

Programme/Class: PG Degree	Year: 1	Semester: I
<b>Subject: MBA</b>		
Course Code:F010701T	<b>Course Title:</b> Principles of Management and Communication	
<b>Course outcomes:</b> On completion of this course, the students will be able to: <ul style="list-style-type: none"> <li>• Understand the management concepts and managerial skills.</li> <li>• Apply the principles and functions of management effectively.</li> <li>• Communicate effectively in professional circles.</li> <li>• Draft business letters, give effective presentations write formal reports, and deliver speeches independently.</li> </ul>		
<b>Credits:</b> 3		<b>Core Compulsory / Elective:</b> Core Compulsory
<b>Max. Marks:</b> 25+75		<b>Min. Passing Marks:</b> 10+25
<b>Total No. of Lectures-Tutorials-Practical (in hours per week):</b> L-T-P: 3-1-0		
Unit	Topics	No. of Lectures Total=45
I	<b>Management:</b> Concept, Nature, Importance, Management as Art and Science, Management as a Profession. <b>Management Thoughts:</b> Classical, Neo-Classical and Modern Approach. <b>Contemporary Management Theories:</b> Theory of Peter F. Drucker, Theory of Michale Porter, Theory of C. K. Prahalad, Theory of Hebert Simon.	11
II	<b>Planning Function:</b> Objective of Planning, Planning Process, Planning Premises, Types of Plans, Management by Objective. <b>Decision-making:</b> Types, Process & techniques. <b>Organising Function:</b> Meaning of Organization, Process of Organizing, Organization Chart, Span of Management, Departmentation, Project and Matrix Organization Structure, Decentralization of Authority, <b>Directing Function:</b> Concept, Principle of Directing, Importance of Directing. <b>Controlling Function:</b> Concept, Different Control Techniques, Management byException.	12
III	<b>Communication in Organizations:</b> Introduction, Basics of Communication (7Cs), Corporate Communication, Listening Skills, Verbal and Non-Verbal Skills and Presentation Skills., Legal Issues in Communication. <b>Written Communication:</b> Planning and Executing Different types of Messages, WritingReports, Proposals, and Business Plans, Improving Personal Writing Skills.	10
IV	<b>Interpersonal Communication:</b> Communicating in Teams, Negotiation Skills, Communication Skills during a Conflict, Mentoring and Appraisals, Communication in Social Media and Digital Communication. <b>Cross-Cultural Communication:</b> Theoretical Framework of Cross-Cultural Communication, Communication across cultures through different mediums, Business Etiquettes across cultures. <b>Career management and communication:</b> Resume Writing and Cover Letters, Group Discussions and Interviews, Communication during Exit Interviews, Ethics and Communication. <b>Case Study related to the Entire Syllabus.</b>	12
<b>Suggested Readings:</b> <ol style="list-style-type: none"> <li>1. L.M. Prasad, Principles and Practice of Management, 7Ed, S.Chand Publishers, 2007.</li> <li>2. Weihrich &amp; Koonty, Essentials of Management, TMH, 1990.</li> <li>3. Robbins.P, Essential of Organizational Behaviour, 10 Ed, PHI, 2010</li> <li>4. Lessikar, Basic Communication, TMH-2001.</li> <li>5. Mudd Cs and SillersMd, Speech and Content and Communication, Thomas Crowell Company, 1985</li> <li>6. Rayudu, Business Communication, Himalaya Publishers, 2001.</li> <li>7. Aruna, Business Communication. TMH.</li> <li>8. □. □.□. □□□□□□, □□□□□□□□□□□□, □□□□□□□□□□□□</li> </ol>		
<b>Suggested Continuous Evaluation Methods:</b> In addition to the theoretical inputs, the course will be delivered through Assignments, Presentations, Group Discussions, and Case Studies. This will instill in students a sense of decision-making and practical learning.		

