationship between ethics, morals and values in the workplace

CO3: Formulate ethical philosophy to explain how it contributes to current practice

CO4: Appraise some of the competing demands on business when scrutinizing the ethics of business activity

CO5: Critically apply understanding of ethics of real–world contexts and gather and analyse information by way of undertaking a research project on a topic relevant to business ethics

### **Text Book:**

1. Business Ethics, Richard T. De George, Pearson Education.
2. Management by Values, S. K. Chakroborty, Oxford University Press.
3. Corporate Responsibility - A critical introduction, Michael Blowfield & Alan Murray, Oxford University Press.

### **Reference Books:**

1. Corporate Governance, Christine A. Mallin, Oxford University Press.
2. Business Ethics - An Indian Perspective, P. S. Bajaj & Raj Agrawal, Biztantra Publication.



**Course Content:**

**Unit I: Human Values for Management 7 hours**

Management: A function for skills and values, the role of skills, the roll of values, Human journey from disvalues to human values, Human values and other values. Management thinking from the wisdom literature of India, Some Indian ethos for wisdom Management: The Guna Dynamics, The Art and Science of work, The moral law of cause and effect, The giving model of inspiration, The lower self and the higher self.

**Unit II: Introduction to Ethics 5 hours**

Ethics, Wisdom, Sequential and Holistic Ethical inquiry, Ethical approach to business. Business ethics and ethics in business, Triple bottom line agenda, Institutionalizing Ethics.

**Unit III: Major Ethical Theories 6 hours**

Action based theories -Egoism, Utilitarianism, Deontology, Care Ethics, Virtue based theories

**Unit IV: Application areas of Values and Ethics 5 hours**

Ethical issues in Marketing Management, Financial Management, Human Resource Management, Operations Management and IT/Systems.

**Unit V: Corporate Governance and CSR 7 hours**

Aspects of Corporate Governance, Owners and Stakeholders, Directors and Board Structure, Corporate Governance in India.

Introduction of corporate social responsibility, Managing and implementing corporate social responsibility, corporate social responsibility and Corporate Governance, Future of Corporate social responsibility.

<b>Evaluation</b>	<b>Theory</b>	
Component	Internal	SEE
Marks	30	70
Total Marks	100	

<b>BMGT 705C</b>	<b>Marketing Management</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
Version 1.01	Date of Approval:	1	1	1	3
Prerequisite	Basic understanding of principles of management				
Total Credits	3				

### **Course Background and Learning Objectives:**

This Course introduces the subject of marketing management to the MBA First Year students. This is a basic course and will cover the understanding of marketing management as a social process, as an organizational function and as a strategic tool for organization. Concepts such as environment analysis, consumer analysis, segmentation, targeting and positioning, marketing mix, market structure and competition analysis are included to make students aware of the broad framework of marketing which will be the prerequisite for the second part of the course that will be confined on understanding and analysing marketing as a strategic tool.

### **At the end of the course learners will be able to:**

CO1: Learn and understand the basic concepts of marketing and apply in marketing issues.

CO2: Develop an understanding of marketing management as a social process, as an organizational function and as a strategic tool for organization

CO3: Understand the relationship of marketing management with other parts of the organization

CO4: Develop an understanding of the expectations of customers and know how to apply this knowledge into genuine value for customers.

CO5: Develop expertise in using the marketing information and research to identify marketing opportunities and/or solve marketing problems.

### **Text Book:**

1. Kotler and Keller, Marketing Management, 15<sup>th</sup> Edition, Pearson Education.

### **Reference Books:**

1. Ramaswamy and Namakumari, Marketing Management
2. Baines, Fill and page, Marketing Management
3. Tapan K. Panda, Marketing Management

**Course Content:**

**Unit I: Introduction to Marketing and Marketing Environment      6 lectures hours**

Introduction to Marketing: Meaning, relevance and core concepts: needs, wants, demand, market, customer, market etc., Scope of marketing and new age marketing challenges, Evolution of Marketing: Production, product, selling, marketing, societal, relationship and holistic marketing concept, Introduction to marketing mix elements: Product, price, place, and promotion, In-class exercise based on marketing mix elements, Marketing Ethics and Social Responsibilities of Marketing, Analysing Marketing Environment: Task environment, Macro Environment- political, social, economic, technological, legal and other factors, Scanning Marketing Environment: SWOT and PESTLE analysis, Marketing Planning Process.

**Unit II: Consumer Markets and Consumer Buyer Behaviour      4 lectures hours**

Characteristics affecting consumer behaviour: Cultural, social, personal and psychological factors, Models of Consumer Behaviour, Buyer decision process and stages in the adoption process, consumer research, Business Markets: Market structure and demand, nature of buying centre/unit and types of decisions, Business buyer behaviour, types of buying situations, participants in buying process, factors influencing buyer and decision making process, Case Discussion (To be announced in the class as the syllabus progresses).

**Unit III: Identifying Market Segments and Targets      4 lectures hours**

Market Segmentation: Segment Marketing, Niche Marketing, Local Marketing, Individual Marketing, Consumer Market Segmentation Bases, Business Market Segmentation Bases, Market Targeting, Market Fragmentation and Consolidation, Market Targeting and Positioning. Case Discussion, Quiz 2

**Unit IV: Analysing Competition and Creating Competitive Advantage      4 lectures hours**

Analyzing Market Structure and Competition, Competitor Analysis: Identifying competitors, assessing competitors and selecting competitors to attack and avoid, Competitive Strategies: Market Leader, challenger, market follower and niche marketer strategies, Case discussion (To be announced in the class as the syllabus progresses).

