

Title of the subject: Computer Fundamentals-I(Lab)
Code: CSE126

Teaching Scheme:
Practical: 2 hrs/week

Examination Scheme:
Term work: 50 marks

List of Experiments in C language:

- 1 Study experiment on Introduction to software, Relationship between software and hardware, Software categories: System software, Application software, Operating system, Evolutions of operating systems, Types of operating system, Functions of Operating systems, Introduction to C language.
- 2 Program to study arithmetic operations with input & output.
- 3 Program to study if and/or if else control structure.
- 4 Program to study while loop and do-while loop.
- 5 Program to study for loop.
- 6 Program to study one dimensional array (eg. Searching, find minimum/maximum element from array).
- 7 Program to perform sorting of an array elements. (Bubble sort or selection sort).
- 8 Program for addition of two matrices.
- 9 Programs to study simple functions.
- 10 Programs to study recursive functions.


Note: Format of Journals: Aim, Problem statement, theory, algorithm and flowchart, source code of program, handrun of program, result (Input & output).

Term Work:

The term work shall consist of at least 10 experiments/ assignments based on the syllabus above. Assessment of term work should be done as follows

- Continuous lab assessment
- Actual practical performance in Laboratory.




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Circular file

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DR. BABASAHEB AMBEDKAR MARATHWADA UNIVERSITY



CIRCULAR NO.SU/ COMMERCE & MGT./CBC&GS/PGSyll./51/2019

It is hereby inform to all concerned that, as decided by the Academic Council at its meeting held on 30 June & 02 July 2018 the curriculum of University Department are applied as it is to the concerned Colleges, hence on the recommendation of the Dean, Faculty of Commerce & Management, the Hon'ble Vice-Chancellor in his emergency powers under Section-12(7) of the Maharashtra Public Universities Act, 2016 has accepted the following Departmental syllabi under Choice Based Credit and Grading System be apply to the Colleges from the academic Year 2019-20 and onwards.

Sr. No.	Name of the Course	Semester
1]	M.B.A.	I & II Year
2]	M.C.A.	III & IV
3]	M.Com.	III & IV
4]	PGDHSM	I & II
5]	DBM	I & II
6]	MBA [International Business]	I & II Year

The said syllabi are uploaded at bamu.ac.in on University website.

All concerned are requested to note the contents of this circular and bring notice to the students, teachers and staff for their information and necessary action.

University Campus,
Aurangabad-431 004.
REF.NO. SU/ COM&MGT/2019-20
25845-26144
Date:- 31-05-2019.

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Deputy Registrar,
Syllabus Section.

Copy forwarded with compliments to :-

- 1] The Principals, affiliated concerned Colleges, Dr. Babasaheb Ambedkar Marathwada University.
- 2] The Director, University Network & Information Centre, UNIC, with a request to upload this Circular along with the said syllabi on University Website.

Copy to :-

- 1] The Director, Board of Examination & Evaluation,
- 2] The Section Officer, [Commerce Unit] Examination Branch,
- 3] The Programmer [Computer Unit-1] Examinations,
- 4] The Programmer [Computer Unit-2] Examinations,
- 5] The In-charge, [E-Suvidha Kendra], Rajarshi Shahu Maharaj Pariksha Bhavan, Dr. Babasaheb Ambekar Marathwada University.
- 6] The Public Relation Officer,
- 7] The Record Keeper.



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MARATHWADA UNIVERSITY,
AURANGABAD.**



Curriculum of

MASTER OF BUSINESS ADMINISTRATION

(MBA)

I & IIND YEAR

under Choice Based Credit & Grading System


SEMESTER I & IIND

THIRD & FOURTH

RUN AT COLLEGE LEVEL

[Effective from the Academic Year 2019-20 & onwards]




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REGULATIONS SPECIFIC TO M.B.A. PROGRAMME



**Dr. Babasaheb Ambedkar Marathwada University,
Aurangabad.**

(With Effect from Academic Year 2018-19)

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REGULATIONS
Specific to
M.B.A. Program (Full Time)

1. ELIGIBILITY FOR ADMISSION:

Master of Business Administration

- a) Candidate with a Bachelor's Degree from recognized University with not less than 50% (45% for SC/ST category belonging to Maharashtra State only) in any discipline recognized by the Association of Indian Universities.
- b) The admissions will be on the basis of CAP (Centralized Admission Process) as per Norms laid down by DTE.
- c) If, at any time after admission, it is found that candidate had not in fact fulfilled all the requirements stipulated in the offer of admission, in any form whatsoever, including possible misinformation etc., the institute shall take cognizance and accordingly revoke the admission of set candidate.
- d) The institute reserves the right to cancel the admission of any student and ask them to discontinue their studies at any stage of their career on the grounds of unsatisfactory academic performance, indiscipline or any misconduct.

2. DURATION

The duration of Course shall be a minimum of 2 years and maximum of 4 years.

3. ADMISSION/PROMOTION CRITERIA

If candidate gets selected for MBA program through DTE admission process, he/she has to apply on the application form of the Institute provided with the prospectus. Once the candidate is admitted to the MBA program, the Student will be promoted to next semester with full carryon; subject to the registration of candidate in every consecutive semester. Dropout student will be allowed to register for respective semester as and when the concerned courses are offered by the Institute subject to the condition that his/her tenure should not exceed more than twice the duration of MBA program from the date of first registration. The admission of respective student will automatically get cancelled if he/she fails to complete the course in maximum period. (Four years/Eight Semesters)

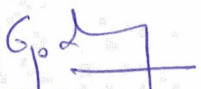
4. MEDIUM OF INSTRUCTION:

The medium of instruction shall be in English.

5. CREDITS AND DEGREES

- i. A candidate who has successfully completed all the Foundation Course, Core courses, Elective courses and Project Work as prescribed for the MBA program and Service courses as approved by the University with prescribed CGPA shall be eligible to receive the degree.
- ii. One Credit shall mean 15 contact hours for one semester (of 15 weeks) for theory courses.




