

### MBA-111: INDIAN ETHOS AND BUSINESS ETHICS

Unit No.	Contents	Contact Hrs.
1.	Model of Management in Indian Socio-Political environment, Work ethos, Indian heritage in production and Consumption, Indian insight into TQM	10
2.	Problem relating to stress in Corporate Management-Indian perspective, Teaching Ethics, Trans-Cultural human issues in Management education	10
3.	Relevance of values in Management, Need for in Global change- Indian perspective, Values for managers, Holistic approach for managers in decision making ,Secular values, Spiritual values in Management	10
4	Personal growth and lesson from , Ancient Indian educational system, Science and Human values	10

### MBA-112: LEGAL AND BUSINESS ENVIRONMENT

Unit No.	Contents	Contact Hrs.
1.	The Indian Contract Act, 1872: General Principle of Law of Contract a) Contract – meaning, characteristics and kinds Essentials of a valid contract - Offer and acceptance, consideration, contractual capacity, free consent, legality of objects. c) Void agreements d) Breach of contract	10
2.	The Indian Contract Act, 1872: Specific Contract ( a) Contract of Indemnity and Guarantee b) Contract of Bailment	10
3.	The Sale of Goods Act, 1930 ( a) Contract of sale, meaning and difference between sale and agreement to sell. b) Conditions and warranties c) Transfer of ownership in goods including sale by a non-owner d) Performance of contract of sale e) Unpaid seller – meaning, rights of an unpaid seller against the goods and the buyer.	10
4	Meaning and definition of consumerism, Consumer protection Act , consumer forum, Need of Consumerism  Right of buyers , duties of seller,	10

### MBA-113: FINANCIAL REPORTING AND ANALYSIS

Unit No.	Contents	Contact Hrs.
1.	<b>Introduction:</b> Meaning of Book Keeping and Accountancy, Types and rules of debit and credit, Accounting Concepts and Conventions. Journal, Ledger and Trial Balance. Revenue expenses and incomes, capital income and expenditure.	10
2.	<b>Rectification of Errors:</b> Meaning, need, procedure, types of errors. Errors before preparing trial balance, after preparing trial balance, after preparing final Accounts and their rectification.	10
3.	<b>Bank Reconciliation Statement:</b> Meaning, importance and need, cause of difference between cash book and pass book, preparation of all types of BRS.	10
4	<b>Final Accounts of Sole Trader:</b> Meaning and importance, Preparation of Manufacturing Account, Trading Account, P&L A/C and Balance Sheet, Adjustments	10

**MBA-114: MARKETING MANAGEMENT**

Unit No.	Contents	Contact Hrs.
1.	Introduction, meaning, Importance and Scope of Marketing, Different Philosophies of Marketing Management, fundamentals of Marketing - Needs, Wants, Demands, Customer, Consumer, Markets and Marketers; Consumer Markets and Industrial Markets. Marketing Environment, Factors responsible for affecting Marketing Environment, Marketing Information System and Marketing Research, Strategic Marketing Planning	10
2.	Market Segmentation, Segmenting the Market, Uses / Purpose and boundaries of Market Segmentations, Market Segmentation Procedure, Basis for Consumer/Industrial Market Segmentation. Market Targeting – Preface, method, Product Positioning - Preface, Objectives, effectiveness	10
3.	<b>Marketing</b> - Product Decisions ,Mix Decisions, New Product Development- Concept and need for Development, Factors results to failure of New Products, New Product Planning and Development Process, Product-Mix, Branding and Packaging Decisions, Product Life cycle - Stages and Strategies for Different Stages of PLC.	10
4.	Pricing Decisions, Pricing Objectives, Different Pricing Strategies, Channels of Distribution, Factors responsible for affecting Channel Distribution, Management of Channels: recent Trends in Retailing and Wholesaling, Distribution structure of <b>Retailing in India. Promotion:</b> Promotion-mix, Advertising, Sales Promotion, Personal Selling, Publicity and Public Relations. Marketing of Services, Rural Marketing, CRM, Electronic Marketing; B2C, B2B and C2C, Direct Marketing through Internet, International Marketing etc.	10

