

International School of Business Management

International School of business management *provides MBA degree with following specializations:*

1. MBA Digital Marketing
2. MBA Business analytics syllabus
3. MBA Finance and Banking
4. MBA Regular

Programme Outcomes of MBA

- P01. Demonstrate the knowledge of management science to solve complex corporate problems using limited resources
- P02. Research literature and identify and analyze management research problems.
- P03. Identify business opportunities, design and implement innovations in work space.
- P04. Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.
- P05. Apply ethical principles for making judicious managerial decisions.
- P06. Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.
- P07. Communicate effectively with various stakeholders

Program Specific Outcomes: MBA

- **PS01- Business analytical:** The students in MBA business analytics learn concepts that are important for the discipline, such as predictive analysis, marketing intelligence, econometrics, data and text mining, data

visualization, and more. It will facilitate all participants to analyse, understand and apply the language, theory and models of the field of business analytics. Foster an ability to critically analyse, synthesize and solve complex unstructured business problems.

- **PS02- Digital Marketing:** This course focuses on the promotion and advertisement of items, activities, and organizations through electronic or digital media. MBA in Digital Marketing programme provides students with the skills and information that they need to create effective digital marketing campaigns. MBA in Digital Marketing Management is a cutting-edge programme that focuses on classic marketing principles and applies them to the digital world.
- **PS03- Financing and Banking** The course will focus on financial markets, financial institutions and financial instruments; the interest-rate determination; the structure and operations of banks and financial institutions; the operations, tools, and policies of central banks; and on money and inflation. By the end of this course, students will understand the primary participants in the money and the financial markets, the operations and goals of these participants, the various types of financial instruments and how they differ, the role of interest rates in the economy and how interest rates are determined. They will also know the basics of monetary policy
- **PS03 Regular** – Students will Apply best practices to solve managerial issues. Integrate theories and practice to perform strategic analysis. Demonstrate effective written forms of communication and oral business presentations. Implement leadership skills to work effectively within diverse teams.

Course Outcome - MBA

- **MBA1 SEMESTER I (REGULAR)**

Paper code	BM501
Paper title	Organizational behavior
Course outcome	Upon a successful completion of the course , students would be able to:
C01	To analyze and compare different models
C02	Able to explain individual behavior related to motivation and rewards
C03	Able to identify the processes used in the development communication and resolving conflicts
C04	Identify the various leadership styles and the role of the leaders in a decision-making process
C05	Able to implement the organizational change

MBA 1 SEMESTER I

Paper code	BM503
Paper titles	Quantitative Techniques
Course outcome	Upon a successful completion of the course , students would be able :
C01	Understood the basic of the quantitative technique
C02	Learn the feasible solution and optimum solution for the resource management
C03	Learn the time estimation and critical path for the project
C04	Learn about the application of probability techniques
C05	Able to formulate mathematical model in business decision making scenarios

MBA1 SEMESTER I

Paper code	BM505
Paper title	MARKETING MANAGEMENT

Course outcomes	Upon successful completion of the course, students should be able to :
C01	Relate marketing mix as framework for marketing decision making
C02	Understand the need ,importance and process of marketing planning and control
C03	Learn and examine the students to the dynamic nature of marketing function
C04	Acquire an understanding of fundamental concepts of marketing
C05	Able to use various tools and technique in the area of finance

MBA1 SEMESTER I

Paper code	BM507
Paper title	MANAGERIAL ECONOMICS
Course outcome	Upon successful completion of the course , students should be able to :
C01	Understand tools and techniques of managerial economics to enable them to appreciate its relevance in decision making
C02	Explore the economics of information and network industries
C03	Understand how economics affect the business strategy of companies in these industries
C04	Develop economic way of thinking in dealing with practical business problem and challenges
C05	Able to develop the economic way of thinking in dealing with practical problems and challenges.

MBA1 SEMESTER

Paper code	BM509
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Paper title	Management information system
Course outcome	Upon successful completion of the course , students should be able to :
C01	Evaluate the role of information system in today's competitive business environment
C02	Asses the relationship between digital firm electronic commerce ,electronic business and internet technology
C03	Define an information system from both a technical and business perspective and distinguish between computer literacy and information system literacy
C04	Identify managerial risk related to information system organization processing and utilizing
C05	Identify the major management challenges to building and using information system in organizations

MBA1 SEMESTER I

Paper code	BM511
Paper title	Financial accounting
Course outcome	Upon successful completion of the course , students should be able to :
C01	Explain the basics concepts of financial accounting
C02	Prepare final accounts of sole trader
C03	Calculate profits or losses from incomplete records
C04	Explain the concepts of branch accounting
C05	Prepare accounts of branches

MBA1 SEMESTER I

Paper Code	FD 102
Paper Title	Foundation Course
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>

CO 1	develop an understanding of the processes of change and development- both in terms of time and space, through which human societies have evolved
CO 2	make learners realize that the process of change is continuous and any event or phenomenon or issue cannot be viewed in isolation but in a wider context of time and space
CO 3	develop an understanding of contemporary India with its historical perspective, of the basic framework of the goals and policies of national development in independent India, and of the process of change with appropriate connections to world development
CO 4	help learners understand and cherish the values enshrined in the Indian Constitution and to prepare them for their roles and responsibilities as effective citizens of a democratic society

MBA1 SEMESTER II

Paper code	BM502
Paper title	Human resource
Course outcome	Upon successful completion of the course , students should be able to :
C01	Understand the role of HRM in an organization
C02	Demonstrate the role of HRM in an organization
C03	Utilize of the knowledge to gain competitive advantages through people
C04	Develop and design HRM system
C05	Able to gain competitive advantages through people

MBA1 SEMESTER II

Paper code	BM504
Paper title	RESEARCH METHOD IN MANAGEMENT
Course outcome	Upon successful completion of the course, student should be able to:
C01	Able to Identify a research problem and question
C02	Able to Set clear research purpose

C03	Able to put forward hypothesis
C04	Choose appropriate research methods ,collect and analyze data
C05	Obtain an empirical evidence and evaluate critically results

MBA1 SEMESTER II

Paper code	BM506
Paper title	COOPERATE FINANCIAL MANAGEMENT
Course outcome	Upon successful completion of the course, student should be able to:
C01	Management control theory and impacts of management control on behavior
C02	Research and source of empirical knowledge in corporate finance
C03	Communicate effectively using standard business terminology
C04	Demonstrate an understanding of the overall role and importance of the finance function
C05	Demonstrate basic finance management knowledge

MBA1 SEMESTER II

Paper code	BM508
Paper title	ECONOMIC ENVIRONMENT OF BUSINESS
Course outcome	Upon successful of the course ,student should be able to :
C01	Conduct a business analysis of the local and national environment
C02	Employ business models and tools to evaluate changes in an organization business environment

C03	Present a business environment analysis and recommendations to reduce the risk of the identified issues
C04	Explain the structure ,process and function of business management
C05	Explore the role of marketing in business

MBA1 SEMESTER II

Paper code	BM510
Paper title	Cost and management accounting
Course outcome	Upon successful of the outcome ,students should be able to :
C01	Explain the concept of management accounting
C02	Explain the importance of management accounting for business
C03	Analyze the relationship between the cost volume and profit
C04	Do standard variation analysis through standard costs
C05	Prepare budgeting and operating budgets concepts

MBA1 SEMESTER II

Paper code	BM513
Paper title	Business and cooperative law
Course outcome	Upon successful of the outcome ,student should be able to :
C01	Identify and compare the key legal characteristics of companies and cooperatives models
C02	Evaluate the role of internal governance rules in ensuring the cooperative effective legal identity
C03	Analyze the cooperative capital conundrum and disadvantages of the legal reforms that allow access to external capital

C04	Explain the Legal requirements for formation and maintenance of the cooperative and compare these with the requirements for companies
C05	Critically evaluate the potential role of social accounting and audit in reinforcing the cooperative distinct legal identity

MBA2 SEMESTER III

Paper code	BM601
Paper title	OPERATION AND PRODUCTION MANAGEMENT
Course outcome	Upon successful to the outcome, student should be able to:
C01	Identify the elements of operational management and various transformation processes to enhance productivity and competitiveness
C02	Analyze and evaluate various facility alternatives and their capacity decision
C03	Develop aggregate capacity plans and MPS in operation environments
C04	Plan and implement suitable material handling principles and practices in the operations
C05	Plan and implement suitable quality control measures in quality circles to TQM

MBA2 SEMESTER III

Paper code	BM 692
Paper title	Project management techniques
Course outcome	Upon successful to the outcome student may be able to :
C01	Understand project characteristics and various stages of a project
C02	Understand the conceptual clarity about project organization and feasibility analysis

C03	Analyze the learning and understand technique for project planning ,scheduling and executive control
C04	Understand the contract management, project procurement and productivity.
C05	Understand how subcontract administration and control are practiced in the industry

MBA2 SEMESTER IV

Paper code	BM602
Paper title	Entrepreneurship & small-scale industries
Course outcome	Upon successful to the outcome, student may be able to :
C01	Develop idea generation, creative and innovation skill
C02	Aware of different opportunities and successful growth stories
C03	Learn how to start an enterprise and design business plans those are suitable for funding by considering all dimensions of business
C04	understand entrepreneurial process by way of studying different case and find expectations to the model of entrepreneurship
C05	Run a small enterprise with small capital for a short period and experience the science and art of doing business

MBA2 SEMESTER IV

Paper code	BM634
Paper title	Cooperate strategy & ethics
Course outcome	Upon successful to the outcome student should be able to
C01	Working effectively in multi-cultural groups
C02	Managing their own independent learning

C03	Critically discussing and evaluating theoretical concepts and practical business issues in the context of strategic alliances
C04	Tackling complex case scenarios and making appropriate judgments and recommendations
C05	Gaining leadership and confidence

Course of MBA – BUSINESS ANALYTICS

Paper code	BM633
Paper title	Fundamentals of Business Analytics
Course outcome	Upon a successful completion of the course , students would be able to:
C01	To gain an understanding of how managers use business analytics to formulate and solve business problems and to support managerial decision making.
C02	To become familiar with the processes needed to develop, report, and analyze business data.
C03	To learn how to use and apply Excel and Excel add-ins to solve business problems.
C04	Develop domain knowledge of various technology and its application to facilitates managerial decision /MIS.
C05	Understanding the significance of global platform for data retrieval/process among different business cultures of the world.

MBA III Semester

Paper code	BM635
Paper titles	Emotional Intelligence & Behavioral Analytics
Course outcome	Upon a successful completion of the course , students would be able :

C01	To equip students with individual and group learning methods
C02	To understand intelligence and develop emotional competence
C03	To develop understanding and competence for personal and managerial effectiveness.

MBA III Semester

Paper code	BM637
Paper title	HR Analytics
Course outcomes	Upon successful completion of the course, students should be able to :
C01	To understand the concepts, tools and techniques of HR Analytics that could be applied as resource management evidence based.
C02	To understand HR reports & to understand the decisions technologies.
C03	Recognize the fundamental strategic priorities of the business and learn how to provide enhanced decision support leveraging analytics.
C04	Develop a structured approach to apply judgment, and generate insight from data for enhanced decision making.

MBA III Semester

Paper Code	BMM 639
Paper Title	Operations and Supply Chain Analytics
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	Learn how to develop a more effective supply chain to improve profitability
CO 2	Foster an understanding of supply chain management's major challenges and trends
CO 3	Learn how to use logistics when you're making decisions
CO 4	Become comfortable with the main supply chain manager systems for proper implementation

MBA IV th Semester

Paper Code	BM 624
Paper Title	Gamification
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	Understanding what gamification is, and how organizations are using it.
CO 2	To make the students familiar with the fundamentals of game design and motivational
CO 3	Develop the ability in the students to develop a gratified solution to a business problem
CO 4	To make the students able to recognize the limitations and risks of gamification

MBA IV th Semester

Paper Code	BM 626
Paper Title	Business Intelligence
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	It helps to analyse appropriate internal and external human resource metrics benchmarks and indicators.
CO 2	Apply quantitative and qualitative analysis to understand trends and indicators in human resource data; understand and apply various statistical analysis methods
CO 3	To develop the ability in the students to develop a gamified solution to a business problem using a design process.

MBA IV th Semester

Paper Code	BM 628
Paper Title	Social Media Marketing
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	The inter-relationship between paid, owned and earned media
CO 2	Consumer change and how it is altering brand communications
CO 3	Content marketing and how owned content can be distributed across company owned digital media assets
CO 4	The value of earned media which interests your audience

MBA IV th Semester

Paper Code	BM 632
Paper Title	Design and Data Visualization
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	Design and create data visualizations.
CO 2	Conduct exploratory data analysis using visualization
CO 3	Craft visual presentations of data for effective communication
CO 4	Use knowledge of perception and cognition to evaluate visualization design alternatives
CO 5	Design and evaluate color palettes for visualization based on principles of perception

Course of MBA – DIGITAL MARKETING

MBA III Semester

Paper code	BM 605
Paper title	SEARCH ENGINE OPTIMIZATION STRATEGIES
Course outcome	Upon successful completion of the course, student should be able to:
CO1	To develop a meaningful understanding of marketing theory, functions and practices.
CO2	To apply Digital marketing concepts and skills across various types of organizations.

MBA III Semester

Paper code	DM 607
Paper title	Fundamentals of Digital marketing
Course outcome	Upon successful of the course ,student should be able to :
CO1	Students will learn basics of digital marketing
CO2	They will be able to perform competitive analysis for smarter marketing

C03	Students will learn dozens of digital marketing strategies to market effectively.
C04	Develop understanding of using most popular social media platforms to market a Brand.
C05	Students will learn how digital marketing has revolutionized the interaction between customers and companies.

MBA III Semester

Paper code	BM 609
Paper title	Social Media Marketing & Analytics
Course outcome	Upon successful of the outcome ,students should be able to :
C01	To develop a meaningful understanding of social media theory, functions and practices.
C02	To apply social media concepts and skills across various types of organizations

MBA III Semester

Paper code	BM513
Paper title	Digital Media Laws &Policy
Course outcome	Upon successful of the outcome, student should be able to :
C01	Identify and compare the key legal characteristics of Digital Media
C02	Evaluate the role of internal governance rules in ensuring the cooperative effective legal identity
C04	Explain the Legal requirements for formation and maintenance of the cooperative and compare these with the requirements for digital Media.
C05	Critically evaluate the potential role of social accounting and audit

MBA IV th Semester

Paper Code	DM 604
Paper Title	Affiliate Marketing
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	The Affiliate Marketing Course would teach students how to use enroll for affiliate marketing, the affiliate marketing platforms and how to maximize commissions from affiliate marketing.
CO 2	Review the history of affiliate marketing to have some perspective to make affiliate strategic plan
CO 3	Integrate affiliate marketing into the wider marketing activity.
CO 4	Identify which types of affiliates are best for the business.

MBA IV th Semester

Paper code	BM606
Paper title	Strategy for Digital Branding
Course outcome	Upon successful to the outcome student may be able to :
C01	To develop a meaningful understanding of Digital strategy, theory, functions and practices.
C02	To apply Digital branding concepts and skills across various types of organizations.

MBA IV th Semester

Paper Code	DM 608
Paper Title	E Business
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	To develop a meaningful understanding of E-commerce theory, functions and practices.
CO 2	To apply Digital Marketing concepts and skills across various types of organizations

MBA IV th Semester

Paper Code	DM 610
Paper Title	Email & Viral marketing

Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	To develop a meaningful understanding of Email marketing theory, functions and practices.
CO 2	To apply Digital Marketing concepts and skills across various types of organizations

Course of MBA – Finance and banking

MBA III Semester

Paper Code	BM 617
Paper Title	Security analysis and portfolio management
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	This course aims at providing the students a comprehensive introduction to the areas of security
CO 2	Analysis and portfolio management and equipping them with advanced tools and techniques for making profitable investment decisions.

MBA III Semester

Paper Code	BM 619
Paper Title	Financial risk and insurance management
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	This course aims at giving in-depth knowledge of insurance business in terms of Structure, products, pricing and risk management.
CO 2	To gain knowledge about risk management
CO 3	To have understanding about insurance policy
CO 4	Able to analyse different insurance product

MBA III Semester

Paper Code	BM 623
Paper Title	Banking service operation

Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	Keeping in view job prospects in banking & financial sector
CO 2	The objective of the course is to give in-depth knowledge of Banking & Finance to the students of commerce, management and economics with practical inputs and prepare them for career in Banks & other Financial Institutions

MBA III Semester

Paper code	BM 621
Paper title	DERIVATIVES SECURITIES & FINANCIAL RESTRUCTURING
Course outcome	Upon successful completion of the course , students should be able to :
C01	To describe the characteristics of the relevant financial derivative instruments
C02	To explain how the instruments covered can be used to implement basic market risk management strategies, appropriate for corporate applications
C03	Explain the use of options and futures contracts for tactical portfolio strategies purpose
C04	To provide an understanding of pricing financial derivatives, including familiarity with some central techniques, like the binomial model, and the Black-Scholes model
C05	To explain the fundamentals of credit risk management and Value at Risk

MBA IV th Semester

Paper Code	BM 616
Paper Title	International Finance and Trade
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	Demonstrate basic understanding of foreign exchange market and exchange rates
CO 2	Demonstrate basic understanding of how to use foreign exchange derivatives and other techniques to manage foreign exchange exposures of firms

MBA IV th Semester

Paper Code	BM 620
Paper Title	Personal Financial Planning
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	Recognize opportunities inherent with good personal financial planning.
CO 2	Examine the risks associated with poor personal financial planning.
CO 3	Analyze basic economic information.
CO 4	Able to analyze different aspects of the course

MBA IV th Semester

Paper Code	BM 622
Paper Title	Management of Mutual Funds & Pension Fund
Course outcomes	<i>Upon successful completion of the course, students would be able to:</i>
CO 1	To explain how the instruments covered can be used to implement basic market risk management strategies, appropriate for corporate applications
CO 2	Explain the use of options and futures contracts for tactical portfolio strategies purpose

MBA IV th Semester

Paper code	BM 618
Paper title	Advance Accounting Standards
Course outcome	Upon successful completion of the course, student should be able to:
CO1	To Introduce - Gaap, Introduction To Indian Accounting Standards (AS)-Introduction To International Accounting Standards

GYAN VIHAR SCHOOL OF BUSINESS MANAGEMENT

Teaching and Examination Scheme for MBA Executive (2 Year Program)

Edition – 2022-24

YEAR: 1

SEMESTER: I

S. No.	Course Code	Course Name	Credits	Contact Hrs/Wk.			Exam Hrs.	Weight age (in %)	
				L	T	P		CE	ESE
		A. Program Core							
1	BM 501	Organizational Behavior	3	3			3	40	60
2	BM	Business Communications	3	3			3	40	60
3	BM 505	Marketing Management	3	3			3	40	60
4	BM 507	Managerial Economics	3	3			3	40	60
5	BM 509	Management Information System	3	3			3	40	60
		Total	15	15		2			
		Total Teaching Load		15					

GYAN VIHAR SCHOOL OF BUSINESS MANAGEMENT

Teaching and Examination Scheme for MBA Executive (2 Year Program)

Edition – 2022-24

YEAR: 1

SEMESTER: II

S. No.	Course Code	Course Name	Credits	Contact Hrs/Wk.			Exam Hrs.	Weight age (in %)	
				L	T/S	P		CE	ESE
		A. Program Core							
1	BM 502	Competing in Global Marketing (ISB Hyderabad)	3	3			3	40	60
2	BM 504	Research Methods in Management	3	3			3	40	60
3		E-Commerce & Digital Markets (ISB Hyderabad)	3	3			3	40	60
4	BM 508	International Marketing (ISB Hyderabad)	3	3			3	40	60
5	BM 513	Business & Corporate Law	3	3			3	40	60
		Total	15	15	2	4			
		Total Teaching Load		15					

GYAN VIHAR SCHOOL OF BUSINESS MANAGEMENT
Teaching and Examination Scheme for MBA Executive (2 Year Program)
Edition – 2022-24

YEAR: 2

SEMESTER: III

S. No.	Course Code	Course Name	Credits	Contact Hrs/Wk.			Exam Hrs.	Weight age (in %)	
				L	T / S	P		CE	ESE
		A. Program Core							
1	BM 601	Operation & Production Management	3	3			3	40	60
2	BM 692	Project Management	3	3			3	40	60
3	S1 601	Summer Internship Project (SIP)	2			4		60	40
4	BM 216	Research Paper Dissertation	1					100	
		B. Program Elective							
5		Marketing Analytics(ISB Hyderabad)	3	3			3	40	60
6		Strategic Leadership (ISB Hyderabad)	3	3			3	40	60
7		Strategic Management of Services (ISB Hyderabad)	3	3			3	40	60
		Total	18	15		4			
		Total Teaching Load		15					



GYAN VIHAR SCHOOL OF BUSINESS MANAGEMENT

Teaching and Examination Scheme for (2 Year Program)

Edition – 2022-24

YEAR: 2

SEMESTER: IV

S. No.	Course Code	Course Name	Credits	Contact Hrs/Wk.			Exam Hrs.	Weight age (in %)	
				L	T/S	P		CE	ESE
		A. Program Core							
1	BM 401	Industrial Training on Human Resource	3					100	
2	BM 402	Industrial Training on Sales and marketing	3					100	
3	BM 403	Industrial Training on Accounting and finance	3					100	
4	BM 404	Industrial Training on operation in TQM	3					100	
5	BM 405	Industrial Training on Log Book	3					100	
		Total	20						

BM 501	Organizational Behavior
Prerequisite	Basic knowledge of General Management
Learning Objectives	<p>The Objectives of the course are:</p> <p>The objective of this paper is to analyze and compare different models used to explain individual behavior related to motivation and rewards and to identify the processes used in developing communication and resolving conflicts, explain group dynamics and demonstrate skills required for working in groups (team building)</p>
Salient	The students will be able to

features	<ul style="list-style-type: none"> • Conceptualize different types of Attitudes.
	<ul style="list-style-type: none"> • To get to understand nature of OB.
	<ul style="list-style-type: none"> • Involve in personality aspect concept.
Utility	The student will be able to gather knowledge for the practical life and profession.
UNIT – I	Introduction to Organization Behavior:
	Concept of Organizational Behavior (OB)- Importance of Organizational Behavior, Key Elements of Organizational Behavior, Role of Managers in OB- Interpersonal Roles-Informational Roles- Decisional Roles, Foundations or Approaches to Organizational Behavior, Challenges and Opportunities for OB
UNIT – II	Individual Dimensions of Organization Behavior:
	Nature and meaning of Interpersonal Behavior, Concept of Self, Transaction Analysis (TA), Benefits and uses of Transactional Analysis, Johari Window Model, Individual Behavior and Learning, Personality, Motivation – Theories and Models
UNIT – III	Leadership and Group Behavior:
	Definition and Meaning, Theories of Leadership, Contemporary Business Leaders. Meaning and Importance of Groups, Reasons for Group Formation, Types of Groups, Stages of Group Development, Meaning and Importance of Teams, Types of Teams, Creating an Effective Team
UNIT – IV	Introduction to Organization Culture
	Meaning and Nature of Organization Culture - Origin of Organization Culture, Functions of Organization Culture, Types of Culture, Creating and Maintaining Organization Culture, Managing Cultural Diversity, Organization Change and Development: Definition and Meaning, Need for Change, Strategies to Overcome Resistance, Process of Change, Meaning and Definition of OD, OD Interventions
Text Book	<ol style="list-style-type: none"> 1. Luthans F. Organizational Behaviour, New York, McGraw Hill 2. Robbins S.P. Organizational Behaviour, New Delhi, Prentice Hall of India
Reference Books	<ol style="list-style-type: none"> 1. Chandan J. S. Organizational Behaviour, Vikas Publication New Delhi 2. Fundamentals of Organizational Behaviour - Slocum/Hillriegel, Cengage Learning 3. Organizational Behaviour, Aquinas P. G, Excel BOOKS.
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Ppt
Recommended by BOS on :	
Approved by Academic Council on :	
Practical	<ol style="list-style-type: none"> 1. Managerial skills 2. Management game 3. Business simulation games 4. Comparison of different organization in terms of work culture policies etc 5. Time management games 6. Management as art and science comparison 7. Motivational games in context with various motivational theories and models 8. Management games on team building 9. Individual behavior 10. Employee motivation training

BM 505	Marketing Management
Prerequisite	Graduate
Learning	The Objectives of the course are:

Objectives	
	1. To create an understanding of the basics and concepts of Marketing
	2. To gain knowledge about the different product, pricing and promotional decision making processes for different products / services and brands and techniques related to them developed in marketing and advertising research lab.
	3. To come across different cases of marketing and learn different marketing tools related to solve them.
	4. Able to analyze different barriers to marketing and learn the methodologies to solve them.
Salient features	The students will be able to
	1. Able to conceptualize different cases of Marketing (National, International, Street, Localized and rural).
	2. Able to conceptualize different types product pricing, packaging and promotion simulations.
	3. Able to take decisions for different product, pricing and promotion of different products / services and brands
	4. Implement the methodologies to analyze different barriers to marketing and solve them.
	5. Different promotional, packaging and other advertising simulations for different brands
Utility	Students will demonstrate strong conceptual knowledge in the functional area of marketing management. Students will demonstrate effective understanding of relevant functional areas of marketing Management and its application.
UNIT – I	Introduction to Marketing:
	Definition, Concept of Exchange-Needs & Wants, Economic Utility, Evolution of Marketing, Marketing Concept, Marketing Myopia, Significance of Marketing, Delivering Values, Satisfaction & Retention: Business components, Customer satisfaction, Concept of value, Analyzing market opportunities: Marketing environment: Macro environmental factors
UNIT – II	Consumer behavior
	Consumer behavior, Organizational markets & buying behavior, Market segmentation & market Targeting,.
UNIT – III	Planning Marketing Strategy
	Strategic Planning Process, marketing and competitive strategies, Marketing Mix strategy, Marketing mix and environment, Assembling and managing marketing mix
UNIT – IV	Marketing Channels and Distribution
	Nature of marketing channels, Role of marketing channels, Functions of marketing channels, Designing distribution channels, Channel management, Channel dynamics
UNIT – V	Product Policy and Promotion
	Product and product line, Product classification, product mix strategy, Product life cycle, New product development, Branding and packaging, Benefits of advertising, Developing and advertising program, Sales promotion, public relation, personal selling, Pricing, significance of pricing, Price adjustments, Effect of price change
List of Expt.	
Text Book	<ol style="list-style-type: none"> 1. Kotler, P., Keller, K. L., Koshy, A., & Jha, M. (2012), Marketing Management A South Asian Perspective, 14th Edition, Pearson Education, New Delhi. 2. Ramaswamy, V. S., & Namakumari, S. (2017), Marketing Management: Indian Context with Global Perspective, McGraw hill
Reference Books	1. Kotler, Philip. Marketing Management, Millennium Edition. Intl ed. US:

	Prentice Hall,2002.ISBN: 8120316096. 2. Principles of Marketing, Kotler and Armstrong, Pearson, 12th edition., 2008, ISBN: 978-81-317-1547-5
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Ppt
Recommended by BOS on :	
Approved by Academic Council on :	
<p>List of Practical:</p> <p>1. Lab Practical : List six factors in a company's micro-environment. Next go to a company's (for e.g. Wal-Mart's) website , search for its most recent annual report, how many of the six microenvironment factors can you find? Briefly describe each? And thus prepare a case study on the same.</p> <p>2. Field Work : Design a cause related marketing campaign for a small scale or local company (or hotel/showroom/jeweler/resort etc.) of your town in small groups and take it to that particular company's marketing manager or any other higher official working for its marketing and take his feedback on it. Then present a paper on your findings.</p> <p>3. Lab Practical- Search on the web how various big business school's have positioned themselves and prepare a positioning statement for your business school.</p> <p>4.Field Work Go to a toy store (like Tiny Toons) in Jaipur. Select any 4 toys of different price ranges and using the value proposition mix prepare overall positioning strategy for the same.</p> <p>Lab experiments:</p> <ol style="list-style-type: none"> 1. How actual test marketing is done. 2. use of facial expression recognition system 3. use of different packaging 4. creating artificial point of purchase in the lab and analyzing consumer behavior 5. Search for the websites of different umbrella brands and classify their products as per the basic product classification. <p>5.Field Work : Look for a local product of your town and create a strong brand name for it and then take it to its company, take their responses and come up with the response paper for the same.</p> <p>6.Field Work: Go to a nearby Starbucks and suppose that you are in the marketing team of a competitor brand then summarize the prices of CCD and come up with relevant pricing strategy for the same and present it in the class. You can also do a comparative analysis on any two brands a prepare a case study.</p> <p>Lab Experiments:</p> <ol style="list-style-type: none"> 12. preparing new ad – appeals 13.preparing jingles 14.analyzing print and commercial ads of various firms <p>7. Lab Work :</p>	

Look for any particular brand's website and go through its distribution details, draft a short memo detailing the recommendations for expansion or shrinkage.

Three Practical from each unit

One simulation exercise.