Programme/Class: PG Degree	Year: 1	Semester: I
<b>Subject: MBA</b>		
Course Code: F010702T	<b>Course Title: Financial and Management Accounting</b>	
<b>Course outcomes:</b> On completion of this course, the students will be able to <ul style="list-style-type: none"> <li>• Explain and integrate the fundamental concepts, principles and techniques of accounting.</li> <li>• Logically interpret and apply financial and accounting information for planning, decision-making and control in real businesssituations.</li> <li>• Learn to evaluate and compare various financial statements to appraise financialsoundnessof firms.</li> </ul>		
<b>Credits: 3</b>		<b>Core Compulsory / Elective:</b> Core Compulsory
<b>Max. Marks: 25+75</b>		<b>Min. Passing Marks: 10+25</b>
<b>Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-1-0</b>		
Unit	Topics	No. of Lectures Total=45
I	<b>Introduction to Accounting:</b> Purpose, Importance, Scope and Limitations of Accounting, Accounting Principles and Conventions, Generally Accepted Accounting Principles (GAAP), Accounting Standards in India (AS-2, 6, 9, 10, 26), International Financial Reporting Standards (IFRS)–Need and Significance. Ethical Dimensions in Reporting of Accounting Information.	10
II	<b>Financial Statements Preparation and Analysis:</b> Preparation ofIncome Statements and Balance Sheet, Contents of CorporateAnnual Reports, Financial Statement Analysis – Ratio Analysis, Preparation of Cash Flow Statement –Direct and Indirect Methods.	10
III	<b>IntroductiontoCostsandCostsBehaviour:</b> Absorptionandmarginal costing, Service costing, Methods of costing. Activity Based Costing, CostSheet. <b>CVP Analysis</b>	10
IV	<b>Accounting for Planning and Control:</b> Budgets and Budgetary Control, Fixed and Flexible Budgets, Rolling Budget and Zero-BasedBudgeting. <b>Standard Costing:</b> Material, Labour and Overhead Variance, Management Control System and Responsibility Accounting. Social and Environmental Accounting, Human Resource Accounting. <b>Case Study related to the Entire Syllabus.</b>	15
<b>Suggested Readings:</b> <ol style="list-style-type: none"> <li>1. Management Accounting- Charles Horngren</li> <li>2. Management Accounting-Khan and Jain, Tata Mc. GrawHills</li> <li>3. Management Accounting-Ananthanrayanan, P.S. Oxford Publication</li> <li>4. Accounting: Texts and Cases-Anthony and Reece, Irving Professional publishing</li> <li>5. Financial Accounting for Management- Ramachandran, N. and Kakani, R.K. Tata McGrawHill</li> <li>6. [REDACTED]</li> </ol>		
<b>Suggested Continuous Evaluation Methods:</b> In addition to the theoretical inputs, the course will be delivered through Assignments, Presentations, Group Discussions, and Case Studies. This will instill in students a sense of decision-making and practical learning.		

Programme/Class: PG Degree	Year: 1	Semester: I		
<b>Subject: MBA</b>				
Course Code: F010703T	<b>Course Title: Organization Behaviour</b>			
<b>Course outcomes:</b>				
<p>On completion of this course, the students will be able to</p> <ul style="list-style-type: none"> <li>• Understand the concepts of organizational behaviour.</li> <li>• Gain knowledge about the organization's behaviour and its relevance at the workplace.</li> <li>• Learn to implement behavioral theories.</li> </ul>				
<b>Credits: 3</b>	<b>Core Compulsory / Elective:</b> Core Compulsory			
<b>Max. Marks: 25+75</b>	<b>Min. Passing Marks: 10+25</b>			
<b>Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-1-0</b>				
Unit	Topics	No. of Lectures Total=45		
<b>I</b>	<b>Organizational Behaviour:</b> Concept, Nature, Scope, Impact of Behavioural Sciences on OB, Models of OB, Challenges and Opportunities for Organizational Behaviour, Applying OB knowledge to Management Practices.	12		
<b>II</b>	<b>Personality:</b> Concept of Personality, Personalities Theories, Determinants of Personality. <b>Perception:</b> Concept of Perception, Importance of Perception, Perceptual Process, Interpersonal Perception. <b>Learning:</b> Concept of Learning, Components of Learning, Factors Affecting Learning, Theories of learning.	11		
<b>III</b>	<b>Attitudes and Values:</b> Attitudes and Behaviour, Theories of Attitude Formation, Factors in Attitude Formation, Attitude Measurement, Attitude change. <b>Values:</b> Types of Values, Factors in Value Formation. <b>Emotional intelligence:</b> Concept of Emotional Intelligence, Applying Emotional Intelligence in Organization, Developing Emotional Intelligence. <b>Motivation:</b> Concept of Motivation, Theories of Motivation.	11		
