



SYLLABUS

FOR

MASTER OF BUSINESS ADMINISTRATION

YEAR – I SEMESTER: I & II

ACADEMIC YEAR 2015-16

Proposed Structure

	Level	Subject Name	Credits	Page No.
	Foundation	FC 1 – Mathematics		4
	Foundation	FC 2 - English		6
	Foundation	FC 3 - Computer Awareness		8
	Foundation	FC 4 - Self Awareness & Personality Dev.		10
Sem 1	s1-1	Management Concepts & Practices	4	13
	s1-2	Economics for Manager	4	15
	s1-3	Quantitative Analysis	4	18
	s1-4	Managerial Communication	3	20
	s1-5	Organizational Behavior	3	22
	s1-6	Accounting for Managers	4	26
	s1-7	Business Environment	3	28
	Foundation	FC 5 - Business Etiquette		32
	Foundation	FC 6 - Case Analysis		33
	Foundation	FC 7- Corporate Preparedness		34
	Foundation	FC 8 - IT & E-business Fundamentals		35
Sem 2	s2-1	Marketing Management	4	38
	s2-2	Financial Management	4	40
	s2-3	Human Resource Management	4	42
	s2-4	Production and Operations Management	4	44
	s2-5	Research Methodology & OR	3	45
	s2-6	Cost and Management Accounting	3	47
	s2-7	New Enterprise & Inn. Management	3	49
SIP		6 - 8 Weeks	6	
Sem 3	s3-1	Business Policy & Strategic Management	3	
	s3-2	Legal Aspect of Business	3	
	s3-3	SECTORAL ELECTIVE - I	3	
	s3-4	Functional Specialization - 1	3	
	s3-5	Functional Specialization - 2	3	
	s3-6	Functional Specialization - 3	3	
	s3-7	Functional Specialization - 4	3	
	s3-8	Functional Specialization - 5	3	
Sem 4	s4-1	International Business	3	
	s4-2	Management Control System	3	
	s4-3	SECTORAL ELECTIVE - II	3	
	s4-4	Functional Specialization - 6	3	
	s4-5	Functional Specialization - 7	3	
	s4-6	Functional Specialization - 8	3	
	s4-7	Functional Specialization - 9	3	
	s4-8	Functional Specialization - 10	3	

SEMESTER – I

Foundation Courses

- Mathematics
- English
- Computer Awareness
- Self Awareness & Personality Dev.

1.	Name of the course	Foundation Course in Mathematics
2.	Description	MBA – I : Sem – 1/ 20 hrs
3.	Code of the course	FC – 01
4.	Objective of the course	To gain knowledge of those mathematical concepts which is required to understand different management principles and models
5.	Content	N.B.: Chapter numbers refer to the prescribed material developed in-house.
	Module - I (20% weightage) 4 Hours	<ul style="list-style-type: none"> Algebra: simple mathematical operations viz. Addition, subtraction, multiplication and division, factorization of algebraic expressions, solving mathematical problems making use of algebraic equations How people make decisions; How people interact; How the economy works as a whole Inequalities: understanding concept of inequality, solving problems involving simple inequation Surds and Indices: understanding concept of surds and indices, simplification of expression with surds/indices
	Module - II (20% weightage) 4 Hours	<ul style="list-style-type: none"> Permutation and Combination: understanding concept of permutation and combination, finding out permutation and combination in some special situation, Probability: definition of some general terms, understanding the concept, basic theorems of probability, solving simple problems.
	Module - III (20% weightage) 4 Hours	<ul style="list-style-type: none"> Trigonometry: basic trigonometric ratios and their relations, solving problems involving height and distance Logarithm: concept of logarithm, some important operations, solving simple logarithmic expressions
	Module - IV (20% weightage) 4 Hours	<ul style="list-style-type: none"> Data Interpretation: representation of data in tabular form, line graphs, bar charts, clustered bar charts, stake bar charts, 100% staked bars, pie charts; simple problems involving different ways of data representation Calculus: concept of differential and integral calculus, derivatives of some commonly used expressions, fundamental theorems of integration, solving simple problems of differentiation and integration.
	Module - V (20% weightage) 4 Hours	<ul style="list-style-type: none"> Matrix: concept of matrix, different types of matrices, basic operations of matrix viz. Addition, subtraction, scalar multiplication, transpose of a matrix, matrix multiplication, and finding inverse of a matrix. Solving simple problems of matrix.

		<ul style="list-style-type: none"> Basic Arithmetic: solving simple mathematical expressions, LCM & HCF, ratio & proportion, partnership, average, simple interest, compound interest, profit & loss, Mensuration, decimal number systems
6.	Pedagogy of the course	40% lectures-cum-presentations; 60% applications / problems
7.	Names and other details of text book	Material developed in house by Indus University will be provided to all the students.
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	
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 (applying a 'thumb rule' of twice the contact hours allotted to the course)
12	Any other relevant information/suggestion	

1.	Name of the course	Foundation Course of English
2.	Description of the course	MBA-I / Foundation – 02 / 20 hours
3.	Code of the course	
4.	Objective of the course	<ul style="list-style-type: none"> • Understand and use spoken English effectively. • Communicate orally in English for personal, social, and academic purposes. • Apply critical thinking skills. • Read and comprehend texts of varying length at intermediate level. • Improved knowledge of vocabulary and grammar. • Understand and use effective writing skills to express ideas and give information.
5.	Content of the course	
	Module - I (20% weightage) 4 Hours	<ul style="list-style-type: none"> • Ice Breaking & Introduction to Basics of English; • Effective reading skills: mind training for reading; 5steps model for being a better reader
	Module - II (20% weightage) 4 Hours	<ul style="list-style-type: none"> • Effective writing skills: how to improve your writing style; • Spelling errors: common errors in spelling;8 rules to spell correctly • DNA of correct English: Active & Passive Voice; Prepositions; usage of proper adjectives; Tense corrections
	Module - III (20% weightage) 4 Hours	<ul style="list-style-type: none"> • Phrasal Verbs& Business Phrases: Idiomatic expressions and it's importance ;concept clarity and it`s usage • Punctuation and it`s usage
	Module - IV (20% weightage) 4 Hours	<ul style="list-style-type: none"> • Assessment of self through 15 item questionnaire; Techniques of improving pronunciations; voice modulation; pitch and intonations • Vocabulary: Polysemic words; words often confused and misused; Employ strategies for building vocabulary. Use accurate, descriptive language, synonyms and antonyms, prefixes and suffixes, idioms.
	Module - V (20% weightage) 4 Hours	<ul style="list-style-type: none"> • Structuring of the talk and being a persuasive talker
6.	Pedagogy of the course	Lectures and interactive sessions
7.	Names and other details of text book and other reading material	<ul style="list-style-type: none"> • English for Competitive Examinations Bhatnagar & Bhatnagar MacMillan India LTD.

8.	Names and other details of reference book/s such as publisher, edition, etc.	1. Basic Managerial Skills for All McGrath PHI 6 th edition 2. Course in English Communication, A:For the learner of English as the second language, Madhvi Apte Pearson
9.	Names of newspapers, magazines, journals, etc. to be referred for better understanding of the course	<ul style="list-style-type: none"> • Times of India \ DNA • Economic Times • The Hindu Business Line,
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	Continuous Practice (after completion of the course)

1	Name of Course	Fundamentals of Computer Application
2	Description of Course	MBA-I / Foundation – 03 / 20 hours
3	Code of Course	FC - 03
4	Objective of the Course	<ul style="list-style-type: none"> To develop awareness about computer. To understand practical aspect of computer and its functions. To impart fundamental knowledge of computer and networks. To provide hands on training on Ms Office and Windows XP / Windows 7
5	Content of Course	
	Module -I (20% weightage) 4 Hours	Fundamentals of Computer: <ul style="list-style-type: none"> Introduction Input / Output & Processing (CPU) Memory Device Types of computers Characteristics of Computer History & Generation 7. Applications of Computer
	Module -II (20% weightage) 4 Hours	Windows XP Overview: <ul style="list-style-type: none"> Some Basic Terminology & Typing Skills Desktop Settings & Control Panel Ms. DOS Ms. Paint WordPad 6. Accessories & Multimedia
	Module - III (20% weightage) 4 Hours	E-mail & Internet: <ul style="list-style-type: none"> Introduction E-mail Account & Its Functions Search Engine Surfing WebPages 5. Virus : General Introduction & Antivirus Utilities
	Module - IV (20% weightage) 4 Hours	Application Software : <ul style="list-style-type: none"> MS Word Ms. PowerPoint
	Module -V (20% weightage) 4 Hours	Application Software : MS Excel Other Applications <ul style="list-style-type: none"> Windows Seven Overview Burning CD / DVDs Basics of Audio/Video editing Fundamentals of Hardware & Networking Formatting Hard disk Installing Windows
6	Pedagogy of the Course	20% Lectures, 80% Lab Practical Session
7	Name and other details of textbook and other reading material	<ul style="list-style-type: none"> Study Material Provided.
8	Names & other details of reference books.	<ol style="list-style-type: none"> Computer Fundamentals by P K Sinha published by BPB Publications Mastering Excel by Thomas Chester and Richard

		<p>Alden published by Sybex.</p> <p>3. Information Technology Management by Turban Efraim, Linda Volonino, Janice C Sipior , Published by John Wiley & Sons</p>
9	Names of News papers, magazines, Journals, websites etc.	<p>Magazines :</p> <ul style="list-style-type: none"> • PC Quest • Digit • Chip • Electronics for You • Voice and Data
10	Evaluation pattern	As per University Scheme
11	Expected Number of hours to be spent by students	About 40 hours
12	Any other relevant information / Suggestion	

