



University of Engineering and Management

Institute of Engineering & Management, Salt Lake Institute
of Engineering & Management, New Town University of
Engineering & Management, Jaipur



Syllabus for MBA (FT/GM) 1st Term Admission Batch (2025-27)

1. Paper Name- Mathematics

Paper Code- MBA101

COURSE OBJECTIVES:

1. To introduce basic mathematical operations required for data centric decision making in various business subjects.

COURSE OUTCOMES:

1. **CO 1:** Learning how to work with numbers and solve data centric problems
2. **CO 2:** Learning to formulate mathematical model to solve simultaneous equations
3. **CO 3:** Learning the basics of Modern algebra, Coordinate Geometry and Trigonometry
4. **CO 4:** Using concepts of calculus to apply in various management and social science subjects

Module number	Topic	Sub-topics	Mapping with Text Book Chapter	Mapping with Industry and International Academia	Lecture Hours	Corresponding Lab Assignment
1	Number System	Origin of numbers, types of numbers, divisibility rules, base of number system, decimal-binary conversion	Rangaraj, Mallieswari, Rema – Chapter 1	<p>International Academia Linear Algebra Mathematics MIT OpenCourseWare</p> <p>AICTE Prescribed Syllabus https://www.aicte-india.org/sites/default/files/AICTE_MBA.pdf</p> <p>Industry Mapping Group Discussion and scenario analysis</p>	2	

2	Indices & Surds	Simplifying expressions, rationalizing denominators, rules of indices	Rangaraj, Mallieswari, Rema – Chapter 2	<p>International Academia Linear Algebra Mathematics MIT OpenCourseWare</p> <p>AICTE Prescribed Syllabus https://www.aicte-india.org/sites/default/files/AICTE_MB_A.pdf</p> <p>Industry Mapping Group Discussion and scenario analysis</p>	2	
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3	Determinants & Matrices	Concept of Matrice and solving simultaneous equation with matrix method.	Mariappan – Chapter 15	<p>International Academia Linear Algebra Mathematics MIT OpenCourseWare</p> <p>AICTE Prescribed Syllabus https://www.aicte-india.org/sites/default/files/AICTE_MB_A.pdf</p> <p>Industry Mapping Group Discussion and scenario analysis.</p>	3	
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4	Set Theory	Concept and types of sets, set theory operations – union, intersection, compliment and subtraction, laws of set theory, problems and proofs using set theory and Venn diagram.	Mariappan – Chapter 3	<p>International Academia Theory of Numbers Mathematics MIT OpenCourseWare</p> <p>AICTE Prescribed Syllabus https://www.aicte-india.org/sites/default/files/AICTE_MB_A.pdf</p> <p>Industry Mapping Group Discussion and scenario analysis.</p>	3	
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5	Permutation and Combination s	Concepts, Factorial, NPR and NCR	Mariappan – Chapter 7	<p>International Academia Introduction to Arithmetic Geometry Mathematics MIT OpenCourseWare</p> <p>AICTE Prescribed Syllabus https://www.aicte-india.org/sites/default/files/AICTE_MB_A.pdf</p> <p>Industry Mapping Group Discussion and scenario analysis.</p>		
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6	Calculus	Concept and types of functions, limits, first principle of differentiation, basic differentiation rules and problems, maxima-minima and applications.	Mariappan – Chapter 17	<p>International Academia Highlights of Calculus Supplemental Resources MIT OpenCourseWare</p> <p>AICTE Prescribed Syllabus https://www.aicte-india.org/sites/default/files/AICTE_MB_A.pdf</p> <p>Industry Mapping Group Discussion and scenario analysis.</p>	4	
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Suggested Readings:

1. Business Mathematics : P. Mariappan.; Pearson
2. Business Mathematics : Rangaraj, Mallieswari and Rema ; Cengage

2. Paper Name: Financial Reporting, Statements and Analysis

Paper Code- MBA102

Course Objective: To familiarize students with the procedures of preparation of financial statements, understanding corporate financial statements, their analysis and interpretation, role of Ind AS in accounting discipline, and the concept of financial analysis and wealth creation

Course Outcomes

CO1 – To understand basic accounting concepts complying GAAP and their relevance in business decisions

CO2 – To employ critical thinking skills to analyse financial data in preparing various financial statements as per accounting standards

CO3 – To effectively define the needs of the various users of accounting data and demonstrate the ability to communicate such data effectively, as well as the ability to provide knowledgeable recommendations

CO4 – To understand annual report of companies and analyse the financial statements from different perspectives of different stakeholders using ratio analysis.

Module number	Topic	Sub-topics	Mapping with Industry and International Academia	Corresponding Lab Assignment
1	Basic Financial Accounting Concept	Meaning and Scope of Accounting -Definition of accounting-classification of accounting- GAAP- Accounting Concepts and Conventions–Accounting Equation, Accounting Process, Forensic Accounting	<p><i>International Academia:</i></p> <ol style="list-style-type: none"> 1. https://ocw.mit.edu/courses/15-515-financial-accounting-fall-2003/resources/lec1/ 2. https://ocw.mit.edu/courses/15-515-financial-accounting-fall-2003/resources/lec2/ 3. https://ocw.mit.edu/courses/15-515-financial-accounting-fall-2003/resources/lec4/ 4. https://ocw.mit.edu/courses/15-511-financial-accounting-summer-2004/resources/lec9/ <p><i>AICTE-prescribed syllabus:</i> https://www.aicte-india.org/sites/default/files/AICTE_MBA.pdf</p> <p><i>Text Book:</i></p> <p><u>Financial accounting by M Hanif & A Mukherjee (Tata McGraw-Hill)</u></p> <p>Chapter 1</p> <p>Chapter 2</p> <p>Chapter 7</p> <p>Chapter 8</p>	1. Case Study and Assignment

2	Preparation Of Books Of Accounts	Event-Transaction- Accounting Cycle – Golden Rule- Journal- Ledger-Trial Balance-Final Account	<p>International Standards</p> <p>1. https://ocw.mit.edu/courses/15-515-financial-accounting-fall-2003/resources/lec3/</p> <p>AICTE prescribed syllabus:</p> <p>https://www.aicte-india.org/sites/default/files/AICTE_MBA.pdf</p> <p>Industry Mapping: Exposure to Company Balance Sheet</p> <p>Text Book:</p> <p>Financial accounting by M Hanif & A Mukherjee (Tata McGraw-Hill)</p> <p>Chapter 3</p> <p>Chapter 4</p> <p>Chapter 11</p> <p>Chapter 14</p> <p>Chapter 15</p>	1. Preparation of Balance sheet and Income Statement, books of account using ‘Tally’
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3	Cost Concept	Direct / Indirect Cost, Fixed Cost / Variable Cost – Explicit And Implicit Cost, Prime Cost, Factory Cost, Cost Of Production, Cost Of Goods Sold, Cost Of Sales	<p>International Standards : https://ocw.mit.edu/courses/15-515-financial-accounting-fall-2003/dee824c2cf0e555c8869dcf3205564b0_lec6.pdf</p> <p>AICTE prescribed syllabus: https://www.aicte-india.org/sites/default/files/AICTE_MBA.pdf</p> <p>Industry Mapping:</p> <p>CAS https://icmai.in/CASB/casb_resources.php</p> <p>Text Book: <u>Cost and Management Accounting Theory, Problems & Solutions, M N Arora</u> <u>Himalaya Publishing House</u> Chapter 3 Chapter 5 Chapter 6 Chapter 8 Chapter 9 Chapter 10</p>	1. Assignment on Cost Sheet preparation
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4	Introduction to Accounting Standard	Introduction to Indian GAAP and IndAS- Introduction to IFRS and IAS- Comparative Analysis of Indian GAAP and IndAS.	<p><i>AICTE prescribed syllabus:</i> https://www.aicte-india.org/sites/default/files/AICTE_MBA.pdf</p> <p><i>Industry Mapping:</i></p> <p>IndAS https://resource.cdn.icai.org/75317asb60889.pdf</p> <p><u>Text Book:</u> <u>Corporate Accounting by M Hanif & A Mukherjee (Tata McGraw-Hill)</u> Chapter 19</p>	1. Presentation of Accounting Standards
5	Preparation Of Financial Statement	Trading Account-Profit & Loss Account - Balance Sheet (As per Schedule VI, old & new) with Adjustment Entries - Preparation and Interpretation of Annual Report ---Value Added Statement-	<p><i>International Standards:</i></p> <ol style="list-style-type: none"> 1. https://ocw.mit.edu/courses/15-515-financial-accounting-fall-2003/resources/lec7/ 2. https://ocw.mit.edu/courses/15-515-financial-accounting-fall-2003/resources/lec12/ 3. https://ocw.mit.edu/courses/15-511-financial-accounting-summer-2004/resources/lec2/ <p><i>AICTE prescribed syllabus:</i> https://www.aicte-india.org/sites/default/files/AICTE_MBA.pdf</p> <p><i>Industry Mapping:</i></p>	1. Study and Interpretation of Annual Reports of different companies