**Unit V: Marketing Tools and their Applications      12 lectures hours**

**Product as a marketing tool:**

Product Classification and Levels, Product Life Cycle and associated marketing strategies, New Product Development Process, Product Co-creation, New Product Adoption Process, Product Mix

and related marketing strategies, Understanding Brand, Branding Strategies, Brand Equity, Packaging and Labelling, Brand Positioning. Case Studies (Cases to be notified in the Class).

**Pricing as a marketing tool:**

Product Cost and Pricing, Factors Affecting Pricing Decisions, Setting Price of an Offering, Various Pricing Methods, Case Studies (Cases to be notified in the Class).

**Channel as a marketing tool:**

Understanding Marketing Channel, Marketing Channel Types and Functions, Channel Levels, Channel Design Decisions, B2B, B2C and Service Channel Design, Channel Management: issues and challenges, Logistics, Case studies (Cases to be notified in the Class).

**Communication as a marketing tool:**

Understanding Integrated Marketing Communications, Communication Process Models, Developing Effective Marketing Communication, Marketing Communication Mix, Implementation of Communication Tools: Advertising, Sales Promotion, Personal Selling, Direct Marketing, Event management, ATL and BTL Promotion, Co-Creation of Communications, Case Studies (Cases to be Notified in the Class).

<b>Evaluation</b>	<b>Theory</b>	
	<b>Internal</b>	<b>End Semester Examination</b>
<b>Component</b>		
<b>Marks</b>	30	70
<b>Total Marks</b>	100	

<b>BMGT 706 C</b>	<b>Organizational Behaviour</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
Version 1.0	Date of Approval	3	0	0	3
Prerequisite	Principles of Management				
Co-requisites					

### **Course background and learning objectives:**

An organization is a consciously coordinated social unit, composed of a group of people that functions on a relatively continuous basis to achieve a common goal or set of goals. In order to be able to implement the principles behind any organizational behaviour, one needs to understand how it will help the organization, and what are the goals that the organization hopes to achieve by doing this. Organizational behaviour studies help us understand why employees behave the way they do, and also thereby predict how they are going to behave in the future.

### **At the end of the course students will be able to**

CO1: Relate the different aspects of the human behavior to the individual, group & organizational perspectives of the workplace

CO2: Apply the frameworks & tools effectively to analyze & approach various Organizational situations

CO3: Modify their own beliefs, assumptions, and behaviors with respect to how individuals, groups and organizations act in order to expand the options of approaches and increase the own effectiveness

CO4: Learn organizational behaviour will help the managers in developing a good team

CO5: Learn the organizational behaviour patterns help in predicting who among the employees have the potential to become leaders.

CO6: Learn the expertise of achieving highest productivity in realizing the visions and goals of any organization.

### **Text book:**

1. S. P. Robbins: Organizational Behaviour, Pearson education,

### **Reference books:**

1. Udai Pareek: Understanding Orgaizational Behaviour, Oxford.
2. Archana Tyagi : Organizational Behaviour, Excel Books.

3. MadhukarShukla : Understanding Organizations – Organizational Theory &Practice in India, Prentice Hall

**Unit 1**

**6 hours**

Definition and history of organizational behavior, nature or organizational behavior, Importance of OB, Field of OB, Contributing Disciplines, Applications in Industry. Challenges of OB, Management and Organizational Behavior- , management functions, skills needed by good managers, Foundations of individual behavior: Personality– Meaning of Personality, Determinants of Personality,

**Unit II**

**6 hours**

Theories of Personality, Measurement of Personality and types of personality (the Myers-Briggs Type Indicator), The Process of Perception – Process and Principles, Nature and Importance, Factors Influencing Perception, managing perception, Learning – Concepts and Principles, Theories of Learning, Types-Reinforcement, Punishment, Learning about Self, Emotions and Moods in the Workplace-Differences between mood and emotion, the role of emotion in the workplace, emotional intelligence. Definition of values, types, attitude and cognitive dissonance and how they influence workplace behavior, major job attitudes, job satisfaction. Ethics in work place

**Unit III**

**6 hours**

Motivation-Work Motivation – Approaches to Work Motivation, Theories of Motivation – content theories and process theories; Maslow’s Hierarchy of Need Theory, Alderfer’s ERG Theory, Herzberg’s Motivation-Hygiene Theory, McClelland’s Achievement – Motivation Theory, Vroom’s Expectancy Theory, Porter and Lawler Expectancy Model, employee empowerment.

**Unit IV**

**6 hours**

Group and Interpersonal behavior - group dynamics - why groups form, types, Stages of Development , decision making / styles, strategies for improving decision making teams - types of teams, Power - sources of power, effective use of power. Politics- forces creating political behaviour. Conflict – Sources, process, types and strategies to resolve conflict. Leadership - styles, Skills and Influence Processes, Leadership and Power, Examples of Effective Organizational Leadership in India

**Unit V**

**6 hours**

Organizational Culture: Culture and its Characteristics, Types of Cultures, Western and Oriental Organization Cultures, Indian Organization Culture, Culture Change, Organizational Change and Development: Organizational Change Process, OD Models, OD Interventions, Resistance to Change

<b>Evaluation</b>	Practical Examination	
Component	Internal	Semester End Examination
Marks	30	70
Total Marks	100	

<b>BMGT 707C</b>	<b>Business Communication</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		2	1	0	3

### **Course Background and Learning Objectives:**

This 3 credit program of Business Communication is designed to prepare the students to fill the business-related communications role in a virtual or traditional environment. The course offers the student an integrated education, combining studies of both business and communication in a global context. It prepares students for the communication and management challenges of businesses by emphasizing leadership, innovation, entrepreneurship, and effective communication. This program provides a solid foundation in the various aspects of business communication and all the four LSRW skills which will help the students to perform and excel in their professional field. Apart from these the course will enable the students to develop their competency to communicate with confidence in the modern workplace and improve their range and accuracy in communication. Daily lives are increasingly influenced by advancements in technology, and the demand for skilled communicators in these fields continues to grow. One of the fundamentals of today's successful businesses is effective communication both internally and externally, face-to-face, across the country, or around the globe. Mastering both fundamental and virtual communication skills will provide a competitive edge in the Information Age. The need for good business communication skills in an increasingly competitive global business environment will peak demand for these workers in organizations of all types and sizes.

