



PROPOSED STRUCTURE

FOR

IMBA (Integrated BBA and MBA Programme)

**YEAR – II & III
SEMESTER: III to VI**

**ACADEMIC YEAR 2016-17
ACADEMIC YEAR 2017-18**

Proposed Structure- Scheme

2nd Year

Sem	Level	Subject Name	Credits	Page No.
Sem-3	S3-1	Indian Economy	3	5
	S3-2	Advanced Accountancy-II	4	7
	S3-3	Introduction to Business Statistics	4	9
	S3-4	Business Law	4	11
	S3-5	Information System and ERP	4	12
	S3-6	Basics of Production Management	4	14
	S3-7	Advertising Practices	2	15
			25	
Sem-4	S4-1	Introduction to Business Environment	3	18
	S4-2	Principles of Human Resource Management	4	19
	S4-3	Fundamentals of Marketing	4	21
	S4-4	Basics of Cost Accounting	4	23
	S4-5	Fundamentals of Financial Management	4	24
	S4-6	Research Methods for Business	4	26
	S4-7	Learning from Leaders	2	28
			25	

3rd Year

Sem-5	S5-1	Business Ethics	4	31	
	S5-2	Introduction to Strategic Management	4	32	
	S5-3	Introduction to Taxation	4	33	
	S5-4	Entrepreneurship	4	34	
	S5-5	Elective-I (Event Management; Indian Financial System; Training and Development; Software Engineering)			
			Event Management	4	35
			Indian Financial System	4	37
			Training and Development	4	39
			Software Engineering	4	41
	S5-6	Dissertation Project- I	4	43	
	S5-7	Soft Skill-I	1	44	
				25	

Sem-6	S6-1	Introduction to International Business	4	46
	S6-2	Industrial Relations	4	47
	S6-3	Company Law	4	48
	S6-4	Operations Research	4	49
	S6-5	Electives –II (Sales and Distribution Management; Introduction to Banking and Insurance; Leadership and Team Building; Data Mining for Business Analytics)		
		Sales and Distribution Management	4	50
		Introduction to Banking and Insurance	4	51
		Leadership and Team Building	4	53
		Data Mining for Business Analytics	4	55
	S6-6	Dissertation Project-II	4	57
	S6-7	Soft Skill-II	1	58
			25	

SEMESTER – III

Subjects:

- Indian Economy
- Advanced Accountancy-II
- Introduction to Business Statistics
- Business Law
- Information system and ERP
- Basics of Production Management
- Advertising Practices

1.	Name of the course	Indian Economy
2.	Description of the Course	IMBA-2, Sem-III / 40 Hours; Credit: 3
3	Code of the Course	MB810301
4	Objective of the course	To acquaint students of the Indian Economy, present and future of Indian Economics, different segments of Indian Economy like, Agriculture, SSIs and various Indian Industries.
5	Content of the course	
	Module-I (25% Weightage) 10 Hours	<ul style="list-style-type: none"> Structure of Indian Economy: India as a developing economy, Human Resources and Economic Development, Human Development in India National Resources, Economic development, Infrastructure in Indian Economy, Social Infrastructure and Social Sector
	Module-II (25% Weightage) 10 Hours	<ul style="list-style-type: none"> Planning And Economic Development: Objectives and Strategy of Economic Planning in India, Public Sector and Indian Planning, Disinvestment, Privatization and Economic Reforms, Globalization and its Impact on India.
	Module-III (25% Weightage) 10 Hours	<ul style="list-style-type: none"> Agriculture in the National Economy: Indian Agriculture under the Five Year Plans: The Green Revolution, Food Security in India, Irrigation and other Agricultural Inputs, Land Reforms, Agricultural Marketing
	Module-IV (25% Weightage) 10 Hours	<ul style="list-style-type: none"> Indian Industries: Industrial Patterns and the Plans, Small and Large Scale Industries, Unorganized Sector and Informalisation of the Indian Economy
6	Pedagogy of the course	80% Sessions, 20 % Practical Sessions (a) Lectures and case discussion covering a cross section of decision situations. (b) Discussions on issues and techniques (c) Projects/ Assignments/ Quizzes/ Class participation etc
7	Names of text book/s	<ul style="list-style-type: none"> Indian Economy By Datt Gaurav, Ashwini Mahajan S. Chand Publication
8	Names of reference book/s	<ul style="list-style-type: none"> Indian Economy by V.K Puri and S.K Misra Himalaya Publication Indian Economy by I C Dhingra, Sultan Chand Publication Indian Economy by V.K Puri and S.K Misra Himalaya Publication Bhagwati, J. and Desai, P. India: Planning for industrialization, OUP, Ch 2. Deepashree, Indian Economy, Performance and Policies, Scholar Tech. New Delhi Bettleheim. Charles India Independent. Chapters 1, 2 and 3. Patnaik, Prabhat. Some Indian Debates on Planning. T.J. Byres (ed.).The Indian Economy: Major Debates since Independence, OUP. Dreze, Jean and Amartya Sen. Economic Development and Social Opportunity. Ch. 2. OUP.
9	Names of newspapers, magazines, journals, etc. to be referred for better	<ul style="list-style-type: none"> Economics Times, The Times of India, Business Standard

	understanding of the course	
10	Evaluation Pattern	As per University Scheme
11	Expected no. Of hours to be spent by the student outside the class for the course	60 Hours
12	Any other relevant information / Suggestion	

1.	Name of the course	Advanced Accounting-II
2.	Description of the Course	IMBA-2 / SEM-III / 40 Hours; Credit: 4
3	Code of the Course	MB810302
4	Objective of the course	<ul style="list-style-type: none"> Advanced Accounting-II is involving mainly corporate accounting. This includes accounting for important aspects of company accounts. It is intended to provide information that is vital in making business decisions. The objective of this course is to make students understand accounting of important issues of companies.
5	Content of the course	
	Module-I (25% Weightage) 10 Hours	<ul style="list-style-type: none"> Introduction- Shares and Debentures, Redemption of Preference shares and Debentures, Underwriting Commission
	Module-II (25% Weightage) 10 Hours	<ul style="list-style-type: none"> Final Accounts- Ascertaining profit for managerial remuneration, overall managerial remuneration, Profit Prior to Incorporation Valuation of Goodwill and Shares; Reorganization and reconstruction of share capital
	Module-III (25% Weightage) 10 Hours	<ul style="list-style-type: none"> Amalgamation, and External Reconstruction Holding Companies;
	Module-IV (25% Weightage) 10 Hours	<ul style="list-style-type: none"> Liquidation of Companies; Computerized Accounting System
6	Pedagogy of the course	<p>80% Sessions, 20 % Practical Sessions</p> <p>(a) Lectures and case discussion covering a cross section of decision situations.</p> <p>(b) Discussions on issues and techniques</p> <p>(c) Projects/ Assignments/ Quizzes/ Class participation etc</p>
7	Names of text book/s	<ul style="list-style-type: none"> Advance Accountancy Vol. – II by M. C. Shukla, T. S. Grewal, and S. C. Gupta (S. Chand) Corporate Accounting by S.N. Maheshwari and S.K. Maheshwari (Vikas)
8	Names of reference book/s	<ul style="list-style-type: none"> Corporate Accounting by A. Mukherjee and M. Hanif (TMH) Fundamentals of Advance Accounting Vol. – II 3rd edition by RSN Pillai, Bagavathi, S. Uma (S. Chand) Advanced Accounting Vol.– II by S.P. Jain and K. L. Narang (Kalyani Publisher) Company Accounts by R.L. Gupta and Radhaswamy (Sultan Chand)
9	Names of newspapers, magazines, journals, etc. to be referred for better understanding of the course	<ul style="list-style-type: none"> Harvard Business Review, Business India / Business Today / Business World, Articles from Indian Management
10	Evaluation Pattern	As per university scheme
11	Expected no. Of hours to	60 Hours

	be spent by the student outside the class for the course	
12	Any other relevant information / Suggestion	

1.	Name of the course	Introduction to Business Statistics
2.	Description of the Course	IMBA-2 / SEM-III / 40 Hours; Credit: 4
3	Code of the Course	MB810303
4	Objective of the course	<ul style="list-style-type: none"> • This course in business statistics focuses on applications of data analysis and statistics to business studies methods for organizing and summarizing data. • Students will be able to understand the importance of applying statistical analysis to solve business problems. • Apply statistical techniques to solve problems. Interpret and communicate the results of statistical analysis. • Analyze and solve basic statistical problems involving: descriptive measures of populations and samples, central tendency and variability, probability theory, correlation and simple linear regression.
5	Content of the course	
	Module-I (25% Weightage) 10 Hours	<ul style="list-style-type: none"> • Introduction to Statistics: Definition, Function & Scope of Statistics. Collection of Data. Classification, Frequency Distribution, Diagrammatic and Graphic Presentation of Data. • Measures of Central Tendency: Arithmetic Mean, Median, Mode, Geometric Mean and their merits and demerits, Weighted Arithmetic Mean.
	Module-II (25% Weightage) 10 Hours	<ul style="list-style-type: none"> • Measures of Variation: Methods of studying variation- Range, Average deviation, Standard deviation, Coefficient of Variation. • Correlation Analysis: Methods of Studying Correlation – Karl Pearson's coefficient of correlation, Spearman's Rank Correlation for ungrouped frequency distribution, Coefficient of determination.
	Module-III (25% Weightage) 10 Hours	<ul style="list-style-type: none"> • Regression Analysis: Equation of Regression Lines for Ungrouped frequency distribution. • Time Series Analysis: Meaning of Time Series. Analysis of Time Series. Components of Time Series. Model of Time Series. Methods of Measuring Secular Trends (T). Methods of Determination of Seasonal Fluctuations (S). Measurement of Cyclical Variations(C). Measurement of Irregular Variations.
	Module-IV (25% Weightage) 10 Hours	<ul style="list-style-type: none"> • Basic Concepts in Probability: Counting Rules, Permutations and Combinations. Venn diagram, Events, Set Operations on Events, Dependent and Independent Events, Introduction to Probability, Conditional Probability, Addition and Multiplication Rules of Probability.
6	Pedagogy of the course	60% Sessions, 40 % Practical Sessions The treatment of the subject matter is to be application oriented. Assignments/ Quizzes/ Class participation etc
7	Names of text book/s	a) A Test Book of Business Statistics by Dr. Padmalochan Hazarika S.Chand Publication b) Fundamental of Statistics by S.C. Gupta Himalaya Publication c) Gupta and Gupta, Business Statistics. (Sultan Chand & Sons: New Delhi).
8	Names of reference book/s	a) Richard I. Levin and David S. Rubin.(2009), Statistics for Management.(Pearson: New Delhi) Latest Edition b) Hogg (2004) Introduction to Mathematical Statistics (Pearson: New Delhi) Latest Edition

		c) Chandan, J. (2003), Statistics for Business Economics. (Vikas Publishing House) Latest Edition
9	Names of newspapers, magazines, journals, etc. to be referred for better understanding of the course	<ul style="list-style-type: none"> • Harvard Business Review, Business India / Business Today / Business World, • Articles from Indian Management
10	Evaluation Pattern	As per university scheme
11	Expected no. Of hours to be spent by the student outside the class for the course	60 Hours
12	Any other relevant information / Suggestion	

