

**Course Structure & Syllabus of MBA
(Trimester System)
Applicable for Batch: 2020-2022**

**School of Liberal Arts &
Management, DIT University,
Dehradun**



**Detailed Course Structure & Syllabus
of
MBA- Trimester System**

Course Structure & Syllabus of MBA (Trimester System) Applicable for Batch: 2020-2022 Course Structure

Year: 1st

Trimester : I

Sr. No.	Course Code	Course Title	L	T	P	Credit
1	MB601	Business Communication	2	0	2	3
2	MB602	Business Economics	3	0	0	3
3	MB603	Financial Accounting and Analysis	4	0	0	4
4	MB604	Organizational Behavior	3	0	0	3
5	MB605	Marketing Management	3	0	0	3
6	MB606	Statistics for Management	3	0	0	3
7	MB607	Data Analysis -I	0	0	4	2
		Total Credits				21

Year: 1st

Trimester: II

Sr. No.	Course Code	Course Title	L	T	P	Credit
1	MB609	Corporate Finance	3	0	0	3
2	MB610	Consumer Behavior	3	0	0	3
3	MB611	Legal Aspects of Business	3	0	0	3
4	MB612	Decision Modeling using Spreadsheets	3	0	0	3
5	MB613	People Management	3	0	0	3
6	MB614	Business Environment	2	0	0	2
7	MB615	Data Analysis -II	0	0	4	2
		Total Credits				19

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Year: 1st

Trimester: III

Sr. No.	Course Code	Course Title	L	T	P	Credit
1	MB617	Business Research Methods	3	0	0	3
2	MB619	Cost and Management Accounting	3	0	0	3
3	MB620	International Business	3	0	0	3
4	MB621	Production and Operations Management	3	0	0	3
5	MB623	Workshop on – Campus to Corporate	0	0	4	2
6	MB625	Digital Marketing	3	0	0	3
7	MB626	Data Visualization	0	0	4	2
Total Credits						19

Year: 2nd

Trimester : IV

Sr. No.	Course Code	Course Title	L	T	P	Credit
1	MB701	Business Ethics & Corporate Governance	2	0	0	2
2	Specialization-I	Elective 1	3	0	0	3
3		Elective 2	3	0	0	3
4		Elective 3	3	0	0	3
5	Specialization-II/ Free Electives	Elective 1	3	0	0	3
6		Elective 2	3	0	0	3
7		Elective 3	3	0	0	3
8	MB702	Summer Internship Report & Seminar	0	0	8	4
9	MB703	Industrial Tour	0	0	2	1
Total Credits						25

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Year: 2nd

Trimester : V

Sr. No.	Course Code	Course Title	L	T	P	Credit
1	MB704	Strategic Management	3	0	0	3
2	MB705	Entrepreneurship Development and Innovation Management	3	0	0	3
3	Specialization-I	Elective 4	3	0	0	3
4		Elective 5	3	0	0	3
5	Specialization-II/ Free Electives	Elective 4	3	0	0	3
6		Elective 5	3	0	0	3
7	MB706	Business Simulation	0	0	2	1
		Total Credits				19

Year: 2nd

Trimester : VI

Sr. No.	Course Code	Course Title	L	T	P	Credit
1.	MB707	INDUSTRIAL TRAINING PROJECT & PRESENTATION	0	0	28	14
OR						
2	MB708	DISSERTATION& PRESENTATION	0	0	28	14
		Total Credits				14

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List of Electives

<p>A. Marketing</p> <ol style="list-style-type: none"> 1. MB731M-Integrated Marketing Communication 2. MB732M Marketing Research 3. MB733M Retail Management 4. MB734M Product and Brand Management 5. MB735M Services Marketing 6. MB736M B2B Marketing 7. MB737M Sales and Distribution Management 8. MB738M Social Media Marketing 	<p>B. Finance</p> <ol style="list-style-type: none"> 1. MB731F-Security Analysis and Portfolio Management 2. MB732F-Financial Derivatives 3. MB733F-Tax Planning and Management 4. MB734F-Business Analysis and Valuation 5. MB735F-Financial Institutions and Markets 6. MB736-Financial Planning and Wealth Management 7. MB738- Working Capital Management 8. MB739 – Behavioral Finance
<p>C. HRM</p> <ol style="list-style-type: none"> 1. MB731H-Training & Development 2. MB732H-Organization Development and Change Management 3. MB733H- Talent Management and Development 4. MB734H-Human Resource Information System 5. MB735H-Industrial Relations 6. MB736H-Managing People and Performance in Organizations 7. MB737H-Compensation Management 8. MB738H-Labour Laws 	<p>D. Business Analytics</p> <ol style="list-style-type: none"> 1. MB731A-Business Analytics Fundamentals 2. MB732A-Marketing Analytics 3. MB733A-Business Intelligence and Data warehousing 4. MB734A-Financial Analytics 5. MB735A-Human Resource Analytics 6. MB736A-Operations Analytics 7. MB737A-Supply Chain Analytics 8. MB738A-Retail Analytics
<p>E. Banking and Insurance</p> <ol style="list-style-type: none"> 1. MB731B-Risk Management and Insurance 2. MB732B-Investment Banking and Financial Services 3. MB733B-Retail Banking 4. MB734B-Management of Commercial Banks 5. MB735B-Corporate Banking and Credit Appraisal 6. MB736B-Banking Laws and Operations 7. MB737B-Project Appraisal 8. MB738B-Treasury and Risk Management in Banks 	<p>F. Information Technology</p> <ol style="list-style-type: none"> 1. MB731I-Management Information Systems 2. MB732I-Web Technologies 3. MB733I-DBMS 4. MB734I-Programming Using Java 5. MB735I-Web Analytics 6. MB736I-E-Business 7. MB737I-Programing using Python