### **At the end of the course, learners will able to:**

CO1: Understand fundamentals of communication and able to use concept in day to day world

CO2: Demonstrate necessary skills to handle day-to-day managerial responsibilities, such as -

making speeches, controlling one-to-one communication, enriching group activities and

processes, giving effective presentations, writing letters, memos, minutes, reports and advertising, and maintaining one's poise in private and in public

CO3: Build confidence and to enhance competitiveness by projecting a positive image of

themselves and of their future

CO4: Develop and enhance skills for drafting clear, concise, audience centric business documents

CO5: Develop their competency to communicate with confidence in the modern workplace and

improve their range and accuracy in communication.

### **Text Book:**

1. Business Correspondence & Report Writing: Sharma & Mohan: Tata Mcgraw Hill.
2. Developing Communication Skills: Krishna Mohan & Meera Banerjee: Mcmillan.

## Reference Books:

1. Williams, Krizan, Logan, Merrier: Communicating in Business. 8e, Cengage Learning, New Delhi.
2. Boove, C.L., Thill, J.V., and Chaturvedi, M., (2010) Business Communication Today, Pearson Education.
3. Ober, Scott: Contemporary Business Communication (2009), Biztantra Publications, New Delhi.
4. Business Communication Today: Bovee & Hill: Pearson Education.

## Course Content:

### **Unit I: Importance and Benefits of Business Communication** **7 lecture hours**

Elements and process of Communication; non-verbal communication; barriers to communication; ways to overcome barriers; Importance of the course for Managers, Role of Communication; defining communication; classification of communication; the purpose of communication: to inform; to persuade, The process of Communication: The linear concept of communication; the Shanon-Weaver Model; the two-way communication process. The elements of communication, The seven C's of communication.

### **Unit II: Effective Presentation** **5 lecture hours**

Meaning and Importance of Presentation; Why Presentation is a difficult Job ? Steps towards Mastering the Art of Oral Presentation.

### **Unit III: Effective Business Writing** **5 lecture hours**

Planning and Organizing Business Messages; & Composing the message, Business Letters; Memorandums; E-mails, Good news & Neutral messages; Bad news messages; Persuasive written messages, Crafting Resume/Biodata

### **Unit IV: Listening and Feedback** **5 lecture hours**

Effective Listening, Importance of Listening in Organizations, Listening Process, Types of Listening, Listening Barriers, how to overcome the Barriers

### **Unit V: Business Reports & Proposals** **5 lecture hours**



Memorandum and Letter reports: informational & analytical, Structure and style of business reports, Kinds of Proposals; structure of Proposals, Sample Business Proposals, Submission of a brief report/proposal.

**Unit VI: Business Communication & the Ethical Context 3 lecture hours**

Background to Ethical Context; Influences on Personal Ethics Communication and Ethical Issues.

<b>BMGT 708 C</b>	<b>Business Decision Making using Excel</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
Version 1.01	Date of Approval	3	0	0	3
Prerequisite	Basic knowledge of MS Excel				
Co-requisites					

### **Course Background and Learning Objectives:**

Spreadsheet programs allow users to develop a number of documents that can be used for both professional and personal use. Users can store data, perform calculations, and display values or figures graphically. A spreadsheet may be used to calculate the earnings of business products for the year, or it simply may be used to keep track of monthly bills. This course is aimed at beginners and is intended to provide the basics skills to operate Ms Excel. Any small and medium organization irrespective of their size and volume of transaction require summarizing, reporting and analyzing data. For more advanced needs like decision making, building analytical models for understanding the effect on profit of various inputs, reduction of cost and management operation everything becomes easy and efficient by incorporating spreadsheet applications. Use of spreadsheets in businesses has evolved from mere bookkeeping to a functionally rich platform for quantitative business modeling and decision support systems.

#### **At the end of the course, learners will able to:**

CO1: Get familiarize with basic to intermediate skills for using Excel in the classroom vis-à-vis Business Applications

CO2: Hands on experience on MS Excel Utilities

CO3: Create solutions for Data Management and Reporting

CO4: Learn to create decision models primarily using Spreadsheet Solutions and and equip themselves with hands on tools to achieve their goals

CO5: Shed their fear of numbers and become power users of spreadsheet applications

CO6: Logically model and analyze diverse decision making scenarios with spreadsheet based solution procedures.

#### **Text Book:**

1. BalakrishnanNagraj, Render Barry and M.Stain Jr. Ralph, "Managerial Decision Modelling With Spreadsheets", Second Edition, Pearson (ISBN 978-81-317-1485-0)

#### **Reference Books:**

1. Winston L. Wayne, "Excel 2010, Data Analysis and Business Modelling", PHI Learning (ISBN 978-81-203-4359-0)

2. Walkenbach John, "Microsoft Excel 2007-Bible", Wiley Publishing Inc. (ISBN 978-0-470-04403-2)

**Course Content:**

**Unit I: Significance of Spreadsheets in decision making 6 lectures hours**

Overview of following functions: SUM, SUMIF, AVERAGE, AVERAGEIF, LEFT, RIGHT, MID, TRIM, LEN, FIND, SEARCH, REPT, CONCATENATE, REPLACE, VALUE, UPPER, LOWER, CHAR, Handling Dates in Excel, DATEVALUE, TODAY, WORKDAYNETWORKDAYSYEAR, MONTH, DATE, DATEIF functions. Handling Date and Time simultaneously, NOW, TIME, TIMEVALUE.