			<p>Part I and Part II of Schedule III of Companies Act, 2013 https://ca2013.com/schedule/ 7501/</p> <p><u>Text Book:</u> <u>Corporate Accounting by M Hanif & A Mukherjee (Tata McGraw-Hill)</u> <u>Chapter 8</u></p>	
6	Financial Statement Analysis	<p>Analysis of Financial Statements with Managerial Perspective – Reporting Practices-Training in understanding and analyzing published financial statements of a company- Comparative Statement- Common Size Statement- Trend Analysis- Ratio Analysis-Fund Flow Statement- Overview of Cash Flow Statement as per accounting standard.</p>	<p><i>International Standards:</i></p> <p>1. https://ocw.mit.edu/courses/15-515-financial-accounting-fall-2003/resources/lec9/</p> <p><i>AICTE prescribed syllabus:</i> https://www.aicte-india.org/sites/default/files/AICTE_MBA.pdf</p> <p><i>Industry Mapping:</i></p> <p>Analysis of Audited Financial Statements</p> <p><u>Text Book:</u> <u>Corporate financial Reporting and Analysis by Asish K Bhattacharyya (PHI Learning)</u> Chapter 12 Chapter 13 Chapter 14</p>	<ol style="list-style-type: none"> 1. Analysis of financial statements using various tools 2. Analytical applications -using ‘Tally’ 3. HBR Case Study- “Tata Motors: can the turnaround plan improve performance?” 4. HBR – Harvard Business Publishing Education Case Study by –V.G. Narayanan and Dennis Campbell: “Preparing Financial Statements: The statements of Income and Cash Flow”

Books

- 1. Corporate financial Reporting and Analysis by Asish K Bhattacharyya (PHI Learning)**
- 2. Corporate Accounting by M Hanif & A Mukherjee (Tata McGraw-Hill)**
- 3. Financial accounting by M Hanif & A Mukherjee (Tata McGraw-Hill)**
- 4. Cost and Management Accounting Theory, Problems & Solutions, M N Arora Himalaya Publishing House**

3.Paper Name: Micro Economics

Paper Code- MBA103

COURSE OBJECTIVES:

This course will provide students with a comprehensive understanding of economic principles and their practical applications in managerial decision-making. Through this course, students will develop analytical and critical thinking skills that are essential for effective business strategy formulation, pricing decisions, and market analysis. The course aims to equip students with the ability to apply economic concepts to real-world business scenarios, enabling them to make informed decisions and contribute to the long-term success of organizations

COURSE OUTCOMES:

CO 1: Understand the economic principles and tools that are essential for effective decision-making in business and managerial contexts.

CO 2: Learn how to make the ‘optimal choice’ in context of consumer’s purchase decision, producer’s output decision and the pricing decision under different market structures.

CO 3: Evaluate the impact of any decision – like pricing decision, output decision, or any strategic decision on the firm’s profit as well as on the ‘market equilibrium’.

CO 4: Assess market demand, evaluate competitors’ behavior, and prepare strategy pertaining to pricing, cost, profit depending on the types of product and its market.

Module Number	Topic	Sub-topics	Mapping with Industry and International Academia	Practical Assignment
1	1.1 Introduction to Managerial Economics <i>Text Book Mapping:</i> <i>T1- Chapter-1</i>	Basic problems of an economic system Goals of managerial decision making	<i>International Academia Mapping:</i> (https://ocw.mit.edu/courses/15-024-applied-economics-for-managers-summer-2004/) <i>AICTE-prescribed Syllabus:</i> (https://www.aicte-india.org/flipbook/p&ap/Mana	1. MIT OpenCourseWare Assignment – Q1. – Q6. From the following link (https://ocw.mit.edu/courses/15-024-applied-economics-for-managers-summer-2004/resources/pset1/) 2. MIT OpenCourseWare Assignment – Q1. – Q4. From the following link (https://ocw.mit.edu/courses/15-010-economic-analysis-for-business-decisions-fall-2004/resources/01_due_09_21_04/)

	1.2 Demand Analysis Text Book Mapping: T1- Chapter-4,5,6	Demand Functions - Law of Demand, Explaining the law of demand, Violations of the Law of Demand, Shifts in Demand Elasticity of Demand: Price Elasticity (at a point and over an interval), Factors affecting price elasticity, Range of Values of Price Elasticity; Income Elasticity, Inferior, Superior and Normal goods; Cross Price Elasticity, Substitutes and Complements; Demand Estimation and Forecasting	gement/Mngt.html) Industry Cases Mapping: Articles/Industry Cases taught at the Wharton School of the University of Pennsylvania, will be used module wise. https://mba-inside.wharton.upenn.edu/wp-content/uploads/2017/03/2016CMGEC611.pdf	3. MIT OpenCourseWare Assignment – Q1. – Q4. From the following link https://ocw.mit.edu/courses/15-010-economic-analysis-for-business-decisions-fall-2004/86633b10c957fa9d8778bbb7fc6da8d0_02_due_09_30_04.pdf
	1.3 Supply Analysis Text Book Mapping: T1- Chapter-4,5	Law of supply, Shifts in Supply; Elasticity of supply, Long Run and Short Run elasticity of supply		
	1.4 Equilibrium Analysis Text Book Mapping: T1- Chapter-4,5 T2- Chapter-8	Market equilibrium, Comparative Statics -changes in equilibrium due to change in demand, supply. Consumer and Producer Surplus; Price Controls – Price Ceilings, Price Floors. Impact of tax and subsidy.		