1.	Name of the course	Self Awareness & Personality Development
2.	Description of the course (year, semester, etc.)	MBA-I, Sem- I, SAPD
3.	Code of the course (please indicate the year, semester and short name of the course)	FC-04
4.	Objective of the course	<ul style="list-style-type: none"> To understand the meaning and scope of self, self-awareness, personality and personality development To cultivate the ways and means of self-awareness resulting in human excellence. To relate the aspects of values, and personality development to behaviour of individuals in work organizations from the standpoint of Western and Indian schools of thought.
5.	Content of the course	
	Module – I (20% weightage) 4 hours	<ul style="list-style-type: none"> Self-Awareness& Explorations: Meaning and Scope; Self-image/self-concept; Locus of Control – Internal Motivation; Self Exploration: SWOT of self: as the tool analyzing and setting of Goal: Goal setting Emotional Intelligence; Multiple Intelligence. Self Esteem: Knowing & Accepting oneself Self Motivation: Show initiative and Be responsible
	Module - II (20% weightage) 4 hours	<ul style="list-style-type: none"> Values ,& Ethics: Distinguishing and defining 'Human Values'; Concept of Values: Characteristics, Types ,Principles and Core Morality and Business Ethics; Characteristics of an Ethical Person& Business Ethics.
	Module - III (20% weightage) 4 hours	<ul style="list-style-type: none"> Self Development &Management: Development of Self for success in Management:22 aspect of Human Personality(Raj yoga) Self Improvement: Plan to improve ;Active and continuous process Thinking Skills: Development of Thought Process; Standard of Conduct; Time Management; Stress Management
	Module - IV (20% weightage) 4 hours	<ul style="list-style-type: none"> Personality: : Personality traits; Personality structure Indian View of Human Personality – Guna Theory; Integrated Personality; Big Five Personality Personhood Values Ch1&introduction
	Module - V (20% weightage) 4 hours	<ul style="list-style-type: none"> Creating of Wisdom Managers: :Concept of Wisdom Manager :Learning and reinforcement: Working with others; Getting along with others and relating to Clients and customers; Workplace Success Grooming and Etiquette I&II

6.	Pedagogy of the course	Lectures : 60% Project & case Studies: 40%
7.	Names and other details of text book/s such as publisher, editors, etc.	<ol style="list-style-type: none"> 1. Wallace & Masters..Personality Development- Cenage Learning 2. Smriti Srivastava. Human Values& Business Ethics 3. Barun K Mitra. Personality Development Oxford Publication
8.	Names and other details of reference book/s such as publisher, edition, etc.	<ol style="list-style-type: none"> 1. Dale Carneige: The Leader in you 2. The Complete Manager : Life Skills for Success. ICFAI Training Manual 3. Swami Prabhupada : The Science of Self Realization 4. Development of Self-Brahma Kumaris- Om Shanti Press
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 – I

Subjects:

- Management Concepts & Practices
- Managerial Economics
- Quantitative Analysis
- Managerial Communication
- Organizational Behavior
- Accounting for Managers
- Business Environment

1.	Name of the course	Managerial Concepts and Practices
2.	Description of the Course	MBA-I / SEM-I / 50 Hours
3.	Code of the Course	S 1 - 1
4.	Objective of the course	<ul style="list-style-type: none"> This course is designed to make the students familiarize with basic management and organization theories. It also aims at helping students see the application of these theories to contemporary situations.
5.	Content of the course	
	Module-I (20% Weightage) 10 Hours	<ul style="list-style-type: none"> Introduction to Management: Concepts of Management, Science or Art, Management and Administration Evolution of Management thoughts :Theories by Management Gurus, Functions of Management, Types of Business Organization, Organizational Forms <p>Case : National Bank ; Change in Crisis Situation</p>
	Module-II (20% Weightage) 10 Hours	<ul style="list-style-type: none"> Planning :Nature & Purpose, Steps involved in Planning, Planning :Nature & Purpose, Steps involved in Planning, Objectives, Setting Objectives, Management by Objectives, Strategies, Policies & Planning Premises, Forecasting, Understanding Decision-making: Meaning and importance of decision-making, individual and group decision-making, rational and behavioral models of decision-making, bounded rationality, heuristics, biases and intuition, factors that affect decision-making process, creativity in decision-making, measures to improve quality of decision-making in organizations <p>Decision-making International Case: Carrefour—Which Way to Go?</p> <ul style="list-style-type: none"> International Case: Developing Verifiable Goals
	Module-III (20% Weightage) 10 Hours	<ul style="list-style-type: none"> Organizing: Nature and Purpose, Formal and Informal Organization, Organization Chart, Structure and Process, Departmentation by difference strategies, Line and Staff authority – Benefits and Limitations – De-Centralization and Delegation of Authority Staffing – Selection Process -Techniques – HRD – Managerial Effectiveness.
	Module-IV (20% Weightage) 10 Hours	<ul style="list-style-type: none"> Directing & Controlling: Scope, Human Factors, Creativity and Innovation, harmonizing objectives, system and process of Controlling, Requirements for effective control, The Budget as Control Technique, Information Technology in Controlling, Productivity, Problems and Management, Control of Overall, Performance, Direct and Preventive Control, Reporting, The Global Environment, Globalization and Liberalization, International Management and Global theory of Management.

	Module-V (20% Weightage) 10 Hours	<ul style="list-style-type: none"> Contemporary designs of organization, growth and decline strategies Concept of Learning and Virtual Organization Growth and decline strategies Case study on: Organization with successful business models like; Flipkart Amazon and e bay etc.
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. Essentials of Management', by Koontz and Weihrich Tata McGraw Hill, Latest Edition 2. Principles of Management, Tripathy PC And Reddy PN Tata McGraw-Hill Latest edition
8	Names of reference book/s	1. Management , Text & Cases by Rao VSP Excel Books Latest edition 2. Principles of Management by Dr Neeru Vashishth Taxman Latest edition 3. Management by JAF Stoner, Freeman R.E & Daniel Gilbert – PHI Latest edition 4. Management Principles & Practices by S.K. Mandal, Jaico Publishing House Latest edition 5. Essentials of Management by Massie , Joseph L Pearson Education Latest edition 6. Management by Robbins & Coulter PHI Latest edition
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	100 Hours
12	Any other relevant information / Suggestion	

1.	Name of the course	Economics for Managers
2.	Description	MBA – I; Sem – I / 50 hrs.
3.	Code of the course	S 1 – 2
4.	Objective of the course	<ul style="list-style-type: none"> The course is aimed at building a perspective necessary for the application of model economic concepts, precepts, tools and techniques in evaluating business decisions taken by a firm at the micro level. The course will also look at recent developments in business in the context of economic theory. To provide basic theories and tools of analysis and develop an understanding of the behaviour of various economic agents to help decision-making.
5.	Content	
	Module - I (20% weightage) 10 hours	<ul style="list-style-type: none"> Principles of Economics. How people make decisions, How people interact and How the Economy as a whole works Thinking like an Economist. Assumptions, Economic Models and Micro and Macro Economics The market forces of supply and demand. Markets and Competition, Demand Curve and Supply Curve and combination Elasticity and its applications. The price elasticity of Demand and its determinants. The price elasticity of Supply and its determinants. The variety of Demand Curves and Supply Curves.
	Module - II (20% weightage) 10 hours	<ul style="list-style-type: none"> Consumer surplus; Producer surplus; Market efficiency – the benevolent social planner, evaluating the market equilibrium; Market efficiency and market failure Consumer Preference and Choice: Consumers, producers and the efficiency of markets The costs and economics of production Cost concept and analysis, short-run and long-run cost curves and its managerial use .The various measures of cost – FC, VC, AC, MC, cost curves and their shapes (rising MC, U-shaped ATC, the relation between MC and ATC), typical cost curves; Costs in the short run and long run – relationship between SR and LR ATC, economies and diseconomies of scale
	Module - III (20% weightage) 10 hours	<ul style="list-style-type: none"> Market Structure: Perfect Competition, features, determination of price under perfect competition. Monopoly: Feature, pricing under monopoly, Price Discrimination. Monopolistic: Features, pricing under monopolistic competition, product differentiation. Oligopoly: Features, kinked demand curve, cartels, price leadership.

		<ul style="list-style-type: none"> Choice under Uncertainty and Game Theory Nash Equilibrium, Prisoners' Dilemma, types of Game.
	Module - IV (20% weightage) 10 hours	<ul style="list-style-type: none"> Measuring a nation's income. The Economy's income and expenditure, The components of GDP, Real v/s Nominal GDP Measuring the cost of living. The consumers' Price Index, Economic variables and Effects of inflation Production and growth. Productivity: Its role and determinants. The monetary system. The meaning of Money, Banks and Money supply
	Module – V (20% weightage) 10 hours	<ul style="list-style-type: none"> Money Supply and Inflation, Causes of Inflation , Causes of Inflation, Measuring Inflation The short-run tradeoff between inflation and unemployment The Phillips Curve Open-economy macroeconomics – Basic concepts The international flow of goods and capital – the flow of goods (exports, imports, net exports), the flow of capital (net foreign investment), the equality of net exports and net foreign investment; savings, investment and their relationship to the international flows; Aggregate demand and aggregate supply. Three key facts about economic fluctuations; Explaining short-run economic fluctuations; The aggregate demand curve; The aggregate supply curve; Two causes of economic fluctuations (the effects of shifts in aggregate demand and supply)
6.	Pedagogy of the course	80% lectures-cum-presentations; 20% applications (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	1. Principles of Economics N Gregory Mankiw Cengage Learning latest edition 2. Managerial Economics Geetika Piyali & Ghosh Purba Roy Choudhary Tata McGraw Hill 2 nd edition 3. Managerial Economics D.N Dwivedi Vikas Publication latest edition
8.	Names reference book/s	1. Managerial Economics Theory and Applications Dr. D.M.Mithani Himalaya Publication latest edition 2. Business Economics Andrew Gillespie Oxford Publication latest edition 3. Managerial Economics Yogesh Maheshwari Prentice Hall India Latest edition 4. Managerial Economics Christopher R Thomas S Charles Maurice Sumit Sarkar Tata McGraw Hill 9 th Special Indian Edition 5. Microeconomics: Theory and Applications, D Salvatore Oxford Publication 6. Managerial Economics, Atmanand Excel Books Latest edition