<b>IV</b>	<b>Group dynamics:</b> Meaning of group, Stages of group development, Teams Vs. Group, Power and Politics, Conflict management. <b>Leadership:</b> Concept, Theories and Styles. <b>Organizational effectiveness and change:</b> Organizational Effectiveness, Organizational Change, Organizational Development. <b>Case Study related to the Entire Syllabus.</b>	11		
<p><b>Suggested Readings:</b></p> <ol style="list-style-type: none"> <li>1. Robbins, Stephen P., Timothy A. Judge, and Neharika Vohra, "Organizational Behaviour", Pearson Education, India, 2018, 18th Edition.</li> <li>2. Luthans, Fred, "Organizational Behaviour: an Evidence-Based Approach", McGraw-Hill, India, 12th Edition.</li> <li>3. Prasad, L.M., "Organizational Behaviour", Sultan Chand &amp; Sons, 2019..</li> <li>4. Griffin, R. W., Phillips, J. M., &amp; Gully, S. M., "Organizational behavior: Managing people and organizations", Cengage Learning, 2016.</li> <li>5. □□□□□□□□□□□□□□□□□□□□ - □□□□□□□□□□□□□□□□□□□□ -□□.□□.□□.□□. □□□□□□□□, □□□□</li> </ol>				
<p><b>Suggested Continuous Evaluation Methods:</b></p> <p>In addition to the theoretical inputs, the course will be delivered through Assignments, Presentations, Group Discussions, and Case Studies. This will instill in students a sense of decision-making and practical learning.</p>				

Programme/Class: PG Degree	Year: 1	Semester: I
<b>Subject: MBA</b>		
Course Code: F010704T	<b>Course Title:</b> Managerial Economics	
<b>Course outcomes:</b> After completing the course, students would be able to: <ul style="list-style-type: none"> <li>• Define the basic elements of managerial economic aspects of a firm.</li> <li>• Explain different theories of managerial economics and forecast demand for a product.</li> <li>• Know what to produce, where to, when to, how to, and for whom to produce.</li> <li>• Frame policy for production to minimize the cost and maximize the profit.</li> </ul>		
<b>Credits: 3</b>		<b>Core Compulsory / Elective:</b> Core Compulsory
<b>Max. Marks: 25+75</b>		<b>Min. Passing Marks: 10+25</b>
<b>Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-1-0</b>		
Unit	Topics	No. of Lectures Total=45
I	<b>Introduction:</b> Definition, Nature and Scope of Managerial Economics, Micro Economics and Macro Economics, Managerial Economics and Decision Making. <b>Demand Analysis:</b> Meaning, Determinants and Types, Demand Function, Law of Demand, Exceptions of Law of Demand, Elasticity of Demand- Types, Measurement, Significance and managerial uses of elasticity. Methods of Demand Estimation, Demand Forecasting for an established product, and Demand Forecasting for a new product.	12
II	<b>Supply Analysis:</b> Law of Supply, Elasticity of Supply, Measurement of Elasticity, Significance and use of the concept of elasticity of supply and its managerial implications. <b>Production Function:</b> Concept and Significance, Cobb-Douglas Production Function, Short & Long Run Production Function, Returns to Factor and Returns to Scale, Law of Variable Proportion, Isoquant. <b>Costs Function:</b> Costs of Production, Private Costs & Social Costs, Accounting and Economic Costs, Short Run and Long Run Costs, Economies of Scales, Cost estimation, Methods of Cost Estimation and Cost Forecasting, Cost reduction and Cost Control.	12
III	<b>Pricing under various Market Structure:</b> Perfect Competition, Monopoly, Monopolistic Competition, Oligopoly, Cartels; Price discrimination, and Measurement of Monopoly Power. <b>Profit Policy:</b> Break-Even Analysis, Profit Forecasting. <b>Capital Budgeting:</b> Steps in project evaluation, Concept of Time Value of Money, Method of Investment appraisal: Discounted Cash Flow, NPV, IRR.	11
IV	<b>Need for government Intervention in the Market:</b> Price Controls, Support prices, Prevention and control of monopolies, and System of dual prices. <b>National Income:</b> Conceptual Framework, Measures of National Income, Methods of Measurement, Limitations of National Income. <b>Trade Cycle:</b> Introduction, various phases of trade cycle, Hicks Theory of trade cycle, Keynes Theory of Trade cycle. <b>Case Study related to the Entire Syllabus.</b>	10
<b>Suggested Readings:</b> <ol style="list-style-type: none"> <li>1. Varsney &amp; Maheshwari, Managerial Economics</li> <li>2. Mote Paul &amp; Gupta, Managerial Economics: Concepts &amp; cases</li> <li>3. D.N. Dwivedi, Managerial Economics</li> <li>4. D.C. Huge, Managerial Economics</li> <li>5. Peterson &amp; Lewis, Managerial Economics</li> <li>6. [REDACTED], [REDACTED], [REDACTED], [REDACTED], [REDACTED]</li> </ol>		
<b>Suggested Continuous Evaluation Methods:</b> In addition to the theoretical inputs, the course will be delivered through Assignments, Presentations, Group Discussions, and Case Studies. This will instill in students a sense of decision-making and practical learning.		