**Unit II: Using Built - in Functions 6 lectures hours**

Significance of Spreadsheets in decision making, Creating Range Names, Name Manager, Vlookup, Hlookup, Lookup, Syntax of Index Function table, Syntax of Match Function,

**Unit III:Using financial and other functions 6 lecture hours**

Excel NPV function, NPV with irregular intervals, IRR of cash flows, Unique IRR, MIRR, FV, PV, CUMPRINC, CUMIPMT, Resolving Circular References,

**Unit IV: Using formulas and other functions 6 lecture hours**

Handling Multidimensional Formulas, problem solving using IF statements

**Unit V: Data Summarizing using Histograms & Using Pivot Tables and Slicers 6 lecture hours**

Making charts and graphs, Types of histograms: symmetric, positively skewed, negatively skewed, multiple peaks, and its interpretation.

<b>Evaluation</b>	Practical Examination	
Component	Internal	Semester End Examination
Marks	30	70
Total Marks	100	

<b>BMGT 709 C</b>	<b>Project: Industry Analysis</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
Version 1.01	Date of Approval		0	2	2

**Objective(s) and Course Outcome:**

Students would be guided by faculty members to visit any local industry/ organization for one day to provide them an exposure of how industry/organization functions. After the end of the visit students need to prepare a report highlighting the important points they have observed during the visit in the respective industry/organization. Students need to submit the report for evaluation and subsequent presentation.

**At the end of the course, learners will able to**

CO1: Understand on job the skills, knowledge, attitudes, and perceptions along with the experience needed to constitute a professional identity

CO2: Learn actual supervised professional experiences

CO3: Get insight in working of the real organizations

CO4: Understand the specific functional areas of an organisation

CO5: Understand perspective about business organizations in their totality

# **MBA 2<sup>nd</sup> SEMESTER**

<b>BMGT 801C</b>	<b>Business Research Methods</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
Version 1.01	Date of Approval	3	0	0	3
Prerequisite	Basic knowledge of Statistics				
Co-requisites					

### **Course Background and Learning Objectives:**

The objective of this course is to familiarize students with basic research techniques, which are expected to be implemented during on the job training (OJT). The course is designed to provide an intensive use of Statistical Package for the Social Science (SPSS). The course focuses on the analysis of business problems, understanding of appropriate research designs, learning statistical techniques, report writing and presentation.

#### **At the end of the course, students will able to:**

CO1: Relate the concept and process of business research in business environment

CO2: Use the tools and techniques for exploratory, conclusive and causal research

CO3: Apply concept of measurement in empirical systems

CO4: Interpret the result of statistical techniques for analysis of research data

CO5: Apply a broad understanding of issues specific to undertaking business research and use SPSS.

#### **Text Books:**

1. Zikmund, Babin, Adhikari and Griffin, "Business Research Methods", Eighth Edition, CENGAGE Learning

#### **Reference Books:**

1. Paul E. Green, Donald Tull, and Gerald Albaum "Research for Marketing Decision"
2. Naresh Malhotra, Satya Bushan Dash, "Marketing Research- An Applied Orientation", Pearson, 6<sup>th</sup> Edition

#### **Course Content:**

#### **Unit I: Understanding and Overview of Research 6 lectures hours**

Applied and Basic Business Research, A Summary of Scientific Method of Research, Scope and Limitations of Research, determining when to Conduct Research, Benefits versus Costs, Different Stages of Resear

**Unit II: Types of Research and Research Design Formulation 6 lectures hours**

Exploratory, Descriptive and Causal Research. Qualitative and Quantitative Research, Defining the Research Objectives, Research Questions and Hypotheses, Research Design Formulation, Description of Research Proposal, Qualitative and Quantitative Research, Experimental design.

**Unit III: Types of Data, Types of Variables and Measurement Scales 6 lectures hours**

Advantages and disadvantages of Primary and Secondary data, Classifying Survey Research Methods, Errors in Survey Research, Different kinds of scale, Structured and Unstructured questionnaires.

**Unit IV: Instrument Design, Reliability & Validity 6 lectures hours**

Internal Validity, External Validity, Content Validity, Construct Validity, Criterion Validity, Convergent Validity, Discriminant Validity.

**Unit V: Sampling and Hypotheses 6 lectures hours**

Probability sampling techniques, Non-Probability sampling techniques, Point Estimates, Interval Estimates, Confidence Intervals, One- Sample Tests, Two Sample Tests, Chi- Square as a Test for Independence, Analysis of Variance, Solving Case Studies and use of SPSS

<b>Evaluation</b>	Practical Examination	
Component	Internal	Semester End Examination
Marks	30	70
Total Marks	100	

<b>BMGT 802C</b>	<b>Cost and Management Accounting</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
Version 1.01	Date of Approval	3	0	0	3
Prerequisite					
Co-requisites					

### **Course Background and Learning Objectives:**

Financing and accounting have assumed much importance in today's competitive world of business wherein corporate organizations have to show the true and fair view of their financial position. Thus, the application of accounting in the business sector has become an indispensable factor. Company secretary has to provide complete and accurate information about the financial operations of the company to management for decision making. This emphasizes that the books of accounts are to be maintained accurately, up-to-date and as per the norms.

The subject of Cost and Management Accounting is very important and useful for optimum utilization of existing resources. These are branches of accounting and had been developed due to limitations of financial accounting. It is an indispensable discipline for corporate management, as the information collected and presented to management based on cost and management Accounting Techniques helps management to solve not only specific problems but also guides them in decision making. Keeping in view the importance of the subjects, various topics on cost and management accounting have been prescribed in the syllabus of MBA within the objective of acquainting the students with the basic concepts used in cost accounting and management Accounting having a bearing on managerial decision-making.