		7. Advanced Microeconomic Theory, Mishra and Puri Himalaya Publishing House latest edition
9.	Names of newspapers, magazines, journals, etc. to be referred	Business Standard, Business Line, Business India, Business World, Business Today, The Economic Times, etc.
10.	Evaluation pattern for internal	As per university scheme
11.	Expected number of hours to be spent by the students outside the class for the course	100 Hours
12.	Any other relevant information/suggestion	

1.	Name of the course	Quantitative Analysis
2.	Description of the course (year, semester, etc.)	MBA – I, Semester I / 50 hrs.
3.	Code of the course	S 1 – 3
4.	Objective of the course	<ul style="list-style-type: none"> To impart basic concepts in statistical research methods. To develop skills in structuring and analyzing problems. To develop aptitude to implement the solutions of the decision problems.
5.	Content of the course	
	Module – I (20% weightage) 10 hours	<ul style="list-style-type: none"> Introduction Tables and graphs Measures of central tendency and dispersion Permutations and combinations, Probability
	Module II (20% weightage) 10 hours	<ul style="list-style-type: none"> Discrete probability distributions (Binomial, Poisson, Hyper geometric) Continuous probability distributions (Normal dist., Uniform, Exponential) Sampling and sampling distributions Estimation – point and interval estimation
	Module III (20% weightage) 10 hours	<ul style="list-style-type: none"> Testing of hypothesis for single population – testing about mean, proportion and a variance (large and small samples) Testing of hypothesis for two populations – testing about the difference in means, proportions and variances (large and small samples)
	Module IV – 10 hours – 20% weightage	<ul style="list-style-type: none"> Analysis of variance and design of experiments – completely randomized design (One-way ANOVA); factorial design (Two-way ANOVA) Chi-square goodness of fit test and test of independence
	Module V (20% weightage) 10 hours	<ul style="list-style-type: none"> Simple regression Multiple regression model
6.	Pedagogy of the course	<ul style="list-style-type: none"> 40% - Lectures 60% - Solving problems
7.	Names of text book	<ol style="list-style-type: none"> Business Statistics for Contemporary Decision Making Ken Black; Wiley-India Latest Edition; Statistics for Management Richard Levin and David Rubin; Pearson 7th Edition (or, later),
8.	Names and other details of reference book/s such as publisher, edition, etc.	<ol style="list-style-type: none"> Statistical Methods, S P Gupta, Publisher S.Chand Statistics for Business and Economics, Anderson, Sweeney and Williams Publisher, Cengage Learning Business Statistics, by J K Sharma, Pearson Education Statistics for economics, Jit Chandran, Vikas Publishing Quantitative Analysis for Managers, Barry Render, Pearson Education Statistics for Managers Using Microsoft Excel, Levin David Pearson Latest edition Quantitative Techniques for Business Managers,

		<p>Bharadwaj R K Himalaya Publishing House</p> <p>8. Statistical tools for managers, by D P Apte</p> <p>9. Statistics for Business and Economics, David Anderson by Cengage Publication</p> <p>10. Quantitative Methods for Management and Economics by Pulak Chakraborty, Himalaya Publishing House.</p> <p>11. Quantitative Methods for Management Decisions, by Dr. C R Reddy, Himalaya Publishing House</p> <p>12. Quantitative Analysis by Anuradha R Chettiyar, Himalaya Publishing</p> <p>13. Business Statistics by Naval Bajpai Pearson</p> <p>14. Mathematics and Statistics, by Ajay Goel & Alka Goel by Taxmann Publications 4th Edition</p>
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 number of hours to be spent by the students outside the class for the course	100 hours
12.	Any other relevant information/suggestion	-

1.	Name of the course	Managerial Communication
2.	Description of the Course	MBA-I / SEM-I / 50 Hours
3	Code of the Course	S 1 – 4
4	Objective of the course	<ul style="list-style-type: none"> To create an awareness and importance of business communication to be successful as a professional. To educate the student with the basic concepts and techniques of communications both verbal and non-verbal to be able to communicate effectively. To enhance the communication skills from local and global perspective to be a fit in the fast developing global arena To be updated with the changing paradigms of communication with the infusion of new communication technology.
5	Content of the course	
	Module-I (20% Weightage) 10 Hours	Introduction to Effective Business Communications: <ul style="list-style-type: none"> Introduction to different kinds of Communication in the workplace. Importance and benefits of Communications. Elements of Communications; Concepts and Problems of Communications; Models of Communications; Business Communication Process; Forms of Communications; Seven C's of Communications ;Barriers of Communications (Case to be taken-Dabbawala of Mumbai)
	Module-II (20% Weightage) 10 Hours	Strategies for Effective Oral Communications : <ul style="list-style-type: none"> Listening, Reading and Speaking skill's importance for effective Communication; Definition, Anatomy of poor Listening skills; Strategies to be a good listener Public Speaking and Oral presentation :Steps for planning effective oral presentations; Kinds of oral presentations ;Ways of delivering the oral message; Strategies to remove stage fright ;Skimming and Scanning technique of Reading; Reinforcing role of Non Verbal in Communications :Nature ;Type and effectiveness of Non verbal Communications Visual Aids in Communications: GraPHIcs ;Multimedia Presentations; Role Plays; (Case to be taken-Dealing with Outsourcing Backlash)
	Module-III (20% Weightage) 10 Hours	Strategies for Effective Written Communications: <ul style="list-style-type: none"> Basic Pattern and process of writing Business Messages; Format of Letters and Memos; Tones of the letter: Bad Messages, Good Messages, Neutral Messages; Types of letter: Persuasive letter ;Sales letter ;Inquiry and Order letter ;Job Application and resume writing; E-mail: how to make smart e-mail ;convey intended messages; Using Good e-mail etiquettes Writing Business Reports and Proposals; Short Reports & proposal ;Long Reports and Proposal

	Module-IV (20% Weightage) 10 Hours	Strategies for Interpersonal Communications : <ul style="list-style-type: none"> • Dyadic Communications: Self Perceptions and Relationship • Interviewing and Group Discussion : Types of Interview; Strategies to conduct a successful interview • Telephoning and Video Conference :Strategies to plan and conduct successful tele and video conferences • Meetings: ways and means to plan and conduct successful meetings; Prepare Minutes and Agendas for meetings; Solving Problems and Leadership responsibilities.
	Module-V (20% Weightage) 10 Hours	Business Communication and the Global context: <ul style="list-style-type: none"> • Background to Intercultural Communication: concept and intercultural communications model • National and individual cultural variables • Techniques of Cross Cultural Communications: Problems of cultural differences; Web-tools for cross-cultural differences
6	Pedagogy of the course	<ul style="list-style-type: none"> • 60 % lecture • 40 % Activities (Written / oral / group)
7	Names of text book/s	<ol style="list-style-type: none"> 1. Lesikar, R.V; Flatley, M.E.; R.Kathryn; Pande.N (2009)11th edition. Basic Business Communication Skills: Making connections in the Digital world Tata McGraw Hill Publishing Company Ltd. New Delhi. 2. Murphy H. A; Hildebrandt H.W; Thomas J.P (2011) 7th edition. Effective Business Communication Tata McGraw Hill Publishing Company Ltd. New Delhi. 3. Chaturvedi P.D; Chaturvedi M 2nd edition, Business Communication: Concepts, Cases and Applications. Pearson Education
8	Names of reference book/s	<ol style="list-style-type: none"> 1. Meenakshi Raman & Prakash Singh,(Latest) Business Communication. Oxford University Press 2. Mallika Rawal .(2012).Business Communication. Cenage Learning 3. Meeta Ghosh (2012)Business Communication Skills. Pearson Education 4. Kaul, Asha Business Communication PHI 5. Koneru Arun Professional Communication Tata McGraw-Hill 6. Bowman, J.P. & Branchaw, P.P. (1987). Business Communications: From Process to Product. Dryden Press, Chicago. 7. Thill, J. V. & Bovee, G. L. (1993). Excellence in Business Communication. McGraw Hill
9	Names of newspapers, magazines to be referred for better understanding of the course	<ul style="list-style-type: none"> • Times of India, \ • DNA • Economic Times • The Hindu Business Line
10	Evaluation Pattern	As per university scheme
11	Expected no. Of hours to be spent by the student outside the class for the course	100 Hours
12	Any other relevant information / Suggestion	

