

GURU KASHI UNIVERSITY



MASTER OF BUSINESS ADMINISTRATION

SESSION: 2023-24

DEPARTMENT OF MANAGEMENT

GRADUATE OUTCOME OF THE PROGRAMME

This program focuses on problem-solving, the analysis of complex situations, and the development of effective solutions. It emphasizes the development of strong communication and collaboration skills, leadership qualities, ethical principles, social responsibility, and an awareness of the broader impact of one's actions. The goal is to empower individuals to make a positive impact in both personal and professional spheres

Program Learning Outcomes: After completing the programme, the learner will be able to:

1. Acquire in-depth knowledge of management disciplines including global perspectives to discriminate, evaluate, analyze, and synthesize existing and new knowledge.
2. Analyze complex business problems critically to make intellectual and creative decisions for conducting research in theoretical, practical and policy context.
3. Conceptualize and solve managerial problems, evaluate feasible and optimal solutions after considering public health and safety, cultural, societal, and environmental factors at the national and international level.
4. Extract information pertinent to unfamiliar industry issues through literature survey and experiments to apply appropriate research methodologies, techniques, and tools to design, conduct survey, and interpret data.
5. Evaluate group dynamics, analyze opportunities, and contribute positively to collaborative-multidisciplinary management research, Analyze a capacity for self-management and teamwork, decision-making.
6. Create the need to engage in life-long learning independently, with a high level of enthusiasm and commitment to improve knowledge and competency.

Program Structure**Semester: I**

Course Code	Course Title	Type of Course	L	T	P	Total Credits
MBA101	Accounting for Management	Core	3	1	0	4
MBA121	Management Processes and Organizational Behavior	Core	4	0	0	4
MBA103	Managerial Economics	Core	3	1	0	4
MBA104	Integrated Business Administration	Core	4	0	0	4
MBA122	Business Communication for Managerial Effectiveness	Compulsory Foundation	2	0	0	2
Any one Specialization of the Following (Selected Specialization will remain same in 2nd semester also)						
Specialization - I (Marketing)						
MBA107	Consumer Behavior	Disciplinary Elective I	3	0	0	6
MBA123	Sales & Distribution Management	Disciplinary Elective II	3	0	0	
Specialization-II (Human Resource Management)						
MBA109	Social Security & Labor Welfare	Disciplinary Elective I	3	0	0	6
MBA124	Compensation Management	Disciplinary Elective II	3	0	0	
Specialization-III (Finance)						
MBA111	Security Analysis & Portfolio Management	Disciplinary Elective I	3	0	0	6
MBA112	Financial Services	Disciplinary Elective II	3	0	0	
Specialization-IV (International Business)						
MBA119	International Business & Regional Blocks	Disciplinary Elective I	3	0	0	6
MBA125	Cross Cultural Management	Disciplinary Elective II	3	0	0	
Specialization-V (Information Technology)						
MBA113	DBMS	Disciplinary Elective I	3	0	0	6
MBA114	Enterprise Resource Planning	Disciplinary Elective II	3	0	0	
Specialization-VI (Hospital Administration)						
MBA115	Health System Management	Disciplinary Elective I	3	0	0	6
MBA116	Hospital Services Marketing	Disciplinary Elective II	3	0	0	
Total			22	2	0	24

Semester: II						
Course Code	Course Title	Type of Course	L	T	P	Total Credits
MBA223	Strategic Management	Core	4	0	0	4
MBA224	Quantitative Techniques and Operation Research	Core	3	1	0	4
MBA225	Project Management & Entrepreneurship Development	Core	4	0	0	4
MBA226	Production and Operation Management	Core	4	0	0	4
MBA227	Information Technology	Skill Based	0	0	4	2
MBA233	Soft Skills Training and Development	Value Added Course	2	0	0	2
Specialization- I (Marketing)						
MBA209	Marketing Research	Disciplinary Elective III	3	0	0	6
MBA228	Logistics and Supply Management	Disciplinary Elective IV	3	0	0	
Specialization-II (Human Resource Management)						
MBA211	Training & Development	Disciplinary Elective III	3	0	0	6
MBA212	Organization Change & Development	Disciplinary Elective IV	3	0	0	
Specialization-III (Finance)						
MBA229	Financial Management	Disciplinary Elective III	3	0	0	6
MBA230	Management Control System	Disciplinary Elective IV	3	0	0	
Specialization-IV (International Business)						
MBA221	Export-Import Procedures, Documentation	Disciplinary Elective III	3	0	0	6
MBA222	International Marketing	Disciplinary Elective IV	3	0	0	
Specialization-V (Information Technology)						
MBA216	E-Commerce and IT enabled services	Disciplinary Elective III	3	0	0	6
MBA231	Data Warehousing and Data Mining	Disciplinary Elective IV	3	0	0	
Specialization-VI (Hospital Administration)						
MBA218	Risk and Disaster Management	Disciplinary Elective III	3	0	0	6
MBA232	Hospital Waste Management	Disciplinary Elective IV	3	0	0	
Total			23	1	4	26

Semester: III						
Course Code	Course Title	Type of Course	L	T	P	Total Credits
MBA321	Research Methodology	Compulsory Foundation	4	0	0	4
MBA398	Research Proposal	Research skill	0	0	8	4
MBA323	Ethics & IPR	Value Based	2	0	0	2
MBA397	Proficiency in Teaching	Skill Based	2	0	0	2
MBA396	Service Learning	Community Linkage	0	0	4	2
MBA326	Computer Lab	Skill Based	0	0	4	2
MBA304	Internship (4 weeks)	Research skill	-	-	-	4
MBA399	XXX	MOOC	-	-	-	4
Total			8	0	16	24
Semester: 4th						
Course Code	Course Title	Type of Course	L	T	P	Total Credits
MBA401	Dissertation	Research skill	-	-	-	20
Total			-	-	-	20
Grand Total			51	3	20	92

Note*: Students will undergo a summer internship for 4 weeks after second semester.

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EVALUATION CRITERIA FOR THEORY COURSES

A. Continuous Assessment: [25 Marks]

- i. CA1: Surprise Test (Two best out of three) (10 Marks)
- ii. CA2: Assignment(s) (10 Marks)
- iii. CA3: Term paper (5 Marks)

B. Attendance: [5 marks]

C. Mid Semester Test: [30 Marks]

D. End-Term Exam: [40 Marks]

10A/C

SEMESTER-I

Course Title: Accounting for Management
Course Code: MBA101

L	T	P	Cr.
3	1	0	04

Learning Outcomes**Total Hours: 60**

After completion of this course, the learner will be able to:

1. Evaluate proficiency in preparing and maintaining accounting records using journals and ledgers
2. Utilize various tools of financial analysis, such as trend analysis, common size statements, and comparative statements, to analyze financial data and identify patterns and trends over time
3. Analyze costing systems, cost management systems, budgeting systems and performance measurement systems
4. Examine the limitations of financial statements, including their reliance on historical data, potential bias, and the need to consider non-financial factors for a holistic Analyzing of a company's performance.

Course Content**UNIT I****14 Hours**

Financial Accounting- concept, Significance, and scope. Accounting principles, journal, and ledger, and trial balance, depreciation (straight line and diminishing balance methods). Changing role of Accountant in profession, industry and as a consultant. Preparation of final accounts Trading Account, Profit & Loss Account, Balance Sheet with adjustments.

UNIT II**14 Hours**

Financial Analysis- Concepts and objectives, Limitation of Financial Analysis. Tools of Financial Analysis: trend analysis, common size statements, comparative statements. Ratio analysis, fund flow and cash flow statements (with additional information).

UNIT III**17 Hours**

Cost Accounting- significance, methods, techniques; classification of costs and cost sheet; inventory valuation; an elementary knowledge of activity-based costing. Standard Costing & Break-Even Analysis. Management Accounting- concept, need, importance and scope; Functions of Management Accounting, Relationship between Financial and Management Accounting.

UNIT IV**15 Hours**

Financial Statement, Importance and Limitations of Financial Statement. Budgetary control- need, objectives, essentials of budgeting, different types

of budgets.

Responsibility Accounting; Steps involved in Responsibility Accounting, Responsibility Centre, Advantages of Responsibility Accounting.

Transaction Mode

Problem solving learning, Case Analysis, Cooperative Teaching, Inquiry based learning, Visualization, Group discussion, Active participation

Suggested Readings

- Emmanuel, C., Utey, D., & Merchant, K. (2019). *Accounting for management control. In Accounting for Management Control (pp.357-384). Springer, Boston, MA.*
- Singhal A.K. and Roy Ghosh.2020. *Accounting for Managers. JBC Publishers and Distributors, New Delhi*
- Pandey, I.M.2018.*Management Accounting. Vikas Publishing House. New Delhi*
- Anthony R.N. andReeceJ.S.2015.*Management Accounting Principles. Homewood, Illinois, Richard D. Irwin,*
- Horngren, C.T. (2019). *Cost accounting: A managerial emphasis, 13/e. Pearson Education India.*

Course Title: Management Processes and Organizational Behavior

Course Code: MBA121

L	T	P	Cr.
4	0	0	04

Learning Outcomes

Total Hours: 60

After completion of this course, the learner will be able to:

1. Evaluate the conceptual and theoretical perspectives of management processes.
2. Analyze different approaches to management and the impact of external and internal factors on decision making.
3. Examine the effective leadership skills and strategies.
4. Acquire skill about Managerial dynamics and difficulties of change in organizational culture and human behavior.

Course Content

UNIT-I

14 Hours

Management: Nature, Scope and significance, Managerial processes. Functions of Management - planning, organizing, staffing, directing, and controlling. Managerial skills, and roles, systems, contingency and operational approaches in management.

UNIT-II

14 Hours

External and Internal Environment: Business Environment – Affecting the managerial decisions. Social responsibilities of business: Nature, Need, cases, importance, SR towards different groups. Evolution of management thought: Pre-Scientific Management, Classical theory, Neo-Classical or Behavioral Approach and Modern theory of Management approach.

UNIT – III

14 Hours

Leadership: styles – Continuum of leadership behavior – Managerial grid style-Life-Cycle or situational approach. Four systems of management leadership – leadership skills– Functions of a leader. Transactional Analysis – Johari window – Management of Stress. Organizational Development.

UNIT – IV

18 Hours

Organizational Behavior: Individual Behavior and Differences - Personality – Attitudes and Beliefs – Values - Perception – Perceptual Selectivity. Group Dynamics: Group Behavior–Formation - Analyzing Work Groups. Conflict, Negotiation, and Inter-group Behavior - Management of Change – Resistance to Change. Motivation: Theories

Transaction Mode

Cooperative learning, Inquiry based learning, Group discussion, Active participation, Mentee Meter, Quiz, Open talk, Panel Discussions

Suggested Readings

- Robbins P. Stephen. (2016). *Organization Behavior*. Pearson Education

- *Luthans, Fred. (2019). Organizational Behavior. McGraw Hill Publication*
- *Prasad, L.M. (2019). Organizational Behavior. Sultan Chan & Sons*
- *Robbins, S. P, Judge. & T. A, Singh. (2020). Organizational Behavior. Pearson Education*
- *Aswath Appa, K. (2016). Organizational Behavior. Himalaya Publishing House*

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Course Title: Managerial Economics

Course Code: MBA103

L	T	P	Cr.
3	1	0	04

Learning Outcomes

Total Hours: 60

After completion of this course, the learner will be able to:

1. Understand the skill of creating competitive strategies including costing, pricing, product differentiation, and market environment according to the natures of products and structure of the markets
2. Acquire skill about the costs of production and its effect on short term and long run decisions
3. Evaluate market models of perfect competition, monopoly, monopolistic competition, and oligopoly with respect to price determination
4. Analyze skill about macroeconomic issues such as money, foreign exchange, inflation, unemployment, economic growth, and foreign trade

Course Content

UNIT I

17 Hours

Nature and scope of managerial economics; nature of marginal analysis; alternative objectives of business firms.

Law of demand, cardinal utility theory; ordinal utility (indifference curve) technique and the theory of consumer choice; consumer surplus; price, income, and substitution effects.

Demand elasticity's; demand estimation and forecasting; relationship between price elasticity and marginal revenue.

UNIT II

15 Hours

Cost Analysis: Concept of cost and its types, cost output relationship in short and long period, supply curve; Is-quant curves.

Pricing analysis: Market structures, Perfect Competition: Characteristics, Equilibrium Price, Profit Maximizing output in Short Run and Long Run.

Monopoly: Characteristics, Equilibrium Price, Profit Maximizing output in Short Run and Lung Run, Price Discrimination.

UNIT III

14 Hours

Imperfect Competition: Monopolistic Competition – Price output determination in short and long run, Product variation and selling expenses behavior.

Oligopoly – Characteristics, Price Rigidity, price discrimination, selling costs, products differentiation, break even analysis, and profit plans.