1.	Name of the course	Business Law
2.	Description of the Course	IMBA-2 / SEM-III / 40 Hours; Credit: 4
3.	Code of the Course	MB810304
4.	Objective of the course	<ul style="list-style-type: none"> To understand basic legal terms and concepts used in law pertaining to business To comprehend applicability of legal principles to situations in Business world by referring to few decided leading cases.
5.	Content of the course	
	Module-I (25% Weightage) 10 Hours	<ul style="list-style-type: none"> The Indian Contract Act, 1872: Meaning and essentials, Contracts, Offer & Acceptance, Capacities of Parties, Consideration, Free Consent, Void Agreements and Contingent Contracts, Performance and discharge of Contracts, Consequence and Remedies of Contract
	Module-II (25% Weightage) 10 Hours	<ul style="list-style-type: none"> Implied and Quasi contract, Indemnity Contract, Guarantee contract, Bailment, Lien, Pledge contract, Agency contract. Introduction of Negotiable Instruments- Definition, Features, Types of Negotiable Instruments.
	Module-III (25% Weightage) 10 Hours	<ul style="list-style-type: none"> Sales of Goods Act: Sale contract-Definition, Features, Formation of Contract Contents of sale contract-Goods, Price, Condition and Warranty, Ownership of goods and transfer, Performance of sale contract, Delivery, Rights of unpaid sellers, Auction Sale.
	Module-IV (25% Weightage) 10 Hours	<ul style="list-style-type: none"> Indian Partnership Act: Definition and Nature of Partnership, Partnership deed Mutual and Third parties relation of Partners, Registration of Partnership Dissolution of Partnership.
6.	Pedagogy of the course	80% Sessions, 20 % Practical Sessions a) Lectures and case discussion covering a cross section of decision situations. b) Discussions on issues and techniques c) Projects/ Assignments/ Quizzes/ Class participation etc
7.	Names of text book/s	1. Business Law by P.C. Tulsian TMH Publication 2. Business Law by Tejpal Sheth Pearson Publication 3. Business Law by M C Kuchhal & Vivek Kuchhal Vikas Publication
8.	Names of reference book/s	1. Business Law for Management by K.R. Bulchandani Himalaya Publication 2. Elements of Mercantile law by N.D Kapoor Sultan Chand & Sons 3. Legal Aspects of Business by Ravinder Kumar Cengage Publication
9.	Names of newspapers, magazines to be referred for better understanding of the course	The Times of India, Economic Times
10.	Evaluation Pattern	As per university scheme
11.	Expected no. Of hours to be spent by the student outside the class for the course	60 Hours
12.	Any other relevant information / Suggestion	

1	Name of the course	Information System and ERP
2.	Description of the course	IMBA-2 / SEM-III / 40 Hours; Credit: 4
3.	Code of the course	MB810305
4.	Objective of the course	<ul style="list-style-type: none"> • By adopting ERP in an enterprise, one can leverage competitive advantage for the enterprise, and this would enable EPR to manage the future. • Keeping this philosophy in mind, to enable students how to manage informations while taking managerial decisions.
5.	Content of the course	
	Module – I (25% weightage) 5 hours	<ul style="list-style-type: none"> • Introduction to ERP and Enterprise Overview • Introduction - Evolution of ERP, Reasons for the growth of ERP • Market, Advantages of ERP, Enterprise: Introduction, Business • Modeling, Integrated Data Model, Integrated Management Information, • Basic concepts of ERP, Risks and benefits of ERP
	Module - II (25% weightage) 5 hours	<ul style="list-style-type: none"> • ERP and Related Technologies • Introduction, Business Process Reengineering (BPR), Management • Information Systems (MIS), Decision Support System (DSS), Executive • Information Systems (EIS), Data warehousing, Data Mining and Online • Analytical Processing (OLAP), Supply Chain Management (SCM)
	Module - III (25% weightage) 5 hours	<ul style="list-style-type: none"> • ERP: A Manufacturing Perspective • Computer Aided Design/Computer Aided Manufacturing (CAD/CAM), • Materials Requirement Planning (MRP), Bill of Material (BOM), Closed • Loop MRP, Manufacturing Resource Planning (MRP-II), Distribution • Requirements Planning (DRP), JIT and Kanban, Product Data Management (PDM), Benefits of PDM, Make-to-Order (MTO) and • Make-to-Stock(MTS), Assemble-to-Order(ATO), Engineer-to-Order(ETO), Configure-to-Order(CTO)
	Module - IV (25% weightage) 5 hours	<ul style="list-style-type: none"> • ERP Modules • Plant Maintenance, Quality Management, Materials Management • Literature & Review Study on ERP Products of Vendors like Oracle, BAAN, INFOSYS
6.	Pedagogy of the course	60% Sessions, 40 % Practical Sessions Lectures and case discussion; Workshop
7.	Names and other details of text book/s such as publisher, editors, etc.	<ul style="list-style-type: none"> • Enterprise Resource Planning by C.S.V Murthy Himalaya Publication • Alexis Leon: Enterprise Resource Planning, Tata McGraw-Hill

8.	Names and other details of reference book/s such as publisher, edition, etc.	
9.	Names of newspapers, magazines, journals, etc. to be referred for better understanding of the course	<ul style="list-style-type: none"> • Magazines, Business Today, Business India • Newspaper: Economic Times, Brand Equity • Hindu Business Line – Catalyst
10.	Evaluation pattern	As per university scheme
11.	Expected number of hours to be spent by the students outside the class for the course	60 Hours
12.	Any other relevant information/suggestion	

1	Name of the course	Basic of Production Management
2	Description of the course	IMBA-2 / SEM-III / 20 Hours; Credit: 4
3.	Code of the course (please indicate the year, semester and short name of the course)	MB810306
4.	Objective of the course	<ul style="list-style-type: none"> The objective of the course is to acquaint the students with the basic features underlying production management.
5.	Content of the course	
	Module – I (25% weightage) 5 hours	<ul style="list-style-type: none"> Introduction of Production Management Product design and Analysis
	Module - II (25% weightage) 5 hours	<ul style="list-style-type: none"> Facility Location Plant Layout and Material Handling Forecasting
	Module - III (25% weightage) 5 hours	<ul style="list-style-type: none"> Inventory Management Aggregate Planning
	Module - IV (25% weightage) 5 hours	<ul style="list-style-type: none"> Modern Production Management Tools: TQM, JIT, ISO 9000 Series, Supply Chain Management, Kaizen, ERP
6.	Pedagogy of the course	<p>80% Sessions, 20 % Practical Sessions</p> <p>(a)Lectures and case discussion covering a cross section of decision situations.</p> <p>(b)Discussions on issues and techniques</p> <p>(c)Projects/ Assignments/ Quizzes/ Class participation etc</p>
7.	Names and other details of text book/s such as publisher, editors, etc.	<ol style="list-style-type: none"> Production and Operations Management by R. Panneerselvam PHI Publication Production and Operations Management by Kanishka Bedi Oxford Publication
8.	Names and other details of reference book/s such as publisher, edition, etc.	<ul style="list-style-type: none"> Operations Management by Shridhar, Himalaya Publication Operations Management by Nair TMH Production and Operations Management by Adam & Ebert, PHI
9.	Names of newspapers, magazines, journals, etc. to be referred for better understanding of the course	<ul style="list-style-type: none"> Magazines, Business Today, Business India Newspaper: Economic Times, Brand Equity Hindu Business Line – Catalyst
10.	Evaluation pattern	As per university scheme
11.	Expected number of hours to be spent by the students outside the class for the course	40 hours
12.	Any other relevant information/suggestion	

1.	Name of the course	Advertising Practices
2.	Description of the course	IMBA-2 / SEM-III / 20 Hours; Credit: 2
3.	Code of the course (please indicate the year, semester and short name of the course)	MB810307
4.	Objective of the course	On completion of the subject students should be able to: <ul style="list-style-type: none"> • Define and explain advertising objectives. • Identify various types of advertising budget. • Design an advertising campaign. • Identify various styles of copywriting • Describe the process from copy to production
5.	Content of the course	
	Module – I (25% weightage) 5 hours	<p>Integrated Marketing Communication</p> <ul style="list-style-type: none"> • Integrated Marketing Communication: Definition & concepts; Public relations; Salesmanship; Publicity Sales promotion; Marketing public relations; Direct marketing; Rural marketing • Advertising as marketing tool; The product marketing process; Market segmentation process; Target marketing process; Advertising and product, price, place and promotion element. • Advertising as PR tool; PR, Publicity & Corporate Advertising; PR technologies implemented in advertising
	Module - II (25% weightage) 5 hours	<ul style="list-style-type: none"> • Account planning Define strategy and its role and relevance; Elements of Marketing plan; Plan advertising campaign (the planning cycle), USP; Marketing objectives v/s advertising objectives; Setting the advertising objectives; Good objective setting; Direct and Indirect objectives; Advertising strategy; Advertising Campaign, various stages of Advertising Campaign; Budgeting process: budgeting & appropriation of fund; Factors affecting advertising budget, methods of setting advertising budgets; Concept & stages of Branding, brand management, brand image; Role of Advertising: Product life cycle, segmentation brand positioning, brand equity; Account Planning, pitching & presentation preparation
	Module - III (25% weightage) 5 hours	<ul style="list-style-type: none"> • Creative strategy to Development Concept of creativity; Idea generation; The creative brief; Advertising Research: Consumer, Market & Product; Types of copy, how to prepare ad copy; Copy and script writing: Print, radio, TV, cyber, outdoor. Copy and script writing for audio and video; Story board, audio-video copy formats; Production process of print copy – thumbnail, roughs, comprehensive, mechanical; Role of colours, photographs, computer graphics, artwork; Appeals in Advertising; Production process for audio and video copies – pre production, production and post production