Programme/Class: PG Degree	Year: 1	Semester: I
<b>Subject: MBA</b>		
Course Code: F010705T	<b>Course Title:</b> Business Research Methods	
<b>Course outcomes:</b> After completing the course, students would be able to: <ul style="list-style-type: none"> <li>• Demonstrate an ability to understand different research terminologies.</li> <li>• Identify research problems and questions.</li> <li>• Develop a methodology for research problems.</li> <li>• Analyze data required for business decision-making.</li> <li>• Propose suggestions based on the findings from the research.</li> <li>• Apply data visualization for exploratory analysis and communicate effectively to diverse audiences.</li> </ul>		
<b>Credits:</b> 3	<b>Core Compulsory / Elective:</b> Core Compulsory	
<b>Max. Marks:</b> 25+75	<b>Min. Passing Marks:</b> 10+25	
<b>Total No. of Lectures-Tutorials-Practical (in hours per week):</b> L-T-P: 3-1-0		
Unit	Topics	No. of Lectures Total=45
I	<b>Introduction:</b> Business Research and Its Scope, Types of Research, Types of Business Problems Encountered by the Researcher, Problems and Precautions to the Researchers. <b>Basic Building Blocks of Research:</b> Concept of theory, empiricism, deductive and inductive theory, Understanding the language of research – Concept, Construct, Definition, Variable. Levels of Measurement – Nominal, Ordinal, Interval, Ratio scale. <b>Process of Research:</b> Steps Involved in Research Process.	12
II	<b>Research Design:</b> Concept and Importance, Features, Exploratory, Descriptive Research Designs, and Experimental Research Design— concept, types, and uses. Basic Issues in Experimental Design, Pretest-Post-Test Control Group Design, Post-test only Control Group Design, Solomon Four Group Design	11
III	<b>Sampling Techniques:</b> Concept of Sample, Sample Size and Sampling Procedure, Sampling Vs. Non-sampling errors, Various Types of Sampling Techniques— Simple Random Sampling, Systematic Sampling, Stratified Random Sampling & Cluster Sampling, Determining Sample Size. <b>Data Collection Methods &amp; Instruments:</b> Types of Data- Secondary and Primary, Various Methods of Collection and Data, Preparation of Questionnaire and Schedule, Types of Questions, Sequencing of Questions, Check Questions, Length of Questionnaire, Precautions in Preparation of Questionnaire and Collection of Data.	10
IV	<b>Data Preparation:</b> Coding, Editing, and Tabulation of Data, Statistical Software for Qualitative and Quantitative Data Analysis- SPSS, EXCEL. <b>Graphical Representation of Data:</b> Various Kinds of Charts and Diagrams Used in Univariate and Bivariate Data- Line, Bar, Pie, Histogram, Box-Whisker, and Scatter Diagrams and their Significance. <b>Report Preparation:</b> Types and Layout of Research Report, Precautions in Preparing the Research Report. Bibliography and Annexure in the Report.	12
<b>Case Study related to the Entire Syllabus.</b>		
<b>Suggested Readings:</b> <ol style="list-style-type: none"> <li>1. Cooper and Schindler - Business Research Methods (Tata Mc Graw Hill, 9th Edition)</li> <li>2. William G. Zikmund-Business Research Methods (Cengage Learning)</li> <li>3. Burns &amp; Burns-Business Research Methods and Statistics Using SPSS, Sage India Publication</li> <li>4. डॉ. रमेशलालखटिक-अनुसंधानविधियांएवंसांख्यिकी-हिमांशुप्रकाशन</li> </ol>		

Programme/Class: PG Degree	Year: 1	Semester: I				
<b>Subject: MBA</b>						
Course Code: F010706T	<b>Course Title:</b> Quantitative Techniques for Research					
<b>Course outcomes:</b> After completing the course, students would be able to: <ul style="list-style-type: none"> <li>• Analyze statistical data.</li> <li>• Recognize various concepts of descriptive and inferential statistics.</li> <li>• Interpret the results drawn on elementary statistics.</li> </ul>						