UNIT IV

14 Hours

Price- output decision in multi-plant and multi-product firms; managerial theories of the firm.

General pricing strategies; various pricing methods.

Risk analysis; investment and capital replacement decisions; vocational choice of a firm; measures of national income; business cycles; operative aspects of macroeconomic policies.

Transaction Mode

Group discussion, Active participation, Cooperative Teaching, Case based Teaching, Case Analysis, Quiz, Open talk, Question, One minute

Suggested Readings

- *Jain, T R & Grover, M.L (2018). Micro Economics. VK Publications*
- *Houstonians, Anna (2019). Modern Microeconomics. Palgrave Macmillan*
- *Varshney, RL &Maheshwari, KL (2018). Managerial Economics. Sultan Chand & Sons, New Delhi*
- *Mote, Victor L, Paul, Samuel & Gupta, G (2017). Managerial Economics. McGraw Hill Education.*
- *Jain, T R & Khanna, OP, (2018). Managerial Economics. VK Publications*

Course: Integrated Business Administration
Course Code: MBA104

L	T	P	Cr.
4	0	0	04

Learning Outcomes

Total Hours: 60

After completion of this course, the learner will be able to:

1. Analyze the practices and functions of human resource management.
2. Evaluate the effectiveness of a marketing campaign in reaching the target audience and achieving the desired objectives.
3. Assessing the components of working capital and its management and analyzing financial plans to take various financial decisions.
4. Synthesize theoretical frameworks for analyzing international business environment.

Course Content

Unit 1

17 Hours

Human Resource Management: Human Resource Management and its role in organizations. Recruitment and selection, training and development, performance management, employee relations, and compensation. Effective human resource management strategies and practices to optimize organizational performance.

Unit 2

15 Hours

Marketing Management: Overview of marketing and its role in organizations. Marketing process and its key components. Importance of customer focus and value creation

Unit 3

14 Hours

Financial Management: Working capital: Components and their management. Goals and objectives of financial management. Financial planning, interpreting financial data, and making informed financial decisions for businesses.

Unit 4

14 Hours

International Business: International business and its significance in the global economy. Globalization and its impact on businesses. Market research and assessment of international market potential

Transactional Mode

Flipped teaching, Demonstration, Case Analysis, Visualization, Group discussion, Active participation, Mentee Meter

Suggested Readings

- "Sapiens: A Brief History of Humankind" by Yuval Noah Harari (2014) Harari, Y. N. (2014). *Sapiens: A Brief History of Humankind*. Harper.
- "Educated" by Tara Westover (2018) Westover, T. (2018). *Educated*. Random House.
- "The Silent Patient" by Alex Michaelides (2019) Reference: Michaelides, A. (2019). *The Silent Patient*. Celadon Books.
- "Becoming" by Michelle Obama (2018) Reference: Obama, M. (2018). *Becoming*. Crown Publishing Group.
- "The Four Agreements: A Practical Guide to Personal Freedom" by Don Miguel Ruiz (1997) Ruiz, D. M. (1997). *The Four Agreements: A Practical Guide to Personal Freedom*. Amber-Allen Publishing.

Course Title: Business Communication for Managerial Effectiveness

Course Code: MBA122

L	T	P	Cr.
2	0	0	02

Learning Outcomes

Total Hours: 30

After completion of this course, the learner will be able to:

1. Evaluate positive group communication exchanges
2. Acquire the capability to respond effectively to cultural communication differences.
3. Apply the proficient in Analyzing of opportunities in the field of communication.
4. Develop competence in oral, written, and visual communication.

Course Content

UNIT I

7 Hours

Basic Communication; Basic forms of Communication, Self-development, and Communication, developing positive personal attitudes, whole communication.

Principles of effective communication, informal and formal communication networks, grapevine, and communication barriers, improving communication.

UNIT II

8 Hours

Principles of Effective Communication: Concepts. Writing Skills: Planning business messages, rewriting, editing, first draft, reconstruction of final draft, business letters, memos format and appearance, request letters, good news and bad news letters, persuasive letters, sales letters, etc.

UNIT III

8 Hours

Principles of effective listening, factors effecting listening, listening exercises—oral, written and video sessions.

Modern Forms of Communication & Report Writing: Telex, Fax, Telegram, e-mails, and Teleconferences.

UNIT IV

7 Hours

Introduction to proposals, short reports and formal reports, report presentation on any chosen topic, oral presentations, principles of oral presentations, factors affecting presentations, sales presentation, resume writing.

Non-verbal aspects of communication.

Transaction Mode

Flipped teaching, Demonstration, Case Analysis, Visualization, Group discussion, Active participation, Mentee Meter

Suggested Readings

- *Murphy, Herat A. and Peck, Charles E., "Effective Business Communication," 2nd end,*
- *Tata McGraw Hill, New Delhi*

- *Pearce, C Glenn etc., "Business Communication: Principles and Application," 2nd ed., 1988, John Wiley, New York*
- *Trice, Maria, "Successful Business Communication," 3rd Ed, 1987, Ally and Bacon, Boston.*
- *Hewing, Martin, "Advanced English Grammar," Cambridge University Press*

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L	T	P	Cr.
3	0	0	03

Course Title: Consumer Behavior

Course Code: MBA107

Learning Outcomes

Total Hours: 45

After completion of this course, the learner will be able to:

1. Analyze the conception of consumer behavior and reveal its importance in the context of marketing.
2. Examine the factors that influence consumer behavior
3. Evaluate the consumer decision-making process.
4. Assess the target market and determine the positioning strategy according to consumer characteristics and behavior.

Course Content

UNIT I

13 Hours

Consumer Behavior: Scope, importance, and interdisciplinary nature.

Consumer Research Process: Qualitative and Quantitative research Market Segmentation: Uses and bases of segmentation.

Evolution of Consumer Behavior: Consumer Decision Making Models: Howard-Sheath, Angelolatry-Blackwell, and Nicosia Models of consumer decision-making.

UNIT II

12 Hours

Individual Determinants of Consumer Behavior.

Motivation: Nature and Types of Motives, Process of motivation.

Personality: Theories, Product Personality, Self-Concept, Vanity.

Consumer Perception: Concept and Elements of Perception, Consumer Imagery, Perceived Risk.

Consumer Learning: Behavioral and Cognitive Learning Theories.

Unit III

10 Hours

External Influences on Consumer Behavior Culture: Values and Norms, Characteristics and effect on Consumer Behavior, Types of sub culture, Cross cultural consumer behavior Group Dynamics and Reference Groups: Consumer relevant groups.

Types of Family: Functions of family, Family decision making, Family Life Cycle.

UNIT IV

10 Hours

Social Class: Categories, Measurement and Applications of Social Class, Consumer Decision Making Process Personal Influence and Opinion.

Leadership: Process of Opinion Leadership, Profile of Opinion Leader, Opinion leadership and Firm's Promotional Strategy.

Diffusion of innovations: Diffusion Process, Adoption Process, and Profile of Consumer Innovator.

Transaction Mode

Cooperative learning, Inquiry based learning, Group discussion, Active

participation, Mentee Meter, Quiz, Open talk, Panel Discussions

Suggested Readings

- Solomon, M. R. (2021). *Consumer behavior: Buying, having, and being (13th ed.)*. Pearson.
- Schiffman, L. G., & Kanuk, L. L. (2018). *Consumer behavior (11th ed.)*. Pearson.
- Blackwell, R. D., Minard, P. W., & Engel, J. F. (2006). *Consumer behavior (10th ed.)*. Thomson/South-Western.
- Foxhall, G. R. (2014). *Consumer behavior analysis: The behavioral basis of consumer choice (2nd ed.)*. Routledge.
- Hoyer, W. D., & MacInnes, D. J. (2018). *Consumer behavior (7th ed.)*. Cengage Learning.

Course Title: Sales & Distribution Management**Course Code: MBA123**

L	T	P	Cr.
3	0	0	03

Learning Outcomes**Total Hours: 45**

After completion of this course, the learner will be able to:

1. Acquire skill to distinguish importance of sales and distribution management in the global economy.
2. Evaluate, classify, imagine, and plan the successful distribution strategy.
3. Study the challenges and opportunities before the marketing of services and to develop the suitable marketing mix or plans.
4. Analyze and illustrate the fundamentals of distribution channels, logistics and supply chain management.

Course Content**UNIT I****13 Hours**

Sales Management: Objective; Personal selling: objectives, theories, process; size of sales force; social and ethical responsibilities in sales management; compensation and motivation of sales force.

Prospecting, Sales Resistance, Closing Sales, Types of Personal- Selling Objectives, Analyzing Market Potential,

UNIT II**12 Hours**

Sales Forecasting Methods: Qualitative Methods, Quantitative Methods. Sales meetings; sales contests; sales quotas; sales territories; evaluating and controlling the sales personnel; analysis of sales, costs, and profitability.

UNIT III**10 Hours**

Organization and Management of Sales: Force Functions of Salesperson, Qualities of Effective Sales Executive, Purpose of Sales Organization, Setting up a Sales Organization, Types of Sales Organization Structure, Centralization versus Decentralization in Sales Force Management.

UNIT IV**10 Hours**

Distribution management and marketing mix; marketing channels; channel institutions – wholesaling and retailing; designing channel system. Channel management; channel information system; market logistics and supply chain management; international sales management.

Channels of Distribution and Strategy Marketing Channel, Types of Intermediaries, Contemporary Channel Scenario in India, Objective of Marketing Intermediaries, Function of Marketing Channel.

Transaction Mode

Cooperative learning, Inquiry based learning, Group discussion, Active participation, Quiz, Open talk, Question, Brain storming

Suggested Readings

- *Havildar, Krishna K. & Cavalli, Vasant M. (2017). Sales and Distribution Management. Tata McGraw Hill, New Delhi.*

- *Venugopal, P. (2018). Sales and distribution management: an Indian perspective. SAGE Publications India.*
- *Gupta, S. L. (2019). Sales and distribution management. Excel Books India.*
- *Cavalli, K. K. H. V. M. (2016). Sales and distribution management: text and cases. Tata McGraw-Hill Education.*
- *Still, R. R. (2017). Sales Management: Decision Strategy and Cases, 5/E. Pearson Education India.*

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L	T	P	Cr.
3	0	0	03

Course Title: Social Security & Labor Welfare**Course Code: MBA109****Learning Outcomes****Total Hours: 45**

After completion of this course, the learner will be able to:

1. Acquire Analyzing of rationale behind labor laws.
2. Evaluate vulnerable groups of workers and legal provisions related to them.
3. Analyze working conditions of workers and legal provisions related to the accidents and hazards.
4. Apply provisions of various labor laws in their corporate life.

Course Content**UNIT I****13 Hours**

Social Security: Concept and scope. Social assistance and social insurance, Evolution of social security.

Law relating to social security, Payment of wages Act, 1936, Minimum Wages Act, 1948,

UNIT II**12 Hours**

Payment of Bonus Act, 1965, Workman's Compensation Act, 1923, Maternity Benefit Act 1961.

Employees State Insurance Act, 1948, Provident Fund & Miscellaneous Provisions Act, 1951, Gratuity Act, 1972.

UNIT III**10 Hours**

I.L.O and social security the concept of labor welfare: definition, scope and objectives, welfare work and social work.

Evolution of labor welfare, classification of welfare work.

Agencies for welfare work.

UNIT IV**10 Hours**

Welfare activities of govt. of India.

Welfare work by trade unions Labor Welfare work by voluntary social organizations.

Labor administration: agencies for administering labor welfare laws in India.

Transaction Mode

Cooperative learning, Active participation, Panel Discussions, Group Discussions, Flipped teaching, Mentee Meter, Open talk

Suggested Readings

- Gupta, M. (2017). *Labor welfare and social security in unorganized sector*. Deep and Deep Publications.
- Walker, R. (2021). *Social Security and Welfare: Concepts and Comparisons: Concepts and Comparisons*. McGraw-Hill Education (UK).
- Sivarethinamohan, R. (2019). *Industrial relations and labor welfare: Text and cases*. PHI Learning Pvt. Ltd.
- Rawat, B. D. (2017). *Labor Welfarism in India: Problems & Prospects*. RBSA Publishers.
- Servais, J. M. (2020). *International Social Security Law*. Kluwer Law

International BV.

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Course Title: Compensation Management**Course Code: MBA124**

L	T	P	Cr.
3	0	0	03

Learning Outcomes**Total Hours: 45**

After completion of this course, the learner will be able to:

1. Evaluate the pay decisions that help the organization to achieve a competitive advantage
2. Analyze, integrate, and apply the knowledge to solve compensation related problems in organizations.
3. Create rational and contemporary compensation systems in modern organizations.
4. Apply the concepts related to human resource accounting & compensation management.