	Module - IV (25% weightage) 5 hours	<ul style="list-style-type: none"> • Media Planning Media agencies: definition, need and importance; Media plan: objectives, situation analysis, choice of media, media mix, target; audience, strategy, media schedule, plan delivery; Media planning terms: circulation, TRP, CPRP, readership, listenership, reach, frequency, GRP; Uses and importance of media planning software: TAM, INTAM, IRS, NRS; Avenues for retail merchandize: point of purchase, point of sale; Methods of measuring effectiveness of advertising programme – different types of pre-testing, con current testing and post testing.
6.	Pedagogy of the course	Project based
7.	Names and other details of text book/s such as publisher, editors, etc. (Suggested Readings)	<ol style="list-style-type: none"> 1. Sandage C H, Fryburger Advertising Theory and Practice:Vernon & Rotzoll Kim A.I.T.B.S. Publishers & Distributors, Delhi 2. Mohan Mahender Advertising Management: Concepts & Cases; Tata McGraw Hill Publishers 3. Ogilvy David Ogilvy on Advertising; Prion Books Ltd. 4. Lewis Herschell Gordion The Complete Advertising and Marketing Handbook: East West Books(Madras) Pvt. Ltd., Chennai 5. Little Field James E & Advertising: Mass Communication in Marketing Vakils, Feffer & Simons Pvt. Ltd., Bombay
8.	Names and other details of reference book/s such as publisher, edition, etc.	<ul style="list-style-type: none"> • White Roderick Advertising: What it is and How to do it: McGrawHill Book Company, London • Bulmore Jeremy Behind the Scenes in Advertising; NTC Publishers, Henley 8. Douglas Torin The Complete Guide to Advertising: MacMilan, London • Jethwaney Jaishri Advertising: Phoenix Publishing House Pvt. Ltd., New Delhi
9.	Names of newspapers, magazines, journals, etc. to be referred for better understanding of the course	<ul style="list-style-type: none"> • Magazines, Business Today, Business India • Newspaper: Economic Times, Brand Equity • Hindu Business Line – Catalyst
10.	Evaluation pattern	As per university scheme
11.	Expected number of hours to be spent by the students outside the class for the course	40 hours
12.	Any other relevant information/suggestion	

SEMESTER – IV

Subjects:

- Introduction to Business Environment
- Principles of Human Resource Management
- Fundamentals of Marketing
- Basics of Cost Accounting
- Fundamentals of Financial Management
- Research Methods for Business
- Learning from Leaders

1.	Name of the course	Introduction to Business Environment
2.	Description of the Course	IMBA-2, Sem-IV / 40 Hours; Credit: 3
3.	Code of the Course	MB810401
4.	Objective of the course	<ul style="list-style-type: none"> The course will create awareness of the economic, social and Political environment facing business organizations in India. It will throw light on the existing economic environment of business in India.
5.	Content of the course	
	Module-I (25% Weightage) 10 Hours	<ul style="list-style-type: none"> Concept, Significance, Components of Business environment, Factor affecting Business Environment, Social Responsibilities of Business.
	Module-II (25% Weightage) 10 Hours	<ul style="list-style-type: none"> Economic Systems: Capitalism, Socialism, Communism, Mixed Economy-Public Sector & Private Sector
	Module-III (25% Weightage) 10 Hours	<ul style="list-style-type: none"> Industrial Policy –Its historical perspective (In brief); Socio-economic implications of Liberalization, Privatization, Globalization.
	Module-IV (25% Weightage) 10 Hours	<ul style="list-style-type: none"> Role of Government in Regulation and Development of Business; Monetary and Fiscal Policy; EXIM Policy, FEMA
6.	Pedagogy of the course	<ul style="list-style-type: none"> 80% - Lectures 20% - Solving problems
7.	Names of text book/s	K. Aswathapa Business Environment Himalaya Publication
8.	Names of reference book/s	<ul style="list-style-type: none"> Francis Cherunilum Business Environment Himalaya Publication
9.	Names of newspapers, magazines, journals, etc. to be referred for better understanding of the course	<ul style="list-style-type: none"> All Financial Dailies: Business Standard, The Hindu Business Line, The Economic Times, Financial Express
10.	Evaluation Pattern	As per University Scheme
11.	Expected no. Of hours to be spent by the student outside the class for the course	60Hours
12.	Any other relevant information / Suggestion	

1.	Name of the course	Principles of Human Resources Management
2.	Description of the Course	IMBA-2, Sem-IV / 40 Hours; Credit: 4
3.	Code of the Course	MB810402
4.	Objective of the course	<ul style="list-style-type: none"> To impart the fundamentals of Human Resource Management to the students. The objective of the course is to familiarize students with the different aspects of managing Human Resources in the organization through the phases of acquisition, development and retention.
5.	Content of the course	
	Module-I (25% Weightage) 10 Hours	<p>An Introduction to Human Resource Management: Concept, Nature, Scope, Objectives and Importance of HRM; Evolution of HRM; Challenges of HRM; Personnel Management vs HRM; Roles and Responsibilities of HR Manager and structure of the department</p> <p>Strategic Human Resource Management: Strategies for the New Millennium, Human Capital; Emotional Quotient; Mentoring; ESOP; Flexi-time; Quality Circles; Kaizen; TQM and Six Sigma.</p>
	Module-II (25% Weightage) 10 Hours	<p>Acquisition of Human Resource: HR Planning; Job Analysis – Job Description and Job Specification; Recruitment – Sources and Process; Selection Process – Tests and Interviews.</p>
	Module-III (25% Weightage) 10 Hours	<p>Placement and Induction: Job Changes: Transfers, Promotions/Demotions, Separations Training and Development: Concept and Importance of Training; Types of Training; Methods of Training; Design of Training Programme.</p> <p>Evaluation of Training Effectiveness: Executive Development – Process and Techniques; Career Planning and Development.</p>
	Module-IV (25% Weightage) 10 Hours	<p>Compensating Human Resource: Compensation: Job Evaluation – Concept, Process and Significance; Components of Employee Remuneration – Base and Supplementary; Performance and Potential Appraisal – Concept and Objectives; Traditional and Modern Methods.</p>
6.	Pedagogy of the course	<ul style="list-style-type: none"> 80% - Lectures 20% - discussion
7.	Names of text book/s	<ul style="list-style-type: none"> Dwivedi, R, S. (2007), A Textbook of Human Resource Management, Vikas Publishing Pvt. Ltd. Aswathappa, K., (2010), Human Resource Management, McGraw Hill Education. DeCenzo, D. A. and Robbins, S.P. (2007), Fundamentals of Human Resource Management, 9th edition, John Wiley.
8.	Names of reference book/s	<ul style="list-style-type: none"> Durai, Praveen, (2010), Human Resource Management, Pearson Education. Monappa, A. and Saiyadain, M., ((2001)), Personnel Management, McGraw-Hill Education. Dessler, Gary, ((2004)) Human Resource Management, Pearson Education. Jyothi, P. and Venkatesh, D.N, (2006), Human Resource Management, Oxford Higher Education.

9	Names of newspapers, magazines, journals, etc. to be referred for better understanding of the course	<ul style="list-style-type: none"> Human Resource Review, Human Capital, Human Resource Information System, Academy of Management Journal, Journal for Quality and Participation, ASTD - Training Magazine
10	Evaluation Pattern	As per University Scheme
11	Expected no. Of hours to be spent by the student outside the class for the course	60 Hours
12	Any other relevant information / Suggestion	

1.	Name of the course	Fundamentals of Marketing
2.	Description of the Course	IMBA-2 / SEM-IV / 40 Hours; Credit: 4
3.	Code of the Course	MB810403
4.	Objective of the course	<ul style="list-style-type: none"> The objective of the course is to provide an understanding about basic marketing concepts and principles along with their practical application. The course is designed to help students gain marketing insights underlying marketing of various products and services. An introduction to the marketing mix elements at this stage helps students to analyze the marketing related scenario.
5.	Content of the course	
	Module-I (25% Weightage) 10 Hours	Introduction Marketing – Definition, Concepts Significance & functions of Marketing, Approaches to the study of Marketing, Relevance of Marketing in a developing economy. Role & functions of Marketing Manager.
	Module-II (25% Weightage) 10 Hours	Types of Marketing Tele Marketing, E-Marketing-Service Marketing, Rural Marketing feature & importance suggestion for improvement of Rural Marketing, Marketing Planning & strategies. Marketing Mix Meaning – Scope, Utility – Product mix, Product concept, Product life Cycle – Product Simplifications – Decertification Elements Price mix – factors, Methods, Importance
	Module-III (25% Weightage) 10 Hours	Types of Channels Factors influencing channels, Elements of Promotion Mix – Sales Promotion System. Recent Trends in Promotion Sale. Advertising – Role of Advertising, Advertising Media Market Segmentation Meaning, Definition, and Different ways to Segmentation, Essential of effective Market Segmentation, Destination, and differential Marketing & Concentrated Marketing.
	Module-IV (25% Weightage) 10 Hours	Marketing Information System & Marketing Research. Concept & components of a Marketing Information System – Marketing Research – Meaning & scope – marketing research procedure – types & techniques of Marketing Research – Managements use of Marketing Research.
6.	Pedagogy of the course	60% Sessions, 40 % Practical Sessions (a) Lectures and case discussion covering a cross section of decision situations. (b) Discussions on issues and techniques (c) Projects/ Assignments/ Quizzes/ Class participation etc
7.	Names of text book/s	<ul style="list-style-type: none"> Modern Marketing Principles and Practices by R.S.N Pillai and Bagavathi S.Chand Publication Latest Edition Marketing Management By Philip Kotlers
8.	Names of reference book/s	<ul style="list-style-type: none"> Marketing Management by K. Karunakaran Himalaya Publication Marketing Management Cravens By Hills – Woodruff

		<ul style="list-style-type: none"> • Marketing – A Managerial Introduction By Gandhi • Marketing Information System By Davis – Olsan • Consumer Behavior By Schiffman – Kanuk • Principles and practice of Marketing By John Frair.
9.	Names of newspapers, magazines to be referred for better understanding of the course	<ul style="list-style-type: none"> • Harvard Business Review, Business India / Business Today / Business World, • “Vikalpa” –Journal of Indian Institute of Management, Ahmedabad, • SANKALPA: Journal Of Management & Research, Effective Executive, etc.
10.	Evaluation Pattern	As per university scheme
11.	Expected no. Of hours to be spent by the student outside the class for the course	60 Hours
12.	Any other relevant information / Suggestion	

1.	Name of the course	Basic of Cost Accounting
2.	Description of the Course	IMBA-2 / SEM-IV / 40 Hours; Credit: 4
3.	Code of the Course	MB810404
4.	Objective of the course	<p>Cost Accounting has gained much importance in the era of intense competition. It is considered as very important branch of accounting mainly helpful in determining the cost of goods produced or services rendered.</p> <ul style="list-style-type: none"> The objective of this course to make the students understand the meaning and nature of cost and cost accounting, various classification of cost and elements of cost in detail. It also includes various methods of costing and the system of book keeping from cost accounting view point.
5.	Content of the course	
	Module-I (25% Weightage) 10 Hours	<ul style="list-style-type: none"> Introduction to cost accounting, meaning, nature and classification of cost Materials, Labour Direct expenses and overheads
	Module-II (25% Weightage) 10 Hours	<ul style="list-style-type: none"> Unit costing Job and Batch Costing
	Module-III (25% Weightage) 10 Hours	<ul style="list-style-type: none"> Contract costing Operating costing
	Module-IV (25% Weightage) 10 Hours	<ul style="list-style-type: none"> Process costing Cost control accounts Reconciliation of cost and financial accounts Integrated accounts
6.	Pedagogy of the course	80% Sessions, 20 % Practical Sessions
7.	Names of text book/s	<ul style="list-style-type: none"> Cost Accounting – M.C. Shukla, T.S. Grewal, S.C. Gupta (S. Chand) Cost Accounting – Jawaharlal (TMH)
8.	Names of reference book/s	<ul style="list-style-type: none"> Cost Accounting Principles and Practice 12th edition by M N Arora Vikas Publication Advanced Cost & Management Accounting – V.K. Saxena, C.D. Vashisht (S. Chand)
9.	Names of newspapers, magazines to be referred for better understanding of the course	Times of India, Economics Times, Business Standard and other business magazines and Journals
10.	Evaluation Pattern	As per university scheme
11.	Expected no. Of hours to be spent by the student outside the class for the course	60 Hours
12.	Any other relevant information / Suggestion	