**MCA-114-4: COMPUTER FUNDAMENTALS & ITS APPLICATIONS**

Unit No.	Contents	Contact Hrs.
1.	Introduction, Characteristics of Computers, Block diagram of computer. Types of computers and features, Mini Computers, Micro Computers, Mainframe Computers, Super Computers, Types of Programming Languages (Machine Languages, Assembly Languages, High Level Languages). Data Organization, Drives, Files, Directories. Types of Memory (Primary And Secondary) RAM, ROM, PROM, EPROM. Secondary Storage Devices (FD, CD, HD, Pen drive) I/O Devices (Scanners, Plotters, LCD, Plasma Display) Introduction to any Operating System [Unix, Linux, Windows	10
2.	Documentation Using MS-Word - Introduction to Office Automation, Creating & Editing Document, Formatting Document, Auto-text, Autocorrect, Spelling and Grammar Tool, Document Dictionary, Page Formatting, Bookmark, Advance Features of MS-Word-Mail Merge, Macros, Tables, File Management, Printing, Styles, linking and embedding object, Template	10
3.	<b>Electronic Spread Sheet using MS-Excel</b> - Introduction to MS-Excel, Creating & Editing Worksheet, Formatting and Essential Operations, Formulas and Functions,	10

	Charts, Advance features of MS-Excel-Pivot table & Pivot Chart, Linking and Consolidation, Database Management using Excel-Sorting, Filtering, Table, Validation, Goal Seek, Scenario		
4	Presentation using MS-PowerPoint: Presentations, Creating, Manipulating & Enhancing Slides, Organizational Charts, Excel Charts, Word Art, Layering art Objects, Animations and Sounds, Inserting Animated Pictures or Accessing through Object, Inserting Recorded Sound Effect or In-Built Sound Effect	10	

**MBA-115 MANEGERIAL ECONOMICS (SWAYAM)**

Unit No.	Contents	Contact Hrs.
1.	Introduction: Introduction to Economic Theory, Problem of scarcity, Introduction to Microeconomics and Macroeconomics, Function of microeconomic theory, Basic economic problems, Market forces in solving economic problems, Positive and normative economics, and Circular flow of income & expenditure.	10
2.	.Supply Analysis: Meaning and Concept of Supply, Law of Supply, Factors affecting Supply, Shift in Supply, Elasticity of supply	10
3.	Demand Analysis: Meaning and Concept of Demand, Law of Demand, Shifts in demand, Price Elasticity of Demand & types, Income Elasticity, Cross price Elasticity, Determinants of Elasticity, uses and importance of elasticity. Cardinal approach of utility. Consumer Equilibrium, ordinal approach of utility, indifference curve, marginal rate of substitution, budget line, consumers equilibrium, application of ordinal analysis –separation of substitution and income effect from price effect for normal , inferior and Giffen good	10
4	Equilibrium of the firm and Industry, perfect competition, monopoly, monopolistic competition, monopoly power, discriminating monopoly, aspects of non- price competition; meaning of an Oligopolistic Behaviour. Price and Output, Determination of Price under various market conditions.	10

**MBA-116: BUSINESS STATISTICS AND ANALYTICS FOR DECISION MAKING**

Unit No.	Contents	Contact Hrs.
1.	Descriptive Statistics (Part-I): Definition, Importance & Limitation, Collection of data and formation of frequency distribution, Graphic presentation of Frequency distribution – Graphics, Bars, Histogram, Diagrammatic; Measures of Central Tendency – Mean, Median and Mode, Partition values – quartiles octiles, deciles and percentiles; Measures of variation – Range, IQR, Semi inter-quartile range, Quartile deviation and its coefficients.	10
2.	Descriptive Statistics (Part – II): Measures of dispersion: Mean deviation, Variance, Standard deviation, Coefficient of variation, Concept and measurement of skewness, moments and kurtosis.	10
3.	Correlation Analysis: Correlation Coefficient; Assumptions of Correlation Analysis; Coefficients of Correlation; Measurement of Correlation- Karl Person’s Methods; Spearman’s Rank correlation; Limitations of Correlation Analysis; Applications of correlation analysis in business.	10
4	Regression Analysis: - Meaning and definition of regression, Utility and applications	10

	of regression analysis, Types of regression, Difference between correlation and regression, Regression lines, Regression equations, Regression coefficients.	
--	--------------------------------------------------------------------------------------------------------------------------------------------------------------	--

## MBA-121 BUSINESS ACCOUNTING

Unit No.	Contents	Contact Hrs.
1.	Meaning and Scope of Accounting: Definition and Functions of Accounting, Book Keeping and Accounting, Interrelationship of Accounting with other Disciplines, Branches of Accounting, Limitation of Accounting, Overview of Basic Terminologies -Types of Capital, Shares, Debentures, Income and Expenditure .	10
2.	. Accounting Principles and Standards: Accounting Principles, Concepts and Conventions, Accounting equations, Accounting cycle system of accounting Introduction to Accounting IFRS	10
3.	Journalising Transactions: Journal, Rules of Debit and Credit, Sub Division of Journal: Ledger Posting and Trial Balance: Ledger, Posting, Rules Regarding Posting, Trial Balance.	10
4	Concept of Final Accounts: Trading Accounts, Profit and Loss Accounts, Objectives of Final Accounts, Preparation of Final Accounts with adjustments as per current schedule.	10