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6. COURSES


The MBA program comprises of

- i. **Foundation Course:** It may be of two kinds **Compulsory Foundation Course** for Knowledge Enhancement and **Elective Foundation Course** for value based education.
- ii. **Core Course:** A core course is course that a candidate admitted to particular P.G. program must successfully complete to receive the degree.
- iii. **Service Course:** The service courses will be offered in third and fourth semesters only.
- iv. Each course shall include lectures/tutorials/laboratory work/field work/ seminar/practical training/assignments /mid-term and term end examinations/research paper/report writing or review of literature and any other innovative practices etc, to meet effective teaching and learning needs.
- v. Each course shall have a unique alphanumerical code. For eg.
MANB402 Statistical Methods
Here,
 MAN means Management Science **B**
 means MBA course
 402 means Subject Code
- vi. The University shall design the course structure including the detailed syllabus for this MBA program offered by the Institute. The University shall have the freedom to introduce new courses and / or to modify / redesign existing courses and replace any existing course with a new course to facilitate better exposure and training for the candidates.
- vii. **Attendance:** A student must have 75% of mandatory attendance in each Course for appearing in the examination. In the event of Non-Compliance of Attendance criteria(75%), students will have to seek admission next year so as to complete the course. However Student having 65% attendances with medical certificate can apply to the H.O.D./ Director for condonation of attendance.

7. REGISTRATION FOR SERVICE COURSE

- i. The student will register for the service course of his interest either in III Semester or IV Semester in the respective institute on official registration form. The faculty in charge of the respective course will keep the record of the students registered. Maximum 15 days period will be given from the date of admission for completion of registration procedure. (s)
- ii. No student shall be permitted to register for more than one service course in a semester.
- iii. Institute shall prescribe the maximum number of students in each course taking into account the teachers and physical facilities available in the department.
- iv. The Institute may make available to all students a listing of all the courses offered in every semester specifying the credits, the prerequisites, a brief description or list of topics the course intends to cover, the instructor who is giving the courses, the time and place of the classes for the course. This information shall be made available on the Institute Website.
- v. Normally no service course shall be offered unless a minimum of 10 students are registered.
- vi. The Student shall have to pay the prescribed fee per course per semester/year for the registration as decided by the Institute.




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8. GRIEVANCE REDRESSAL SCHEME

Grievance related to Evaluation / assessment would be in accordance with the regulation as laid down by the University from time to time.

9. GRADE AWARDS

- i. In order to pass the examination following Choice Based Credit and Grading System (CBC&GS) will be followed. Ten point rating scale shall be used for evaluation of performance of the student to provide Letter Grade for each course and overall grade for this course. Grade points are based on the total number of marks obtained by him / her in all the heads of the examination of the course. These grade points and their equivalent range of the marks are shown separately in following:

Table I: Ten Point grades and grade description


Sr. No.	Equivalent Percentage	Grade Points for SGPA and CGPA	Grade	Grade Description
1	90 - 100	9.00 - 10	O	Outstanding
2	80 - 89.99	8.00 - 8.99	A++	Excellent
3	70 - 79.99	7.00 - 7.99	A+	Exceptional
4	60 - 69.99	6.00 - 6.99	A	Very Good
5	55 - 59.99	5.50 - 5.99	B+	Good
6	50 - 54.99	5.00 - 5.49	B	Fair
7	45 - 49.99	4.50 - 4.99	C+	Average
8	40.01 - 44.99	4.01 - 4.49	C	Below Average
9	40	4.00	D	Pass
10		0.00	F	Fail

Table II : Classification for the degree is given as follows

Classification	Overall Letter grade
First Class with distinction	A+ and above
First Class	A
Higher Second Class	B+
Second Class	B
Pass	C+ to D
Fail	F

- iii. In the event of student registered for the examination (i.e. Internal Tests/End Semester Examination/Practical/Seminar/Project Viva-voce), non-appearance shall be treated as the student deemed to be absent in the respective course.
- iv. Minimum D grade shall be the limit to clear /pass the course/subject. A student with F in the course shall clear the same by reappearing in the next successive semester examinations.
- v. Using table I, Semester Grade Point Average (SGPA) and then Cumulative Grade Point Average (CGPA) shall be computed. Results will be announced at the end of each semester and Cumulative Grade Card with CGPA will be given on completion of the course.




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10. COMPUTATION OF SGPA (SEMESTER GRADE POINT AVERAGE) & CGPA (CUMULATIVE GRADE POINT AVERAGE)

The computation of SGPA and CGPA will be as below:

- i. Semester Grade Point Average (SGPA) is the weighted average of points obtained by a student in a semester and will be computed as follows:

$$\text{SGPA} = \frac{\text{Sum(Course Credit * Number of Points in concern course gained by the student)}}{\text{Sum (Course Credit)}}$$

The SGPA for all the six semesters will be mentioned at the end of every semester.

- ii. The Cumulative Grade Point Average (CGPA) will be used to describe the overall performance of a student in all semesters of the course and will be computed as follows:

$$\text{CGPA} = \frac{\text{Sum(All Six semester SGPA)}}{\text{Total number of semesters}}$$

The SGPA and CGPA shall be rounded off to the second place of decimal.

11. EVALUATION SCHEME

- Each 4 Credit theory course will be of 100 Marks and be divided in to Internal Examination (Sessional) of 20 Marks and Semester End Examination of 80 Marks. (ie. 20+80=100).
- Each 2 Credit theory course will be of 50 Marks and be divided in to Internal Examination (Sessional) of 10 Marks and Semester End Examination of 40 Marks. (ie. 10+40=50).
- The Internal Evaluation shall be done on the basis of weekly exams, assignments, fieldwork, seminars, review writing etc.

A. Semester End Examination Evaluation Scheme

- English shall be the medium of instruction and examination.
- Examination shall be conducted at the end of each semester as per the academic calendar notified by University.

The Semester End Examination theory question paper will have two parts (20 + 60 = 80) Marks for 4 Credit/100 marks course and (10 + 30 = 40) Marks for 2Credit/ 50 marks paper.

B. For Community Service, Mini Project, Inplant Training and Project Work:

- During the first semester, students would undertake "Community Service (MANB-451)" where leading to sensitivity towards issues of social relevance. Further a mini project (MANB-452), a group activity would develop amongst students skills viz Team Building, leadership, communication etc. these activities need to be monitored and evaluated by the mentor/ guide of the respective institution
- At the end of second semester, all students will have to undergo In plant Training (MANB-551) of 6-8 weeks with an industrial, business or service organization. The condition of successfully completing the programme shall not be deemed to have been satisfied unless a student undergoes summer training under the supervision of the project guide in respective institutes as approved by the Institution /Faculty from time to time. Each student will be required to



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submit the implant training report to the Institution/faculty for the work undertaken during this period within three weeks of the commencement of the third semester for the purpose of evaluation in the third semester.