1.	Name of the course	Organisation Behaviour (OB)
2.	Description of the course (year, semester, etc.)	MBA-I, Semester – I / 50 Hours
3.	Code of the course	S 1 – 5
4.	Objective of the course	<ul style="list-style-type: none"> • Introduce the fundamental principles and organizational dynamics to students • Facilitate students' exploration of themselves, groups and organizations in the context of these principles and dynamics • Introduce the importance of the basic managerial skills for effective performance in the organizations
5.	Content of the course	
	Module - I (20% weightage) 10 hours	<p>Basic Understanding of the context of OB:</p> <ul style="list-style-type: none"> • What is Organizational Behavior: Meaning and definition of OB, Evolution of OB as a field of study and practice, basic model of OB, Contributing Disciplines to the OB Field. (Case study: What can OB do for us?)
	Module - II (20% weightage) 10 hours	<p>Understanding dynamics of Individual behavior:</p> <ul style="list-style-type: none"> • Understanding Personality: Meaning and definitions of personality, functions of personality, trait and fit theories of personality, determinants of personality • Understanding Values: Meaning and importance of values, how a person develops values, types of values • Understanding Attitude at work and their impact on behavior: (Case : Long hours, Hundreds of e-mails and no sleep) • Understanding Perception and Attribution. (Case: Waiting in the wings) • Understanding Motivation at work :Understanding the concepts of Needs, Drive, and Motives Meaning and definition, evolution of motivational theories, content and process theories of motivation Theories (Case study: Workplace Bullies)
	Module - III (20% weightage) 10 hours	<p>Understanding Dynamics of Group behavior:</p> <ul style="list-style-type: none"> • Understanding Interpersonal Communication and Transactions: Johari Window as a tool for improving quality of communication. Transactional analysis Approaches to effective communication through Transactional Analysis Activity: Role Play • Resistance to Change and Change Management: Approaches to managing organizational change, Creating culture for change • Understanding Groups and Teams: Meaning, definitions and importance of working in Groups, How Groups are formed, Stages of Group Development. Teams, Difference between groups and teams, Types of

		teams, Activity: Management Games
	Module - IV (20% weightage) 10 hours	Understanding Organizational dynamics of behavior: <ul style="list-style-type: none"> Managing Conflict, Stress and Negotiation: Meaning and definition of conflict, changing view of conflict at work, levels of conflict, functional vs. dysfunctional conflict, process of conflict, approaches towards management of conflict. Meaning and definition of stress, link between conflict and stress, sources of stress, distress vs. eustress, consequences of stress, measures individuals and organizations can adopt for eliminating or managing stress. Leading: Difference between Leader & a Manager, Characteristics of Leadership, Functions of leader, Approaches to Leadership, Situational choice of Leadership styles, Leadership Assessment, Leadership style in Indian Organizations
	Module - V (20% weightage) 10 hours	<ul style="list-style-type: none"> Understanding Organizational Culture and changing it for effectiveness: Understanding Organizational Climate Understanding Power and Organizational Politics Contemporary Issues in Organizational Behaviour Cases : Mini Cases and Case Incidents
6.	Pedagogy of the course	(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 and other details of text book and other reading material	1. Organizational Behavior by Margie Parikh / Rajan Gupta, Tata McGraw-Hill Latest edition 2. Organizational Behavior by Stephen Robbins, Pearson Education Latest edition
8.	Names and other details of reference book/s such as publisher, edition, etc.	1. Organizational Behaviour by Debra L. Nelson & James C. Quick, Preetam Khandelwal, Cengage Learning Organizational Behaviour by Micheal Butler & Edward Rose, Publisher Jaico Publication 2. Management & Organizational Behavior by P.Subba Rao, Publication Himalaya Publishing House 3. Organizational Behaviour by K. Aswathappa Himalaya Publishing House 4. Organizational Behaviour by Niraj Kumar Himalaya Publishing House 5. Case in Organization Behaviour and HRM by Mirza Saiyadain, J. S. Sodhi and Rama J. Joshi, Publisher Tata McGraw-Hill 6. Understanding Organizational Behavior by Udai Pareek, Published by Oxford 7. Organizational Behavior by Mcshane and Radha Sharma Published by McGraw-Hill

9.	Names of newspapers, magazines, journals, etc. to be referred for better understanding of the course	<ul style="list-style-type: none">• Business Standard (and 'The strategist' – its weekly insert)• Business India, Business World• Journals: Management Review (IIM Bangalore), Harvard Business Review, Journal of Applied Behavioral Sciences, Academy of Management Journal / Review.
10.	Evaluation pattern	As per university scheme
11.	Expected number of hours to be spent by the students outside the class for the course	100 Hours
12.	Any other relevant information/suggestion	

1.	Name of the course	Accounting for Managers
2.	Description of the Course	MBA-I, Sem-I / 50 Hours
3	Code of the Course	S 1 – 6
4	Objective of the course	<ul style="list-style-type: none"> • To acquaint the students with the fundamental principles of accounting. • To familiarize the students with the mechanics of preparing and presentation of financial statements of an organization. It is also to understand the Accounting Policies and Standards, Guidelines involved in the preparation of Financial Statements • To enable the students to analyze and interpret Financial Statements. • To familiarizing the student with those significant tools and techniques of financial analysis, which are useful in the interpretation of financial statements and their uses in Managerial Decision Making
5	Content of the course	
	Module-I (20% Weightage) 10 Hours	<ul style="list-style-type: none"> • Financial Accounting- Framework and fundamental: Accounting Concepts and Principles under GAAP, Accounting equation, Expenses and Income, Classification of Assets and Liabilities • Accounting for Business Transactions (Journal to Trial Balance) • Preparation of Financial Statements - From Trial balance to Balance sheet and profit and loss account for non corporate and corporate entities
	Module-II (20% Weightage) 10 Hours	<ul style="list-style-type: none"> • Introduction of Accounting Standards • Valuation of Inventories (AS-2), Revenue Recognition and Recognition of Expenses (AS-9), • Accounting for Capital Expenditure- Fixed Assets and other Assets under Indian Accounting Standards [Accounting for Fixed Assets (AS-10), Depreciation Accounting (AS-6)] • Accounting for Investment (AS-13)
	Module-III (20% Weightage) 10 Hours	<ul style="list-style-type: none"> • Financial Statement Analysis- Comparative Financial Statements, Common Size Statement • Ratio Analysis, Earning Per Share (AS-20)
	Module-IV (20% Weightage) 10 Hours	<ul style="list-style-type: none"> • Cash Flow Analysis (AS-3) • Segment Reporting (AS-17) • Reporting Financial Performance and Corporate Governance Report
	Module-V (20% Weightage) 10 Hours	<ul style="list-style-type: none"> • Contemporary issues in Accounting: eXtensible Business Reporting Language (XBRL), Inflation Accounting, Human Resource Accounting, Environment accounting, Responsibility Accounting • Computerized Accounting
6	Pedagogy of the course	<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	<ol style="list-style-type: none"> 1. Financial Accounting, Dhanesh K Khatri Tata McGraw Hill Latest edition 2. Financial Accounting A Managerial Perspective R. Narayanaswamy PHI Latest Edition 3. Financial Accounting for Management An Analytical Perspective Ambrish Gupta Pearson latest edition
8	Names of reference book/s	<ol style="list-style-type: none"> 1. Essentials of Financial Accounting (Based on IFRS) Ashish K. Bhattacharya PHI 2nd Edition 2. Financial Accounting V. Rajasekaran & R. Lalitha Pearson Latest edition 3. Basic Financial Accounting For Management Paresh Shah Oxford University Press latest edition 4. Accounting for Management, Text & Cases S. K. Bhattacharyya and John Dearden, Vikas Publishing House Pvt. Ltd latest edition 5. Financial Accounting for Management H.V. Shankaranarayana & H.R. Ramanath Cengage Learning Latest edition 6. Financial Accounting for Managers T.P.Ghosh Taxmann's 4th edition 7. Financial Accounting Varadraj Bapat Mehul Raithatha Tata McGraw Hill Latest edition
9	Names of newspapers, magazines, journals, etc. to be referred for better understanding of the course	<ul style="list-style-type: none"> • The Management Accountant • Chartered Accountant • Chartered Secretary • Annual Reports of various Listed Companies
10	Evaluation Pattern	As per University Scheme
11	Expected no. Of hours to be spent by the student outside the class for the course	100
12	Any other relevant information / Suggestion	

1.	Name of the course	Business Environment
2.	Description of the course (year, semester, etc.)	MBA – I, Semester I / 50 hrs.
3.	Code of the course	S 1 – 7
4.	Objective of the course	This course is intended to make students understand various social, political, legal and economic and other factors that influence business in India so as to enable them appreciate associated opportunities, risks and challenges and their relevance for managerial decisions.
5.	Content of the course	
	Module - I (20% weightage) 10 hours	AN OVERVIEW OF BUSINESS ENVIRONMENT: <ul style="list-style-type: none"> • A Glimpse of Business Environment • Environmental Analysis and Forecasting:-Techniques for environmental analysis; Steps in environmental analysis; Types of environmental forecasting; Techniques for environmental forecasting; Benefits / importance of environmental analysis; • Economic Environment:-Nature of the economy; Structure of the economy; Economic policies; Economic conditions. • Political and Government Environment:-Functions of State; Economic roles of government; Government and legal environment; Economic roles of govt. in India; the Constitutional environment. • Natural and Technological Environment:-Natural environment; Tech environment; Innovation; Technological leadership and follower ship; Technology and competitive advantage; Sources of technological dynamics; Time lags in tech. introduction/absorption; Appropriate tech and tech adaptation; Impact of tech on globalization; IT and marketing; Transfer of technology • Demographic Environment:-Population size; Falling birth rate and changing age structure; Migration and ethnic aspects. Case study: Mahindra & Mahindra
	Module - II (20% weightage) 10 hours	BUSINESS AND SOCIETY <ul style="list-style-type: none"> • Societal Environment:-Business and society; Objectives and importance of business; Professionalization; Business ethics; Business and culture; Religion; Language; Culture and organizational behavior; Other social/cultural factors; Technological development and social change • Social Responsibility of Business:-Classical and contemporary views; Social orientation of business; Factors affecting social orientation; Responsibilities to different sections; The Indian situation; Arguments for and against social involvement; Social audit. • Meaning of Labor Environment: Labour Market and the factors affecting employability.