Course Content**UNIT I****13 Hours**

Compensation Management: Philosophies and Process. Role of compensation in organization: economic and behavioral theories related to compensation; Strategic perspectives of compensation; compensation as motivational tool; compensation policy.

UNIT II**12 Hours**

Internal and external equities in compensation system; determining the worth of jobs; Analyzing inter and intra industry compensation differentials, designing pay structure and administering compensation package; Analyzing different components of compensation package like fringe benefits, incentives, and retirement plans; pay for performance plans.

UNIT III**10 Hours**

Compensation of special group: Corporate Directors, Chief Executives, Senior Managers; components of executive compensation package.

Compensation of professionals and knowledge workers, R&D staff, sales compensation plan, international compensation

UNIT IV**10 Hours**

Statutory provisions governing different components of reward systems; working of different institutions related to reward system like wage boards, Pay commissions, role of trade unions in compensation management; tax planning.

Transaction Mode

Cooperative learning, Inquiry based learning, Group discussion, Active participation, Mentee Meter, Quiz, Open talk, Panel Discussions

Suggested readings

- *George T. Milkovich & J.M. Newman. 2019. Compensation. Tata McGraw Hill*
- *Henderson, R.O. 2017. Compensation Management. Pearson Education*
- *Martocchio, J.J. 2015. Strategic Compensation. Pearson Education*
- *Armstrong, M and Murlis H. 2019. Reward Management. Kogan Page. UK*

- *Singh, B.D. 2020. Compensation Reward Management, Excel Books. New Delhi*

IQAC

Course Title: Security Analysis & Portfolio Management

Course Code: MBA111

L	T	P	Cr.
3	0	0	03

Learning Outcomes

Total Hours: 45

After completion of this course, the learner will be able to:

1. Acquire skill about financial assets such as money market instruments, bonds, and stocks.
2. Apply tools for financial analysis using time value of money, cost of capital and interest rates.
3. Analyze advanced portfolio management techniques to optimize risk-return trade-offs.
4. Evaluate securities and stocks through valuation models and use derivative securities to manage risks.

Course Content

UNIT I

13 Hours

Investment: nature, process, and alternatives.

Return and risk; Concept and components of total risk; Measuring historical and expected return and risk.

Systematic and unsystematic risk. Measurement of systematic risk.

UNIT II

12 Hours

Objectives and benefits of investment analysis and security valuation; theories of fixed and variable income securities.

Efficient Market Theory.

Fundamental Analysis-Economic, Industry and Company Analysis; Technical Analysis.

UNIT III

10 Hours

Portfolio-Meaning, advantages and selection.

Selection Problems: Markowitz portfolio theory; expected return and standard deviation for portfolios; the efficient frontier; the efficient frontier and investor utility.

The selection of the optimal portfolio; Sharpe single-index model; Capital Asset Pricing Model; Arbitrage Pricing Theory.

UNIT IV

10 Hours

Bond portfolio management strategies – passive portfolio strategies, active management strategies.

Portfolio revision – meaning, need, constraints and strategies.

Formula plans-constant-dollar-value plan, constant ratio plan, variable ratio plan.

Portfolio performance evaluation: risk adjusted measures of performance.

Transaction Mode

Collaborative Teaching, Cooperative Teaching, Case based Teaching, Case Analysis, Panel Discussions, Group Discussions, Brain storming, Mentee Meter, Quiz, Open talk

Suggested Readings

- *Riley & Brown. (2015). Investment Analysis & Portfolio Management. Thomson Learning. Bombay.*
- *Pandean. (2017). Security Analysis and Portfolio Management. Vikas Publishing House. New Delhi*
- *Sharpe, Alexander & Wiley. (2018). Investment. Prentice Hall of India, New Delhi.*
- *Alexander, Garden J. and Bailey, Jeffery V. (2019). Investment analysis and Portfolio Management. Dryden Press, Thomson Learning, Bombay.*
- *Bodie ZVI, Alex Kane, Marcus, Alan J & Mohanty Pitabas. (2016). Investments. TMH, New Delhi*

L	T	P	Cr.
3	0	0	03

Course Title: Financial Services**Course Code: MBA112****Learning Outcomes****Total Hours: 45**

After completion of this course, the learner will be able to:

1. Acquire the expertise to Identify accounting concepts that enable them to interpret financial data and use it to make informed decisions about the operating performance and financial position of accompany.
2. Analyze knowledge to describe personal financial and investment concepts that enable them to provide customers with advice on investments, insurance, and estate planning.
3. Proficient to apply the art of salesmanship to enable them to promote the products of the firms they are employed with.
4. Ability to Evaluate key policy debates surrounding future development of international and domestic financial services regulation and enforcement

Course Content**Unit-I****13 Hours**

Financial Services: salient features, scope, and problems; mutual funds; venture capital financing; regulatory and theoretical framework of leasing. Role of Financial System in Economic Development – Financial Markets and Financial Instruments – Capital Markets – Money Markets – Primary Market Operations. Role of SEBI – Secondary Market Operations – Regulation – Functions of Stock Exchanges – Listing – Formalities. Financial Services Sector Problems and Reforms.

UNIT II**12 Hours**

Credit rating; factoring and forfeiting; housing finance; merger/amalgamation and acquisition/takeover.

Debt securitization, Leasing: concept, types and development, business difference between leasing & hire purchase.

Factoring - development of factoring types & importance, procedural aspects in factoring, financial aspects, prospects of factoring in India.

UNIT III**10 Hours**

Plastic Money — Concept and different forms of plastic money - credit and debit cards, pros, and cons.

Credit process followed by credit card organizations. Factors affecting utilization of plastic money in India.

Credit rating - the concept and objective of credit rating, various credit rating agencies in India and International credit rating agencies, factors affecting credit rating & procedural aspects.

UNIT IV**10 Hours**

Venture capital- concepts and characteristics of venture capital, venture capital in India, guidelines for venture capital.

Call money market: introduction, meaning, participation, location, volume of call loans, call rates, recent developments.

Treasury bill market- 91 days, 182 days treasury bill market, Commercial Bill market - introduction, bills of exchange.

Depository: Concept, depository participants, functioning of depository systems, demit, remit, process of switching over to depository systems, benefits, depository systems in India.

Transaction Mode

Collaborative Teaching, Cooperative Teaching, Case based Teaching, Case Analysis, Panel Discussions, Group Discussions, Brain storming, Mentee Meter, Quiz, Open talk

Suggested Readings

- *Gordon & K. Natarajan, "Financial Markets & Services" Himalaya Publishing House*
- *Lalit K. Bansal, "Merchant banking & Financial Services" Unistar Books Pvt Ltd.*
- *M. Y. Khan, "Financial Services" Tata McGraw Hill*
- *H. R. Machiraju, "Merchant banking – Principles & Practices" New Age International Pvt. Ltd.*
- *Lamble, "Financial Institutions & Markets" Tata McGraw Hill*

Course Title: International Business & Regional Blocks

Course Code: MBA119

Learning Outcomes

L	T	P	Cr.
3	0	0	03

Total Hours: 45

After completion of this course, the learner will be able to:

1. Understand the concept of the various constituents of international environment and their impact on business.
2. Apply the trade theories, investment theories, exchange rate theories and regional trading block theories and their impact on economic welfare.
3. Analyze the principle and impact of different exchange rate regimes on businesses.
4. Acquire the skill of the concept and open economies of developing countries like India through RTB and multilateral route (WTO).

Course Content

UNIT I

13 Hours

International Marketing: Nature and Scope, its differentiation from domestic marketing.

Economic environment in International Marketing.

Emergence of trading blocs like E.U. and steps/stages involved in their formation (Customs union to common currency).

UNIT II

12 Hours

Constraints in International marketing: Tariff and Non-Tariff Barriers, Fiscal and Non-Fiscal Barriers.

Role of International Institutions like IMF, WTO, IBRD. Bilateral agreements. India and World trade, Export & Import policy.

UNIT III

10 Hours

Institutional infrastructural framework for export promotion in India, i.e., EPCs, ECGC, Commodity Boards etc.

Registration, Production, and clearance of goods for exports, Shipping and Transportation.

Documentation for Exports.

UNIT IV

10 Hours

International Marketing mix-identification of markets, International Product Life cycle.

Promotion and Pricing in International marketing.

Various forms of international business-Joint-ventures, Turn key projects.

Transaction Mode

Active participation, Brain storming, Demonstration, Group discussion, Project based learning, Team Teaching, Mentee Meter, Quiz, Open talk, Question, One minute

Suggested Readings

- *Onkvisit & Shaw. (2018). International Marketing-Analysis and Strategy. Prentice-Hall of India. New Delhi.*
- *Subash C. Jain. (2018). International Marketing. Thomson Learning, Mumbai.*
- *Philip R. Cateora and John L. Graham, (2019). International Marketing. McGraw Hill Company.*

IOAIC

L	T	P	Cr.
3	0	0	03

Course Title: Cross Cultural Management

Course Code: MBA125

Learning

Outcomes

Total Hours: 45

After completion of this course, the learner will be able to:

1. Evaluate the concept of cross-cultural management and its importance in the globalized business world.
2. Develop cultural intelligence and sensitivity to effectively navigate and adapt to different cultural contexts.
3. Assess the impact of cultural differences on negotiation and conflict resolution and develop effective cross-cultural negotiation skills.
4. Analyze case studies and real-world examples to apply cross-cultural management theories and principles to practical business scenarios.

Course Content

UNIT I

13 Hours

Cross-Cultural Management: Significance, Globalization and its impact on businesses and management practices.

Analyzing Culture and its Dimensions: Cultural values and beliefs

Hofstede's cultural dimensions, Cultural frameworks, and their application in management.

UNIT II

12 Hours

Cultural Intelligence and Adaptation: Strategies for cross-cultural adaptation and integration, Overcoming cultural stereotypes and biases

Managing Diverse Teams: Challenges and benefits of diversity in teams

Inclusive leadership and managing diversity. Team dynamics and conflict resolution in multicultural teams

UNIT III

10 Hours

Cross-Cultural Negotiation and Communication: Cultural influences on negotiation styles and tactics, Effective cross-cultural negotiation strategies.

Cross-cultural communication skills and intercultural competence, Role of cultural diversity in fostering innovation and creativity

UNIT IV

10 Hours

1. Culture and Organizational Practices: Cultural influences on organizational structures and systems, Cross-cultural human resource management, Ethical considerations in cross-cultural management

2. Applying cross-cultural management principles to practical business situations.

Transaction Mode

Active participation, Brain storming, Demonstration, Group discussion, Project based learning, Team Teaching, Mentee Meter, Quiz, Open talk, Question, One minute

Suggested Readings

- Meyer, E. (2015). *The Culture Map: Breaking Through the Invisible Boundaries of Global Business*. Public Affairs.
- Schneider, S. C., & Barsoux, J. L. (2003). *Managing Across Cultures (2nd ed.)*. Pearson Education.
- Steers, R. M., Sanchez-Runde, C., & Nardon, L. (2019). *Management Across Cultures: Challenges and Strategies (3rd ed.)*. Cambridge University Press.
- Deresky, H. (2017). *International Management: Managing Across Borders and Cultures (9th ed.)*. Pearson.

L	T	P	Cr.
3	0	0	03

Course Title: Database Management System**Course Code: MBA113****Learning Outcomes****Total Hours: 45**

After completion of this course, the learner will be able to:

1. Analyze, appreciate, and effectively explain the underlying concepts of database technologies.
2. Ability to Design and implement a database schema for a given problem-domain
3. Acquire to Populate and query a database using SQL DML/DDL commands.
4. Apply integrity constraints on a database using a state-of-the-art RDBMS

Course Content**UNIT I****13 Hours**

Data, uses & need of data in organizations. Basic Concepts: Entities & their attributes, advantages & disadvantages of DBMS.

Data Models: The hierarchical model, the network model & the relational model.

UNIT II**12 Hours**

The significance of data models, Basic building blocks, Business rules, The evolution of data models, Degrees of data abstraction.

Database design and ER Model: overview, ER-Model, Constraints, ER-Diagrams, ERD Issues.

UNIT III**10 Hours**

Relational Databases: Introduction to Relational database model.

Relational Database design: features of good relational database design. Relations, tuples, domains & keys, normalization – 1NF, 2NF, 3NF, BCNF,

UNIT IV**10 Hours**

SQL: Concept of SQL. SQL Database creation & manipulation views & queries.

Data Protection: Recovery, concurrency, security & integrity.

Suggested books:

- Ramakrishnan, R., & Gehrke, J. (2020). *Database Management Systems (3rd ed.)*. McGraw-Hill Education.
- Silberschatz, A., Korth, H. F., & Sudarshan, S. (2019). *Database System Concepts (7th ed.)*. McGraw-Hill Education.
- Elmasri, R., & Navathe, S. B. (2015). *Fundamentals of Database Systems (7th ed.)*. Pearson.
- Coronel, C., Morris, S., & Rob, P. (2016). *Database Systems: Design, Implementation, & Management (12th ed.)*. Cengage Learning.