- The Final Project Study (MANB-552) shall commence from the end of third semester and the report should be submitted towards the end of the fourth semester. The project report should cover the theoretical background, field study and comparative analysis. Alternatively the students may take up the problems from the industry and construct a case study. The case studies can also be submitted as project reports.
- Students, who have opted for Media Management / Hospital Administration as Specialization, should undertake their Final Project (MANB-553) in the respective specialization only.
- The project topic should be in the area of specialization and should necessarily include field work and library work.
- The student will be expected to make a presentation/viva-voce of the project work towards the end of the fourth semester which will be evaluated by the external examiner.
- Two typed copies of Project Report shall be submitted by the candidate to the concerned teacher for Evaluation.

12. RULE FOR OFFERING ELECTIVES

- The number of students required for offering an Elective /Specialization shall be a batch of minimum of 10 students.
- Only students who have completed their In Plant training in Media and Health care Sectors are eligible for Media Management and Hospital Administration Specialization respectively subject to a batch of minimum of 10 students.

13. GRADE CARD

The University shall issue a Grade Card for the student, containing the grades obtained by the student in the previous semester and his Semester Grade Point Average (SGPA)

The grade card shall list:

- (a) The title of the courses along with code
- (b) The credits associated with the course,
- (c) The grade and grade points secured by the student,
- (d) The total credits earned by the student in that semester.
- (e) The SGPA of the student,
- (f) The total credits earned by the students till that semester and
- (g) The CGPA of the student (On Successful Completion of Program).

(h) Cumulative Grade Card

The grade card issued on completion shall contain the name of the program, the department / school offered the program, the title of the course , the credits associated with each course, grades awarded, the total credits earned by the student, the CGPA and the class in which the student is placed.

14. GENERAL CLAUSE

It may be noted that beside the above specified rules and regulations all the other rules and regulations in force and applicable to semester system in Post-Graduate courses in Dr. Babasaheb Ambedkar Marathwada University shall be applicable as amended from time to time by the University. The students shall abide by all such Rules and Regulations.




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15. Structure of MBA Program under CBC&GS

Sem	Course	Ref. No	Subject Title	Credit	No. of Hrs. per Sem/Minm Assessment/ Tutorial	Exam Hrs.	Marks		Total
							Internal	End Sem Exam	
I	Generic Foundation Course	IC 001	Constitution of India	2	30 -02	1.5	10	40	50
		MANB401	Management Practices and Organizational Behavior	4	60 -02	3	20	80	100
		MANB402	Statistical Methods	4	60 -02	3	20	80	100
		MANB403	Managerial Economics	4	60 -02	3	20	80	100
		MANB404	Research Methodology	4	60 -02	3	20	80	100
		MANB405	Accounting for Managers	4	60 -02	3	20	80	100
	Skill Based Foundation Course	MANB406	Environment Management	2	30 -02	1.5	10	40	50
		MANB407	IT for Managers	2	30 -02	1.5	10	40	50
		MANB408	Yoga	2	30 -02	--	50	--	50
	Core Course	MANB451	Community Service	2	30 -02	--	50	--	50
		MANB452	Mini Project	2	30 -02	--	50	--	50
				Total	32	480	280	520	800

Sem	Course	Ref. No	Subject Title	Credit	No. of Hrs. per Sem/Minm Assessment/ Tutorial	Exam Hrs.	Marks		Total
							Internal	End Sem Exam	
II	Generic Foundation Course	MANB409	Optimization Techniques	4	60 -02	3	20	80	100
		MANB410	Human Resource Management	4	60 -02	3	20	80	100
		MANB411	Financial Management	4	60 -02	3	20	80	100
		MANB412	Marketing Management	4	60 -02	3	20	80	100
		MANB413	Production and Operation Management	4	60 -02	3	20	80	100
		MANB414	Business Laws	4	60 -02	3	20	80	100
		MANB415	Indian Ethos & Values	2	30 -02	1.5	10	40	50
		MANB416	International Business Environment	2	30 -02	1.5	10	40	50
	Skill Based Foundation Course	MANB417	Creativity and Innovation	2	30 -02	1.5	10	40	50
				Total	30	450	150	600	750



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Sem	Course	Ref. No	Subject Title	Credit	No. of Hrs. per Sem/Minm Assessment/ Tutorial	Exam Hrs.	Marks		Total
							Internal	End Sem Exam	
III	Specialization- Finance/Marketing/Human Resource Mgmt/Production and Operations/IT/Media Mgt/Hosp.Admin.								
	Core Course as per specialization	*Given in following table	Subject I	4	60 -02	3	20	80	100
			Subject II	4	60 -02	3	20	80	100
			Subject III	4	60 -02	3	20	80	100
			Subject IV	4	60 -02	3	20	80	100
			Subject V	4	60 -02	3	20	80	100
			Subject VI	4	60 -02	3	20	80	100
		MANB551	In plant Training Report	4	60	--	--	100	100
			Total	28	420		120	580	700

*Table showing Electives as per specialization.