2	2.1 Theory of Production Text Book Mapping: T1- Chapter-8	Production Function, Short Run and Long Run Production, Production with One Variable Input, Total Product, Average and Marginal Products, Law of Diminishing Returns, Relationship between TP, AP and MP; Production with Two Variable Inputs, Isoquants – Characteristics, Marginal Rate of Technical Substitution, Fixed proportion and Variable proportion, Production Functions – Homogeneity. Return to a factor and return to scale – CRS, IRS, and DRS; Economies and diseconomies of scale – Ridge Lines.	International Academia Mapping : (https://ocw.mit.edu/courses/15-024-applied-economics-for-managers-summer-2004/) AICTE prescribed Syllabus: (https://www.aicte-india.org/flipbook/p&ap/Management/Mngt.html) Industry Cases Mapping: Articles/Industry Cases taught at the Wharton School of the University of Pennsylvania, will be used module wise. (https://mba-inside.wharton.upenn.edu/wp-content/uploads/2017/03/2016CMGEC611.pdf)	1. MIT OpenCourseWare Assignment – Q11. – Q14. From the following link (https://ocw.mit.edu/courses/15-024-applied-economics-for-managers-summer-2004/resources/pset1/) 2. MIT OpenCourseWare Assignment – Q10. From the following link (https://ocw.mit.edu/courses/15-024-applied-economics-for-managers-summer-2004/resources/pset2/) 3. MIT OpenCourseWare Assignment – Q1. – Q4. From the following link (https://ocw.mit.edu/courses/15-010-economic-analysis-for-business-decisions-fall-2004/70d56e20c10b846b307ac9b5bbc91c4d_03_due_10_08_04.pdf)
	2.2 Theory of Cost Text Book Mapping: T1- Chapter-7	Technical efficiency versus Economic Efficiency – Introduction to Costs; Cost Function - Short Run and Long Run Costs of Production, Fixed and Variable Costs, Total, Average and Marginal Cost and Relationship between them; Short Run Cost Curves, Relationship between AVC, MC, AP and MP; Long run cost curves, Relationship between LAC and SAC; Finding the Long Run Cost Schedules from the Production Function		
	2.3 Firm's Optimal Choice Text Book Mapping: T1- Chapter-8	Optimum Input choice - Isocost Lines, Finding the Optimal Combination of Inputs, Expansion Path; Firm's choice - Production of a given output at the Minimum Cost, Production of the Maximum Output with a given level of Cost		

3	3.1 Perfect Competition Text Book Mapping: T1- Chapter-10	Characteristics of Perfect Competition, Profit Maximization in Competitive Markets, Price determination under Perfect Competition; Output Decision: Shut Down Point, Break Even Point	International Academia Mapping : <i>(https://ocw.mit.edu/courses/15-010-economic-analysis-for-business-decisions-fall-2004/)</i> AICTE prescribed Syllabus: <i>(https://www.aicte-india.org/flipbook/p&ap/Management/Mngt.html)</i> Industry Cases Mapping: <i>Articles/Industry Cases taught at the Wharton School of the University of Pennsylvania, will be used module wise.</i> <i>(https://mba-inside.wharton.upenn.edu/wp-content/uploads/2017/03/2016CMGEC611.pdf)</i>	1. MIT OpenCourseWare Assignment – Q7. – Q10. From the following link (https://ocw.mit.edu/courses/15-024-applied-economics-for-managers-summer-2004/resources/pset1/) 2. MIT OpenCourseWare Assignment – Q11. From the following link (https://ocw.mit.edu/courses/15-024-applied-economics-for-managers-summer-2004/resources/pset2/) 3. MIT OpenCourseWare Assignment – Q1. – Q4. From the following link (https://ocw.mit.edu/courses/15-010-economic-analysis-for-business-decisions-fall-2004/d4cedf1287716927c7320bfa2c765c7c_04_due_11_04_04.pdf)
	3.2 Monopoly Text Book Mapping: T1- Chapter-11 T2- Chapter-10	Characteristics of Monopoly firm, Sources and causes of Monopoly; Demand and Marginal Revenue under Monopoly, Profit Maximization under Monopoly. Pricing with market power- Price Discrimination; Peak load Pricing; Two Part Tariff, Block Pricing, Commodity Bundling.		
	3.3 Monopolistic Competition Text Book Mapping: T1- Chapter-12	Characteristics of monopolistic competition, Output and Pricing Decisions, Product differentiation, Advertising		
	3.4 Oligopoly Text Book Mapping: T1- Chapter-13	Characteristics of an oligopoly market; Interdependence of strategic decision making under Oligopoly; Collusion, Cartels, Price Leadership		

TEXT BOOKS:

1. Geetika, Piyali Ghosh, Purba Roy Choudhury, Managerial Economics, 3rd Edition, Mc Graw Hill
2. Robert Pindyck, Daniel Rubinfeld; Microeconomics, 8th Edition, Pearson Education

Reference Books:

1. H L Ahuja; Managerial Economics; S Chand Publishing, 9th edition, 2017
2. Michael R Baye, Jeffrey T Prince; Managerial Economics and Business Strategy, 9th edition, 2022
3. Truett and Truett; Managerial Economics; Wiley India, 8th edition, 2022
4. Dominick Salvatore, Siddhartha Rastogi; Managerial Economics; Oxford University Press, 9th edition, 2020
5. Sampat Mukherjee; Modern Economic Theory-I; Global Net Publication, 12th Edition, 2021

COURSE OBJECTIVES:

1. To know the basic concepts of Business & Company Laws and their application in industries
2. To Identify the fundamental legal principles behind contractual agreements.
3. To understand various provisions of different enactments and their application in industries
4. To develop professional knowledge and expertise to handle different business situation and effective decision making in organizations

COURSE OUTCOMES:

CO1: Students will know the basic concepts of Business & Company Laws and their application in industries

CO2: After completing this course, the students will be able to Identify the fundamental legal principles behind contractual agreements.

CO3: Students will acquire a knowledge to understand various provisions of different enactments and their application in industries

CO4: They will be able to apply the understanding to develop professional knowledge and expertise to handle different business situation and effective decision making in organizations

Module number	Topic	Sub-topics	Mapping with Industry and International Academia	Corresponding Lab Assignment
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1	Legal Aspects of Business	Introduction to business laws, Society, State and Law, Enforceability of Law, Mercantile Law, Business Management and Jurisprudence, Structure of the Indian Legal Systems, sources of law, Manager and Legal System.	<i>International Academia:</i> (https://www.linkedin.com/learning/business-leadership-social-change-and-movements) <i>AICTE-prescribed syllabus:</i> (https://www.aicte-india.org/sites/default/files/AICTE_MBA.pdf)	1. Case Study
2	Sale of Goods Act, 1930	Sales of goods, Classification of goods, Conditions & Warranties, Principles of sales of goods, Passing of ownership rights, Transfer of ownership & property, Rights of an unpaid seller, performance of contract, Remedies for breach of Contract of Sale of Goods.	<i>AICTE-prescribed syllabus:</i> (https://www.aicte-india.org/sites/default/files/AICTE_MBA.pdf)	1. Case Study

3	Indian Contract Act, 1872	<p>Fundamentals of contract laws, Contract defined, Formation of contracts, Principles of contract laws, Elements of valid contract, Classification of contracts, Offer and acceptance, Consideration, Capacity to contracts, Free consent, Legality of Object Consideration, Illegal agreements, Performance of contract, Termination of contracts, Discharge of Contract, Breach of contract, Quasi Contracts, Contract Management, Special Contracts, Laws of agency, Principal-Agent problem, Bailment, Pledge, Guarantee and Indemnity</p>	<p><i>AICTE-prescribed syllabus:</i> (https://www.aicte-india.org/sites/default/files/AICTE_MBA.pdf)</p>	1. Case Study
4	Intellectual Property Right	<p>Protecting the property of Business, Laws relating to Patents (Patent Act, 1970), Trademark, Secret, Trade Marks Act- 1999, Copyright, Copyright Act- 1957, Geographical Indications, Geographical Indications (Registration & Protection) Act- 1999, Intellectual Property Regime (WTO Guidelines)</p>	<p><i>AICTE-prescribed syllabus:</i> (https://www.aicte-india.org/sites/default/files/AICTE_MBA.pdf)</p>	1. Case Study

