Proposed MBA (Day & Part – time – Evening 2 years) Structure and Syllabus As Per CBCS with Guidelines Effective From 2016-2017

**Year-I Semester –I**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Nature</th>
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<th>HPW</th>
<th>Max Marks (IA+UE) 100</th>
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<tbody>
<tr>
<td>MB101</td>
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<td>MB103</td>
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<td>MB104</td>
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<td>1. Business Law &amp; Ethics</td>
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<td>2. Fundamentals of Technology Management</td>
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<td>3. Managerial Economics</td>
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<td>2. Business Communication</td>
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<td>3. Customer Relationship Management</td>
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**Year-I Semester –II**

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<tr>
<td>MB202</td>
<td>Financial Management</td>
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<tr>
<td>MB203</td>
<td>Business Research Methods</td>
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<td>4. Financial Market &amp; Services</td>
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<td>2. Strategic Management Accounting</td>
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<td>3. Start Up Management</td>
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<td>Seminar/ Work Shop/ Case Studies</td>
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Proposed MBA (Day & Part – time – Evening 2 years) Structure and Syllabus As Per CBCS with Guidelines Effective From 2016-2017

**Year-II –Semester-III**

<table>
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<tr>
<th>Course Code</th>
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<td>Operations Management</td>
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<td>MB302</td>
<td>E- Business</td>
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<td>MB303</td>
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<td>2. Product &amp; Brand Management (M)</td>
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<td>3. Compensation Management (HR)</td>
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<td>2. Promotion &amp; Distribution Management(M)</td>
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| Semester Credits | 24 | 25 | 500 |

**Year-II –Semester IV**

<table>
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<tr>
<th>Course Code</th>
<th>Course Title</th>
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<td>MB403</td>
<td>Supply Chain Management</td>
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<td>MB404</td>
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<td>1. Investment Management(F)</td>
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<td>2. Consumer Behaviour(M)</td>
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<td>4. Data Base Management Systems (SYS)</td>
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<td>MB405</td>
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<td>1. Banking &amp; Insurance (F)</td>
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<td>2. Services &amp; Global Marketing(M)</td>
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<td>3. Talent &amp;Knowledge Mgt (HR)</td>
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<td>4. Software Project Management (SYS)</td>
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</table>

| Semester Credits | 25 | 25 | 500 |

| Yearly Credits | 49 | 50 | 2025 |

| Total Credits for the course | 97 | 100 |

**Note:**
1. A Comprehensive Viva – Voce Examination will be Conducted at the end of the fourth semester.
Master of Business Administration (MBA) Syllabus

Paper Code – MB101

Course: MANAGEMENT AND ORGANIZATION BEHAVIOUR


Suggested Readings

5. Gregory Moorhead and Ricky W. Griffin 2010, OrganisationBehaviour, Biztantre.
8. Udai Pareek 2010, Understanding OrganisationalBehaviour, Oxford University Press
Unit - I:

Unit – II:
Distinction between capital and revenue expenditure; Preparation and presentation of financial statements – Trading, Profit and loss account, Balance Sheet(Including Numerical Problems); provisions of the Indian Companies Act regarding preparation and presentation of financial statements;
Depreciation concept, Depreciation methods – their impact on measurement of business income- external auditor’s report, the report of the Board of Directors, and voluntary disclosures

Unit – III

Unit – IV

Unit – V:
Cost concepts – Fixed and Variable cost – Classification of Costs – preparation of cost sheet.- CVP analysis – Break-even Point - concept of contribution and PV Ratio(Including Numerical problems) - Managerial uses of Break-even concept – product mix, make or buy decision, capacity utilization, plant shut down decision.

Nash Equilibrium in Game Theory – Prisoner’s Dilemma Re visited.

Reference:
Master of Business Administration (MBA) Syllabus

Paper Code – MB103

Course: MARKETING MANAGEMENT

Unit – I: Basics:

Unit – II: Market Segmentation:

Unit – III: Marketing Programme:

Unit – IV: Consumer Markets:

Unit – V: Marketing Organization and Control:

Suggested Books:
Master of Business Administration (MBA) Syllabus

Paper Code – MB104– Generic Elective -I

1. BUSINESS LAW & ETHICS

Unit - I: Law of Contracts:

Unit - II: Law relating to Special Contracts:

Unit - III: Companies Act:

Unit - IV: Consumer Protection Law:

Unit - V: Ethical and Value based Considerations – Need and Justification – Business ethics and efficiency – Social responsibility of business – Fair and just cooperation among owners, managers, workers and customers – Fair Market Wages – Integrity and ethical consideration in business operations – Indian value system and it’s relevance in Management.