Specialization- Finance

Sem	Course	Ref. No	Subject Title	Credit	No. of Hrs. per Sem/Minm Assessment/ Tutorial	Exam Hrs.	Marks		Total
							Internal	End Sem Exam	
III	Core Course (Finance)	MANB501F	Money & Banking	4	60 -02	3	20	80	100
		MANB502F	Working Capital Management	4	60 -02	3	20	80	100
		MANB503F	Corporate Taxation	4	60 -02	3	20	80	100
		MANB504F	Investment Management	4	60 -02	3	20	80	100
		MANB505F	Financial Decision Analysis	4	60 -02	3	20	80	100
		MANB506F	Financial Services	4	60 -02	3	20	80	100

Specialization- Marketing

Sem	Course	Ref. No	Subject Title	Credit	No. of Hrs. per Sem/Minm Assessment/ Tutorial	Exam Hrs.	Marks		Total
							Internal	End Sem Exam	
III	Core Course (Marketing)	MANB501M	Consumer Behavior	4	60 -02	3	20	80	100
		MANB502M	Advertising Management	4	60 -02	3	20	80	100
		MANB503M	Retail Management	4	60 -02	3	20	80	100
		MANB504M	Brand Management	4	60 -02	3	20	80	100
		MANB505M	Sales & CRM	4	60 -02	3	20	80	100
		MANB506M	Digital Marketing	4	60 -02	3	20	80	100




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Specialization- Human Resource Management

Sem	Course	Ref. No	Subject Title	Credit	No. of Hrs. per Sem/Minm Assessment/ Tutorial	Exam Hrs.	Marks		Total
							Internal	End Sem Exam	
III	Core Course (HRM)	MANB501H	Law's Governing HR	4	60 -02	3	20	80	100
		MANB502H	Human Resource Planning and Development	4	60 -02	3	20	80	100
		MANB503H	Training and Development	4	60 -02	3	20	80	100
		MANB504H	Performance & Compensation Management	4	60 -02	3	20	80	100
		MANB505H	HRD – Strategies and Systems	4	60 -02	3	20	80	100
		MANB506H	Cross Culture and Global HRM	4	60 -02	3	20	80	100


Specialization- Production & Operations

Sem	Course	Ref. No	Subject Title	Credit	No. of Hrs. per Sem/Minm Assessment/ Tutorial	Exam Hrs.	Marks		Total
							Internal	End Sem Exam	
III	Core Course (P&O)	MANB501P	Production Planning & Control	4	60 -02	3	20	80	100
		MANB502P	Purchasing and Materials Management	4	60 -02	3	20	80	100
		MANB503P	Service Operations Management	4	60 -02	3	20	80	100
		MANB504P	Applied Operation Research	4	60 -02	3	20	80	100
		MANB505P	Logistics Management	4	60 -02	3	20	80	100
		MANB506P	World Class Manufacturing	4	60 -02	3	20	80	100

Specialization- Information Technology

Sem	Course	Ref. No	Subject Title	Credit	No. of Hrs. per Sem/Minm Assessment/ Tutorial	Exam Hrs.	Marks		Total
							Internal	End Sem Exam	
III	Core Course (IT)	MANB501I	Strategic Management & IT	4	60 -02	3	20	80	100
		MANB502I	System Analysis and Design	4	60 -02	3	20	80	100
		MANB503I	Database Management System	4	60 -02	3	20	80	100
		MANB504I	Internet Programming for E-Commerce	4	60 -02	3	20	80	100
		MANB505I	RDBMS and SQL Concepts	4	60 -02	3	20	80	100
		MANB506I	Application Development Using Oracle	4	60 -02	3	20	80	100




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Specialization- Media Management

Sem	Course	Ref. No	Subject Title	Credit	No. of Hrs. per Sem/Minm Assessment/ Tutorial	Exam Hrs.	Marks		Total
							Internal	End Sem Exam	
III	Core Course (ME)	MANB501E	Media Management & Media Planning	4	60 -02	3	20	80	100
		MANB502E	Media Law, ethics & Governance	4	60 -02	3	20	80	100
		MANB503E	Media Economics	4	60 -02	3	20	80	100
		MANB504E	Entertainment Marketing	4	60 -02	3	20	80	100
		MANB505E	Social Media	4	60 -02	3	20	80	100
		MANB506E	Public Relations & Corporate Communications	4	60 -02	3	20	80	100

Specialization- Hospital Administration

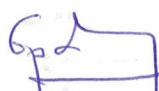
Sem	Course	Ref. No	Subject Title	Credit	No. of Hrs. per Sem/Minm Assessment/ Tutorial	Exam Hrs.	Marks		Total
							Internal	End Sem Exam	
III	Core Course (HA)	MANB501A	Management Process In Hospitals	4	60 -02	3	20	80	100
		MANB502A	Financial Management And Accounting	4	60 -02	3	20	80	100
		MANB503A	Human Resource Management In Health Organizations	4	60 -02	3	20	80	100
		MANB504A	Marketing Management In Hospitals	4	60 -02	3	20	80	100
		MANB505A	Operations Management In Hospitals	4	60 -02	3	20	80	100
		MANB506A	Legal Aspects Governing Hospitals	4	60 -02	3	20	80	100

MBA – IV Semester

Sem	Course	Ref. No	Subject Title	Credit	No. of Hrs. per Sem/Minm Assessment/ Tutorial	Exam Hrs.	Marks		Total
							Internal	End Sem Exam	
IV	Core Course	MANB507	Business Policies and Strategic Management	4	60 -02	3	20	80	100
		MANB508	DSS and MIS	2	30 -02	1.5	10	40	50
		MANB509	Entrepreneurship Development	4	60 -02	3	20	80	100
		MANB510	Quality Management	4	60 -02	3	20	80	100
		MANB511	Indian Economy	4	60 -02	3	20	80	100
		MANB552	Major Project	8	120	--	--	200	200
			Total	26	390		90	560	650

			Course Total	116	1740		640	2260	2900
			Service Course	4	60		20	80	100
			GRAND TOTAL	120	1830		660	2340	3000