1	Name of Course	Fundamentals of Financial Management
2	Description of Course	IMBA-II/ SEM-IV / 40 Hours; Credit: 4
3	Code of Course	MB 810405
4	Objective of the Course	<ul style="list-style-type: none"> The objective of this course is to help the students understand the fundamental concepts and Finance & Financial Management.
5	Content of Course	
	Module -I (25% weightage) 5 Hours	<ul style="list-style-type: none"> NATURE AND SCOPE: Meaning, Scope, Objectives and Importance of Financial Management - Finance Functions (Traditional Vs. Modern Approach) - Profit Maximization. TIME VALUE OF MONEY: Reasons for Time value of money - Compound Value Concept - Present value Concept - Practical Application of the same
	Module -II (25% weightage) 5 Hours	<ul style="list-style-type: none"> INVESTMENT DECISIONS: Meaning, Significance, Objectives and Importance of Capital Budgeting - Capital budgeting Process - Basic Principles of Capital Expenditure Proposals - Various appraisal Methods: Pay Back Period, Discounted Cash Flow Method, Average Rate of Return
	Module - III (25% weightage) 5 Hours	<ul style="list-style-type: none"> CAPITAL STRUCTURE: Meaning and Significance of Capital Structures - Capital structure and financial structure - Patterns of Capital Structure - Ideal Capital Structure, Features of Ideal Capital Structure - Merits and Demerits of different types of Capital Structure
	Module - IV (25% weightage) 5 Hours	<ul style="list-style-type: none"> FINANCING DECISIONS: Sources of Finance - Equity Shares - Preference Shares – Debentures –Term Loans- Retained earning, - Bridge finance - Government policy on security financing and Term Loan - Operating and Financial Leverage.
6	Pedagogy of the Course	80% Lectures, 20% Practical Sessions
7	Name and other details of textbook and other reading material	<ul style="list-style-type: none"> Fundamentals of Financial Management: Prasanna Chandra, Tata McGraw Hills
8	Names & other details of reference books.	<ol style="list-style-type: none"> Financial Management: S N Maheshwari, Sultan Chand & Sons, New Delhi Financial Management: Khan & Jain, Tata McGraw Hill Publishing Co. Financial Management: I M Pandey, Vikas Publishing House, New Delhi.
9	Names of News papers, magazines, Journals, websites etc.	<ul style="list-style-type: none"> Business Standard, Economic Times, Financial Express, Mint, Business India, India Today
10	Evaluation pattern	As per University Scheme

11	Expected Number of hours to be spent by students	About 60 hours
12	Any other relevant information / Suggestion	

1.	Name of the course	Research Methods for Business
2.	Description of the Course	IMBA-2 / SEM-IV / 40 Hours; Credit: 4
3.	Code of the Course	MB810406
4.	Objective of the course	The course aims at sensitizing students to the changing business research methods including sampling and distributions, Data collection techniques, Data analysis interpretation and presentation of the findings, that enable informed decision making.
5.	Content of the course	
	Module-I (25% Weightage) 10 Hours	<ul style="list-style-type: none"> Introduction to Research Methodology. Meaning, Objectives, Types of Research, Research Process, Criteria for good research, Problems of researchers in India, Significance of research
	Module-II (25% Weightage) 10 Hours	<ul style="list-style-type: none"> Defining the research problem: Meaning, Selecting the problem, Techniques involved in defining a research problem Research Design: Features, Essential concepts in research, Types of research Designs. Descriptive, Exploratory, Casual Research Designs.
	Module-III (25% Weightage) 10 Hours	<p>Sampling and Sampling Distribution: Sampling process, Types of Sampling. Probabilistic sampling techniques: Simple Random, □Systematic, □Stratified and Cluster/Multi-Stage sampling. Non- Probabilistic sampling techniques: Convenience, Judgment, □Quota and □Snow-ball. Sampling and Non-Sampling error, □Terms of Sampling: □Sample Size, □Sample Design, □Sample Distribution, □Sampling Unit, □Sampling Frame, and □Population</p>
	Module-IV (25% Weightage) 10 Hours	<ul style="list-style-type: none"> Methods of Data Collection: □Methods of collecting primary data: Observation, Schedule, □Interview, □Questionnaire. □Difference between Questionnaire and schedule Methods of collecting secondary data: □Books, Journal, □Existing data Sources. Analysis, Interpretation and report writing: □Data preparation and preliminary Analysis, □Processing and Analysis: Editing, Coding, Classification and Tabulation Problems in Processing: □Interpretation, □Significance of report writing, □Steps in report writing, □Layout of business research report, □Mechanics of report writing and □Precautions for report writing
6.	Pedagogy of the course	60% Sessions, 40 % Practical Sessions The treatment of the subject matter is to be application oriented. Assignments/ Quizzes/ Class participation etc.
7.	Names of text book/s	<ul style="list-style-type: none"> Research Methodology by Deepak Chawla & Neena Sodhi S. Chand Publication Research Methodology: Methods and Techniques – C. R. Kothari, Publisher New – Age International
8.	Names of reference book/s	<ul style="list-style-type: none"> Research Methodology (Concepts, Methods, Techniques and SPSS) Text and Cases by Priti R. Majhi and Prafull K. Khatua Himalaya Publication Business Research Methods Text and Cases by K. Karunakaran Himalaya Publication Research Methodology – Dipak Kumar Bhattacharya, Publisher Excel books Uma Sekaran, Research Methods for Business, John Wiley

		and Sons Inc., New York, 2000. • Gupta, S.P. <i>Statistical Methods</i> , 30 th ed" Sultan Chand, New Delhi
9	Names of newspapers, magazines to be referred for better understanding of the course	Times of India, Economics Times, Business Standard
10	Evaluation Pattern	As per university scheme
11	Expected no. Of hours to be spent by the student outside the class for the course	60 Hours
12	Any other relevant information / Suggestion	

1.	Name of the course	Learning from Leaders
2.	Description of the Course	IMBA-2 / SEM-IV / 20 Hours; Credit: 2
3.	Code of the Course	MB810407
4.	Objective of the course	<ul style="list-style-type: none"> Leadership has turned out to be a very essential soft skill and is in high demand. The objective of the course is to give glimpses of leaders of contemporary times, their philosophical views and success stories. Another objective is to increase motivation level among students introduce leadership styles, give the understanding of leadership and what is the contribution of leaders to society and a country as a whole.
5.	Content of the course	
	Module-I (25% Weightage) 10 Hours	<ul style="list-style-type: none"> Introduction to leaders, what are leaders and what is leadership, differentiation between leaders and managers and their functions. Basic theory of leadership: trait and process theory, major leadership styles seen in the world's great leaders
	Module-II (25% Weightage) 10 Hours	<ul style="list-style-type: none"> Extracts from the life of political leaders: <ul style="list-style-type: none"> ➤ Mahatma Gandhi – The making of Mahatma and why world follows his principles today and the relevance in today's competitive scenario. ➤ Abraham Lincoln- the change in USA and his leadership style and how the world changed.
	Module-III (25% Weightage) 10 Hours	<ul style="list-style-type: none"> Extracts from the life of social worker and from the world of sciences <ul style="list-style-type: none"> ➤ APJ Abdul Kalam- an institution in himself and an inspiration for the modern Indian youth. What made him great leader and a great visionary. Study of "Wings of fire" ➤ Mother Teresa- her life and her contribution to the society. Her life as social worker and a great leader.
	Module-IV (25% Weightage) 10 Hours	<ul style="list-style-type: none"> Extracts from the life and contribution of spiritual leader and the world of industry <ul style="list-style-type: none"> ➤ JRD TATA- beyond the Blue Mountains- a biography of J R D Tata and his personality which led to his successful life as an entrepreneur. ➤ Swami Vivekanand- his spiritual journey, his preachings and the leadership style which made him famous worldwide. Extracts from the famous freedom fighters of the world and their sacrifice for the nation. <ul style="list-style-type: none"> ➤ Sardar Patel- the iron man who stood to fight against the colonial rule in India
6.	Pedagogy of the course	Project Based
7.	Names of text book/s (Suggested Reading)	<ul style="list-style-type: none"> Beyond The Blue Mountains- Biography Of JRD Tata Wings Of Fire- Autobiography Of APJ Abdul Kalam Autobiography Of Abraham Lincoln Mother Teresa- A Biography
8.	Names of reference book/s	•
9.	Names of newspapers,	Times of India, Economics Times, Business Standard and other

	magazines to be referred for better understanding of the course	business magazines and Journals
10	Evaluation Pattern	As per university scheme
11	Expected no. Of hours to be spent by the student outside the class for the course	40 Hours
12	Any other relevant information / Suggestion	

SEMESTER – V

Subjects:

- Business Ethics
- Introduction to Strategic Management
- Introduction to Taxation
- Entrepreneurship
- Event Management
- Indian Financial Management
- Training and Development
- Software Engineering
- Dissertation Project I
- Soft Skills I

1.	Name of the course	Business Ethics
2.	Description of the Course	IMBA-3 / SEM- V / 40 Hours; Credit: 4
3.	Code of the Course	MB810501
4.	Objective of the course	The objective of this course is to develop an insight and understanding of Indian Ethos in Management
5.	Content of the course	
	Module-I (25% Weightage) 10 Hours	<ul style="list-style-type: none"> • Introduction to Ethics • Ethics in Business
	Module-II (25% Weightage) 10 Hours	<ul style="list-style-type: none"> • Ethical Theories • Corporate Social Responsibility
	Module-III (25% Weightage) 10 Hours	<ul style="list-style-type: none"> • Ethics in Marketing • Ethics in Finance
	Module-IV (25% Weightage) 10 Hours	<ul style="list-style-type: none"> • Ethics in Human Resource Management • Ethics in Information Technology
6.	Pedagogy of the course	80% Sessions, 20 % Practical Sessions
7.	Names of text book/s	<ul style="list-style-type: none"> • Business Ethics and Corporate Governance by K. Nirmala, B.A. Karunakara Reddy, N. Aruna Rani Himalaya Publication • Business Ethics and Corporate Governance by A.C. Fernando Pearson Publication
8.	Names of reference book/s	<ul style="list-style-type: none"> • Business Ethics by Joseph W. Weiss Publisher: South Western Educational Publishing
9.	Names of newspapers, magazines to be referred for better understanding of the course	Times of India, Economics Times, Business Standard and other business magazines and Journals
10.	Evaluation Pattern	As per university scheme
11.	Expected no. Of hours to be spent by the student outside the class for the course	60 Hours
12.	Any other relevant information / Suggestion	