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: center; padding: 5px;">Credits: 3</td><td style="text-align: center; padding: 5px;"><b>Core Compulsory / Elective:</b> Core Compulsory</td></tr> <tr> <td style="text-align: center; padding: 5px;"><b>Max. Marks:</b> 25+75</td><td style="text-align: center; padding: 5px;"><b>Min. Passing Marks:</b> 10+25</td></tr> </table>			Credits: 3	<b>Core Compulsory / Elective:</b> Core Compulsory	<b>Max. Marks:</b> 25+75	<b>Min. Passing Marks:</b> 10+25
Credits: 3	<b>Core Compulsory / Elective:</b> Core Compulsory					
<b>Max. Marks:</b> 25+75	<b>Min. Passing Marks:</b> 10+25					
<b>Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-1-0</b>						
Unit	Topics	No. of Lectures Total=45				
<b>I</b>	<b>Statistics: An overview:</b> Introduction, Meaning of Statistics, Functions of statistics, Use of statistics, Limitation of statistics. <b>Introduction to Descriptive Statistics:</b> Measures of central tendency-Arithmetic Mean, Median, Mode <b>Measures of dispersion:</b> Range, Quartile deviation, Standard deviation,	12				
<b>II</b>	<b>Skewness:</b> Measures of Skewness. <b>Correlation Analysis:</b> Scatter diagram, Karl Pearson's coefficient of correlation, spearman's rank correlation coefficient.	11				
<b>III</b>	<b>Regression Analysis:</b> Introduction, Meaning of Regression, Difference between Correlation and Regression. <b>Normal distribution:</b> Introduction, Properties of Normal distribution. <b>Introduction to statistical testing:</b> Test of Hypothesis- One-sample tests, Two-sample tests, Z-test, t-test, F-test & Chi-square test, Application of Analysis of Variance (ANOVA).	10				
<b>IV</b>	<b>Non Parametric tests:</b> Introduction to Nonparametric statistics, The sign test for paired data. <b>Rank sum tests:</b> The Mann-Whitney U test and the Kruskal-Wallis Test. The One-sample Runs Test Rank correlation The Kolmogorov-Smirnov Test.	12				
<b>Case Study related to the Entire Syllabus.</b>						
<b>Suggested Readings:</b> <ol style="list-style-type: none"> <li>1. Goon A.M., Gupta M.K. and Dasgupta B. (2002): Fundamentals of Statistics, Vol. I &amp; II, 8th Edn. The World Press, Kolkata.</li> <li>2. Gupta, S. C. and Kapoor, V.K. (2008): Fundamentals Of Mathematical Statistics, 4 thEdition (Reprint), Sultan Chand &amp; Sons</li> <li>3. Burns &amp; Burns-Business Research Methods and Statistics Using SPSS, Sage India Publication</li> <li>4. Dr. J.K.Thukral – Business Statistics (Taxmann's)</li> <li>5. डॉ. रमेश लाल खटिक-अनुसंधान विधियां एवं सांख्यिकी-हिमांशु प्रकाशन</li> </ol>						
<b>Suggested Continuous Evaluation Methods:</b> In addition to the theoretical inputs, the course will be delivered through Assignments, Presentations, Group Discussions, and Case Studies. This will encourage in students a sense of decision-making and practical learning.						

<b>Programme/Class:</b> PG Degree	<b>Year:</b> 1	<b>Semester:</b> I		
<b>Subject:</b> MBA				
<b>Course Code:</b> F010707R	<b>Course Title:</b> Research Work			
<b>Course outcomes:</b> <ul style="list-style-type: none"> <li>• Student will learn about research work.</li> </ul>				
<b>Credits:</b> 2* (To be evaluated in II <sup>nd</sup> Semester)	<b>Core Compulsory / Elective:</b> Core Compulsory			
<b>Max. Marks:</b> 100	<b>Min. Passing Marks:</b> 35			
<b>Total No. of Lectures-Tutorials-Practical (in hours per week):</b> L-T-P: 0-0-4				
<b>Guidelines for Research Work</b> <p>In the First Semester, Research Work topic will be allocated and student will start doing Research Work in First Semester. In Second Semester, student will prepare Research Work Report on the topic allocated/work done by the student in First Semester. Research Work Report will be evaluated by the Head of the Department at the end of Second Semester. UGC authorized/or University authorized online platform software shall be used to detect plagiarism in research work.</p>				