Practical will be conducted as per the practical manual

BM 506	Corporate Financial Management
Prerequisite	Completion of senior secondary course
Learning Objectives	The Objectives of the course are :
	1.The primary objective of this course is to explore concepts, approaches to financial management and its applicability in the corporate finance
	2. The main objective of Financial Management is to help students to acquire and develop skills to take rational decisions in the process of Financing mix and assessment of Price Earnings Ratio. Wealth maximizations have always been regarded as important in financial analysis in organizations
	3.To have understanding about Basic Entries to record a transaction
	4.Able to analyze Inventory Valuation, Joint Stock Company, preparation of company Accounts
Salient features	The students will be able to
	Able to conceptualize Financial Statement
	Able to get company Inventory Valuation, joint stock Company
	Can prepare company Accounts
Utility	Student will be able to take four basic decisions of Finance, i.e. Investment, Financing, Working Capital and Dividend Decision
UNIT – I	Introduction to Finance, Time Value of Money
Role of Finance Function, Principles of Financial Management, Scope, Rationale, Techniques, Practical	
Applications of Compounding and Present Value Techniques.	
UNIT – II	Capital Budgeting
Major Capital Budgeting Decisions – Concepts of Cash Flows and Cash Flow Patterns, Capital Budgeting	
Techniques & Limitations – Traditional (ARR, Payback Period) and modern (NPV IRR, TVM and Profitability	
Index); NPV Vs PI – Comparison, Economic Value Added	
UNIT – III	Cost of Capital
Concept, Explicit and Implicit Costs, Cost of Debt – Redeemable and Perpetual, Cost of Preference Shares –	
Redeemable and non-redeemable, Cost Equity – Dividend and CAPM Approach, Cost of Retained Earnings	
Overall Cost of Capital (WACC) – Assignment of Weights (Historical and Market)	
UNIT – IV	Financial Decision
Operating , Financial and combined Leverage – Algebraic and Graphic Approach , EBIT – EPS (Indifference Curve) Analysis ,Capital Structure – Concept, theories of relevance and irrelevance	
Net Income/Net Operating Income Approach, Modigliani – Millar Hypothesis , Traditional Approach	
Optimum Capital Structure – factors and determinants	
UNIT – V	Management Of Profits
Concept and Forms of Dividend , Determinants of Dividend policy Dividend Theories of relevance (Walter and Gordon) and irrelevance (Miller-Modigliani), and Limitations, EVA, MVA.	
Introduction to Working Capital and Domain Industry Finance - Concept, Definition Need, Types an determinants of working Capital, Estimation & Financial Working Capital Industry Financial Management	

List of Expt.	
Text Book	<ul style="list-style-type: none"> • .Pandey , I.M, “Financial Management”, 11th Edition,Vikas Publication, New Delhi. • Sinha, PradeepKumar,”Financial Management”, 5th Edition, The World Press, Calcutta.
Reference Books	<ul style="list-style-type: none"> • Elements of Financial Management, by S.N.Maheshwari • Principles of Financial Management, by N.P.Agrawal, R.K.Tailor, Pioneer Publications • Working Capital Management, by N.P.Agrawal, B.K.Mishra, RBSA Publishers • Financial Management by P.V.Kulkarni, B.G.Satyaprasad, Himalaya Publishing house • Financial Management by S.C.Kuchhal
Mode of Evaluation	Assignment/Practical Questions/Written examination/Ppt
Recommended by BOS on :	
Approved by Academic Council on	
Practical:-	1. Future Value & Present Value 2. Annuity 3. Fund Flow Statement 4. Cash flow statement 5. Ratio Analysis 6. Cost of Capital & Capital Structure 7. Equity & overall cost of capital, 8. Capital Budgeting, 9. Theories of Capital structure & Restructure 10. Dividend Policy 11. Valuation of a Firm 12. Leverages 13. EPS 14. Operating leverages 15. Financial leverages

BM 507	MANAGERIAL ECONOMICS
Prerequisite	Graduate
Learning Objectives	To introduce the fundamentals, tools and theories of managerial economics, To orient on micro economic techniques as a decision making process, To understand macro-economic analysis essential for business managers
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	Students will be able to integrate the basic concepts of economics with the tools of mathematics and statistics in order to analyze and make optimal business decisions.
UNIT – I	Managerial Economics:
Defining Managerial Economics, Economics and Managerial Decision Making, The Economics of a Business, Important Economic Terms and Concepts, The Firm and its Goal, Profit Maximizing Vs Wealth Maximizing, Five Fundamental Questions in Economics, Discounting Principle, Opportunity Cost Principle, Economy and Economic System, National Income, Inflation, Monetary and Fiscal Policy	
UNIT – II	Concept of Demand and supply:
Market Demand, Market Supply and Market Equilibrium, Comparative Static Analysis, The Managerial Challenges	
UNIT – III	Cost concepts:
Cost and Production Analysis, Type of Costs, Production Function, Break Even Analysis, Shut Down Point. Cost concepts and classification. Cost output relationship	
UNIT – IV	Production Analysis:
Production function-laws of variable proportion & returns to scale. Economics and diseconomies of scale	
UNIT – V	Market Structure and Pricing Decision
Price output determination under Perfect Competition, Monopoly, Differentiated Monopoly, Monopolistic Competition and Oligopoly	
Text Book	<ol style="list-style-type: none"> 1. Managerial Economics, D.N Dwivedi, 6th ed., Vikas Publication. 2. Managerial Economics- Theory and Applications, Dr. D.M Mithani, Himalaya Publications. 3. Managerial Economics, H. L Ahuja, S. Chand, 2011 4. Indian Economy, K P M Sundharam and Dutt, 64th Edition, S Chand Publication.
Reference Books	<ol style="list-style-type: none"> 1. Managerial Economics- Principles and worldwide applications, Dominick Salvatore, 6e, Oxford Publication, 2010 2. Managerial Economics, Jaswinder Singh, Dreamtech publications, 2013 3. Managerial Economics, YogeshMaheswari, PHI, 2013 4. Modern Economic Theory, KK Dewett and MH Navalur, S Chand Publication, 2013
Mode of	Assignment/Quiz/Viva- voce/Student seminar/Written

Evaluation	examination/Presentations
Recommended by BOS :	
	PRACTICALS – 1.Calculation of Elasticity of demand 2.Calculation of National Income 3.Gross Domestic Production 4.Law of Demand Curve 5. Kings demand curve 6. Calculation of diminishing law of marginal utility. 7.Measurement of production Function 8. Degrees of Price Discrimination 9. Cost analysis of risk. 10. Calculation of per capital income.

BM 509	MANAGEMENT INFORMATION SYSTEM
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles.
Learning Objectives	This course emphasizes effective ways of building a model of the real world and optimizing it through normalization algorithms. The study of MIS is now of fundamental importance in the field of computer science and management information system. To describe the role of information technology and decision support systems in business and record the current issues with those of the firm to solve business problems
Salient Features	Students will be able to relate the basic concepts and technologies used in the field of management information systems; Compare the processes of developing and implementing information systems. Outline the role of the ethical, social, and security issues of information systems.
Utility	Students will be able to translate the role of information systems in organizations, the strategic management processes, with the implications for the management. Apply the understanding of how various

	information systems like DBMS work together to accomplish the information objectives of an organization.
UNIT – I	Information & System:
	MIS concept - Definition –Role of the MIS - Impact of the MIS-MIS and the user - Management as a control system – MISa support to management - Development process of the MIS.
UNIT – II	System analysis and design
	System - Need for system analysis - System analysis of the existing system - System analysis of a new requirements - System Development Model - Structured System Analysis and Design - Object Oriented Analysis.
UNIT – III	Information system applications:
	MIS applications, DSS – GDSS - DSS applications in E enterprise - Knowledge Management System and Knowledge Based Expert System - Enterprise Model System and E-Business, E- Commerce, E-communication, Business Process Reengineering.
UNIT – IV	Technology of information system:
	Data process- Transaction and application processInformation system process; Unified communication and network; Security challenges in E-enterprises; Security threats and vulnerability-Controlling security threat and vulnerability
UNIT – V	Data base management system:
	Objectives of data base approach- Characters of database Management systems- Data processing system- Components of DBMS packages - Data base administration- Data models - Data warehouse.
Text Book	<ol style="list-style-type: none"> 1. Database Management System, Alex Leon, Mathews Leon, Pearson Education 2. Database Management Concepts, Korth, McGraw-Hill Education 3. Database Management System, C.J.Date, O'Reilly Media 4. Relation Database: Theory &PRACTICALS ,Val Occardi, BPB Publications, New Delhi,
Reference Books	<ol style="list-style-type: none"> 1. Henry Luca: Management Information Technology 2. Laudén&Lauden: Information Technology 3. Jawedker: Management information System 4. James O’ Brein:Management Information Technology
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations
Recommended by BOS on :	
	PRACTICALS <ol style="list-style-type: none"> 1. How information System Works – through software 2. Introduction to internet technology. 3. Use of ERP software. 4. Database Handling in an Information System 5. Electronic Money transfers; 6. E-Banking; 7. E-commerce 8. Uses of Internet; 9. Web Browsing ;

	10. Latest soft wares in I.T. Management.
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BM 504	RESEARCH METHODS IN MANAGEMENT
Prerequisite	Graduation
Learning Objectives	To provide an understanding on the basic concepts of research methods, To expose the students to the role that statistics plays in business decisions
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	Students will be able to conduct a research ,write research report, understand data analysis methods and techniques
UNIT – I	Research & Research Design:
	Meaning of research, Nature of research, Applications of research, Research Process, Research Design-Exploratory, Descriptive and Causal.
UNIT – II	Data Collection:
	Primary sources of data collection- questionnaire, observations, interviews, Secondary sources of data collection. Differences between primary and secondary, advantages and disadvantages of primary and secondary data collection. Data analysis techniques –mean ,mode ,median ,bar ,charts ,regression and correlation
UNIT – III	Sampling:
	Sampling, sampling process, Types-probability techniques and non-probability technique. Advantages and disadvantages of probability techniques and non-probability techniques SPSS –use of soft wares
UNIT – IV	Hypothesis Testing:
	Hypothesis-Meaning, Types of hypothesis, level of significance, t-test, z-test chi-square and analysis of variance-simple, the rank-sum test, the Man-Whitney U test
UNIT – V	Scaling & Report writing
	Scaling – Meaning, Significance, Types of scales- nominal, ordinal, interval and ratio,

Major scaling techniques with their applications, Report writing- Meaning, Structure of research report and characteristics of research report, Bibliography.	
Text Book	<ol style="list-style-type: none"> 1. Research Methodology- C R Kothari, Vishwa Prakashan, 2002 2. Business Research Methods. Donald R. Cooper & Pamela S Schindler, 9/e, TMH /2007 3. Research Methodology – concepts and cases – Deepak Chawla and Neenah Sindh –Vikas Publication - 2014 4. Research Methods for Business, Uma Saharan & Roger Boogie, 6th Edition, Wiley, 2013
Reference Books	<ol style="list-style-type: none"> 1. Research Methods- William M C Trochi,- 2/e, Biztantra, 2007 2. Methodology of Research in social Sciences- O R Krishna swami, M Ranganatham, HPH, 2007 3. Research Methodology –C Murthy- Veranda Publication – 2011 4. Business Research Methods-SL Gupta and Hitesh Gupta, McGraw hill - 2012
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations
Recommended by BOS :	
	PRACTICALS : <ol style="list-style-type: none"> 1. Analysis of exploratory research design using software 2. Analysis of descriptive research design using software 3. Preparing questionnaire using software 4. Preparing interview 5. Preparing survey 6. Preparing a report on banking company 7. Prepare a report on ethical hacking 8. Preparing diagnostic research design 9. derivation of rank sum test using SPSS 10. Derivation of chi –square problem using SPSS

BM 509	MANAGEMENT INFORMATION SYSTEM
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles.
Learning Objectives	<p>This course emphasizes effective ways of building a model of the real world and optimizing it through normalization algorithms. The study of MIS is now of fundamental importance in the field of computer science and management information system.</p> <p>To describe the role of information technology and decision support systems in business and record the current issues with those of the firm to solve business problems</p>
Salient Features	<p>Students will be able to relate the basic concepts and technologies used in the field of management information systems;</p> <p>Compare the processes of developing and implementing information systems.</p> <p>Outline the role of the ethical, social, and security issues of information systems.</p>
Utility	Students will be able to translate the role of information systems in organizations, the strategic management processes, with the implications for the management. Apply the understanding of how various information systems like DBMS work together to accomplish the information objectives of an organization.
UNIT – I	Information & System:
	MIS concept - Definition –Role of the MIS - Impact of the MIS-MIS and the user - Management as a control system – MISa support to management - Development process of the MIS.
UNIT – II	System analysis and design
	System - Need for system analysis - System analysis of the existing system - System analysis of a new requirements - System Development Model - Structured System Analysis and Design - Object Oriented Analysis.
UNIT – III	Information system applications:
	MIS applications, DSS – GDSS - DSS applications in E enterprise - Knowledge Management System and Knowledge Based Expert System - Enterprise Model System and E-Business, E-Commerce, E-communication, Business Process Reengineering.
UNIT – IV	Technology of information system:
	Data process- Transaction and application processInformation system process; Unified communication and network; Security challenges in E-enterprises; Security threats and vulnerability-Controlling security threat and vulnerability
UNIT – V	Data base management system:

Objectives of data base approach- Characters of database Management systems- Data processing system- Components of DBMS packages - Data base administration- Data models - Data warehouse.	
Text Book	5. Database Management System, Alex Leon, Mathews Leon, Pearson Education 6. Database Management Concepts, Korth, McGraw-Hill Education 7. Database Management System, C.J.Date, O'Reilly Media 8. Relation Database: Theory & PRACTICALS ,Val Occardi, BPB Publications, New Delhi,
Reference Books	5. Henry Luca: Management Information Technology 6. Laudon&Laudon: Information Technology 7. Jawedker: Management information System 8. James O' Brein: Management Information Technology
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations
Recommended by BOS on :	
	PRACTICALS 1. How information System Works – through software 2. Introduction to internet technology. 3. Use of ERP software. 4. Database Handling in an Information System 5. Electronic Money transfers; 6. E-Banking; 7. E-commerce 8. Uses of Internet; 9. Web Browsing ; 10. Latest soft wares in I.T. Management.

BM 504	RESEARCH METHODS IN MANAGEMENT
Prerequisite	Graduation
Learning Objectives	To provide an understanding on the basic concepts of research methods, To expose the students to the role that statistics plays in business decisions
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	Students will be able to conduct a research ,write research report, understand data analysis methods and techniques
UNIT – I	Research & Research Design:
Meaning of research, Nature of research, Applications of research, Research Process, Research Design-Exploratory, Descriptive and Causal.	
UNIT – II	Data Collection:
Primary sources of data collection- questionnaire, observations, interviews, Secondary	

sources of data collection. Differences between primary and secondary, advantages and disadvantages of primary and secondary data collection. Data analysis techniques –mean ,mode ,median ,bar ,charts ,regression and correlation	
UNIT – III	Sampling:
Sampling, sampling process, Types-probability techniques and non-probability technique. Advantages and disadvantages of probability techniques and non-probability techniques SPSS –use of soft wares	
UNIT – IV	Hypothesis Testing:
Hypothesis-Meaning, Types of hypothesis, level of significance, t-test, z-test chi-square and analysis of variance-simple, the rank-sum test, the Man-Whitney U test	
UNIT – V	Scaling & Report writing
Scaling – Meaning, Significance, Types of scales- nominal, ordinal, interval and ratio, Major scaling techniques with their applications, Report writing- Meaning, Structure of research report and characteristics of research report, Bibliography.	
Text Book	5. Research Methodology- C R Kothari, Vishwa Prakashan,2002 6. Business Research Methods. Donald R. Cooper & Pamela s Schindler, 9/e, TMH /2007 7. Research Methodology – concepts and cases – Deepak Chawla and Neenah Sindh –Vikas Publication - 2014 8. Research Methods for Business, Uma Saharan & Roger Boogie, 6th Edition, Wiley, 2013
Reference Books	5. Research Methods- William M C Trochi,- 2/e, Biztantra, 2007 6. Methodology of Research in social Sciences- O R Krishna swami, M Ranganatham, HPH, 2007 7. Research Methodology –C Murthy- Veranda Publication – 2011 8. Business Research Methods-SL Gupta and Hitesh Gupta, McGraw hill - 2012
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations
Recommended by BOS :	
	PRACTICALS : 1. Analysis of exploratory research design using software 2. Analysis of descriptive research design using software 3. Preparing questionnaire using software 4. Preparing interview 5. Preparing survey 6. Preparing a report on banking company 7. Prepare a report on ethical hacking 8. Preparing diagnostic research design 9. derivation of rank sum test using SPSS 10. Derivation of chi –square problem using SPSS

BM 601	OPERATION AND PRODUCTION MANAGEMENT
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principle

Learning Objectives	This Course is designed to develop a deeper understanding of the quantitative techniques, which could be successfully used for improving the quality of managerial decisions. The students will study this course with a generalist approach and avoid the minor details of the topics prescribed hereunder:
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	An MBA prepares individuals for many types of careers. Some of the more common jobs an MBA prepares one for include Business Analyst or Strategist, Business Development Analyst, Associate, or Manager, Entrepreneur / Founder, Financial Analyst, Management Consultant, Marketing Associate, Analyst, or Manager, Portfolio Manager, Project, Product, or Program Manager, Operations Analyst, Associate, or Manager
UNIT – I	Operation Research:
	Operation management - introduction. Operation research and operation strategy, forecasting demand and linear regression, transportation and assignment problems, allocation of resources
UNIT – II	Production Management:
	Nature and scope of production management - process planning and design facility location; types of manufacturing systems & layouts; layout planning and analysis material handling - principals-equipments, line balancing-problems operations decisions-production planning and control - in mass production in batch/job order manufacturing.
UNIT – III	Facilities Planning:
	Capacity planning - models, process planning - aggregate planning - scheduling maintenance management concepts - work study, method study, work measurement, work sampling work environment-industrial safety; computer aided manufacturing (CAM), artificial intelligence & expert systems.
UNIT – IV	Material Management:
	Material management - an overview, production control, storage and retrieval system. Inventory control - JIT .Network techniques – simulation, EOQ, EOQ problems with shortage, allowed, standardization, and waste management.
UNIT – V	TQM and Project Management:
	Concept of total quality (TQ). International quality certification and other standards and their applicability in design manufacturing humanistic and marketing aspects of TQ. Total quality of services. Total quality and safety. ERP and business process engineering maintenance management, project management-PERT & CPM.
Text Book	<ol style="list-style-type: none"> 1. Apte-Operation Research and Quantitative Techniques (Excel Books) 2. S Kalawathy-Operation Research (Vikas IVth Edition) 3. Singh & Kumar—Operation Research(UDH Publisher edition 2013) 4. TahaHamdy - Operations Research - An Introduction (Prentice-Hall, 9th edition) 5) Vohra - Quantitative Techniques in Management (Tata McGraw-Hill, 2nd)
Reference	<ol style="list-style-type: none"> 1. S.N. Chery - Production and Operation Management

Books	2. E. E. Adams - Production and Operation Management 3. Kothari - Quantitative Techniques (Vikas 1996, 3rd Edition). 4. Sharma J K - Operations Research (Pearson, 3rd Edition)
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations
Recommended by BOS on :	
	PRACTICALS:- 1. Unit –1 : Use of WinQSB forecasting module 2. Unit -2 : Facility location – problem solutions with WinQSB 3. Unit -2 : Rectilinear Distance problems & layout solutions through WinQSB. 4. Unit -2 : LOB problems with Excel & Line Flexibility softwares. 5. Unit – 3 :Regression Analysis through MS-Excel 6. LP module of WinQSB 7. Using Excel’s Solver Function for solving capacity Allocation problems 8. ERP software – introduction 9. Use of Smartdraw software for solving PERT & CPM problems 10. Introduction to Artificial Intelligence software used on shop floors

BM 604	PROJECT MANAGEMENT
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles.
Learning Objectives	The course is intended to develop the knowledge of the students in the management of projects, special emphasis will be provided on project formulation as also on various tools and techniques for project appraisal and control so that they are able to draft the project proposal in any area of management and evaluate the worth of projects.
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	An MBA prepares individuals for many types of careers. Some of the more common jobs an MBA prepares one for include Business Analyst or Strategist, Business Development Analyst, Associate, or Manager, Entrepreneur / Founder, Financial Analyst, Management Consultant, Marketing Associate, Analyst, or Manager, Portfolio Manager, Project, Product, or Program Manager, Operations Analyst, Associate, or Manager
UNIT – I	Introduction :

Planning - overview, concepts of project, types of Projects, project life cycle, project formulation	
UNIT – II	Project Analysis:
Project feasibility, analysis - market, technical and financial. Project appraisal criteria - NPV, IRR. Pay back period, ARR, sensitivity analysis. LOB (Line of Balance). Network analysis, PERT, CPM, compression on critical path.	
UNIT – III	Cost Benefit Analysis:
projects procurement process, life cycle costing, project cost reduction methods, project stores.	
UNIT – IV	Project Cost:
Dynamics of project cost, estimation of capital cost, operating costs, forecasting income, financial sources, role of development financial institutions. Social cost benefit analysis	
UNIT – V	Project Management:
Project Management System (PMS), Forms of Project Organization, project audit, ex-post evaluation.	
Text Book	<ol style="list-style-type: none"> 1. Marwah-Project Management(Wiley Dreamtech) 2. Chaturvedi&Jauhari-Project Management(Himalaya Publishing) 3. Chandra Prasanna - Project : Preparation ,Appraisal, Budgeting and Implementation. (TMH, 5th Ed.)
Reference Books	<ol style="list-style-type: none"> 1. Mishra - Project Management (Excel Books) 2. Goyal BB – Project Management : A Development Perspective (Deep & Deep) 3. Gopalan- Project Management Core Text Book (Wiley)
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations
Recommended by BOS on :	
	PRACTICALS : <ol style="list-style-type: none"> 1. Use of Smartdraw for PERT 2. Use of Smartdraw for CPM 3. Line of Balance softwares with Excel 4. Line of Balance softwares with Line flexibility software 3. Cost benefit analysis by software – ADELIX Reporting and data analysis software 4. Use of WinQSB for forecasts 5. Use of PMS software 6. Industry visit for learning how P.M. audits are carried out. 7. Testing projects by Springloops 8. Lab work on Creative Pro Office Software 9. Creating Jumpcharts 10. Use of Simulation softwares



Introductory Note about ISBM Curriculum - MBA

A. Need, objectives and main features of the curriculum

- a. **Need** – Entrance of Multinational Companies in the domestic department has increased the requirement of professionals in the management sector. The major aspect of introducing the MBA program is to provide trained and employable professional to the industry as per the necessity. The courses are based on the present day requirement of specialized management professionals at various levels in the organization
- b. **Objectives** – The primary objective of the department is to prepare the post-graduate management students as young professionals, who are equipped with latest knowledge and technology required in the current market scenario. The other objective includes making these budding managers more employable as per the industry demands.
- c. **Main features of the curriculum** –
 - i. Regularly updated curriculum as per the international standards
 - ii. Latest methods and techniques are being adopted
 - iii. As per the requirement of the industry
 - iv. Case-based teaching methodology is used
 - v. More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.

B. **Role of the curriculum in the national development** - The curriculum of MBA is so designed that it helps the students to become not only more employable but also encourage them to become entrepreneur. We at ISBM motivate our students to be self-dependent, aspires them to become leaders rather than followers.

C. **Global trends reflected in the curriculum** – The curriculum is designed while consulting a number of National and International Universities. Some of the universities consulted were, University of Pune, University of Mumbai, Delhi University, University of Masecheuteus, and Harvard University. The syllabi comprises of both National issues as well as issues important on Global terms. Any changes in the global curriculum is also tried to be reflected in the current syllabi of the department.

D. **Possibility, Motivation and Scope for Self Learning** – To inspire and motivate the students for self-learning process, Seminars/ Workshops are included in the core curriculum, which aspires the students to learn new concepts and share it with others through presentations. Out of every four lectures allotted to each faculty, one is made compulsory as presentation class. Thus, student not only undergoes learning but also many-a-times implementing the concept through the help of various workshops.

E. **Placement opportunities, etc**– The curriculum offering a better chance of learning among the students, thus also offers better placement opportunities for them. The time-table is so designed that it helps the student to grow their personality and communications skills also along with their regular studies. Aptitude tests, group discussions, rigorous mock interviews help the students to churn up better placement offers for themselves during the placement exercise. In all, we believe in generating a more employable management professional from ISBM



INTERNATIONAL SCHOOL OF BUSINESS MANAGEMENT

Teaching and Examination Scheme for MBA (Banking & Finance) (BSE) (2 Year Program)

Edition – 2022-24

YEAR: 1

SEMESTER: I

S. No.	Course Code	Course Name	Credits	Contact Hrs/Wk.			Exam Hrs.	Weight age (in %)	
				L	T	P		CE	ESE
		A. Program Core							
		A. Program Core							
1	BM 501	Organizational Behavior	3	3			3	40	60
2	BM 503	Quantitative Technique	3	3			3	40	60
3	BM 505	Marketing Management	3	3			3	40	60
4	BM 507	Managerial Economics	3	3			3	40	60
5	BM 511	Financial Accounting	3	3			3	40	60
6	SM501	Seminar in Contemporary Issues	2			4	1	60	40
7	BM 513	Business News Analysis – I	2			4	1	60	40
6	BM 511	Financial Accounting	3	3			3	40	60
		B. Program Elective							
8	BM 515	Commercial Banking	3	3			3	40	60
9	BM 517	Securities Market	3	3			3	40	60
10	MBA011	Basics of Communication for Managers	3	4	0	0	3	40	60
		C. University Core							

11	PC- 501	Proficiency in Co-curricular Activities	2					100	
12		D. University Open Elective	2	2			3	40	60
		E. Value Added Course							
13	VACARRW 501	Academic Research & Report Writing & Publication	0			1			
14	BM – VAC 501	Self – expression, Personality Development, Communication and Grooming	0			1			
		Total	35	30		10			
		Total Teaching Load	30	40					



INTERNATIONALSCHOOL OF BUSINESS MANAGEMENT

Teaching and Examination Scheme for MBA (Banking & Finance) (BSE) (2 Year Program)

Edition - 2022-24

YEAR: 1

SEMESTER: II

S. No.	Course Code	Course Name	Credits	Contact Hrs/Wk.			Exam Hrs.	Weight age (in %)	
				L	T/S	P		CE	ESE
		A. Program Core							
1	BM 502	Human Resource Management	3	3			3	40	60
2	BM 504	Research Methods in Management	3	3			3	40	60
3	BM 506	Corporate Financial Management	3	3			3	40	60
4	BM 508	Business Environment	3	3			3	40	60
5	BM	IT in Banking(Deliver by BIL)	3	3		2	3	40	60
6	BM	Rural Banking (Deliver by BIL)	3	3		2	3	40	60
7	PE 604	Minor Research Project	2			4		60	40
		Business News Analysis							
		B. University Core							
8	FD-102	Foundation Course	2						
9	EM502	Employability Skills I	1		2			60	40
10	PC- 502	Proficiency in Co-curricular Activities	2					100	
11		C. University Open Elective	2	2			3	40	60

		Total	27	20	2	4			
		Total Teaching Load		20					

L - Lecture T – Tutorial

CE – Continuous Evaluation

S – Seminar
Evaluation

P – PRACTICALS

ESE – End Semester



INTERNATIONALSCHOOL OF BUSINESS MANAGEMENT

Teaching and Examination Scheme for MBA (Banking & Finance) (BSE) (2 Year Program)

Edition - 2022-24

YEAR: 2

SEMESTER: III

S. No.	Course Code	Course Name	Credits	Contact Hrs/Wk.			E`xam Hrs.	Weight age (in %)	
				L	T/S	P		CE	ESE
		A. Program Core							
1	BM 601	Operation & Production Management	3	3			3	40	60
2	BM 692	Project Management	3	3			3	40	60
3	BM 605	Corporate Strategy & Ethics	3	3			3	40	60
4	BM 603	Business Law	3	3			3	40	60
5	BM 602	Entrepreneurship & Small Scale Business Management							
6	S1 601	Summer Internship Project (SIP)	2			4		60	40
		B. Program Elective							
7	BM	Commercial Banking Operation(Deliver by BIL)	3	3					
8	BM	Wealth Management(Deliver by BIL)	3	3			3	40	60
9	BM	Marketing of Financial Product(Deliver by	3	3			3	40	60

		BIL)							
10	BM	Introduction to Investment Banking(Deliver by BIL)	3	3			3	40	60
		C. University Core							
11	EM 601	Employability Skills II	1		2			60	40
12	PC- 601	Proficiency in Co-curricular Activities	2					100	
		Business News Analysis							
13	PE 602	Research Report Presentation.							
		D. University Open Elective(May choose any one from the list attached)							
		Total	26	21	2	4			
		Total Teaching Load		23					



INTERNATIONALSCHOOL OF BUSINESS MANAGEMENT

Teaching and Examination Scheme for MBA (**Banking & Finance**) (BSE) (2 Year Program)

Proposed Edition - 2022-24

YEAR: 2

SEMESTER: IV

S. No.	Course Code	Course Name	Credits	Contact Hrs/Wk.			Exam Hrs.	Weightage (in %)	
				L	T	P		CE	ESE
		A. Programme Core							
1	BM 401	Industrial Training on Human Resource	4	-	-	-		100	
2	BM 402	Industrial Training on Sales and marketing	4	-	-	-		100	
3	BM 403	Industrial Training on Accounting and finance	4	-	-	-		100	
4	BM 404	Industrial Training on operation & TQM	4	-	-	-		100	

5	BM 405	Industrial Training on Log Book	4	-	-	-		100	
		Total	20						

L- Lecture T – Tutorial

CE – Continuous Evaluation

S – Seminar P – Practical

ESE – End Semester Evaluation

BM 501	Organizational Behavior
Prerequisite	Basic knowledge of General Management
Learning Objectives	The Objectives of the course are: The objective of this paper is to analyze and compare different models used to explain individual behavior related to motivation and rewards and to identify the processes used in developing communication and resolving conflicts, explain group dynamics and demonstrate skills required for working in groups (team building)
Salient features	The students will be able to <ul style="list-style-type: none"> • Conceptualize different types of Attitudes. • To get to understand nature of OB. • Involve in personality aspect concept.
Utility	The student will be able to gather knowledge for the practical life and profession.
UNIT – I	Introduction to Organization Behavior: Concept of Organizational Behavior (OB)- Importance of Organizational Behavior, Key Elements of Organizational Behavior, Role of Managers in OB- Interpersonal Roles-Informational Roles- Decisional Roles, Foundations or Approaches to Organizational Behavior, Challenges and Opportunities for OB
UNIT – II	Individual Dimensions of Organization Behavior: Nature and meaning of Interpersonal Behavior, Concept of Self, Transaction Analysis (TA), Benefits and uses of Transactional Analysis, Johari Window Model, Individual Behavior and Learning, Personality, Motivation – Theories and Models
UNIT – III	Leadership and Group Behavior: Definition and Meaning, Theories of Leadership, Contemporary Business Leaders. Meaning and Importance of Groups, Reasons for Group Formation, Types of Groups, Stages of Group Development, Meaning and Importance of Teams, Types of Teams, Creating an Effective Team
UNIT – IV	Introduction to Organization Culture Meaning and Nature of Organization Culture - Origin of Organization Culture, Functions of Organization Culture, Types of Culture, Creating and Maintaining Organization Culture, Managing Cultural Diversity, Organization Change and Development: Definition and Meaning, Need for Change, Strategies to Overcome Resistance, Process of Change, Meaning and Definition of OD, OD Interventions
Text Book	1. Luthans F. Organizational Behaviour, New York, McGraw Hill 2. Robbins S.P. Organizational Behaviour, New Delhi, Prentice Hall of India
Reference Books	1. Chandan J. S. Organizational Behaviour, Vikas Publication New Delhi 2. Fundamentals of Organizational Behaviour - Slocum/Hillriegel, Cengage Learning 3. Organizational Behaviour, Aquinas P. G, Excel BOOKS.
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Ppt
Recommended by BOS on :	
Approved by Academic Council on :	

Practical	<ol style="list-style-type: none"> 1. Managerial skills 2. Management game 3. Business simulation games 4. Comparison of different organization in terms of work culture policies etc 5. Time management games 6. Management as art and science comparison 7. Motivational games in context with various motivational theories and models 8. Management games on team building 9. Individual behavior 10. Employee motivation training
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BM 503	Quantitative Techniques
Prerequisite	General knowledge of management
Learning Objectives	The Objectives of the course are :
	Understand relevance & need of quantitative methods for making business decisions
	Demonstrate a sound knowledge of fundamentals of statistics and statistical techniques
	Able to apply quantitative methods to solve a variety of business problems
	Able to understand the latest techniques of Q.T.
Salient features	The students will be able to:
	Able to conceptualize different concepts used in Q.T.
	Able to implement the knowledge about the different scientific theories used in business simulations.
	Able to implement the latest techniques of linear programming, matrix, decision theory, game theory
Utility	Provides students with quantitative skills that are required to make business decisions. These skills involve using statistical, forecasting and estimation techniques. Formulation and application of mathematical models in business decision making scenarios.
UNIT – I	Introduction:
	Definition & classification of quantitative techniques, methodology, advantages. Definition of matrix, their types & operations, determinant of a matrix, adjoint & inverse of a matrix, methods of matrix to solve linear equations
UNIT – II	Linear Programming:
	LLP problem formulation, graphical, Simplex methods to solve LLP, issues in LLP, Dual of a given LLP, two phase method
UNIT – III	Decision Theory:
	Types of decision situations, different decision rules/criteria under these situations, EVPI, decision tree analysis
UNIT – IV	Game Theory:
	Two persons zero sum games, Pure & mixed strategy, Methods of their solution, Law of Dominance, sub-game method
UNIT – V	Transportation and Assignment Problems:
	Methods of solving transportation Problem, MODI Method, their issues & techniques to solve them, Methods of making initial assignment, optimality test methods, their issues & techniques to solve them, concept, method to solve them–Hungarian method, their issues.
List of Expt.	
Text Book	<ol style="list-style-type: none"> 1. Taha Hamdy - Operations Research - An Introduction (Prentice-Hall, 9th edition) 2. Vohra - Quantitative Techniques in Management (Tata McGraw-Hill, 2nd)

Reference Books	1. Khandelwal, Gupta Quantitative Techniques 2. Dr. N. P. Agarwal Quantitative Techniques 3. Khandelwal, Gupta, Agrawal, Ahmed Quantitative Analysis for Management
Mode of Evaluation	
Recommended by BOS on :	
Approved by Academic Council on :	

BM 505	Marketing Management
Prerequisite	Graduate
Learning Objectives	The Objectives of the course are:
	1. To create an understanding of the basics and concepts of Marketing
	2. To gain knowledge about the different product, pricing and promotional decision making processes for different products / services and brands and techniques related to them developed in marketing and advertising research lab.
	3. To come across different cases of marketing and learn different marketing tools related to solve them.
	4. Able to analyze different barriers to marketing and learn the methodologies to solve them.
Salient features	The students will be able to
	1. Able to conceptualize different cases of Marketing (National, International, Street, Localized and rural).
	2. Able to conceptualize different types product pricing, packaging and promotion simulations.
	3. Able to take decisions for different product, pricing and promotion of different products / services and brands
	4. Implement the methodologies to analyze different barriers to marketing and solve them.
	5. Different promotional, packaging and other advertising simulations for different brands
Utility	Students will demonstrate strong conceptual knowledge in the functional area of marketing management. Students will demonstrate effective understanding of relevant functional areas of marketing Management and its application.
UNIT – I	Introduction to Marketing:
Definition, Concept of Exchange-Needs & Wants, Economic Utility, Evolution of Marketing, Marketing Concept, Marketing Myopia, Significance of Marketing, Delivering Values, Satisfaction & Retention: Business components, Customer satisfaction, Concept of value, Analyzing market opportunities: Marketing environment: Macro environmental factors	
UNIT – II	Consumer behavior
Consumer behavior, Organizational markets & buying behavior, Market segmentation & market Targeting,.	