1.	Name of the course	Introduction to Strategic Management
2.	Description of the Course	IMBA-3 / SEM-V / 40 Hours; Credit: 4
3.	Code of the Course	MB810502
4.	Objective of the course	The course aims to acquaint the students with the nature, scope and dimensions of Business Policy and Strategy Management Process.
5.	Content of the course	
	Module-I (25% Weightage) 10 Hours	<ul style="list-style-type: none"> • Nature and Evolution of Strategic Management • Strategic Management Process • Hierarchy of Strategic Intent
	Module-II (25% Weightage) 10 Hours	<ul style="list-style-type: none"> • Environmental Analysis and Appraisal • Organizational Analysis and Appraisal • Corporate Level Strategies • Business Level Strategies • Strategic Analysis and Choice of Strategy
	Module-III (25% Weightage) 10 Hours	<ul style="list-style-type: none"> • Strategy Implementation: Key Issue, Structural Issues, Behavioural Issues and Functional Issues in Strategy Implementation
	Module-IV (25% Weightage) 10 Hours	<ul style="list-style-type: none"> • Strategic Evaluation and Control Evaluation and Control of Strategy • Strategic Management in Specified Areas
6.	Pedagogy of the course	80% Sessions, 20 % Practical Sessions
7.	Names of text book/s	<ul style="list-style-type: none"> • Strategic Management Text and Cases by Dr. C.B Gupta S Chand Publication
8.	Names of reference book/s	<ul style="list-style-type: none"> • Strategic Management: Concepts, Skills And Practic by Srivastava R M Publisher : Phi Learning Pvt. Ltd-New Delhi • Azhar Kazmi, Strategic Management and Business Policy, Tata Mcgraw Hill, New Delhi. • Thomas Wheelen, Thomas Hunger, J. David Hunger, Concepts in Strategic Management and Business Policy, Pearson Education, New Delhi
9.	Names of newspapers, magazines to be referred for better understanding of the course	Times of India, Economics Times, Business Standard and other business magazines and Journals
10.	Evaluation Pattern	As per university scheme
11.	Expected no. Of hours to be spent by the student outside the class for the course	60 Hours
12.	Any other relevant information / Suggestion	

1.	Name of the course	Introduction to Taxation
2.	Description of the Course	IMBA-3 / SEM-V / 40 Hours; Credit: 4
3.	Code of the Course	MB810503
4.	Objective of the course	<ul style="list-style-type: none"> • Taxation being a major policy decision in the economic scenario, it requires in-depth understanding of its effect on individuals and organizations. • The aim of the course is to make students aware about various provisions of direct tax laws and details regarding five heads of income and its practical implications.
5.	Content of the course	
	Module-I (25% Weightage) 10 Hours	<ul style="list-style-type: none"> • Introduction of Direct taxes • Residential status • Income under the head 'Salaries'
	Module-II (25% Weightage) 10 Hours	<ul style="list-style-type: none"> • Income under the head 'House Property'
	Module-III (25% Weightage) 10 Hours	<ul style="list-style-type: none"> • Income under the head 'Business & Profession'
	Module-IV (25% Weightage) 10 Hours	<ul style="list-style-type: none"> • Income under the head 'Capital claims' • Income under the head 'Other sources'
6.	Pedagogy of the course	80% Sessions, 20 % Practical Sessions
7.	Names of text book/s	<ul style="list-style-type: none"> • Systematic approach to Income tax by Dr.Girish Ahuja & Dr. Ravi Gupta; Publisher – Bharat prakashan • Systematic approach to Direct taxes by Dy Dr. Vinod Singhania; Publisher – Taxmann
8.	Names of reference book/s	<ul style="list-style-type: none"> •
9.	Names of newspapers, magazines to be referred for better understanding of the course	Times of India, Economics Times, Business Standard and other business magazines and Journals
10.	Evaluation Pattern	As per university scheme
11.	Expected no. Of hours to be spent by the student outside the class for the course	60 Hours
12.	Any other relevant information / Suggestion	

1.	Name of the course	Entrepreneurship
2.	Description of the Course	IMBA-3 / SEM-V / 40 Hours; Credit: 4
3.	Code of the Course	MB810504
4.	Objective of the course	<ul style="list-style-type: none"> To introduce the concept of Entrepreneur and Entrepreneurship in the mind of participants with reference to process of economic and industrial development of the country. To understand the process of Entrepreneurial process and decisions as typical managerial decision. To involve participants in relevant interrelated field based project work or studies of entrepreneurs' promotional policies of the government and other developmental agencies, financial institutions including banks and central government policies to develop target group as entrepreneurs.
5.	Content of the course	
	Module-I (25% Weightage) 10 Hours	<ul style="list-style-type: none"> Entrepreneur and Entrepreneurship Indian entrepreneurship Women Entrepreneurship
	Module-II (25% Weightage) 10 Hours	<ul style="list-style-type: none"> Factors Affecting Entrepreneurship Growth Entrepreneurship Motivation Entrepreneurship Competencies
	Module-III (25% Weightage) 10 Hours	<ul style="list-style-type: none"> Micro and Small Enterprises Opportunity Identification and Selection Formulation of Business Plans Project Appraisal
	Module-IV (25% Weightage) 10 Hours	<ul style="list-style-type: none"> Financing of Enterprise Forms of Business Ownership Institutional Finance to Entrepreneurs
6.	Pedagogy of the course	70% Sessions, 30 % Practical Sessions
7.	Names of text book/s	<ul style="list-style-type: none"> Entrepreneurial Development by Dr. S.S. Khanka S Chand Publication Entrepreneurship Development (Obstacles & Solutions) by Dipesh D. Uike Himalaya Publication
8.	Names of reference book/s	<ul style="list-style-type: none"> Entrepreneurship Management: By Aruna Kaulgud Essentials of Entrepreneurship & Small Business Management: By Thomas & Norman Dynamics of Entrepreneurship & Management: By Vasant Desai. Entrepreneurship: Resources & Strategies: by Marc J. Dollinger
9.	Names of newspapers, magazines to be referred for better understanding of the course	Times of India, Economics Times, Business Standard and other business magazines and Journals
10.	Evaluation Pattern	As per university scheme
11.	Expected no. Of hours to be spent by the student outside the class for the course	60 Hours
12.	Any other relevant information / Suggestion	

1.	Name of the course	Event Management
2.	Description of the Course	IMBA-3 / SEM-V / 40 Hours; Credit: 4
3.	Code of the Course	MB810521
4.	Objective of the course	To acquaint the students with concepts, issues and various aspects of event management.
5.	Content of the course	
	Module-I (25% Weightage) 10 Hours	Introduction to Event and Event Management 1.1 Introduction and Definition of Event. 1.2 Event Designing, 5 C's of Events. 1.3 5 W's of Event. 1.4 Types of Events. 1.5 Categories of Event and its characteristics. 1.6 Objectives of Event Management. 1.7 Problems associated with traditional media.
	Module-II (25% Weightage) 10 Hours	Facets of Event Management 2.1 Event Infrastructure: Core Concept, Core People, Core Talent, Core Structure. 2.2 Clients: Set Objectives for the Event, Negotiating Contracts with Event Organizers, Locating Interaction Points, Banners , Displays etc., at the Event, Preparing the Company's Staff for the Event, Post-event Follow-up. 2.3 Event Organizers: Role of Event Organizer, Qualities of an Event Organizer, Steps in Organizing an event. 2.4 Venue: In-house Venue, External Venue.
	Module-III (25% Weightage) 10 Hours	Execution of Event: 3.1 Networking Components: Print Media, Radio Television, The Internet, Cable Network, Outdoor Media, Direct Media. 3.2 Types of promotion methods used in events: Sales Promotions, Audience Interaction, Public Relations, Merchandising, In-venue Publicity, Direct Marketing, Advertising, Public relations. 3.3 Activities in Event Management: Pre-event Activities, During event Activities, Post-event Activities. 3.4 Functions of Event Management: Planning, Organizing, Staffing, Leading and Coordination, Controlling. 3.5 Event Management Information System. 3.6 Technology in Event Management.- Role and Importance.
	Module-IV (25% Weightage) 10 Hours	Marketing of Event 4.1 Concept of Market in Events *Revenue Generating Customers. *Nonrevenue Generating Customers. 4.2 Segmentation for Events, Niche marketing in events. 4.3 Targeting. 4.4 Positioning of Events. 4.5 Branding in Events. 4.6 Reach Interaction Matrix. 4.7 Concept of Pricing in Events. 4.8 Implementation of Marketing Plan. 4.9 Relationship Building.
6.	Pedagogy of the course	80% Sessions, 20 % Practical Sessions
7.	Names of text book/s	<ul style="list-style-type: none"> Event Management: Wagen, lynn Van Der, Pearson Education, Event Marketing and Management: Gaur, Sanjaya Singh, Vikas Publishing House Pvt Ltd.
8.	Names of reference book/s	<ul style="list-style-type: none"> Business Management : G. M. Dumbre, Success Publications, Pune.