5	E-Commerce Legislation IT Act	IT Act, Legal Issues and Challenges of E-commerce, Online Payment mechanisms, ODR, Alternate Dispute resolutions	<i>AICTE-prescribed syllabus:</i> (https://www.aicte-india.org/sites/default/files/AICTE_MBA.pdf)	1. Case Study
6	Law relating to Business Organizations	Forms of Business Organization, Partnership Trusts.	<i>AICTE-prescribed syllabus:</i> (https://www.aicte-india.org/sites/default/files/AICTE_MBA.pdf)	1. Case Study
7	Companies Act, 2013	Nature and kinds of companies, Formation, Memorandum, Articles, Prospectus, Capital – shares, debentures, borrowing powers, minimum subscription, Appointment of Directors; Winding up of companies.	<i>International Standards:</i> (https://www.coursera.org/learn/corporate-commercial-law-part2) <i>AICTE-prescribed syllabus:</i> (https://www.aicte-india.org/sites/default/files/AICTE_MBA.pdf)	1. Case Study
8	Consumer Protection Act	Consumer Protection Laws, Consumer Protection Act-1986 , Salient features and objectives of the Consumer Protection Act- 1986, Amendments, Consumer Protection Act- 2019, Different Consumer redressal Forums, Procedures for disposal of complaints, Penalty	<i>AICTE-prescribed syllabus:</i> (https://www.aicte-india.org/sites/default/files/AICTE_MBA.pdf)	1. Case Study

9	Negotiable Instruments Act	Definition and characteristics of different types of negotiable instruments, Negotiable Instruments Act- 1881, Amendments, The Negotiable Instruments (Amendment) Act- 2018 Parties to a negotiable instrument and their capacity, Dishonour of cheques, Discharge from Liability, Crossing of cheques, Bank drafts and Banker's cheques	<i>AICTE-prescribed syllabus:</i> (https://www.aicte-india.org/sites/default/files/AICTE_MBA.pdf)	1. Case Study
10	The Insolvency and Bankruptcy Code, 2016 (IBC)	overview , Constitutionality of the provisions of the Code , The Concept of “Operational Debt” and “Financial Debt” under the Corporate Insolvency Resolution Process, time-frame for completion of the exercise under the Code,	<i>AICTE-prescribed syllabus:</i> (https://www.aicte-india.org/sites/default/files/AICTE_MBA.pdf)	1. Case Study
10	Indian Ethos and Values	Its relevance at Workplace: Indian Ethos Meaning, Features, Need, Evolution, Relevance, Principles Practiced by Indian Companies,		Case Study
11	Indian Model of Management	Laws of Karma and its relevance in business settings, Indian Heritage in Business Management. Production and Consumption: Management lessons from Indian heritage scriptures (like Mahabharata & Ramayana), Leadership Pointers from Kautilya's Arthashastra, VEDA Model of Leadership, Corporate Rishi Model, Theory K, WE theory (West-East Theory).		Case Study

12	Business Ethics as Applied ethics	Meaning, Characteristics of Business Ethics, Importance of Business Ethics (Long Term growth, Cost reduction, Risk mitigation, Limited resources, etc.) Types of Business Ethics (Transactional Ethics, Participatory Ethics, Recognition Ethics), Factors influencing business ethics. Categories of Ethics (Personal, Professional, Managerial) Business Code of Conduct).		Case Study
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TEXT BOOK:

1. Legal Aspects of Business – M.K. Navi, Taxman

REFERENCE BOOKS:

1. N.D. Kapoor: Elements of Mercantile Law; Sultan Chand & Sons
2. Legal Aspects of Business – Neeti Sharma, Wiley
3. Legal Aspects of Business – Akhileshwar Pathak, McGraw Hill

5.Paper Name: Marketing Management

Paper Code- MBA105

Course Objectives:

- To outline key marketing concepts and its application to different markets
- To emphasize the role of marketing environments in decision making
- To introduce the concept of Marketing Mix as a framework for strategies.
- To expose students to a systematic framework of marketing & implementations

Course Outcomes :

CO1: To understand the fundamental concepts of Marketing management

CO2: To identify the marketing tools and strategies to make marketing decisions.

CO3: To understand the factors and processes essential for designing marketing strategy

CO4: To develop marketing strategies based on product, price, place and promotion objectives

Module number	Topic	Sub-topics	Mapping with Industry and International Academia	Corresponding Lab Assignment
1	Introduction to Marketing Management	<ul style="list-style-type: none"> ●Definitions of marketing, ●Core Concept of Marketing – need, want, demand, offering, branding, customer value and customer satisfaction. ●Evolution of marketing concepts (orientations) ●Marketing Mix – 4Ps 7Ps and 4Cs, ●Customer Lifetime Value (CLV) ●Emerging trends in marketing <ul style="list-style-type: none"> ●Fundamentals of Green marketing ●Marketing Ethics – its meaning, principals and examples ●Application of Gen AI in marketing, 	<p>International Academia: (https://ocw.mit.edu/course/s/15-810-marketing-management-fall-2010/pages/syllabus/)</p> <p>(https://globalyouth.wharton.upenn.edu/wp-content/uploads/lesson_plans/marketing-mix-project.pdf)</p> <p>AICTE-prescribed syllabus: (https://www.aicte-india.org/sites/default/files/AICTE_MB_A.pdf)</p> <p>Industry Mapping: 4P and 4C models of marketing mix Textbook Mapping Chapter 1, 2, Marketing Management: Text and Cases (3rd Edition) Author - Tapan K Panda Publisher – Taxmann Publications</p>	<p>Case Study Launch of Oreo biscuits in India</p> <p>Assignment Students will study the marketing mix of a company and share their own recommendations for growth of market share, using the concepts learnt in class.</p> <p>Students give presentation on their assignment to the class</p>

1	Analysing Marketing Environment and Competition	<p>Major components of Internal Environment, the microenvironment and macro-environment; 5 C of Marketing (Company, Competitors, Customers, Context, Collaborators) SWOT Analysis, PEST Analysis.</p> <p>Concept of SBU, Choice of Corporate level Strategy; BCG matrix, Product- Market Grid, Porter's Five Force Model for Industry Analysis</p>	<p>International Academia: (https://ocw.mit.edu/courses/15-810-marketing-management-fall-2010/pages/syllabus/)</p> <p>AICTE-prescribed syllabus: (https://www.aicte-india.org/sites/default/files/AICTE_MB_A.pdf)</p> <p>Industry Mapping: Tools for competitive analysis</p> <p>Textbook Mapping Chapter 3, Chapter 6, Marketing Management: Text and Cases (3rd Edition) Author - Tapan K Panda Publisher – Taxmann Publications</p>	<p>Case Study Starbuck in China – selling coffee in the land of tea</p> <p>Assignment Students will create BCG Matrix for Indian or Global company, allocate SBU's to each category and justify with supporting data.</p> <p>Students will give presentation on their assignment in the classroom</p>
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2	Market Segmentation, Target Marketing and Positioning for Competitive Advantage	<p>Concepts of market segmentation: Various bases for segmentation: Geographic, Demographic, Psychographic (VALS-II) and Behavioural; Target marketing: Mass marketing, Segment Marketing, Niche Marketing, Micro Marketing and Customization; Concept of Differentiation and Positioning for competitive advantage</p>	<p>International Academia: (https://ocw.mit.edu/courses/15-810-marketing-management-fall-2010/pages/syllabus/)</p> <p>AICTE-prescribed syllabus: (https://www.aicte-india.org/sites/default/files/AICTE_MB_A.pdf)</p> <p>Industry Mapping: STP model for market analysis</p> <p>Textbook Mapping Chapter 9, Marketing Management: Text and Cases (3rd Edition) Author - Tapan K Panda Publisher – Taxmann Publications</p>	<p>Case Study Fevicol – The iconic bond</p> <p>Assignment A designer brand for cosmetics is eager to enter the India market. Students will advise this brand for segmentation, target market and positioning strategy in India using STP model learnt in class.</p> <p>Students will give presentation on their assignment in the classroom</p>
2	Consumer Behaviour and Marketing Research	<p>A framework of consumer decision making process, overview of major factors influencing consumer behaviour; Marketing research: Role in decision making, Steps and process of Marketing Research, B2B Marketing.</p>	<p>International Academia: (https://ocw.mit.edu/courses/15-810-marketing-management-fall-2010/pages/syllabus/)</p> <p>(https://globalyouth.wharton.upenn.edu/wp-content/uploads/lesson_plans/consumer-behavior-project.pdf)</p> <p>AICTE-prescribed syllabus: https://www.aicte-india.org/sites</p>	<p>Case Study Wonder Cement – Building a strong brand through digital marketing</p> <p>Assignment Students will survey their friends in the class for their perceptions and behaviors around a product. This is then compared to an analysis of the marketing strategies of the product</p> <p>Students will give presentation on their assignment in the classroom</p>