UNIT – III	Planning Marketing Strategy
Strategic Planning Process, marketing and competitive strategies, Marketing Mix strategy, Marketing mix and environment, Assembling and managing marketing mix	
UNIT – IV	Marketing Channels and Distribution
Nature of marketing channels, Role of marketing channels, Functions of marketing channels, Designing distribution channels, Channel management, Channel dynamics	
UNIT – V	Product Policy and Promotion
Product and product line, Product classification, product mix strategy, Product life cycle, New product development, Branding and packaging, Benefits of advertising, Developing and advertising program, Sales promotion, public relation, personal selling, Pricing, significance of pricing, Price adjustments, Effect of price change	
List of Expt.	
Text Book	<ol style="list-style-type: none"> 1. Kotler, P., Keller, K. L., Koshy, A., &Jha, M. (2012), Marketing Management A South AsianPerspective, 14th Edition, Pearson Education, New Delhi. 2. Ramaswamy, V. S., &Namakumari, S. (2017), Marketing Management: Indian Context withGlobal Perspective, McGraw hill
Reference Books	<ol style="list-style-type: none"> 1. Kotler, Philip. Marketing Management, Millennium Edition. Intl ed. US: Prentice Hall,2002.ISBN: 8120316096. 2. Principles of Marketing, Kotler and Armstrong, Pearson, 12th edition., 2008, ISBN: 978-81-317-1547-5
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Ppt
Recommended by BOS on :	
Approved by Academic Council on :	
<p>List of Practical:</p> <p>1. Lab Practical : List six factors in a company’s micro-environment. Next go to a company’s (for e.g. Wal-Mart’s) website , search for its most recent annual report, how many of the six microenvironment factors can you find? Briefly describe each? And thus prepare a case study on the same.</p> <p>2. Field Work : Design a cause related marketing campaign for a small scale or local company (or hotel/showroom/jeweler/resort etc.) of your town in small groups and take it to that particular company’s marketing manager or any other higher official working for its marketing and take his feedback on it. Then present a paper on your findings.</p> <p>3. Lab Practical- Search on the web how various big business school’s have positioned themselves and prepare a positioning statement for your business school.</p> <p>4.Field Work Go to a toy store (like Tiny Toons) in Jaipur. Select any 4 toys of different price ranges and using the value proposition mix prepare overall positioning strategy for the same.</p> <p>Lab experiments:</p> <ol style="list-style-type: none"> 1. How actual test marketing is done. 2. use of facial expression recognition system 3. use of different packaging 4. creating artificial point of purchase in the lab and analyzing consumer behavior 5. Search for the websites of different umbrella brands and classify their products as per the basic product classification. <p>5.Field Work : Look for a local product of your town and create a strong brand name for it and then take it to its</p>	

company, take their responses and come up with the response paper for the same.

6.Field Work:

Go to a nearby Starbucks and suppose that you are in the marketing team of a competitor brand then summarize the prices of CCD and come up with relevant pricing strategy for the same and present it in the class. You can also do a comparative analysis on any two brands a prepare a case study.

Lab Experiments:

12. preparing new ad – appeals

13.preparing jingles

14.analyzing print and commercial ads of various firms

7. Lab Work :

Look for any particular brand's website and go through its distribution details, draft a short memo detailing the recommendations for expansion or shrinkage.

Three Practical from each unit

One simulation exercise.

Practical will be conducted as per the practical manual

BM 507	MANAGERIAL ECONOMICS
Prerequisite	Graduate
Learning Objectives	To introduce the fundamentals, tools and theories of managerial economics, To orient on micro economic techniques as a decision making process, To understand macro-economic analysis essential for business managers
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	Students will be able to integrate the basic concepts of economics with the tools of mathematics and statistics in order to analyze and make optimal business decisions.
UNIT – I	Managerial Economics:
Defining Managerial Economics, Economics and Managerial Decision Making, The Economics of a Business, Important Economic Terms and Concepts, The Firm and its Goal, Profit Maximizing Vs Wealth Maximizing, Five Fundamental Questions in Economics, Discounting Principle, Opportunity Cost Principle, Economy and Economic System, National Income, Inflation, Monetary and Fiscal Policy	
UNIT – II	Concept of Demand and supply:
Market Demand, Market Supply and Market Equilibrium, Comparative Static Analysis, The Managerial Challenges	
UNIT – III	Cost concepts:
Cost and Production Analysis, Type of Costs, Production Function, Break Even Analysis, Shut Down Point. Cost concepts and classification. Cost output relationship	
UNIT – IV	Production Analysis:
Production function-laws of variable proportion & returns to scale. Economics and diseconomies of scale	
UNIT – V	Market Structure and Pricing Decision

Price output determination under Perfect Competition, Monopoly, Differentiated Monopoly, Monopolistic Competition and Oligopoly	
Text Book	<ol style="list-style-type: none"> 1. Managerial Economics, D.N Dwivedi, 6th ed., Vikas Publication. 2. Managerial Economics- Theory and Applications, Dr. D.M Mithani, Himalaya Publications. 3. Managerial Economics, H. L Ahuja, S. Chand, 2011 4. Indian Economy, K P M Sundharam and Dutt, 64th Edition, S Chand Publication.
Reference Books	<ol style="list-style-type: none"> 1. Managerial Economics- Principles and worldwide applications, Dominick Salvatore, 6e, Oxford Publication, 2010 2. Managerial Economics, Jaswinder Singh, Dreamtech publications, 2013 3. Managerial Economics, YogeshMaheswari, PHI, 2013 4. Modern Economic Theory, KK Dewett and MH Navalur, S Chand Publication, 2013
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations
Recommended by BOS :	
	<p>PRACTICALS –</p> <ol style="list-style-type: none"> 1.Calculation of Elasticity of demand 2.Calculation of National Income 3.Gross Domestic Production 4.Law of Demand Curve 5. Kings demand curve 6. Calculation of diminishing law of marginal utility. 7.Measurement of production Function 8. Degrees of Price Discrimination 9. Cost analysis of risk. 10. Calculation of per capital income.

BM 509	MANAGEMENT INFORMATION SYSTEM
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles.
Learning Objectives	This course emphasizes effective ways of building a model of the real world and optimizing it through normalization algorithms. The study of MIS is now of fundamental importance in the field of computer science and management information system. To describe the role of information technology and decision support systems in business and record the current issues with those of the firm to solve business problems
Salient Features	Students will be able to relate the basic concepts and technologies used in the field of management information systems; Compare the processes of developing and implementing information systems. Outline the role of the ethical, social, and security issues of information systems.
Utility	Students will be able to translate the role of information systems in organizations, the strategic management processes, with the implications for the management. Apply the understanding of how various information systems like DBMS work together to accomplish the information objectives of an organization.
UNIT – I	Information & System:
	MIS concept - Definition –Role of the MIS - Impact of the MIS-MIS and the user - Management as a control system – MISa support to management - Development process of the MIS.
UNIT – II	System analysis and design
	System - Need for system analysis - System analysis of the existing system - System analysis of a new requirements - System Development Model - Structured System Analysis and Design - Object Oriented Analysis.
UNIT – III	Information system applications:
	MIS applications, DSS – GDSS - DSS applications in E enterprise - Knowledge Management System and Knowledge Based Expert System - Enterprise Model System and E-Business, E- Commerce, E-communication, Business Process Reengineering.
UNIT – IV	Technology of information system:
	Data process- Transaction and application processInformation system process; Unified communication and network; Security challenges in E-enterprises; Security threats and vulnerability-Controlling security threat and vulnerability
UNIT – V	Data base management system:

Objectives of data base approach- Characters of database Management systems- Data processing system- Components of DBMS packages - Data base administration- Data models - Data warehouse.	
Text Book	<ol style="list-style-type: none"> 1. Database Management System, Alex Leon, Mathews Leon, Pearson Education 2. Database Management Concepts, Korth, McGraw-Hill Education 3. Database Management System, C.J.Date, O'Reilly Media 4. Relation Database: Theory & PRACTICALS ,Val Occardi, BPB Publications, New Delhi,
Reference Books	<ol style="list-style-type: none"> 1. Henry Luca: Management Information Technology 2. Laudon&Lauden: Information Technology 3. Jawedker: Management information System 4. James O' Brein: Management Information Technology
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations
Recommended by BOS on :	
	<p>PRACTICALS</p> <ol style="list-style-type: none"> 1. How information System Works – through software 2. Introduction to internet technology. 3. Use of ERP software. 4. Database Handling in an Information System 5. Electronic Money transfers; 6. E-Banking; 7. E-commerce 8. Uses of Internet; 9. Web Browsing ; 10. Latest soft wares in I.T. Management.

BM 511	FINANCIAL ACCOUNTING
Prerequisite	Graduate
Learning Objectives	<p>To explain the basic functions and responsibilities of a financial department in a business/ firm;</p> <p>To elaborate the key decision areas in financial management-investment, financing, dividend and working capital management</p> <p>To explain the various techniques of evaluation of investment proposals</p> <p>To discuss the various factors to be considered in designing the target capital structure.</p>
Salient Features	<p>Students will learn about the ways in which financial statements and information can be used to improve the quality of decision making. They will also learn the basic principles of double-entry bookkeeping. Major topics are: cash flow, financial ratio analysis, inventory, current and non-current liabilities and equity structures. The Course also looks at accounting treatment of groups of companies and the audit process. Throughout the semester, the course will on a weekly basis devote sufficient time on practical examples and exercises.</p>

Utility	The course introduces students to the subject of financial accounting. The course examines the three major financial statements that form the core of financial accounting: the statement of cash flows, the income statement (or profit and loss account), and the statement of financial position (or balance sheet)
UNIT – I	Fundamental of accounting
<p>Meaning, scope and usefulness of Accounting; Generally Accepted Theoretical Framework Accounting Principles, Concepts and Conventions, Capital and Revenue transactions- capital and revenue expenditures, capital and revenue receipts. Measurement, Valuation and Accounting estimates</p> <p>Double entry system, Books of prime entry, Subsidiary Books. Recording of Cash and Bank transactions .Preparation of Ledger Accounts. Preparation of Trial Balance- interpretation and usefulness. Rectification of Errors. Opening entries, Transfer entries, Adjustment entries, Closing entries</p>	
UNIT – II	Preparation of final accounts with Adjustments:
<p>Of a Profit making concern (for sole proprietorship concern and partnership firm only) (i) Preparation of Trading Account, Profit & Loss Account and Balance Sheet (ii) Accounting treatment of bad debts, reserve for bad and doubtful debts, provision for discount on debtors and provision for discount on creditors</p> <p>a. Of a Not-for- Profit making concern (i) Preparation of Receipts and Payments Account; (ii) Preparation of Income and Expenditure Account (iii) Preparation of Balance Sheet</p> <p>b. Under Single Entry System including conversion of single entry into double entry system (basic level) (i) Concept of Single Entry System and preparation of Statement showing Profit and Loss , Statement of Affairs (ii) Conversion of Single Entry System into Double Entry System of Accounting</p>	
UNIT – III	Accounting of non-trading organizations
Receipt & Payment Account, Income and expenditure accounts and Balance Sheet	
UNIT – IV	Insurance claim:
<p>Loss of Stock: Rate of Gross profit, Loss of stock, Insurable Amount</p> <p>Loss of Profit, Short Sales, Additional working cost, Average Clause</p>	
UNIT – V	Depreciation account:
<p>Depreciation : Meaning, Importance, Object</p> <p>Fixed Line Method: Meaning, Definition Merits and Demerits</p> <p>Diminishing Method: Meaning, Definition Merits and Demerits</p> <p>Annuity Method Meaning, Definition Merits and Demerits</p>	
Text Book	<ol style="list-style-type: none"> 1. Financial Accounting: A Managerial Perspective, Narayanaswamy R, 5/e , PHI, 2014 2. A Text book of Accounting For Management, Maheswari S.

	<p>N,MaheswariSharad</p> <p>3. Maheswari , 2/e, Vikas Publishing house (P) Ltd.</p> <p>4. Financial Accounting, Tulsian P. C, 1/e, Pearson Education.</p>
Reference Books	<p>1. Financial Accounting for Management: An Analytical Perspective, Ambrish Gupta, 4/e, Pearson Education.</p> <p>2. Introduction to Financial Statement Analysis, Ashish K Bhattacharya, Elsevier India.</p> <p>3. Financial Accounting – Raman B. S, Vol I & Vol II, 1/e, United Publishers, 2009.</p> <p>4. Financial Accounting (IFRS update), Gary A. Porter & Curtis L. Norton, 6/e, Cengage Learning.</p>
Mode of Evaluation	Assignment/PRACTICALS Questions/Written examination/Presentations
Recommended by BOS on :	
	<p>PRACTICALS:-</p> <ol style="list-style-type: none"> 1. Types of Transactions 2. Journal Entries 3. Preparation of Ledger 4. Preparation of Trial Balance 5. Preparation of Trading Account from Trial Balance 6. Profit & Loss Account 7. Balance Sheet 8. Receipt & Payment Account 9. Income & Expenditure Account 10. Loss of Stock

BM 502	Human Resource Management
Prerequisite	Basic knowledge of General Management
Learning Objectives	The Objectives of the course are:
	<p>The general purpose is to familiarize students with the basic principles and techniques of human resource management</p> <p>The course takes a practical view that integrates the contributions of the behavioural sciences with the technical aspects of implementing the HR function in the ‘real world.’</p> <p>To enable the students to understand the HR Management and system at various levels in general and in certain specific industries or organizations</p>
Salient features	The students will be able to
	Conceptualize HR function, its processes and importance.
	Get insight into HR processes
	Know Business terminology related to HR function.

Utility	The student will be able to Understand the implications for human resource management of the behavioral sciences, government regulations, and court decisions Students will understand HR function (e.g. – recruitment, selection, training and development, etc.) and be familiar with each element’s key concepts & terminology
UNIT – I	Introduction to HRM:
	Definition and Concept, Features , Objectives, Functions, Scope and Development of Human Resource Management, Importance of Human Resource Management, Human Resource Practices Introduction, Concept of Personnel Management, Personnel Management in India, Functions of the Labour Welfare Officer, Difference Between Personnel Management and HRM
UNIT – II	Human Resource Planning:
	Concept of Human Resource Planning (HRP), Factors in HRP, Process of HRP
UNIT – III	Job Analysis, Recruitment and selection
	Job Analysis, Job Description, Writing a Job Description, Job Specification, Job Design Introduction, Concept of Recruitment, Factors Affecting Recruitment, Types of Recruitment Introduction, Concept of Selection, Process of Selection, Selection Tests, Barriers in Selection.
UNIT – IV	Performance Appraisal and Compensation Management:
	Introduction, Concept of Performance Appraisal, Purpose of performance appraisal, Process, Methods of Performance Appraisal, Major Issues in Performance Appraisal Elements of Compensation, Factors affecting Compensation, Fringe Benefits, TimeWage and Piece Wage System.
UNIT – V	Employee Relations:
	Introduction, Concept of Employee Relations, Managing Discipline, Managing Grievance , Employee Counseling ,Employee Empowerment: Introduction, Concept of Employee Empowerment, Process of Empowerment, Empowerment in Indian Scenario, Empowerment in Global Scenario International HRM: Introduction, Comparison of Domestic and International HRM, Challenges in International HRM
Text Book	1. Dessler, G. Fundamentals of Human Resource Management (4th Edition, Pearson)ISBN: 9780133791532
Reference Books	1. Gary Dessler – Human ResourceManagement 2. Pareek U. & T.V Rao– Designing & Managing Human ResourceSystems 3. Managing and measuring employee performance – Understanding practice; Elizabeth Houldsworth, Dilum, Jirasinghe
Mode of Evaluation	
Recommended by BOS on :	
Approved by Academic Council on :	
Practical to be conducted:	1. Differentiate between HRM and PM. 2. Sketch the HRM department for an Indian Business unit. 3. Identify the role of Hr’s in today’s scenario globally

	<p>4. Estimation of employees by HR department.</p> <p>5. Techniques of HR Planning.</p> <p>6. Process of conducting Job Analysis</p> <p>7. Techniques of Job Designing</p> <p>8. Preparation of a recruitment ad for a job</p> <p>9. Process of selection</p> <p>10. TNA analysis</p> <p>11. How To conduct training by various methods.</p> <p>12. Comparative study of PAM of two industries.</p> <p>13. Calculate Time wage and price wage.</p> <p>14. Classification Industrial Dispute and Settlement Machinery.</p> <p>15. Design an employee benefit programme for your organization.</p> <p>Three Practical from each unit</p> <p>One simulation exercise.</p> <p>Practical will be conducted as per the practical manual</p>
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BM 504	RESEARCH METHODS IN MANAGEMENT
Prerequisite	Graduation
Learning Objectives	To provide an understanding on the basic concepts of research methods, To expose the students to the role that statistics plays in business decisions
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	Students will be able to conduct a research ,write research report, understand data analysis methods and techniques
UNIT – I	Research & Research Design:
	Meaning of research, Nature of research, Applications of research, Research Process, Research Design-Exploratory, Descriptive and Causal.
UNIT – II	Data Collection:
	Primary sources of data collection- questionnaire, observations, interviews, Secondary

sources of data collection. Differences between primary and secondary, advantages and disadvantages of primary and secondary data collection. Data analysis techniques –mean ,mode ,median ,bar ,charts ,regression and correlation	
UNIT – III	Sampling:
Sampling, sampling process, Types-probability techniques and non-probability technique. Advantages and disadvantages of probability techniques and non-probability techniques SPSS –use of soft wares	
UNIT – IV	Hypothesis Testing:
Hypothesis-Meaning, Types of hypothesis, level of significance, t-test, z-test chi-square and analysis of variance-simple, the rank-sum test, the Man-Whitney U test	
UNIT – V	Scaling & Report writing
Scaling – Meaning, Significance, Types of scales- nominal, ordinal, interval and ratio, Major scaling techniques with their applications, Report writing- Meaning, Structure of research report and characteristics of research report, Bibliography.	
Text Book	<ol style="list-style-type: none"> 1. Research Methodology- C R Kothari, Vishwa Prakashan,2002 2. Business Research Methods. Donald R. Cooper & Pamela s Schindler, 9/e, TMH /2007 3. Research Methodology – concepts and cases – Deepak Chawla and Neenah Sindh –Vikas Publication - 2014 4. Research Methods for Business, Uma Saharan & Roger Boogie, 6th Edition, Wiley, 2013
Reference Books	<ol style="list-style-type: none"> 1. Research Methods- William M C Trochi,- 2/e, Biztantra, 2007 2. Methodology of Research in social Sciences- O R Krishna swami, M Ranganatham, HPH, 2007 3. Research Methodology –C Murthy- Veranda Publication – 2011 4. Business Research Methods-SL Gupta and Hitesh Gupta, McGraw hill - 2012
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations
Recommended by BOS :	
	PRACTICALS : <ol style="list-style-type: none"> 1. Analysis of exploratory research design using software 2. Analysis of descriptive research design using software 3. Preparing questionnaire using software 4. Preparing interview 5. Preparing survey 6. Preparing a report on banking company 7. Prepare a report on ethical hacking 8. Preparing diagnostic research design 9. derivation of rank sum test using SPSS 10. Derivation of chi –square problem using SPSS

BM 508	Business Environment
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles.
Learning Objectives	This course exposes students to an overview of an exchange based economy and draws out the relationship between crucial macroeconomic variables like the level of income, employment, prices, investment, money supply, trade and forex, etc. The design of government policy measures in regulating and planning for the economy will be discussed. Specific problems like inflation, growth and the control of business cycles will be addressed, with respect to the Indian economy.
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	An MBA prepares individuals for many types of careers. Some of the more common jobs an MBA prepares one for include Business Analyst or Strategist, Business Development Analyst, Associate, or Manager, Entrepreneur / Founder, Financial Analyst, Management Consultant, Marketing Associate, Analyst, or Manager, Portfolio Manager, Project, Product, or Program Manager, Operations Analyst, Associate, or Manager
UNIT – I	Introduction
Business Environment – nature, concept and significance. Internal environment and External environment. Social responsibilities of business	
UNIT – II	Liberalization in India – The New Economic Policy:
Impact of liberalization, Globalization and privatization on Indian economy, Critical evaluation of latest economic policies of India	
UNIT – III	Economic Environment:
Introduction to some important business laws like FEMA, SEBI act, and their impact on business. Approach to FDI and Multinational Cooperation.	
UNIT – IV	Macro Economics:
Macro Economics: Meaning and scope, Inflation : Meaning, effects and control measures, Economic Growth: Meaning and determinants, Free trade vs. Protection, Fiscal and Monetary Policy.	
UNIT – V	Public Finance :

Concept, Meaning and scope of Public finance, concept of public Expenditure, public revenue and taxation, Public Vs Private Budget, Small Scale enterprises in India	
Text Book	<ol style="list-style-type: none"> 1. M.L. Seth : Money Banking, public Finance and trade 2. M. L. Jhingan: Macro Economics 3. RudraDuttSundaram: Macro Economics
Reference Books	<ol style="list-style-type: none"> 1. Francis Cherunilam: Business Environment 2. SheikeSaleem: Business Environment 3. Justine Paul:Business Environment
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations
Recommended by BOS on :	
	<p>PRACTICALS:</p> <ol style="list-style-type: none"> 1. Detail analysis of internal environment of an Industry 2. Detail analysis of external environment of an industry 3. Comparative study of Business environment of India with some other country. 4. Preparing a report on Corporate social responsibility of an industry. 5. Swot analyses of Indian Economy 6. Critically analyze the impact on Libration on Indian Economy 7. Critically analyze the impact on privatization on Indian Economy 8. Critically analyze the impact on globalization on Indian Economy 9. Sector vise study of the new economic policy 10. Compare the Globalization Strategies of 2 companies.

BM 506	Corporate Financial Management
Prerequisite	Completion of senior secondary course
Learning Objectives	The Objectives of the course are :
	1.The primary objective of this course is to explore concepts, approaches to financial management and its applicability in the corporate finance
	2. The main objective of Financial Management is to help students to acquire and develop skills to take rational decisions in the process of Financing mix and assessment of Price Earnings Ratio. Wealth maximizations have always been regarded as important in financial analysis in organizations
	3.To have understanding about Basic Entries to record a transaction
	4.Able to analyze Inventory Valuation, Joint Stock Company, preparation of company Accounts
Salient features	The students will be able to
	Able to conceptualize Financial Statement
	Able to get company Inventory Valuation, joint stock Company
	Can prepare company Accounts
Utility	Student will be able to take four basic decisions of Finance, i.e. Investment, Financing, Working Capital and Dividend Decision
UNIT – I	Introduction to Finance, Time Value of Money
Role of Finance Function, Principles of Financial Management, Scope, Rationale, Techniques, Practical Applications of Compounding and Present Value Techniques.	
UNIT – II	Capital Budgeting
Major Capital Budgeting Decisions – Concepts of Cash Flows and Cash Flow Patterns, Capital Budgeting Techniques & Limitations – Traditional (ARR, Payback Period) and modern (NPV IRR, TVM and Profitability Index); NPV Vs PI – Comparison, Economic Value Added	
UNIT – III	Cost of Capital
Concept, Explicit and Implicit Costs, Cost of Debt – Redeemable and Perpetual, Cost of Preference Shares – Redeemable and non-redeemable, Cost Equity – Dividend and CAPM Approach, Cost of Retained Earnings Overall Cost of Capital (WACC) – Assignment of Weights (Historical and Market)	
UNIT – IV	Financial Decision
Operating , Financial and combined Leverage – Algebraic and Graphic Approach , EBIT – EPS (Indifference Curve) Analysis ,Capital Structure – Concept, theories of relevance and irrelevance Net Income/Net Operating Income Approach, Modigliani – Millar Hypothesis , Traditional Approach Optimum Capital Structure – factors and determinants	

UNIT – V	Management Of Profits
Concept and Forms of Dividend , Determinants of Dividend policy Dividend Theories of relevance (Walter and Gordon) and irrelevance (Miller-Modigliani), and Limitations, EVA, MVA. Introduction to Working Capital and Domain Industry Finance - Concept, Definition Need, Types an determinants of working Capital, Estimation & Financial Working Capital Industry Financial Management	
List of Expt.	
Text Book	<ul style="list-style-type: none"> • .Pandey , I.M, “Financial Management”, 11th Edition,Vikas Publication, New Delhi. • Sinha, PradeepKumar,”Financial Management”, 5th Edition, The World Press, Calcutta.
Reference Books	<ul style="list-style-type: none"> • Elements of Financial Management, by S.N.Maheshwari • Principles of Financial Management, by N.P.Agrawal, R.K.Tailor, Pioneer Publications Working Capital Management, by N.P.Agrawal, B.K.Mishra, RBSA Publishers • Financial Management by P.V.Kulkarni, B.G.Satyaprasad, Himalaya Publishing house • Financial Management by S.C.Kuchhal
Mode of Evaluation	Assignment/Practical Questions/Written examination/Ppt
Recommended by BOS on :	
Approved by Academic Council on	
Practical:-	1. Future Value & Present Value 2. Annuity 3. Fund Flow Statement 4. Cash flow statement 5. Ratio Analysis 6. Cost of Capital & Capital Structure 7. Equity & overall cost of capital, 8. Capital Budgeting, 9. Theories of Capital structure & Restructure 10. Dividend Policy 11. Valuation of a Firm 12. Leverages 13. EPS 14. Operating leverages 15. Financial leverages

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BM 505	Marketing Management
Prerequisite	Completion of senior secondary course
Learning Objectives	The Objectives of the course are:
	1. To create an understanding of the basics and concepts of Marketing
	2. To gain knowledge about the different product, pricing and promotional decision making processes for different products / services and brands and techniques related to them developed in marketing and advertising research lab.
	3. To come across different cases of marketing and learn different marketing tools related to solve them.
	4. Able to analyze different barriers to marketing and learn the methodologies to solve them.
Salient features	The students will be able to
	1. Able to conceptualize different cases of Marketing (National, International, Street, Localized and rural).
	2. Able to conceptualize different types product pricing, packaging and promotion simulations.
	3. Able to take decisions for different product, pricing and promotion of different products / services and brands
	4. Implement the methodologies to analyze different barriers to marketing and solve them.
	5. Different promotional, packaging and other advertising simulations for different brands
Utility	Students will demonstrate strong conceptual knowledge in the functional area of marketing management. Students will demonstrate effective understanding of relevant functional areas of marketing management and its application.
UNIT – I	Introduction to Marketing:
Definition, Concept of Exchange-Needs & Wants, Economic Utility, Evolution of Marketing, Marketing Concept, Marketing Myopia, Significance of Marketing, Delivering Values, Satisfaction &	

Retention: Business components, Customer satisfaction, Concept of value, Analyzing market opportunities: Marketing environment: Macro environmental factors	
UNIT – II	Consumer behavior
Consumer behavior, Organizational markets & buying behavior, Market segmentation & market Targeting,.	
UNIT – III	Planning Marketing Strategy
Strategic Planning Process, marketing and competitive strategies, Marketing Mix strategy, Marketing mix and environment, Assembling and managing marketing mix	
UNIT – IV	Marketing Channels and Distribution
Nature of marketing channels, Role of marketing channels, Functions of marketing channels, Designing distribution channels, Channel management, Channel dynamics	
UNIT – V	Product Policy and Promotion
Product and product line, Product classification, product mix strategy, Product life cycle, New product development, Branding and packaging, Benefits of advertising, Developing and advertising program, Sales promotion, public relation, personal selling, Pricing, significance of pricing, Price adjustments, Effect of price change	
List of Expt.	
Text Book	<ol style="list-style-type: none"> 1. Kotler, P., Keller, K. L., Koshy, A., &Jha, M. (2012), Marketing Management A South Asian Perspective, 14th Edition, Pearson Education, New Delhi. 2. Ramaswamy, V. S., &Namakumari, S. (2017), Marketing Management: Indian Context with Global Perspective, McGraw hill
Reference Books	<ol style="list-style-type: none"> 1. Kotler, Philip. Marketing Management, Millennium Edition. Intl ed. US: Prentice Hall,2002.ISBN: 8120316096. 2. Principles of Marketing, Kotler and Armstrong, Pearson, 12th edition., 2008, ISBN: 978-81-317-1547-5
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Ppt
Recommended by BOS on :	
Approved by Academic Council on :	
<p>List of Practicals:</p> <p>1. Lab Practical : List six factors in a company's micro-environment. Next go to a company's (for e.g. Wal-Mart's) website , search for its most recent annual report, how many of the six microenvironment factors can you find? Briefly describe each? And thus prepare a case study on the same.</p> <p>2. Field Work : Design a cause related marketing campaign for a small scale or local company (or hotel/showroom/jeweler/resort etc.) of your town in small groups and take it to that particular company's marketing manager or any other higher official working for its marketing and take his feedback on it. Then present a paper on your findings.</p> <p>3. Lab Practical- Search on the web how various big business school's have positioned themselves and prepare a positioning statement for your business school.</p> <p>4.Field Work Go to a toy store (like Tiny Toons) in Jaipur. Select any 4 toys of different price ranges and using</p>	

the value proposition mix prepare overall positioning strategy for the same.

Lab experiments:

1. How actual test marketing is done.
2. use of facial expression recognition system
3. use of different packaging
4. creating artificial point of purchase in the lab and analyzing consumer behavior
5. Search for the websites of different umbrella brands and classify their products as per the basic product classification.

5.Field Work :

Look for a local product of your town and create a strong brand name for it and then take it to its company, take their responses and come up with the response paper for the same.