		<ul style="list-style-type: none"> • Event Planning And Management: Sharma, Diwakar, Deep & Deep Publication Pvt Ltd. • Events Management: Raj, Razaq, SAGE Publication India Pvt. Ltd.
9	Names of newspapers, magazines to be referred for better understanding of the course	Times of India, Economics Times, Business Standard and other business magazines and Journals
10	Evaluation Pattern	As per university scheme
11	Expected no. Of hours to be spent by the student outside the class for the course	60 Hours
12	Any other relevant information / Suggestion	

1.	Name of the course	Indian Financial System
2.	Description of the Course	IMBA-3 / SEM-V / 40 Hours; Credit: 4
3.	Code of the Course	MB810531
4.	Objective of the course	To enable the students to acquire basic understanding of the structure, organization and functioning of the Financial System in India. The course also aims at exposing the students to new financial instruments and their implications in the existing regulatory framework.
5.	Content of the course	
	Module-I (25% Weightage) 10 Hours	<p>Introduction:</p> <p>(a) Financial system : Meaning, role and functions of a financial system, Organised and unorganised financial system.</p> <p>(b) Components: Financial Assets, Financial Intermediaries, Financial Markets (money and capital markets in India) Relevance of various interest/return rates, Regulatory framework, Financial Instruments (in brief).</p>
	Module-II (25% Weightage) 10 Hours	<p>Financial Institutions: Achievements and Limitations.</p> <p>(a) Money market institutions: Meaning, Role of the Central Bank(RBI) in money markets. Commercial banks: Meaning and Functions Indigenous Financial Agencies: Bankers, Money lenders, Discount houses, Accepting houses(only meaning and features)</p> <p>(b) Capital Market institutions: (Meaning and functions) Merchant Banks, Investment companies, Management Investment companies, Development banks, Mutual Funds.</p> <p>(c) Special Financial Institutions: Factors for their growth (need)</p> <p>Objectives and functions of:</p> <p>(1) IDBI (2) IFCI (3) SFCs (4) ICICI (5) EXIM Bank of India</p> <p>(d) Coperative Banking Institutions: Meaning, definition, principles, Features and Structure.</p> <p>(e) Non-Banking Finance Companies: Meaning, Role, Types of NBFC services, Reclassification of NBFCs.</p> <p>(f) SEBI: Introduction to SEBI ACT 1992, Main Functions of the Board.</p>

	Module-III (25% Weightage) 10 Hours	(a) Capital Markets: Meaning, Role and importance, Development initiatives and reforms (in brief). Composition: Primary-Secondary I. Primary Markets: Meaning, instruments, New Issue Market: Features, objectives and functions, Constituents or players, Problems and Recent Developments including the concept of book building. Modes of procuring long term funds: Public issue, Rights issue, Bonus issue, Private placement. II. Secondary Markets.: Meaning, Functions of the stock exchange, Benefits to the community-investors-companies, Listing of securities and its benefits, Stock market indices, Types of dealings, types of securities traded on the Indian stock exchanges, Comparison of the three exchanges (BSE, NSE, OTCEI) (b) Money Markets: Meaning, features of organized and unorganized money markets Instruments: Treasury Bills, Certificate of Deposits, Commercial Paper, Call money Commercial bills, Inter-corporate deposits, Inter-bank participation certificates.
	Module-IV (25% Weightage) 10 Hours	(a) Factoring: Meaning, Types, costs and benefits of factoring, difference between factoring and Forfaiting. (b) Leasing: Meaning, Definition, advantages to lessor and lessee, types of leases (operating, finance, leveraged, sales and lease-back, leveraged and cross-border.) (c) Underwriting: Meaning and benefits (d) Credit Rating Agencies: Meaning and role of such agencies. A brief idea about : CRISIL, CARE ICRA. (e) Others: A brief idea about : NSDL, STCI.
6	Pedagogy of the course	80% Sessions, 20 % Practical Sessions
7	Names of text book/s	<ul style="list-style-type: none"> The Indian financial system and Development- Vasant Desai, Himalaya Publishing House. Financial Markets and Institutions-Dr. S. Gurusamy, Tata McGraw Hill.
8	Names of reference book/s	<ul style="list-style-type: none"> The Indian Financial System-Dr. Bharti Pathak, Pearson. Indian Financial System-M.Y.Khan, Mc.Graw Hill Financial Management-Prasanna Chandra, Financial Management-P.V.Kulkarni and Satyaprasad Financial Management- I.M.Pandey, Vikas Publishing House.
9	Names of newspapers, magazines to be referred for better understanding of the course	Times of India, Economics Times, Business Standard and other business magazines and Journals
10	Evaluation Pattern	As per university scheme
11	Expected no. Of hours to be spent by the student outside the class for the course	60 Hours
12	Any other relevant information / Suggestion	

1.	Name of the course	Training and Development
2.	Description of the Course	IMBA-3 / SEM-V / 40 Hours; Credit: 4
3.	Code of the Course	MB810541
4.	Objective of the course	<ul style="list-style-type: none"> Understand the concepts, principles and process of training and development Develop an understanding of how to assess training needs and design training programmes in an Organizational setting <p>Familiarize with the levels, tools and techniques involved in evaluation of training effectiveness.</p>
5.	Content of the course	
	Module-I (25% Weightage) 10 Hours	<p>INTRODUCTION: Training – concept and rationale; training process: role of stakeholders in training programme; organization and management of training function.</p> <p>ASSESSMENT: Training needs assessment – organizational analysis, operational analysis, person analysis; competency mapping.</p>
	Module-II (25% Weightage) 10 Hours	<p>DESIGNING: Designing the training programme: process of learning in training programme - attitudes and factors influencing; learning process; learning styles.</p> <p>ENVIRONMENT: Training climate and pedagogy; developing training modules; training aids.</p>
	Module-III (25% Weightage) 10 Hours	<p>METHODS and TECHNIQUES: Training methods and techniques – role playing, business games, in basket exercises, laboratory training; incidents and cases; seminars, syndicates and group discussion; lecture, programmed instructions; inspirational techniques – brainstorming, mind mapping, creative problem solving.</p>
	Module-IV (25% Weightage) 10 Hours	<p>EVALUATION: Evaluation of training - need for evaluation, principles of evaluation, criteria and approaches; return on investment in training, process of calculation of ROI in training</p> <p>GLOBAL PERSPECTIVE: Emerging trends in training and development; new perspectives on training – cross cultural training, e-learning, and knowledge management.</p>
6.	Pedagogy of the course	80% Sessions, 20 % Practical Sessions
7.	Names of text book/s	<ul style="list-style-type: none"> Raymond Noe, Employee Training & Development, Tata McGraw Hill, 2011.
8.	Names of reference book/s	<ul style="list-style-type: none"> Dr. Ratan Reddy, “Effective HR Training Development Strategy”, HPH, 2005. S. Mathews, “Designing and Managing a Training and Development Sahu, R.K., “Training for Development”, Excel Books, New Delhi Blanchard, P Nick, James W. Thacker, “Effective Training – Systems, Strategies and Practices”, Pearson Education, New Delhi
9.	Names of newspapers, magazines to be referred for better understanding of the course	<ul style="list-style-type: none"> ASTD, Training Magazine, Articles from Indian Management Human Capital Business Manager People and Management
10.	Evaluation Pattern	As per university scheme
11.	Expected no. Of hours to	60 Hours

	be spent by the student outside the class for the course	
12	Any other relevant information / Suggestion	

1.	Name of the course	Software Engineering
2.	Description of the Course	IMBA-3 / SEM-V / 40 Hours; Credit: 4
3.	Code of the Course	MB810404
4.	Objective of the course	The course aims at providing an insight into the various characteristics associated with the Software & software engineering. It also acquaints the student with the software development models as the basis for adoption in software projects. The student also learns the conventional system analysis & design methodology.
5.	Content of the course	
	Module-I (25% Weightage) 10 Hours	Software Engineering history, role & life cycle: Software Crisis, What is Software Engineering, Software Life Cycle Models. . Software Quality Assurance: Meaning of s/w quality, factors of quality assurance, SQA activities, levels of quality assurance, (testing, validation, and certification), ISO and CMM model for quality assurance.
	Module-II (25% Weightage) 10 Hours	Analysis concepts and principles: Requirement Analysis, Communication Techniques , Analysis Principles, Software prototyping, Specification /Software Requirement Specification Analysis modeling: Elements of the Analysis model, Data modeling, Functional modeling and Information Flow The mechanics of Structured analysis, The Data Dictionary, Overview of other classical analysis methods
	Module-III (25% Weightage) 10 Hours	Design concepts and Principles & Design methods: Software Design and Software, Engineering, The Design Process, Design principles, Design concepts, Effective modular design , Design Heuristics for effective modularity, The design model, Design documentation, Cohesion and Coupling
	Module-IV (25% Weightage) 10 Hours	Software testing &Software maintenance: Functional testing, structural testing, test activities, debugging. Software maintenance: Categories of maintenance, the maintenance process, maintenance software reengineering, estimation of maintenance cost, documentation
6.	Pedagogy of the course	80% Sessions, 20 % Practical Sessions
7.	Names of text book/s	1. Software Engineering A Practitioner's Approach Fifth Edition by Roger S pressman. McGraw Hill International Editions. 2. Software Engineering , K.K. Aggarwal & Yogesh Singh
8.	Names of reference book/s	1. System analysis and design, Awad 2. System Analysis and Design , Lee 3. S/W Engg. Concepts, Fairley 4. S/W Engineering by Pankaj Jalote
9.	Names of newspapers, magazines to be referred for better understanding of the course	Times of India, Economics Times, Business Standard and other business magazines and Journals
10.	Evaluation Pattern	As per university scheme
11.	Expected no. Of hours to	60 Hours

	be spent by the student outside the class for the course	
12	Any other relevant information / Suggestion	

1.	Name of the course	Dissertation Project I
2.	Description of the Course	IMBA-3 / SEM-V , Credit: 4
3.	Code of the Course	MB810506
4.	Objective of the course	Understanding of research problem
		<p>Methodology – Review of secondary data, Development of Research Plan</p> <p>Expected Outcome –Research Methods</p> <p>Evaluation Pattern – Presentation and Viva – voce</p> <p>Separate guidelines shall be issued.</p>

1.	Name of the course	Soft Skills I
2.	Description of the Course	IMBA-3 / SEM-V / 20 Hours; Credit: 1
3.	Code of the Course	MB810507
4.	Objective of the course	It is said that the things can be said, but “what is more important is how it is said”. Therefore this course will enable the students to develop their inner skills and be soft in manifestation of their thoughts. It will help the students to imbibe the soft skill traits which help them in practical world.
5.	Content of the course	
	Module-I (25% Weightage) 10 Hours	Verbal Communication <ul style="list-style-type: none"> ➤ Introduction to soft skills <ul style="list-style-type: none"> • Meaning • Antiquity • Classification ➤ Understanding Basics of Verbal Communication ➤ Working with consumers ➤ Developing Professional telephone skills ➤ Improving Informal Communication ➤ Making formal presentation
	Module-II (25% Weightage) 10 Hours	Problem Solving & Decision Making <ul style="list-style-type: none"> ➤ Identifying and Defining problems ; Solving the problem ➤ Thinking critically ; Group Decision making ➤ Decision support tools
	Module-III (25% Weightage) 10 Hours	Term Work & Team Building Working in Groups and Teams <ul style="list-style-type: none"> ➤ Exploring Team Roles and Processes ➤ Building & Developing Teams ➤ Leading a Team ➤ Managing Meeting
	Module-IV (25% Weightage) 10 Hours	Professionalism <ul style="list-style-type: none"> ➤ Presenting yourself professionally ➤ Developing a professional work ethic ➤ Developing your International Skills ➤ Winning at office politics ➤ Planning & Managing your career
6.	Pedagogy of the course	Activity based learning (Practicals)
7.	Names of text book/s	•
8.	Names of reference book/s	<ul style="list-style-type: none"> • Soft Skills for Everyone By Jeff Butterfield; Publisher – Cengage learning • Communication Skills a Multi – Skill Course By Course Team Bharathiar clniversit; Publisher – MacMillan • Personality Development and soft skills By Barun.k.Mitra; Publisher - Oxford
9.	Names of newspapers, magazines to be referred for better understanding of the course	Times of India, Economics Times, Business Standard and other business magazines and Journals
10.	Evaluation Pattern	As per university scheme
11.	Expected no. Of hours to be spent by the student outside the class for the course	60 Hours
12.	Any other relevant information / Suggestion	