Website/Links/Online Portal/ICT

- <https://www.guru99.com/what-is-dbms.html>
- <https://www.javatpoint.com/dbms-tutorial>
- <https://searchsqlserver.techtarget.com/definition/database-management-system?amp=1>

IOAIC

L	T	P	Cr.
3	0	0	03

Course Title: Enterprise Resource Planning

Course Code: MBA114

Learning Outcomes

Total Hours: 45

After completion of this course, the learner will be able to:

1. Evaluate re-engineering concepts in ERP system implementations, demonstrating critical thinking skills.
2. Apply process mapping techniques to analyze business processes in ERP implementations.
3. Analysis of ERP life cycle steps and activities.
4. Design effective ERP implementation strategies.

Course Content

UNIT I

13 Hours

Enterprise Resources Planning: Evolution of ERP-MRP and MRP II - problems of system islands need for system integration and interface-early ERP Packages - ERP products and Markets - opportunities and problems in ERP selection and implementation;

ERP implementation identifying RP benefits team formation-Consultant Intervention-Selection ERP - Process of ERP implementation.

UNIT II

12 Hours

Managing changes in IT organization -Preparing IT infrastructure-Measuring benefits of ERP - Integrating with other systems.

The emergence of re-engineering concept- concept of business process rethinking of processes identification of re-engineering need-preparing for re-engineering -implementing change-change management - BPR & ERP.

UNIT III

10 Hours

Supply Chain Management: The concept of value chain differentiation between ERP and SCM- SCM for customer focus-nee and specificity of SCM. SCM scenario in India-products and markets of Shel-issue in selection and implementation of SCM solution -CRM solutions.

UNIT IV

10 Hours

E- Business: Introduction to 1-Net Technologies-Evolution of E-Commerce, EDI, and E-Business - business opportunities basic and advanced business models on internet- internet banking and related technologies- security and privacy issues- technologies for E-Business. Future and Growth of E-Business's.

Suggested books:

- Langenalter, A. Gary, "Enterprise Resources Planning and Beyond" St. Lucie Press, USA, 1st Edition, 2000
- Alexis, Leon, "ERP Demystified." Tata McGraw Hill, 1st Ed., 2000

- *Mary Sumner, Enterprise Resource Planning, Pearson Education(2010)*
- *Mahadeo Jaiswal and Ganesh Vanapalli, "Textbook of Enterprise Resource Planning" Macmillan Publishers India,2005*
- *S Parthasarathy, "Enterprise Resource Planning- Managerial & Technical Perspective" New Age International,2007*

Website/Links/Online Portal/ICT

- <https://www.gartner.com/en/information-technology/glossary/enterprise-resource-planning-erp>
- <https://www.netsuite.com/portal/resource/articles/erp/what-is-erp.shtml>
- <https://www.sap.com/india/products/what-is-erp.html>

L	T	P	Cr.
3	0	0	03

Course Title: Health System Management**Course Code: MBA115****Learning Outcomes****Total Hours: 45**

After completion of this course, the learner will be able to:

1. Analyze and evaluate complex policy and organizational challenges at both the micro level and at higher levels within health care systems.
2. Assess the functions, roles, and responsibilities of healthcare managers.
3. Apply key quality concepts in health care organizations.
4. Evaluate organizational processes, including redesigning organizations.

Course Content**UNIT I****13 Hours**

Health Care Management: Evolution of Health Care Systems in India & Abroad, Evolution of Present Health Care Services in India.

Health Care Management: Success in Teamwork – In-service Training & Education.

UNIT II**12 Hours**

Significance of Public Health. Important Public Health Acts, Health problems of developed and developing countries, Health problems in India, Environment and Health.

Health planning in India including various committees and National Health Policy and Health Goals set from time to time.

UNIT III**10 Hours**

Law Related to Medical & Health Care – Consumer Protection Act, 1986, Right to Information Act, 2002.

Health Manpower, Alternative systems of medicine, like Ayurveda, Homeopathy, etc. Holistic Approach.

UNIT IV**10 Hours**

Development of Attitude & Motivation among Hospital Service Providers – Awareness of Health Insurance – Role of Hospital Administrator.

Legal Medicine vis-à-vis Law Ethics

Suggested books:

- S.L. Goel, *Healthcare Management and Administration*, Deep & Deep Publications Pvt. Ltd. New Delhi.
- Sharon B. Buchbinder and Nancy H. Shanks, *Introduction To Health Care Management*.
- Srinivasan, A.V. (ed.), *Managing a Modern Hospital*, Chapter 12, Response Books, New Delhi, 2010.
- Thomas Bodenheimer and Kevin Grumbach, *Analyzing Health Policy*, Sixth Edition 6th Edition

Website/Links/Online Portal/ICT:

- <https://www.fanshawec.ca/programs/hsy2-health-systems-management/next>
- <https://www.who.int/southeastasia/about/programmes/health-systems-management>

- http://www.powershow.com/view/845a5-NWMzZ/Health_Management_Systems_powerpoint_ppt_presentation

LOAC

L	T	P	Cr.
3	0	0	03

Course Title: Hospital Services Marketing

Course Code: MBA116

Learning Outcomes

Total Hours: 45

After completion of this course, the learner will be able to:

1. Analyze the marketing environment and competition in the healthcare industry, demonstrating advanced critical thinking skills.
2. Apply strategic implications of service characteristics and service consumer behavior in developing effective service marketing strategies.
3. Evaluate market segmentation, targeting, and positioning strategies in the context of healthcare services, showcasing higher-order thinking skills in marketing strategy development.
4. Assess the importance and design of service distribution channels, capacity management, and service quality management, demonstrating advanced synthesis and evaluation skills in service operations and quality management.

Course Content

UNIT I

13 Hours

Core concepts of Marketing – Marketing Environment Analysis – Competition Analysis – The scope of Hospital Services Marketing.
Service Characteristics and their strategic implications, Service Consumer Behavior – Service Marketing strategy.

UNIT II

12 Hours

Market segmentation – targeting and positioning – Service Marketing Mix – Service Triangle.
Designing health care service products – New Service Development process – PLC – Physical evidence – Pricing Strategies
Channel management in Hospitals, Franchisee management.

UNIT III

10 Hours

Internal marketing – Importance and Objectives – Roles of a service employee – Internal marketing strategies;
External marketing – Promotional mix – Promotional campaign design; Interactive marketing.

UNIT IV

10 Hours

Service distribution; Service Demand and Capacity Management;
Service Quality Management – GAP model, SERVQUAL model – Service recovery strategies.

Suggested books:

- Zeithaml bitner, Yalarie A., *Service Marketing – Cases in Marketing Management*, MC Graw Hill, New York, 2017
- Srinivasan, R., *Services Marketing (The Indian Context)*, Prentice Hall India, New Delhi, 2016
- Bhattacharya. C., *Services Marketing*, Excel Books, New Delhi, 2016.
- Ravi Shankar, *Services Marketing (Indian Perspective)*, Excel Books New Delhi, 2014. Christopher Lovelock & Jochen Wirtz, *Services Marketing (People, Technology and Strategy)*, Pearson Education, New Delhi, 2014.
- Saxena, Rajan, *Marketing Management*, Tata McGraw Hill, New Delhi, 2018
- Still, Richard R, Edward W. Cundiff and Norman A.P. Govani, *Sales Management PH1*, New Delhi, 2017.

Website/Links/Online Portal/ICT:

- <https://www.linkedin.com/pulse/hospital-marketing-management-basics-ravi-singh>
- https://shodhganga.inflibnet.ac.in/bitstream/10603/58500/11/11_chapter%202.pdf
- <https://www.slideshare.net/Mrutyu-anu/service-marketing-in-healthcare-industry>

SEMESTER-II

L	T	P	Cr.
4	0	0	04

Course Title: Strategic Management**Course Code: MBA223****Learning Outcomes****Total Hours: 60**

After completion of this course, the learner will be able to:

1. Evaluate various perspectives and concepts in the field of strategic management
2. Acquire skills for applying these concepts to the solution of business problems
3. Assess research and analytical skills by using both human and technological resources
4. Analyze expertise of linking theory and practice to develop strategic management tools to initiate and implement problem-solving processes.

Course Content**UNIT I****15 Hours**

Strategic Management Process: defining strategy, levels of approaches to strategic decision making, process of strategic management, roles of strategies, mission and objectives, strategic business unit, Environment – concept, components, and appraisal. Strategic Alliances: Introduction, Strategic Alliances, Types of Strategic Alliances and Business Decisions, Problems Involved in Strategic Alliances.

UNIT II**13 Hours**

Organization appraisal and strategy formulation: organizational dynamics and structuring organizational appraisal, SWOT analysis formulation – corporate level strategies and business strategies, strategy analysis and choice – the process, BCG matrix, GE matrix, SPACE approach, QSP matrix and strategic plan.

UNIT III**15 Hours**

Role of Creativity and Innovation in Business: Concept, Creativity, Innovation, Creating and Building Creative and Innovative Business Culture, Business Practices Adopted to Promote Creativity and Innovation, Importance of Creativity and Innovation in Business, Challenges Involved in Creativity, and Innovation.

Strategy implementation: aspects, structures, design, and change; behavioral implementation – leadership, culture, value, and ethics.

UNIT IV**17 Hours**

Functional implementation: functional strategies, plans and policies; marketing; financial, personal, operations, its plans, and policies; Strategic evaluation and control – an overview of strategic evaluation and control, techniques of strategic evaluation and control.

Business Ethics and Corporate Social Responsibility: Ethics and Values, Ethical Conduct and Unethical Conduct, Impact of Ethical Conduct, Corporate Social Responsibilities (CSR), Business obligations, Social Audit and Corporate Governance

Transaction Mode

Group discussion, Active participation, Brain storming, Demonstration, Project based learning, Team Teaching, Mentee Meter, Quiz, Open talk, Question, One minute

Suggested Readings

- *Freeman, R. E. & Gilbert D.R. (2018). Corporate strategy and the search for ethics. Englewood Cliffs, NJ: Prentice Hall.*
- *Jouch&Gluick. (2017). Strategic Management & Business Policy 3/e. Tata McGraw-Hill*
- *Wheelen, T. L., Hunger, J. D., Hoffman, A. N., & Bamford, C. E. (2017). Strategic management and business policy (Vol. 55). Boston, MA: pearson.*
- *Rao, C. A., Rao, B. P., & Sivaramakrishnan, K. (2019). Strategic management and business policy. Excel Books India.*
- *Kazmi, A. (2016). Business policy. Tata McGraw-Hill.*

**Course Title: Quantitative Techniques and
Operation Research**

Course Code: MBA224

L	T	P	Cr.
3	1	0	04

Learning Outcomes

Total Hours: 60

After completion of this course, the learner will be able to:

1. Analyze the source of a quantifiable problem, Analyze the issues involved and produce an appropriate action plan.
2. Acquire skills to identify simple and multiple regression models to analyze the underlying relationships between the variables
3. Apply quantitative tools in solving typical operations domain problems
4. Evaluate the skills to improve the productivity of the organization by using operation research techniques.

Course Content

Unit-I

17 Hours

Matrices & Determinants.

Different measures of Central Tendency: Arithmetic Mean, Geometric Mean, Harmonic Mean, Median and Mode, Measures of Dispersion: Range, Quartile Deviation, Mean Absolute Deviation, and Standard Deviation). Skewness: meaning and co-efficient of Skewness.

UNIT II

15 Hours

Correlation analysis: types of correlation, Karl Pearson's coefficient of correlation and spearman's rank correlation.

Regression analysis: two lines of regression; relationship between correlation and regression co-efficient.

UNIT III

13 Hours

Operations Research: Evolution, methodology and role in managerial decision making;

Linear programming: assumptions, advantages, scope, and limitations; Formulation of problem and its solution by graphical and simplex methods; Special cases in simplex method: in feasibility, degeneracy, unboundedness, and multiple optimal solutions; duality.

UNIT IV

15 Hours

Transportation problems including transshipment problems;

Special cases in transportation problems: unbalanced problems, degeneracy, maximization objective and multiple optimal solutions; assignment problems including traveling salesman's problem.

Special cases in assignment problems: unbalanced problems, maximization objective and multiple optimal solutions.