			<p>/default/files/AICTE_MB A.pdf)</p> <p>Industry Mapping: Consumer decision making framework, Marketing research</p> <p>Textbook Mapping Chapter 5, Chapter 7, Chapter 8, Marketing Management: Text and Cases (3rd Edition) Author - Tapan K Panda Publisher – Taxmann Publications</p>	
2	Product / Service	Product Classification, Service – characteristics and expanded service mix elements; Product Levels, Product Mix, Product Line Management, Product Extension Strategies, Product Life Cycle: concept and types, New Product Development.	<p>International Academia: (https://ocw.mit.edu/courses/15-810-marketing-management-fall-2010/pages/syllabus/)</p> <p>AICTE-prescribed syllabus: (https://www.aicte-india.org/sites/default/files/AICTE_MB A.pdf)</p> <p>Industry Mapping: Product / Service mix, Product Life Cycle, New Product Development</p> <p>Textbook Mapping Chapter 10, 11, 12, 13 Marketing Management: Text and Cases (3rd Edition) Author - Tapan K Panda Publisher – Taxmann</p>	<p>Case Study Kellogg's Indian Experience</p> <p>Assignment</p> <p>Student will select a new product - Service example and submit a presentation that demonstrates successful or unsuccessful application of concepts that they have learnt in class (product mix / service mix, new product development, product life cycle etc)</p> <p>Students will give presentation on their assignment in the classroom</p>

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3	Branding and Packaging	<p>Purpose of branding; Value of Brands (Brand equity) Branding strategies; Purpose of Packaging; Types of Packaging – primary, secondary, shipping packages</p>	<p>International Academia: (https://ocw.mit.edu/courses/15-810-marketing-management-fall-2010/pages/syllabus/) (https://globalyouth.wharton.upenn.edu/wp-content/uploads/lesson_plans/brands-project.pdf) </p> <p>AICTE-prescribed syllabus: (https://www.aicte-india.org/sites/default/files/AICTE_MBA.pdf) </p> <p>Industry Mapping: Brand Equity, Branding strategy</p> <p>Textbook Mapping Chapter 14, Chapter 15 Marketing Management: Text and Cases (3rd Edition) Author - Tapan K Panda Publisher – Taxmann Publications</p>	<p>Case Study discussion Nivea – Managing the iconic brand</p> <p>Assignment Students will conduct an in-depth analysis of a brand of their choice. Students will apply the concepts that they have learned in class (brand equity, branding strategy and brand value)</p> <p>Students will give presentation on their assignment in the classroom</p>
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3	Pricing	Economic Value of products to Customer (EVC), Procedure for price setting; Pricing objectives; Cost and Demand consideration; Pricing Methods, Pricing Strategies	<p>International Academia: (https://ocw.mit.edu/courses/15-810-marketing-management-fall-2010/pages/syllabus/) (https://globalyouth.wharton.upenn.edu/wp-content/uploads/lesson_plans/whats-the-right-price.pdf) AICTE-prescribed syllabus: (https://www.aicte-india.org/sites/default/files/AICTE_MBA.pdf) </p> <p>Industry Mapping: Pricing strategies</p> <p>Textbook Mapping Chapter 16, Chapter 17 Marketing Management: Text and Cases (3rd Edition) Author - Tapan K Panda Publisher – Taxmann Publications</p>	<p>Case Study Nirma Washing Power</p> <p>Assignment Students will design a pricing strategy for a new product. They will consider the competition prices, value to the customer, cost of production and profit margins.</p> <p>Students will give presentation on their assignment in the classroom</p>
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4	Place	Marketing Channels: Channel flows and functions; Channel design decisions; Wholesaling and Retailing, Concept of Supply Chain Management and Logistics Management, Channel Conflict Management	<p>International Academia: (https://ocw.mit.edu/courses/15-810-marketing-management-fall-2010/pages/syllabus/)</p> <p>AICTE-prescribed syllabus: (https://www.aicte-india.org/sites/default/files/AICTE_MB_A.pdf)</p> <p>Industry Mapping: Concepts related to distribution strategies.</p> <p>Textbook Mapping Chapter 18, Chapter 19 Marketing Management: Text and Cases (3rd Edition) Author - Tapan K Panda Publisher – Taxmann Publications</p>	3	<p>Case Study Coca – Cola Distribution strategy</p> <p>Assignment Students will design a distribution channel for a product/service of their choice.</p> <p>Students will give presentation on their assignment in the classroom</p>
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4	Promotion Decisions	Elements of Promotion Mix (Advertising, Sales Promotion, Personal Selling, Direct Marketing, Publicity & PR), 5M model of Advertising, Concept of Digital Marketing; Overview of Selling Process	<p>International Academia: (https://ocw.mit.edu/courses/15-810-marketing-management-fall-2010/pages/syllabus/)</p> <p>AICTE-prescribed syllabus: (https://www.aicte-india.org/sites/default/files/AICTE_MBA.pdf)</p> <p>Industry Mapping: Promotion Mix , 5M Model</p> <p>Textbook Mapping Chapter 22, 23,24,26 Marketing Management: Text and Cases (3rd Edition) Author - Tapan K Panda Publisher – Taxmann Publications</p>	5	<p>Case Study HUL enters the Indian rural market</p> <p>Assignment Students will design a promotional campaign for a new product using promotional mix elements discussed in classroom.</p> <p>Students will give presentation on their assignment in the classroom</p>
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Suggested Readings:

1. Kotler & Keller - Marketing Management; Pearson
2. Tapan Panda – Marketing Management, Taxmann Publications
3. Ramaswamy & Namakumari - Marketing Management; Sage Publications
4. Saxena, Rajan - Marketing Management; McGraw-Hill
5. Etzel, M.J., Walker, B.W. & W.J. Stanton - Marketing; McGraw-Hill
6. K.Karunakaran – Marketing Management – Himalaya Publishing House

6.Paper Name: Organizational Behavior**Paper Code- MBA171****COURSEOBJECTIVES:**

- To understand various segments in organization and be able to manage the human resources of an organization effectively and efficiently
- To understand the impact of perception, attitude and overall personality dimensions during interpersonal relations, negotiations and decision making for better employee relations

COURSE OUTCOMES

CO1: Remember and understand the definitions and classifications used in the study of organisational behaviour.

CO2: Apply the information thus gathered to predict the behaviour of Individuals, groups and structures on behaviour within organisations

CO3: Analyse the predicted behaviour and evaluate its effectiveness to improve the organisation's workflow.

CO4: Create a benchmark for behavioural and personality traits that shall aid in establishing sustainable and positive work culture at workplace.