SEMESTER – VI

Subjects:

- Introduction to International Business
- Industrial Relations
- Company Law
- Entrepreneurship
- Operations Research
- Sales and Distribution Management
- Introduction to Banking and Insurance
- Leadership and Team Building
- Data Mining for Business Analytics
- Dissertation Project I
- Soft Skills II

1.	Name of the course	Introduction to International Business
2.	Description of the Course	IMBA-3 / SEM-VI / 40 Hours; Credit: 4
3.	Code of the Course	MB810601
4.	Objective of the course	To acquaint the students with emerging issues in international business.
5.	Content of the course	
	Module-I (25% Weightage) 10 Hours	<ul style="list-style-type: none"> International Business: Meaning, Nature and Importance. Types of International Business, International Business Approaches: Neo-Classical Approach, Modern Approach.
	Module-II (25% Weightage) 10 Hours	<ul style="list-style-type: none"> International Business Environment : Globalization - Forces, Meaning, Dimensions and Stages in Globalization - Introduction to theory of Absolute Differences in Costs by Adam Smith, Ricardian Theory of Comparative Costs. Role of International Business in Economic Development.
	Module-III (25% Weightage) 10 Hours	<ul style="list-style-type: none"> International Business - Decision: Modes of Entry, Marketing Mix, Factors Affecting Decision For International Business, Tariff and Non-tariff barriers - Trade Blocks. Role of International Institutions (WTO, ECM, IMF, IBRD, IDA, IFC, UNCTAD) in International Business.
	Module-IV (25% Weightage) 10 Hours	<ul style="list-style-type: none"> Trends in International Trade and Documentation: Multi - national Corporations - Types, Merits and Demerits. Import - Export procedure. EXIM Documents. India's Export and Import Policy, Balance of Payment, Custom and Tariff Rationalization.
6.	Pedagogy of the course	80% Sessions, 20 % Practical Sessions
7.	Names of text book/s	<ul style="list-style-type: none"> International Business : Francis Cherulinam Himalaya Publishing House, Mumbai Economic Environment of Business : Mishra, Puri. Himalaya Publishing House, Mumbai
8.	Names of reference book/s	<ul style="list-style-type: none"> International Business : P. SuIMBA Rao, Himalaya Publishing House, Mumbai International Economics : M. L. Jhingan, Vrinda Publications, Delhi International Business : Rao and Rangachari
9.	Names of newspapers, magazines to be referred for better understanding of the course	Times of India, Economics Times, Business Standard and other business magazines and Journals
10.	Evaluation Pattern	As per university scheme
11.	Expected no. Of hours to be spent by the student outside the class for the course	60 Hours
12.	Any other relevant information / Suggestion	

1.	Name of the course	Industrial Relations
2.	Description of the Course	IMBA-3 / SEM-VI / 40 Hours; Credit: 4
3.	Code of the Course	MB810602
4.	Objective of the course	To acquaint the student to develop an understanding of the legal framework prevailing in industry.
5.	Content of the course	
	Module-I (25% Weightage) 10 Hours	Industrial Relations <ul style="list-style-type: none"> Industrial Relation-Definition, Importance & Scope. Trade Union-Growth, Objective, Function & Role in globalize Content. Governmental Measures – Ministry for labour, Commissioner of labour, Deputy Commissioner & Labour Offices. Labour Management – Role of Personnel & Industrial Relations Manager in Promoting & Establishing peaceful industrial relations.
	Module-II (25% Weightage) 10 Hours	Industrial Disputes <ul style="list-style-type: none"> Nature of Industrial Dispute Causes of Industrial Dispute Types of conflict Resolution – Statutory & Non Statutory Collective Bargaining – Meaning, Characteristics, Need, Importance, Process, Pre-requisites.
	Module-III (25% Weightage) 10 Hours	Participation in Management <ul style="list-style-type: none"> Concept & Pre-requisites. Forms & Levels of Participation Benefit of workers participation in management Role of workers participation in Labour welfare & Industrial hygiene Causes of Industrial Dispute Types of conflict Resolution – Statutory & Non Statutory
	Module-IV (25% Weightage) 10 Hours	The Industrial Disputes Act,1946 <ul style="list-style-type: none"> Definitions, Authorities under the Act, Power & Duties of Authorities, Strike & lockout, Lay-off and retrenchment. Grievance Redressal Machinery
6.	Pedagogy of the course	80% Sessions, 20 % Practical Sessions
7.	Names of text book/s	<ul style="list-style-type: none"> Industrial Relations -Arun Monappa Industrial Relations -Mamoria
8.	Names of reference book/s	<ul style="list-style-type: none"> Industrial & labour laws -S.P.Jain
9.	Names of newspapers, magazines to be referred for better understanding of the course	Times of India, Economics Times, Business Standard and other business magazines and Journals
10.	Evaluation Pattern	As per university scheme
11.	Expected no. Of hours to be spent by the student outside the class for the course	60 Hours
12.	Any other relevant information / Suggestion	

1.	Name of the course	Company Law
2.	Description of the Course	IMBA-3 / SEM-VI / 40 Hours; Credit: 4
3.	Code of the Course	MB810603
4.	Objective of the course	To acquaint the students with prevailing company law in India
5.	Content of the course	
	Module-I (25% Weightage) 10 Hours	<ul style="list-style-type: none"> • Introduction • Nature and Kinds of Companies • Formation of Company
	Module-II (25% Weightage) 10 Hours	<ul style="list-style-type: none"> • Memorandum of Association, Article of Association • Prospectus of a Company
	Module-III (25% Weightage) 10 Hours	<ul style="list-style-type: none"> • Share Capital in a Company, Membership in a Company • Directors of a Company • Managerial Personnel •
	Module-IV (25% Weightage) 10 Hours	<ul style="list-style-type: none"> • Meeting and Resolutions • Winding Up of Company
6.	Pedagogy of the course	80% Sessions, 20 % Practical Sessions
7.	Names of text book/s	<ul style="list-style-type: none"> • A Text Book of Company Law by P.P.S. Gogna S. Chand Publication
8.	Names of reference book/s	<ul style="list-style-type: none"> • Singh, Avtar Company Law, Eastern Book Co. , Lucknow • Kuchal, M.C. Modern Indian Company Law, Sri Mahavir Books, Noida • Kapoor, N.D. Company Law – Incorporating the Provisions of the Companies Amendment Act, 2000, Sultan & sons
9.	Names of newspapers, magazines to be referred for better understanding of the course	Times of India, Economics Times, Business Standard and other business magazines and Journals
10.	Evaluation Pattern	As per university scheme
11.	Expected no. Of hours to be spent by the student outside the class for the course	60 Hours
12.	Any other relevant information / Suggestion	

1.	Name of the course	Operations Research
2.	Description of the Course	IMBA-3 / SEM-VI / 40 Hours; Credit: 4
3.	Code of the Course	MB810604
4.	Objective of the course	<ul style="list-style-type: none"> To familiarize students with the types of business problems often faced by corporate entities. To help students develop skills in structuring various operations research problems using mathematical tools.
5.	Content of the course	
	Module-I (25% Weightage) 10 Hours	<ul style="list-style-type: none"> Nature, definition, characteristics and methodology of operations research, operations research and managerial decision making
	Module-II (25% Weightage) 10 Hours	<ul style="list-style-type: none"> Linear programming: Introduction, advantages and applications of Linear Programming. LPP- problem formulation, Graphic Method of solving LPP.
	Module-III (25% Weightage) 10 Hours	<ul style="list-style-type: none"> Transportation Model - North West Corner Rule, Matrix Minima & VAM Methods of finding basic feasible solution. Degeneracy and its removal, Modified Distribution Method. Assignment Model – Solving assignment problems by Hungarian method.
	Module-IV (25% Weightage) 10 Hours	<ul style="list-style-type: none"> Decision making under Uncertainty - Criteria of Maximax, Maximin, Maximax Regret, Laplace & Hurwicz methods. Decision making under Risk-Criteria of EMV & EOL.
6.	Pedagogy of the course	60% Sessions, 40 % Practical Sessions The treatment of the subject matter is to be application oriented. Assignments/ Quizzes/ Class participation etc.
7.	Names of text book/s	<ul style="list-style-type: none"> Introduction to Operations Research by Prem Kumar Gupta, Dr. D.S. Hira and Aarti Kamboj S. Chand Publication
8.	Names of reference book/s	<ul style="list-style-type: none"> Operations Research - Theory and Applications J.K. Sharma, Macmillan Operations Research: Quantitative Techniques for Management by V K Kapoor Sultan Chand & Sons Business Statistics Gupta S. P. and Gupta, M. P. Sultan Chand and Sons, Delhi
9.	Names of newspapers, magazines to be referred for better understanding of the course	Times of India, Economics Times, Business Standard and other business magazines and Journals
10.	Evaluation Pattern	As per university scheme
11.	Expected no. Of hours to be spent by the student outside the class for the course	60 Hours
12.	Any other relevant information / Suggestion	

1.	Name of the course	Sales and Distribution Management
2.	Description of the Course	IMBA-3 / SEM-VI / 40 Hours; Credit: 4
3.	Code of the Course	MB810621
4.	Objective of the course	To acquaint the students with distribution system, Marketing forecasting techniques and different types of sales organization
5.	Content of the course	
	Module-I (25% Weightage) 10 Hours	<ul style="list-style-type: none"> Introduction to Sales Management, Nature, role and importance, Sales force structure and Size management process. Different techniques of handling customer objections and closing the sales Follow up.
	Module-II (25% Weightage) 10 Hours	<ul style="list-style-type: none"> Sales Organization: Formal, Informal, horizontal, vertical, centralized, decentralized, geographic, customer, product, combination, organizations. Sales Territory: Size allocation and designing sales territory.
	Module-III (25% Weightage) 10 Hours	<ul style="list-style-type: none"> Forecasting market demand; Importance, forecasting process. Planning and recruitment of sales force; Job analysis specification, Job description, sources of recruitment, selection of sales person, Sales training; objective, designing training programme. Sales force Motivation: Nature, Importance, factor's influencing the motivation – of – sales – force. Compensations: Types, compensations plan.
	Module-IV (25% Weightage) 10 Hours	<ul style="list-style-type: none"> Evaluation of sales forces performance: Qualitative and quantitative bases to evaluate Sales force control and budget. Distributions channel: Importance, types, channel strategy Market Logistic: objective, planning customer oriented inventory management decision, transportation decision.
6.	Pedagogy of the course	80% Sessions, 20 % Practical Sessions
7.	Names of text book/s	<ul style="list-style-type: none"> Sales and Distribution Management – Tapan Panda and Sachdev; Oxford Publications.
8.	Names of reference book/s	<ul style="list-style-type: none"> Marketing Management – analysis, planning and control; Philip Kotler; Prentice hall of India Ltd. Sales Management: E. M. Johnson, D. L. Kurtz, E. E. Scharuing; Mc Graw Hill.
9.	Names of newspapers, magazines to be referred for better understanding of the course	Times of India, Economics Times, Business Standard and other business magazines and Journals
10.	Evaluation Pattern	As per university scheme
11.	Expected no. Of hours to be spent by the student outside the class for the course	60 Hours
12.	Any other relevant information / Suggestion	