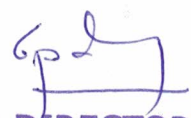



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MBA First Semester

Subject Title	: Management Practices & Organizational Behavior		
Subject Ref. No.	: MANB401	No. of Credits	: 4
		No. of Periods / Week	: 4
		Assignments / Sessional	: 20
		Semester Examination	: 80
Course Objective	: The Subject intends to empower the students to understand the nuances of Organizational Functioning with special reference to Human Behavior, Group Dynamics, Organizational Learning & thereon; thereby making them capable of working in an organizational set-up.		
Pre Requisite	: The students are expected to be prepared with the theoretical aspects of the same, so that the mentor could facilitate the minds to absorb its practical aspects.		
Unit – I	: Genesis of Management Thought & Conceptualization: Understanding of Management Concepts, Evolution of Management Thought, Systems and Contingency Approach for understanding organizations, Managerial Processes, Functions, Skills & roles of a Manager in an organization; Management by Objectives (MBO).		
Unit – II	: Management of Individual Behavior in Organization - I: Personality, Perceptions, Values, Attitudes, Learning.		
Unit – III	: Management of Individual Behavior in Organization - II: Work motivation & Employee Engagement, Individual decision making & problem solving		
Unit – IV	: Group Dynamics: Corporate Leadership, Emotional Intelligence, Understanding & managing group processes-Interpersonal and Group Dynamics - Communication, Group Decision-making, Organizational Design & Structure, Recreation & Work Stress		
Unit – V	: Society vis-à-vis Organization: Corporate Social Responsibility; Corporate Global Citizenship in the wake of Globalization		
Text Books	:	<ol style="list-style-type: none"> 1. Luthans, F. <i>Organizational Behaviour</i>, 7th ed., New York, McGraw Hill, 1995. 2. Robbins, S.P. <i>Management</i>, 5th ed., New Jersey, Englewood Cliffs, Prentice Hall Inc., 1996. 	
		Robbins, S.P. <i>Organizational Behaviour</i> , 7 th ed., New Delhi, Prentice hall of India, 1996	
Additional Reference Books	:	<ol style="list-style-type: none"> 1. Koonz, H. and Weachirch, H. <i>Management</i>. 10th ed., New York, McGraw Hill, 1995. 2. Goleman, Daniel <i>Emotional Intelligence</i>, 	




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Subject Title : Statistical Methods

Subject Ref. No. : MANB402

No. of Credits : 4

No. of Periods / Week : 4

Assignments / Sessional : 20

Semester Examination : 80

Course Objective : The objective of the course is to make student familiar with statistical techniques relevant to management science and focus on applied aspects of subject.

Pre Requisite : Basic knowledge of mathematics.

Unit – I : Measures of central tendency, mean-median-mode, measures of dispersion, means and standard deviation.

Unit – II : Correlation analysis and regression analysis.

Unit – III : Time series analysis: components, methods of measurement moving averages and methods of Least Squares.

Unit – IV : Probability and probability distribution, Business Forecasting

Unit – V : Statistical Reference: Test of Hypothesis, Chi square test, F-test and Analysis of variance.

Text Books :

1. Gupta S P, *Statistical Methods*, New Delhi S Chand and Co Ltd 2008
2. Elhans D N, VeenaAgrawal, B M *Fundamental of Statistics* New Delhi, KitabMahal, 2002.
3. Sharma S D, *Operation's Research*, KedarNath and Ram Nath and Co., Meerut, 2000

Additional Reference Books :

1. C Satyadevi, *Quantitative*, New Delhi S Chand and Co Ltd 2009
2. Shrivastava V K, Shenoy G V, Sharma S C, *Quantitative Techniques and Managerial Decisions*, New Delhi, New Age International Ltd, 2005
3. Shrivastav, *Statistics for Management*, Tata McGraw Hill, 2000
4. Levin Richard I and Rubin David S *Statistics for Management*, New Prentice Hall Inc. 1995.



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Subject Title : Managerial Economics

Subject Ref. No. : MANB403

No. of Credits : 4

No. of Periods / Week : 4

Assignments / Sessional : 20

Semester Examination : 80

Course Objective : The objective of the course is to acquaint the students with concepts and theories of Micro Economics helpful in business decision making at firm level.

Pre Requisite : Basic understanding of concepts, theories of economics.

Unit – I : **Introduction:**

- i. Basic concepts and Principles
- ii. Theory of firm

Unit – II : **Theory of Demand:**

- i. Demand and supply analysis
- ii. Consumer preference and choice
- iii. Elasticity of demand
- iv. Demand forecasting

Unit – III : **Theory of Production and Cost:**

- i. Production Theory
- ii. Cost concepts

Unit – IV : **Market Structure:**


- i. Perfect Competition
- ii. Monopoly
- iii. Oligopoly

Unit – V : **Macro-Economic Aspects:**

- i. National Income
- ii. Money Supply and Inflation
- iii. Business cycles

- Text Books** :
1. M Adhikari, *Business Economics*, Excel Books New Delhi 2000
 2. Baumol , W J *Economics Theory and Operation Analysis 3rd Ed* New Delhi, Prentice Hall Inc. 1996
 3. Chopra O P *Managerial Economics* New Delhi, Tata McGraw Hills 1985
 4. Geetika , Ghosh, and ChaudhariPurba Roy, *Managerial Economics* Tata McGraw Hills
 5. Mithani*Managerial Economics*




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Subject Title : Research Methodology

Subject Ref. No. : MANB404

No. of Credits : 4

No. of Periods / Week : 4

Assignments /Sessional : 20

Semester Examination : 80

Course Objective : To equip the students with the basic understanding of the Research Methodology and to provide an insight into the application of modern analytical tools and techniques for the purpose of management decision making.

Unit – I : **Introduction to Research:** Scope, Objectives, Motivation, significance, Types, Research Applications, Research Methodology.

Unit – II : **Research Problem:** Components of a Problem, Conditions for selecting Problem , Research Problem identification; Problem Formulation and Statement of Research Objectives; Techniques of defining research Problem

Unit – III : **Research designs & Sample Design:** Features, Significance, Introduction to Types- exploratory, descriptive & experimental research designs; Sample Design: Steps in sample design, types- Probability & Non Probability sample design.


Unit – IV : **Data collection:** Methods –Primary Data & Secondary Data, Survey methods, selection of an appropriate data collection method, conditions before using secondary data, Questionnaire design.

Unit – V : **Data Processing:** Editing, Coding, classification, Tabulation, Analysis of Data; Introduction to SPSS, ANOVA, Research Proposal; Research process

Text Books :

1. Research methodology methods & techniques by C.R. Kothari
2. Statistical methods: Dr. S.P. Gupta-sultan Chand & sons New Delhi.
3. Research methodology by Gupta
4. Research methodology in social science by Giridhari
5. Management Research Methodology by K.N. Krishnaswamy, Appa Iyer Sivakumar and M. Mathirajan.
6. Management Research by Andrews, F.M. and S.B. Withey Social Indicators of Well Being. Plenum Press. NY, Bennet, Roger
7. Survey Methods by Fowler, Floyd J. Jr.,
8. Exploring Research by Salkind, Neil J.,




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Subject Title : Accounting for Managers

Subject Ref. No. : MANB405

No. of Credits : 4

No. of Periods / Week : 4

Assignments / Sessionals : 20

Semester Examination : 80

Course Objective : 1. The basic purpose of this course is to develop an insight of postulates, principles and techniques of accounting.