Module number	Topic	Sub-topics	Mapping with Industry and International Academia	Corresponding Lab Assignment
1	Introduction to OB & Application of AI	Meaning of OB, Importance of OB, Introduction of AI in the field of OB, Applications in Industry	<p>International Academia https://ocw.mit.edu/courses/15-668-people-and-organizations-fall-2010/pages/lecture-notes/ (Point-1)</p> <p>AICTE Prescribed Syllabus https://www.aicte-india.org/sites/default/files/AICTE_MBA.pdf</p> <p>Industry Mapping</p> <p>Group Discussion</p> <ul style="list-style-type: none"> - Does the Human Touch Work? - What can be done to promote ethical behavior at workplace? <p>Text Book Mapping</p> <p>Organizational Behaviour- Osborn, Uhl-Bien, Wiley, Chapter-1</p>	Interview and observe at least two general managers from public sector companies and analyse the roles they routinely play in their current positions. Do you have any suggestions to make it better?

1	Motivation	Introduction, Theories of Motivation– Maslow’s Hierarchy of Need Theory, Alderfer’s ERG Theory, Herzberg’s Motivation-Hygiene Theory, McClelland’s Achievement–Motivation Theory, McGregor’s Theory X&Y, Vroom’s Expectancy Theory	<p>International Academia https://ocw.mit.edu/courses/15-668-people-and-organizations-fall-2010/pages/lecture-notes/</p> <p>AICTE Prescribed Syllabus https://www.aicte-india.org/sites/default/files/AICTE_MBA.pdf</p> <p>Industry Mapping - Role Play and scenario analysis Identifying motivational problems(6 scenarios)</p> <p>Caselet What motivates Neha?</p> <p>Text Book Mapping Organizational Behaviour- Osborn, Uhl-Bien, Wiley, Chapter-5</p>	<p>Exercise Measuring your equity sensitivity</p>
2	Diversity, Personality & Values	Meaning of Diversity, Sources of Diversity, Self-concept, Self-awareness and awareness of others, Diversity issues in workplace, Handling diversity, Meaning of Personality, Theories of Personality,	<p>International Academia https://ocw.mit.edu/courses/15-668-people-and-organizations-fall-2010/pages/lecture-notes/</p> <p>AICTE Prescribed Syllabus https://www.aicte-india.org/sites/default/files/AICTE_MBA.pdf</p> <p>Industry Mapping Raman Textile Mill Case Discussion</p> <p>Group Discussion Is Personality Real? The person-situation</p>	<p>Exercise -How to rate your self-esteem? (34 standard statements). - Big five personality test</p>

			<p>dilemma</p> <p>Text Book Mapping</p> <p>Organizational Behaviour- Osborn, Uhl-Bien, Wiley, Chapter-2 & 3</p> <p>Organizational Behaviour- Robbins, Judge and Bruice: Chapter-4</p>	
2	Perception and Learning	<p>Perception Process, Factors Influencing Perception, common perceptual distortion, Johari for self-understanding and effectiveness, Perception Management in Organization. Theories of learning Classical conditioning, Operant conditioning, cognitive learning and social learning. 'self-reinforcement'. Reinforcement</p>	<p>International Academia:</p> <p>https://ocw.mit.edu/courses/15-311-organizational-processes-fall-2003/pages/assignments/</p> <p>AICTE-prescribedsyllabus:https://www.aicte-india.org/sites/default/files/AICTE_MBA.pdf</p> <p>Industry Mapping:</p> <p>Caselet:</p> <p><i>Phoenix Electronics</i></p> <p>Group Discussion</p> <p><i>Is being modern a disqualification?</i></p> <p>Textbook Mapping</p> <p>Organizational Behaviour- Osborn, Uhl-Bien, Wiley, Chapter- 4</p>	<p>Exercise</p> <p>Know your Emotional Quotient (Survey)</p>

3	Emotions, Attitudes and Job Satisfaction	Understanding emotions, Emotional Intelligence, Influence of emotions on behavior, Attitudes, components of Attitudes, Attitudes and Consistency, Cognitive Dissonance Theory, Job Satisfaction, Trends and Issues	<p>International Standards: https://ocw.mit.edu/courses/15-341-individuals-groups-and-organizations-fall-2006/pages/syllabus/</p> <p>AICTE prescribed syllabus: https://www.aicte-india.org/sites/default/files/AICTE_MBA.pdf</p> <p>Industry Mapping: Experiential Exercise Role Playing and O.B. Mod.</p> <p>Textbook Mapping Organizational Behaviour- Osborn, Uhl-Bien, Wiley, Chapter- 3</p>	<p>Case Study: The Elite Circle of \$1 CEOs</p> <p>Textbook: Fred Luthans, Organizational Behavior, McGraw Hill Education</p>
3	Group Behavior, Teams & Conflict	Characteristics of Group, Types of Groups, Stages of Development, Group Decision-making, The nature of Teams, Stages of Team Development, Team Effectiveness, High Performance Teams, Improving Team performance. Types of Conflict, Functional and Dysfunctional Conflict, Culture and Conflict, Conflict Management	<p>International Standards : https://ocw.mit.edu/courses/15-341-individuals-groups-and-organizations-fall-2006/pages/syllabus/</p> <p>AICTE prescribed syllabus: https://www.aicte-india.org/sites/default/files/AICTE_MBA.pdf</p> <p>Industry Mapping: Experiential Exercise Wilderness Survival</p> <p>Textbook Mapping Organizational Behaviour- Robbins, Judge and Bruce: Chapter-9 Organizational Behaviour- Osborn, Uhl-Bien, Wiley, Chapter- 7 & 8</p>	<p>Case Study: There are Teams, and There are Teams</p> <p>Textbook: Fred Luthans, Organizational Behavior, McGraw Hill Education</p>

3	Leadership	Leadership and Followership, The Leader – follower relationship, Leader traits and Behavioral styles, contingency theories, charismatic / Transformational Views,	<p>International Standards: https://ocw.mit.edu/courses/15-341-individuals-groups-and-organizations-fall-2006/pages/syllabus/</p> <p>AICTE prescribed syllabus: https://www.aicte-india.org/sites/default/files/AICTE_MBA.pdf</p> <p>Industry Mapping: Experiential Exercise An Absence of Nonverbal Communication</p> <p>Textbook Mapping Organizational Behaviour- Osborn, Uhl-Bien, Wiley, Chapter- 10, 13 & 14</p>	<p>Case Study: The Seven Secrets of Inspiring Leaders</p> <p>Textbook: Fred Luthans, Organizational Behavior, McGraw Hill Education</p>
4	Organizational Culture and change	Functions of Organizational culture, Distinguishing between Culture and climate, Improving organizational climate, Meaning of organizational change, Drivers of Organizational change, Barriers to Organizational change, Lewin's 3-phase model of change management, Kotter's 8-step model	<p>AICTE prescribed syllabus: https://www.aicte-india.org/sites/default/files/AICTE_MBA.pdf</p> <p>Industry Mapping: Experiential Exercise Bosch Group in India: Transition to a Transnational Organization Textbook Mapping</p> <p>Organizational Behaviour- Osborn, Uhl-Bien, Wiley, Chapter- 10, 13 & 14</p>	

Text Book

- Organizational Behaviour- Osborn, Uhl-Bien, Wiley
- Organizational Behaviour by Stephen P. Robbins (Author), Timothy A. Judge (Author), Neharika Vohra (Author)

Reference Books

- Organizational Behaviour- Managing people and organizations: 13th Edition, Griffin, Phillips and Gully: Cengage
- Fred Luthans, Organizational Behavior, McGraw Hill Education

7.Paper Name: Managerial Communication**Paper Code- MBA 172****COURSE DESCRIPTION**

This course helps students build the proficiency needed to succeed in today's technologically enhanced workplace by focusing on the development of professional oral and written communication skills.

Students will improve: memo, letter, email, writing and presentation skills and the ability to effectively participate in and chair meetings.

Students will also develop skills in resume writing and study the strategies and techniques needed for success in interviews.

COURSE OUTCOMES

Upon successful completion of this course students will be able to:

CO1: Write e-mails, memos, and business letters with different tones and for different purposes.