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G. International Business <ol style="list-style-type: none">1. MB731IB- Import- Export Management and Documentation2. MB732IB- International Marketing3. MB733IB-International Financial Management4. MB734IB- Global Workforce Management5. MB735IB- International Economics6. MB736IB- Mergers, Acquisitions & Corporate Restructuring7. MB737IB- International Legal Framework8. MB738IB- Cross-cultural Management	H. Operations Management <ol style="list-style-type: none">1. MB731O-Total Quality Management2. MB732O-Project Management3. MB733O-Lean and Six Sigma4. MB734O-Production Planning and Control5. MB735O-Service Operation Management6. MB736O-Inventory Management7. MB737O-Logistics & Warehouse Management
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Summary of Credit

Year	Trimester	Credit		Year Credit
		Theory	Practical	
First Year	I	18	3	59
	II	17	2	
	III	15	4	
Second Year	IV	20	5	58
	V	18	1	
	VI		14	
Total				117

Category wise classification of the Credit -

Category	Max Credit	Min Credit
UC		
AC	0	0
SC		
DC	73	73
HE		
DE	30	15
OE		
EC		
PRJT/THESIS/ST/IND	18	18
VAT/EEP/APT		

Course Structure & Syllabus of MBA (Trimester System) Applicable for Batch: 2020-2022

Subject Code	MB601	Subject Title	Business Communication						
LTP	301	Credit	3	Subject Category	DC	Year	2020-22	Trimester	I

Course Objective:

The main objective of this course is to empower students to communicate effectively, orally as well as in written form to deal with all kinds of business situations

Course Pre/Co- requisite (if any)

UNIT 1: Business Communication Basics

Definition, Objective, Communication process, Elements of communication, Channels of communication, Effective communication

UNIT 2: Communication types and Barriers

Oral, Written, Formal, Informal, Verbal and non-verbal, Barriers to communication, Types of communication barriers, Overcoming barriers to communication.

UNIT 3: Presentation Skills

Audience analysis, Designing and delivering oral presentations, Managing stage-fright and anxiety, Visual aids, presenting reports, handling queries, Managing queries and responses

UNIT 4: Listening Skills

Listening process, Levels of listening, Types, Barriers to effective listening, improving listening skills.

UNIT 5: Corporate Communication

Recent trends of communication in corporate world, writing effective emails, Managing Social Media, Crisis Communication and Issue management, Media Relations and Research

Learning Outcome

After the end of this course, student shall be able to

- Give effective business presentations,
- Write effective emails, sales letters etc.
- Speak well in public platforms
- Display sound listening skills

Text book [TB]:

- Bovee, C.L., Thill, J.V. and Chatterji, Abha.; Business Communication Today; Pearson Education

Reference books [RB]:

- Locker, K.O. and Kaczmarek, K.S.; Business Communication: Building Critical Skill; McGraw-hill Education
- Taylor, Shirley; Communication for Business; Pearson Education
- Lesikar, R.V. and Pettit, J.D.; Business Communication: Theory and Application; McGraw-Hill Education

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Subject Code	MB602	Subject Title	Business Economics						
LTP	300	Credit	3	Subject Category	DC	Year	2020-22	Trimester	I

Course Objective:

The course is aimed at building a perspective necessary for the application of modern economic concepts, tools and techniques in evaluating business decisions taken by a firm. The course will also look at recent developments in business in the context of economic theory

Course Pre/Co- requisite (if any)

UNIT 1: Managerial Economics

Introduction, Nature and Scope, Objectives of the Firm, Theories of the Firm-, Demand- Meaning, Types and Determinants, Demand Function, Law of Demand, Law of Supply, Market equilibrium, Elasticity of Demand, Demand Forecasting

UNIT 2: Production Analysis

Production Function- Law of Variable Proportions, Isoquant and Isocost Curves, Least Cost Combination, and Law of Returns to Scale, Cost Concepts

UNIT 3: Market Structure

Market Structures (Perfect Competition, Monopoly, Oligopoly and Monopolistic Competition), Output

UNIT 4: Pricing & Profit Decisions:

Pricing and Profit Decisions under different market structures, Cost Oriented Pricing Methods, Skimming and Penetration Pricing

UNIT 5: Measuring National Income

Concept of National Income, and Methods of measurement of National Income, Inflation and its types, Measures to Control inflation

Learning Outcome

At the end of this course, the students will be able to

- Understand demand and supply related issues for various products and services
- Solve production related issues
- Differentiate between different forms of market structures and their resulting implications for taking pricing and profit related decisions.
- Understand the concept of national income and its measurement techniques.

Text book [TB]:

- Peterson, H. Craig, Lewis, W. Chris and Jain, Sudhir K. Managerial Economics

Reference books [RB]:

- Locker, K..O. and Kaczmarek, K..S.; Business Communication: Building Critical Skill; McGraw-ii. Hill Education
- Taylor, Shirley; Communication for Business; Pearson Education
- Lesikar, R.V. and Pettit, J.D.; Business Communication: Theory and Application; McGraw-Hill Education.

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Subject Code	MB603	Subject Title	Financial Accounting and Analysis						
LTP	400	Credit	4	Subject Category	DC	Year	2020-22	Trimester	I

Course Objective:

This course aims to provide basic understanding of fundamental accounting concepts, the elements of financial statements, and basic accounting vocabulary so that students will be able to understand what is accounting and its role in making business decisions. It also explains the role of basic financial analysis of financial statements. Students can also present the data in an accurate and meaningful manner and also prepare and compare basic financial statements and interpret basic financial data.

Course Pre/Co- requisite (if any)

UNIT 1: Conceptual Basis of Accounting:

Meaning and Importance of Accounting; Accounting Principles; Accounting concepts and conventions; The Generally Accepted Accounting Principles (GAAP); Indian Accounting Standards (Ind-AS); IFRS; Users of accounting information; Accounting equation, effect of transactions on accounting equation.

UNIT 2: Mechanics of Accounting:

Classification of accounts, The Journal and its sub-division, Ledger, Trial balance, Classification of capital and revenue expenses; Financial statements: Income Statement and Balance Sheet; Rectification of errors.

UNIT 3: Valuation of Assets and Inventories

Depreciation & Amortization; Methods of Depreciation; Valuation of Goodwill; Methods of Inventory Valuation; Recent trends in corporate reporting.

UNIT 4: Financial Statement Analysis-I

Meaning and Importance of Financial Statement Analysis; Analysis and Interpretation of Financial Statements; Vertical vs. Horizontal Analysis, Internal Vs. External Analysis; Ratio Analysis.