2. To plan the work & take decisions on the basis of accounting information.

Unit – I : **Financial Accounting** – Concepts, Importance and Scope, Generally Accepted Accounting Principles of Double Entry System of Book-Keeping, Ledger Posting, Preparation of Trial Balance sheet, Preparation of Final Accounts with simple Adjustments


Unit – II : **Management Accounting** – Meaning, Aims, Objectives, Functions, Advantages and Limitations of Management Accounting Difference between Management Accounting and Financial Accounting; Financial Analysis Fund Flow and Cash Flow Statements.

Unit – III : **Cost Accounting** - Meaning, Concept, Relationship Between Cost Accounting and Financial Accounting, Cost Elements – Material Labour and Overheads, Preparation of Cost Sheet

Unit – IV : **Marginal Costing**, Absorption Costing and Breakeven Analysis, Standard Costing and Variance Analysis.

Text Books : 1) 'Advanced Accountancy' by Shukla and Grewal.
2) 'Advanced Financial Accounting' by R.L.Gupta
3) 'Advanced Accounting' by Jain and Naranmg.
4) 'Advanced Accounting' by Khan and Jain.
5) 'Advanced Accountancy' by S.N.Maheswari.




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Subject Title : Environment Management

Subject Ref. No. : MANB406

No. of Credits : 2

No. of Periods / Week : 2

**Assignments /
Sessional** : 10

Semester Examination : 40

Course Objective : UNs Resolution for 2010 & the World Millennium Goals have Environment & Sustainable Development as the core objective. The course is designed to make the budding managers sensitized to Environment along with developing an understanding of inclusive & sustainable growth; thereby creating Managers that cater to the societal demands along with the organizational priorities.

Unit – I : Environment Management: Fundamentals-Sustainable Development, Implications of human population growth, Limits to growth, Environment and Business Schools.

Unit – II : Energy Management-Fossil Fuels use, Nuclear – Wind – Hydro Energy, Bio-fuel; Recycling Industry; Ecosystem Concepts; Ecology: Industrial Ecology, Agro-ecology.

Unit – III : Environment Management System; EMS Standards; Audit Scheme; Clearance/Permissions for establishing industry; Carbon Credit.

Unit – IV : Environmental Management and Valuation: Environmental Accounting, Green Funding, Green Banking; Environment Ethics; Environmental Health & Protection; GATT/ WTO Provisions; Environmental Law.

Unit – V : Pollution and Waste Management- Air, Water, Noise & Land Pollution; Waste Management; Biodiversity Management; forest products and Trade; Global-warming; Bharat Stage – II & Euro – II; Role of NGO's.

- Text Books** :
1. Uberoi, N.K.; *Environmental Management*, Excel Books, A-45, Naraina Pahse-1, New Delhi, 2000.
 2. Pandey, G.N.; *Environmental Management*, Vikas Publishing House New Delhi, 1997.
 3. Gupta, N. Dass: *Environmental Accounting*, Wheeler Publishing 19, K.G. Marg, New Delhi, 1997.
 4. Mahanty, S.K. *Environment & Pollution Law Manual*, Universal Law Publishing, G.T. Karnal Road, New Delhi, 1996.
 5. Harley, Nick: *Environmental Economics*, MacMillan India Ltd., Ansari Road, New Delhi, 1997.
 6. Kolstad, Charles D.: *Environmental Economics*, Oxford University Press, 2000.
 7. Nigel Horan, : *Environment Waste Management: An European Perspective*, John Wiley & Sons, 1996.



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Subject Title : IT for Managers
Subject Ref. No. MANB407

No. of Credits : 02
No. of Periods/Week : 02
Assignments/Sessional : 10
Semester Exam. : 40

Course Objective Keen stress on the Advanced concepts of Information Systems in Organization along with advanced concepts in MS-Excel is rendered.

Prerequisite : NA


Unit –I : **Information Systems:** Information System concept, types and usage. Information System, Organizations and strategy, Economics of Information System, Foundations of E-Business, Foundations of Data Management, Information systems and its impact in Organization and People.

Unit –II : **Advanced Excel:** Filtering Data, AutoFilter , Advanced Filters , Formulas and Functions, Totals and Subtotals Total, Row ,Subtotals ,Creating charts and Graphs, Managing Windows, Multiple Windows, Splitting Windows, What-if analysis, Analysis by goal seek, Analysis by pivot tables

Text Books :

1. Advanced Excel Essentials – 2014, Jordan Goldmeier
2. Fundamentals of Information Systems –2014, Ralph Stairs





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Subject Title : Yoga
Subject Ref. No. : MANB408

No. of Credits : 2
No. of Periods / Week : 2
Assignments / Sessional : 50

Course Objective : The objective of this course is to promote holistic development of the students. The course should be undertaken and assessed by a Qualified Yoga Teacher .




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MBA- II Semester

Subject Title : Optimization Techniques

Subject Ref. No. : MANB409

No. of Credits : 4

No. of Periods / Week : 4

Assignments / Sessional : 20

Semester Examination : 80

Course : The objective of the course is to develop in understanding a basic optimization techniques

Objective and their role in Managerial Decision Making.

Pre Requisite : Students are required to revise knowledge of statistical methods.

Unit – I : Basics of Operation Research, Applications in Managerial decision making.

Unit – II : Linear Programming, Basic Concepts and methods of solution.

Unit – III : Assignment and transportation models, replacement theory.


Unit – IV : Queuing theory, game theory and simulation.

Unit – V : Decision theory, inventory management techniques, project management by PERT/CPM.