Transaction Mode

Group discussion, Experiential learning, Brain storming, Active participation, Flipped teaching

Suggested Readings

- *Siegel, Andrew F. (2019). Practical Business Statistics. McGrawHillIrwin.*
- *Berenson, L.M., Krehbiel, T.C., Vishwanathan, P.K. & Levine, D.M. (2018). Business Statistics: A First Course. Pearson Education.*
- *Mittal, K.V. (2020). Optimization Methods in Operations Research and System Analysis. New Age International (P) Ltd., New Delhi*
- *Sharma, S.D., (2021) "Operations Research", Kedar Nath and Ram Nath, Meerut.*
- *Yadav, S.R. (2014). Operation Research. Oxford University Press.*

IOAIC

Course Title: Project Management & Entrepreneurship Development

Course Code: MBA225

L	T	P	Cr.
4	0	0	04

Learning Outcomes

Total Hours: 60

After completion of this course, the learner will be able to:

1. Analyze the Entering/buying and Exit/selling a business.
2. Acquire the knowledge to conduct project planning activities that accurately forecast project costs, timelines & quality.
3. Evaluate the skills to Analyze effective organizational leadership & change skills for managing projects, project teams & stakeholders.
4. Apply the knowledge to create entrepreneurship skills in students. After studying they form their own business.

Course Content

UNIT I

15 Hours

Entrepreneur: definition, characteristics, and skills. Generating and screening of business ideas. Govt. support to entrepreneurs, Entering/buying and Exit/selling a business.

Entrepreneurial finance: venture capital. Entrepreneurial Development Programmed- their relevance and achievements, Role of government in organizing such programmers,

Women Entrepreneurs: Present status in India; steps being taken for their promotion.

UNIT II

13 Hours

Small entrepreneur in international business; Steps for starting a small industry, registration as SSI, Role of SIDBI; advantages and problems of SSIs;

Institutional Support mechanism in India; Incentives & Facilities, Govt. Policies for SSIs.

UNIT III

15 Hours

Project: Definition and characteristics. Demand analysis and technical analysis. Environment Impact Analysis, Managerial Appraisal.

Estimating project cost, Sources of finance, Preparation of projected financial statements: Cash Flow Statement, Income Statement and Balance Sheet.

Project Investment Criteria.

UNIT IV

17 Hours

Implementation of projects: Graphic Representation of Project Activities, Network Analysis, Management & control of projects, Project scheduling, MIS in project, problems of project implementation, project audit.

Risk analysis: Management risk, market risk, technical risk. Social benefit cost analysis, UNIDO and LM approach.

Transaction Mode

Cooperative learning, Inquiry based learning, Group discussion, Active participation, Mentee Meter, Quiz, Open talk, Panel Discussions

Suggested Readings

- *Roy, Rajeev, "Entrepreneurship," Oxford University Press*
- *Chandra Prasanna, "Projects: Planning, Analysis Selection, Financing, Implementation and Review," Tata McGraw Hill.*
- *"Entrepreneurship Development" by S Anil Kumar.*
- *"Entrepreneurship Development and Management" by A K Singh.*

IOAIC

Course Title: Production & Operations Management**Course Code: MBA226**

L	T	P	Cr.
4	0	0	04

Learning Outcomes**Total Hours: 60**

After completion of this course, the learner will be able to:

1. Apply the concept of materials flow, replenishment with reference to operations.
2. Acquire the skills to eliminate wastage of time, labor, and money through inventory management.
3. Analyze the Network Design and Logistics Management of a firm.
4. Evaluate capacity planning, inventory management and supply chain management in decision making.

Course Content**UNIT I****13 Hours**

Production and operations management; its functions and relationship with other functional areas.

Facility location decision, layout decision, product, and process layout.

UNIT II**17 Hours**

Capacity planning. Production planning and control: Planning, scheduling, routing etc. Assembly line balancing.

Work Study: Method study and time study, Work simplification.

UNIT III**13 Hours**

Inventory Management: ABC analysis and basic model of EOQ (carrying, ordering and shortage costs).

Supply Chain Management.

UNIT IV**17 Hours**

Basic concepts of maintenance management and preventive management. Statistical quality control and acceptance sampling.

Latest Concepts: A brief introduction to JIT, computer aided manufacturing, TQM, and ISO quality systems

Transaction Mode

Group discussion, Active participation, Brain storming, Demonstration, Project based learning, Team Teaching, Mentee Meter, Quiz, Open talk, Question, One minute

Suggested Readings

- Chase, R.B., Aquilani, N.J., & Jacobs, F.R. (2018). *Production and operations management: Manufacturing and services*. McGraw Hill Education
- Bhat Aswathappa. (2019). *Production and Operation Management*. Himalaya Publishing House
- Adam, E. Everett & Ebert, J. Ronald. (2018). *Production and Operations Management*. Prentice Hall India
- Stevenson, J. William. (2018). *Operation Management* McGraw Hill Education
- Chary, S.N. (2018). *Production and operations management*. McGraw Hill Education.

L	T	P	Cr.
0	0	4	02

Course Title: Information Technology**Course Code: MBA227****Learning Outcomes****Total Hours: 60**

After completion of this course, the learner will be able to:

1. Analyze the current issues of information technology and relate those issues to the firm.
2. Assessing impact of information technology on firms
3. Evaluate the role of information technology and information system in business.
4. Apply the working knowledge of concepts and terminology related to information technology

Course Content**UNIT I****13 Hours**

Computer & Control Panel: Explorer, Drives and Installing New Hardware.
 Exercise on MS Word: Document Creation & Editing, Printing, Table and Mail Merge.
 Exercise on MS Excel: Creating Work book, Printing and Chart.

UNIT II**17 Hours**

Internet Browsing & E-mail: Internet Explorer, Browsing Site, Creating Email Address and Compose / Attachment /Signature.
 Web Site & Search Engine: Google.com, India Results.com and Other Important Sites.
 Application of Information Technology.

UNIT III**13 Hours**

MS Access: Creating database, adding, deleting, and moving records.
 Querying: creating, saving, and editing.
 Creating and using forms, creating, and printing reports.

UNIT IV**17 Hours**

HTML: Build a simple HTML document, tables, frames, links, adding multimedia documents, and homepage.
 Exercise on MS PowerPoint: Crating Presentation, Animation and Slide Show.
 Web Designing in HTML, Internet Surfing.

Transaction Mode

Flipped teaching, Demonstration, Case Analysis, Visualization, Group discussion, Active participation, Mentee Meter

Suggested Readings

- *McKeown,P. (2015).Information technology and the networked economy.*
- *Miller. (2018). Data and Network Communication. Vikas Publishing House. New Delhi*
- *Turban, E.,Rainer,R.K.,&Potter,R.E.(2019).Introduction to information technology (p.550).NewYork,NY:JohnWiley&Sons.*

- *Lucas, H.C. (2020). Information technology for management. McGraw-Hill.*

IOAIC

Course Title: Marketing Research**Course Code: MBA209**

L	T	P	Cr.
3	0	0	03

Learning Outcomes**Total Hours: 60**

After completion of this course, the learner will be able to:

1. Analyze customer attitudes and preferences
2. Evaluate skill about test marketing of products
3. Acquire the Analyzing of the marketing research for industry.
4. Create and evaluate marketing research data for management decision making

Course Content**UNIT I****13 Hours**

Marketing Research: Nature, Scope, Process, Types of Research– Descriptive research, Exploratory Research and Causal Research.

Marketing Research and MIS, Marketing Decision Support Systems, Problem Analysis, and Identification of MR Objectives.

Sources of Information: Primary and Secondary Data.

UNIT II**12 Hours**

Research Process, Research Designs, and their applications: Exploratory, Descriptive and Causal Research.

Sampling Decisions: Basics, Methods/Techniques and Determination of Sample Size.

Measurement Process: Measurement in Marketing, Difficulties in Measurement, Concepts of Validity and Reliability, Attitude Measurement: Importance of Attitude in Marketing, Nature of Attitudes, and their Measurement.

UNIT III**10 Hours**

Scaling: Scales of Measurement – Nominal, Ordinal, Interval and Ratio. Attitude Scaling Procedures, Thurston Scale, Likert Scale, Paired Comparison Scale.

Semantic Differential Scale and Multi- Dimensional Scale (MDS) and Their Applications.

Multivariate Analysis: Factor Analysis, Discriminant Analysis, Cluster Analysis and Conjoint Analysis.

UNIT IV**10 Hours**

Report Writing and Presentations, Use of Statistical Package for Social Sciences (SPSS) in Marketing Research.

Applications of Marketing Research: Demand Measurement and Forecasting, Product Research, Advertising Research, Distribution Research, Sales Control Research, Pricing Research, Motivation Research.

Transaction Mode

Cooperative learning, Inquiry based learning, Group discussion, Active participation, Mentee Meter, Quiz, Open talk, Panel Discussions

Suggested Readings

- *Kotler, Philips, Armstrong, Gary & Agnihotri Prafula. (2018). Principles of Marketing. Pearson Education*
- *Ramaswamy, V.S & Namakumari, S. (2019). Marketing Management. Om Books*
- *Stanton, J. William. (2016). Fundamentals of Marketing. McGraw Hill Education*
- *Gandhi, J.C. (2017). Marketing a Managerial Introduction. McGraw Hill Education*
- *Baker, Michael J. (2016). Companion Encyclopedia of Marketing. Cengage Learning Emea*

IOAACC

Course Title: Logistics and Supply Chain Management

Course Code: MBA228

L	T	P	Cr.
3	0	0	03

Learning Outcomes

Total Hours: 45

After completion of this course, the learner will be able to:

1. Manage the procurement and logistics function efficiently and effectively and analyze how procurement can be used to gain value for money and the improvement performance for organizations.
2. Equip learners with the basics of public procurement, comprehend and Analyze the applicability of the PPDA act and regulations, and auditing, and investigations skills and the use and impact of using internet procurement in all procurement activities.
3. Develop corporate procurement and logistics management strategy in line with the corporate strategic objectives and goals and be able to negotiate contracts effectively.
4. Analyze the design, planning, and activities of marketing, production and operations, logistics networks and inventory which support domestic and global supply chain operations and be ability to solve logistical problems.

Course Content

UNIT I

13 Hours

Basics of Logistics and Supply Chain Management, Distribution Management for Global Supply Chain Procurement, Storage and Warehouse Management, marketing Management for Logistics system.

UNIT II

12 Hours

International Logistics and Management: Nature and characteristics. Containerization and Multimodal Transport: Need and future advancements.

UNIT III

10 Hours

Supply Chain Risk Modeling and Management: Types and scope. Applied GIS and Spatial Data Analytics: Applications, tools, and techniques.

UNIT IV

10 Hours

Public Private Partnership and Port Development Supply Chain Software's: Inventory Management & Material Requirements Planning.

Transaction Mode

Case Analysis, Dialogue, Panel Discussions, Group Discussions, Brain storming, Role play, Demonstration, Project based learning, Team Teaching

Suggested Readings

- Kapoor Satish K., and KansalPurva, 'Basics of Distribution Management: A Logistical Approach,' Prentice Hall of India
- D K Agrawal, 'Distribution and Logistics Management: A Strategic

Marketing Approach', Macmillan publishers India

- *Alan Ruston, Phil Crouches, Peter Baker, 'The Handbook of Logistics and Distribution Management kogan page*
- *Logistic Management and World Sea Borne Trade by MultiahKrishnaveni, Publisher: Himalaya Publication*
- *Logistic and Supply Chain Management by Donald J. Bowerson, publisher: Prentice Hall of India*

IOAIC

L	T	P	Cr.
3	0	0	03

Course Title: Training & Development**Course Code: MBA211****Learning Outcomes****Total Hours: 45**

After completion of this course, the learner will be able to:

1. Analyze the benefits of training to work in the corporate world.
2. Evaluate and describe learning styles.
3. Familiarize with various activities and tasks associated with work specialization
4. Acquire level of experience and solve issues and challenges in delivering training.

Course Content**UNIT I****13 Hours**

Training –concept, and rationale; training process: role of stakeholders in training program; Organization and Management of training function.

Training needs assessment – organizational analysis, operational analysis, person analysis; competency mapping.

Designing the training program: process of learning in training program– attributes and factors influencing; learning process; learning styles.

Training climate and pedagogy; developing training modules.

UNIT II**12 Hours**

Training aids. Training methods and techniques – role playing, business games, in basket exercises, laboratory training; incidents and cases; seminars, syndicates and group discussion; lecture, programmed instructions.

Inspirational techniques–brainstorming, mind mapping, creative problem solving.

UNIT III**10 Hours**

Need for development – differences between training and development – management development program.

Career development program–counseling evaluation of programs.

Job evaluation – methods and techniques.

UNIT IV**10 Hours**

Evaluation of training – need and principles, criteria, and approaches.

Return on investment in training, process of calculating ROI in training; emerging trends in training and development.

New perspectives on training– cross cultural training, e-learning.

Knowledge management.