	<p>Module - III (20% weightage) 10 hours</p>	<p>INDUSTRIAL POLICIES AND REGULATIONS</p> <ul style="list-style-type: none"> • Industrial Policy:-Industrial policy up to 1991; The new industrial policy; An evaluation of the new policy • IDRA and Industrial Licensing:-Industries (Development and Regulation) Act; Industrial licensing; the new policy. • Public, Private, Joint and Co-operative Sectors:-Public sector; Growth and performance of public sector; The new public sector policy; Organization of public enterprises; Government and parliamentary control over public enterprises; Pricing policy in public enterprises; Department of Public Enterprises; Nationalization; Private sector; Joint sector; The concept of national sector; Cooperative sector • Privatization and Disinvestment :-Expansion of public sector and its defects; Privatization reaction; Ways of privatization; Obstacles; Conditions for success of privatization; Benefits of privatization; Arguments against privatization; Sins and pitfalls of privatization; Rangarajan Committee and Disinvestment; Privatization in India • Village and Small Industries :-The VSI sector; Definitions; SMEs in other countries; Importance; Development of VSI under the Plans; Promotional measures; Institutional support structure; State industrial policies; Khadi and village industries; Ancillary industries; Drawbacks and problems.
	<p>Module - IV (20% weightage) 10 hours</p>	<p>ECONOMIC PLANNING AND DEVELOPMENT</p> <ul style="list-style-type: none"> • Planning in India:-The Planning Commission; The NDC; State plans; Formulation of the Plan; Performance • Industrial Development Strategy:-Salient features of industrial planning and development; Capital goods vs. consumer goods; Roles of public and private sectors; Village and small industries; Comparative cost dynamics; Import substitution and export contribution; Capacity utilization; Regional disparities; An evaluation • Planning and Development of Agriculture :-Phases of development; Expansion and development of inputs and services; Agricultural marketing; Agricultural price policy; Commodity exchange
	<p>Module - V (20% weightage) 10 hours</p>	<p>GLOBAL ENVIRONMENT</p> <ul style="list-style-type: none"> • GATT/WTO and Global Liberalization Objectives:- An evaluation of GATT; The Uruguay Round Agreement; GATT and WTO; Functions of WTO; Salient features of UR agreement; GATS; TRIMS; TRIPS; Evaluation of the Uruguay Round; UR agreement and developing countries; Implementation issues; UR agreement and India; Annexure to the chapter on the Doha Declaration • International Investments:-Significance of foreign investment; Trade and investment; Types of foreign investment; Factors affecting international investment; Growth of foreign investment; Dispersion of FDI; Portfolio investments; Cross-border M&As; Foreign investment in India; Foreign investment by Indian companies
<p>6.</p>	<p>Pedagogy of the</p>	<p>80 % Theory 20 % Discussions and Case Studies</p>

	course	
7.	Names and other details of text book and other reading material	<ol style="list-style-type: none"> 1. Business Environment – Text and Cases by Francis Cherunilam Himalaya Publishing House Latest Edition 2. Business Environment by Dr. Shaikh Saleem Pearson Education (Latest Edition),
8.	Names and other details of reference book/s such as publisher, edition, etc.	<ol style="list-style-type: none"> 1. Essentials of Business Environment-by K.Aswathappa Himalaya Publishing House 2. Tulsian, P C(2009 Business Laws by Tulsian, P C(2009) Tata Mc Graw Hill 3. Economic Environment of Business by T Paul J (2010) Tata Mc Graw Hill 4. Economic Environment of Business by Pailwar, V K Prentice Hall India Learning,
9.	Names of newspapers, magazines, journals, etc. to be referred for better understanding of the course	All Financial Dailies: Business Standard, The Hindu Business Line, The Economic Times, Financial Express
10.	Evaluation pattern	As per university Scheme
11.	Expected number of hours to be spent by the students outside the class for the course	100 hours
12.	Any other relevant information/suggestion	-

SEMESTER – II

Foundation Courses

- Business Etiquettes
- Case Analysis
- Corporate Preparedness
- IT & E-business Fundamentals

1.	Name of the course	Business Etiquette
2.	Description	MBA – I; FC IV Sem – II.
3.	Code of the course	FC – 5
4.	Objective of the course	<ul style="list-style-type: none"> To learn about the differences in social and business etiquette. To Learn and review etiquette tips and rules in interactive class sessions for professional growth To learn key elements of basic professional etiquette and networking.
5.	Content	<ul style="list-style-type: none"> <ul style="list-style-type: none"> Personal Etiquette: Introduction to Etiquette Mannerism : The First Impression Business Wardrobe, Body Language, The First Contact, Business Introduction, Address, The Business Card, Politeness, Language, Conversation, Telephone Etiquette <ul style="list-style-type: none"> Business Etiquette: Know your Customer, Customer Etiquette Customer Meetings, Business Meetings, Working Business Meals, Hosts & Guests, Entertaining at Restaurants and at Houses, Out of office hours Business Entertaining <ul style="list-style-type: none"> Networking & Gifts: Different conversations helps to build network and importance of gifts on different occasion <ul style="list-style-type: none"> Travel Etiquette: Travel Consideration, Business Travel & Overnight Etiquette <ul style="list-style-type: none"> Video Mirroring Exercises
6.	Pedagogy of the course	<ul style="list-style-type: none"> Lectures, Presentations, Games, Quizzes & Role Plays
7.	Names and other details of text book	1. Indian Business Etiquette by Raghu Palat published by Jaico Publishing House
8.	Names and other details of reference book/s such as publisher, edition, etc.	1. The ACE of Soft Skills by Gopaldaswamy Ramesh; Mahadevan Ramesh published by Pearson
9.	Names of newspapers, magazines, journals, etc. to be referred	2. Business Standard, Business Line, 3. Business India, Business World, 4. Business Today, The Economic Times, etc.
10.	Evaluation pattern for internal	As per University Scheme
11.	Expected No. Of hours to be spent by the students outside the class for course	40 Hours
12.	Any other relevant information / suggestions	

1	Name of the course	CASE ANALYSIS
2.	Description	MBA – I ; Sem – II / 12 hrs.
3.	Code of the course	FC – 6
4.	Objective of the course	<ul style="list-style-type: none"> To develop Qualitative and Quantitative analytical skills including problem identification skills , data handling skills, and critical thinking skills, reasoning skills and theoretical concepts To improve decision making skills To develop oral communication skills including speaking, listening and debating skills To improve the time management skills dealing with individual preparation, small group discussion and class discussion To enhance interpersonal or social skills dealing with peers, solving conflicts and practicing the art of compromising in small or large groups
5.	Content	
	Module - I (20% weightage) 4 hours	<ul style="list-style-type: none"> Introduction What is Case Study Why Case Method Objective of Case Study Method Types of cases
	Module - II (20% weightage) 4 hours	<ul style="list-style-type: none"> Problems in using Cases Method of Using Case Case Study and different areas of management Advantages and Limitations of Case Method
	Module - III (20% weightage) 4 hours	<ul style="list-style-type: none"> Analysis of Case Problem Steps in Case Study Analysis Qualitative aspects (Content and Text analysis) Quantitative Aspects (Statistical Tools and Techniques
	Module - IV (20% weightage) 4 hours	<ul style="list-style-type: none"> Cases in different area of management (Caselets, mini cases, live cases , Project cases)
	Module - V (20% weightage) 4 hours	<ul style="list-style-type: none"> Team presentation and discussion
6.	Pedagogy of the course	80% presentations and discussion; 20% lectures
7.	Names and other details of text book	Case method in Management Education and Training Text and Illustrations Vol.1 and Vol.2 Upinder Dhar Santosh Dhar 2 nd Edition Excel Books
8.	Names of reference book/s	Reference Material: Compiled material
9.	Names of newspapers, magazines, journals, etc. to be referred	Economic Times / Business Standard
10.	Evaluation pattern for internal	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	FOUNDATION COURSE IN CORPORATE PREPAREDNESS
2.	Description	MBA – I : Sem – 2
3.	Code of the course	FC – 07
4.	Objective of the course	<ul style="list-style-type: none"> To gain knowledge of preparation of resume (CV) and various selection criteria viz. General aptitude test, personal interview, group discussion and psychometric test.
5.	Content	
	Module - I (20% weightage) 4 hours	<ul style="list-style-type: none"> Definition of a resume, information that is included in a resume, prepare of a professional resume in computer, precaution that the students should observe while preparing their resume
	Module - II (20% weightage) 4 hours	<ul style="list-style-type: none"> Significance of 'general aptitude test' as a selection process, main topics covered in the general aptitude test, tips for preparation of aptitude test
	Module - III (20% weightage) 4 hours	<ul style="list-style-type: none"> Significance of 'Personal Interview' as a selection process, categories of questions normally asked in personal interview, tips for preparation of personal interview, important DOs and DON'Ts about personal interview
	Module - IV (20% weightage) 4 hours	<ul style="list-style-type: none"> Significance of 'Group Discussion' as a selection process, techniques of effective participation in GD sessions, tips for preparation of group discussion, important DOs and DON'Ts of group discussion
	Module - V (20% weightage) 4 hours	<ul style="list-style-type: none"> Significance of 'Psychometric Test' as a selection process, techniques for preparation of psychometric test, tips for preparation of psychometric test, important DOs and DON'Ts of psychometric test.
6.	Pedagogy of the course	50% lectures-cum-presentations; 50% practice in mock sessions
7.	Names and other details of text book	Material developed in house by Indus University will be provided to all the students.
8.	Reference Books	How to succeed in group discussions & personal interviews, S.K. Mandal Last minute interview tips by Toropov Brandon
9.	Names of Newspapers, magazines, journals etc.	<ul style="list-style-type: none"> Times of India The Hindu Business Line
10.	Evaluation pattern for internal	As per University Scheme
11.	Expected number of hours to be spent by the students outside the class for the course	40 hours (applying a 'thumb rule' of twice the contact hours allotted to the course)
12.	Any other relevant information / suggestions	