Text Books : 1. Taha, H A Operations Research- An Introduction, New york, Mc-Millan, 1989
2. Narag A S, Linear Programming and Decision Making, New Delhi, Sultan Chand, 1995.
3. Sharma S D, Operation's Research, KedarNath and Ram Nath and Co., Meerut, 2000

Additional Reference Books : 1. KantiSwarup Gupta, P. K. Manmohan, Operations Research, Sultan Chand and Sons Edu, Publishers, New Delhi 2003
2. Gupta, Prem Kumar and Hira, D S Operations Research, New Delhi, S Chand and Co Ltd 2000




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Subject Title: Human Resource Management
Subject Code: MANB-410

No. of credits: 04
No of periods / week: 04
Assignments/sessions: 20
Semester Exam: 80

Course Objectives: In a complex world of industry and business organizational efficiency is largely dependent on the contribution made by the members of the organization. The Objectives of this course is to sensitize students to the various facets of managing people and to create an understanding of the policies and practices of human resource management.

Pre-requisites: Evolution of Human Resource Management, basic Functions and impact on Human Resource Management.

Unit-I **Conceptualization & fundamentals:** Introduction to HRM, corporate objectives & HRM, Concepts & functions of HRM, comparison between Personnel Management & HRM, corporate level strategies & its effect on HRM, Role of Human Resources Manager.

Unit-II **Employment:** Job Design, Job Analysis, Human Resource Planning, Recruitment, Selection, Placement, Induction.

Unit-III **Human Resource Development:** Training & Development, career planning & succession Planning, Performance Appraisal, Potential Appraisal, Promotion, Transfer & Demotion, Retention & Retrenchment, Exit Interviews

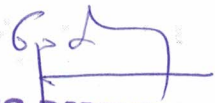
Unit-IV **Compensation :** Job Evaluation, Wage & salary Administration

Unit-V **Employee Engagement Practices:** Employee welfare, Industrial Relations, fringe Benefits, social Security measures.

Text Books:

1. Dessler, Gary Human Resource Management, Prentice Hall
2. Aswathappa K. Human Resources and Personnel Management Tata McGraw Hill New Delhi, 1997.
3. P. Subba Rao; "Personnel And Human Resource Management" Text & Cases, Himalaya Publishing House. 2009.
4. Sarma A.M., Performance Management systems, Himalaya Publication House, 2008.
5. Cardy, Performance Management concepts skills & exercise, printice Hall of India 2007.




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Subject Title : Financial Management
Subject Ref. No. : MANB411

No. of Credits : 4
No. of Periods / Week : 4
Assignments / Sessional : 20
Semester Examination : 80

Course Objective : The purpose of this course is in creating awareness and understanding of three core areas of Financial Management- Investment Decisions, Financing Decisions and Dividend Decisions

Pre Requisite : Elementary Understanding of concepts related to Finance.

Unit – I : **Foundations of Finance:**

Overview, Time value of money and Valuation of Bonds and Shares

Unit – II : **Analysis and Control:**

Cash flow statement, Financial Statement Analysis, Cost-Volume-Profit Analysis, Budgeting and Profitability.

Unit – III : **Long Term Investment Decision:**

Capital Budgeting Cost of Capital, and Risk Analysis.


Unit – IV : **Current Asset Management:**

Working Capital Management, Management of Cash, Receivables and Inventory, Working Capital Financing.

Unit – V : **Leverage Decisions, Capital Structure Decisions, Long-term Financing and Dividend Policies and Its Determinants**


- Text Books** :
1. *Financial Management*- Khan and Jain Sixth Ed- Tata McGraw Hill.
 2. *Financial Management*-Prasanna Chandra – Seventh Ed, Tata McGraw Hill.
 3. *Financial Management- Principles and Practice*- G Sudarshana Reddy, Himalaya Publications
 4. *Financial Management*- R. M Shrivastav Himalaya Publications
 5. *Financial Management*-I M Pandey, Vikas Publications 10th Ed




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Subject Title	: Marketing Management		
Subject Ref. No.	: MANB412	No. of Credits	: 4
		No. of Periods / Week	: 4
		Assignments / Sessional	: 20
		Semester Examination	: 80
Course Objective	: The purpose of this course is to develop and understanding of the underlying concepts, strategies and issues involved in the marketing of products and services.		
Pre Requisite	: The student should have basic knowledge of Management.		
Unit – I	: Nature and scope of marketing, corporate orientations towards the marketplace. The marketing environment and Environment scanning, Integrating Marketing with other Functions, Marketing information system and Marketing research,		
Unit – II	: Understanding consumer and Industrial markets, Market segmentation, Targeting and positioning; Product decisions-product mix, product life cycle, new product development, branding and packaging decisions,		
Unit – III	: Pricing methods and strategies, Promotion decisions-promotion mix, advertising, sales promotion, publicity and personal selling;		
Unit – IV	: Channel management-selection co-operation and conflict management, vertical marketing implementation and systems, Organizing and implementing marketing in the organization; Evaluation and control of marketing efforts;		
Unit – V	: New issues in marketing-Globalization Consumerism, Green marketing, Internet Marketing, Rural Marketing – Rural Marketing Environment & Strategy. Customer Relationship Management – Components of CRM, Measuring Customer Satisfaction, Marketing of Services – Growth of Services in India, social networking, Bluetooth marketing and Retailing – Nature & Scope.		
Text Books	: 1. Kotler, Philip, <i>Marketing Management, Analysis, Planning, Implementation and Control</i> , New Delhi, Prentice Hall of India. 2. Ramaswamy, V S and Namakumari, S. <i>Marketing Management; Planning Control</i> , New Delhi, Macmillan.		
Additional Reference Books	: 1. Enis, B M <i>Marketing Classics: A Selection of Influential Articles</i> , New York, McGraw Hill. 2. Station William, J. <i>Fundamentals of Marketing</i> , New York, McGraw Hill. 3. Nelamegham, S. <i>Marketing In India: Cases and Readings</i> , New Delhi, Vikas.Shah “Advertising and Promotion”, Tata McGraw Hill.		