Transaction Mode

Cooperative learning, Inquiry based learning, Group discussion, Active participation, Mentee Meter, Quiz, Open talk, Panel Discussions

Suggested Readings

- *Agochiya, D. (2019). Every trainer's handbook. Sage Publications India.*
- *Sahu, R. K. (2019). Training for development. Excel Books India.*
- *Goldstein. (2017). Training in Organization. Thomson Learning, Bombay*
- *Rao, P. L. (2021). Enriching human capital through training and development. Excel Books India*

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L	T	P	Cr.
3	0	0	03

Course Title: Organization Change & Development

Course Code: MBA212

Learning Outcomes

Total Hours: 45

After completion of this course, the learner will be able to:

1. Evaluate the conceptual, theoretical, and practical perspectives of organizational change management
2. Analyze different approaches to managing organizational change and utilization of competencies required for effective change management at organization, group and individual level.
3. Assess the effective intervention strategies for function of HR of an organization in transition.
4. Acquire skill about dynamics and difficulties of change in organizational culture and human behavior.

Course Content

UNIT I

13 Hours

Organizational Change: nature, types; theories of planned change.

Organizational Development: nature and characteristics; process of organizational development.

Human Process Interventions: T-group, process consultation, third party interventions.

UNIT II

12 Hours

Team building; organizational confrontation meeting, coaching, and mentoring, role focused interventions.

Techno structural Interventions: restructuring organization, re-engineering, employee involvement. Work design.

UNIT III

10 Hours

1. Strategic Interventions: Organization and environment relationships.

2. Organization transformation.

3. Contemporary issues, and applications– Organizational development in global context

UNIT IV

10 Hours

Organizational development in service sector.

OD Practitioners–role, competencies requirement, professional ethics and values and experiences.

Future trends in OD.

Transaction Mode

Cooperative learning, Inquiry based learning, Group discussion, Active participation, Mentee Meter, Quiz, Open talk, Panel Discussions

Suggested Readings

- *Robbins, S. P., Judge, T. A., & Campbell, T. T. (2021). Organizational behavior (18th ed.). Pearson.*
- *McShane, S. L., & Glinow, M. A. V. (2019). Organizational behavior: Emerging knowledge and practice for the real world (8th ed.). McGraw-Hill Education.*
- *Colquitt, J. A., LePine, J. A., & Wesson, M. J. (2021). Organizational behavior: Improving performance and commitment in the workplace (6th ed.). McGraw-Hill Education.*
- *Robbins, S. P., Coulter, M., & DeCenzo, D. A. (2019). Fundamentals of management (11th ed.). Pearson.*

10AAC

L	T	P	Cr.
3	0	0	03

Course Title: Financial Management**Course Code: MBA229****Learning Outcomes****Total Hours: 45**

After completion of this course, the learner will be able to:

1. Analyze objectives of financial management and sources of finance.
2. Acquire the pattern of fund requirement and associated risk through financial planning.
3. Apply the concept of cost of capital to determine the cost of various sources of finance.
4. Evaluate various theories of dividend and capital structure to allocate funds to the most attractive investment opportunity.

Course Content**UNIT I****11 Hours**

Financial Management: Scope, Traditional Approach; Modern Approach. Objectives of Financial Management; Investment Decisions; Financing decisions.

Profit Maximization vs. Wealth Maximization, Time Value of Money. Sources of Finance.

UNIT II**12 Hours**

Capital Budgeting: Meaning, importance and various techniques; Pay back methods; Post Pay back period; rate of return method; Net Present value method

Internal rate of return method ; Profitability index method.

UNIT III**12 Hours**

Cost of Capital: Introduction; measurement of cost of capital; cost of equity shares. Cost of preference shares; cost of debt; calculation of overall cost of capital based on historical and market rates.

UNIT IV**10 Hours**

Capital Structure: Significance and Approaches, NI approach; NOI approach; MM approach ; Traditional approach.

Dividend Decision: Scope, types, and Approaches.

Transaction Mode

Cooperative learning, Inquiry based learning, Group discussion, Active participation, Mentee Meter, Quiz, Open talk, Panel Discussions

Suggested Readings

- Pandey, IM. (2018). *Financial Management*. Vikas Publishing House.
- Chandra, Prasanna. (2019). *Financial Management*. Tata McGraw-Hill Publishing.
- Hampton, John J. (2020). *Financial Decision-making*. Prentice Hall of India Ltd., New Delhi
- Khan, M. Y& Jain, PK (2019). *Financial Management and Policy*. Tata McGraw-Hill Company Ltd, New Delhi

- *James, Van Horn & Dhamija, Sanjay. (2018). Financial Management and Policy. Pearson Education India*

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L	T	P	Cr.
3	0	0	03

Course Title: Management Control System**Course Code: MBA230****Learning Outcomes****Total Hours: 45**

After completion of this course, the learner will be able to:

1. Assess the components of management control systems and various designs.
2. Apply the uses of a management control system to study range of relevant situational factors.
3. Acquire the skills to apply management control systems to evolve and change responsibility centers.
4. Evaluate the effectiveness of a management control system.

Course Content**UNIT I****13 Hours**

Management Control System: Basic concepts, nature, and scope. Designing the Control process and Managerial controls.

Control environment Concept of goals and strategies. Behavioral considerations. Organizational Context of Management controls: formal and Informal control systems.

UNIT II**12 Hours**

Management Control and Operational Control- Goal Congruence-Cybernetic Paradigm of Gris Singer-Functions of the Controller.

Responsibility Centers: Revenue and expense centers, Profit centers, Investment centers.

UNIT III**10 Hours**

Transfer Pricing: Objectives and methods. Structure of Analysis, Measures of assets employed, EVA vs. ROI, Budgeting: Budget preparation, Types of budgets. Behavioral aspects of budgets. Variance analysis and reporting.

Unit- IV**10 Hours**

Performance analysis and measurement. Impact on management compensation. Management Control of Multinational Companies. Modern control methods: JIT, TQM and DSS. Control in service organizations.

Transaction Mode

Cooperative learning, Inquiry based learning, Panel Discussions, Group Discussions, Brain storming, Active participation, Mentee Meter, Quiz, Open talk, Question

Suggested Readings

- Anthony, R.N., Govindarajan, V., & Dearden, J. (2017). *Management control systems (Vol.12)*. Boston: McGraw-Hill.
- Camillus, J.C. (2016). *Strategic planning and management control: Systems for survival and success*. Lexington Books.
- Houck, L.D. (2019). *A Practical Guide to Budgetary and Management Control Systems: A Functional and Performance Evaluation Approach*. Lexington Books.

Course Title: Export-Import Procedures, Documentation

Course Code: MBA221

L	T	P	Cr.
3	0	0	03

Learning Outcomes

Total Hours: 45

After completion of this course, the learner will be able to:

1. Acquire an Analyzing of policy, procedures and documentation relating to foreign trade operations.
2. Apply the current custom clearance phenomenon and to evaluate the global business environment in terms of economic, social, and legal aspects
3. Evaluate concept in custom clearance concepts with functioning of global trade.
4. Analyze diversity and multicultural perspectives when making business decisions

Course Content

UNIT I

13 Hours

Documentation Framework, Exim Documentation. International Business Contracts: Types, Formation, Elements, Legal Dimensions, Dispute Settlement.

Instruments and methods of Financing Exports including credit and collections, Uniform custom, and practices (UCP). Business Risk Coverage- Cargo, Credit and Foreign Exchange Risk Coverage, Cargo Insurance, Foreign Exchange Regulations and Formalities.

UNIT II

12 Hours

Quality Control and Pre-shipment; Inspection Concept Scheme and Procedures. Role of Clearing and Forward Agents; Excise Clearance of cargo. Custom Clearing and Forward Agents; Excise Clearance of cargo; Shipment of Export Cargo; Custom Clearance of Export Cargo. Custom Clearance of Import Cargo; Negotiations of Documents with Banks.

UNIT III

10 Hours

Procedures and documentation for availing export incentives- Duty drawbacks, Import Licensing and other incentives. Processing of an Export Order. World Shipping: Structure, Liners, and Tramps, Conference System, Freight, and Structure.

UNIT IV

10 Hours

Containerization and other developments, International Agreements and Conferences on Sea Transport.

Indian Shipping: Trends, Structure, Concepts of Dry Port, Containerization. Machinery for Consultation. Air Transport: International setup, Freight structure.

Transaction Mode

Cooperative learning, Inquiry based learning, Panel Discussions, Group

Discussions, Brain storming, Active participation, Mentee Meter, Quiz, Open talk, Question

Suggested Readings

- *Johnson, T. E., & Bade, D. (2021). Export/import procedures and documentation. Amacom.*
- *Bade, D. (2015). Export/import procedures and documentation. Amacom.*
- *Weiss, K. D. (2017). Building an import/export business. John Wiley & Sons.*

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L	T	P	Cr.
3	0	0	03

Course Title: International Marketing**Course Code: MBA222****Learning Outcomes****Total Hours: 45**

After completion of this course, the learner will be able to:

1. Analyze the peculiarities of international marketing.
2. Develop marketing mix for international market.
3. Acquire the concept of cross –cultural behavior and its management for successful operations of international firms
4. Assess an organization’s ability to enter and compete in international markets.

Course Content**UNIT I****13 Hours**

International Marketing: nature and scope, its differentiation from domestic marketing. Economic environment in International Marketing. Emergence of trading blocs like E.U. and steps/stages involved in their formation (Customs union to common currency).

UNIT II**12 Hours**

Constraints in International marketing i.e., Tariff and Non-Tariff Barriers, Fiscal and Non-Fiscal Barriers. Role of International Institutions like IMF, WTO, IBRD. Bilateral agreements. India and World trade, Export & Import policy. Direction and Quantum of India’s Exports.

UNIT III**10 Hours**

Institutional infrastructural framework for export promotion in India, i.e., EPCs, ECGC, Commodity Boards etc. Registration, Production, and clearance of goods for exports, Shipping and Transportation. Documentation for Exports.

UNIT IV**10 Hours**

International Marketing mix-identification of markets, International Product Life cycle, Promotion and Pricing in International marketing. Various forms of international business-Joint-ventures, Turn key projects.

Transaction Mode

Problem solving learning, blended learning, Grasification, Cooperative learning, Inquiry based learning, Visualization, Group discussion, experiential learning, Active participation

Suggested Readings

- *On visit & Shaw. 2014. International Marketing-Analysis and Strategy. 4th Edition. Prentice-Hall of India. New Delhi.*
- *Subash C. Jain. 2018. International Marketing, 6th Edition. Thomson Learning, Mumbai.*

- *Philip R. Cateora and John L. Graham, 2014. International Marketing. 12th Edition. McGraw Hill Company.*

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L	T	P	Cr.
3	0	0	03

Course Title: E-Commerce and IT enabled Services

Course Code: MBA216

Learning Outcomes

Total Hours: 45

After completion of this course, the learner will be able to:

1. Evaluate the basic components of management control systems design.
2. Analyze effectively, implementation and uses of a management control system given a range of relevant situational factors.
3. Appreciate the ways in which management control systems must fit within context.
4. Evaluate the effectiveness of a management control system.

Course Content

UNIT I

13 Hours

Internet Basics, Dial Up Connection/Direct Connection; Slip Or PPP; WWW: The Client Site, Server Site, Web Pages in HTML.

Environment Variables, Difference Between HTML and DHTML, ECOM and Portals.

Internet Internals: Transmission Control Protocol/ Internet Protocol (TCP/IP), FTP, HTTP, WAIS (Wide Area Information Service), TELNET, Internet Addressing, IP Address, Electronic Mail Address, URL, E-Mail Basic. **UNIT II**

12 Hours

Domain Name System: Name for Machine, Flat Name Space, Hierarchical Names Internet Domain names, Domain Name Revolution.

HTML (hypertext marking language) Basic HTML and tags, Language description, usability, static creation of HTML web pages.

Creating tables, forms and their advantages.

UNIT III

10 Hours

ASP (Active Server Pages): Basics. How to create dynamic web pages. Analyzing ASP objects model, processing data using session variables. What is the purpose of global as a file.

Data base connectivity through ADO's. E-Business models, BPO, Electronic Business system, E-Business security, Introduction to CMM.

UNIT IV

10 Hours

Security in E Commerce Threats in Computer Systems: Virus, Cyber Crime Network Security: Encryption, Protecting Web server with a Firewall, Firewall and the Security Policy, Network Firewalls and Application Firewalls, Proxy Server.