6.Field Work:

Go to a nearby Starbucks and suppose that you are in the marketing team of a competitor brand then summarize the prices of CCD and come up with relevant pricing strategy for the same and present it in the class. You can also do a comparative analysis on any two brands a prepare a case study.

Lab Experiments:

12. preparing new ad – appeals

13.preparing jingles

14.analyzing print and commercial ads of various firms

7. Lab Work :

Look for any particular brand's website and go through its distribution details, draft a short memo detailing the recommendations for expansion or shrinkage.

Three Practicals from each unit .

One simulation exercise.

Practicals will be conducted as per the practicals manual

BM 601	OPERATION AND PRODUCTION MANAGEMENT
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principle
Learning Objectives	This Course is designed to develop a deeper understanding of the quantitative techniques, which could be successfully used for improving the quality of managerial decisions. The students will study this course with a generalist approach and avoid the minor details of the topics prescribed hereunder:
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	An MBA prepares individuals for many types of careers. Some of the more common jobs an MBA prepares one for include Business Analyst or Strategist, Business Development Analyst, Associate, or Manager, Entrepreneur / Founder, Financial Analyst, Management Consultant, Marketing Associate, Analyst, or Manager, Portfolio Manager, Project, Product, or Program Manager, Operations Analyst, Associate, or Manager
UNIT – I	Operation Research:

Operation management - introduction. Operation research and operation strategy, forecasting demand and linear regression, transportation and assignment problems, allocation of resources	
UNIT – II	Production Management:
Nature and scope of production management - process planning and design facility location; types of manufacturing systems & layouts; layout planning and analysis material handling - principals-equipments, line balancing-problems operations decisions-production planning and control - in mass production in batch/job order manufacturing.	
UNIT – III	Facilities Planning:
Capacity planning - models, process planning - aggregate planning - scheduling maintenance management concepts - work study, method study, work measurement, work sampling work environment-industrial safety; computer aided manufacturing (CAM), artificial intelligence & expert systems.	
UNIT – IV	Material Management:
Material management - an overview, production control, storage and retrieval system. Inventory control - JIT .Network techniques – simulation, EOQ, EOQ problems with shortage, allowed, standardization, and waste management.	
UNIT – V	TQM and Project Management:
Concept of total quality (TQ). International quality certification and other standards and their applicability in design manufacturing humanistic and marketing aspects of TQ. Total quality of services. Total quality and safety. ERP and business process engineering maintenance management, project management-PERT & CPM.	
Text Book	<ol style="list-style-type: none"> 1. Apte-Operation Research and Quantitative Techniques (Excel Books) 2. S Kalawathy-Operation Research (Vikas IVth Edition) 3. Singh & Kumar—Operation Research(UDH Publisher edition 2013) 4. TahaHamdy - Operations Research - An Introduction (Prentice-Hall, 9th edition) 5) Vohra - Quantitative Techniques in Management (Tata McGraw-Hill, 2nd)
Reference Books	<ol style="list-style-type: none"> 1. S.N. Chery - Production and Operation Management 2. E. E. Adams - Production and Operation Management 3. Kothari - Quantitative Techniques (Vikas 1996, 3rd Edition). 4. Sharma J K - Operations Research (Pearson, 3rd Edition)
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations
Recommended by BOS on :	
	PRACTICALS:- <ol style="list-style-type: none"> 1. Unit –1 : Use of WinQSB forecasting module 2. Unit -2 : Facility location – problem solutions with WinQSB 3. Unit -2 : Rectilinear Distance problems & layout solutions through WinQSB. 4. Unit -2 : LOB problems with Excel & Line Flexibility softwares. 5. Unit – 3 :Regression Analysis through MS-Excel 6. LP module of WinQSB 7. Using Excel’s Solver Function for solving capacity Allocation problems 8. ERP software – introduction 9. Use of Smartdraw software for solving PERT & CPM problems 10. Introduction to Artificial Intelligence software used on shop floors

	MANAGEMENT
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles.
Learning Objectives	To develop and strengthen entrepreneurial quality and motivation in students, To impart basic entrepreneurial skills and understandings to run a business efficiently and effectively, To provide insights to students on entrepreneurship opportunities
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	An MBA prepares individuals for many types of careers. Some of the more common jobs an MBA prepares one for include Business Analyst or Strategist, Business Development Analyst, Associate, or Manager, Entrepreneur / Founder, Financial Analyst, Management Consultant, Marketing Associate, Analyst, or Manager, Portfolio Manager, Project, Product, or Program Manager, Operations Analyst, Associate, or Manager
UNIT – I	Introduction
	Definition, meaning, importance and relevance of Entrepreneurship, types & characteristics of entrepreneurship, identification and classification of business opportunities, barriers to entrepreneurship. environmental scanning through 7 Domains of market attractiveness & porter's 5-forces model
UNIT – II	Tools and techniques
	Needs, Tools and techniques for market assessment & survey, entrepreneurial motivations & environmental innovations & creativity.
UNIT – III	Business plan writing,
	scope, types, sources and process of identifying target market, survey industry & competition analysis.
UNIT – IV	Entrepreneurship development program:
	Learning Objectives , Programs of EDP, Entrepreneurial development cycle, Relevance & Accruements of EDP, Role of Government in organizing EDPs, E-business & Networking
UNIT – V	Small business management:
	Starting up a new business venture, Source of Fund-Raising to start up a New Business Venture, Developing Marketing Strategies
Text Book	<ol style="list-style-type: none"> 1. Entrepreneurship Development-Small Business Enterprise- Poornima Charantimath Pearson Education, 2007 2. Entrepreneurship- Rober D Hisrich, Michael P Peters, Dean A Shepherd, 6/e, The McGraw-Hill companies, 2007 3. Entrepreneurship Development , Khanka, S Chand Publications 4. Entrepreneurship Development, B Janakiram
Reference Books	<ol style="list-style-type: none"> 1. Entrepreneurship Theory at crossroads - Dr.Mathew J Manimala, 2/e, Biztantra, 2007 2. Entrepreneurship Development and Management - Vasant Desai, Himalaya Publishing House, 2007 3. Entrepreneurship-Theory and Practice - Raj Shankar Vijay Nicole Imprints Pvt. Ltd, 2006

	4. Entrepreneurship - Rajiv Roy, 2/e, Oxford University Press 2011
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations
Recommended by BOS on :	
	<p>Practicals:</p> <ol style="list-style-type: none"> 1. Discuss the availability of entrepreneurial opportunities. 2. Discuss the factors that make the family business unique. 3. Understand the franchising Concept. 4. Understand the reasons for starting a new business rather than buying an existing firm or acquiring a franchise. 5. Define competitive advantage. 6. Develop a comprehensive business plan. 7. Discuss the nature of the marketing research process. 8. Identify the factors affecting choice of a business location. 9. Describe the purpose and content of financial statements. <p>□□□□ Identify the key characteristics of consumer behavior.</p>

BM 603	BUSINESS LAW
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles.
Learning Objectives	The Learning Objectives of the course are : To create an understanding regarding the topic To gain knowledge about Business Law, To have understanding about business contracts, Able to analyze different types of contract
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	An MBA prepares individuals for many types of careers. Some of the more common jobs an MBA prepares one for include Business Analyst or Strategist, Business Development Analyst, Associate, or Manager, Entrepreneur / Founder, Financial Analyst, Management Consultant, Marketing Associate, Analyst, or Manager, Portfolio Manager, Project, Product, or Program Manager, Operations Analyst, Associate, or Manager
UNIT – I	Introduction to legal Environment
: Definition of Law, classification of law, Indian judiciary system. Indian Contract Act, 1872 (Fundamental Knowledge) : Essentials of valid contract, discharge of contract, remedies for breach of contract. Hypothecation, mortgage , Quasi Contract. Special contracts: Contracts of	

Indemnity, Guarantee, Bailment, Pledge and Agency.	
UNIT – II	Sale of Goods Act 1930
Sale of Goods Act 1930 (Fundamental Knowledge) : Meaning of Sale and Goods, Conditions and Warranties, Transfer of Property, Rights of an unpaid seller. Basic Conceptual Knowledge: OPC, HUF, Partnership Act 1932, LLP, NGO, Co-operative societies, HPA, IPR..	
UNIT – III	The Negotiable Instruments Act 1881
The Negotiable Instruments Act 1881 (Fundamental Knowledge) : Essentials of a Negotiable instruments, Kinds of Negotiable Instrument Holder and Holder in Due Course, Negotiation by endorsements, crossing of a cheque and Dishonour of a cheque. Basic Conceptual Knowledge: Excise act, Vat, overview of income tax act & customs act	
UNIT – IV	Environmental law
Environmental law (Basic elementary knowledge) : Land pollution, Water pollution, Air pollution and Noise pollution. Consumer Protection Act: Definition of consumer, unfair trade practice, Alternative Dispute Remedies: Arbitration, conciliation, Mediation, Negotiation.	
UNIT – V	The Companies Act 2013
The Companies Act 2013 (Basic elementary knowledge) : Essential characteristics of a company, types of companies, memorandum and articles of association, prospectus, shares – kinds, allotment and transfer, debentures, essential conditions for a valid meeting, kinds of meetings and resolutions. Directors, Managing Directors-their appointment, qualifications, powers and limits on their remuneration, prevention of oppression and mismanagement, winding up of the Company and its types.	
Text Book	<ol style="list-style-type: none"> 1. Maheshwari, S.N. and S.K. Maheshwari; <i>A Manual of Business Law</i>, 2nd Edition, Himalaya Publishing House, 2004.. 2. Durga Das Basu- Constitution of India (Prentice Hall of India) 3. Relevant Acts
Reference Books	<ol style="list-style-type: none"> 1. Kuchhal M.C. - Business Law (Vikas Publication, 4 th Edition) 2. Gulshan S.S. - Business Law Including Company Law (Excel Books) 3. Avtar Singh - Principles of Mercantile Law (Eastern Book Company, 7th Edition). 4. N.D Kapoor&RajniAbbi-General Laws & Procedures (Sultan Chand & Sons)
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations
Recommended by BOS on :	
	<p>Practicals:</p> <ol style="list-style-type: none"> 1. Preparing Contractual agreement 2. Preparing Hypothecation agreement 3. Preparing Mortgage contract 4. Preparing agency agreement 5. Preparing warranty agreement 6. Preparing different types of cheques 7. Preparing memorandum of association 8. Preparing articles of association 9. Preparing a format of prospectus 10. Preparing a format for winding up of company

BM 604	PROJECT MANAGEMENT
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles.
Learning Objectives	The course is intended to develop the knowledge of the students in the management of projects, special emphasis will be provided on project formulation as also on various tools and techniques for project appraisal and control so that they are able to draft the project proposal in any area of management and evaluate the worth of projects.
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	An MBA prepares individuals for many types of careers. Some of the more common jobs an MBA prepares one for include Business Analyst or Strategist, Business Development Analyst, Associate, or Manager, Entrepreneur / Founder, Financial Analyst, Management Consultant, Marketing Associate, Analyst, or Manager, Portfolio Manager, Project, Product, or Program Manager, Operations Analyst, Associate, or Manager
UNIT – I	Introduction : Planning - overview, concepts of project, types of Projects, project life cycle, project formulation
UNIT – II	Project Analysis: Project feasibility, analysis - market, technical and financial. Project appraisal criteria - NPV, IRR. Pay back period, ARR, sensitivity analysis. LOB (Line of Balance). Network analysis, PERT, CPM, compression on critical path.
UNIT – III	Cost Benefit Analysis: projects procurement process, life cycle costing, project cost reduction methods, project stores.
UNIT – IV	Project Cost: Dynamics of project cost, estimation of capital cost, operating costs, forecasting income, financial sources, role of development financial institutions. Social cost benefit analysis
UNIT – V	Project Management: Project Management System (PMS), Forms of Project Organization, project audit, ex-post evaluation.
Text Book	<ol style="list-style-type: none"> 1. Marwah-Project Management(Wiley Dreamtech) 2. Chaturvedi&Jauhari-Project Management(Himalaya Publishing) 3. Chandra Prasanna - Project : Preparation ,Appraisal, Budgeting and Implementation. (TMH, 5th Ed.)
Reference Books	<ol style="list-style-type: none"> 1. Mishra - Project Management (Excel Books) 2. Goyal BB – Project Management : A Development Perspective (Deep & Deep) 3. Gopalan- Project Management Core Text Book (Wiley)
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations

Recommended by BOS on :	
	PRACTICALS : 1. Use of Smartdraw for PERT 2. Use of Smartdraw for CPM 3. Line of Balance softwares with Excel 4. Line of Balance softwares with Line flexibility software 3. Cost benefit analysis by software – ADELIX Reporting and data analysis software 4. Use of WinQSB for forecasts 5. Use of PMS software 6. Industry visit for learning how P.M. audits are carried out. 7. Testing projects by Springloops 8. Lab work on Creative Pro Office Software 9. Creating Jumpcharts 10. Use of Simulation softwares

BM 605	CORPORATE STRATEGY & ETHICS
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles.
Learning Objectives	The present course aims at familiarizing the participants with the concepts, tools and techniques of corporate strategic management so as to enable them to develop analytical and conceptual skills and the ability to look at the totality of situations.
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	An MBA prepares individuals for many types of careers. Some of the more common jobs an MBA prepares one for include Business Analyst or Strategist, Business Development Analyst, Associate, or Manager, Entrepreneur / Founder, Financial Analyst, Management Consultant, Marketing Associate, Analyst, or Manager, Portfolio Manager, Project, Product, or Program Manager, Operations Analyst, Associate, or Manager
UNIT – I	Introduction :
	<ul style="list-style-type: none"> Definition, Concept, Objective and Significance ,The levels at which strategy operates, Characteristic of Strategic Management , An Overview: Strategic Management Process , Concept of Strategic Decision Making
UNIT – II	Environmental Scanning:
	<ul style="list-style-type: none"> Appraisal of external environment, Dynamics of internal environment, Organizational capabilities and Appraisal.
UNIT – III	Strategy Formulation:
	<ul style="list-style-type: none"> Business level strategy, Corporate Level Strategy, Functional Strategies.
UNIT – IV	Strategy Implementation:
	<ul style="list-style-type: none"> Aspects of Strategy Implementation, Project Implementation, Procedural Implementation, Resource Allocation, Organizational design and change, Corporate Culture.

UNIT – V	Strategy Evaluation and Control:
<ul style="list-style-type: none"> An Overview of Strategic Evaluation and Control ,Strategic Control and Operational Control ,Techniques for Strategic Evaluation and Control ,Role of Organizational Systems in Evaluation ,Mc Kinsey's 7s Framework. 	
Text Book	<ol style="list-style-type: none"> 1. AzharKazmi:Business Policy & Strategic Management 2. Johnson & Scholes: Exploring Corporate Strategies 3. Wheelan, Hunger:Strategic Management 4. Ramaswami, Namakumari:Strategic Planning: Formulation of Cor. Strategy
Reference Books	<ol style="list-style-type: none"> 1. Cliff Bowman - Business Policy and Strategy (Prentice Hall of India) 2. McCarthy D.J., Minichiello Robert J., and Curran J.R. - Business Policy and Strategy (AITBS) 3. Lawrence R.Jauch., Glueck William F. - Business Policy and Strategic Management (Frank Brothers) 4. Pearce II John A. and Robinson J.R. and Richard B. - Strategic Management (AITBS)
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations
Recommended by BOS on :	
	<p>PRACTICALS</p> <ol style="list-style-type: none"> 1. Ability to lead discussion and handle questions 2. Presentation style 3. Ability to address the specified case questions 4. Specify the political, legal, economic, social etc factors which impact on the industry your company is in. 5. Analyse these factors and how they determine the key driving forces affecting the industry in general. 6 .Summarise what strategic issues the macro-environment entails for your company in general terms. 7. apply the 5 forces model to the industry your company is in. Describe, using this model the competitive dynamics within the industry. 8. Explain what competitive threats and opportunities your company would need to address in order to gain competitive advantage. 9. Summarise provisionally what particular courses of actions it would need to undertake. Based on a) and b). 10. Based on your analysis in 1, 2 and 3, report to the board what generic strategy The company needs to gain comparative advantage. Evaluate the strategy in terms of your understanding of the pros and cons of the generic strategies.

Introductory Note about ISBM Curriculum – MBA (2 Year Program)

A. Need, objectives and main features of the curriculum

- a. **Need** – Entrance of Multinational Companies in the domestic department has increased the requirement of professionals in the management sector. The major aspect of introducing the MBA program is to provide trained and employable professional to the industry as per the necessity. The courses are based on the present day requirement of specialized management professionals at various levels in the organization
- b. **Objectives** – The primary objective of the department is to prepare the post-graduate management students as young professionals, who are equipped with latest knowledge and technology required in the current market scenario. The other objective includes making these budding managers more employable as per the industry demands.
- c. **Main features of the curriculum** –
 - i. Regularly updated curriculum as per the international standards
 - ii. Latest methods and techniques are being adopted
 - iii. As per the requirement of the industry
 - iv. Case-based teaching methodology is used
 - v. More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.

- B. **Role of the curriculum in the national development** - The curriculum of MBA is so designed that it helps the students to become not only more employable but also encourage them to become entrepreneur. We at ISBM motivate our students to be self-dependent, aspires them to become leaders rather than followers.

- C. **Global trends reflected in the curriculum** – The curriculum is designed while consulting a number of National and International Universities. Some of the universities consulted were, University of Pune, University of Mumbai, Delhi University, University of Marseilles, and Harvard University. The syllabi comprises of both National issues as well as issues important on Global terms. Any changes in the global curriculum is also tried to be reflected in the current syllabi of the department.

- D. **Possibility, Motivation and Scope for Self Learning** – To inspire and motivate the students for self-learning process, Seminars/ Workshops are included in the core curriculum, which aspires the students to learn new concepts and share it with others through presentations. Out of every four lectures allotted to each faculty, one is made compulsory as presentation class. Thus, student not only undergoes learning but also many-a-times implementing the concept through the help of various workshops.

- E. **Placement opportunities, etc**– The curriculum offering a better chance of learning among the students, thus also offers better placement opportunities for them. The time-table is so designed that it helps the student to grow their personality and communications skills also along with their regular studies. Aptitude tests, group discussions, rigorous mock interviews help the students to churn up better placement offers for themselves during the placement exercise. In all, we believe in generating a more employable management professional from ISBM

INTERNATIONALSCHOOL OF BUSINESS MANAGEMENT

Teaching and Examination Scheme for MBA (Banking & Finance) (2 Year Program)

Edition – 2022-24

YEAR: 1

SEMESTER: I

S. No.	Course Code	Course Name	Credits	Contact Hrs/Wk.			Exam Hrs.	Weight age (in %)	
				L	T	P		CE	ESE
		A. Program Core							
1	BM 501	Organizational Behavior	3	3			3	40	60
2	BM 503	Quantitative Technique	3	3			3	40	60
3	BM 505	Marketing Management	3	3			3	40	60
4	BM 507	Managerial Economics	3	3			3	40	60
5	BM 511	Financial Accounting	3	3			3	40	60
6	SM501	Seminar in Contemporary Issues	2			4	1	60	40
7	BM 513	Business News Analysis – I	2			4	1	60	40
		B. Program Elective							
8	BM 515	Commercial Banking	3	3			3	40	60
9	BM 517	Securities Market	3	3			3	40	60
		C. University Core							
10	PC- 501	Proficiency in Co-curricular Activities	2					100	
11		D. University Open Elective	2	2			3	40	60
		E. Value Added Course							
12	VACARRW 501	Academic Research & Report Writing & Publication	0			1			
13	BM – VAC 501	Self – expression, Personality Development, Communication and Grooming	0			1			
		Total	30	23		8			
		Total Teaching Load	30	31					

L - Lecture T – Tutorial CE – Continuous Evaluation

S – Seminar P – PRACTICALS ESE – End Semester Evaluation

NOTE –

The following subjects will be taught as program electives and the students can also appear in the exams of the following certification modules by NCFM :

1. Commercial Banking In India: A Beginners Module
2. Securities Market : A Beginner's Module



INTERNATIONAL SCHOOL OF BUSINESS MANAGEMENT

Teaching and Examination Scheme for MBA (Banking & Finance) (2 Year Program)

Edition - 2022-24

YEAR: 1

SEMESTER: II

S. No.	Course Code	Course Name	Credits	Contact Hrs/Wk.			Exam Hrs.	Weight age (in %)	
				L	T/S	P		CE	ESE
		A. Program Core							
1	BM 502	Human Resource Management	3	3			3	40	60
2	BM 504	Research Methods in Management	3	3			3	40	60
3	BM 506	Corporate Financial Management	3	3			3	40	60
4	BM 508	Business Environment	3	3			3	40	60
5	PE 604 (can it be changed?)	Minor Research Project	2			4		60	40
6	BM 514	Business News Analysis – II	2			4	1	60	40
		B. Program Elective							
7	BM 510	Financial Markets	3	3			3	40	60
8	BM512	Mutual Funds	3	3			3	40	60
		C. University Core							
9	FD-102	Foundation Course	2						
10	EM502	Employability Skills I	1		2			60	40
11	PC- 502	Proficiency in Co-curricular Activities	2					100	
12		D. University Open Elective (May	2	2			3	40	60

		choose any one from the list attached)							
		E. Value Added Course							
13	VACARRW 501	Academic Research & Report Writing & Publication				1			
14	BM – VAC 501	Self – expression, Personality Development, Communication and Grooming				1			
		Total	30	23		8			
		Total Teaching Load		20					

L - Lecture T – Tutorial CE – Continuous Evaluation

S – Seminar P – PRACTICALS ESE – End Semester Evaluation

NOTE –

The following subjects will be taught as program electives and the students can also appear in the exams of the following certification modules by NCFM :

1. Financial Markets: A Beginners Module

2. Mutual Funds : A Beginner's Module



INTERNATIONAL SCHOOL OF BUSINESS MANAGEMENT

Teaching and Examination Scheme for MBA (Banking & Finance) (2 Year Program)

Edition - 2022-24

YEAR: 2

SEMESTER: III

S. No.	Course Code	Course Name	Credits	Contact Hrs/Wk.			E`xam Hrs.	Weight age (in %)	
				L	T/S	P		CE	ESE
		A. Program Core							
1	BM 601	Operation & Production Management	3	3			3	40	60
2	BM 607	Project Management	3	3			3	40	60
3	BM 605	Corporate Strategy & Ethics	3	3			3	40	60
4	BM 603	Business Law	3	3			3	40	60
5	BM 609	Entrepreneurship & Small Scale Business Management	3	3			3	40	60
6	S1 601	Summer Internship Project (SIP)	2			4		60	40

7	PE 601	Research Report Presentation.	2			4		60	40
8	BM 615	Business News Analysis –III	2			4	1	60	40
		B. Program Elective							
9	BM 611	Currency Derivatives	3	3			3	40	60
10	BM 613	Equity Derivatives	3	3			3	40	60
		C. University Core							
11	EM 601	Employability Skills II	1		2			60	40
12	PC 601	Proficiency in Co-curricular Activities	2					100	
13		D. University Open Elective(May choose any one from the list attached)	2	2			3	40	60
		E. Value Added Course							
14	VACARRW 501	Academic Research & Report Writing & Publication				1			
15	BM – VAC 501	Self – expression, Personality Development, Communication and Grooming				1			
		Total	26	21	2	4			
		Total Teaching Load		23					

L - Lecture T – Tutorial CE – Continuous Evaluation

S – Seminar P – PRACTICALS ESE – End Semester Evaluation

NOTE –

The following subjects will be taught as program electives and the students can also appear in the exams of the following certification modules by NCFM :

1. Currency Derivatives: A Beginners module
2. Equity Derivatives : A Beginners module



INTERNATIONALSCHOOL OF BUSINESS MANAGEMENT

Teaching and Examination Scheme for MBA (Banking & Finance) (2 Year Program)

Proposed Edition - 2022-24

YEAR: 2

SEMESTER: IV

S. No.	Course	Course Name	Credits	Contact Hrs/Wk.	Exam	Weightage (in %)
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	Code			L	T	P	Hrs.	CE	ESE
		A. Programme Core							
1		Industrial Training on Human Resource	4	-	-	-		100	
2		Industrial Training on Sales and marketing	4	-	-	-		100	
3		Industrial Training on Accounting and finance	4	-	-	-		100	
4		Industrial Training on operation & TQM	4	-	-	-		100	
5		Industrial Training on Log Book	4	-	-	-		100	
		Total	20						

L- Lecture T – Tutorial

CE – Continuous Evaluation

S – Seminar P – Practical

ESE – End Semester Evaluation

SYLLABUS

BM 501	Organizational Behavior
Prerequisite	Basic knowledge of General Management
Learning Objectives	The Objectives of the course are:
	The objective of this paper is to analyze and compare different models used to explain individual behavior related to motivation and rewards and to identify the processes used in developing communication and resolving conflicts, explain group dynamics and demonstrate skills required for working in groups (team building)
Salient features	The students will be able to
	<ul style="list-style-type: none"> • Conceptualize different types of Attitudes.
	<ul style="list-style-type: none"> • To get to understand nature of OB.
	<ul style="list-style-type: none"> • Involve in personality aspect concept.
Utility	The student will be able to gather knowledge for the practical life and profession.
UNIT – I	Introduction to Organization Behavior:
Concept of Organizational Behavior (OB)- Importance of Organizational Behavior, Key Elements of Organizational Behavior, Role of Managers in OB- Interpersonal Roles-Informational Roles- Decisional Roles, Foundations or Approaches to Organizational Behavior, Challenges and Opportunities for OB	
UNIT – II	Individual Dimensions of Organization Behavior:
Nature and meaning of Interpersonal Behavior, Concept of Self, Transaction Analysis (TA), Benefits and uses of Transactional Analysis, Johari Window Model, Individual Behavior and Learning, Personality, Motivation – Theories and Models	
UNIT – III	Leadership and Group Behavior:
Definition and Meaning, Theories of Leadership, Contemporary Business Leaders.Meaning and	

Importance of Groups, Reasons for Group Formation, Types of Groups, Stages of Group Development, Meaning and Importance of Teams, Types of Teams, Creating an Effective Team	
UNIT – IV	Introduction to Organization Culture
Meaning and Nature of Organization Culture - Origin of Organization Culture, Functions of Organization Culture, Types of Culture, Creating and Maintaining Organization Culture, Managing Cultural Diversity, Organization Change and Development: Definition and Meaning, Need for Change, Strategies to Overcome Resistance, Process of Change, Meaning and Definition of OD, OD Interventions	
Text Book	<ol style="list-style-type: none"> 1. Luthans F. Organizational Behaviour, New York, McGraw Hill 2. Robbins S.P. Organizational Behaviour, New Delhi, Prentice Hall of India
Reference Books	<ol style="list-style-type: none"> 1. Chandan J. S. Organizational Behaviour, Vikas Publication New Delhi 2. Fundamentals of Organizational Behaviour - Slocum/Hillriegel, Cengage Learning 3. Organizational Behaviour, Aquinas P. G, Excel BOOKS.
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Ppt
Recommended by BOS on :	
Approved by Academic Council on :	
Practical	<ol style="list-style-type: none"> 1. Managerial skills 2. Management game 3. Business simulation games 4. Comparison of different organization in terms of work culture policies etc 5. Time management games 6. Management as art and science comparison 7. Motivational games in context with various motivational theories and models 8. Management games on team building 9. Individual behavior 10. Employee motivation training

BM 503	Quantitative Techniques
Prerequisite	General knowledge of management
Learning Objectives	The Objectives of the course are :
	Understand relevance & need of quantitative methods for making business decisions
	Demonstrate a sound knowledge of fundamentals of statistics and statistical techniques
	Able to apply quantitative methods to solve a variety of business problems
	Able to understand the latest techniques of Q.T.
Salient features	The students will be able to:
	Able to conceptualize different concepts used in Q.T.
	Able to implement the knowledge about the different scientific theories used in business simulations.
	Able to implement the latest techniques of linear programming, matrix, decision theory, game theory
Utility	Provides students with quantitative skills that are required to make business decisions. These skills involve using statistical, forecasting and estimation techniques. Formulation and application of mathematical models in business decision making scenarios.
UNIT – I	Introduction:

Definition & classification of quantitative techniques, methodology, advantages. Definition of matrix, their types & operations, determinant of a matrix, adjoint & inverse of a matrix, methods of matrix to solve linear equations	
UNIT – II	Linear Programming:
LLP problem formulation, graphical, Simplex methods to solve LLP, issues in LLP, Dual of a given LLP, two phase method	
UNIT – III	Decision Theory:
Types of decision situations, different decision rules/criteria under these situations, EVPI, decision tree analysis	
UNIT – IV	Game Theory:
Two persons zero sum games, Pure & mixed strategy, Methods of their solution, Law of Dominance, sub-game method	
UNIT – V	Transportation and Assignment Problems:
Methods of solving transportation Problem, MODI Method, their issues & techniques to solve them, Methods of making initial assignment, optimality test methods, their issues & techniques to solve them, concept, method to solve them – Hungarian method, their issues.	
List of Expt.	
Text Book	1. Taha Hamdy - Operations Research - An Introduction (Prentice-Hall, 9th edition) 2. Vohra - Quantitative Techniques in Management (Tata McGraw-Hill, 2nd)
Reference Books	1. Khandelwal, Gupta Quantitative Techniques 2. Dr. N. P. Agarwal Quantitative Techniques 3. Khandelwal, Gupta, Agrawal, Ahmed Quantitative Analysis for Management
Mode of Evaluation	
Recommended by BOS on :	
Approved by Academic Council on :	

BM 505	Marketing Management
Prerequisite	Graduate
Learning Objectives	The Objectives of the course are:
	1. To create an understanding of the basics and concepts of Marketing
	2. To gain knowledge about the different product, pricing and promotional decision making processes for different products / services and brands and techniques related to them developed in marketing and advertising research lab.
	3. To come across different cases of marketing and learn different marketing tools related to solve them.
	4. Able to analyze different barriers to marketing and learn the methodologies to solve them.
Salient features	The students will be able to
	1. Able to conceptualize different cases of Marketing (National, International, Street, Localized and rural).
	2. Able to conceptualize different types product pricing, packaging and promotion simulations.

	3. Able to take decisions for different product, pricing and promotion of different products / services and brands
	4. Implement the methodologies to analyze different barriers to marketing and solve them.
	5. Different promotional, packaging and other advertising simulations for different brands
Utility	Students will demonstrate strong conceptual knowledge in the functional area of marketing management. Students will demonstrate effective understanding of relevant functional areas of marketing Management and its application.
UNIT – I	Introduction to Marketing:
Definition, Concept of Exchange-Needs & Wants, Economic Utility, Evolution of Marketing, Marketing Concept, Marketing Myopia, Significance of Marketing, Delivering Values, Satisfaction & Retention: Business components, Customer satisfaction, Concept of value, Analyzing market opportunities: Marketing environment: Macro environmental factors	
UNIT – II	Consumer behavior
Consumer behavior, Organizational markets & buying behavior, Market segmentation & market Targeting,.	
UNIT – III	Planning Marketing Strategy
Strategic Planning Process, marketing and competitive strategies, Marketing Mix strategy, Marketing mix and environment, Assembling and managing marketing mix	
UNIT – IV	Marketing Channels and Distribution
Nature of marketing channels, Role of marketing channels, Functions of marketing channels, Designing distribution channels, Channel management, Channel dynamics	
UNIT – V	Product Policy and Promotion
Product and product line, Product classification, product mix strategy, Product life cycle, New product development, Branding and packaging, Benefits of advertising, Developing and advertising program, Sales promotion, public relation, personal selling, Pricing, significance of pricing, Price adjustments, Effect of price change	
List of Expt.	
Text Book	1. Kotler, P., Keller, K. L., Koshy, A., & Jha, M. (2012), Marketing Management A South Asian Perspective, 14th Edition, Pearson Education, New Delhi. 2. Ramaswamy, V. S., & Namakumari, S. (2017), Marketing Management: Indian Context with Global Perspective, McGraw hill
Reference Books	1. Kotler, Philip. Marketing Management, Millennium Edition. Intl ed. US: Prentice Hall, 2002. ISBN: 8120316096. 2. Principles of Marketing, Kotler and Armstrong, Pearson, 12th edition., 2008, ISBN: 978-81-317-1547-5
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Ppt
Recommended by BOS on :	
Approved by Academic Council on :	
List of Practical: 1. Lab Practical : List six factors in a company's micro-environment. Next go to a company's (for e.g. Wal-Mart's) website , search for its most recent annual report, how many of the six microenvironment factors can you find? Briefly describe each? And thus prepare a case study on the same. 2. Field Work : Design a cause related marketing campaign for a small scale or local company (or hotel/showroom/jeweler/resort etc.) of your town in small groups and take it to that particular company's	

marketing manager or any other higher official working for its marketing and take his feedback on it. Then present a paper on your findings.