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Subject Title	: Production and Operations Management		
Subject Ref. No.	: MANB413	No. of Credits	: 4
		No. of Periods / Week	: 4
		Assignments / Sessional	: 20
		Semester Examination	: 80
Course Objective	: The Course is designed to acquaint the students with decision making in: Planning, scheduling and control of Production and Operation function in both manufacturing and services; Productivity improvement in operations through layout engineering and quality management etc.; Effective and efficient flow, replenishment and control of material with reference to both manufacturing and services organizations.		
Unit – I	: Nature and Scope of Production and Operations Management; Types of Manufacturing Systems & Layouts; Layout Planning and Analysis; Make-or-Buy Analysis		
Unit – II	: Facility Location; factors influencing facility location; Capacity Planning; Types of capacity;		
Unit – III	: Materials Management – Overview of Materials Management, Materials planning, Budgeting, Inventory control, JIT, MRP, Purchase Mgt., Stores Mgt; Vendor Evaluation; Materials Handling- Principles ;Equipment's; 5-S. Kaizen; Kanban; Poka-Yoke; Toyota Production Systems; Line Balancing-Problems;		
Unit – IV	: Scheduling; Production Planning and Control-In Mass Production-In Batch/ Job Order Manufacturing; Work Design- Work study, method study, work measurement- work sampling		
Unit – V	: Quality Management System- Quality Assurance- statistical process control - acceptance sampling; TQM-ISO 9000; Maintenance Mgt concepts- Maintenance Mgt; Work environment; Safety management;		
Text Books	: 1. Production and operations Management by Kaniska Bedi 2. Production and operations Management by K. Ashwathappa and K. Shridhara Bhat 3. Operations Management by E. Buffa 4. Production and Operations Management 6 th ed., by Adam, E E & Ebert, RJ.;		




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Subject Title : **Business Laws**

Subject Ref. No. : **MANB414**

No. of Credits : **4**

No. of Periods / Week : **4**

Assignments / Sessional : **20**

Semester Examination : **80**

Course Objective : The Course bears the onus of developing technical insights in students about the legislative framework of Indian Business Scene.

Pre Requisite : The students are required to refer Bare Acts, Law Codes & Supreme Court Precedents on the topics to be discussed in the lecture beforehand.

Unit – I : **The Indian Contract Act, 1872 (Section 1 – 100)**

Fundamentals & Conceptualization, Essentials of a Valid Contract, Void-Voidable Contracts, Performance & Breach of Contracts, Remedies on Breach of Contract & Quasi Contracts.

Unit – II : **The Company Act, 1956**

Concept, Nature & Types of Companies, Formation of Company, Memorandum of Association & Articles of Association, Prospectus, Allotment of Shares, Director & its Qualifications, Shares & Share Capital, Membership, Borrowing Powers, Management & Meetings, Winding-up of a Company.

Unit – III : **The Sale of Goods Act, 1930**

Concept, Definitions, Solemnization of a Sale of Goods Contract, Paid & Unpaid Seller, Rights of an Unpaid Seller, Remedies on breach of Contract,

Unit – IV : **The Negotiable Instruments Act, 1881**

Types & Nature of Instruments, Negotiation & Assignment, Holder-in-due Course, Dishonor & Discharge of Negotiable Instruments, Arbitration.

& Consumer Protection Act


Unit – V : **Information Technology Act & Cyber Laws**

Text Books : Bare Acts & Code Books

Additional : Supreme Court Journals, Supreme Court Reports & other Reference Journals

Reference Books




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Subject Title : Indian Ethos & Values
Subject Ref. No. : MANB415

No. of Credits : 2
No. of Periods / Week : 2
Assignments / Sessionals : 10
Semester Examination : 40

Unit I Fundamentals & Conceptualization: Morals – Ethics – Values, Indian Heritage on Ethics, Fundamental principles of Ethics-Values in Business, Need for values in Global change,

Professional Ethics of a Manager, Indian Leaders on Business Ethics.

Unit II Societal Aspect of Ethics & Corporate Governance: Corporate Social Responsibility & corporate Governance, Corporate Global Citizenship.

Reference Books

1. Mishra "Business Ethics", Tata McGraw Hill
2. Chakraborty, S.K.: Foundation of Managerial work-Contribution from Indian Thought, Himalaya Publishing House Delhi 1998.
3. Biswanath Ghose, Indian Ethos & Values, Vikas Publishing, 2008.
4. S.A. Sherlekar, Global Dharmic Management, Himalaya Publication House, 2nd Edition 2005.
5. CVS Murthy, Business Ethics, Himalaya Publishing House, 2006
6. N.M. Khandelwal, Indian Ethnos & values for Manager, Himalaya



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Subject Title	: International Business Environment		
Subject Ref. No.	: MANB416	No. of Credits	: 2
		No. of Periods / Week	: 2
		Assignments / Sessional	: 10
		Semester Examination	: 40
Course Objective	: The objective of the course is to provide the student with a background of various environment factors that have major repercussions on business and sharpen their mind to watch and update the changes that occur constantly in this sphere.		
Unit – I	: International business – An overview of international business, International business environment – Economic, Socio – cultural, Political, Natural environment. Theories of International Business, Strategies of International Business, Modes of entering International Business, Advantages and Disadvantages of International Business,		
Unit – II	: Globalization – Introduction, Meaning, and Definition, Features, Stages of Globalization, Globalization of Markets, Globalization of Production, Globalization of Investments and Technology. Advantages and Disadvantages of Globalizations		
Unit – III	: World Trade Organization(WTO), Tariff and non-Tariff barriers, General Agreement on Trade and Tariff(GATT), Establishment of World Trade Organization., Uruguay round Package., Organization structure of the WTO, WTO –Anti Dumping Measures.		
Unit – IV	: Regional Economic Integration, Global monetary system, Foreign Exchange Market, Global Capital Market.		
Unit – V	: International Marketing, Global HRM, Global Production, Corporate Social Responsibility.		
Text Books	: Francis Cherunilam: Business Environment: Text and Cases, 17/e, Himalaya, 2007. - K.A swathappa, Essentials of Business Environment, 9/e Himalaya, 2007. - P. Subbarao : International Business, Himalaya Publishing. - Charles Hill, International Business – Tata Mc. Graw Hill,		



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Subject Title : Creativity and Innovation
Subject Ref. No. : MANB417
No. of Credits : 2
No. of Periods / Week : 2
Assignments / Sessionals : 10
Semester Examination : 40

Unit I Basic concepts of Thinking, Creativity and Innovations
Unit II Lateral Thinking
Unit III Mind Mapping
Unit IV Innovations
Unit V Case Studies

Reference Books

1. "Lateral Thinking" by Edward de Bono
2. "Mind Mapping" by Tony Buzan
3. "Innovation Engine" by Tina Seelig




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