## MBA-122 : COST AND MANAGEMENT ACCOUNTING

Unit No.	Contents	Contact Hrs.
1.	.Preface: Accounting for Management, function of Cost in decision making, Comparison of Management Accounting and Cost Accounting, Different types of cost, concepts of cost, Elements of cost - Materials, Labour and overheads and their Allocation, Cost Sheet, Methods of Costing, Reconciliation between Cost and Financial Accounting	10
2.	<b>Marginal Costing:</b> Comparison of Marginal and Absorption Costing, Cost-Volume-Profit Analysis and P/V Ratio Analysis and their implications, Concept and uses of Breakeven Point and its analysis for various types of decision-making. Differential Costing and Incremental Costing: Concept, uses and applications.	10
3.	<b>Budgeting:</b> Theory of Budget, Budgeting and Budgetary Control, Types of Budget, Static and Flexible Budgeting, Preparation of Cash Budget, Sales Budget, Production Budget, Materials Budget, Capital Expenditure Budget and Master Budget, Benefits and restrictions of Budgetary Control. Standard Costing: theory of standard costs, establishing different cost standards, calculation of Material Variance, Labour Variance, and Overhead Variance, and its applications and implications.	10
4	<b>Responsibility Accounting &amp; Transfer Pricing:</b> theory and different approach to Responsibility Accounting, concept of investment, cost, profit centre and responsibility centre and its managerial implications, Transfer Pricing : model, class & importance ; Activity Based Costing, Cost Management, Value Chain Analysis, Target Costing & Life Cycle Costing : theory, strategies and their applications	10



**MBA-123: CORPORATE FINANCE (SWAYAM)**

Unit No.	Contents	Contact Hrs.
1.	Meaning and Definition of Finance Management, Nature and Goal of Finance Management Finance Manager: Role, Need, Function and Decisional Areas Environmental Effect over Finance Management	10
2.	<b>Investment Decision:</b> Appraisal of project; Concept, Process & Techniques of Capital Budgeting and its applications; Risk and Uncertainty in Capital Budgeting; Leverage Analysis – financial, operating and combined leverage along with implications; EBIT-EPS Analysis & Indifference Points.	10
3.	<b>Financing Decision:</b> Long-term sources of finance, potentiality of equity shares, preference shares, debentures and bonds as sources of long-term finance; Concept and Approaches of capital structure decision : NI, NOI, Traditional and Modigliani Miller Approach; Cost of Capital : Cost of equity, preference shares, debentures and retained earnings, weighted average cost of capital and implications.	10
4	<b>Dividend Decision:</b> Concept, Theories of Dividend Decision, Factor Affecting Dividend Decision, Concept of Retained Earnings Working Capital Decision: Concept, Working Capital Management, Working Capital Financing, Working Capital Requirement.	10

**MBA -124: ENTREPRENEURSHIP DEVELOPMENT**

1.	<b>Entrepreneurship:</b> Definition of Entrepreneur, Internal and External Factors, Functions of an Entrepreneur, Entrepreneurial motivation and Barriers, Classification of Entrepreneurship, Theory of Entrepreneurship, Concept of Entrepreneurship, Development of entrepreneurship; Culture, stages in entrepreneurial process	10
2.	<b>Creativity and Entrepreneurial Plan:</b> Idea Generation, Screening and Project Identification, Creative Performance, <b>Feasibility Analysis:</b> Economic, Marketing, Financial and Technical; <b>Project Planning:</b> Evaluation, Monitoring and Control segmentation. <b>Creative Problem Solving:</b> Heuristics, Brainstorming, Symentics, Value Analysis, <b>Innovation.</b>	10
3.	<b>International Entrepreneurship Opportunities:</b> The nature of international entrepreneurship, Importance of international business to the firm, International versus domestic's entrepreneurship, Stages of economic development. <b>Institutional support for new ventures:</b> Supporting Organizations; Incentives and facilities; Financial Institutions and Small scale Industries, Govt. Policies for SSIs.	10
4.	<b>Family and Non Family Entrepreneur:</b> Role of Professionals, Professionalism vs family entrepreneurs, Role of Woman entrepreneur. <b>Venture Capital:</b> Venture capital, Nature and Overview, Venture capital process, locating venture capitalists.	10