3. Lab Practical- Search on the web how various big business school's have positioned themselves and prepare a positioning statement for your business school.

4.Field Work

Go to a toy store (like Tiny Toons) in Jaipur. Select any 4 toys of different price ranges and using the value proposition mix prepare overall positioning strategy for the same.

Lab experiments:

1. How actual test marketing is done.
2. use of facial expression recognition system
3. use of different packaging
4. creating artificial point of purchase in the lab and analyzing consumer behavior
5. Search for the websites of different umbrella brands and classify their products as per the basic product classification.

5.Field Work :

Look for a local product of your town and create a strong brand name for it and then take it to its company, take their responses and come up with the response paper for the same.

6.Field Work:

Go to a nearby Starbucks and suppose that you are in the marketing team of a competitor brand then summarize the prices of CCD and come up with relevant pricing strategy for the same and present it in the class. You can also do a comparative analysis on any two brands a prepare a case study.

Lab Experiments:

12. preparing new ad – appeals

13.preparing jingles

14.analyzing print and commercial ads of various firms

7. Lab Work :

Look for any particular brand's website and go through its distribution details, draft a short memo detailing the recommendations for expansion or shrinkage.

Three Practical from each unit

One simulation exercise.

Practical will be conducted as per the practical manual

BM 507	MANAGERIAL ECONOMICS
Prerequisite	Graduate
Learning Objectives	To introduce the fundamentals, tools and theories of managerial economics, To orient on micro economic techniques as a decision making process, To understand macro-economic analysis essential for business managers
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	Students will be able to integrate the basic concepts of economics with the tools of mathematics and statistics in order to analyze and make optimal business decisions.

UNIT – I	Managerial Economics:
Defining Managerial Economics, Economics and Managerial Decision Making, The Economics of a Business, Important Economic Terms and Concepts, The Firm and its Goal, Profit Maximizing Vs Wealth Maximizing, Five Fundamental Questions in Economics, Discounting Principle, Opportunity Cost Principle, Economy and Economic System, National Income, Inflation, Monetary and Fiscal Policy	
UNIT – II	Concept of Demand and supply:
Market Demand, Market Supply and Market Equilibrium, Comparative Static Analysis, The Managerial Challenges	
UNIT – III	Cost concepts:
Cost and Production Analysis, Type of Costs, Production Function, Break Even Analysis, Shut Down Point. Cost concepts and classification. Cost output relationship	
UNIT – IV	Production Analysis:
Production function-laws of variable proportion & returns to scale. Economics and diseconomies of scale	
UNIT – V	Market Structure and Pricing Decision
Price output determination under Perfect Competition, Monopoly, Differentiated Monopoly, Monopolistic Competition and Oligopoly	
Text Book	<ol style="list-style-type: none"> 1. Managerial Economics, D.N Dwivedi, 6th ed., Vikas Publication. 2. Managerial Economics- Theory and Applications, Dr. D.M Mithani, Himalaya Publications. 3. Managerial Economics, H. L Ahuja, S. Chand, 2011 4. Indian Economy, K P M Sundharam and Dutt, 64th Edition, S Chand Publication.
Reference Books	<ol style="list-style-type: none"> 1. Managerial Economics- Principles and worldwide applications, Dominick Salvatore, 6e, Oxford Publication, 2010 2. Managerial Economics, Jaswinder Singh, Dreamtech publications, 2013 3. Managerial Economics, YogeshMaheswari, PHI, 2013 4. Modern Economic Theory, KK Dewett and MH Navalur, S Chand Publication, 2013
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations
Recommended by BOS :	
	PRACTICALS – <ol style="list-style-type: none"> 1.Calculation of Elasticity of demand 2.Calculation of National Income 3.Gross Domestic Production 4.Law of Demand Curve 5. Kings demand curve 6. Calculation of diminishing law of marginal utility. 7.Measurement of production Function 8. Degrees of Price Discrimination 9. Cost analysis of risk. 10. Calculation of per capital income.

M 509	MANAGEMENT INFORMATION SYSTEM
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Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles.
Learning Objectives	This course emphasizes effective ways of building a model of the real world and optimizing it through normalization algorithms. The study of MIS is now of fundamental importance in the field of computer science and management information system. To describe the role of information technology and decision support systems in business and record the current issues with those of the firm to solve business problems
Salient Features	Students will be able to relate the basic concepts and technologies used in the field of management information systems; Compare the processes of developing and implementing information systems. Outline the role of the ethical, social, and security issues of information systems.
Utility	Students will be able to translate the role of information systems in organizations, the strategic management processes, with the implications for the management. Apply the understanding of how various information systems like DBMS work together to accomplish the information objectives of an organization.
UNIT – I	Information & System:
MIS concept - Definition –Role of the MIS - Impact of the MIS-MIS and the user - Management as a control system – MISa support to management - Development process of the MIS.	
UNIT – II	System analysis and design
System - Need for system analysis - System analysis of the existing system - System analysis of a new requirements - System Development Model - Structured System Analysis and Design - Object Oriented Analysis.	
UNIT – III	Information system applications:
MIS applications, DSS – GDSS - DSS applications in E enterprise - Knowledge Management System and Knowledge Based Expert System - Enterprise Model System and E-Business, E- Commerce, E-communication, Business Process Reengineering.	
UNIT – IV	Technology of information system:
Data process- Transaction and application processInformation system process; Unified communication and network; Security challenges in E-enterprises; Security threats and vulnerability-Controlling security threat and vulnerability	
UNIT – V	Data base management system:
Objectives of data base approach- Characters of database Management systems- Data processing system- Components of DBMS packages - Data base administration- Data models - Data warehouse.	
Text Book	<ol style="list-style-type: none"> 1. Database Management System, Alex Leon, Mathews Leon, Pearson Education 2. Database Management Concepts, Korth, McGraw-Hill Education 3. Database Management System, C.J.Date, O'Reilly Media 4. Relation Database: Theory &PRACTICALS ,Val Occardi, BPB Publications, New Delhi,
Reference Books	<ol style="list-style-type: none"> 1. Henry Luca: Management Information Technology 2. Laudon&Lauden: Information Technology 3. Jawedker: Management information System 4. James O’ Brein:Management Information Technology
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations

Recommended by BOS on :	
	PRACTICALS 1. How information System Works – through software 2. Introduction to internet technology. 3. Use of ERP software. 4. Database Handling in an Information System 5. Electronic Money transfers; 6. E-Banking; 7. E-commerce 8. Uses of Internet; 9. Web Browsing ; 10. Latest soft wares in I.T. Management.

BM 511	FINANCIAL ACCOUNTING
Prerequisite	Graduate
Learning Objectives	To explain the basic functions and responsibilities of a financial department in a business/ firm; To elaborate the key decision areas in financial management-investment, financing, dividend and working capital management To explain the various techniques of evaluation of investment proposals To discuss the various factors to be considered in designing the target capital structure.
Salient Features	Students will learn about the ways in which financial statements and information can be used to improve the quality of decision making. They will also learn the basic principles of double-entry bookkeeping. Major topics are: cash flow, financial ratio analysis, inventory, current and non-current liabilities and equity structures. The Course also looks at accounting treatment of groups of companies and the audit process. Throughout the semester, the course will on a weekly basis devote sufficient time on practical examples and exercises.
Utility	The course introduces students to the subject of financial accounting. The course examines the three major financial statements that form the core of financial accounting: the statement of cash flows, the income statement (or profit and loss account), and the statement of financial position (or balance sheet)
UNIT – I	Fundamental of accounting
Meaning, scope and usefulness of Accounting; Generally Accepted Theoretical Framework Accounting Principles, Concepts and Conventions, Capital and Revenue transactions- capital and revenue expenditures, capital and revenue receipts. Measurement, Valuation and Accounting estimates Double entry system, Books of prime entry, Subsidiary Books. Recording of Cash and Bank transactions .Preparation of Ledger Accounts. Preparation of Trial Balance- interpretation and usefulness. Rectification of Errors. Opening entries, Transfer entries, Adjustment	

entries, Closing entries	
UNIT – II	Preparation of final accounts with Adjustments:
<p>Of a Profit making concern (for sole proprietorship concern and partnership firm only) (i) Preparation of Trading Account, Profit & Loss Account and Balance Sheet (ii) Accounting treatment of bad debts, reserve for bad and doubtful debts, provision for discount on debtors and provision for discount on creditors</p> <p>a. Of a Not-for- Profit making concern (i) Preparation of Receipts and Payments Account; (ii) Preparation of Income and Expenditure Account (iii) Preparation of Balance Sheet</p> <p>b. Under Single Entry System including conversion of single entry into double entry system (basic level) (i) Concept of Single Entry System and preparation of Statement showing Profit and Loss , Statement of Affairs (ii) Conversion of Single Entry System into Double Entry System of Accounting</p>	
UNIT – III	Accounting of non-trading organizations
Receipt & Payment Account, Income and expenditure accounts and Balance Sheet	
UNIT – IV	Insurance claim:
<p>Loss of Stock: Rate of Gross profit, Loss of stock, Insurable Amount</p> <p>Loss of Profit, Short Sales, Additional working cost, Average Clause</p>	
UNIT – V	Depreciation account:
<p>Depreciation : Meaning, Importance, Object</p> <p>Fixed Line Method: Meaning, Definition Merits and Demerits</p> <p>Diminishing Method: Meaning, Definition Merits and Demerits</p> <p>Annuity Method Meaning, Definition Merits and Demerits</p>	
Text Book	<ol style="list-style-type: none"> 1. Financial Accounting: A Managerial Perspective, Narayanaswamy R, 5/e , PHI, 2014 2. A Text book of Accounting For Management, Maheswari S. N, Maheswari Sharad 3. Maheswari , 2/e, Vikas Publishing house (P) Ltd. 4. Financial Accounting, Tulsian P. C, 1/e, Pearson Education.
Reference Books	<ol style="list-style-type: none"> 1. Financial Accounting for Management: An Analytical Perspective, Ambrish Gupta, 4/e, Pearson Education. 2. Introduction to Financial Statement Analysis, Ashish K Bhattacharya, Elsevier India. 3. Financial Accounting – Raman B. S, Vol I & Vol II, 1/e, United Publishers, 2009. 4. Financial Accounting (IFRS update), Gary A. Porter & Curtis L. Norton, 6/e, Cengage Learning.
Mode of Evaluation	Assignment/PRACTICALS Questions/Written examination/Presentations
Recommended by BOS on :	

	PRACTICALS:- 1. Types of Transactions 2. Journal Entries 3. Preparation of Ledger 4. Preparation of Trial Balance 5. Preparation of Trading Account from Trial Balance 6. Profit & Loss Account 7. Balance Sheet 8. Receipt & Payment Account 9. Income & Expenditure Account 10. Loss of Stock
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BM 502	Human Resource Management
Prerequisite	Basic knowledge of General Management
Learning Objectives	The Objectives of the course are:
	The general purpose is to familiarize students with the basic principles and techniques of human resource management
	The course takes a practical view that integrates the contributions of the behavioural sciences with the technical aspects of implementing the HR function in the 'real world.'
	To enable the students to understand the HR Management and system at various levels in general and in certain specific industries or organizations
Salient features	The students will be able to
	Conceptualize HR function, its processes and importance.
	Get insight into HR processes
	Know Business terminology related to HR function.
Utility	The student will be able to Understand the implications for human resource management of the behavioral sciences, government regulations, and court decisions Students will understand HR function (e.g. – recruitment, selection, training and development, etc.) and be familiar with each element's key concepts & terminology
UNIT – I	Introduction to HRM:
	Definition and Concept, Features , Objectives, Functions, Scope and Development of Human Resource Management, Importance of Human Resource Management, Human Resource Practices Introduction, Concept of Personnel Management, Personnel Management in India, Functions of the Labour Welfare Officer, Difference Between Personnel Management and HRM
UNIT – II	Human Resource Planning:
	Concept of Human Resource Planning (HRP), Factors in HRP, Process of HRP
UNIT – III	Job Analysis, Recruitment and selection
	Job Analysis, Job Description, Writing a Job Description, Job Specification, Job Design Introduction, Concept of Recruitment, Factors Affecting Recruitment, Types of Recruitment Introduction, Concept of Selection, Process of Selection, Selection Tests, Barriers in Selection.
UNIT – IV	Performance Appraisal and Compensation Management:

Introduction, Concept of Performance Appraisal, Purpose of performance appraisal, Process, Methods of Performance Appraisal, Major Issues in Performance Appraisal Elements of Compensation, Factors affecting Compensation, Fringe Benefits, TimeWage and Piece Wage System.	
UNIT – V	Employee Relations:
Introduction, Concept of Employee Relations, Managing Discipline, Managing Grievance , Employee Counseling ,Employee Empowerment: Introduction, Concept of Employee Empowerment, Process of Empowerment, Empowerment in Indian Scenario, Empowerment in Global Scenario International HRM: Introduction, Comparison of Domestic and International HRM, Challenges in International HRM	
Text Book	1. Dessler, G. Fundamentals of Human Resource Management (4th Edition, Pearson)ISBN: 9780133791532
Reference Books	1. Gary Dessler – Human ResourceManagement 2. Pareek U. & T.V Rao– Designing & Managing Human ResourceSystems 3. Managing and measuring employee performance – Understanding practice; Elizabeth Houldsworth, Dilum, Jirasinghe
Mode of Evaluation	
Recommended by BOS on :	
Approved by Academic Council on :	
Practical to be conducted:	1. Differentiate between HRM and PM. 2. Sketch the HRM department for an Indian Business unit. 3. Identify the role of Hr's in today's scenario globally 4. Estimation of employees by HR department. 5. Techniques of HR Planning. 6. Process of conducting Job Analysis 7. Techniques of Job Designing 8. Preparation of a recruitment ad for a job 9. Process of selection 10. TNA analysis 11. How To conduct training by various methods. 12. Comparative study of PAM of two industries. 13. Calculate Time wage and price wage. 14. Classification Industrial Dispute and Settlement Machinery.

	<p>15. Design an employee benefit programme for your organization.</p> <p>Three Practical from each unit</p> <p>One simulation exercise.</p> <p>Practical will be conducted as per the practical manual</p>
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BM 504	RESEARCH METHODS IN MANAGEMENT
Prerequisite	Graduation
Learning Objectives	To provide an understanding on the basic concepts of research methods, To expose the students to the role that statistics plays in business decisions
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	Students will be able to conduct a research ,write research report, understand data analysis methods and techniques
UNIT – I	Research & Research Design:
	Meaning of research, Nature of research, Applications of research, Research Process, Research Design-Exploratory, Descriptive and Causal.
UNIT – II	Data Collection:
	Primary sources of data collection- questionnaire, observations, interviews, Secondary sources of data collection. Differences between primary and secondary, advantages and disadvantages of primary and secondary data collection. Data analysis techniques –mean ,mode ,median ,bar ,charts ,regression and correlation
UNIT – III	Sampling:
	Sampling, sampling process, Types-probability techniques and non-probability technique. Advantages and disadvantages of probability techniques and non-probability techniques SPSS –use of soft wares
UNIT – IV	Hypothesis Testing:
	Hypothesis-Meaning, Types of hypothesis, level of significance, t-test, z-test chi-square and analysis of variance-simple, the rank-sum test, the Man-Whitney U test
UNIT – V	Scaling & Report writing
	Scaling – Meaning, Significance, Types of scales- nominal, ordinal, interval and ratio, Major scaling techniques with their applications, Report writing- Meaning, Structure of research report and characteristics of research report, Bibliography.
Text Book	<ol style="list-style-type: none"> 1. Research Methodology- C R Kothari, Vishwa Prakashan,2002 2. Business Research Methods. Donald R. Cooper & Pamela s Schindler, 9/e, TMH /2007 3. Research Methodology – concepts and cases – Deepak Chawla and Neenah Sindh –Vikas Publication - 2014 4. Research Methods for Business, Uma Saharan & Roger Boogie, 6th Edition, Wiley, 2013
Reference	1. Research Methods- William M C Trochi,- 2/e, Biztantra, 2007

Books	<ol style="list-style-type: none"> Methodology of Research in social Sciences- O R Krishna swami, M Ranganatham, HPH, 2007 Research Methodology –C Murthy- Veranda Publication – 2011 Business Research Methods-SL Gupta and Hitesh Gupta, McGraw hill - 2012
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations
Recommended by BOS :	
	<p>PRACTICALS :</p> <ol style="list-style-type: none"> Analysis of exploratory research design using software Analysis of descriptive research design using software Preparing questionnaire using software Preparing interview Preparing survey Preparing a report on banking company Prepare a report on ethical hacking Preparing diagnostic research design derivation of rank sum test using SPSS Derivation of chi –square problem using SPSS

BM 508	Business Environment
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles.
Learning Objectives	This course exposes students to an overview of an exchange based economy and draws out the relationship between crucial macroeconomic variables like the level of income, employment, prices, investment, money supply, trade and forex, etc. The design of government policy measures in regulating and planning for the economy will be discussed. Specific problems like inflation, growth and the control of business cycles will be addressed, with respect to the Indian economy.
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	An MBA prepares individuals for many types of careers. Some of the more common jobs an MBA prepares one for include Business Analyst or Strategist, Business Development Analyst, Associate, or Manager, Entrepreneur / Founder, Financial Analyst, Management Consultant,

	Marketing Associate, Analyst, or Manager, Portfolio Manager, Project, Product, or Program Manager, Operations Analyst, Associate, or Manager
UNIT – I	Introduction
	Business Environment – nature, concept and significance. Internal environment and External environment. Social responsibilities of business
UNIT – II	Liberalization in India – The New Economic Policy:
	Impact of liberalization, Globalization and privatization on Indian economy, Critical evaluation of latest economic policies of India
UNIT – III	Economic Environment:
	Introduction to some important business laws like FEMA, SEBI act, and their impact on business. Approach to FDI and Multinational Cooperation.
UNIT – IV	Macro Economics:
	Macro Economics: Meaning and scope, Inflation : Meaning, effects and control measures, Economic Growth: Meaning and determinants, Free trade vs. Protection, Fiscal and Monetary Policy.
UNIT – V	Public Finance :
	Concept, Meaning and scope of Public finance, concept of public Expenditure, public revenue and taxation, Public Vs Private Budget, Small Scale enterprises in India
Text Book	<ol style="list-style-type: none"> 1. M.L. Seth : Money Banking, public Finance and trade 2. M. L. Jhingan: Macro Economics 3. RudraDuttSundaram: Macro Economics
Reference Books	<ol style="list-style-type: none"> 1. Francis Cherunilam: Business Environment 2. SheikeSaleem: Business Environment 3. Justine Paul:Business Environment
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations
Recommended by BOS on :	
	PRACTICALS: <ol style="list-style-type: none"> 1. Detail analysis of internal environment of an Industry 2. Detail analysis of external environment of an industry 3. Comparative study of Business environment of India with some other country. 4. Preparing a report on Corporate social responsibility of an industry. 5. Swot analyses of Indian Economy 6. Critically analyze the impact on Libration on Indian Economy 7. Critically analyze the impact on privatization on Indian Economy 8. Critically analyze the impact on globalization on Indian Economy 9. Sector vise study of the new economic policy 10. Compare the Globalization Strategies of 2 companies.

BM 506	Corporate Financial Management
Prerequisite	Completion of senior secondary course
Learning Objectives	The Objectives of the course are :
	1The primary objective of this course is to explore concepts, approaches to financial

	management and its applicability in the corporate finance
	2. The main objective of Financial Management is to help students to acquire and develop skills to take rational decisions in the process of Financing mix and assessment of Price Earnings Ratio. Wealth maximizations have always been regarded as important in financial analysis in organizations
	3.To have understanding about Basic Entries to record a transaction
	4.Able to analyze Inventory Valuation, Joint Stock Company, preparation of company Accounts
Salient features	The students will be able to
	Able to conceptualize Financial Statement
	Able to get company Inventory Valuation, joint stock Company
	Can prepare company Accounts
Utility	Student will be able to take four basic decisions of Finance, i.e. Investment, Financing, Working Capital and Dividend Decision
UNIT – I	Introduction to Finance, Time Value of Money
Role of Finance Function, Principles of Financial Management, Scope, Rationale, Techniques, Practical Applications of Compounding and Present Value Techniques.	
UNIT – II	Capital Budgeting
Major Capital Budgeting Decisions – Concepts of Cash Flows and Cash Flow Patterns, Capital Budgeting Techniques & Limitations – Traditional (ARR, Payback Period) and modern (NPV IRR, TVM and Profitability Index); NPV Vs PI – Comparison, Economic Value Added	
UNIT – III	Cost of Capital
Concept, Explicit and Implicit Costs, Cost of Debt – Redeemable and Perpetual, Cost of Preference Shares – Redeemable and non-redeemable, Cost Equity – Dividend and CAPM Approach, Cost of Retained Earnings Overall Cost of Capital (WACC) – Assignment of Weights (Historical and Market)	
UNIT – IV	Financial Decision
Operating , Financial and combined Leverage – Algebraic and Graphic Approach , EBIT – EPS (Indifference Curve) Analysis ,Capital Structure – Concept, theories of relevance and irrelevance Net Income/Net Operating Income Approach, Modigliani – Millar Hypothesis , Traditional Approach Optimum Capital Structure – factors and determinants	
UNIT – V	Management Of Profits
Concept and Forms of Dividend , Determinants of Dividend policy Dividend Theories of relevance (Walter and Gordon) and irrelevance (Miller-Modigliani), and Limitations, EVA, MVA. Introduction to Working Capital and Domain Industry Finance - Concept, Definition Need, Types and determinants of working Capital, Estimation & Financial Working Capital Industry Financial Management	
List of Expt.	
Text Book	<ul style="list-style-type: none"> • .Pandey , I.M, “Financial Management”, 11th Edition,Vikas Publication, New Delhi. • Sinha, PradeepKumar,”Financial Management”, 5th Edition, The World Press, Calcutta.
Reference Books	<ul style="list-style-type: none"> • Elements of Financial Management, by S.N.Maheshwari • Principles of Financial Management, by N.P.Agrawal, R.K.Tailor, Pioneer Publications Working Capital Management, by N.P.Agrawal, B.K.Mishra, RBSA Publishers • Financial Management by P.V.Kulkarni, B.G.Satyaprasad, Himalaya

	Publishing house • Financial Management by S.C.Kuchhal
Mode of Evaluation	Assignment/Practical Questions/Written examination/Ppt
Recommended by BOS on :	
Approved by Academic Council on	
Practical:-	1. Future Value & Present Value 2. Annuity 3. Fund Flow Statement 4. Cash flow statement 5. Ratio Analysis 6. Cost of Capital & Capital Structure 7. Equity & overall cost of capital, 8. Capital Budgeting, 9. Theories of Capital structure & Restructure 10. Dividend Policy 11. Valuation of a Firm 12. Leverages 13. EPS 14. Operating leverages 15. Financial leverages

BM 505	Marketing Management
Prerequisite	Completion of senior secondary course
Learning Objectives	The Objectives of the course are:
	1. To create an understanding of the basics and concepts of Marketing
	2. To gain knowledge about the different product, pricing and promotional decision making processes for different products / services and brands and techniques related to them developed in marketing and advertising research lab.
	3. To come across different cases of marketing and learn

	different marketing tools related to solve them.
	4. Able to analyze different barriers to marketing and learn the methodologies to solve them.
Salient features	The students will be able to
	1. Able to conceptualize different cases of Marketing (National, International, Street, Localized and rural).
	2. Able to conceptualize different types product pricing, packaging and promotion simulations.
	3. Able to take decisions for different product, pricing and promotion of different products / services and brands
	4. Implement the methodologies to analyze different barriers to marketing and solve them.
	5. Different promotional, packaging and other advertising simulations for different brands
Utility	Students will demonstrate strong conceptual knowledge in the functional area of marketing management. Students will demonstrate effective understanding of relevant functional areas of marketing management and its application.
UNIT – I	Introduction to Marketing:
Definition, Concept of Exchange-Needs & Wants, Economic Utility, Evolution of Marketing, Marketing Concept, Marketing Myopia, Significance of Marketing, Delivering Values, Satisfaction & Retention: Business components, Customer satisfaction, Concept of value, Analyzing market opportunities: Marketing environment: Macro environmental factors	
UNIT – II	Consumer behavior
Consumer behavior, Organizational markets & buying behavior, Market segmentation & market Targeting,.	
UNIT – III	Planning Marketing Strategy
Strategic Planning Process, marketing and competitive strategies, Marketing Mix strategy, Marketing mix and environment, Assembling and managing marketing mix	
UNIT – IV	Marketing Channels and Distribution
Nature of marketing channels, Role of marketing channels, Functions of marketing channels, Designing distribution channels, Channel management, Channel dynamics	
UNIT – V	Product Policy and Promotion
Product and product line, Product classification, product mix strategy, Product life cycle, New product development, Branding and packaging, Benefits of advertising, Developing and advertising program, Sales promotion, public relation, personal selling, Pricing, significance of pricing, Price adjustments, Effect of price change	
List of Expt.	
Text Book	<ol style="list-style-type: none"> 1. Kotler, P., Keller, K. L., Koshy, A., &Jha, M. (2012), Marketing Management A South Asian Perspective, 14th Edition, Pearson Education, New Delhi. 2. Ramaswamy, V. S., &Namakumari, S. (2017), Marketing Management: Indian Context with Global Perspective, McGraw hill
Reference Books	<ol style="list-style-type: none"> 1. Kotler, Philip. Marketing Management, Millennium Edition. Intl ed. US: Prentice Hall,2002.ISBN: 8120316096.

	2. Principles of Marketing, Kotler and Armstrong, Pearson, 12th edition., 2008, ISBN: 978-81-317-1547-5
Mode of Evaluation	Assignment/Quiz/Viva-voce/Student seminar/Written examination/Ppt
Recommended by BOS on :	
Approved by Academic Council on :	

List of Practicals:

1. Lab Practical :

List six factors in a company's micro-environment. Next go to a company's (for e.g. Wal-Mart's) website, search for its most recent annual report, how many of the six microenvironment factors can you find? Briefly describe each? And thus prepare a case study on the same.

2. Field Work :

Design a cause related marketing campaign for a small scale or local company (or hotel/showroom/jeweler/resort etc.) of your town in small groups and take it to that particular company's marketing manager or any other higher official working for its marketing and take his feedback on it. Then present a paper on your findings.

3. Lab Practical- Search on the web how various big business school's have positioned themselves and prepare a positioning statement for your business school.

4. Field Work

Go to a toy store (like Tiny Toons) in Jaipur. Select any 4 toys of different price ranges and using the value proposition mix prepare overall positioning strategy for the same.

Lab experiments:

1. How actual test marketing is done.
2. use of facial expression recognition system
3. use of different packaging
4. creating artificial point of purchase in the lab and analyzing consumer behavior
5. Search for the websites of different umbrella brands and classify their products as per the basic product classification.

5. Field Work :

Look for a local product of your town and create a strong brand name for it and then take it to its company, take their responses and come up with the response paper for the same.

6. Field Work:

Go to a nearby Starbucks and suppose that you are in the marketing team of a competitor brand then summarize the prices of CCD and come up with relevant pricing strategy for the same and present it in the class. You can also do a comparative analysis on any two brands and prepare a case study.

Lab Experiments:

12. preparing new ad – appeals

13. preparing jingles

14. analyzing print and commercial ads of various firms

7. Lab Work :

Look for any particular brand's website and go through its distribution details, draft a short memo detailing the recommendations for expansion or shrinkage.

Three Practicals from each unit .
One simulation exercise.
Practicals will be conducted as per the practicals manual

BM 601	OPERATION AND PRODUCTION MANAGEMENT
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principle
Learning Objectives	This Course is designed to develop a deeper understanding of the quantitative techniques, which could be successfully used for improving the quality of managerial decisions. The students will study this course with a generalist approach and avoid the minor details of the topics prescribed hereunder:
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	An MBA prepares individuals for many types of careers. Some of the more common jobs an MBA prepares one for include Business Analyst or Strategist, Business Development Analyst, Associate, or Manager, Entrepreneur / Founder, Financial Analyst, Management Consultant, Marketing Associate, Analyst, or Manager, Portfolio Manager, Project, Product, or Program Manager, Operations Analyst, Associate, or Manager
UNIT – I	Operation Research:
Operation management - introduction. Operation research and operation strategy, forecasting demand and linear regression, transportation and assignment problems, allocation of resources	
UNIT – II	Production Management:
Nature and scope of production management - process planning and design facility location; types of manufacturing systems & layouts; layout planning and analysis material handling - principals-equipments, line balancing-problems operations decisions-production planning and control - in mass production in batch/job order manufacturing.	
UNIT – III	Facilities Planning:
Capacity planning - models, process planning - aggregate planning - scheduling maintenance management concepts - work study, method study, work measurement, work sampling work environment-industrial safety; computer aided manufacturing (CAM), artificial intelligence &	

expert systems.	
UNIT – IV	Material Management:
Material management - an overview, production control, storage and retrieval system. Inventory control - JIT .Network techniques – simulation, EOQ, EOQ problems with shortage, allowed, standardization, and waste management.	
UNIT – V	TQM and Project Management:
Concept of total quality (TQ). International quality certification and other standards and their applicability in design manufacturing humanistic and marketing aspects of TQ. Total quality of services. Total quality and safety. ERP and business process engineering maintenance management, project management-PERT & CPM.	
Text Book	<ol style="list-style-type: none"> 1. Apte-Operation Research and Quantitative Techniques (Excel Books) 2. S Kalawathy-Operation Research (Vikas IVth Edition) 3. Singh & Kumar—Operation Research(UDH Publisher edition 2013) 4. TahaHamdy - Operations Research - An Introduction (Prentice-Hall, 9th edition) 5) Vohra - Quantitative Techniques in Management (Tata McGraw-Hill, 2nd)
Reference Books	<ol style="list-style-type: none"> 1. S.N. Chery - Production and Operation Management 2. E. E. Adams - Production and Operation Management 3. Kothari - Quantitative Techniques (Vikas 1996, 3rd Edition). 4. Sharma J K - Operations Research (Pearson, 3rd Edition)
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations
Recommended by BOS on :	
	<p>PRACTICALS:-</p> <ol style="list-style-type: none"> 1. Unit –1 : Use of WinQSB forecasting module 2. Unit -2 : Facility location – problem solutions with WinQSB 3. Unit -2 : Rectilinear Distance problems & layout solutions through WinQSB. 4. Unit -2 : LOB problems with Excel & Line Flexibility softwares. 5. Unit – 3 :Regression Analysis through MS-Excel 6. LP module of WinQSB 7. Using Excel’s Solver Function for solving capacity Allocation problems 8. ERP software – introduction 9. Use of Smartdraw software for solving PERT & CPM problems 10. Introduction to Artificial Intelligence software used on shop floors

BM 602	ENTREPRENEURSHIP AND SMALL SCALE BUSINESS MANAGEMENT
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles.
Learning Objectives	To develop and strengthen entrepreneurial quality and motivation in students, To impart basic entrepreneurial skills and understandings to run a business efficiently and effectively, To provide insights to students on entrepreneurship opportunities
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.