#### **Learning Objectives**

**At the end of the course, learners will able to**

CO1: Understand the basic concepts of cost accounting and management accounting

CO2: Make use of various tools of accounting for analyze business situation and take decision

CO3: Analyze the business financial position

CO4: Apply various management accounting techniques to all types of organizations for planning, decision making and control purposes in practical situations

CO5: Understand the contemporary Issues in Management Accounting

#### **TEXT READINGS:**

1. Pandey I M - Management Accounting (Vikas Publicating House)

#### **REFERENCE READINGS:**

1. Jawaharlal-Cost Accounting (McGraw Hill)
2. Noreen- Managerial Accounting for Managers (McGraw Hill)
3. Khan and Jain - Management Accounting (Tata McGraw-Hill, 2000)



**Course Content:**

**Unit I: Introduction 6 lecture hours**

Evolution, meaning, objectives and scope; concepts of cost, classification and elements of cost, cost sheet; method and techniques of costing; role of cost accountant in decision making; Relationship of cost accounting, financial accounting, management accounting and financial management.

**Unit II: Marginal Costing 6 lecture hours**

Evolution, meaning, objectives and scope; tools and techniques of management accounting; role of management accountant in decision making.

Marginal Costing versus Absorption Costing, Cost-Volume-Profit Analysis and P/V Ratio

Analysis and their implications, Concept and uses of Contribution & Breakeven Point and their analysis for various types of decision-making like single product pricing, multi product pricing, replacement, sales etc.

**Unit III: Differential costing and Incremental Costing: 6 lecture hours**

Materials Control- Concept and Techniques; Methods of pricing of Material: FIFO, LIFO, Simple Average, Weighted Average; Inventory Management: Techniques of fixing of minimum, maximum and reorder level, EOQ, Labor Cost: Meaning and Calculation of Labor cost, Halsey Premium plan, Rowan Plan

**Unit IV: Standard Costing and Decision Making 6 lecture hours**

Meaning, Advantages, Limitations and Applications, Break even analysis, Cost- Volume Profit Analysis, P/V Ratios and its Significant, Margin of safety, Absorption Costing, Concept of standard costs, establishing various cost standards, Concepts Decision Making: Activity Based Costing, Cost Management, Target Costing & Life Cycle cost: concept, strategies and applications.

**Unit V: Budgeting 6 lecture hours**

Concept of Budget, Budgeting and Budgetary Control, Types of Budget, Preparation of Cash Budget, Sales Budget, Production Budget, Materials Budget, Capital Expenditure Budget and Master Budget, Advantages and Limitations of Budgetary Control.

<b>Evaluation</b>	Theory	
Component	Internal	SEE
Marks	30	70
Total Marks	100	

<b>BMGT 803 C</b>	<b>Production &amp; Operations Management</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
Version 1.01	Date of Approval	3	0	0	3
Prerequisite	Knowledge of Statistics & Quantitative techniques				
Co-requisites					

### **Course Background and Learning Objectives:**

The intent of the production and operations management course is to provide students with an understanding of the analysis, decision making and implementation issues of managing the operational aspects of any organization. There must be a strategy for managing and executing the operational aspects of an organization. Decisions such as process, location, layout, capacity, inventory, distribution and quality assurance must be in place. We must effectively address the management of technologies and human resources. The course will have a comprehensive and systematic coverage of manufacturing operations.

The intent of the course is to provide students with the concepts and tools necessary to effectively manage manufacturing operations of an organization. Furthermore, this course also provides basic knowledge of Total quality management (TQM) six-sigma, Lean and Maintenance Management for mainly controlling the operations. TQM consists of organization-wide efforts to install and make permanent a climate in which an organization continuously improves its ability to deliver high-quality products and services to customers. While there is no widely agreed-upon approach, TQM efforts typically draw heavily on the previously-developed tools and techniques of quality control. TQM enjoyed widespread attention during the late 1980s and early 1990s before being overshadowed by ISO 9000, Lean manufacturing, and Sigma. This paper also includes the conceptual details of process Improvement through Six Sigma. TQM is a discipline for stating how to control and manage the quality parameters in a project within a certain timeframe, usually with defined stages, and with designated resources.

### **At the end of the course, learners will able to**

CO1: Analyze the importance of Operations & Production management and how it can provide a competitive advantage in the marketplace

CO2: Classify the relationship between production and Operations & Supply Chain Management and other business functions, such as Marketing, Finance, Accounting, and Human Resource

CO3: Experiment with the knowledge of the issues related to designing and managing Production and Operations and the techniques to do so

CO4: Develop basic understanding for Total Quality Management (TQM), Six Sigma, Lean and Maintenance Management

CO5: Learn Forecasting, Managing Capacity: Matching Supply & demand

**Text Book:**

1. Operations Management: Theory & Practice, B. Mahadevan, Pearson Education.
2. Introduction to Materials Management, J. R. Tony Arnold, Stephen N. Chapman, R.V. Ramakrishnan, Pearson Education.
3. Statistics for Management, Levin, R.I. & Rubin, D.S., PHI, Pearson.
4. Supply Chain Management: Strategy, Planning, and Operation (5<sup>th</sup> Edition), Peter Meindl and Sunil Chopra.

**Reference Books:**

1. Operations Management for Competitive Advantage, Chase-Jacobs-Aquilano, TMH.
2. Production & Operations Management (2nd Edn), Kanishka Bedi, Oxford University Press.
3. Production Operations Management (2nd Edn), K. Aswathappa, Himalaya Publishing House.

**Unit I: Operations Management: Trends and Issues 4 lecture hours**

Introduction to Operations management, Manufacturing trends in India, Operations management: A System perspective, Operations management functions, Challenges in operations management. Supply chain fundamentals

**Unit II: Design of Manufacturing Processes and Service Systems 7 lecture hours**

Determinants of Process Characteristics in Operations, Types of Processes and operations Systems, The Process-product matrix, Layout Planning, Types of layouts, Design of Layouts, Design of Service System.