**MBA -125: QUANTITATIVE TECHNIQUES**

1.	<b>Operations Research:</b> - Benefits, Scope and functions of Operation Research in making managerial decision. Environments of Decision-making:- Decision-making under situations of certainty, uncertainty and risk ; Decision tree approach and its function	10
2.	<b>Linear programming:</b> Mathematical formulations of LP Models for product-mix problems; graphical and simplex method of solving LP problems in Transportation: Various technique of finding Initial basic feasible resolution and optimal resolution. Assignment model: Algorithm and its applications.	10
3.	<b>Game Theory:</b> Theory of game; Two-person zero-sum game; Saddle Point; Odds	10

	Method; Graphical Method used for solving Mixed Strategy Game.	
4.	<b>Queuing Theory:</b> Application of Poisson and Exponential distribution in estimating arrival rate and service rate; Applications of Queue model for better service to the customers. Replacement Problem: Replacement of assets that depreciate with passing of time, replacement of assets which fail suddenly. <b>Project Management:</b> Applications of Critical path method and Process engineering and review technique in Project planning and control; crashing of operations.	10

**MBA-126: HUMAN RESOURCE MANAGEMENT**

Unit No.	Contents	Contact Hrs.
1.	Human Resource Management (HRM) Concept, Nature and Scope, Evolution of HRM, Relevance of HRM, challenges faced by HRM, Human Resource Functions, Systems Model of HRM functions, the Indian scenario of HRM. Introduction, Strategic Management, Basic Concept of Strategic, Management, Mission, Vision, Objectives, Basic Model of Strategic Management, Business Policy, Corporate Strategy, Basic Concept of Strategic, Strategic Decision Making, Role of Strategic Management in Marketing,	10
2.	Human Resource Planning, Steps in HRP, succession planning, Human Resources Information system (HRIS): HR accounting and audit, Job Analysis – Job Description, Job Specification. The systematic approach to recruitment: recruitment policy, recruitment procedures, recruitment methods and techniques / methods & procedure of selection Environmental Scanning, Industry Analysis, ETOP Study, OCP, SAP Scanning, Corporate Analysis, Value-Chain Approach.	10
3.	<b>Training and Development:</b> Purpose, Methods and issues of training and management development programmes Performance Appraisal: Definition, Purpose of appraisal, Procedures and Techniques including 360 degree Performance Appraisal, Job Evaluation. <b>Compensation Administration:</b> Nature and Objectives of compensation, components of pay structure in India. Wage Policy in India – Minimum Wage, Fair Wage and Living Wage. Incentive Payments: Meaning and Definition, Prerequisites for an effective incentive system, Types and Scope of incentive scheme, Incentive Schemes in Indian Industries, Fringe Benefits. <b>SWOT Analysis, Various Corporate Strategies:</b> Growth/ Expansion, Diversification, Stability, Retrenchment & Combination Strategy. Process of Strategic Planning, Stages of corporate development, Corporate Restructuring, Mergers & Acquisitions, Strategic Alliances, Portfolio Analysis, Functional Strategy, BCG Model, GE 9 Cell, Porters Model: 5 Force	10

**MBA-127: ORGANIZATIONAL BEHAVIOUR**

Unit No.	Contents	Contact Hrs.
1.	Behavioural Concepts: Nature and Concepts of OB, Models of Organizational Behaviour, Relationship with Other Fields, Contemporary challenges. Learning: Nature and Significance of Learning, Process of Learning, Theories of Learning	10
2.	Motivation Concepts: Nature of Motivation, Classification of Motives, Motivation	10



	Process, Theories of Motivation: Early Theories: Hierarchy of Needs, Two-Factor Theory, McClelland's Theory of Needs; Contemporary Theories: Goal Setting Theories, Reinforcement Theory, Equity Theory, Expectancy Theory Attitudes: Nature & Dimensions of Attitude, Components of Attitude, Types of Attitude, Cognitive Dissonance Theory.	
3.	Perception: Perceptual Process Model, Social Identity Theory, Attribution Theory: Attribution Errors, Perceptual Errors in Organizational Setting, Improving Perceptions Personality: Meaning of Personality, Determinants of Personality, Five-Factor Model of Personality, Myers-Briggs Type Indicator (MBTI); Theories of Personality: Freudian Theory (Psychoanalytic Theory of Personality), Erik Erikson Stages of Personality Development, Trait Theory, Jungian Theory given by Carl Jung	10
4	Organizational Change – Meaning and approaches to managing organizational change, creating a culture for change implementing the change Kurt Lewin Model of change. Leadership: Nature, Components, Leadership Styles, Traits of Effective Leader, Myths, Models and Theories of Leadership, Leadership Skills.	10