UNIT 5: Financial Statement Analysis-II

Statement in Changes of Working capital; Preparation and Analysis of Fund Flow and Cash Flow Statements; Trend Analysis; The DuPont Identity.

Learning Outcome

Having successfully completed this course, the student will demonstrate:

- An ability to recognize, record, and classify new accounting data.
- An ability to analyze a company's financial statements.
- An ability to interpret the financial position of a company with the help of different financial analysis tools.

Text book [TB]:

- Godwin/ Alderma / Sanyal, Financial Accounting- A South Asian Perspective, (Financial ACCT), Cengage Learning, 2E, ISBN-13: 978-81-315-2024-6.
- Samuel C. Weaver, J. Fred Weston, Finance and Accounting for Non-financial Managers, Tata McGraw-Hill Publishing Co. Ltd., 2002.

Reference books [RB]:

- R. Narayanswamy, Financial Accounting-A Managerial Perspective, PHI, 5E, ISBN-978-81-203-494900.

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Subject Code	MB604	Subject Title	Organizational Behavior						
LTP	300	Credit	3	Subject Category	DC	Year	2020-22	Trimester	I

Course Objective:

To acquaint the student with the determinants of intra-individual, interpersonal and inter-group behavior in organizational setting and to equip them with behavioral skills in managing people at work.

Course Pre/Co- requisite (if any)

UNIT 1: Introduction to OB

Organizational Behavior- Introduction, Models of OB; Determinants of Individual Behavior, Perception, Learning, Value and Attitude

UNIT 2: Foundations of Individual Behavior

Transactional Analysis; Johari Window; Personality; Conflict management, Motivation: Concept, process and theories

UNIT 3: Culture and Climate

Organizational Culture & Climate, Organizational Learning & reinforcement, Workforce Diversity

UNIT 4: Organizational Change and Stress Management:

Forces for Change, Resistance to Change, approaches to managing organizational change, Work stress and its management

UNIT 5: Foundations of Group Behavior & Leadership

Defining and Classifying Groups, stages of group development, Group Structure, Group Processes, Group Dynamics, Group v/s Team; Leadership: Style & theories, Recent Development in Leadership Theory; Organization power and politics

Learning Outcome

After the end of this course, student shall be able to

- To enable students to describe how people behave under different conditions and understand why people behave as they do
- Understanding Individual behavior and theories of motivation and their application
- Understanding Group Behavior and learning skills concerning leadership with theories
- To understand the nature of human behavior in individuals, groups and the organization
- To apply the concepts of organizational behavior in various fields of management

Text book [TB]:

- Stephen P. Robbins, Timothy A Judge, Seema Sanghi "Organizational Behaviour", Pearson Education, 13th Ed., 2009

Reference books [RB]:

- Johns, G., and Saks, Organizational Behavior- Understanding and Managing life at work, 7th Ed., Pearson.
- Gerard H. Seijts, Cases in Organization Behavior, 1st Edition, Sage.
- Jerald Greenberg, Behavior in Organizations, 10th Edition, Prentice Hall.
- Organizational behaviour, 9th edition by Stephen P. Robbins. Prentice Hall International, Inc..
- Luthans, Fred, and Organizational Behavior: An evidence based approach, 12th edition. Tata McGraw Hill
- Uday Pareek, Understanding Organizational Behavior, 3rd Edition, Oxford University Press,

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Subject Code	MB605	Subject Title	Marketing Management						
LTP	300	Credit	3	Subject Category	DC	Year	2020-22	Trimester	I

Course Objective:

This course focuses on developing an understanding of marketing concepts, theories, principles and practices amongst students. In this course students will be exposed to different decision making situations pertaining to segmentation, targeting, positioning and Product, Price, Place, Promotion in Indian as well as global context.

Course Pre/Co- requisite (if any)

UNIT 1: Marketing Concepts:

Nature and Scope of Marketing, Core Marketing Concepts, and Company Orientation toward the Marketplace

UNIT 2: Marketing Enablers:

Marketing Environment, Consumer Markets, Business Markets, Buying Decision Process, Participants in the Buying Process.

UNIT 3: Strategic Marketing:

Strategic Planning, Marketing Planning, Market Segmentation, Targeting and Positioning.

UNIT 4: Marketing Mix:

Product Decisions, Pricing Methods and Strategies, Promotion Mix, Place, Marketing Plans Implementation, Evaluation and Control

UNIT 5: New Age Marketing Tools

Google Adword, Facebook Marketing, Twitter marketing, LinkedIn Marketing

Learning Outcome

After the end of this course, student shall be able to

- Understand what marketing is and how firms today are marketing their products and services
- Analyze the environmental factors for developing SWOT for firms
- Understand buying behavior and resulting implications for marketers
- Carry out marketing research for facilitating business decisions making
- Learn and develop Segmentation, Targeting and Positioning strategies
- Apply tools and techniques to take effective decision with regards to product, price, place and promotion with ethical consideration

Text book [TB]:

- Kotler, P, "Marketing Management", 13th ed., Pearson India, 2016.

Reference books [RB]:

- Grewal, D. and Levy, M. Marketing, Tata McGraw Hill Education Private Limited (2017)
- Ramaswamy, V. S. and Kumari, N., Marketing Management-Planning, Implementation and Control, McMillan India (2016)
- Saxena, R., Marketing Management, Tata McGraw Hill (2003)

Course Structure & Syllabus of MBA (Trimester System) Applicable for Batch: 2020-2022

Subject Code	MB606	Subject Title	Statistics for Management						
LTP	300	Credit	3	Subject Category	DC	Year	2020-22	Trimester	I

Course Objective:

This course aims to provide basic understanding of the statistical tools & its applications in business. It covers central tendency, linear correlation & regression, probability, hypothesis testing and time series analysis.