Issues in E Commerce Analyzing Ethical, Social and Political issues in E-Commerce: A model for Organizing the issues, Basic Ethical Concepts, Analyzing Ethical Dilemmas,

Transaction Mode

Problem solving learning, blended learning, Gasification, Cooperative learning, Inquiry based learning, Visualization, Group discussion, experiential learning, Active participation

Suggested Readings

- *Laudon, K. C., & Traver, C. G. (2017). E-commerce: Business, Technology, Society (13th ed.). Pearson.*
- *Turban, E., King, D., Lee, J., Liang, T. P., & Turban, D. (2018). Electronic Commerce 2018: A Managerial and Social Networks Perspective (9th ed.). Springer.*
- *Kalakota, R., & Whinston, A. B. (2015). Frontiers of Electronic Commerce. Addison-Wesley Professional.*
- *Reynolds, J., & Stair, R. M. (2017). Principles of Information Systems (13th ed.). Cengage Learning.*
- *Chaffey, D., & Wood, S. (2019). Digital Business and E-commerce Management (7th ed.). Pearson*

Course Title: Data Warehousing and Data Mining**Course Code: MBA231****Learning Outcomes****45****Total Hours:**

L	T	P	Cr.
3	0	0	03

After completion of this course, the learner will be able to:

1. Analyze the concepts of data warehousing architectures, including dimensional modeling and ETL (extract, transform, load) processes.
2. Explore different data mining techniques and algorithms for extracting useful patterns and knowledge from large datasets.
3. Gain hands-on experience in using data mining tools and software.
4. Explore different types of data mining tasks, such as classification, clustering, association rule mining, and anomaly detection.

Course Content**UNIT I****13 Hours**

Introduction – Data Mining – Functionalities – Classification of data mining systems – Major issues in data mining. Business Context of Data Mining Data Mining for process improvement, Data Mining as a research tool. Data Mining for marketing, Data Mining for customer relationship management; Data warehouse and OLAP technology for data mining: What is a data warehouse – A Multidimensional model

UNIT II**12 Hours**

Data Warehouse Architecture – Data Warehouse Implementation – Future development of Data cube technology. Data pre-processing: Data cleaning – Data integration and transformation – Data reduction.

Discretization and concept hierarchy generation. Data Mining Primitives: data mining task.

Data Mining Tools: -Decision Trees; Neural Networks; Genetic Algorithms; Rough Sets and Fuzzy Logic

UNIT III**10 Hours**

Mining Association Rules in Large Databases: Association rule mining – Mining single dimensional Boolean association rule from transactional databases Mining Multidimensional association rules from relational databases and data warehouses.

UNIT IV**10 Hours**

MBA Information Systems- 2011-12 & onwards -SDE, Classification and Prediction: What is classification – Issues regarding classification- Classification by decision tree induction – Bayesian classification;

Cluster Analysis: Types of data in cluster analysis – Categorization of major clustering methods– Partitioning methods – Hierarchical Methods.

Transaction Mode

Problem solving learning, blended learning, Cooperative learning, Inquiry

based learning, Visualization, Group discussion, experiential learning, Active participation

Suggested Readings

- *Kimball, R., Ross, M., Thornthwaite, W., Mundy, J., & Becker, B. (2013). The Data Warehouse Toolkit: The Definitive Guide to Dimensional Modeling. John Wiley & Sons.*
- *Han, J., Kamber, M., & Pei, J. (2017). Data Mining: Concepts and Techniques. Morgan Kaufmann.*
- *Inmon, W. H., Strauss, D., & Neushloss, G. (2018). DW 2.0: The Architecture for the Next Generation of Data Warehousing. Morgan Kaufmann.*
- *Berry, M. J. A., & Linoff, G. (2014). Data Mining Techniques: For Marketing, Sales, and Customer Relationship Management. Wiley.*
- *Kimball, R., & Caserta, J. (2011). The Data Warehouse ETL Toolkit: Practical Techniques for Extracting, Cleaning, Conforming, and Delivering Data. John Wiley & Sons.*

L	T	P	Cr.
3	0	0	03

Course Title: Risk and Disaster Management**Course Code: MBA218****Learning Outcomes****Total Hours: 45**

After completion of this course, the learner will be able to:

1. Integrate knowledge and to analyze, evaluate and manage the different public health aspects of disaster events at a local and global levels, even when limited information is available.
2. Analyze and evaluate the environmental, social, cultural, economic, legal and organizational aspects influencing vulnerabilities and capacities to face disasters.
3. Assess the work practically in the processes of disaster management (disaster risk reduction, response, and recovery) and relate their interconnections, particularly in the field of the Public Health aspects of the disasters.
4. Evaluate and manage the public health aspects of the disasters.

Course Content**UNIT I****13 Hours**

Security Organization and Management: Security Sensitive Areas –Functions of Hospital Security Department – Security Organization and Physical Security Measures

Need for Security Technology –Contract Security Agency –Effective Security Management in Hospitals – Security Committee – Periodic Security Audit, Hospital Acquired Infection (HAI): Objectives – Control and Prevention – Housekeeping – Central Sterile Supply Department (CSSD) – Nursing Care – Waste Disposal

UNIT II**12 Hours**

Antibiotic Policy, – Hospital Infection Control committee – Composition – Role and Functions – Surveillance – High Risk Procedures – Training and Education – Universal Precautions for Health Care Workers.

Fire Hazards: Elements of Fire – Fire Hazard Triangle – Causes of Hospital Fires – Fire Protection – Structure Planning and Design Considerations – Buildings: Electric Installations – Water Supply – Fire Points and Escape Routes – Fuel Store – Manual Call Points – Means of Escape and Evacuation – Risk Evaluation.

UNIT III**10 Hours**

Radiation – Biological Effects of Radiation – Radiation Protection and Safety – Principles in the Layout of a Diagnostic X-ray Room – Contrast Media.

Magnetic Resonance Imaging – Planning Constraints – Preventive Measures Against Magnetic Field Hazards – Nuclear Medicine Department – Radiation Protection Aspects – Radioactive Waste Collection and Disposal – Procedure for Obtaining Clearance

UNIT IV

10 Hours

Disaster Management – Basic Concepts – Disaster Classification – Disaster Process – Special Characteristics – Principles of Disaster Planning – Disaster and Health Problems –

Organization for Medical Relief – Principles of Mass Casualty Management – Objectives of and Need for Hospital Disaster Plan – Disaster Committee – Organization – Role and Responsibilities – Organizing Disaster Facilities

Disaster Response – Alert and Recall – Deployment – Disaster Administration – Disaster Manual – Disaster Drill. TRIAGE.

Transaction Mode

Problem solving learning, blended learning, Gasification, Cooperative learning, Inquiry based learning, Visualization, Group discussion, experiential learning, Active participation

Suggested Readings

- Quarantelli, E. L. (2014). *What is a disaster? Perspectives on the question*. Routledge.
- Alexander, D. (2013). *Resilience and disaster risk reduction: An etymological journey*. *Natural Hazards and Earth System Sciences*, 13(11), 2707-2716.
- Tierney, K. J., Lindell, M. K., & Perry, R. W. (2014). *Facing the unexpected: Disaster preparedness and response in the United States*. University of California Press.
- McEntire, D. A. (2012). *Disaster response and recovery: Strategies and tactics for resilience*. Wiley.

L	T	P	Cr.
3	0	0	03

Course Title: Hospital Waste Management**Course Code: MBA232****Learning Outcomes****Total Hours: 45**

After completion of this course, the learner will be able to:

1. Handle any medical waste, hospital waste or infectious waste. It includes hazardous and non-hazardous waste.
2. Acquire knowledge about health hazards from pathogens are the major concern in waste from Health Posts.
3. Analyze and Manage minimization waste is the first and most important step in healthcare waste management.
4. Evaluate the need to Healthcare waste segregated into different categories and color coded containers used for storage.

Course Content**UNIT I****13 Hours**

Hospital Hazards: Meaning – Types – Physical–Biological Mechanical – Psychological – Its Impact on Employees – Preventive measures.

Hospital Hazards Management: Meaning – Need – Principles Purpose. Control of Hospital Acquired Infection

UNIT II**12 Hours**

Types of Infection – Common Nosocomial Infection and their Causative Agents – Prevention of Hospital Acquired Infection

Role of Central Sterile Supply Department – Infection Control Committee – Monitoring and Control or Cross-Infection– Staff Health.

UNIT III**10 Hours**

Biomedical Waste Management: Categories of Biomedical wastes – Disposal of biomedical waste products – Incineration and its importance – Standards for Waste Autoclave, Micro Waving and Deep Burial – Segregation – Packaging – Transportation – Storage.

UNIT IV**10 Hours**

Human Waste Disposal and Sewage Disposal: Diseases carried from excreta – Sanitation barrier – Methods of Excreta disposal.

Sewage wastes: Meaning – Composition – Aims of Sewage disposal – Decomposition of Organic Matter – Modern Sewage Treatment – Drawbacks of improper disposal of wastes – Solid and liquid.

Transaction Mode

Problem solving learning, blended learning, Cooperative learning, Inquiry based learning, Visualization, Group discussion, experiential learning, Active participation

Suggested Readings

- Rao, R. V. (2014). *Hospital Waste Management: A Case Study*. Springer.

- *Christen, M. O. (Ed.). (2013). Biomedical Waste Management: From Microbiology to Engineering. Springer.*
- *Pariatamby, A., & Victor, R. (2014). Healthcare Waste Management: A Step-by-Step Guide. Springer.*
- *World Health Organization. (2014). Safe management of wastes from health-care activities. World Health Organization.*
- *Kumar, A., & Samadder, S. R. (2016). Biomedical Waste Management: Processes, Technologies, and Challenges. Elsevier.*

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SEMESTER-III**Course Title: Research Methodology****Course Code: MBA321**

L	T	P	Cr.
4	0	0	4

Learning Outcomes**Total Hours: 60**

After completion of this course, the learner will be able to:

1. Evaluate the research process, including the identification of research problems, formulation of research questions, and the steps involved in designing, conducting, and reporting research studies.
2. Apply appropriate research design and sampling techniques based on the research objectives, ensuring the selection of suitable methods for data collection and analysis.
3. Analyze and interpret research data using both quantitative and qualitative techniques, including descriptive and inferential statistics, thematic analysis, and content analysis.
4. Evaluate the ethical considerations involved in conducting research, including obtaining informed consent, ensuring participant confidentiality, and maintaining integrity in data collection and reporting.

Course Content**UNIT I****16 Hours**

Research: Nature, Purpose, and Scope of Research, Importance of research in various fields, Characteristics of good research.

Research Process: Steps and Components Identification of research problem, Formulation of research objectives and questions, Literature review and theoretical framework, Research design and methodology, Data collection and analysis, Interpretation and reporting of results, Ethical considerations in research.

UNIT II**14 Hours**

Research Design: Types and Selection, Experimental, quasi-experimental, and non-experimental designs, Cross-sectional and longitudinal designs, Case study, survey, and ethnographic designs.

Sampling Techniques: Principles and Methods, Probability sampling techniques (simple random sampling, stratified sampling, cluster sampling), non-probability sampling techniques (convenience sampling, purposive sampling, snowball sampling), Sample size determination

UNIT III**15 Hours**

Data Collection Methods: Questionnaires and surveys, Interviews (structured, semi-structured, and unstructured), Observations (participant and non-participant).

Data Analysis Techniques: Descriptive statistics (measures of central tendency and variability), Inferential statistics (hypothesis testing, correlation, regression), Qualitative data analysis (thematic analysis, content

analysis)

UNIT IV

15 Hours

Research Ethics: Ethical considerations in research involving human participants, Informed consent and confidentiality, Integrity and responsible conduct of research.

Research Reporting and Presentation: Writing a research proposal, Structure and format of a research report, Effective presentation of research findings, Publication and dissemination of research results.

Transaction Mode

Face-to-face classroom instruction, offline synchronous sessions, online asynchronous discussions, Individual research projects, Group discussions and presentations, Practical exercises and data analysis tasks

Suggested Readings

- *Creswell, J. W. (2021). Research Design: Qualitative, Quantitative, and Mixed Methods Approaches. Sage Publications.*
- *Sekaran, U., & Bougie, R. (2020). Research Methods for Business: A Skill-Building Approach. Wiley*
- *Neuman, W. L. (2022). Social Research Methods: Qualitative and Quantitative Approaches. Pearson.*
- *Saunders, M., Lewis, P., & Thornhill, A. (2019). Research Methods for Business Students. Pearson.*
- *Kothari, C. R. (2020). Research Methodology: Methods and Techniques. New Age International Publishers.*
- *Panneerselvam, R. (2021). Research Methodology. PHI Learning Pvt. Ltd.*

Course Title: Research Proposal**Course Code: MBA398**

L	T	P	Cr.
0	0	8	4

Learning Outcomes

After completion of the course, the learner will be able to

1. Get deep insights to collect, review and analyze the related literature.
2. To apply the knowledge to formulate hypothesis & design research process.
3. Find the research titles which are significant, applicable and researchable.
4. Interpret the findings to design statistical strategies & write references, bibliography and webliography.

Course Content

A research proposal contains all the key elements involved in the research process and proposes a detailed information to conduct the research.