**Unit-III: Production Planning 10 lecture hours**

Forecasting as a Planning tool, Methods for Forecasting, Aggregate Production Planning (APP), MRP (Material Requirement Planning), Capacity Requirement Planning (CRP).

The Need for Scheduling, The Loading of Machines, Scheduling of Flow shops, Scheduling of Job shops.

Globalization of operations, Factors Affecting Location Decisions, Location Planning Methods.

**Unit-IV: Inventory Planning and Control 5 lecture hours**

Inventory Planning for Independent Demand Items, Types of Inventory Costs, Inventory Control for Deterministic Demand Items, Handling uncertainty in Demand, Inventory control systems, Inventory Planning.

**Unit V: TOM, Six-Sigma, Lean and Maintenance Management 4 lecture hours**

Total Quality Management, Quality management tools, Design of quality assurance systems, The Six-Sigma approach to Quality Control Management, Process Control Fundamentals, Setting up a process Control System, Six sigma and the process capability. Lean management, Just in Time (JIT). Maintenance management, Equipment Life cycles.

Evaluation	Theory	
Component	Internal	SEE
Marks	30	70
Total Marks	100	

<b>BMGT 804C</b>	<b>Human Resource Management</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		2	1	0	3

### **Course Outcome**

#### **At the end of the course, learners will able to**

CO1: Demonstrate the role of HRM in an organization

CO2: Utilize the knowledge to gain competitive advantage through people

CO3: Develop and Design HRM system

CO4: Provide understanding and importance of training and development methods, performance appraisal methods.

CO5: Develop understanding of job evaluation, wage and salary fixation, incentives and bonus.

#### **Text Book:**

1. Human Resource Management (Text and Cases): K. Aswathappa : Tata Mcgraw Hill.
2. Human Resource Management: P.Subba Rao : Himalaya Publications.

#### **Reference Books:**

1. Human Resource Management: Dessler and Varkkey: Pearson.
2. Human Resource Management: Snell and Bohlander: Cengage Learning.
3. Human Resource Management: N. K. Singh: Excel Books.
4. Human Resource Management: Saiyadain: Tata Mcgraw Hill.

### **Course Content:**

#### **Unit I: Introduction to Human Resource Management 5 lecture hours**

Evolution of Human Resource Management; Modern Human Resource Management; Motivation and Human Resource Management; Objectives and Importance of Human Resource Management; Human resource Management and Personnel Management; Line and Staff Responsibility.

#### **Unit II: Human Resource Planning 5 lecture hours**

Objectives and Importance of Human Resource Planning; Steps under Human Resource Planning Process; Factors affecting Human Resource Planning; Human Resource Forecasting Methods; Challenges in Human Resource Planning.

#### **Unit III: Job Analysis and Job Design 5 lecture hours**

Uses of Job Analysis; Steps under Job Analysis Process; Meaning of Job Design; Different Job Design Techniques.

#### **Unit IV: Recruitment and Selection 5 lecture hours**

Factors affecting Recruitment; Sources of Recruitment; Stages of Recruitment; Recruitment Evaluation; Selection Process Steps.

**Unit V: Training, Development and Appraisal 4 lecture hours**

Objectives and Importance of Training and Development; Different Training and Development Methods, Objectives and Methods of Performance appraisal; Succession Planning.

**Unit VI: Job Evaluation 4 lecture hours**

Job Evaluation; Job Evaluation Systems and Methods; Wage/Salary Fixation; Incentives; Bonus; ESOPS; Fringe Benefits; Employee Separation.

**Unit VIII: Contemporary Issues in Human Resource Management 2 Lecture hours**

Managerial Skills for Effectiveness; Organizational Culture Building; Networking Skills; Leadership; Negotiation; Ethics in HRM; Future directions of HRM.

<b>BMGT 805C</b>	<b>Management Information System</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
Version 1.01	Date of Approval	3	0	0	3
Prerequisite					
Co-requisites					

**Course Background and Learning Objectives:**

Management Information Systems (MIS) not only include software systems, but the entire set of business processes and resources that are used to pull together information from functional or tactical systems. Data is then presented in a user-friendly and timely manner so that mid and upper-level managers can use it to take the right actions. The entire system is designed so that the company will meet its strategic and tactical goals. Organizations have multiple functional systems. These usually include sales systems, call center systems, financial systems, inventory systems, logistic systems and more. MIS combines information from multiple systems. This helps management staffers better understand their own departments' contributions. In many cases, the combination of data, such as sales figures combined with available inventory, help the manager take the appropriate action in order to meet the customer's needs. The primary function of MIS is to help a manager take an action, answer a question or ask the right question. The questions or actions should directly relate to tactical or strategic goals. A sales manager who uses projections from the financial systems to compare with actual sales from the sales system can better gauge whether goals will be met. If the target is not going to be met, then the manager and his group can review their past actions and make necessary changes in order to increase sales and meet goals. This course is intended to develop understanding of use of technology tools in business decision making and reporting techniques to increase data visualization.

**At the end of the course, learners will able to**

CO1: To acquaint students with the understanding of role played by information system in organization

CO2: To highlight the use of technology for achieving critical edge to survive in global era

CO3: To acquaint students with use of technology with respect to different functional areas.

CO4: To make students familiar with the effective decision making by the use of information technology.

CO5: To develop understanding of the general data management concepts and terms, highlighting the advantages and disadvantages of the database approach to data management.

**Text Book:**

1. James A. O'Brian, George M Marakas, Ramesh Behl, Management Information Systems: 9<sup>th</sup> Ed. McGraw- Hill.

**Reference Books:**

2. Laudon & Laudon, Management Information System: Managing the Digital Firm, 8<sup>th</sup> Ed., Pearson Education.
3. Davis & Olson, MIS: Conceptual Foundations, Structure and Development TMH.