Course Pre/Co- requisite (if any)

UNIT 1: Introduction to the Practice of Statistics:

Statistics in Business, Basic Statistical Concept, Measures of Central Tendency, Measures of Dispersion, Skewness and Kurtosis, Data visualization

UNIT 2: Probability Distribution:

Probability Distribution Concept: Normal distribution, Binomial distribution and Poisson distribution

UNIT 3: Concept of Correlation and Regression:

Linear correlation, Regression, Multiple Correlation and Regression,

UNIT 4: Hypothesis Testing:

Estimation Theory and Hypothesis Testing, Formulation of hypothesis, Application of Z, T-test, Chi-Square, F, ANOVA

UNIT 5: Time Series Analysis:

Concept and applications of time series in business, Component of Time series

Learning Outcome

After the end of this course, student shall be able to

- Understand the importance of statistics in decision making
- Understand the basic statistical tools used in data analysis
- Understand the hypothesis testing & its application in research
- Select right statistical tools to be used in data analysis
- Understand how to interpret and report the results

Text book [TB]:

- Applied business statistics: Making better business decisions (7th edition) by Ken Black, Publisher: Wiley.

Reference books [RB]:

- Statistics for Managers Using Microsoft Excel and Student CD Package (4th Edition) by David M Levine, David Stephan, Timothy C. Krehbiel, Mark L. Berenson, Hardcover: 880 pages, Publisher: Prentice Hall
- Business Statistics using Excel, Glyn Davis and Branko Pecar, Oxford University Press, USA

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Subject Code	MB607	Subject Title	Data Analysis - I						
LTP	0 0 4	Credit	2	Subject Category	DC	Year	2020-22	Trimester	I

Course Objective:

This course aims to provide basic understanding of the statistical tools & its applications in business. It covers central tendency, linear correlation & regression, probability, hypothesis testing and time series analysis.

Course Pre/Co- requisite (if any):

UNIT 1: Introduction to MS Excel & Basic Mathematical functions

Excel Interface, Ribbon, Tabs, Basic operations - Aligning, Font selection, Selecting, Filtering, Sorting, Referencing, Sum, Multiply, Divide, Sum Product.

UNIT 2: Statistical and Financial Operations

Average, correlation, regression, histogram, frequency, ANOVA, Testing of hypothesis, Charting, Vlook up, Hlookup, Match, Index, Data Validation, PMT, NPV, IRR, Solver.

Learning Outcome

After the end of this course, student shall be able to

- Understand the importance of excel for Business.
- Understand the basic statistical tools applied using excel.
- Understand the hypothesis testing & its application in research using excel.
- Understand how financial data are analyzed using excel.

Text book [TB]:

- MS-Excel Bible 2013

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Applicable for Batch: 2020-2022

Subject Code	MB609	Subject Title	Corporate Finance						
LTP	400	Credit	4	Subject Category	DC	Year	2020-22	Trimester	II

Course Objective:

The course focuses on making students understand basic fundamentals, financial concepts, and principles, elements of financial statements, frameworks and tools necessary for analyzing financial decisions.

Course Pre/Co- requisite (if any): None

Unit 1- Introduction to corporate finance

Introduction to corporate finance, Importance of cash flows; Goal of financial management; The Agency problem and control of corporation; changing role of finance managers in globalized environment.

Unit 2- Valuation and Capital Budgeting

Time Value of Money; Discounted cash flow valuation; Interest Rates and Bond Valuation; Capital investment decisions; Investment Rules-NPV, Payback Period Method, Discounted Payback Period Method, IRR, Profitability Index.

Unit 3- Capital Structure and Cost of Capital

The elements and role of financial planning; Long term financing; Cost Vs Earning theories of capitalization, Capital structure decisions and theories, Trading on Equity, Capital Gearing, Leverage, Computation of Cost of capital & WACC

Unit 4- Dividend Decisions and Short term Financing

Different types of Payouts; Procedural aspects of declaration & payment of dividend, Dividend policy, Factors affecting dividend policy; Dividend Models; The Clientele Effect; Working capital management; Factors affecting working capital requirement; Cash and Inventory management.

Unit 5- Risk Management

Option valuation, CAPM model, Black Scholes model, derivatives and its types, International Finance: International financial management, foreign exchange exposure and risk management.

Learning Outcome

At the end of this course the student will be able to -

- Understand and analytical and practical tools essential for corporate financial decisions
- Evaluate a Corporation's investment decisions from a financial perspective
- Recommend a course of financial action for a given business situation
- Provide a framework, concepts, and tools for analyzing financial decisions based on fundamental principles of financial theories.

Text book [TB]

- Ross, Westerfield, Jaffe and Kakani, Corporate Finance, McGraw Hill. 2014.
- Khan and Jain, Financial Management.
- The New Corporate Finance. Where Theory Meets Practice. Ed. by D.H. Chew, Jr. McGraw-Hill. 1999
- Reilly K.F., Brown K.C. Investment Analysis and Portfolio Management. 6th Edition. The Dryden Press.

Reference books [RB]

- Financial Management, IM Pandey, Vikas Publication
- Megginson, W. L., Corporate Finance Theory. Addison Wiley, 2001

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Subject Code	MB610	Subject Title	Consumer Behavior						
LTP	300	Credit	3	Subject Category	DC	Year	2020-22	Trimester	II

Course Objective:

The course focuses on making students gain a thorough grasp of psychological principles which govern the influence of marketing mix on the consumer behavior, identify key psychological reasons for how and why consumers respond in particular situations and utilize the above understanding in order to make an effective marketing mix decision.

Course Pre/Co- requisite (if any): None

UNIT 1- Introduction to Marketing & Consumer Behavior

Marketing Orientations, Segmentation, Targeting and Positioning, Models of Comprehensive Buyer Behavior, Consumerism.

UNIT 2-Consumer Buying Process

Types of consumer buying behavior: extensive problem solving, limited problem solving, routine problem solving and dissonance reducing behavior; Stages of consumer decision making process.

UNIT 3- External Influence to buyer behavior

Culture, Social Class Variables, SubCulture, Reference Group Family Variables Impacting Consumer Behavior.

UNIT 4- Psychological Factors Determining Buyer Behavior

Consumer Motivation, Learning and Memory, Perception, Personality and Self-concept, Attitude.