The students are supposed to prepare the research proposal of any research area of their choice following these steps:

1. Selection of topic
2. Significance of the research area
3. Formulation of hypothesis/Research questions
4. Review of related literature
5. Method & Procedure (Includes sampling & design)
6. Data collection and proposed statistical analysis
7. Delimitations
8. Reference/Bibliography

Evaluation

The students will have to complete the writing process of each topic given above within one week, which will be evaluated at the end of every week. It will consist of 8 marks each. The final proposal shall be of 15 marks, Viva 16 marks and attendance 5 marks.

Transaction Mode

Collaborative learning, Group Discussion, E team Teaching, Activities, Assessments, Collaborative teaching, Peer Teaching, Video Based Teaching, Quiz, Open talk, E team Teaching, Case analysis, Flipped Teaching

L	T	P	Cr.
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2	0	0	2
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Course Title: Ethics & IPR**Course Code: MBA323****Learning Outcomes****Total Hours: 30**

After completion of this course, the learner will be able to:

1. Evaluate the ethical principles and their application in various contexts, including business, technology, research, and professional practice.
2. Analyze ethical issues and dilemmas related to intellectual property rights, technology development, and the digital era.
3. Evaluate the legal framework and concepts of intellectual property rights, including patents, copyrights, trademarks, and their implications in innovation and creativity.
4. Develop ethical decision-making skills and strategies to navigate complex ethical challenges in business, technology, research, and professional settings.

Course Content**UNIT I****7 Hours**

Ethics and IPR: Importance and ethical principles. Intellectual Property Rights: Types of IPR, significance, and legal framework.

Ethical Decision-Making in Business: Ethical theories and frameworks.

Ethical Issues in Technology: Privacy, security, artificial intelligence, and digital rights.

UNIT II**8 Hours**

Patents: Concept, patentability, and patent infringement. Copyrights: Scope, protection, and fair use. Trademarks: Registration, infringement, and brand protection. Research Ethics: Responsible conduct of research, plagiarism, and data integrity

UNIT III**8 Hours**

Digital Ethics: Privacy, data protection, cybersecurity, and online ethics

Ethical Issues in the Use of Artificial Intelligence (AI) and Big Data

Ethical Leadership: Traits, responsibilities, and ethical decision-making in leadership roles

Professional Ethics: Ethical codes and standards in various professions

UNIT IV**7 Hours**

Bioethics: Ethical considerations in genetic engineering, human subjects research, and healthcare delivery.

Ethical Issues in Healthcare: Patient rights, end-of-life decisions, and access to healthcare.

Technology Transfer: Licensing, commercialization, and intellectual property valuation.

Open Source and Open Innovation: Ethical considerations and impact on innovation.

Transaction Mode

Lectures, Discussions, Workshops, Case Studies, Research Proposal, Presentations, Practical Exercises, One-on-One Consultations

Suggested Readings

- *Velasquez, M. G. (2017). Business Ethics: Concepts and Cases. Pearson.*
- *Lawrence, A. T., & Weber, J. (2017). Business and Society: Stakeholders, Ethics, Public Policy (15th ed.). McGraw-Hill Education.*
- *Beauchamp, T. L., & Bowie, N. E. (2018). Ethical Theory and Business (9th ed.). Pearson.*
- *Kizza, J. M. (2017). Ethical and Social Issues in the Information Age. Springer.*
- *Patterson, D. (2017). Ethics in Business: A Guide for Managers. Routledge.*
- *Waelde, C., Kheria, S., & Cornwell, J. (2020). Contemporary Intellectual Property: Law and Policy (5th ed.). Oxford University Press.*

Course Title: Proficiency in Teaching**Course Code: MBA397**

L	T	P	Cr.
2	0	0	2

Learning Outcomes

After completion of this course, the learner will be able to:

1. Design the learner-centered instructional plans and learning outcomes.
2. Apply innovative teaching strategies and technologies to engage learners.
3. Analyze the different assessment methods to evaluate student learning.
4. Reflect on teaching experiences and continuously improve teaching practices.
5. Develop effective communication and classroom management skills.

Course content**UNIT I****10 Hours**

Overview of the course and its objectives – Specify 1-2 theories or give overview of theories of learning for teaching - Understanding the role of the teacher and student in the learning process - Writing clear and measurable learning outcomes -

Meaning Nature, definition, scope, and importance Pedagogy, Andragogy, and Heutagogy – Skills-based approach to teaching (Teaching skills), Micro-teaching, Macro teaching. Methods and approaches of teaching - CAM, Structure-function approach, Synthetic and Analytic approach, Jurisprudential inquiry model

UNIT II**6 Hours**

Understanding the diverse needs and backgrounds of learners - Creating an inclusive and supportive learning environment - Facilitating active learning and student engagement strategies

Lectures, discussions, and demonstrations - Group work, collaborative learning, and cooperative learning - Problem-based learning, case studies, and simulations

UNIT III**7 Hours**

Integrating technology tools into instruction – Online, blended learning, flipped learning, and M-learning approaches - Using educational software and platforms effectively

Formative and summative assessment methods – Difference between Assessment, Evaluation and Measurement, E-assessment tools,

UNIT IV**7 Hours**

The importance of reflective practice in teaching - Self-assessment and evaluation of teaching effectiveness –Need for Professional development - Teaching in multicultural and international classrooms - Culturally responsive teaching practices

Meaning, Definition of teaching model - Assumptions, Importance, Role, and type of teaching models. Historical teaching model, Philosophical model of teaching

Transaction Mode

Discussions, Case Studies, Microteaching, Classroom Observations, Peer Teaching: Video Analysis, Role-Playing, Lecture-cum-demonstration, Classroom Simulations, Reflective Journals/Blogs, Teaching Portfolios and Technology Integration, Flipped Teaching

SUGGESTED READINGS

- *Ali, L. (2012). Teacher education. New Delhi: APH Publishing Corporation.*
- *Anandan, K. (2010). Instructional technology in teacher education. New Delhi: APH Publishing Corporation.*
- *Bruce R Joyce and Marsha Weil, Models of Teaching, Prentice Hall of India Pvt Ltd, 1985.*
- *Chalan, K. S. (2007). Introduction to educational planning and management. New Delhi: Anmol Publications Pvt. Ltd.*
- *Chand, T. (2008). Principles of teaching. New Delhi: Anmol Publications Pvt. Ltd.*
- *Chiniwar, P. S. (2014). The technology of teaching. New Delhi: Anmol Publications Pvt. Ltd.*
- *Curzon, L. B., & Tummons, J. (2004). Teaching in future education. U.S.A: Bloomsbury Academic Publications.*
- *Das, R.C. (1993): Educational Technology – A Basic Text, Sterling Publishers Pvt. Ltd.*
- *Evaut, M. The International Encyclopedia of Educational Technology.*
- *Gage N L, Handbook of Research on Teaching, Rand Mc Nally and Co., Chicago, 1968.*
- *Graeme, K. (1969): Blackboard to Computers: A Guide to Educational Aids, London, Ward Lock.*
- *Haas, K.B. and Packer, H.Q. (1990): Preparation and Use of Audio Visual Aids, 3rd Edition, Prentice Hall, Inc.*
- *Haseen Taj (2006): modern Educational Technology, Agra: H.P Bhargava Book House.*
- *Jarvis, M. (2015). Brilliant ideas for ICT in the classroom. New York: Routledge Publications.*

Course Title: Service Learning**Course Code: MBA396**

L	T	P	Cr.
0	0	4	2

Learning Outcomes

On the completion of the course, the students will be able to

1. Participate in community activities to establish connections and build relationships.
2. Evaluate community needs through conversations with community members.
3. Develop and implement initiatives that address community needs.
4. Reflect on personal growth, community impact and ethical considerations related to service activities.

Course Content

This course aims to engross students in meaningful service-learning activities that foster community linking. Students will actively participate in community-based projects, collaborate with community members and organizations and reflect on the impact of their service activities. Through this experiential learning approach, students will develop a deep understanding of community needs, build relationships with diverse stakeholders and contribute to community development.

In this course, students are expected to be present in the community throughout the semester and reflect on their experiences regularly after working with them. The students will use experiential learning for providing service learning. They will be able to analyse and have understanding of the key theoretical, methodological and applied issues.

Select 10 community related activities which are to be performed in nearby villages. Students in groups of 8-10 shall work on one activity.

Evaluation Criteria

1. Every activity shall be evaluated on the same day out of 10 marks.
2. Total 10 activities out of 100 shall be evaluated and submitted to Examination branch.

Activity Evaluation

1. Type of activity- 2 marks
2. Participation of student- 2 marks
3. Engagement in the activity- 2 marks
4. Outcome of the activities- 2 marks
5. Attendance- 2 marks

Transaction Mode

Problem-solving learning, Blended learning, Gamification, Cooperative

learning, Inquiry-based learning, Visualization, Group discussion, Experiential learning, Active participation.

Course Title: Computer Lab

Course Code: MBA326

L	T	P	Cr.
0	0	4	2

Learning Outcomes

Total Hours: 60

After completion of this course, the learner will be able to:

1. Analyze the hardware, software, components of a network and the interrelations.
2. Evaluate networking protocols and their hierarchical relationship to compare protocol models and select appropriate protocols for a particular design.
3. Acquire the skill to manage multiple operating systems, systems software, network services and security to evaluate and compare system software and emerging technologies
4. Apply solutions for networking and security problems, balancing business concerns, technical issues and security

Course Content

Networking and System Management

Hardware, software, and network components and their interrelationships. Networking protocols and select appropriate ones for specific design scenarios.

Operating systems, system software, and network services.

Networking and security problems, considering performance and security balance.

Transaction Mode

Problem-solving learning, blended learning, Cooperative learning, Inquiry-based learning, Visualization, Group discussion, experiential learning, Active participation

Course Title: Internship (4 Weeks)

Course Code: MBA304

Learning Outcomes

After completion of this course, the learner will be able to:

1. Provide students with practical work experience in their field of study and analyze the application of theoretical knowledge in real-world situations.
2. Develop students' professional skills such as communication, time management, teamwork, and problem-solving skills
3. Connect with experienced professionals in their field and learn about job opportunities and gain insights into the industry.

4. Apply theoretical knowledge gained in their academic studies to real-world situations and Analyze the practical implications of their academic knowledge.
5. Gain exposure to various industries and analyze the different career paths available to them in their field of study.

Course Content

The Internship course is a 4-week program that offers students or recent graduates the opportunity to gain practical work experience in their field of study. The course is designed to provide students with hands-on experience working in a professional environment, allowing them to apply their knowledge and skills to real-world situations. Through this program, students will have the opportunity to work with experienced professionals and gain exposure to various industries, while also developing their communication, time management, and teamwork skills.

Transaction Mode

Peer Demonstration, Field Visit, Role Play

Evaluation Criteria

- A. First Week Attendance and Report taken from industry where internee joins: 10 Marks
- B. Second Week Attendance and Report taken from industry where internee joins: 10 Marks
- C. Third Week Attendance and Report taken from industry where internee joins: 10 Marks
- D. Fourth Week Attendance and Report taken from industry where internee joins: 10 Marks
- E. Internship completion certificate duly stamped and signed from industry where internee joins: 10 Marks
- F. Viva Voce (Department will held it with one external expert): 20 Marks
- G. Submission of Training report: 10 Marks

Course Title: MOOC
Course Code: MBA399

L	T	P	Cr.
-	-	-	04

Course Content

This course is designed to provide students with an opportunity to take a MOOC (Massive Open Online Course) from a selection of courses provided by the university. The course will allow students to select a MOOC course that aligns with their interests and goals, and provide them with an opportunity to enhance their skills and knowledge in a particular area. Students will be required to complete the selected MOOC course and submit a report detailing their learning outcomes.

Transaction Mode

Online Teaching

MOOC

SEMESTER-IV**Course Title: Dissertation****Course Code: MBA401****Learning Outcomes**

L	T	P	Cr.
-	-	-	20

After completion of this course, the learner will be able to:

1. Develop advanced research skills, including literature review, data collection, analysis, and interpretation, to investigate a specific research question or problem.
2. Apply critical thinking and analytical skills to evaluate existing literature, theories, and methodologies, and generate new insights or perspectives within the chosen research area.
3. Analyze effective communication skills by presenting research findings and arguments in a clear, coherent, and well-structured dissertation, adhering to academic writing conventions.
4. Analysis, manage, and execute an independent research project, demonstrating self-motivation, time management, and organizational skills throughout the dissertation process.

Course Content

The Dissertation course is designed to provide students with comprehensive guidance and support throughout the process of conducting independent research and writing a dissertation. Through this course, students will acquire advanced research skills, develop critical analysis abilities, and effectively communicate their research findings. The course will emphasize the importance of independent project management and provide extensive guidance on research methodologies, data analysis techniques, and academic writing conventions.

Transaction Mode

Field work, Mentoring, Discussion