1.	Name of the course	IT & E-Business Fundamentals
2.	Description	MBA – I; Sem – II / 50 hrs.
3.	Code of the course	S 2 – 8
4.	Objective of the course	<ul style="list-style-type: none"> To understand the use of technology to design and structure the organisation Knowing about the creation of alliances and partnerships that include electronic linkages Identifying information and use of technology for Business Initiatives. Understanding the role of technology in under the current scenario of collaborations and clusters.
5.	Content	
	Module- I (20% weightage) 10 hours	<ul style="list-style-type: none"> Exploring the World of e-business: Introduction to e-business, Fundamental Models of E-business, taxonomy for the fundamentals of e-business Case: AOL-Poster-child of the Dot-Com Bubble? Environmental Forces affecting Planning & Practices: Forces affecting planning & Practices, External & Internal Forces
	Module - II (20% weightage) 10 hours	<ul style="list-style-type: none"> Ethical, Legal & Social Concerns: Privacy & Confidentiality issue, security concerns & Cyber crime, Digital Property Rights Developing E-Business Model: Exploring E-business Models, Internet –Based Software and e-business solutions.
	Module - III (20% weightage) 10 hours	<ul style="list-style-type: none"> Strategic Planning : A Multi-level Organizational Approach; Strategic Planning Process, Strategic Planning & Value Chain, Building an online presence for existing Business Researching & Analysing Opportunities for Growth: Reasons for conducting e-business research, E-business research process, Methods for successful e-business research
	Module - IV (20% weightage) 10 hours	<ul style="list-style-type: none"> Understanding Online communication & Behaviour: Consumer and organizational Buying Process, Sources of influence on Buyer Behaviour & Decision Making. Case: Measuring Internet Behaviour one click at a time. Creating the Marketing Mix: Identifying & Describing Potential Market, targeting strategies, Understanding product strategy decisions, Completing the mix of Marketing strategies.
	Module - V (20% weightage) 10 hours	<ul style="list-style-type: none"> Organizational & Managerial Issues: Leadership, Motivation and the corporate culture, Financial Planning and working with Investors: Overview of financial Planning & e-business, sources of funds, evaluating e-business risks and investment. Implementation and control of the e-business plan: Implementation and control of e-business
6.	Pedagogy of the course	80% lectures-cum-presentations; 20% applications, case studies
7.	Names and other	1. e-Business Theory & Practices by Brahm Canzer

	details of text book	<p>published by Cengage Learning</p> <p>2. e-Business Strategy by Paul Philips by Tata McGraw hill Publication Limited</p>
8.	Names and other details of reference book/s such as publisher, edition, etc.	<p>1. Management of Information Technology – Carroll W. Frenzel and John C. Frenzel, fourth Edition, Thomson Press</p> <p>2. e-Business 2.0 Roadmap for Success by Dr. Ravi Kalakota, Marcia Robinson, Pearson Education</p> <p>3. E-commerce – A Managerial Perspective- P. T. Joseph, Prentice Hall India Publications.</p> <p>4. Business Driven Technology – Haag/Baltzan/Philips – Tata McGraw Hill Publication</p> <p>5. Information Technology For Management By Ramesh Behl, Second Edition-Tata McGraw Hill Publication</p>
9.	Names of newspapers, magazines, journals, etc. to be referred	Business Standard, Business Line, Business India, Business World, Business Today, The Economic Times, etc.
10.	Evaluation pattern for internal	As per university scheme
11.	Expected Number of hours to be spent by the students outside the class for the course.	100 Hours
12.	Any other relevant information / suggestions	

SEMESTER – II

Subjects:

- Marketing Management
- Financial Management
- Human Resource Management
- Production & Operation Management
- Research Methodology & Operation Research
- Cost and Management Accounting
- New Enterprise and Innovation Management

1.	Name of the course	Marketing Management
2.	Description of the course (year, semester, etc.)	MBA – I, Semester - I / 50 hrs.
3.	Code of the course	S 2 – 1
4.	Objective of the course	The objective of the course is to familiarize the students with the marketing concepts and practices and develop their analytical skills, conceptual abilities and substantive knowledge in the aforesaid field along with the practical exposure. It seeks to achieve the objective by helping the participants to undergo meaningful exercises in decision making in a variety of real life situations
5.	Content of the course	.
	Module - I (20% weightage) 10 hours	<ul style="list-style-type: none"> • Understanding Marketing management and Marketing Environment:- nature and scope of marketing management; • company orientation towards the market place; value chain and • value delivery process; corporate strategic planning; business unit strategic planning; gathering market information (MKIS) and scanning the environment
	Module - II (20% weightage) 10 hours	<ul style="list-style-type: none"> • Developing Insights about Marketing Problems and Consumer Behaviour:-Identifying and solving marketing problems, Qualitative and quantitative research, Marketing research system & process. • Demand measurement and forecasting. Creating customer value and satisfaction; Factors influencing consumer behaviour and buying process. Organizational buying
	Module - III (20% weightage) 10 hours	<ul style="list-style-type: none"> • Identifying Market Segments, Dealing with Competition and Creating Brand Equity:-Differentiated and Undifferentiated Marketing; Segmentation, targeting and positioning. Dealing with competition, Creating brand equity, Branding decisions. Crafting the brand positioning, Strategies at different stages of product life cycle
	Module - IV (20% weightage) 10 hours	<ul style="list-style-type: none"> • Product Strategies, Service quality and Pricing:-Product classification, Product differentiation, Product –brand relationship; New product development and Managing the development process. Offering a service product and

		managing the service quality. Developing Pricing Strategies and Programs
	Module - V (20% weightage) 10 hours	<ul style="list-style-type: none"> • Distribution and Integrated Marketing Communication: Designing and managing distribution channels; Multi channel marketing, Direct marketing and E-commerce. Managing Retailing, Wholesaling and Logistics. • Designing and Managing Integrated Marketing Communications; Mass Communication: Advertising, Sales promotions, Event and experience marketing, and Public Relations. • Managing Personal Communications: Direct and Interactive Marketing, word of Mouth, and Personal Selling
6.	Pedagogy of the course	<ul style="list-style-type: none"> • 60% - Lectures • 40% - Solving problems
7.	Names and other details of text book and other reading material	<ol style="list-style-type: none"> 1. Marketing Management by Kotler, Keller , Koshy and Jha Pearson Education 2. Fundamental of Marketing by Stanton ,Etzet,Walker McGraw Hill Inc
8.	Names and other details of reference book/s such as publisher, edition, etc.	<ol style="list-style-type: none"> 1. Marketing Management : Indian context by Ramaswami & Namakumari Macmillan(India) Limited ,New Delhi 2. Marketing Strategies by Rajan Saxena Tata- McGraw Hill Publishing Company 3. Marketing management by Tapan panda Excel Books 4. Strategic Marketing Management by Khurana & Ravihandran Global Business Press ,N Delhi
9.	Names of newspapers, magazines, journals, etc. to be referred for better understanding of the course	<ul style="list-style-type: none"> • Journal of Marketing (USA) • Indian Journal of Marketing • Marketing Master Mind
10.	Evaluation pattern	As per university Scheme
11.	Expected number of hours to be spent by the students outside the class for the course	100 hours
12.	Any other relevant information/suggestion	-

1.	Name of Course	Financial Management
2	Description of Course	MBA-I / Sem – II / 50 Hours
3	Code of Course	S2-2
4	Objective of the Course	<ul style="list-style-type: none"> To Develop an Understanding of finance and enable the students to evaluate the firm's decision areas related to finance. Familiarize the students with analytical tools & techniques It is expected that the students possess a sound base in accounting principles and practices including financial analysis. Important decisions that come under corporate finance, namely, setting up of projects covering investment in fixed and current assets, raising funds, and allocation of profits are taken within a framework of risk and return. The course also intends to make students gain the mechanical part of various decisions with the help of selected numerical problems available in various suggested text books. Students are expected to solve a large number of numerical and other assignments which would be the preparatory requirements of this course.
5	Content of Course	
	Module - I (20% weightage) 10 hours	Understanding the Meaning of Financial Management, Financial System, and Basics of Valuation <ul style="list-style-type: none"> Introduction to Financial Management; Introduction to the Financial System; The concept of Time value of money Valuation of Bonds and Shares
	Module - II (20% weightage) 10 hours	Financing Decision and Sources of long term funds <ul style="list-style-type: none"> Risk and Return Cost of Capital Sources of Long term funds Raising Long term funds
	Module – III (20% weightage) 10 hours	Capital Structure & Capital Budgeting <ul style="list-style-type: none"> Capital Structure (Theories) Capital Structure Planning Techniques of Capital Budgeting Estimation of Project Cash Flows
	Module - IV (20% weightage) 10 hours	Working Capital Management <ul style="list-style-type: none"> Introduction to Working Capital Management Cash Management Sources of short term funds Credit Management Inventory Management
	Module - V (20% weightage) 10 hours	Dividend Decision and Contemporary Issues <ul style="list-style-type: none"> Dividend Policy Dividend Decision Value based Management Introduction to International Finance
6	Pedagogy of the Course	(a) Discussions on issues & techniques and selected cases covering major financial management decisions.