UNIT 5- Business Buying Behavior

Models of Business Buying Behavior, Patterns of Industrial Buying Behavior in India, Diffusion of Innovation.

Learning Outcome

At the end of this course the student will be able to

- Understand the nature of consumer behavior and various theories underlying the same
- Develop a deep understanding into various facets of consumer behavior
- Correlate the theoretical and practical aspects of consumer behavior
- Think like business and marketing professionals involved in the strategic and operational activities of consumer behavior within an organization

Text book [TB]:

- Solomon, Michael, Gary Bamossy, Søren Askegaard, and Maragreth Hogg (2009), Consumer Behaviour: A European Perspective, 3rd Edition, Pearson

Reference books [RB]:

- Roger D Blackwell, Paul W Miniard, James F Engel, —Consumer Behavior, 1st India Edition, 2008, South Western
- Consumer Behaviour and Branding: Concepts, Readings and Cases-The Indian Context, S Ramesh Kumar
- Hoyer, Wayne and Deborah McInnis. *Consumer Behavior*. Boston: Houghton Mifflin
- Kardes, Frank (2008), Consumer Behavior Science and Practice, Spouth-Western

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Applicable for Batch: 2020-2022

Subject Code	MB611	Subject Title	Legal Aspects of Business						
LTP	300	Credit	3	Subject Category	DC	Year	2020-22	Trimester	II

Course Objective:

To gain knowledge of the branches of law which relate to business transactions, certain corporate bodies and related matters. Also to understand the applications of these laws to practical commercial situations.

Course Pre/Co- requisite (if any): None

UNIT 1-Indian Contract Act, 1872

Introduction & Essential of valid contracts under Section10, Quasi contracts, Contingency contracts, Discharge of contracts, Breach of contracts and its damages, Special types of contracts: contract of indemnity and guarantee, bailment, pledge and general provisions of contract of agency

UNIT 2-The Sales of Goods Act, 1930

Contract of sales of goods: definition and essentials of SOG, Goods and their classification, Sale and transfer of ownership, Conditions and warranties, passing of property and rights of unpaid seller, Remedies for breach, Adjudication & arbitration.

UNIT 3-The Companies Act, 2013

Nature and kinds of companies, Formation of a company, Company management, Company meetings, Dissolution of company.

UNIT 4-The Negotiable Instruments Act, 1881

Concept of negotiable instruments and its importance, Promissory note, Cheque and bill of exchange, Holder for value and holder in due course, Types of negotiation, Endorsement, Rights and duties of collecting and paying bankers, Forgery.

UNIT 5-Consumer Protection Act, 1986

Consumer rights and duties, Consumer grievance and redressal forums.

Learning Outcome

On completion of this course, students will be able to:

- Appreciate the relevance of business law to individuals and businesses
- The role of law in an economic, political and social context. Identify the fundamental legal principles behind contractual agreements.
- Understand the legal and fiscal structure of different forms of business organizations and their responsibilities as an employer.
- Acquire problem solving techniques and to be able to present coherent, concise legal argument

Text book [TB]:

Kapoor ND, Elements of Company Law, 30th Edition, 2015, Sultan Chand & Sons.

Reference books [RB]:

Kuchhal M. C. & Kuchhal Vivek, Business Legislation for Management, Vikas Publishing House (P) Ltd. 3.

Kapoor G. K. & Dhamija Sanjay, Company Law and Practice-A comprehensive text book on Companies Act 2013, Taxmann.

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Applicable for Batch: 2020-2022

Subject Code	MB612	Subject Title	Managerial Decision Modeling						
LTP	300	Credit	3	Subject Category	DC	Year	2020-22	Trimester	II

Course Objective:

The main aim of this course is to introduce students to the techniques of decision modeling & provide students with basic skills and knowledge of decision modeling and its application in the management field.

Course Pre/Co- requisite (if any): None

UNIT 1-Introduction to Decision Modeling

Overview on Decision Modeling, Types of Model, Steps involved in Decision Modelling Process, Formulation of Decision Model, Modeling through Spreadsheet- Hands on Examples.

UNIT 2-Linear Programming basics

An Introduction to Linear Programming: Concept, Assumptions and Applications, Formulating a linear Programming Model, Graphical Solution to LPP, Simplex Algorithm.

UNIT 3-Transportation Models

An introduction to Transportation Models, NWCM, LCM, VAM and MODI Methods, Overview of Assignment Model, Hungarian Algorithm.

UNIT 4-Decision Analysis &Queuing Theory

Overview on Decision Analysis, Steps involved in Decision Analysis, Decision Tree Analysis, Queuing Models.

UNIT 5-Network Analysis

Project Scheduling: PERT/CPM, Game Theory, An Overview on Simulation Modeling, Monte Carlo Simulation.

Learning Outcome

After successful completion of course students will be able to

- Identify and develop operational research models from the verbal description of the real system.
- Understand the mathematical tools that are needed to solve optimization problems.
- Use mathematical software to solve the proposed models.
- Develop a report that describes the model and the solving technique

Text book [TB]:

- Managerial Decision Modeling with Spreadsheets by- NagrajBalakrishnan et al, Pearson Publication.

Reference books [RB]:

- Taha, Hamdy, Operations Research, 7th edition, (USA: Macmillan Publishing Company), 2011.
- Wayne L. Winston, Practical Management Science: spreadsheet modeling and applications

Course Structure & Syllabus of MBA (Trimester System) Applicable for Batch: 2020-2022

Subject Code	MB613	Subject Title	People Management						
LTP	300	Credit	3	Subject Category	DC	Year	2020-22	Trimester	II

Course Objective:

The objective of the course is to familiarize the students about the different aspects of managing people in the organizations from the stage of acquisition to development and retention.

Course Pre/Co- requisite (if any): None

UNIT 1: Introduction to People Management

People Management: Introduction; Manpower Planning: importance, Process, Barriers & Forecasting Methods.