Utility	An MBA prepares individuals for many types of careers. Some of the more common jobs an MBA prepares one for include Business Analyst or Strategist, Business Development Analyst, Associate, or Manager, Entrepreneur / Founder, Financial Analyst, Management Consultant, Marketing Associate, Analyst, or Manager, Portfolio Manager, Project, Product, or Program Manager, Operations Analyst, Associate, or Manager
UNIT – I	Introduction
	Definition, meaning, importance and relevance of Entrepreneurship, types & characteristics of entrepreneurship, identification and classification of business opportunities, barriers to entrepreneurship. environmental scanning through 7 Domains of market attractiveness & porter's 5-forces model
UNIT – II	Tools and techniques
	Needs, Tools and techniques for market assessment & survey, entrepreneurial motivations & environmental innovations & creativity.
UNIT – III	Business plan writing,
	scope, types, sources and process of identifying target market, survey industry & competition analysis.
UNIT – IV	Entrepreneurship development program:
	Learning Objectives , Programs of EDP, Entrepreneurial development cycle, Relevance & Accruements of EDP, Role of Government in organizing EDPs, E-business & Networking
UNIT – V	Small business management:
	Starting up a new business venture, Source of Fund-Raising to start up a New Business Venture, Developing Marketing Strategies
Text Book	<ol style="list-style-type: none"> 1. Entrepreneurship Development-Small Business Enterprise- Poornima Charantimath Pearson Education, 2007 2. Entrepreneurship- Rober D Hisrich, Michael P Peters, Dean A Shepherd, 6/e, The McGraw-Hill companies, 2007 3. Entrepreneurship Development , Khanka, S Chand Publications 4. Entrepreneurship Development, B Janakiram
Reference Books	<ol style="list-style-type: none"> 1. Entrepreneurship Theory at crossroads - Dr.Mathew J Manimala, 2/e, Biztantra, 2007 2. Entrepreneurship Development and Management - Vasant Desai, Himalaya Publishing House, 2007 3. Entrepreneurship-Theory and Practice - Raj Shankar Vijay Nicole Imprints Pvt. Ltd, 2006 4. Entrepreneurship - Rajiv Roy, 2/e, Oxford University Press 2011
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations
Recommended by BOS on :	
	Practicals: <ol style="list-style-type: none"> 1. Discuss the availability of entrepreneurial opportunities. 2. Discuss the factors that make the family business unique. 3. Understand the franchising Concept.

	<ol style="list-style-type: none"> 4. Understand the reasons for starting a new business rather than buying an existing firm or acquiring a franchise. 5. Define competitive advantage. 6. Develop a comprehensive business plan. 7. Discuss the nature of the marketing research process. 8. Identify the factors affecting choice of a business location. 9. Describe the purpose and content of financial statements. <p>□□□□ Identify the key characteristics of consumer behavior.</p>
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BM 603	BUSINESS LAW
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles.
Learning Objectives	The Learning Objectives of the course are : To create an understanding regarding the topic To gain knowledge about Business Law, To have understanding about business contracts, Able to analyze different types of contract
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	An MBA prepares individuals for many types of careers. Some of the more common jobs an MBA prepares one for include Business Analyst or Strategist, Business Development Analyst, Associate, or Manager, Entrepreneur / Founder, Financial Analyst, Management Consultant, Marketing Associate, Analyst, or Manager, Portfolio Manager, Project, Product, or Program Manager, Operations Analyst, Associate, or Manager
UNIT – I	Introduction to legal Environment : Definition of Law, classification of law, Indian judiciary system. Indian Contract Act, 1872 (Fundamental Knowledge) : Essentials of valid contract, discharge of contract, remedies for breach of contract. Hypothecation, mortgage, Quasi Contract. Special contracts: Contracts of Indemnity, Guarantee, Bailment, Pledge and Agency.
UNIT – II	Sale of Goods Act 1930 Sale of Goods Act 1930 (Fundamental Knowledge) : Meaning of Sale and Goods, Conditions and Warranties, Transfer of Property, Rights of an unpaid seller. Basic Conceptual Knowledge: OPC, HUF, Partnership Act 1932, LLP, NGO, Co-operative societies, HPA, IPR..
UNIT – III	The Negotiable Instruments Act 1881 The Negotiable Instruments Act 1881 (Fundamental Knowledge) : Essentials of a Negotiable instruments, Kinds of Negotiable Instrument Holder and Holder in Due Course, Negotiation by endorsements, crossing of a cheque and Dishonour of a cheque. Basic Conceptual Knowledge: Excise act, Vat, overview of income tax act & customs act
UNIT – IV	Environmental law

Environmental law (Basic elementary knowledge) : Land pollution, Water pollution, Air pollution and Noise pollution. Consumer Protection Act: Definition of consumer, unfair trade practice, Alternative Dispute Remedies: Arbitration, conciliation, Mediation, Negotiation.	
UNIT – V	The Companies Act 2013
The Companies Act 2013 (Basic elementary knowledge) : Essential characteristics of a company, types of companies, memorandum and articles of association, prospectus, shares – kinds, allotment and transfer, debentures, essential conditions for a valid meeting, kinds of meetings and resolutions. Directors, Managing Directors-their appointment, qualifications, powers and limits on their remuneration, prevention of oppression and mismanagement, winding up of the Company and its types.	
Text Book	<ol style="list-style-type: none"> 1. Maheshwari, S.N. and S.K. Maheshwari; <i>A Manual of Business Law</i>, 2nd Edition, Himalaya Publishing House, 2004.. 2. Durga Das Basu- Constitution of India (Prentice Hall of India) 3. Relevant Acts
Reference Books	<ol style="list-style-type: none"> 1. Kuchhal M.C. - Business Law (Vikas Publication, 4 th Edition) 2. Gulshan S.S. - Business Law Including Company Law (Excel Books) 3. Avtar Singh - Principles of Mercantile Law (Eastern Book Company, 7th Edition). 4. N.D Kapoor&RajniAbbi-General Laws & Procedures (Sultan Chand & Sons)
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations
Recommended by BOS on :	
	Practicals: <ol style="list-style-type: none"> 1. Preparing Contractual agreement 2. Preparing Hypothecation agreement 3. Preparing Mortgage contract 4. Preparing agency agreement 5. Preparing warranty agreement 6. Preparing different types of cheques 7. Preparing memorandum of association 8. Preparing articles of association 9. Preparing a format of prospectus 10. Preparing a format for winding up of company

BM 604	PROJECT MANAGEMENT
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles.
Learning Objectives	The course is intended to develop the knowledge of the students in the management of projects, special emphasis will be provided on project formulation as also on various tools and techniques for project appraisal and control so that they are able to draft the project proposal in any area of management and evaluate the worth of projects.
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for

	presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	An MBA prepares individuals for many types of careers. Some of the more common jobs an MBA prepares one for include Business Analyst or Strategist, Business Development Analyst, Associate, or Manager, Entrepreneur / Founder, Financial Analyst, Management Consultant, Marketing Associate, Analyst, or Manager, Portfolio Manager, Project, Product, or Program Manager, Operations Analyst, Associate, or Manager
UNIT – I	Introduction :
	Planning - overview, concepts of project, types of Projects, project life cycle, project formulation
UNIT – II	Project Analysis:
	Project feasibility, analysis - market, technical and financial. Project appraisal criteria - NPV, IRR. Pay back period, ARR, sensitivity analysis. LOB (Line of Balance). Network analysis, PERT, CPM, compression on critical path.
UNIT – III	Cost Benefit Analysis:
	projects procurement process, life cycle costing, project cost reduction methods, project stores.
UNIT – IV	Project Cost:
	Dynamics of project cost, estimation of capital cost, operating costs, forecasting income, financial sources, role of development financial institutions. Social cost benefit analysis
UNIT – V	Project Management:
	Project Management System (PMS), Forms of Project Organization, project audit, ex-post evaluation.
Text Book	<ol style="list-style-type: none"> 1. Marwah-Project Management(Wiley Dreamtech) 2. Chaturvedi&Jauhari-Project Management(Himalaya Publishing) 3. Chandra Prasanna - Project : Preparation ,Appraisal, Budgeting and Implementation. (TMH, 5th Ed.)
Reference Books	<ol style="list-style-type: none"> 1. Mishra - Project Management (Excel Books) 2. Goyal BB – Project Management : A Development Perspective (Deep & Deep) 3. Gopalan- Project Management Core Text Book (Wiley)
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations
Recommended by BOS on :	
	PRACTICALS : <ol style="list-style-type: none"> 1. Use of Smartdraw for PERT 2. Use of Smartdraw for CPM 3. Line of Balance softwares with Excel 4. Line of Balance softwares with Line flexibility software 3. Cost benefit analysis by software – ADELIX Reporting and data analysis software 4. Use of WinQSB for forecasts 5. Use of PMS software 6. Industry visit for learning how P.M. audits are carried out. 7. Testing projects by Springloops 8. Lab work on Creative Pro Office Software 9. Creating Jumpcharts

	10. Use of Simulation softwares
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BM 605	CORPORATE STRATEGY & ETHICS
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles.
Learning Objectives	The present course aims at familiarizing the participants with the concepts, tools and techniques of corporate strategic management so as to enable them to develop analytical and conceptual skills and the ability to look at the totality of situations.
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	An MBA prepares individuals for many types of careers. Some of the more common jobs an MBA prepares one for include Business Analyst or Strategist, Business Development Analyst, Associate, or Manager, Entrepreneur / Founder, Financial Analyst, Management Consultant, Marketing Associate, Analyst, or Manager, Portfolio Manager, Project, Product, or Program Manager, Operations Analyst, Associate, or Manager
UNIT – I	Introduction :
	<ul style="list-style-type: none"> Definition, Concept, Objective and Significance ,The levels at which strategy operates, Characteristic of Strategic Management , An Overview: Strategic Management Process , Concept of Strategic Decision Making
UNIT – II	Environmental Scanning:
	<ul style="list-style-type: none"> Appraisal of external environment, Dynamics of internal environment, Organizational capabilities and Appraisal.
UNIT – III	Strategy Formulation:
	<ul style="list-style-type: none"> Business level strategy, Corporate Level Strategy, Functional Strategies.
UNIT – IV	Strategy Implementation:
	<ul style="list-style-type: none"> Aspects of Strategy Implementation, Project Implementation, Procedural Implementation, Resource Allocation, Organizational design and change, Corporate Culture.
UNIT – V	Strategy Evaluation and Control:
	<ul style="list-style-type: none"> An Overview of Strategic Evaluation and Control ,Strategic Control and Operational Control ,Techniques for Strategic Evaluation and Control ,Role of Organizational Systems in Evaluation ,Mc Kinsey's 7s Framework.
Text Book	<ol style="list-style-type: none"> 1. AzharKazmi:Business Policy & Strategic Management 2. Johnson & Scholes: Exploring Corporate Strategies 3. Wheelan, Hunger:Strategic Management 4. Ramaswami, Namakumari:Strategic Planning: Formulation of Cor. Strategy
Reference Books	<ol style="list-style-type: none"> 1. Cliff Bowman - Business Policy and Strategy (Prentice Hall of India) 2. McCarthy D.J., Minichiello Robert J., and Curran J.R. - Business Policy and Strategy (AITBS) 3. Lawrence R.Jauch., Glueck William F. - Business Policy and Strategic Management (Frank Brothers)

	4. Pearce II John A. and Robinson J.R. and Richard B. - Strategic Management (AITBS)
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations
Recommended by BOS on :	
	<p>PRACTICALS</p> <ol style="list-style-type: none"> 1. Ability to lead discussion and handle questions 2. Presentation style 3. Ability to address the specified case questions 4. Specify the political, legal, economic, social etc factors which impact on the industry your company is in. 5. Analyse these factors and how they determine the key driving forces affecting the industry in general. 6. Summarise what strategic issues the macro-environment entails for your company in general terms. 7. apply the 5 forces model to the industry your company is in. Describe, using this model the competitive dynamics within the industry. 8. Explain what competitive threats and opportunities your company would need to address in order to gain competitive advantage. 9. Summarise provisionally what particular courses of actions it would need to undertake. Based on a) and b). 10. Based on your analysis in 1, 2 and 3, report to the board what generic strategy The company needs to gain comparative advantage. Evaluate the strategy in terms of your understanding of the pros and cons of the generic strategies.

Introductory Note about ISBM Curriculum - MBA

A. Need, objectives and main features of the curriculum

- a. **Need** – Entrance of Multinational Companies in the domestic department has increased the requirement of professionals in the management sector. The major aspect of introducing the MBA program is to provide trained and employable professional to the industry as per the necessity. The courses are based on the present day requirement of specialized management professionals at various levels in the organization
- b. **Objectives** – The primary objective of the department is to prepare the post-graduate management students as young professionals, who are equipped with latest knowledge and technology required in the current market scenario. The other objective includes making these budding managers more employable as per the industry demands.
- c. **Main features of the curriculum** –
 - i. Regularly updated curriculum as per the international standards
 - ii. Latest methods and techniques are being adopted
 - iii. As per the requirement of the industry
 - iv. Case-based teaching methodology is used
 - v. More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.

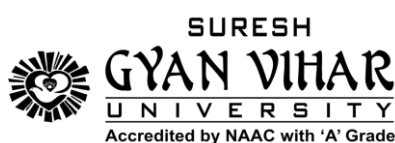
B. Role of the curriculum in the national development - The curriculum of MBA is so designed that it helps the students to become not only more employable but also encourage them to become entrepreneur. We at ISBM motivate our students to be self-dependent, aspires them to become leaders rather than followers.

C. Global trends reflected in the curriculum – The curriculum is designed while consulting a number of National and International Universities. Some of the universities consulted were, University of Pune, University of Mumbai, Delhi University, University of Marseilles, and Harvard University. The syllabi comprises of both National issues as well as issues important on Global terms. Any changes in the global curriculum is also tried to be reflected in the current syllabi of the department.

D. Possibility, Motivation and Scope for Self Learning – To inspire and motivate the students for self-learning process, Seminars/ Workshops are included in the core curriculum, which aspires the students to learn new concepts and share it with others through presentations. Out of every four lectures allotted to each faculty,

one is made compulsory as presentation class. Thus, student not only undergoes learning but also many-a-times implementing the concept through the help of various workshops.

- E. **Placement opportunities, etc**– The curriculum offering a better chance of learning among the students, thus also offers better placement opportunities for them. The time-table is so designed that it helps the student to grow their personality and communications skills also along with their regular studies. Aptitude tests, group discussions, rigorous mock interviews help the students to churn up better placement offers for themselves during the placement exercise. In all, we believe in generating a more employable management professional from ISBM



INTERNATIONAL SCHOOL OF BUSINESS MANAGEMENT

Teaching and Examination Scheme for MBA (Business Analytics) (2 Year Program)

Edition – 2022-24

YEAR: 1

SEMESTER: I

S. No.	Course Code	Course Name	Credits	Contact Hrs/Wk.			Exam Hrs.	Weight age (in %)	
				L	T	P		CE	ESE
		A. Program Core							
1	BM 501	Organizational Behavior	3	3			3	40	60
2	BM 503	Quantitative Technique	3	3			3	40	60
3	BM 505	Marketing Management	3	3			3	40	60
4	BM 507	Managerial Economics	3	3			3	40	60
5	BM 511	Financial Accounting	3	3			3	40	60
6	SM501	Seminar in Contemporary Issues	2			4		60	40
7	BM 513	Business News Analysis – I	2			4	1	60	40
		B. Program Elective							
8	BM	Introduction to AI, Data	3	3			3	40	60

		Science, Ethics and Foundation of Data Analysis							
		C. University Core							
9	FD-101	Foundation Course	1						
10	PC- 501	Proficiency in Co-curricular Activities	2					100	
11		D. University Open Elective	2	2			3	40	60
		E. Value Added Course							
12	VACARRW 501	Academic Research; Report Writing; Publication	0			1			
13	BM – VAC 501	Self – expression, Personality development, Communication and Grooming	0			1			
		Total	25	20		4			
		Total Teaching Load		20					

NOTE –

The following subjects will be taught as program electives and the students can also appear in the exams of the following certification modules by NCFM :

1. Commercial Banking In India: A Beginners Module
2. Securities Market : A Beginner's Module

INTERNATIONAL SCHOOL OF BUSINESS MANAGEMENT

Teaching and Examination Scheme for MBA (Business Analytics) (2 Year Program)

Edition - 2022-24

YEAR: 1

SEMESTER: II

S. No.	Course Code	Course Name	Credits	Contact Hrs/Wk.			Exam Hrs.	Weight age (in %)	
				L	T/S	P		CE	ESE
		A. Program Core							
1	BM 502	Human Resource Management	3	3			3	40	60
2	BM 504	Research Methods in Management	3	3			3	40	60
3	BM 506	Corporate Financial Management	3	3			3	40	60
4	BM 508	Business Environment	3	3			3	40	60
5	PE 604 (can it be changed?)	Minor Research Project	2			4		60	40
6	BM 514	Business News Analysis – II	2			4	1	60	40
		B. Program Elective							
7	BM	Data Analysis using Python	3	3		2	3	40	60
8	BM	Supply Chain Analytics & HR Analytics	3	3		2	3	40	60
		B. University Core							
9	FD-102	Foundation Course	2						
10	EM502	Employability Skills I	1		2			60	40
11	PC- 502	Proficiency in Co-curricular Activities	2					100	
12		C. University Open Elective	2	2			3	40	60
		E. Value Added Course							
13	VACARRW 501	Academic Research & Report Writing &				1			

		Publication							
14	BM – VAC 501	Self – expression, Personality Development, Communication and Grooming				1			
		Total	27	20	2	4			
		Total Teaching Load		20					

L - Lecture T – Tutorial CE – Continuous Evaluation

S – Seminar P – PRACTICALS ESE – End Semester Evaluation

NOTE –

The following subjects will be taught as program electives and the students can also appear in the exams of the following certification modules by NCFM :

1. Financial Markets: A Beginners Module
2. Mutual Funds : A Beginner's Module

INTERNATIONAL SCHOOL OF BUSINESS MANAGEMENT

Teaching and Examination Scheme for MBA (Business Analytics) (2 Year Program)

Edition - 2022-24

YEAR: 2

SEMESTER: III

S. No.	Course Code	Course Name	Credits	Contact Hrs/Wk.			Exam Hrs.	Weight age (in %)	
				L	T/S	P		CE	ESE
		A. Program Core							
1	BM 601	Operation & Production Management	3	3			3	40	60
2	BM 692	Project Management	3	3			3	40	60
3	BM 605	Corporate Strategy & Ethics	3	3			3	40	60
4	BM 603	Business Law	3	3			3	40	60
5	BM 602	Entrepreneurship & Small Scale Business Management							
6	S1 601	Summer Internship Project (SIP)	2			4		60	40
7	PE 602	Research Report Presentation.							
8	BM 615	Business News Analysis –III	2			4	1	60	40
		B. Program Elective							
9	BM	Statistics & Computational Data Analysis	3	3					
10	BM	Data Analysis and Data Visualization, Consumer behavior Analytics	3	3			3	40	60
11	BM	Machine Learning for Business	3	3			3	40	60
		C. University Core							
12	EM 601	Employability Skills II	1		2			60	40
13	PC- 601	Proficiency in Co-curricular	2					100	

		Activities							
		D. University Open Elective(May choose any one from the list attached)	2	2			3	40	60
		E. Value Added Course							
13	VACARRW 501	Academic Research; Report Writing; Publication				1			
14	BM – VAC 501	Self – expression, Personality Development, Communication and Grooming				1			
		Total	26	21	2	4			
		Total Teaching Load		23					

L - Lecture T – Tutorial CE – Continuous Evaluation

S – Seminar P – PRACTICALS ESE – End Semester Evaluation

NOTE –

The following subjects will be taught as program electives and the students can also appear in the exams of the following certification modules by NCFM :

1. Financial Markets: A Beginners Module
2. Mutual Funds : A Beginner's Module

INTERNATIONAL SCHOOL OF BUSINESS MANAGEMENT

Teaching and Examination Scheme for MBA (Business Analytics) (2 Year Program)

Proposed Edition - 2022-24

YEAR: 2

SEMESTER: IV

S. No.	Course Code	Course Name	Credits	Contact Hrs/Wk.			Exam Hrs.	Weightage (in %)	
				L	T	P		CE	ESE
		A. Programme Core							
1	BM 401	Industrial Training on Human Resource	3	-	-	-		100	
2	BM 402	Industrial Training on Sales and marketing	3	-	-	-		100	
3	BM 403	Industrial Training on Accounting and finance	3	-	-	-		100	
4	BM 404	Industrial Training on operation & TQM	3	-	-	-		100	
5	BM 405	Industrial Training on Log Book	3	-	-	-		100	
		Total	15						

L- Lecture T – Tutorial

CE – Continuous Evaluation

S – Seminar P – Practical

ESE – End Semester Evaluation

BM 501	Organizational Behavior
Prerequisite	Basic knowledge of General Management
Learning Objectives	The Objectives of the course are: The objective of this paper is to analyze and compare different models used to explain individual behavior related to motivation and rewards and to identify the processes used in developing communication and resolving conflicts, explain group dynamics and demonstrate skills required for working in groups (team building)
Salient features	The students will be able to <ul style="list-style-type: none"> • Conceptualize different types of Attitudes. • To get to understand nature of OB.

	<ul style="list-style-type: none"> Involve in personality aspect concept.
Utility	The student will be able to gather knowledge for the practical life and profession.
UNIT – I	Introduction to Organization Behavior:
	Concept of Organizational Behavior (OB)- Importance of Organizational Behavior, Key Elements of Organizational Behavior, Role of Managers in OB- Interpersonal Roles-Informational Roles- Decisional Roles, Foundations or Approaches to Organizational Behavior, Challenges and Opportunities for OB
UNIT – II	Individual Dimensions of Organization Behavior:
	Nature and meaning of Interpersonal Behavior, Concept of Self, Transaction Analysis (TA), Benefits and uses of Transactional Analysis, Johari Window Model, Individual Behavior and Learning, Personality, Motivation – Theories and Models
UNIT – III	Leadership and Group Behavior:
	Definition and Meaning, Theories of Leadership, Contemporary Business Leaders. Meaning and Importance of Groups, Reasons for Group Formation, Types of Groups, Stages of Group Development, Meaning and Importance of Teams, Types of Teams, Creating an Effective Team
UNIT – IV	Introduction to Organization Culture
	Meaning and Nature of Organization Culture - Origin of Organization Culture, Functions of Organization Culture, Types of Culture, Creating and Maintaining Organization Culture, Managing Cultural Diversity, Organization Change and Development: Definition and Meaning, Need for Change, Strategies to Overcome Resistance, Process of Change, Meaning and Definition of OD, OD Interventions
Text Book	<ol style="list-style-type: none"> Luthans F. Organizational Behaviour, New York, McGraw Hill Robbins S.P. Organizational Behaviour, New Delhi, Prentice Hall of India
Reference Books	<ol style="list-style-type: none"> Chandan J. S. Organizational Behaviour, Vikas Publication New Delhi Fundamentals of Organizational Behaviour - Slocum/Hillriegel, Cengage Learning Organizational Behaviour, Aquinas P. G, Excel BOOKS.
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Ppt
Recommended by BOS on :	
Approved by Academic Council on :	
Practical	<ol style="list-style-type: none"> Managerial skills Management game Business simulation games Comparison of different organization in terms of work culture policies etc Time management games Management as art and science comparison Motivational games in context with various motivational theories and models Management games on team building Individual behavior Employee motivation training

BM 503	Quantitative Techniques
Prerequisite	General knowledge of management

Learning Objectives	The Objectives of the course are :
	Understand relevance & need of quantitative methods for making business decisions
	Demonstrate a sound knowledge of fundamentals of statistics and statistical techniques
	Able to apply quantitative methods to solve a variety of business problems
	Able to understand the latest techniques of Q.T.
Salient features	The students will be able to:
	Able to conceptualize different concepts used in Q.T.
	Able to implement the knowledge about the different scientific theories used in business simulations.
	Able to implement the latest techniques of linear programming, matrix, decision theory, game theory
Utility	Provides students with quantitative skills that are required to make business decisions. These skills involve using statistical, forecasting and estimation techniques. Formulation and application of mathematical models in business decision making scenarios.
UNIT – I	Introduction:
	Definition & classification of quantitative techniques, methodology, advantages. Definition of matrix, their types & operations, determinant of a matrix, adjoint & inverse of a matrix, methods of matrix to solve linear equations
UNIT – II	Linear Programming:
	LLP problem formulation, graphical, Simplex methods to solve LLP, issues in LLP, Dual of a given LLP, two phase method
UNIT – III	Decision Theory:
	Types of decision situations, different decision rules/criteria under these situations, EVPI, decision tree analysis
UNIT – IV	Game Theory:
	Two persons zero sum games, Pure & mixed strategy, Methods of their solution, Law of Dominance, sub-game method
UNIT – V	Transportation and Assignment Problems:
	Methods of solving transportation Problem, MODI Method, their issues & techniques to solve them, Methods of making initial assignment, optimality test methods, their issues & techniques to solve them, concept, method to solve them – Hungarian method, their issues.
List of Expt.	
Text Book	<ol style="list-style-type: none"> 1. Taha Hamdy - Operations Research - An Introduction (Prentice-Hall, 9th edition) 2. Vohra - Quantitative Techniques in Management (Tata McGraw-Hill, 2nd)
Reference Books	<ol style="list-style-type: none"> 1. Khandelwal, Gupta Quantitative Techniques 2. Dr. N. P. Agarwal Quantitative Techniques 3. Khandelwal, Gupta, Agrawal, Ahmed Quantitative Analysis for Management
Mode of Evaluation	
Recommended by BOS on :	
Approved by Academic Council on :	

BM 505	Marketing Management
Prerequisite	Graduate
Learning Objectives	The Objectives of the course are:
	1. To create an understanding of the basics and concepts of Marketing
	2. To gain knowledge about the different product, pricing and promotional decision making processes for different products / services and brands and techniques related to them developed in marketing and advertising research lab.
	3. To come across different cases of marketing and learn different marketing tools related to solve them.
	4. Able to analyze different barriers to marketing and learn the methodologies to solve them.
Salient features	The students will be able to
	1. Able to conceptualize different cases of Marketing (National, International, Street, Localized and rural).
	2. Able to conceptualize different types product pricing, packaging and promotion simulations.
	3. Able to take decisions for different product, pricing and promotion of different products / services and brands
	4. Implement the methodologies to analyze different barriers to marketing and solve them.
	5. Different promotional, packaging and other advertising simulations for different brands
Utility	Students will demonstrate strong conceptual knowledge in the functional area of marketing management. Students will demonstrate effective understanding of relevant functional areas of marketing Management and its application.
UNIT – I	Introduction to Marketing:
Definition, Concept of Exchange-Needs & Wants, Economic Utility, Evolution of Marketing, Marketing Concept, Marketing Myopia, Significance of Marketing, Delivering Values, Satisfaction & Retention: Business components, Customer satisfaction, Concept of value, Analyzing market opportunities: Marketing environment: Macro environmental factors	
UNIT – II	Consumer behavior
Consumer behavior, Organizational markets & buying behavior, Market segmentation & market Targeting,.	
UNIT – III	Planning Marketing Strategy
Strategic Planning Process, marketing and competitive strategies, Marketing Mix strategy, Marketing mix and environment, Assembling and managing marketing mix	
UNIT – IV	Marketing Channels and Distribution
Nature of marketing channels, Role of marketing channels, Functions of marketing channels, Designing distribution channels, Channel management, Channel dynamics	
UNIT – V	Product Policy and Promotion
Product and product line, Product classification, product mix strategy, Product life cycle, New	

product development, Branding and packaging, Benefits of advertising, Developing and advertising program, Sales promotion, public relation, personal selling, Pricing, significance of pricing, Price adjustments, Effect of price change	
List of Expt.	
Text Book	<ol style="list-style-type: none"> 1. Kotler, P., Keller, K. L., Koshy, A., &Jha, M. (2012), Marketing Management A South AsianPerspective, 14th Edition, Pearson Education, New Delhi. 2. Ramaswamy, V. S., &Namakumari, S. (2017), Marketing Management: Indian Context withGlobal Perspective, McGraw hill
Reference Books	<ol style="list-style-type: none"> 1. Kotler, Philip. Marketing Management, Millennium Edition. Intl ed. US: Prentice Hall,2002.ISBN: 8120316096. 2. Principles of Marketing, Kotler and Armstrong, Pearson, 12th edition., 2008, ISBN: 978-81-317-1547-5
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Ppt
Recommended by BOS on :	
Approved by Academic Council on :	
<p>List of Practical:</p> <p>1. Lab Practical : List six factors in a company's micro-environment. Next go to a company's (for e.g. Wal-Mart's) website , search for its most recent annual report, how many of the six microenvironment factors can you find? Briefly describe each? And thus prepare a case study on the same.</p> <p>2. Field Work : Design a cause related marketing campaign for a small scale or local company (or hotel/showroom/jeweler/resort etc.) of your town in small groups and take it to that particular company's marketing manager or any other higher official working for its marketing and take his feedback on it. Then present a paper on your findings.</p> <p>3. Lab Practical- Search on the web how various big business school's have positioned themselves and prepare a positioning statement for your business school.</p> <p>4.Field Work Go to a toy store (like Tiny Toons) in Jaipur. Select any 4 toys of different price ranges and using the value proposition mix prepare overall positioning strategy for the same.</p> <p>Lab experiments:</p> <ol style="list-style-type: none"> 1. How actual test marketing is done. 2. use of facial expression recognition system 3. use of different packaging 4. creating artificial point of purchase in the lab and analyzing consumer behavior 5. Search for the websites of different umbrella brands and classify their products as per the basic product classification. <p>5.Field Work : Look for a local product of your town and create a strong brand name for it and then take it to its company, take their responses and come up with the response paper for the same.</p> <p>6.Field Work:</p>	

Go to a nearby Starbucks and suppose that you are in the marketing team of a competitor brand then summarize the prices of CCD and come up with relevant pricing strategy for the same and present it in the class. You can also do a comparative analysis on any two brands a prepare a case study.

Lab Experiments:

12. preparing new ad – appeals

13. preparing jingles

14. analyzing print and commercial ads of various firms

7. Lab Work :

Look for any particular brand's website and go through its distribution details, draft a short memo detailing the recommendations for expansion or shrinkage.

Three Practical from each unit

One simulation exercise.