CO2: Understand the importance of being an effective business communicator in today's changing workplace.

CO3: Communicate effectively with colleagues in meetings by employing individual strengths and implementing knowledge of different working styles.

CO4: Write a polished Resume and Cover letter and effectively prepare for and participate in Interviews; Deliver professional Oral Presentations.

Module	Topic	Sub Topic	Mapping with Industry and International Academia	Corresponding Lab Assignments
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1	Introduction & Communication Basics, Verbal and Non Verbal Communication	Introduction & Communication Basics – Definition, Types, Process and Barriers of Communication Verbal and Non Verbal Communication	<p><i>International Academia:</i></p> <p>https://www.coursera.org/specializations/effective-business-communication</p> <p><i>AICTE Prescribed Syllabus:</i></p> <p>https://drive.google.com/file/d/1XnuIBJAUpMhy-5U0G_UX-AkXFqBjNbU/view?usp=sharing</p> <p><i>Industry Mapping:</i></p> <ul style="list-style-type: none"> • Communication Basics • Software: Orell Talk https://orelltalk.com/ 	<p>Activities on</p> <p>Purposes, Types, Process and Barriers of Communication</p> <p>Study Material:</p> <p>https://docs.google.com/document/d/1oGo6wnNLCqlaK61ytZ2FKXd0I9SwZYVJ/edit</p> <p>Presentation activities and fun activities Listening, Questioning and Feedback, Body Language, Public Speaking</p> <p>Study Material:</p> <p>https://docs.google.com/document/d/1oGo6wnNLCqlaK61ytZ2FKXd0I9SwZYVJ/edit</p>
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1	Written Communication	Stages of Writing, Report, Business Letters, Annual Report, Magazine, Press release.	<p><i>International Academia:</i></p> <p>https://www.coursera.org/learn/english-composition</p> <p><i>AICTE Prescribed Syllabus:</i></p> <p>https://drive.google.com/file/d/1X_nuIBJAUpMhy-5U0G_UX-AkXFqBjNbU/view?usp=sharing</p> <p><i>Industry Mapping:</i></p> <ul style="list-style-type: none"> • Formal business Correspondence. • Software: Orell Talk https://orelltalk.com/ 	<p>Written skills on grammar and related topics on modifiers and redundancies.</p> <p>Stages of Writing, Composing Business Messages Practice.</p> <p>Study Material:</p> <p>https://docs.google.com/document/d/1oGo6wnNLCqlaK61ytZ2FKXd0I9SwZYVJ/edit</p>
2	Internal & External Communication	Circulars Notices, Memos, Agenda, Minutes, Mail & Resume	<p><i>International Academia:</i></p> <p>https://www.coursera.org/learn/english-common-interactions-workplace-basic-level</p> <p>https://www.coursera.org/projects/create-resume-cv-libreoffice</p> <p><i>AICTE Prescribed Syllabus:</i></p> <p>https://drive.google.com/file/d/1X_nuIBJAUpMhy-5U0G_UX-AkXFqBjNbU/view?usp=sharing</p>	<p>Activities on concise writing of Circulars Notices, Memos, Agenda and Minutes</p> <p>Study Material:</p> <p>https://docs.google.com/document/d/1oGo6wnNLCqlaK61ytZ2FKXd0I9SwZYVJ/edit</p> <p>https://docs.google.com/document/d/1oGo6wnNLCqlaK61ytZ2FKXd0I9SwZYVJ/edit</p>

			<i>Industry Mapping:</i> <ul style="list-style-type: none"> • Internal writing and documentation. • Software: Orell Talk https://orelltalk.co m/ 	KXd0I9SwZYVJ/edit
2	Business Etiquette and Profiles	Introduction- Greetings- Importance of Small Talk in Business-Business Organizations-- Jobs and Responsibilities	<i>International Academia:</i> https://www.coursera.org/learn/business-english-negotiating https://www.coursera.org/learn/ethics-of-communication <i>AICTE Prescribed Syllabus:</i> https://drive.google.com/file/d/1X_nuIBJAUpMhy-5U0G_UX-AkXFqBjNbU/view?usp=sharing <i>Industry Mapping:</i> <ul style="list-style-type: none"> • Introduction- Greetings- Importance of Small Talk in Business-Business Organizations-- Jobs and Responsibilities. • Software: https://orelltalk.co m/ 	Interactive Practice sessions. Study Material: https://docs.google.com/document/d/1oGo6wnNLCqlaK61ytZ2FKXd0I9SwZYVJ/edit

3	Using Telephone at the Workplace	Introduction, Features of Telephone communication, Making arrangements and appointments, leaving and taking messages-- Voice mail, video conferencing and conference calls.	<p><i>International Academia:</i></p> <p>https://www.coursera.org/learn/business-english-negotiating</p> <p>https://www.coursera.org/learn/ethics-of-communication</p> <p><i>AICTE Prescribed Syllabus:</i></p> <p>https://drive.google.com/file/d/1X_nuIBJAUpMhy-5U0G_UX-AkXFqBjNbU/view?usp=sharing</p> <p><i>Industry Mapping:</i></p> <ul style="list-style-type: none"> ● Introduction- Greetings- Importance of Small Talk in Business-Business Organizations-- Jobs and Responsibilities. ● Software: https://orelltalk.com/ 	<p>Interactive Practice sessions.</p> <p>Study Material:</p> <p>https://docs.google.com/document/d/1oGo6wnNLCqlaK61ytZ2FKXd0I9SwZYVJ/edit</p>
3	Effective Business Communication Case Study	Small Business Communication Practices Case Studies.	<p><i>International Academia:</i></p> <p>https://www.coursera.org/learn/business-english-negotiating</p> <p>https://www.coursera.org/learn/effective-corporate-communication-principles-evolution</p> <p><i>AICTE Prescribed Syllabus:</i></p> <p>https://drive.google.com/file/d/1X_nuIBJAUpMhy-5U0G_UX-AkXFqBjNbU/view?usp=sharing</p>	<p>Interactive Practice sessions on Communication Case Studies of different companies.</p> <p>Study Material:</p> <p>https://docs.google.com/document/d/1oGo6wnNLCqlaK61ytZ2FKXd0I9SwZYVJ/edit</p>

			kXFqBjNbU/view?usp=sharing <i>Industry Mapping:</i> <ul style="list-style-type: none"> ● Small Business Communication Practices Case Studies. ● Software: https://orelltalk.com/ 	
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TEXT BOOK:

- 1) The Art and Science of Business Communication, 4th Edition by P.D. Chaturvedi, Mukesh Chaturvedi
Released June 2017 Publisher(s): Pearson India

REFERENCE BOOKS:

- 2) Madhukar: Business Communications; Vikas Publishing House 6.Senguin J: Business Communication; Allied Publishers

COURSE OBJECTIVES:

1. To describe the role of information technology and decision support systems in business and record the current issues with those of the firm to solve business problems.
2. To introduce the fundamental principles of computer-based information systems analysis and design and develop an understanding of the principles and techniques used.
3. To enable students, understand the various knowledge representation methods and different expert system structures as strategic weapons to counter the threats to business and make business more competitive.
4. To enable the students to use information to assess the impact of the Internet and Internet technology on electronic commerce and electronic business and understand the specific threats and vulnerabilities of computer systems.

COURSE OUTCOMES:

CO1: Students will have a thorough knowledge and concepts and technologies used in the field of management information systems;

CO2: After completing this course, the students will be able to Compare the processes of developing and implementing information systems.

CO3: Students will acquire a knowledge about how to translate the role of information systems in organizations, the strategic management processes, with the implications for the management.

CO4: They will be able to apply the understanding of how various information systems like DBMS work together to accomplish the information objectives of an organization.