UNIT 2:- Manpower Procurement

Job Analysis, Job Design & its techniques, Recruitment: Process & Sources, Scientific Selection Process. On boarding; Induction and orientation,

UNIT 3: Training& Performance Management

Promotions and Transfers, Retrenchment and VRS. Concept of Golden Hand Shake; Training and Development: Training need assessment, Methods of Training; Performance Management: Different elements of Performance Management, process and evaluation techniques, Potential Appraisal: Steps of Potential Appraisal

UNIT 4: Rewarding Employees

Employee Remuneration: Monetary & Non-Monetary benefits, Remuneration Plans, Concepts of Wages. Ethical Issues in Human resource management,

UNIT 5: Employee Welfare and recent trends in HRM

Employee Health, Safety & Welfare, Grievances procedure, HR Accounting, Recent developments and trends in HRM;

Learning Outcome

- Explain the importance of human resources and their effective management in organizations.
- Develop the knowledge, skills and concepts needed to resolve actual human resource management problems or issues.
- Analyze the key issues related to administering the human elements such as motivation, compensation, appraisal, career planning, diversity, ethics, and training
- Manage the employment relationship, which is a shared responsibility between employers, management, human resources specialists, and employees.
- Explain the responsibilities of management, HRM specialists, managers, and employees in managing the employment relationship in a unionized or a non-unionized environment

Text book [TB]:

- Gary Dessler: Human Resource Management, Pearson Education India (2017).

Reference books [RB]:

- Armstrong, M. (2006). A handbook of human resource management practice. Kogan Page Publishers.

Course Structure & Syllabus of MBA (Trimester System)

Applicable for Batch: 2020-2022

- Armstrong, Michael, and Stephen Taylor (2020). Armstrong's handbook of human resource management practice. Kogan Page Publishers,.
- Human Resource Management-Text & Cases, by Rao, V.S.P, Publisher: Excel Books, New Delhi.
- Human Resource Management by Aswthappa, Publisher: TMH, New .Delhi
- Managing Human Resources by Ramaswamy, E., Publisher: Oxford University Press, New Delhi

Course Structure & Syllabus of MBA (Trimester System)

Applicable for Batch: 2020-2022

Subject Code	MB614	Subject Title	Business Environment						
LTP	200	Credit	2	Subject Category	DC	Year	2020-22	Trimester	II

Course Objective:

The course focuses on apprising students of the relevance of understanding environmental variables in taking effective business decisions making. Students will learn how to analyze business environmental variables to identify possible expansion opportunities and warding off potential threats in today's globalized business environment.

Course Pre/Co- requisite (if any): None

UNIT 1- Business Environment

Overview of business environment, Understanding of Micro and Macro variables for business, TradeTheories, Emerging Trends in business Environment.

UNIT 2- Indian Economic Environment

Structure of Indian Economy Public, Private, Joint and Cooperative Sectors, Overview of Planning in India, Industrial Policy, and Foreign trade Policy, Overview of Indian Financial System.

UNIT 3- Trading Blocks

Trading Blocks- SAARC, ASEAN, BRICS, EU, NAFTA, SAFTA, Other Major Trading Blocs

UNIT 4- International Institutions

WTO, IBRD (World Bank), IMF, IFC and ADB-Objectives, Organization Structure and Functioning.

UNIT 5- International Institutions

WTO, IBRD (World Bank), IMF, IFC and ADB-Objectives, Organization Structure and Functioning.

Learning Outcome

- On completing this course students will be able to:
- Understand and analyze different environmental variables
- Learn how global events affect the business decisions and market sentiments
- Understand how Industrial policies are dependent on these environmental factors
- Learn International trade theories and their implications for business
- Appreciate the role of world business bodies such WTO, IMF etc. in guiding Global trade

Text book [TB]:

- Justin Paul, Business Environment: Text & Cases, Tata Mcgraw-Hill Education

Reference books [RB]:

- Hill, Charles W., Arun K. Jain, International Business, Tata McGraw Hill (2008).
- Richard, M.S. and Luciana, N., Managing in the Global Environment, PHI (2006).
- Cherunilam, F., Business Environment, Himalaya Publishing House (2007).

Course Structure & Syllabus of MBA (Trimester System)

Applicable for Batch: 2020-2022

Subject Code	MB615	Subject Title	Data Analysis - II						
LTP	0 0 4	Credit	2	Subject Category	DC	Year	2020-22	Trimester	II

Course Objective:

This course aims at making students learn data analysis using SPSS software for making business decisions.

UNIT 1: Introduction to SPSS

An Overview of SPSS, Data entry, Creating and editing a data file, Exporting and Importing data, Data Visualization: Bar Charts, Histograms, Scatter plot, Tabulation, Descriptive Statistics.

UNIT 2: Data Analysis using SPSS

Normality Testing, Linear Correlation & Regression. Hypothesis testing: T test (One Sample, Independent Sample and Paired Comparison), ANOVA, Chi square Test.

UNIT 3: Data Analysis using Eviews

Eviews Interface, importing and exporting data file, Descriptive statistics, Inferential Statistics

Learning Outcome

After the completion of course student will be able to

- To use SPSS and perform data analysis by choosing an appropriate statistical tool for solving various decision making situations.

Text book [TB]:

- Craver and Nash, "Doing Data Analysis with SPSS Version 18.0. 5th Edition , Cengage Learning

Course Structure & Syllabus of MBA (Trimester System)

Applicable for Batch: 2020-2022

Subject Code	MB617	Subject Title	Business Research Methods						
LTP	3 00	Credit	3	Subject Category	DC	Year	2020-22	Trimester	III

Course Objective:

This course aims at empowering students with knowledge and ability to generate requisite information for business decision making through carrying out effective research. Students will learn various tools and techniques necessary to create knowledge and information that will aid in managerial decision making.

UNIT-1: Introduction to Business Research Methods

Research Methods Fundamentals, Types of Research, Applications of Research Methods in Business, Research Process, Ethical Issues in Research.

UNIT-2: Research Designs

Exploratory, Descriptive and Experimental Research Designs, Choosing an Appropriate Research Design for a Research Problem.

UNIT-3: Sampling Design, Measurement and Data Collection

Sampling Process, and Techniques, Determination of Sample Size, Primary and Secondary Data, Scaling Techniques, Questionnaire Design.