Practical will be conducted as per the practical manual

BM 507	MANAGERIAL ECONOMICS
Prerequisite	Graduate
Learning Objectives	To introduce the fundamentals, tools and theories of managerial economics, To orient on micro economic techniques as a decision making process, To understand macro-economic analysis essential for business managers
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	Students will be able to integrate the basic concepts of economics with the tools of mathematics and statistics in order to analyze and make optimal business decisions.
UNIT – I	Managerial Economics:
	Defining Managerial Economics, Economics and Managerial Decision Making, The Economics of a Business, Important Economic Terms and Concepts, The Firm and its Goal, Profit Maximizing Vs Wealth Maximizing, Five Fundamental Questions in Economics, Discounting Principle, Opportunity Cost Principle, Economy and Economic System, National Income, Inflation, Monetary and Fiscal Policy
UNIT – II	Concept of Demand and supply:
	Market Demand, Market Supply and Market Equilibrium, Comparative Static Analysis, The Managerial Challenges
UNIT – III	Cost concepts:
	Cost and Production Analysis, Type of Costs, Production Function, Break Even Analysis, Shut Down Point. Cost concepts and classification. Cost output relationship

UNIT – IV	Production Analysis:
Production function-laws of variable proportion & returns to scale. Economics and diseconomies of scale	
UNIT – V	Market Structure and Pricing Decision
Price output determination under Perfect Competition, Monopoly, Differentiated Monopoly, Monopolistic Competition and Oligopoly	
Text Book	<ol style="list-style-type: none"> 1. Managerial Economics, D.N Dwivedi, 6th ed., Vikas Publication. 2. Managerial Economics- Theory and Applications, Dr. D.M Mithani, Himalaya Publications. 3. Managerial Economics, H. L Ahuja, S. Chand, 2011 4. Indian Economy, K P M Sundharam and Dutt, 64th Edition, S Chand Publication.
Reference Books	<ol style="list-style-type: none"> 1. Managerial Economics- Principles and worldwide applications, Dominick Salvatore, 6e, Oxford Publication, 2010 2. Managerial Economics, Jaswinder Singh, Dreamtech publications, 2013 3. Managerial Economics, YogeshMaheswari, PHI, 2013 4. Modern Economic Theory, KK Dewett and MH Navalur, S Chand Publication, 2013
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations
Recommended by BOS :	
	PRACTICALS – <ol style="list-style-type: none"> 1.Calculation of Elasticity of demand 2.Calculation of National Income 3.Gross Domestic Production 4.Law of Demand Curve 5. Kings demand curve 6. Calculation of diminishing law of marginal utility. 7.Measurement of production Function 8. Degrees of Price Discrimination 9. Cost analysis of risk. 10. Calculation of per capital income.

BM 509	MANAGEMENT INFORMATION SYSTEM
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles.
Learning Objectives	<p>This course emphasizes effective ways of building a model of the real world and optimizing it through normalization algorithms. The study of MIS is now of fundamental importance in the field of computer science and management information system.</p> <p>To describe the role of information technology and decision support systems in business and record the current issues with those of the firm to solve business problems</p>
Salient Features	<p>Students will be able to relate the basic concepts and technologies used in the field of management information systems;</p> <p>Compare the processes of developing and implementing information systems.</p> <p>Outline the role of the ethical, social, and security issues of information systems.</p>
Utility	Students will be able to translate the role of information systems in organizations, the strategic management processes, with the implications for the management. Apply the understanding of how various information systems like DBMS work together to accomplish the information objectives of an organization.
UNIT – I	Information & System:
MIS concept - Definition –Role of the MIS - Impact of the MIS-MIS and the user - Management as a control system – MISa support to management - Development process of the MIS.	
UNIT – II	System analysis and design
System - Need for system analysis - System analysis of the	

existing system - System analysis of a new requirements - System Development Model - Structured System Analysis and Design - Object Oriented Analysis.	
UNIT – III	Information system applications:
MIS applications, DSS – GDSS - DSS applications in E enterprise - Knowledge Management System and Knowledge Based Expert System - Enterprise Model System and E-Business, E- Commerce, E-communication, Business Process Reengineering.	
UNIT – IV	Technology of information system:
Data process- Transaction and application processInformation system process; Unified communication and network; Security challenges in E-enterprises; Security threats and vulnerability-Controlling security threat and vulnerability	
UNIT – V	Data base management system:
Objectives of data base approach- Characters of database Management systems- Data processing system- Components of DBMS packages - Data base administration- Data models - Data warehouse.	
Text Book	<ol style="list-style-type: none"> 1. Database Management System, Alex Leon, Mathews Leon, Pearson Education 2. Database Management Concepts, Korth, McGraw-Hill Education 3. Database Management System, C.J.Date, O'Reilly Media 4. Relation Database: Theory & PRACTICALS ,Val Occardi, BPB Publications, New Delhi,
Reference Books	<ol style="list-style-type: none"> 1. Henry Luca: Management Information Technology 2. Laudon&Lauden: Information Technology 3. Jawedker: Management information System 4. James O' Brein:Management Information Technology
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations
Recommended by BOS on :	
	PRACTICALS <ol style="list-style-type: none"> 1. How information System Works – through software 2. Introduction to internet technology. 3. Use of ERP software. 4. Database Handling in an Information System 5. Electronic Money transfers; 6. E-Banking; 7. E-commerce 8. Uses of Internet; 9. Web Browsing ; 10. Latest soft wares in I.T. Management.

BM 511	FINANCIAL ACCOUNTING
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Prerequisite	Graduate
Learning Objectives	<p>To explain the basic functions and responsibilities of a financial department in a business/ firm;</p> <p>To elaborate the key decision areas in financial management- investment, financing, dividend and working capital management</p> <p>To explain the various techniques of evaluation of investment proposals</p> <p>To discuss the various factors to be considered in designing the target capital structure.</p>
Salient Features	<p>Students will learn about the ways in which financial statements and information can be used to improve the quality of decision making. They will also learn the basic principles of double-entry bookkeeping. Major topics are: cash flow, financial ratio analysis, inventory, current and non-current liabilities and equity structures. The Course also looks at accounting treatment of groups of companies and the audit process. Throughout the semester, the course will on a weekly basis devote sufficient time on practical examples and exercises.</p>
Utility	<p>The course introduces students to the subject of financial accounting. The course examines the three major financial statements that form the core of financial accounting: the statement of cash flows, the income statement (or profit and loss account), and the statement of financial position (or balance sheet)</p>
UNIT – I	Fundamental of accounting
<p>Meaning, scope and usefulness of Accounting; Generally Accepted Theoretical Framework Accounting Principles, Concepts and Conventions, Capital and Revenue transactions- capital and revenue expenditures, capital and revenue receipts. Measurement, Valuation and Accounting estimates</p> <p>Double entry system, Books of prime entry, Subsidiary Books. Recording of Cash and Bank transactions .Preparation of Ledger Accounts. Preparation of Trial Balance- interpretation and usefulness. Rectification of Errors. Opening entries, Transfer entries, Adjustment entries, Closing entries</p>	
UNIT – II	Preparation of final accounts with Adjustments:
<p>Of a Profit making concern (for sole proprietorship concern and partnership firm only)</p> <p>(i) Preparation of Trading Account, Profit & Loss Account and Balance Sheet (ii) Accounting treatment of bad debts, reserve for bad and doubtful debts, provision for discount on debtors and provision for discount on creditors</p> <p style="padding-left: 40px;">a. Of a Not-for- Profit making concern (i) Preparation of Receipts and Payments Account; (ii) Preparation of Income and Expenditure Account (iii) Preparation of Balance Sheet</p> <p style="padding-left: 40px;">b. Under Single Entry System including conversion of single entry into</p>	

double entry system (basic level) (i) Concept of Single Entry System and preparation of Statement showing Profit and Loss , Statement of Affairs (ii) Conversion of Single Entry System into Double Entry System of Accounting	
UNIT – III	Accounting of non-trading organizations
Receipt & Payment Account, Income and expenditure accounts and Balance Sheet	
UNIT – IV	Insurance claim:
Loss of Stock: Rate of Gross profit, Loss of stock, Insurable Amount Loss of Profit, Short Sales, Additional working cost, Average Clause	
UNIT – V	Depreciation account:
Depreciation : Meaning, Importance, Object Fixed Line Method: Meaning, Definition Merits and Demerits Diminishing Method: Meaning, Definition Merits and Demerits Annuity Method Meaning, Definition Merits and Demerits	
Text Book	<ol style="list-style-type: none"> 1. Financial Accounting: A Managerial Perspective, Narayanaswamy R, 5/e , PHI, 2014 2. A Text book of Accounting For Management, Maheswari S. N, Maheswari Sharad 3. Maheswari , 2/e, Vikas Publishing house (P) Ltd. 4. Financial Accounting, Tulsian P. C, 1/e, Pearson Education.
Reference Books	<ol style="list-style-type: none"> 1. Financial Accounting for Management: An Analytical Perspective, Ambrish Gupta, 4/e, Pearson Education. 2. Introduction to Financial Statement Analysis, Ashish K Bhattacharya, Elsevier India. 3. Financial Accounting – Raman B. S, Vol I & Vol II, 1/e, United Publishers, 2009. 4. Financial Accounting (IFRS update), Gary A. Porter & Curtis L. Norton, 6/e, Cengage Learning.
Mode of Evaluation	Assignment/PRACTICALS Questions/Written examination/Presentations
Recommended by BOS on :	
	PRACTICALS:- <ol style="list-style-type: none"> 1. Types of Transactions 2. Journal Entries 3. Preparation of Ledger 4. Preparation of Trial Balance 5. Preparation of Trading Account from Trial Balance 6. Profit & Loss Account 7. Balance Sheet 8. Receipt & Payment Account

	9. Income & Expenditure Account 10. Loss of Stock
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BM 502	Human Resource Management
Prerequisite	Basic knowledge of General Management
Learning Objectives	The Objectives of the course are:
	<p>The general purpose is to familiarize students with the basic principles and techniques of human resource management</p> <p>The course takes a practical view that integrates the contributions of the behavioural sciences with the technical aspects of implementing the HR function in the ‘real world.’</p> <p>To enable the students to understand the HR Management and system at various levels in general and in certain specific industries or organizations</p>
Salient features	The students will be able to
	Conceptualize HR function, its processes and importance.
	Get insight into HR processes
	Know Business terminology related to HR function.
Utility	The student will be able to Understand the implications for human resource management of the behavioral sciences, government regulations, and court decisions Students will understand HR function (e.g. – recruitment, selection, training and development, etc.) and be familiar with each element’s key concepts & terminology
UNIT – I	Introduction to HRM:
	<p>Definition and Concept, Features , Objectives, Functions, Scope and Development of Human Resource Management, Importance of Human Resource Management, Human Resource Practices</p> <p>Introduction, Concept of Personnel Management, Personnel Management in India, Functions of the Labour Welfare Officer, Difference Between Personnel Management and HRM</p>
UNIT – II	Human Resource Planning:
	Concept of Human Resource Planning (HRP), Factors in HRP, Process of HRP
UNIT – III	Job Analysis, Recruitment and selection
	<p>Job Analysis, Job Description, Writing a Job Description, Job Specification, Job Design</p> <p>Introduction, Concept of Recruitment, Factors Affecting Recruitment, Types of Recruitment</p> <p>Introduction, Concept of Selection, Process of Selection, Selection Tests, Barriers in Selection.</p>

UNIT – IV	Performance Appraisal and Compensation Management:
Introduction, Concept of Performance Appraisal, Purpose of performance appraisal, Process, Methods of Performance Appraisal, Major Issues in Performance Appraisal Elements of Compensation, Factors affecting Compensation, Fringe Benefits, TimeWage and Piece Wage System.	
UNIT – V	Employee Relations:
Introduction, Concept of Employee Relations, Managing Discipline, Managing Grievance , Employee Counseling ,Employee Empowerment: Introduction, Concept of Employee Empowerment, Process of Empowerment, Empowerment in Indian Scenario, Empowerment in Global Scenario International HRM: Introduction, Comparison of Domestic and International HRM, Challenges in International HRM	
Text Book	1. Dessler, G. Fundamentals of Human Resource Management (4th Edition, Pearson)ISBN: 9780133791532
Reference Books	1. Gary Dessler – Human ResourceManagement 2. Pareek U. & T.V Rao– Designing & Managing Human ResourceSystems 3. Managing and measuring employee performance – Understanding practice; Elizabeth Houldsworth, Dilum, Jirasinghe
Mode of Evaluation	
Recommended by BOS on :	
Approved by Academic Council on :	
Practical to be conducted:	1. Differentiate between HRM and PM. 2. Sketch the HRM department for an Indian Business unit. 3. Identify the role of Hr's in today's scenario globally 4. Estimation of employees by HR department. 5. Techniques of HR Planning. 6. Process of conducting Job Analysis 7. Techniques of Job Designing 8. Preparation of a recruitment ad for a job 9. Process of selection 10. TNA analysis 11. How To conduct training by various methods.

	<p>12. Comparative study of PAM of two industries.</p> <p>13. Calculate Time wage and price wage.</p> <p>14. Classification Industrial Dispute and Settlement Machinery.</p> <p>15. Design an employee benefit programme for your organization.</p> <p>Three Practical from each unit</p> <p>One simulation exercise.</p> <p>Practical will be conducted as per the practical manual</p>
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BM 504	RESEARCH METHODS IN MANAGEMENT
Prerequisite	Graduation
Learning Objectives	To provide an understanding on the basic concepts of research methods, To expose the students to the role that statistics plays in business decisions
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	Students will be able to conduct a research ,write research report, understand data analysis methods and techniques
UNIT – I	Research & Research Design:
	Meaning of research, Nature of research, Applications of research, Research Process, Research Design-Exploratory, Descriptive and Causal.
UNIT – II	Data Collection:
	Primary sources of data collection- questionnaire, observations, interviews, Secondary sources of data collection. Differences between primary and secondary, advantages and disadvantages of primary and secondary data collection. Data analysis techniques – mean ,mode ,median ,bar ,charts ,regression and correlation
UNIT – III	Sampling:
	Sampling, sampling process, Types-probability techniques and non-probability technique. Advantages and disadvantages of probability techniques and non-probability techniques SPSS –use of soft wares
UNIT – IV	Hypothesis Testing:
	Hypothesis-Meaning, Types of hypothesis, level of significance, t-test, z-

test chi-square and analysis of variance-simple, the rank-sum test, the Man-Whitney U test	
UNIT – V	Scaling & Report writing
Scaling – Meaning, Significance, Types of scales- nominal, ordinal, interval and ratio, Major scaling techniques with their applications, Report writing- Meaning, Structure of research report and characteristics of research report, Bibliography.	
Text Book	<ol style="list-style-type: none"> 1. Research Methodology- C R Kothari, Vishwa Prakashan, 2002 2. Business Research Methods. Donald R. Cooper & Pamela s Schindler, 9/e, TMH /2007 3. Research Methodology – concepts and cases – Deepak Chawla and Neenah Sindh –Vikas Publication - 2014 4. Research Methods for Business, Uma Saharan & Roger Boogie, 6th Edition, Wiley, 2013
Reference Books	<ol style="list-style-type: none"> 1. Research Methods- William M C Trochi,- 2/e, Biztantra, 2007 2. Methodology of Research in social Sciences- O R Krishna swami, M Ranganatham, HPH, 2007 3. Research Methodology –C Murthy- Veranda Publication – 2011 4. Business Research Methods-SL Gupta and Hitesh Gupta, McGraw hill - 2012
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations
Recommended by BOS :	
	PRACTICALS : <ol style="list-style-type: none"> 1. Analysis of exploratory research design using software 2. Analysis of descriptive research design using software 3. Preparing questionnaire using software 4. Preparing interview 5. Preparing survey 6. Preparing a report on banking company 7. Prepare a report on ethical hacking 8. Preparing diagnostic research design 9. derivation of rank sum test using SPSS 10. Derivation of chi –square problem using SPSS

BM 508	Business Environment
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles.
Learning Objectives	This course exposes students to an overview of an exchange based economy and draws out the relationship between crucial macroeconomic variables like the level of income, employment, prices, investment, money supply, trade and forex, etc. The design of government policy measures in regulating and planning for the economy will be discussed. Specific problems like inflation, growth and the control of business cycles will be addressed, with respect to the Indian economy.
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	An MBA prepares individuals for many types of careers. Some of the more common jobs an MBA prepares one for include Business Analyst or Strategist, Business Development Analyst, Associate, or Manager, Entrepreneur / Founder, Financial Analyst, Management Consultant, Marketing Associate, Analyst, or Manager, Portfolio Manager, Project, Product, or Program Manager, Operations Analyst, Associate, or Manager
UNIT – I	Introduction
	Business Environment – nature, concept and significance. Internal environment and External environment. Social responsibilities of business
UNIT – II	Liberalization in India – The New Economic Policy:
	Impact of liberalization, Globalization and privatization on Indian economy, Critical evaluation of latest economic policies of India
UNIT – III	Economic Environment:
	Introduction to some important business laws like FEMA, SEBI act, and their impact on business. Approach to FDI and Multinational Cooperation.
UNIT – IV	Macro Economics:
	Macro Economics: Meaning and scope, Inflation : Meaning, effects and control measures, Economic Growth: Meaning and determinants, Free trade

vs. Protection, Fiscal and Monetary Policy.	
UNIT – V	Public Finance :
Concept, Meaning and scope of Public finance, concept of public Expenditure, public revenue and taxation, Public Vs Private Budget, Small Scale enterprises in India	
Text Book	<ol style="list-style-type: none"> 1. M.L. Seth : Money Banking, public Finance and trade 2. M. L. Jhingan: Macro Economics 3. RudraDuttSundaram: Macro Economics
Reference Books	<ol style="list-style-type: none"> 1. Francis Cherunilam: Business Environment 2. SheikeSaleem: Business Environment 3. Justine Paul:Business Environment
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations
Recommended by BOS on :	
	PRACTICALS: <ol style="list-style-type: none"> 1. Detail analysis of internal environment of an Industry 2. Detail analysis of external environment of an industry 3. Comparative study of Business environment of India with some other country. 4. Preparing a report on Corporate social responsibility of an industry. 5. Swot analyses of Indian Economy 6. Critically analyze the impact on Libration on Indian Economy 7. Critically analyze the impact on privatization on Indian Economy 8. Critically analyze the impact on globalization on Indian Economy 9. Sector vise study of the new economic policy 10. Compare the Globalization Strategies of 2 companies.

BM 506	Corporate Financial Management
Prerequisite	Completion of senior secondary course
Learning Objectives	The Objectives of the course are :
	1.The primary objective of this course is to explore concepts, approaches to financial management and its applicability in the corporate finance
	2. The main objective of Financial Management is to help students to acquire and develop skills to take rational decisions in the process of Financing mix and assessment of Price Earnings Ratio. Wealth maximizations have always been regarded as important in financial analysis in organizations
	3.To have understanding about Basic Entries to record a transaction
	4.Able to analyze Inventory Valuation, Joint Stock Company, preparation of company Accounts
Salient features	The students will be able to
	Able to conceptualize Financial Statement
	Able to get company Inventory Valuation, joint stock Company
	Can prepare company Accounts
Utility	Student will be able to take four basic decisions of Finance, i.e. Investment, Financing, Working Capital and Dividend Decision
UNIT – I	Introduction to Finance, Time Value of Money
Role of Finance Function, Principles of Financial Management, Scope, Rationale, Techniques, Practical	
Applications of Compounding and Present Value Techniques.	
UNIT – II	Capital Budgeting
Major Capital Budgeting Decisions – Concepts of Cash Flows and Cash Flow Patterns, Capital Budgeting	
Techniques & Limitations – Traditional (ARR, Payback Period) and modern (NPV IRR, TVM and Profitability	

Index); NPV Vs PI – Comparison, Economic Value Added	
UNIT – III	Cost of Capital
Concept, Explicit and Implicit Costs, Cost of Debt – Redeemable and Perpetual, Cost of Preference Shares – Redeemable and non-redeemable, Cost Equity – Dividend and CAPM Approach, Cost of Retained Earnings Overall Cost of Capital (WACC) – Assignment of Weights (Historical and Market)	
UNIT – IV	Financial Decision
Operating , Financial and combined Leverage – Algebraic and Graphic Approach , EBIT – EPS (Indifference Curve) Analysis ,Capital Structure – Concept, theories of relevance and irrelevance Net Income/Net Operating Income Approach, Modigliani – Millar Hypothesis , Traditional Approach Optimum Capital Structure – factors and determinants	
UNIT – V	Management Of Profits
Concept and Forms of Dividend , Determinants of Dividend policy Dividend Theories of relevance (Walter and Gordon) and irrelevance (Miller-Modigliani), and Limitations, EVA, MVA. Introduction to Working Capital and Domain Industry Finance - Concept, Definition Need, Types an determinants of working Capital, Estimation & Financial Working Capital Industry Financial Management	
List of Expt.	
Text Book	<ul style="list-style-type: none"> • .Pandey , I.M, “Financial Management”, 11th Edition,Vikas Publication, New Delhi. • Sinha, PradeepKumar,”Financial Management”, 5th Edition, The World Press, Calcutta.
Reference Books	<ul style="list-style-type: none"> • Elements of Financial Management, by S.N.Maheshwari • Principles of Financial Management, by N.P.Agrawal, R.K.Tailor, Pioneer Publications Working Capital Management, by N.P.Agrawal, B.K.Mishra, RBSA Publishers • Financial Management by P.V.Kulkarni, B.G.Satyaprasad, Himalaya Publishing house • Financial Management by S.C.Kuchhal
Mode of Evaluation	Assignment/Practical Questions/Written examination/Ppt
Recommended by BOS on :	
Approved by Academic Council on	
Practical:-	1. Future Value & Present Value 2. Annuity 3. Fund Flow Statement 4. Cash flow statement 5. Ratio Analysis

	<ul style="list-style-type: none">6. Cost of Capital & Capital Structure7. Equity & overall cost of capital,8. Capital Budgeting,9. Theories of Capital structure & Restructure10. Dividend Policy11. Valuation of a Firm12. Leverages13. EPS14. Operating leverages15. Financial leverages
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BM 505	Marketing Management
Prerequisite	Completion of senior secondary course
Learning Objectives	The Objectives of the course are:
	1. To create an understanding of the basics and concepts of Marketing
	2. To gain knowledge about the different product, pricing and promotional decision making processes for different products / services and brands and techniques related to them developed in marketing and advertising research lab.

	3. To come across different cases of marketing and learn different marketing tools related to solve them.
	4. Able to analyze different barriers to marketing and learn the methodologies to solve them.
Salient features	The students will be able to
	1. Able to conceptualize different cases of Marketing (National, International, Street, Localized and rural).
	2. Able to conceptualize different types product pricing, packaging and promotion simulations.
	3. Able to take decisions for different product, pricing and promotion of different products / services and brands
	4. Implement the methodologies to analyze different barriers to marketing and solve them.
	5. Different promotional, packaging and other advertising simulations for different brands
Utility	Students will demonstrate strong conceptual knowledge in the functional area of marketing management. Students will demonstrate effective understanding of relevant functional areas of marketing management and its application.
UNIT – I	Introduction to Marketing:
Definition, Concept of Exchange-Needs & Wants, Economic Utility, Evolution of Marketing, Marketing Concept, Marketing Myopia, Significance of Marketing, Delivering Values, Satisfaction & Retention: Business components, Customer satisfaction, Concept of value, Analyzing market opportunities: Marketing environment: Macro environmental factors	
UNIT – II	Consumer behavior
Consumer behavior, Organizational markets & buying behavior, Market segmentation & market Targeting,.	
UNIT – III	Planning Marketing Strategy
Strategic Planning Process, marketing and competitive strategies, Marketing Mix strategy, Marketing mix and environment, Assembling and managing marketing mix	
UNIT – IV	Marketing Channels and Distribution
Nature of marketing channels, Role of marketing channels, Functions of marketing channels, Designing distribution channels, Channel management, Channel dynamics	
UNIT – V	Product Policy and Promotion
Product and product line, Product classification, product mix strategy, Product life cycle, New product development, Branding and packaging, Benefits of advertising, Developing and advertising program, Sales promotion, public relation, personal selling, Pricing, significance of pricing, Price adjustments, Effect of price change	
List of Expt.	
Text Book	1. Kotler, P., Keller, K. L., Koshy, A., &Jha, M. (2012), Marketing Management A South Asian Perspective,

	14th Edition, Pearson Education, New Delhi. 2. Ramaswamy, V. S., & Namakumari, S. (2017), Marketing Management: Indian Context with Global Perspective, McGraw hill
Reference Books	1. Kotler, Philip. Marketing Management, Millennium Edition. Intl ed. US: Prentice Hall, 2002. ISBN: 8120316096. 2. Principles of Marketing, Kotler and Armstrong, Pearson, 12th edition., 2008, ISBN: 978-81-317-1547-5
Mode of Evaluation	Assignment/Quiz/Viva-voce/Student seminar/Written examination/Ppt
Recommended by BOS on :	
Approved by Academic Council on :	
<p>List of Practicals:</p> <p>1. Lab Practical : List six factors in a company's micro-environment. Next go to a company's (for e.g. Wal-Mart's) website, search for its most recent annual report, how many of the six microenvironment factors can you find? Briefly describe each? And thus prepare a case study on the same.</p> <p>2. Field Work : Design a cause related marketing campaign for a small scale or local company (or hotel/showroom/jeweler/resort etc.) of your town in small groups and take it to that particular company's marketing manager or any other higher official working for its marketing and take his feedback on it. Then present a paper on your findings.</p> <p>3. Lab Practical- Search on the web how various big business school's have positioned themselves and prepare a positioning statement for your business school.</p> <p>4. Field Work Go to a toy store (like Tiny Toons) in Jaipur. Select any 4 toys of different price ranges and using the value proposition mix prepare overall positioning strategy for the same.</p> <p>Lab experiments:</p> <ol style="list-style-type: none"> 1. How actual test marketing is done. 2. use of facial expression recognition system 3. use of different packaging 4. creating artificial point of purchase in the lab and analyzing consumer behavior 5. Search for the websites of different umbrella brands and classify their products as per the basic product classification. <p>5. Field Work : Look for a local product of your town and create a strong brand name for it and then take it to its company, take their responses and come up with the response paper for the same.</p> <p>6. Field Work:</p>	

Go to a nearby Starbucks and suppose that you are in the marketing team of a competitor brand then summarize the prices of CCD and come up with relevant pricing strategy for the same and present it in the class. You can also do a comparative analysis on any two brands and prepare a case study.

Lab Experiments:

12. preparing new ad – appeals

13. preparing jingles

14. analyzing print and commercial ads of various firms

7. Lab Work :

Look for any particular brand's website and go through its distribution details, draft a short memo detailing the recommendations for expansion or shrinkage.

Three Practicals from each unit .

One simulation exercise.

Practicals will be conducted as per the practicals manual

BM 601	OPERATION AND PRODUCTION MANAGEMENT
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principle
Learning Objectives	This Course is designed to develop a deeper understanding of the quantitative techniques, which could be successfully used for improving the quality of managerial decisions. The students will study this course with a generalist approach and avoid the minor details of the topics prescribed hereunder:

Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	An MBA prepares individuals for many types of careers. Some of the more common jobs an MBA prepares one for include Business Analyst or Strategist, Business Development Analyst, Associate, or Manager, Entrepreneur / Founder, Financial Analyst, Management Consultant, Marketing Associate, Analyst, or Manager, Portfolio Manager, Project, Product, or Program Manager, Operations Analyst, Associate, or Manager
UNIT – I	Operation Research:
	Operation management - introduction. Operation research and operation strategy, forecasting demand and linear regression, transportation and assignment problems, allocation of resources
UNIT – II	Production Management:
	Nature and scope of production management - process planning and design facility location; types of manufacturing systems & layouts; layout planning and analysis material handling - principals-equipments, line balancing-problems operations decisions-production planning and control - in mass production in batch/job order manufacturing.
UNIT – III	Facilities Planning:
	Capacity planning - models, process planning - aggregate planning - scheduling maintenance management concepts - work study, method study, work measurement, work sampling work environment-industrial safety; computer aided manufacturing (CAM), artificial intelligence & expert systems.
UNIT – IV	Material Management:
	Material management - an overview, production control, storage and retrieval system. Inventory control - JIT .Network techniques – simulation, EOQ, EOQ problems with shortage, allowed, standardization, and waste management.
UNIT – V	TQM and Project Management:
	Concept of total quality (TQ). International quality certification and other standards and their applicability in design manufacturing humanistic and marketing aspects of TQ. Total quality of services. Total quality and safety. ERP and business process engineering maintenance management, project management-PERT & CPM.
Text Book	<ol style="list-style-type: none"> 1. Apte-Operation Research and Quantitative Techniques (Excel Books) 2. S Kalawathy-Operation Research (Vikas IVth Edition) 3. Singh & Kumar—Operation Research(UDH Publisher edition 2013) 4. TahaHamdy - Operations Research - An Introduction (Prentice-Hall, 9th edition) 5) Vohra - Quantitative Techniques in Management (Tata McGraw-Hill, 2nd)
Reference Books	<ol style="list-style-type: none"> 1. S.N. Chery - Production and Operation Management 2. E. E. Adams - Production and Operation Management 3. Kothari - Quantitative Techniques (Vikas 1996, 3rd Edition). 4. Sharma J K - Operations Research (Pearson, 3rd Edition)
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations

Recommended by BOS on :	
	PRACTICALS:- 1. Unit –1 : Use of WinQSB forecasting module 2. Unit -2 : Facility location – problem solutions with WinQSB 3. Unit -2 : Rectilinear Distance problems & layout solutions through WinQSB. 4. Unit -2 : LOB problems with Excel & Line Flexibility softwares. 5. Unit – 3 :Regression Analysis through MS-Excel 6. LP module of WinQSB 7. Using Excel’s Solver Function for solving capacity Allocation problems 8. ERP software – introduction 9. Use of Smartdraw software for solving PERT & CPM problems 10. Introduction to Artificial Intelligence software used on shop floors

BM 602	ENTREPRENEURSHIP AND SMALL SCALE BUSINESS MANAGEMENT
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles.
Learning Objectives	To develop and strengthen entrepreneurial quality and motivation in students, To impart basic entrepreneurial skills and understandings to run a business efficiently and effectively, To provide insights to students on entrepreneurship opportunities
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	An MBA prepares individuals for many types of careers. Some of the more common jobs an MBA prepares one for include Business Analyst or Strategist, Business Development Analyst, Associate, or Manager, Entrepreneur / Founder, Financial Analyst, Management Consultant, Marketing Associate, Analyst, or Manager, Portfolio Manager, Project, Product, or Program Manager, Operations Analyst, Associate, or Manager
UNIT – I	Introduction
	Definition, meaning, importance and relevance of Entrepreneurship, types & characteristics of entrepreneurship, identification and classification of business opportunities, barriers to entrepreneurship. environmental scanning through 7 Domains of market attractiveness & porter’s 5-forces model
UNIT – II	Tools and techniques
	Needs, Tools and techniques for market assessment & survey, entrepreneurial motivations & environmental innovations & creativity.
UNIT – III	Business plan writing,

scope, types, sources and process of identifying target market, survey industry & competition analysis.	
UNIT – IV	Entrepreneurship development program:
Learning Objectives , Programs of EDP, Entrepreneurial development cycle, Relevance & Accruements of EDP, Role of Government in organizing EDPs, E-business & Networking	
UNIT – V	Small business management:
Starting up a new business venture, Source of Fund-Raising to start up a New Business Venture, Developing Marketing Strategies	
Text Book	<ol style="list-style-type: none"> 1. Entrepreneurship Development-Small Business Enterprise- Poornima Charantimath Pearson Education, 2007 2. Entrepreneurship- Rober D Hisrich, Michael P Peters, Dean A Shepherd, 6/e, The McGraw-Hill companies, 2007 3. Entrepreneurship Development , Khanka, S Chand Publications 4. Entrepreneurship Development, B Janakiram
Reference Books	<ol style="list-style-type: none"> 1. Entrepreneurship Theory at crossroads - Dr.Mathew J Manimala, 2/e, Biztantra, 2007 2. Entrepreneurship Development and Management - Vasant Desai, Himalaya Publishing House, 2007 3. Entrepreneurship-Theory and Practice - Raj Shankar Vijay Nicole Imprints Pvt. Ltd, 2006 4. Entrepreneurship - Rajiv Roy, 2/e, Oxford University Press 2011
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations
Recommended by BOS on :	
	<p>Practicals:</p> <ol style="list-style-type: none"> 1. Discuss the availability of entrepreneurial opportunities. 2. Discuss the factors that make the family business unique. 3. Understand the franchising Concept. 4. Understand the reasons for starting a new business rather than buying an existing firm or acquiring a franchise. 5. Define competitive advantage. 6. Develop a comprehensive business plan. 7. Discuss the nature of the marketing research process. 8. Identify the factors affecting choice of a business location. 9. Describe the purpose and content of financial statements.