Module number	Topic	Sub-topics	Mapping with Industry and International Academia	Corresponding Lab Assignment
1	Data and Manager	Introduction to Data, information, knowledge and Wisdom, Issues with Data, structured and unstructured data, Computer Based Information System, TPS, MIS, DSS and EIS.	<p><i>Textbook</i></p> <p>\Information Technology for Management, Turban, Volonino, Wiley</p> <p><i>Chapter 2</i></p> <p><i>International Academia:</i> (https://ocw.mit.edu/courses/hst-951j-medical-decision-support-spring-2003/)</p> <p><i>AICTE-prescribed syllabus:</i> (https://www.aicte-india.org/sites/default/files/AICTE_MBA.pdf)</p> <p><i>Industry Mapping:</i> MySQL</p>	<p>1. Identify your TPS and document it.</p> <p>Modelling Transaction Processing Systems</p>

2	E-commerce / E-business	Overview, Definitions, Advantages & Disadvantages of E-commerce Business models of e-commerce: models based on transaction party (B2B, B2C, B2G, C2B, C2C, E- Governance), models based on revenue models Implementation ecommerce business, online and offline marketing	<p><i>Textbook</i></p> <p>\Information Technology for Management, Turban, Volonino, Wiley</p> <p><i>Chapter 6</i></p> <p><i>International Standards:</i> (https://ocw.mit.edu/courses/1-464-e-commerce-and-the-internet-in-real-estate-and-construction-spring-2004/)</p>	Create a web page of your name using various heading tags.
			<p><i>AICTE-prescribed syllabus:</i> (https://www.aicte-india.org/sites/default/files/AICTE_MBA.pdf)</p> <p><i>Industry Mapping:</i></p> <p>WordPress</p>	2. Design a web page according to the venture formed in entrepreneurship

3	ERP, CRM, SCM	<p>ERP (Enterprise Resource Planning): Concepts of ERP, architecture of ERP, Generic modules of ERP, Applications of ERP, and concept of XRP (extended ERP)</p> <p>CRM (Customer Relationship Management): Concepts of CRM, Features, application of CRM Sales force automation</p> <p>SCM (Supply Chain Management): Concepts of SCM, drivers of SCM, inbound & outbound Definition, brief description and applicability of: eProcurement, eTailing, eLogistics, eCollaboration, eIntegration. Case studies for ERP, CRM, and SCM</p>	<p><i>Textbook</i></p> <p>\Information Technology for Management, Turban, Volonino, Wiley</p> <p><i>Chapter 10,11</i></p> <p><i>International Standards :</i> (https://ocw.mit.edu/courses/15-762j-supply-chain-planning-spring-2011/)</p> <p><i>AICTE-prescribed syllabus:</i> (https://www.aicte-india.org/sites/default/files/AICTE_MBA.pdf)</p> <p><i>Industry Mapping:</i></p> <p>WordPress, ERPLAB Toolbox</p>	1. Design of website.
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4	Threats to Computer Systems and Control Measures	Concepts of threats: Virus, hacking, phishing, spyware, spam, physical threats (fire, flood, earthquake, vandalism) Concepts of security measures: firewall, Cryptography.	<p><i>Study Material</i></p> <p><i>International Standards:</i> (https://ocw.mit.edu/courses/6-858-computer-systems-security-fall-2014/)</p> <p><i>AICTE-prescribed syllabus:</i> (https://www.aicte-india.org/sites/default/files/AICTE_MBA.pdf)</p>	
5	Database Management Systems [e.g. MS-Access/ Oracle/ MS SQL Server / MySQL etc.	What is a DBMS; Need for using DBMS. Concepts of tables, records, attributes, keys, integrity constraints, Functional Dependency, Normalization (Up to BCNF – Concept only). SQL: DDL & DML, DCL concepts, SQL commands [ANSI standard].	<p><i>Study Material</i></p> <p><i>International Standards:</i> (https://ocw.mit.edu/courses/6-830-database-systems-fall-2010/)</p> <p><i>AICTE-prescribed syllabus:</i> (https://www.aicte-india.org/sites/default/files/AICTE_MBA.pdf)</p> <p><i>Industry Mapping:</i></p> <p>MySQL, MS-Access</p>	<p>Creation, insertion, update table.</p> <p>2. Relational schema and normalization.</p>

6	Data Warehousing and Data Mining	Concepts of Data warehousing, data mart, meta data, multidimensional modeling, Online Analytical Processing (OLAP), Online Transaction Processing (OLTP), Data mining concepts, Steps, knowledge discovery vs. data mining, data mining applications.	<p><i>Textbook:</i></p> <p>Business Intelligence and Analytics, Supriya Biswas, Aryan Publishing</p> <p>Chapter 2</p> <p><i>International Standards:</i> (https://ocw.mit.edu/courses/15-062-data-mining-spring-2003/)</p> <p><i>AICTE-prescribed syllabus:</i> (https://www.aicte-india.org/sites/default/files/AICTE_MBA.pdf)</p> <p><i>Industry Mapping:</i></p> <p>Oracle</p>	Design of data mode.
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7	MS Office Applications	<p>MS Excel: Graphs and Charts– Calculation of various financial functions Performing Mathematical Calculations (using Formula and Functions), Searching, Sorting and Filtering, Statistical functions, Reference Operators, Creating a Column Chart: Changing the Size and Position of a Chart Saving, Creating Pivot. Introduction to macro.</p> <p>MS Access: Tables and Queries, Forms.</p>	<p><i>Textbook:</i></p> <p>Data Analytics Skills for Managers, Krishna Roy, Arunava Mukherjee, Niloy Kumar Bhattacharjee, Aryan Publishing</p> <p>Chapter 8</p> <p><i>International Standards:</i> (https://ocw.mit.edu/courses/esd-70j-engineering-economy-module-fall-2009/resources/mitesd_70jf09_assn02_end_course/)</p> <p><i>AICTE-prescribed syllabus:</i> (https://www.aicte-india.org/sites/default/files/AICTE_MBA.pdf)</p> <p><i>Industry Mapping:</i></p> <p>MS Excel</p>	1. MS Excel lab assignment.
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8	Data Communication & Networking	Need for computer networking, components of a data communication system, Network topology Types of networks: LAN, MAN, WAN; concepts of Internet, Intranet, Extranet, and WWW. Network protocols, Network Architecture	<p><i>Textbook</i></p> <p>\Information Technology for Management, Turban, Volonino, Wiley</p> <p><i>Chapter 4</i></p> <p><i>International Standards:</i> (https://ocw.mit.edu/courses/14-15-networks-spring-2022/)</p> <p><i>AICTE-prescribed syllabus:</i> (https://www.aicte-india.org/sites/default/files/AICTE_MBA.pdf)</p> <p><i>Industry Mapping:</i></p> <p>The Network Simulator - ns-2</p>	1. Introduction to network simulator.
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9	Analytics for Business	Introduction of Analytics, Features, advantages and disadvantages of Analytics in Business, Data Visualization for Managers, Emerging Trends in Analytics	<p><i>International Standards:</i> (https://ocw.mit.edu/courses/15-071-the-analytics-edge-spring-2017/)</p> <p><i>AICTE-prescribed syllabus:</i> (https://www.aicte-india.org/sites/default/files/AICTE_MBA.pdf)</p>	2
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TEXT BOOK:

1. Principles of Information Systems, Stair & Reynolds, Cengage

REFERENCE BOOKS:

1. Information Technology for Management, Turban, Volonino, Wiley
2. Data Analytics Skills for Managers, Krishna Roy, Arunava Mukherjee, Niloy Kumar Bhattacharjee, Aryan Publishing
3. Business Intelligence and Analytics, Supriya Biswas, Aryan Publishing
4. A treatise on Information Technology Management, Aryan Publishing
5. Artificial Intelligence for Dummies, John Paul Mueller, Wiley