UNIT-4: Statistical Techniques for Data Analysis

Analyzing Data using descriptive Statistics and Inferential Statistics, Testing of Hypothesis, Multivariate Techniques for Data Analysis.

UNIT-5: Report Writing

Types of Reports, Structure of Business Reports, Referencing and Bibliography, Intellectual Property Rights, Plagiarism.

Learning Outcomes

After completion of this course students should be able to:

- Understand basics of research i.e. research, research types, approaches, concepts etc.
- Learn and carry out effective research using exploratory, descriptive and experimental designs
- Develop an acumen to suggest an appropriate research design for a given business situation
- Understand and apply various statistical tools and techniques for data analysis
- Prepare and present research finding in a well-structured formal report.

Text Book:

- Business Research Method , W. Zikmund Thomson Publication

Reference Books

- Saunders, M. and Lewis, P., Research Methods for Business Students, Prentice Hall
- Umasekaran, B., Research Methods for Business, John Wiley and Sons (2005).

Course Structure & Syllabus of MBA (Trimester System)

Applicable for Batch: 2020-2022

Subject Code	MB625	Subject Title	Digital Marketing						
LTP	3 0 0	Credit	3	Subject Category	DC	Year	2020-22	Trimester	III

Course Objective:

The main objective of this course is to make students aware about what, why, and how of major online marketing approaches, including online listening and monitoring, search engine optimization, PPC, search ads, email marketing, and participating in social media such as Facebook, Twitter, LinkedIn etc.

UNIT-1: Introduction to Digital Marketing

Digital Marketing Fundamentals, Historical evolution of Internet, Digital Marketing Industry, scope of Digital marketing (Applications), Digital Marketing Plan, Revenue or Business Models, Digital Marketing Environment.

UNIT-2: Digital Marketing Strategy

Digital Marketing Research, Online Consumer Behavior- Online Buying Process, Online buying Behavior models, Segmentation, Targeting and Positioning (STP) in online environment, Conceptualizing an online product and Developing a Website, Website designing tools

UNIT-3: Digital Marketing Communication Tools-I

Integrated Marketing Communication (IMC), IMC tools – SEO, SEM (hands on session on Google AdWords, Interactive Advertising),

UNIT4: Digital Marketing Communication Tools-II

E-Mail Marketing, Online Public Relation, Affiliate Marketing

UNIT-5: Marketing Through Social Media

Marketing through Social Media such as Facebook, Twitter, LinkedIn, Google+, Role of Virtual Communities and Blogs, Social Media for Consumer Insight, Social Media Metrics.

Learning Outcomes

After completion of this course students should be able to:

- Understand what digital marketing is and how firms today are marketing their products and services online
- Differentiate between SEO and SEM and Implement PPC ads (Specifically google adword ads)
- Learn how to map PPC with google analytics
- Design email marketing campaign
- Understand how affiliate marketing is done
- Learn the importance of online public relation and online reviews and how to respond to them
- Understand how to design social media campaigns on facebook, twitter and linkedin

Text Books:

- e-Marketing: Strass, El-Ansary, Frost, pearson publication (2017)

Reference Books:

- Social Media Marketing: Strategies for Engaging in Facebook, Twitter & Other Social Media by Liana Li Evans, Pearson Publication.
- Social Media Marketing Book; By Dan Zarrel,O'Reilly Media.2009.
- Digital Marketing: Strategy, Implementation and Practice, 5/E, Dave Chaffey, Pearson.

Course Structure & Syllabus of MBA (Trimester System)

Applicable for Batch: 2020-2022

Subject Code	MB619	Subject Title	Cost & Management Accounting						
LTP	3 0 0	Credit	3	Subject Category	DC	Year	2020-22	Trimester	III

Course Objective:

The main purpose of this course is to apprise students about various approaches of costing and budgeting.

UNIT-1 Introduction to Cost Accounting

Meaning and Scope of Cost Accounting, its objectives and significance, its relationship with financial accounting and management accounting; Cost Objects, Cost centers and Cost Units; Elements of cost; Classification of costs

UNIT-2: Cost Ascertainment

Material Costs: Procurement, Inventory Management and Control, Inventory Accounting & Valuation; Labor Cost: Labor Turnover, Overtime and idle time, Principles and methods of remuneration and incentive schemes; Direct Expenses; Overheads

UNIT-3: Methods of Costing

Job Costing; Batch Costing; Contract Costing; Process Costing – Normal and abnormal losses, equivalent production, Joint and By Products

UNIT-4: Management Accounting

Management Accounting and managerial decisions, Role and responsibilities, strategies and applications Marginal Costing, Standard Costing & Variance Analysis; Budget and Budgetary Control

UNIT-5: Responsibility Accounting

Concept and various approaches to responsibility accounting, Concept of investment center, Cost center, Profit center and responsibility center and its managerial implications, Transfer pricing: multinational transfer pricing, market based transfer pricing and cost-based transfer pricing

Learning outcomes

After completion of this course, students will be able to understand –

- Various approaches of costing
- Break Even analysis.
- Concept of budgeting.
- Approaches of responsibility accounting.

Text Book:

- Principles of Management Accounting - Manmohan and Goyal

Reference Books:

- Management Accounting principles and practice - R.K.Sharma and S.K. Gupta
- Management Accounting and Financial control - R.L. Gupta
- Management Accounting - I.M. Pandey
- Management Account - Robert Anthony
- Ravi M. Kishore, Cost Accounting and Financial Management, 7th Edition, Taxmann's New Delhi
- 6. C.A. Bhavesh& N. Chandarana, Cost Accounting and Financial Management, 2nd Edition, Taxmann's, New Delhi, 2013.

Course Structure & Syllabus of MBA (Trimester System)

Applicable for Batch: 2020-2022

Subject Code	MB620	Subject Title	International Business						
LTP	300	Credit	3	Subject Category	DC	Year	2020-22	Trimester	III

Course Objective:

The objective is to impart knowledge and skill of analysis of operational processes of business between two or more nations.

UNIT 1: International Business-An Overview

Types of International Business, Global Business Environment- political, Economic, Cultural, Demographic, Environment, Recent World Trade and Foreign Investment trends, Balance of Payments Accounts and Approaches to international business.