		(b) Solving of Selected Numericals (c) Projects/Assignments/Quizzes
7	Name and other details of textbook and other reading material	1. I. M. Pandey Financial Management Vikas Publication 9 th Edition or latest edition 2. Prasanna Chandra Financial Management – Theory and Practice Tata McGraw-Hill Publishing Company, New Delhi 8th Edition or Latest edition.
8	Names & other details of reference books.	1. Srivastava & Misra Financial Management Oxford University Press (2008) 2. Briham & Houston Fundamentals of Financial Management South-Western, Thomson Business Information India (P) Ltd., (2006) 10th Edition 3. Brealey & Myers Principles of Corporate Finance Tata McGraw-Hill Publishing Company (2005) 7th Edition 4. Reddy, Sudarsana Financial Management – Principles and Practice Himalaya Publishing (2008) 1st Edition 5. Vishwanath, S. R. (2007) Corporate Finance - Theory and Practice Response Books, New Delhi 2nd Edition 6. McMenamin, Jim Financial Management – An Introduction Oxford University Press, (2000) 1st Edition 7. Sinha, P.K Financial Management Excel Books 1st Edition 8. Bhat, S. Financial Management Excel Books (2007) 2nd Edition 9. Peter DeMarzo, Jonathan Berk Financial Management Pearson Education 10. Vyuptakesh Sharan Foundations of Financial Management Pearson Education Latest Edition 11. G. Sudarsana Reddy Financial Management Latest Edition 12. Lawrence J. Gitman Principles of Managerial Finance Pearson Education Latest Edition 13. Khan & Jain Financial Management Tata McGraw-Hill Latest edition 14. James Van Horne & John M. Vachowicz, Jr. Fundamentals of Financial Management Pearson Education 11th or later edition
9	Names of News papers, magazines, Journals, websites etc.	<ul style="list-style-type: none"> • Chartered Financial Analyst, • Journal of Financial Management, • Economic Times, • Business Standard, • Financial Express, CFA Reader etc.
10	Evaluation pattern	As per University Scheme
11	Expected Number of hours to be spent by students	100 Hours
12	Any other suggestion	

1.	Name of the course	Human Resource Management
2.	Description of the course (year, semester, etc.)	MBA – I, Semester II / 50 hrs.
3.	Code of the course	S 2 – 3
4.	Objective of the course	<ul style="list-style-type: none"> To Familiarize the students about the working of HR Systems To acquaint the students with the work behavior and enhancement of their performances through using organizational systems To understand the labour legislations in context of Industrial relations.
5.	Content of the course	
	Module – I (20% weightage) 10 hours	<ul style="list-style-type: none"> Introduction to Human Resource Management , HR Philosophy, Policies, Procedures and Practices: HR model, Philosophies, Policies, systems The Strategic role Strategic Human Resource management and HR scorecard; Evolution of Human Resource Management in India Managing Global Human Resource Job Analysis-Competency based Job Analysis ; Job Design; HR Planning and Recruiting, Employees Testing and Selection, Interviewing Candidates , Induction and Orientation.
	Module –II (20% weightage) 10 hours	<ul style="list-style-type: none"> Performance Management System & Remuneration- Training and development &Performance Management and Appraisal; Managing Career; Career Development Job Evaluation ;Establishing Strategic Pay Plans; Pay for Performance and Financial incentives(Individual and Group)
	Module - III (20% weightage) 10 hours	<ul style="list-style-type: none"> Industrial Relations – Definitions and Main Aspects, Trade Union Legislations, Methods of settling Industrial Disputes, Collective Bargaining, Legislations Concerning Settlement of Industrial Disputes, Factories Act. ,Trade Union Act
	Module - IV (20% weightage) 10 hours	<ul style="list-style-type: none"> Labor Management –Labor Management Definition and Concepts; Labour Management and Cooperation/Workers' Participation in Management , Payment of Wage Legislation, Minimum Wage Legislation, International Labor Organization
	Module – V (20% weightage)	Interpreting Human resource Behaviour: Statistical Analysis; Functions of Statistics; Statistical techniques; Level of Significance

	10 hours	and Degree of Freedom Contemporary Issues of HR
6.	Pedagogy of the course	<ul style="list-style-type: none"> • 80% - Lectures • 20% - Case studies and problem solving.
7.	Names and other details of text book and other reading material	<ol style="list-style-type: none"> 1. Gary Dessler and Biju Varkkey. Human Resources Management. Pearson Latest Edition 2. Sinha, Sinha and Shekhar Industrial Relations, Trade unions and Labour Legislations Pearson Education Latest Edition 3. Mirza S Saiyadain. Human Resource Management. Tata McGraw-Hill Latest Editions
8.	Names and other details of reference book/s such as publisher, edition, etc.	<ol style="list-style-type: none"> 1. Snell, Bohlander, Vohra. Human Resource Management. Cengage Learning 2. P. Jyothi and D.N.Venkatesh. Human Resource Management. Oxford University Press Latest Edition 3. P. Subba Rao. Essential of Human Resource Management and Industrial Relations. Himalaya Latest Edition 4. K. Aswasthapa Human Resource Management TATA McGraw Hill Latest Edition 5. C.B.MAMORIA & S .V Gankar. Human Resource Management. Himalaya Publishing House Latest Edition 6. John M. Ivancevich . Human Resource Management, Ninth Edition – Tata McGraw Hill 7. Gomez, Mejia, Balkin and cardy Managing Human Resources, Third Edition- Pearson Education 8. S.C.Srivastava. Industrial Relations & Labor Laws, Fourth Revised Edition– Vikas Publishing House
9	Names of newspapers, magazines, journals, etc. to be referred for better understanding of the course	<ul style="list-style-type: none"> • Human Capital • HRM Review • Journal of Industrial Relations
10.	Evaluation pattern	As per university Scheme
11.	Expected number of hours to be spent by the students outside the class for the course	100 hours
12.	Any other relevant information/suggestion	-

1.	Name of the course	Production and Operations Management
2.	Description of the course (year, semester, etc.)	MBA – I, Semester II / 50 hrs.
3.	Code of the course	S 2 – 4
4.	Objective of the course	<ul style="list-style-type: none"> To acquaint the students with decision making in Planning, scheduling and control of Production and Operation functions in both manufacturing and services; Productivity improvement in operations through layout engineering and quality management etc; Effective and efficient flow, replenishment and control of materials with reference to an organization
5.	Content of the course	.
	Module - I (20% weightage) 10 hours	<ul style="list-style-type: none"> Introduction to the field, Operation and supply strategy, Product and service design, process analysis, manufacturing processes, facility layout, service processes, logistics and facility location
	Module - II (20% weightage) 10 hours	<ul style="list-style-type: none"> Demand management and forecasting, inventory control, material requirements planning, aggregate sales and operations planning.
	Module - III (20% weightage) 10 hours	<ul style="list-style-type: none"> Project management and operations scheduling (Gantt chart, CPM and PERT methods), Project crashing
	Module - IV (20% weightage) 10 hours	<ul style="list-style-type: none"> Waiting line analysis, supply chain strategy
	Module - V (20% weightage) 10 hours	<ul style="list-style-type: none"> Six-sigma Quality, process capability and SPC, lean manufacturing, Quality management, JIT and Lean manufacturing systems, TQM and Six-sigma, ISO 9000 and other ISO series
6.	Pedagogy of the course	60% - Lectures; 40% - Solving problems
7.	Names of text book	<ol style="list-style-type: none"> Operations Management for Competitive Advantage by Chase R. B., Jacobs, F. R., Aquilano, N.J. and Agarwal N. K. Tata McGraw- Hill Operations Management Along the Supply Chain Russell, Roberta S. and Taylor, Bernard W John John Wiley and Sons (Wiley India)
8.	Names of reference book/s such as publisher, edition, etc.	<ol style="list-style-type: none"> Production and Operations Management by Kachru Upendra Excel Books Production and Operation Management by Kanishka Bedi Oxford University press Production and Operation Management by S. A. Chunawala, Dr. Patel Himalaya Publications Production and Operations Management by K. Aswathappa and K. Shridhara Bhat Himalaya Publications
9.	Names of newspapers, magazines, journals, etc. to be referred for better understanding of the course	<ul style="list-style-type: none"> Productivity Journal Indian Management Business India
10.	Evaluation pattern	As per university Scheme
11.	Expected number of hours to be spent by the students outside the class for the course	100 hours
12.	Any other relevant information/suggestion	-

1	Name of the Course	Research Methodology and Operations Research	
2	Description of the course (Year, semester, etc.)	MBA-I / SEM-II / 50 hrs.	
3	Code of the course	S 2 – 5	
4	Objectives of the course :	a)	To impart the basis Operations Research tools and techniques for Managerial decision making.
		b)	To develop skills in structuring and analysis various operations research problems
		c)	To learn to implement various management science software packages.
5	Content of the Course		
	Module - I (20% weightage) 10 hours	<ul style="list-style-type: none"> Introduction to Types of Research, Research Method: - Research process, Research Design. 	
	Module - II (20% weightage) 10 hours	<ul style="list-style-type: none"> Introduction to Management Science. Introduction to Linear Programming Problems (LPP) and its formulation. Solution of L.P.P. by Graphical Method and Solving through Computer Software like Excel Solver, etc. Duality and its implications, Introduction to sensitivity analysis. Introduction to Integer Programming, Goal Programming and Non Linear Programming problems 	
	Module - III (20% weightage) 10 hours	<ul style="list-style-type: none"> Transportation Models, Initial Basic Feasible Solution – NW corner method, Vogel's approximation method and Optimal Solution – stepping stone method, modified distribution method, Assignment Problem – Hungarian method and Travelling Salesman Problem 	
	Module - IV (20% weightage) 10 hours	<ul style="list-style-type: none"> Network techniques, Minimum Spanning Tree Problems, Shortest Route and Maximal Flow Technique. Decision Analysis - Decision Making Under Certainty, Uncertainty and Risk, Decision Tree Analysis and Bayesian Analysis 	
Module - V (20% weightage) 10 hours	<ul style="list-style-type: none"> Queuing Theory Models - M/M/1 with infinite source Simulation Modelling - Monte Carlo simulation. Markov Analysis - transition probability matrix, predicting market shares with various business examples. Game Theory - two people zero sum games, pure strategies and saddle points, Mixed strategies, Dominance, graphical and Linear Programming solutions. 		
6	Pedagogy of the course (such as 50% lectures, 20% case studies)	40% lectures, 10% classroom discussion, 50% case-studies discussion / Problem Solving.	
7	Names and other details of text book/s such as publisher, editors, etc.	<ol style="list-style-type: none"> Quantitative Techniques in Management, N D Vora Introduction to Management Science - a Modelling and Case studies approach with spreadsheets Fredrick S Hiller, Mark S Hiller, Quantitative Analysis for Management Barry Render and Ralph M Stair; 7th Edition PHI Business Research Methods, Naval Bajpai –Pearson 	