**Course Content:**

**Unit I: Foundation of Information 6 lectures hours**

Real world information system, Components of Information System, Competing with Information Technology, Fundamentals of strategic advantage.

**Unit II: Information Technology Infrastructure 6 lectures hours**

IT Infrastructure, Emerging Technology, Foundation of Business Intelligence, Databases and Information management, Data Mining and data warehousing, Telecommunications, the Internet, and Wireless Technology, Securing Information Systems.

**Unit III: Key System Applications for the Digital Age 6 lectures hours**

Achieving Operational Excellence, Achieving Customer Intimacy (IT based CRM), E-Commerce, Digital Markets & Digital Goods, E-SCM and E-Retailing, Enhancing Decision Making(DSS).

**Unit IV: Building and Managing Systems 6 lectures hours**

Building and managing information Systems, Project management, Sales force management using sales cloud platform, Security & ethical challenges. Case Study discussion (To be announced in the class as the syllabus progresses).

**Unit V: Data visualization using Excel 6 lectures hours**

Importance of data visualization, Utilizing MS Excel features for data preparation , Reporting techniques and MS Excel lab. Application simple arithmetic operations, Control structures, Scenario building, Pivot Tables during Case Study discussion (To be announced in the class as the syllabus progresses)

<b>Evaluation</b>	<b>Practical Examination</b>	
Component	Internal	Semester End Examination
Marks	30	70
Total Marks	100	



<b>BMGT 806C</b>	<b>E-Business Strategies</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
Version 1.0	Date of Approval	3	0	0	3
Prerequisite	Knowledge of MIS and fundamentals of information technology and elementary exposure to internet browsing.				
Co-requisites					

### **Course Background and Learning Objectives:**

Given the competitive business forces operating in the global arena, e-business operations attract a paradigm shift from traditional brick and mortar to brick & click business domain. The richness in standard transactional and operating procedures has contributed significantly in enhancing the scope of e-business both in product and service sector. The growing importance of electronic business to a company's growth, development and survival cannot be ignored in light of the current dynamism in the technological environment.

### **At the end of the course, learners will able to:**

CO1: To develop understanding of the need of the transition from traditional business to electronic business.

CO2: To develop understanding of how electronic business is conducted and managed, its major opportunities, limitations, issues and risks.

CO3: To develop understanding of the opportunities of electronic business and its limitations.

CO4: To develop understanding of issues and risks pertaining to electronic business.

CO5: To understand the growing importance of electronic business required for a company's growth, development and survival cannot be ignored in light of the current dynamism in the technological environment.

### **Text Book:**

1. Kalakota Ravi & Robinson Marcia, E-Business 2.0, Roadmap for Success, 2<sup>nd</sup> Ed, Pearson Education.

### **Reference Books:**

2. Reynolds Jonathan, E-Business: A Management Perspective, Oxford.
3. Chaffey Davey, E-Business and E-Commerce Management, 3rd Ed, Pearson.
4. BhaskarBharat, Electronic Commerce Framework, Technologies and Applications, 3<sup>rd</sup> edition, TMH.
5. Bajaj Kamlesh, E-Commerce – The cutting edge of business, TMH

### **Course Content:**

#### **Unit I: Introduction to e-business 8 lecture hours**

#### ***Module I: Introduction to E-Business and Spotting E-Business Trends***

The purpose of this module is to acquaint students with basic concepts of the E-Business and different e-business models and to analyse the present trends of e-business from perspectives of

consumers, marketers and other stakeholders.

Defining need of e-commerce and brief history, shifting to e-business from e-commerce framework, Types of business model, Case: Pepperfry (Class Discussion), Case: Aramshop (Class discussion), Trends Driving e-business, Customer oriented trends, Organizational trends, Employee Megatrends, Case: Facebook (Class Discussion), Case: Amazon (Class discussion).

**Unit II: Digitizing the E-Business Design 8 lecture hours**

This module discusses standard pricing rules under different assumptions about the structure of the market in which the firm operates. It also examines certain pricing practices such as mark-up pricing, multiple product pricing, etc.

**Unit III: Structural foundation of e-business 8 lecture hours**

E-business patterns: the structural foundation (click and brick pattern, portal pattern, e-market maker pattern), Case: Intuit.com (Class Discussion), Case: IRCTC (Class discussion), Interlocking layers of e-business. Self-diagnosis, Operational, Service and continuous innovation excellence models

**Unit IV: Strategy formulation for e-business design 8lecture hours**

This module focuses on e-business strategies and their potential impact of profitability. Besides theory this module undertakes hands on training of one CRM application i.e., Salesforce sales cloud and a lab demonstration of Google analytics which showcase the application of e-business strategies in business simulated in a lab environment

**Unit V: New Era of cross functional applications 8 lecture hours**

The new era of cross functional integrated applications, Problems caused by lack of integration Case: Yebhi.com (Class Discussion), Case: Flipkart (Class discussion), Roadmap to move a company into e-business, E- Supply chain architecture, E - CRM architecture, Tactical e-Project management, Tactical e-Development process, Adoption management, E-government initiatives, Measuring effectiveness of e-governance.

<b>Evaluation</b>	Theory	
Component	Internal	SEE
Marks	30	70
Total Marks	100	

<b>BMGT 807 C</b>	<b>Business Laws</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
Version 1.01	Date of Approval	3	0	0	3
Prerequisite					
Co-requisites					

### **Course Background and Learning Objectives:**

This course is designed to enhance the legal literacy of MBA students by developing a body of legal knowledge and honing legal instincts that will help business leaders attain a competitive edge and promote long-term success. Building on the basic legal concepts, the course will refine students' understanding of how law affects all aspects of business, and develops a deeper appreciation of how legal systems operate and how to operate within the boundaries of legal systems. In this course, students will gain a sense of when and how the legal system may affect them in a business setting, particularly in the areas of Contract law, Sales of goods act, Company act and government regulation of business. Students will also discuss situations involving choices that may reach beyond the requirements of the law. When the students study they will explore how such situations arise and how they might be solved or even prevented.