UNIT 2: Global Financial Environment & Trade Associations

World Financial Environment, Cross-National Cooperation and Agreements, Tariff and Non-Tariff Barriers, WTO, Regional Blocks, International Marketing Decisions-Mode of Entry,

UNIT 3: International Marketing Mix

Marketing Mix Decision for International Business. Foreign Exchange Market, Offshore Financial Centers, International Banks, Non-Banking Financial Service Firms, Stock Markets. Foreign exchange regulation.

UNIT 4: Global Competitiveness

Export Management, **Licensing, Joint Venture, Technology** and Global Competition, Quality Control and Pre-Shipment Inspection, Role of Clearing and Forwarding Agents, Shipment of Export Cargo, Excise and Customs Clearance, Shipping System and Freight Structure,

UNIT 5: Export and Import Documents

Export Incentives, Export Promotion Schemes with special reference to India. And Challenges in International Business. Export Trading Companies-Topology of ETC's, Export Financing, Foreign **Exchange** Regulations.

Text Books:

- Chales W.L Hill -International Business

Reference Books:

- John, F -International Business Strategy and Administration
- Lal Sanjay -Multinationals, Technology and Exports
- Robinson D Richard -International Business Management
- Bhalla V.K.&Sivramu International Business Environment and Business
- Govindrajan Mastering Global Business
- K Ashwathapa -International Business Environment
- Devil and Sundram -International Business

Course Structure & Syllabus of MBA (Trimester System)

Applicable for Batch: 2020-2022

Subject Code	MB621	Subject Title	Production & Operation Management						
LTP	300	Credit	3	Subject Category	DC	Year	2020-22	Trimester	III

Course Objective:

This course aims to familiarize the students with the principles and techniques related to effective utilization of operational resources and managing the processes to produce good quality products and services at competitive prices.

UNIT 1: Introduction

Concept, functions, transformation process model: inputs, process and outputs; classification of operations; responsibilities of operations manager, Difference between product and services, Evolution of production and operations management.

UNIT 2: Production Planning & Process Design

Production Planning & Control (PPC): –Concepts, Objectives, and Functions; Process strategy; Process matrix; Process design in Services, Product Design and Service Design.

UNIT 3: Overview of Supply Chain Management (SCM) & Inventory Management

Introduction to SCM, Role of supply chain in modern organization, JIT and Lean Production System: JIT Approach, Implementation requirements, Kanban System

UNIT 4: Inventory Management & Capacity Planning

Concepts, Classification, Objectives, and Factors affecting Inventory Control Policy, Basic EOQ Model; Re-order level; ABC analysis; Capacity Planning: Concepts: Factors affecting Capacity Planning, Capacity Planning Decisions.

UNIT 5: Productivity, Quality and Managing Operations

Total quality management, Statistical quality control, Managing Operations: Types of maintenance system, Breakdown and preventive value chain, Purchasing, Vendor selection, Enterprise Resource Planning; Contemporary issues in production and operation management

Learning Outcomes

Upon completion of this course, students will be able to

- Understand the ever growing importance of Production and Operations management in an uncertain business environment.
- Identify the roles and responsibilities of operations managers.
- Gain an in-depth understanding of resource utilization of an organization
- Learn the importance of functional areas of operation i.e. layout, location, inventory, quality, quantity, purchasing pattern etc.
- Appreciate the unique challenges faced by firms in services and manufacturing

Text Books:

- Chase, Aquilano and Jacobs, Production and Operations Management, Tata McGraw- Hill (2017).

Reference Books:

- Russell, R. S. and Taylor III, B. W., Operations Management, Pearson Education (2006).
- Lee J. Krajewski & Larry P. Ritzman, Operations Management: Strategy and Analysis, Pearson Education (2006).
- Evans and Collier, Operations Management, Cengage Learnings (2007)
- Mahadevan B, Operations Management: Theory and Practice (2nd Ed.). Pearson Education
- Martin K. Starr, Production and Operation Management (Biztantra), Wiley India Pvt. Ltd. , New Delhi.
- Krajewski & Ritzman, Operations Management (5th Ed.) Pearson Education

Course Structure & Syllabus of MBA (Trimester System)

Applicable for Batch: 2020-2022

Subject Code	MB626	Subject Title	Data Visualization						
LTP	200	Credit	2	Subject Category	DC	Year	2020-22	Trimester	III

Course Objective:

The main **objective** of **data visualization** is to understand the significance of **data** and to communicate this information clearly and efficiently. Analyzing and reasoning about **data** through **visualizations** makes complex **data** more accessible, understandable and usable.

Course Structure & Syllabus of MBA (Trimester System)

Applicable for Batch: 2020-2022

Subject Code	MB623	Subject Title	Workshop on Campus to Corporate						
LTP	0 0 4	Credit	2	Subject Category	DC	Year	2020-22	Trimester	III

Course Objective:

The main objective of this course is to describe students how to write a perfect resume, art of public speaking, models of professional excellence etc.

UNIT I: The Industry-Academia Interface and Achieving Excellence

Introduction and Need for transition, Business School Scenario, Corporate Expectation Scenario, Writing a perfect resume, Essentials of group discussion, the art of public speaking, the interview do's and don'ts.

UNIT 2: Personal and Organizational Effectiveness

The 50 new rules of work, Professional Etiquettes, Effective Negotiation skills, Managing Conflict, Communication skills, creative Problem Solving, 7cs Model for Professional Excellence, Personality & Personality Development, Building Positive Mindset and work Attitude, Innovation and creativity, Work Life Balance, Time & Stress Management.

UNIT 3: Understanding Business Etiquette and Employment Interviews

Dressing up, Networking, Exchanging business cards, Shaking hands, Dining etiquettes, Understanding the process, Preparing for the interview: On the day of interview, on the interview table and dress code at interview, Interview mistakes, How to present well in interview, typical questions asked.

Learning Outcomes

After completion of this course, students will be able to –

- Write good resume
- Take care of do's and don'ts while giving interviews.
- Understand 50 rules of work.

Textbook:

- Campus to Corporate-Your Roadmap to employability, Gangadhar Joshi , SAGE