Suggested Books:
Master of Business Administration (MBA) Syllabus

Paper Code – MB104– Generic Elective –I

2. FUNDAMENTALS OF TECHNOLOGY MANAGEMENT


Unit – II: Technology Development and Acquisitions – Forecasting and Technology Innovation Chain, Role of technology Forecasting approaches and methodologies Technology Strategy, Generations, an Development

Unit – III: Technology Transfer – Models, Modes, Technology search strategy, Dimensions of Technology Transfer, features & Routes of Technology Transfer, Technology absorption capabilities, Pricing of Technology Transfer agreements, Code of Conduct for Technology Transfer, Government initiative Technology transfer and absorption Process at Unit Level,


Suggested Books:
2. Rohtagi P.K, Rohatagi K and Bowonder B: Technological Forecasting, Tata MCGrav Hill, New Delhi
Master of Business Administration (MBA) Syllabus

Paper Code – MB104– Generic Elective –I

3: MANAGERIAL ECONOMICS

Unit – I: Nature & Scope of Managerial Economics:

Unit – II: Demand Analysis:
Basis for demand ; Concept of Utility- cardinal and ordinal approaches of utility, Law of marginal utility.. Maximization of consumer utility, Consumer-Surplus Demand Analysis: Determinants of demand, Law of demand-Price, Income and cross elasticity of demand. Managerial applications of elasticity of demand- Demand forecasting and measurement methods.

Unit – III: Production and Cost Analysis:

Unit – IV: Market Structure and Modern Pricing Practices:

Unit – V: Macro economics & Business:

Suggested Books:
Master of Business Administration (MBA) Syllabus

Paper Code – MBA 105 - Generic Elective -II

I. IT APPLICATIONS FOR MANAGEMENT

Unit – I: Concepts of Information Systems

Unit – II: Technology for Information Systems.


Unit – IV: Inter organizational Systems

Unit – V: Information Security & Laws

Suggested Books:
2. BUSINESS COMMUNICATION

Unit – I:
The role of and process of communication. Barriers to communication Surmounting barriers to communication, Types of communication; Listening process–Elements of good listening–improving listening competence. Importance of feedback – Principles of feedback.

Unit – II:
Characteristics of non verbal communication–Types and functions of non verbal communication–Interpreting non verbal communication; Negotiations–Approaches to negotiations–Preparing for and conducting negotiations

Unit – III:

Unit – IV:
Report writing–Types of reports–Structure of reports–Individual and committee reports–Essentials of good report writing .Business letters–Drafting letters relating to enquiries and replies; orders and replies; complaints and claims. Effective business correspondence .drafting a resume

Unit – V:

Suggested Books:
3. CUSTOMER RELATIONSHIP MANAGEMENT

Unit – I: Evolution of Customer Relationship:

Unit – II: CRM Concepts:

Unit – III: Planning for CRM:

Unit – IV: CRM and Marketing Strategy:

Unit – V: CRM Planning and Implementation:

Suggested Books:

Master of Business Administration (MBA) Syllabus

Paper Code – MB 106

Computer - Lab

1. MS-EXCEL

Unit – I: Introductory concepts of MS-EXCEL spreadsheet:

Unit II: Data And Graphical Options:
Filling a Series, Sorting data, querying of data. Working with graphs and charts.

Unit III: Advanced Options of MS-EXCEL:
a) Statistical tools – use statistical functions such as average, Standard Deviation, ANOVA, etc.
b) Financial Tools – use of Financial Functions such as NPV, IRR etc.
c) Date Functions

d) Building Simple Macros.

2. MS-ACCESS

Unit IV – Introduction to MS-ACCESS:

Unit V: Transfer of data between Excel & Access.

Suggested Books:
2. Paul Cornell, “Accessing & Analyzing DATA with MS-EXCEL”.