### **At the end of the course, learners will able to:**

CO1: Understand the India Legal System

CO2: Legal knowledge and legal instincts that will help business leaders attain a competitive edge and promote long-term success

CO3: Understand the provisions of the important business laws, the knowledge of which is essential for modern Business.

CO4: Understand how law affects all aspects of business, and develops a deeper appreciation of how legal systems operate

CO5: Understand the Impact of law on different business decision

### **Course Content**

#### **Unit-I: LAW & INDIAN CONTRACT ACT, 1872:** (8 Lectures)

Definitions, Sources, Scope, Need, Objectives of Business Law, Introduction, essentials of a valid contract, classification of contract according to their enforceability, formation and performance, offer and acceptances, legality of object and, consideration, capacity to contract, Free consent- coercion, undue influence, void, voidable, unenforceable and illegal Agreements, discharge of contract termination of contract, Remedies for Breach of Contract- Remedies, Damages, Indemnity, Guarantee.

**Unit-II: SALE OF GOODS ACT, 1930:** (8 Lectures)

Formation of contracts of sale, goods and their classification, Price, Conditions and Warranties, Doctrine of Caveat Emptor, Transfer of Property in goods, Performance of the contract of sale, Unpaid seller and his rights, Sale by auction, hire purchase agreement, Sales and agreement to sale, Earnest money, Rules Regarding Delivery, The Right of Re- sale.

**Unit-III: NEGOTIABLE INSTRUMENT ACT, 1881:** (8 Lectures)

Definitions and features of different types of negotiable instruments (Promissory note, Bill of Exchange & Cheque), Parties to a negotiable instrument and their capacity, holder and holder in Due course, crossing of a cheque, types of crossing, Banker and Customer, negotiation, Dishonor and discharge of negotiable instrument.

**Unit-IV: COMPANIES ACT, 1956:** (8 Lectures)

Definition, Nature and kind of companies, formation & essential features of company. Contents, Procedures for allegation, prospectus, Memorandum of Association and Article of Association, Share Capital, Debentures, borrowing powers, minimum subscription, Company meeting, Rights of Shareholders, Company Management, winding up of company.

**Unit-V: THE LAW OF INSURANCES & LAWS RELATING TO PATENTS, TRADEMARKS AND COPYRIGHTS** (8Lectures)

Principles of Insurance, Life Insurance, Martine Insurances, Fire and other insurances, a general idea.

**SUGGESTED BOOKS:**

- |                                |                                  |                          |
|--------------------------------|----------------------------------|--------------------------|
| 1. Commercial & Industrial Law | Dr. N. D. Kapoor.                | S.chand and sons.        |
| 2. Company Law                 |                                  | Taxman.                  |
| 3. Business Law                | P.S.H Pillai, Bagavathi.         | S.chand and co. ltd.     |
| 4. Business Law                | Bulchandani.                     | Himalaya Publishing Ltd. |
| 5. Business Law                | S. N. Maheshwari.                | Himalaya Publishing Ltd. |
| 6. Commercial Laws             | Sen & Mitra.                     | The World Press,         |
|                                | Kolkata. Along with Business Law |                          |

Evaluation	Theor	
	y	
Component	Internal	END semester examination
Marks	30	70
Total Marks	100	

**BMGT 808 (Summer  
Training) (Credit - 4)**

SIP Guidelines for Faculty

Mentors Dear Faculty mentor,

Your mentees are going to pursue Summer Internship Programme from ..... to .....(Date). During this training period of six to eight weeks they would undertake projects as provided to them. Guidelines for the students have already been sent to them and all faculty mentors.

In order to guide them uniformly you are requested to kindly go through the guidelines thoroughly and advise the students accordingly.

- Students must take the SIP very seriously as it is of 100 marks and stick to the deadlines and marks will be awarded only if submissions are done under stipulated time.
- Students are encouraged to use statistical tools in their project report. Students must abstain from any kind of plagiarism.
- Students must submit a weekly report without fail.
- There would be zero tolerance in case of violations of report formats.
- The students must share their local contact coordinates with their respective faculty mentor for smooth communication. Students in turn should have the contact coordinates of respective faculty mentors.
- The students must share the contact coordinates of their industry mentor/guide assigned for the project.
- The faculty mentors should communicate with the industry mentors of respective mentees and seek feedback.
- A feedback form will be shared with the students in which they must get the opinions from their industry mentor and submit the same to the college upon their return.
- No project report will be submitted without a training completion certificate from the company. All reports will be submitted on 16<sup>th</sup> August 2017 till 4:00 p.m. at PG Program office, in case of any deviation, the mentor should be appraised before submission with valid explanation for the delay.
- Further, upon receipt of the project report faculty mentors are requested to kindly go through the same and write down your observations.

**Course outcome**

**At the end of the course, learners are expected to**

CO1: Understand how a pressing issue in an industry/sector can be solved by applying scientific rigor

CO2: Understand how problem specific data can be collected, analysed, and interpret to come up with a meaningful recommendation

CO3: Understand how various statistical tools and techniques be applied in data analysis

CO4: Understand what are various scientific methods (e.g., qualitative, empirical, experimental) through which a problem can be solved

CO5: Understand how to present the overall report of an enquired problem

CO6: Understand What ethical issues must be followed while dealing with sensitive information collected from various sources.

## **Computer Skill II**

**Credit 4**

**Compulsory course need to be taken by the MBA students from  
IT/Computer Science department**