1.	Name of the course	Introduction to Banking and Insurance
2.	Description of the Course	IMBA-3 / SEM-VI / 40 Hours; Credit: 4
3.	Code of the Course	MB810631
4.	Objective of the course	This subject aims to provide general exposure of the financial system pertaining to banking and insurance. The main objective of this subject is to make the students familiar with Risk , Insurance, Insurance Contract and Types of Insurance
5.	Content of the course	
	Module-I (25% Weightage) 10 Hours	Introduction to banking - history of banks - meaning of banking - functions of bank - banker customer relationship - banking systems - unit banking - branch banking - banking sectors - corporate banking - retail banking - international banking - rural banking - role of banks in primary, secondary and tertiary sector
	Module-II (25% Weightage) 10 Hours	Structure of Indian banking system - Reserve bank of India - commercial banks - public sector banks - private sector banks - foreign banks - cooperative banks - state cooperative banks - district cooperative banks - primary credit societies - regional rural banks - development banks
	Module-III (25% Weightage) 10 Hours	Introduction to insurance - origin and development of insurance - functions of insurance - importance of insurance - principles of insurance - types of insurance contract - classification of insurance - life insurance - non life insurance - reinsurance - micro insurance - insurance intermediaries
	Module-IV (25% Weightage) 10 Hours	Life insurance - essential features - advantages - different plans of life Assurance and annuities - policy condition and privilege - assignment and nomination - lapses and revivals - surrender values and loans - claims - double insurance. Non-Life Insurance - Meaning and Importance - Types - Fire - Marine - Motor - Health - Miscellaneous
6.	Pedagogy of the course	80% Sessions, 20 % Practical Sessions
7.	Names of text book/s	<ul style="list-style-type: none"> • Elements of Banking and Insurance - By Jyotsna Sethi, Nishwan Bhatia • Gupta P.K, " <i>Insurance and Risk Management</i>", Himalya Publishing House; • Mishra M.N., " <i>Principles and Practices of Insurance</i>", S. Chand and Co;
8.	Names of reference book/s	<ul style="list-style-type: none"> • K. P. M., Banking Theory Law and Practice by Sundhram, Sultan Chand • Banking and financial system - B. Santhanam, Sundharam & Varshney • Banking and Insurance - By R.K. Sharma, Shashi K. Gupta, Jagwant Singh • Principles of Insurance - By S.K. Jain • Arthur C. and C. William Jr., " <i>Risk Management and Insurance</i>," Tata Mcgraw Hill;
9.	Names of newspapers, magazines to be referred for better understanding of the course	Times of India, Economics Times, Business Standard and other business magazines and Journals

10	Evaluation Pattern	As per university scheme
11	Expected no. Of hours to be spent by the student outside the class for the course	60 Hours
12	Any other relevant information / Suggestion	

1.	Name of the course	Leadership and Team Building
2.	Description of the Course	IMBA-3 / SEM-VI / 40 Hours; Credit: 4
3.	Code of the Course	MB810641
4.	Objective of the course	<ul style="list-style-type: none"> To clearly articulate an understanding of setting vision and mission as a leader. To identify and describe several theories of leadership To learn to have an increased awareness of leadership skills within the context of their daily life. <p>To acquire thorough knowledge and understanding of multiple facts of team building</p>
5.	Content of the course	
	Module-I (25% Weightage) 10 Hours	<ul style="list-style-type: none"> Introduction to leaders, what are leaders and what is leadership, differentiation between leaders and managers and their functions, Leadership Attributes – Styles – Theories of Effective Leadership – charismatic leader, transformational leader, Factors influencing Leadership Behaviour I: Personality - types, theories, Perception - factors, Learning Styles – theories.
	Module-II (25% Weightage) 10 Hours	<ul style="list-style-type: none"> Factors influencing Leadership Behaviour II: Emotional Intelligence – skills for Emotional intelligence – Cultural – formation – changing culture, Organizational and Situational Factors.
	Module-III (25% Weightage) 10 Hours	<ul style="list-style-type: none"> Description of teams in the organizations – organizational context of teams -- structure, culture, support, human resource policies – team topography – purpose of teams, types of teams, size, diversity, extent of use
	Module-IV (25% Weightage) 10 Hours	<ul style="list-style-type: none"> Intra-team processes (task-related) : mission, goals, objectives, action planning –intra-team processes (relationship-related) : communication, conflict, trust, decision making – inter-team processes: conflict, coordination – team effectiveness – measures of productivity, satisfaction, etc.
6.	Pedagogy of the course	80% Sessions, 20 % Practical Sessions
7.	Names of text book/s	<ul style="list-style-type: none"> Uday Kumar Haldar, Leadership And Team Building, Oxford Publications,2011
8.	Names of reference book/s	<ul style="list-style-type: none"> Chandra Mohan, “Leadership and Management”, Himalaya PublishingHouse, 2007 Richard Hughes, Robert C. Ginnett, Gordon J Curphy, Leadership: enhancing the lessons of Experience, McGraw – Hill Publication, 6th Edition, 2011 Leadership and Change Management. Annabel B. SAGE Publications Ltd. London. 2009. Building the bridge as you walk on it: A guide for leading change. Quinn R. Jossey-Bass. 2004. Sustaining change: Leadership that works .Rowland D. & Higgs M. Jossey-Bass. 2008. Leadership for Results. Barker T. Pearson Education. 2006. Managing Organizational Change. Ramnarayan V. Response Books. 2004
9.	Names of newspapers, magazines to be referred for better understanding of	The Leadership Quarterly, Journal of Leadership Studies, Leadership and the Humanities, Journal of Leadership Education, Articles on Leadership & Team building

	the course	
10	Evaluation Pattern	As per university scheme
11	Expected no. Of hours to be spent by the student outside the class for the course	60 Hours
12	Any other relevant information / Suggestion	

1.	Name of the course	Data Mining for Business Analytics
2.	Description of the Course	IMBA-3 / SEM-VI / 40 Hours; Credit: 4
3.	Code of the Course	MB810651
4.	Objective of the course	The course is designed to provide in-depth knowledge of handling data and Business Analytics' tools that can be used for fact-based decision-making.
5.	Content of the course	
	Module-I (25% Weightage) 10 Hours	INTRODUCTION TO INFORMATION TECHNOLOGY <ul style="list-style-type: none"> • Introduction to data • Introduction to information • Dataware house, Databases, Data mining, data sorting, data set, big data and small data. INTRODUCTION TO ANALYTICS <ul style="list-style-type: none"> • Definition of analytics; • Purpose and tools of analytics. • Types of analytics.(business related examples).
	Module-II (25% Weightage) 10 Hours	INTRODUCTION TO BUSINESS ANALYTICS <ul style="list-style-type: none"> • Evolution of business analytics. • Importance and scope of business analytics. • Meaning and definition of Business Intelligence. Relation of Business Intelligence with business analytics. BUSINESS ANALYTICS PROCESS <ul style="list-style-type: none"> • Analytical purposes and tools. • Descriptive, Predictive and Prescriptive Analytics • Business Analytics Process (w.r.t business organization) • Relation of Business Analytics process and Decision making process.
	Module-III (25% Weightage) 10 Hours	BUSINESS ANALYTICS DATA <ul style="list-style-type: none"> • Types of data for Business Analytics • Types of data measurement classification scales. • Decision models for Business Analytics. • Types of Decision models with examples.
	Module-IV (25% Weightage) 10 Hours	MAJOR BUSINESS ANALYTICS METHODS AND TOOLS <ul style="list-style-type: none"> • OLAP • Data visualization • Multidimensionality • Executive Information System • Executive Support System BUSINESS ANALYTICS IN NEW AREAS <ul style="list-style-type: none"> • Advanced business analytics. • Data mining • New trends in business analytics. • Analytics as a part of the larger system.
6.	Pedagogy of the course	80% Sessions, 20 % Practical Sessions
7.	Names of text book/s	•
8.	Names of reference book/s	1. Albright, S. C and Winston, W. L (2015). " Business Analytics: Data Analysis and Decision Making". Atlantic Publisher and Distributors. 2. Thorlund, J. (2013). "Business Analytics for Managers". Wiley Publishers.

9	Names of newspapers, magazines to be referred for better understanding of the course	Times of India, Economics Times, Business Standard and other business magazines and Journals
10	Evaluation Pattern	As per university scheme
11	Expected no. Of hours to be spent by the student outside the class for the course	60 Hours
12	Any other relevant information / Suggestion	

1.	Name of the course	Dissertation Project II
2.	Description of the Course	IMBA-3 / SEM-VI / 20 Hours; Credit: 4
3.	Code of the Course	MB810601
4.	Objective of the course	Understanding Hands on experience data analysis, research tools
		<p>Methodology – Review of secondary data, Development of Research Plan</p> <p>Expected Outcome –Research Methods</p> <p>Evaluation Pattern – Presentation and Viva – voce</p> <p>Separate guidelines shall be issued.</p>

1.	Name of the course	Soft Skills II
2.	Description of the Course	IMBA-3 / SEM-VI / 20 Hours; Credit: 4 (Practical)
3.	Code of the Course	MB810607
4.	Objective of the course	
5.	Content of the course	
	Module-I (25% Weightage) 10 Hours	<ul style="list-style-type: none"> • Corporate Preparedness
	Module-II (25% Weightage) 10 Hours	<ul style="list-style-type: none"> • CV writing
	Module-III (25% Weightage) 10 Hours	<ul style="list-style-type: none"> • Letter and E mail writing
	Module-IV (25% Weightage) 10 Hours	<ul style="list-style-type: none"> • Business Etiquettes
6.	Pedagogy of the course	Practical Sessions
7.	Names of text book/s	•
8.	Names of reference book/s	•
9.	Names of newspapers, magazines to be referred for better understanding of the course	Times of India, Economics Times, Business Standard and other business magazines and Journals
10.	Evaluation Pattern	As per university scheme
11.	Expected no. Of hours to be spent by the student outside the class for the course	60 Hours
12.	Any other relevant information / Suggestion	