8	Names and other details of reference book/s such as publisher, editors, etc.	<ol style="list-style-type: none"> 1. Business Research Methods, Donald Cooper & 2. Pamela Schindler., Tata McGraw Hill (8th Edition) 3. Introduction to Operational Research, Hiller and Lieberman 4. Operations Research, Hamdy Taha 5. Operations Research, Anand Sharma 6. Operations Research, Sharma J K 7. Research Methods for Business, Sekaran Uma 8. Business Research Methods, Bryman Alan 9. Business Research Methods, Zikmund William 10. Research Methodology, Bhattacharya Dipak 11. Introduction to Management Science, by Hiller Frederick 12. Business Research Methodology by J K Sachadeva 13. An introduction to Management Science, Enderson, Sweeny and Williams by Cengage Learning Publication 14. Research Methodology by Dr. Prashant Sarangi by Taxmann's publication
9	Names of Newspapers	All financial dailies
10	Evaluation pattern	As per university scheme
11	Expected number of hours to be spent by the students outside the class for the course	About 100 Hours. For every one hour class students are expected to spend two hours out side class for preparation and revision on a regular basis.
12	Any other relevant Information / Suggestion	

1.	Name of the course	Cost and Management Accounting
2.	Description of the course (year, semester, etc.)	MBA-I / SEMESTER-II
3.	Code of the course	S 2 – 6
4.	Objective of the course	<ul style="list-style-type: none"> The primary objective of the course is to familiarize the students with the basics of cost accounting principles and techniques of preparing and presenting the accounts for user of accounting information & for the managerial decision making respectively. Help the students to understand the role of Cost Accounting Acquaint them with techniques of cost ascertainment, analysis, & control
5.	Contents of the course	
	Module - I (20% weightage) 10 hours	<ul style="list-style-type: none"> Overview of Cost Accounting, Cost Estimation & Cost Allocation Nature of Management Accounting and Scope Output Costing Costing and Control of Overheads
	Module - II (20% weightage) 10 hours	<ul style="list-style-type: none"> Activity Based Costing Job and Batch Costing Operating Costing
	Module - III (20% weightage) 10 hours	<ul style="list-style-type: none"> Process Costing , Joint Products and By Products Cost- Volume-Profit Analysis including BEP Analysis Variable Costing and Absorption Costing
	Module - IV (20% weightage) 10 hours	<ul style="list-style-type: none"> Budgeting and Budgetary Control Standard Costing and Variance Analysis
	Module - V (20% weightage) 10 hours	<ul style="list-style-type: none"> Strategic alternative Decision Making Cost Audit, Cost Reduction and Cost Control Contemporary Issues like Kaizen Costing, Target Costing, Life Cycle Costing
6.	Pedagogy of the courses	80% lectures: 20% case studies (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 and other details of text book/s such as publisher , editors,etc.	<ol style="list-style-type: none"> A Text Book Of Cost and Management Accounting M.N. Arora 9th Edition Vikas Publication Management Accounting Text, Problems and Cases M Y Khan and P K Jain 5th Edition Tata McGraw Hill Management Accounting by Paresh Shah Oxford University Press
8.	Names and other details of text book/s such as publisher ,edition ,etc.	<ol style="list-style-type: none"> Cost and Management Accounting by Ravi M Kishore (Taxmann) Cost Accounting – A Managerial Emphasis Horngren, Datar, & Foster Latest Edition Pearson Education Cost Accounting Jawahar Lal & Seema Srivastava 4th Edition Tata McGraw Hill

		<p>4. Management Accounting J. Madegowda Himalaya Publishing House Latest edition</p> <p>5. Cost Management: Strategies for Business Decisions Hilton, Maher, and Selto Tata McGraw Hill Latest edition</p>
9.	Names of newspapers , magazines , journals , etc. to be referred for better understanding of the course	<p>(a) Management Accounting</p> <p>(b) Chartered Accountant</p>
10.	Evaluation Pattern	As per university Scheme
11.	Expected number of hours to be spent by the students outside the class for the course	100 Hours
12.	Any other relevant information/suggestion	

1.	Name of the course	New Enterprise and Innovation Management
2.	Description	MBA- I / Sem – II / NEIM
3.	Code of the course	S2 – 7
4.	Objective of the course	<ul style="list-style-type: none"> • Help students assess their entrepreneurial potential and develop the confidence to venture into challenging career of entrepreneurship. • To create and urge among them to become entrepreneurial manager should they decide to take up job as a manager in an organization. • Prepare a bankable business plan which can be considered prerequisite for starting and obtaining finance particularly from venture finance, public issue etc. • Understand aspects of starting a new venture. • To help them understand and appreciate challenges of starting and managing new ventures • 6. Frame and develop start up strategies Understand issues and problem pertaining to growth stage including delegation, formalization of system and HR issues.
5.	Content	
	Module - I (20% weightage) 10 hours	<ul style="list-style-type: none"> • Entrepreneurship: Entrepreneurship and enterprise: concept, Role in economic development. Entrepreneurial competencies: awareness, assessment & development. Simulation Exercise on goal setting in entrepreneurship. Entrepreneurial and intrapreneurial mind. International entrepreneurship opportunities
	Module - II (20% weightage) 10 hours	<ul style="list-style-type: none"> • Business Plan: Emerging business opportunities: Sources and assessment. Business plan: concept, methods, analysis and interpretation. Source of external finance, short term as well as long term. Informal risk capital and venture capital. Financial statements, BEP, Ratios and project appraisal criteria's, Feasibility studies – Financial, Technical, Environmental, Marketing.
	Module - III (20% weightage) 10 hours	<ul style="list-style-type: none"> • Start Up: Institutional support to start up and incentives for SSI. statutory obligation in starting a unit (general like Income tax, VAT, CST or GST, service tax, excise and customers, labour laws, etc). Start up Strategy. Dealing with outside agencies like consultant, contractors etc. Key marketing issue of new venture. Starting a Franchising business. Starting an e-commerce venture. Buying a running business.
	Module - IV (20% weightage) 10 hours	<ul style="list-style-type: none"> • Managing Growing Venture : Growth, objective and strategy. Managing growth. Accessing resource from external sources for financing growth including public issue. Merger, amalgamation, joint venture, collaboration and selling business.
	Module - V (20% weightage) 10 hours	<ul style="list-style-type: none"> • Innovation Management: Innovation management an introduction. Organizational setup that facilitate innovations. Management of research and development. Strategic alliances and networks. Developing effective implementation mechanisms. Presentation of innovations assignment.
6.	Pedagogy of the course	The course will use the following pedagogical tools: (a) Case discussion covering a cross section of decision situations.

		(b) Discussions on issues and techniques of Marketing. (c) Projects/ Assignments/ Quizzes/ Class participation etc
7.	Names and other details of text book	<ol style="list-style-type: none"> 1. Entrepreneurship by Robert D. Hisrich, Michael P Peters and Dean A Shepherd TMH 6th Edition or Latest Edition 2. Hand book for New entrepreneurs, Oxford Latest Edition P. C. Jain 3. Innovation Management and New product development by Paul Trot Pearson 4th edition
8	Reference Books	<ol style="list-style-type: none"> 1. Entrepreneurship and Management by S. Nagendra and V. S. Manjunath Pearson Education 2008 2. Entrepreneurship Text and Cases by P. Narayana Reddy Cengage Learning 2010 3. Essentials of Entrepreneurship and Small Business Management by T. W. Zimmerer and N.M. Scarborough Prentice Hall 2002 4. Entrepreneurial Venture by W. A. Sahlman , H.H. Stevenson, M. J. Roberts and Amar Bhide Harvard Business School Press 1999 5. Project Management Strategic Financial Planning Evaluation and Control by B.M. Patel VIKAS 2000 6. Patterns of Entrepreneurship by Wiley Jack M. Kaplan Latest Edition 7. Entrepreneurship successfully launching New ventures by Bruce R. Barringer and R. Duane Ireland Pearson Education 2006 8. Managing Innovation by Joe Tidd, John Bessant, and Keith Pavitt Wiley Latest Edition 9. Innovation and entrepreneurship by Peter F. Drucker Affiliated East –West News papers Latest Edition 10. New Venture Creation Entrepreneurship for 21st Century Timmons, Spinelli TATA McGraw Hill 7th Edition 11. Fundamental of Entrepreneurship by Nandan PHILatest Edition 12. Entrepreneurship and Innovation Management by R. Gopal, Pradip Manjrekar Excel Latest Edition 13. Poonam Charantimath Entrepreneurship Development Pearson Latest Edition 14. Entrepreneurship Management by Bholanath Dutta Excel Latest Edition
9	Names of Newspapers, magazines, journals etc.	<ul style="list-style-type: none"> • Business Newspapers Economic Times , The Hindu Business Line
10	Evaluation pattern for internal	As per university scheme
11	Expected number of hours to be spent by the students outside the class for the course	100
12	Any other relevant information / suggestions	

NOTES