	□□□□ Identify the key characteristics of consumer behavior.
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BM 603	BUSINESS LAW
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles.
Learning Objectives	The Learning Objectives of the course are : To create an understanding regarding the topic To gain knowledge about Business Law, To have understanding about business contracts, Able to analyze different types of contract
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	An MBA prepares individuals for many types of careers. Some of the more common jobs an MBA prepares one for include Business Analyst or Strategist, Business Development Analyst, Associate, or Manager, Entrepreneur / Founder, Financial Analyst, Management Consultant, Marketing Associate, Analyst, or Manager, Portfolio Manager, Project, Product, or Program Manager, Operations Analyst, Associate, or Manager
UNIT – I	Introduction to legal Environment : Definition of Law, classification of law, Indian judiciary system. Indian Contract Act, 1872 (Fundamental Knowledge) : Essentials of valid contract, discharge of contract, remedies for breach of contract. Hypothecation, mortgage , Quasi Contract. Special contracts: Contracts of Indemnity, Guarantee, Bailment, Pledge and Agency.
UNIT – II	Sale of Goods Act 1930 Sale of Goods Act 1930 (Fundamental Knowledge) : Meaning of Sale and Goods, Conditions and Warranties, Transfer of Property, Rights of an unpaid seller. Basic Conceptual Knowledge: OPC, HUF, Partnership Act 1932, LLP, NGO, Co-operative societies, HPA, IPR..
UNIT – III	The Negotiable Instruments Act 1881 The Negotiable Instruments Act 1881 (Fundamental Knowledge) : Essentials of a Negotiable instruments, Kinds of Negotiable Instrument Holder and Holder in Due Course, Negotiation by endorsements, crossing of a cheque and Dishonour of a cheque. Basic Conceptual Knowledge: Excise act, Vat, overview of income tax act & customs act
UNIT – IV	Environmental law Environmental law (Basic elementary knowledge) : Land pollution, Water pollution, Air pollution and Noise pollution. Consumer Protection Act: Definition of consumer, unfair trade practice, Alternative Dispute Remedies: Arbitration, conciliation, Mediation, Negotiation.
UNIT – V	The Companies Act 2013 The Companies Act 2013 (Basic elementary knowledge) : Essential characteristics of a company, types of companies, memorandum and articles of association, prospectus, shares –

kinds, allotment and transfer, debentures, essential conditions for a valid meeting, kinds of meetings and resolutions. Directors, Managing Directors-their appointment, qualifications, powers and limits on their remuneration, prevention of oppression and mismanagement, winding up of the Company and its types.	
Text Book	<ol style="list-style-type: none"> 1. Maheshwari, S.N. and S.K. Maheshwari; <i>A Manual of Business Law</i>, 2nd Edition, Himalaya Publishing House, 2004.. 2. Durga Das Basu- Constitution of India (Prentice Hall of India) 3. Relevant Acts
Reference Books	<ol style="list-style-type: none"> 1. Kuchhal M.C. - Business Law (Vikas Publication, 4 th Edition) 2. Gulshan S.S. - Business Law Including Company Law (Excel Books) 3. Avtar Singh - Principles of Mercantile Law (Eastern Book Company, 7th Edition). 4. N.D Kapoor&RajniAbbi-General Laws & Procedures (Sultan Chand & Sons)
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations
Recommended by BOS on :	
	<p>Practicals:</p> <ol style="list-style-type: none"> 1. Preparing Contractual agreement 2. Preparing Hypothecation agreement 3. Preparing Mortgage contract 4. Preparing agency agreement 5. Preparing warranty agreement 6. Preparing different types of cheques 7. Preparing memorandum of association 8. Preparing articles of association 9. Preparing a format of prospectus 10. Preparing a format for winding up of company

BM 604	PROJECT MANAGEMENT
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles.
Learning Objectives	The course is intended to develop the knowledge of the students in the management of projects, special emphasis will be provided on project formulation as also on various tools and techniques for project appraisal and control so that they are able to draft the project proposal in any area of management and evaluate the worth of projects.
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students

	aware of the latest terminology.
Utility	An MBA prepares individuals for many types of careers. Some of the more common jobs an MBA prepares one for include Business Analyst or Strategist, Business Development Analyst, Associate, or Manager, Entrepreneur / Founder, Financial Analyst, Management Consultant, Marketing Associate, Analyst, or Manager, Portfolio Manager, Project, Product, or Program Manager, Operations Analyst, Associate, or Manager
UNIT – I	Introduction :
Planning - overview, concepts of project, types of Projects, project life cycle, project formulation	
UNIT – II	Project Analysis:
Project feasibility, analysis - market, technical and financial. Project appraisal criteria - NPV, IRR. Pay back period, ARR, sensitivity analysis. LOB (Line of Balance). Network analysis, PERT, CPM, compression on critical path.	
UNIT – III	Cost Benefit Analysis:
projects procurement process, life cycle costing, project cost reduction methods, project stores.	
UNIT – IV	Project Cost:
Dynamics of project cost, estimation of capital cost, operating costs, forecasting income, financial sources, role of development financial institutions. Social cost benefit analysis	
UNIT – V	Project Management:
Project Management System (PMS), Forms of Project Organization, project audit, ex-post evaluation.	
Text Book	<ol style="list-style-type: none"> 1. Marwah-Project Management(Wiley Dreamtech) 2. Chaturvedi&Jauhari-Project Management(Himalaya Publishing) 3. Chandra Prasanna - Project : Preparation ,Appraisal, Budgeting and Implementation. (TMH, 5th Ed.)
Reference Books	<ol style="list-style-type: none"> 1. Mishra - Project Management (Excel Books) 2. Goyal BB – Project Management : A Development Perspective (Deep & Deep) 3. Gopalan- Project Management Core Text Book (Wiley)
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations
Recommended by BOS on :	
	PRACTICALS : <ol style="list-style-type: none"> 1. Use of Smartdraw for PERT 2. Use of Smartdraw for CPM 3. Line of Balance softwares with Excel 4. Line of Balance softwares with Line flexibility software 3. Cost benefit analysis by software – ADELIX Reporting and data analysis software 4. Use of WinQSB for forecasts

	5. Use of PMS software 6. Industry visit for learning how P.M. audits are carried out. 7. Testing projects by Springloops 8. Lab work on Creative Pro Office Software 9. Creating Jumpcharts 10. Use of Simulation softwares
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BM 605	CORPORATE STRATEGY & ETHICS
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles.
Learning Objectives	The present course aims at familiarizing the participants with the concepts, tools and techniques of corporate strategic management so as to enable them to develop analytical and conceptual skills and the ability to look at the totality of situations.
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	An MBA prepares individuals for many types of careers. Some of the more common jobs an MBA prepares one for include Business Analyst or Strategist, Business Development Analyst, Associate, or Manager, Entrepreneur / Founder, Financial Analyst, Management Consultant, Marketing Associate, Analyst, or Manager, Portfolio Manager, Project, Product, or Program Manager, Operations Analyst, Associate, or Manager
UNIT – I	Introduction :
	<ul style="list-style-type: none"> Definition, Concept, Objective and Significance ,The levels at which strategy operates, Characteristic of Strategic Management , An Overview: Strategic Management Process , Concept of Strategic Decision Making
UNIT – II	Environmental Scanning:
	<ul style="list-style-type: none"> Appraisal of external environment, Dynamics of internal environment, Organizational capabilities and Appraisal.
UNIT – III	Strategy Formulation:
	<ul style="list-style-type: none"> Business level strategy, Corporate Level Strategy, Functional Strategies.
UNIT – IV	Strategy Implementation:
	<ul style="list-style-type: none"> Aspects of Strategy Implementation, Project Implementation, Procedural Implementation, Resource Allocation, Organizational design and change, Corporate Culture.
UNIT – V	Strategy Evaluation and Control:
	<ul style="list-style-type: none"> An Overview of Strategic Evaluation and Control ,Strategic Control and Operational Control ,Techniques for Strategic Evaluation and Control ,Role of Organizational

Systems in Evaluation ,Mc Kinsey's 7s Framework.	
Text Book	<ol style="list-style-type: none"> 1. AzharKazmi:Business Policy & Strategic Management 2. Johnson & Scholes: Exploring Corporate Strategies 3. Wheelan, Hunger:Strategic Management 4. Ramaswami, Namakumari:Strategic Planning: Formulation of Cor. Strategy
Reference Books	<ol style="list-style-type: none"> 1. Cliff Bowman - Business Policy and Strategy (Prentice Hall of India) 2. McCarthy D.J., Minichiello Robert J., and Curran J.R. - Business Policy and Strategy (AITBS) 3. Lawrence R.Jauch., Glueck William F. - Business Policy and Strategic Management (Frank Brothers) 4. Pearce II John A. and Robinson J.R. and Richard B. - Strategic Management (AITBS)
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations
Recommended by BOS on :	
	<p>PRACTICALS</p> <ol style="list-style-type: none"> 1. Ability to lead discussion and handle questions 2. Presentation style 3. Ability to address the specified case questions 4. Specify the political, legal, economic, social etc factors which impact on the industry your company is in. 5. Analyse these factors and how they determine the key driving forces affecting the industry in general. 6 .Summarise what strategic issues the macro-environment entails for your company in general terms. 7. apply the 5 forces model to the industry your company is in. Describe, using this model the competitive dynamics within the industry. 8. Explain what competitive threats and opportunities your company would need to address in order to gain competitive advantage. 9. Summarise provisionally what particular courses of actions it would need to undertake. Based on a) and b). 10. Based on your analysis in 1, 2 and 3, report to the board what generic strategy The company needs to gain comparative advantage. Evaluate the strategy in terms of your understanding of the pros and cons of the generic strategies.

Prerequisite	<p>All students are expected to have a Advanced knowledge of economics, finance, accounting, statistics, calculus, and management principles and advanced computer applications.</p> <p>This course will require the use of Windows Excel and we will provide a business analytics excel add-in</p>
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	Statistics & Computational Data Analysis
Prerequisite	<p>All students are expected to have a Advanced knowledge of economics, finance, accounting, statistics, calculus, and management principles and advanced computer applications.</p> <p>This course will require the use of Windows Excel and we will provide a business analytics excel add-in</p>
Learning Objectives	<ol style="list-style-type: none"> 1. To gain an understanding of how managers use business analytics to formulate and solve business problems and to support managerial decision making. 2. To become familiar with the processes needed to develop, report, and analyze business data. 3. To learn how to use and apply Excel and Excel add-ins to solve business problems. 4. Develop domain knowledge of various technology and its application to facilitates managerial decision /MIS. 5. Understanding the significance of global platform for data retrieval/process among different business cultures of the world.
Salient Features	<p>Analytics includes a range of activities, including business intelligence, which is comprised of standard and ad hoc reports, queries and alerts; and quantitative methods, including statistical analysis, forecasting/extrapolation, predictive modeling (such as data mining), optimization and simulation.</p>
Utility	<p>This course stresses the factors that impact the performance of business decision makers and the data management and analysis methods that have value to them. This course includes lectures, presentations, and demonstrations that emphasize discussion and illustration of methods, as well as hands-on, practical exercises that provide both a sound base of learning and an opportunity to test and develop skill. The use of software supports the presentation of the material. Students complete assigned readings, group projects, and participate in exercises and discussions. Groups of about four students will form teams to work on the various presentations.</p>

UNIT – I	Introduction to Statistics
Introduction to Statistics: Introduction to Statistics. Role of statistics in scientific methods, current applications of statistics. Scientific data gathering: Sampling techniques, scientific studies, observational studies, data management. Data description: Displaying data on a single variable (graphical methods, measure of central tendency, measure of spread), displaying relationship between two or more variables, measure of association between two or more variables.	
UNIT – II	Probability Theory
Probability Theory: Sample space and events, probability, axioms of probability, independent events, conditional probability, Bayes' theorem. Random Variables: Discrete and continuous random variables. Probability distribution of discrete random variables, binomial distribution, poisson distribution. Probability distribution of continuous random variables. The uniform distribution, normal (gaussian) distribution, exponential distribution, gamma distribution, beta distribution, t-distribution, χ^2 distribution. Expectations, variance and covariance. Probability Inequalities. Bivariate distributions	
UNIT – III	Point Estimations:
Point Estimations: Methods of finding estimators, method of moments, maximum likelihood estimators, bayes estimators. Methods of evaluating estimators, mean squared error, best unbiased estimator, sufficiency and unbiasedness Interval Estimations: Confidence interval of means and proportions, Distribution free confidence interval of percentiles	
UNIT – IV	Test of Statistical Hypothesis and p-values
Test of Statistical Hypothesis and p-values: Tests about one mean, tests of equality of two means, test about proportions, p-values, likelihood ratio test, Bayesian tests Bayesian Statistics: Bayesian inference of discrete random variable, Bayesian inference of binomial proportion, comparing Bayesian and frequentist inferences of proportion, comparing Bayesian and frequentist inferences of mean	
UNIT – V	Univariate Statistics using Python
Univariate Statistics using Python: Mean, Mode. Median, Variance, Standard Deviation, Normal Distribution, t-distribution, interval estimation, Hypothesis Testing, Pearson correlation test, ANOVA F-test	
HBSP CASE STUDY AND SIMULATION	
Text Book	Achim Klenke, (2014), Probability Theory A Comprehensive Course Second Edition, Springer, ISBN 978-1-4471-5360- 3
Reference	Christian Heumann, Michael Schomaker Shalabh (2016), Introduction to

Books	Statistics and Data Analysis With Exercises, Solutions and Applications in R, Springer International Publishing, ISBN 978-3-319-46160-1
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations/ Evaluation through HBSP Simulations
Recommended by BOS :	
	PRACTICALS:

	Machine Learning for Business
Prerequisite	<p>All students are expected to have a Advanced knowledge of economics, finance, accounting, statistics, calculus, and management principles and advanced computer applications.</p> <p>This course will require the use of Windows Excel and we will provide a business analytics excel add-in</p>
Learning Objectives	<ol style="list-style-type: none"> 1. To gain an understanding of how managers use business analytics to formulate and solve business problems and to support managerial decision making. 2. To become familiar with the processes needed to develop, report, and analyze business data. 3. To learn how to use and apply Excel and Excel add-ins to solve business problems. 4. Develop domain knowledge of various technology and its application to facilitates managerial decision /MIS. 5. Understanding the significance of global platform for data retrieval/process among different business cultures of the world.
Salient Features	Analytics includes a range of activities, including business intelligence, which is comprised of standard and ad hoc reports, queries and alerts; and quantitative methods, including statistical analysis, forecasting/extrapolation, predictive modeling (such as data mining), optimization and simulation.
Utility	This course stresses the factors that impact the performance of business decision makers and the data management and analysis methods that have value to them. This course includes lectures, presentations, and demonstrations that emphasize discussion and illustration of methods, as well as hands-on, practical exercises that provide both a sound base of learning and an opportunity to test and develop skill. The use of software supports the presentation of the material. Students complete assigned readings, group projects, and participate in exercises and discussions. Groups of about four students will form teams to work on the various presentations.

UNIT – I	Introduction: Learning systems, real world applications of machine learning
	Introduction: Learning systems, real world applications of machine learning, why machine learning, variable types and terminology, function approximation Types of machine learning: Supervised learning, unsupervised learning, reinforcement learning
UNIT – II	Important concepts of machine learning:
	Important concepts of machine learning: Parametric vs non-parametric models, the trade-off between prediction accuracy and model interpretability, the curse of dimensionality, measuring the quality of fit, biasvariance trade off, overfitting, model selection, no free lunch theorem
UNIT – III	Linear Regression:
	Linear Regression: Linear regression, estimating the coefficients, accessing the accuracy of coefficient estimates, accessing the accuracy of the model, multiple linear regression, qualitative predictors
UNIT – IV	Classification: Logistic regression I
	Classification: Logistic regression, estimating regression coefficients, making predictions, multiple logistic regressions, linear discriminant analysis,
UNIT – V	Classification: Logistic regression II
	Classification: Logistic regression - bayes' theorem of classification, LDA for $p=1$, LDA for $p>1$, quadratic discriminant analysis
HBSP CASE STUDY AND SIMULATION	
Text Book	Machine Learning by Tom M. Mitchell - McGraw Hill Education; First edition
Reference Books	Pattern Recognition and Machine Learning (Information Science and Statistics) by Christopher M. Bishop - Springer; 1st ed. 2006. Corr. 2nd printing 2011 edition
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations/ Evaluation through HBSP Simulations
Recommended by BOS :	
	PRACTICALS:

	Data Analysis and Data Visualization, Consumer behavior Analytics
Prerequisite	<p>All students are expected to have a Advanced knowledge of economics, finance, accounting, statistics, calculus, and management principles and advanced computer applications.</p> <p>This course will require the use of Windows Excel and we will provide a business analytics excel add-in</p>
Learning Objectives	<ol style="list-style-type: none"> 1. To gain an understanding of how managers use business analytics to formulate and solve business problems and to support managerial decision making. 2. To become familiar with the processes needed to develop, report, and analyze business data. 3. To learn how to use and apply Excel and Excel add-ins to solve business problems. 4. Develop domain knowledge of various technology and its application to facilitates managerial decision /MIS. 5. Understanding the significance of global platform for data retrieval/process among different business cultures of the world.
Salient Features	Analytics includes a range of activities, including business intelligence, which is comprised of standard and ad hoc reports, queries and alerts; and quantitative methods, including statistical analysis, forecasting/extrapolation, predictive modeling (such as data mining), optimization and simulation.
Utility	This course stresses the factors that impact the performance of business decision makers and the data management and analysis methods that have value to them. This course includes lectures, presentations, and demonstrations that emphasize discussion and illustration of methods, as well as hands-on, practical exercises that provide both a sound base of learning and an opportunity to test and develop skill. The use of software supports the presentation of the material. Students complete assigned readings, group projects, and participate in exercises and discussions. Groups of about four students will form teams to work on the various presentations.

UNIT – I	INTRODUCTION TO DATA HANDLING
Overview of Data analysis, Introduction to Data visualization, Working with statistical formulas - Logical and financial functions, Data Validation & data models, Power Map for visualize data, Power BI-Business Intelligence, Data Analysis using statistical methods, Dashboard designing.	
UNIT – II	INTRODUCTION TO DATA MANIPULATION USING FUNCTION
Heat Map, Tree Map, Smart Chart, Azure Machine learning, Column Chart, Line Chart , Pie,Bar, Area, Scatter Chart, Data Series, Axes , Chart Sheet , Trendline , Error Bars, Sparklines, Combination Chart, Gauge, Thermometer Chart , Gantt Chart , Pareto Chart etc , Frequency Distribution, Pivot Chart, Slicers , Tables: Structured References, Table Styles , What-If Analysis: Data Tables Correlation model Regression model	
UNIT – III	Data Strategy & Consumer behaviour Analytics:
Data Strategy & Consumer behaviour Analytics: Understanding Product & Category, Competitive Analysis, Market Share understanding- Market potential Index, Seasonality-Sales Trending, Consumer behaviour Analytics-MIND AND MARKET FACTORS, Budget planning & Execution- MIMI, Regression & Correlation Analysis for Sales trending, Forecasting method with predictive investment modelling, Cohort Analysis, Google Analytics(GA), Case Studies-Assignments	
UNIT – IV	TABLEAU SOFTWARE: GETTING STARTED WITH TABLEAU SOFTWARE
What is Tableau? What does the Tableau product suite comprise of? How Does Tableau Work? Tableau Architecture, What is My Tableau Repository?	
UNIT – V	Connecting to Data & Introduction to data source concepts
Connecting to Data & Introduction to data source concepts, Understanding the Tableau workspace, Dimensions and Measures, Data Types & Default Properties, Building basic views, Saving and Sharing your work-overview	
HBSP CASE STUDY AND SIMULATION	
Text Book	
Reference Books	
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations/ Evaluation through HBSP Simulations

Recommended by BOS :	
	PRACTICALS:

	Supply Chain Analytics & HR Analytics
Prerequisite	<p>All students are expected to have a Advanced knowledge of economics, finance, accounting, statistics, calculus, and management principles and advanced computer applications.</p> <p>This course will require the use of Windows Excel and we will provide a business analytics excel add-in</p>
Learning Objectives	<ol style="list-style-type: none"> 1. To gain an understanding of how managers use business analytics to formulate and solve business problems and to support managerial decision making. 2. To become familiar with the processes needed to develop, report, and analyze business data. 3. To learn how to use and apply Excel and Excel add-ins to solve business problems. 4. Develop domain knowledge of various technology and its application to facilitates managerial decision /MIS. 5. Understanding the significance of global platform for data retrieval/process among different business cultures of the world.
Salient Features	Analytics includes a range of activities, including business intelligence, which is comprised of standard and ad hoc reports, queries and alerts; and quantitative methods, including statistical analysis, forecasting/ extrapolation, predictive modeling (such as data mining), optimization and simulation.
Utility	This course stresses the factors that impact the performance of business decision makers and the data management and analysis methods that have value to them. This course includes lectures, presentations, and demonstrations that emphasize discussion and illustration of methods, as well as hands-on, practical exercises that provide both a sound base of learning and an opportunity to test and develop skill. The use of software supports the presentation of the material. Students complete assigned readings, group projects, and participate in exercises and discussions. Groups of about four students will form teams to work on the various presentations.
UNIT – I	Introduction to Supply Chain Analytics
	Introduction to Supply Chain Analytics – Components of Supply Chain Analytics, Big Data in Supply Chain Analytics, Strategic goal, Demand Analytica, Forecasting, unbiased forecast, forecasting stable products, forecasting new replacement and non-replacement products, measure forecast accuracy,
UNIT – II	Sales and Operation Analytics
	Sales and Operation Analytics – Introduction, newsvendor problem, analyzing demand variability, Supply and resource constraints, excess supply,

UNIT – III	Inventory and Supply Analytics
Inventory and Supply Analytics – Introduction to inventory management problem, lot size restrictions, volume discount and joint replenishment, lead time variability, Dynamic Inventory control	
UNIT – IV	HR Analytics
HR Analytics – Importance of HR Analytics, changing world of man power, HR Analytics Framework, Workforce planning analytics, sourcing analytics, acquisition/hiring analytics, onboarding, culture fit, and engagement analytics, performance assessment analytics, employee lifetime value and cost modeling, Employee wellness and health analytics	
UNIT – V	Trends
Trends. Turnover trends, labor turnover index, correlation, predictive forecasting for growth, analyze the actual number of employees to work in a company, analyze prime working days, analyze employee standard unit cost, analyze appraisal cost,	
HBSP CASE STUDY AND SIMULATION	
Text Book	
Reference Books	
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations/ Evaluation through HBSP Simulations
Recommended by BOS :	
	PRACTICALS:

	Machine Learning for Business
Prerequisite	<p>All students are expected to have a Advanced knowledge of economics, finance, accounting, statistics, calculus, and management principles and advanced computer applications.</p> <p>This course will require the use of Windows Excel and we will provide a business analytics excel add-in</p>
Learning Objectives	<ol style="list-style-type: none"> 1. To gain an understanding of how managers use business analytics to formulate and solve business problems and to support managerial decision making. 2. To become familiar with the processes needed to develop, report, and analyze business data. 3. To learn how to use and apply Excel and Excel add-ins to solve business problems. 4. Develop domain knowledge of various technology and its application to facilitates managerial decision /MIS. 5. Understanding the significance of global platform for data retrieval/process among different business cultures of the world.
Salient Features	Analytics includes a range of activities, including business intelligence, which is comprised of standard and ad hoc reports, queries and alerts; and quantitative methods, including statistical analysis, forecasting/ extrapolation, predictive modeling (such as data mining), optimization and simulation.
Utility	This course stresses the factors that impact the performance of business decision makers and the data management and analysis methods that have value to them. This course includes lectures, presentations, and demonstrations that emphasize discussion and illustration of methods, as well as hands-on, practical exercises that provide both a sound base of learning and an opportunity to test and develop skill. The use of software supports the presentation of the material. Students complete assigned readings, group projects, and participate in exercises and discussions. Groups of about four students will form teams to work on the various presentations.
UNIT – I	Introduction: Learning systems, real world applications of machine learning
Introduction: Learning systems, real world applications of machine learning, why machine	

learning, variable types and terminology, function approximation Types of machine learning: Supervised learning, unsupervised learning, reinforcement learning	
UNIT – II	Important concepts of machine learning:
Important concepts of machine learning: Parametric vs non-parametric models, the trade-off between prediction accuracy and model interpretability, the curse of dimensionality, measuring the quality of fit, biasvariance trade off, overfitting, model selection, no free lunch theorem	
UNIT – III	Linear Regression:
Linear Regression: Linear regression, estimating the coefficients, accessing the accuracy of coefficient estimates, accessing the accuracy of the model, multiple linear regression, qualitative predictors	
UNIT – IV	Classification: Logistic regression I
Classification: Logistic regression, estimating regression coefficients, making predictions, multiple logistic regressions, linear discriminant analysis,	
UNIT – V	Classification: Logistic regression II
Classification: Logistic regression - bayes' theorem of classification, LDA for $p=1$, LDA for $p>1$, quadratic discriminant analysis	
HBSP CASE STUDY AND SIMULATION	
Text Book	Machine Learning by Tom M. Mitchell - McGraw Hill Education; First edition
Reference Books	Pattern Recognition and Machine Learning (Information Science and Statistics) by Christopher M. Bishop - Springer; 1st ed. 2006. Corr. 2nd printing 2011 edition
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations/ Evaluation through HBSP Simulations
Recommended by BOS :	
	PRACTICALS:

Introductory Note about ISBM Curriculum - MBA

A. Need, objectives and main features of the curriculum

- a. **Need** – Entrance of Multinational Companies in the domestic department has increased the requirement of professionals in the management sector. The major aspect of introducing the MBA program is to provide trained and employable professional to the industry as per the necessity. The courses are based on the present day requirement of specialized management professionals at various levels in the organization
- b. **Objectives** – The primary objective of the department is to prepare the post-graduate management students as young professionals, who are equipped with latest knowledge and technology required in the current market scenario. The other objective includes making these budding managers more employable as per the industry demands.
- c. **Main features of the curriculum** –
 - i. Regularly updated curriculum as per the international standards
 - ii. Latest methods and techniques are being adopted
 - iii. As per the requirement of the industry
 - iv. Case-based teaching methodology is used
 - v. More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.

B. Role of the curriculum in the national development - The curriculum of MBA is so designed that it helps the students to become not only more employable but also encourage them to become entrepreneur. We at ISBM motivate our students to be self-dependent, aspires them to become leaders rather than followers.

C. Global trends reflected in the curriculum – The curriculum is designed while consulting a number of National and International Universities. Some of the universities consulted were, University of Pune, University of Mumbai, Delhi University, University of Marseilles, and Harvard University. The syllabi comprises of both National issues as well as issues important on Global terms. Any changes in the global curriculum is also tried to be reflected in the current syllabi of the department.

D. Possibility, Motivation and Scope for Self Learning – To inspire and motivate the students for self-learning process, Seminars/ Workshops are included in the core curriculum, which aspires the students to learn new concepts and share it with others through presentations. Out of every four lectures allotted to each faculty, one is made compulsory as presentation class. Thus, student not only undergoes learning but also many-a-times implementing the concept through the help of various workshops.

E. Placement opportunities, etc– The curriculum offering a better chance of learning among the students, thus also offers better placement opportunities for them. The time-table is so designed that it helps the student to grow their personality and communications skills also along with their regular studies. Aptitude tests, group discussions, rigorous mock interviews help the students to churn up

better placement offers for themselves during the placement exercise. In all, we believe in generating a more employable management professional from ISBM

INTERNATIONALSCHOOL OF BUSINESS MANAGEMENT
Teaching and Examination Scheme for MBA (Digital Marketing) (Google) (2 Year Program)
Edition – 2022-24

YEAR: 1

SEMESTER: I

S. No.	Course Code	Course Name	Credits	Contact Hrs/Wk.			Exam Hrs.	Weight age (in %)	
				L	T	P		CE	ESE
		A. Program Core							
1	BM 501	Organizational Behavior	3	3			3	40	60
2	BM 503	Quantitative Technique	3	3			3	40	60
3	BM 505	Marketing Management	3	3			3	40	60
4	BM 507	Managerial Economics	3	3			3	40	60
5	BM 511	Financial Accounting	3	3			3	40	60
6	SM501	Seminar in Contemporary Issues	2			4	1	60	40
7	BM 513	Business News Analysis – I	2			4	1	60	40
		B. Program Elective							
8	BM	Digital Marketing KPIs; Planning Digital Marketing Resources	3	3			3	40	60
9		Building a Personal Brand with financial Analysis & Budgeting	3	3			3	40	60
		C. University Core							
10	FD-101	Foundation Course	1	1	0	0	3	60	40
11	PC- 501	Proficiency in Co-curricular Activities	2					100	
12		D. University Open Elective	2	2			3	40	60
		E. Value Added Course							
13	VACARRW 501	Academic Research & Report Writing & Publication	0			1			
14	BM – VAC 501	Self – expression, Personality Development, Communication and Grooming	0			1			
		Total	28	20		4			
		Total Teaching Load		20					

L - Lecture

T – Tutorial

CE – Continuous Evaluation

S – Seminar

P – PRACTICAL

ESE – End Semester Evaluation

INTERNATIONALSCHOOL OF BUSINESS MANAGEMENT
Teaching and Examination Scheme for MBA (Digital Marketing) (Google) (2 Year Program)
Edition - 2022-24

YEAR: 1

SEMESTER: II

S. No.	Course Code	Course Name	Credits	Contact Hrs/Wk.			Exam Hrs.	Weight age (in %)	
				L	T/S	P		CE	ESE
		A. Program Core							
1	BM 502	Human Resource Management	3	3			3	40	60
2	BM 504	Research Methods in Management	3	3			3	40	60
3	BM 506	Corporate Financial Management	3	3			3	40	60
4	BM 508	Business Environment	3	3			3	40	60
5	PE 604 (can it be changed?)	Minor Research Project	2			4		60	40
6	BM 514	Business News Analysis – II	2			4	1	60	40
		B. Program Elective							
7	BM	Mastering SEO, Content Marketing & Social Media	3	3			3	40	60
8	BM	Advanced Web Analytics & Email Marketing	3	3			3	40	60
		B. University Core							
9	FD-102	Foundation Course	1	1	0	0	3	60	40
10	EM502	Employability Skills I	1		2			60	40
11	PC- 502	Proficiency in Co-curricular Activities	2					100	
12		C. University Open Elective	2	2			3	40	60
		E. Value Added Course							
13	VACARRW 501	Academic Research & Report Writing & Publication				1			
14	BM – VAC 501	Self – expression, Personality Development, Communication and Grooming				1			
		Total	27	20	2	4			
		Total Teaching Load		20					

L - Lecture T – Tutorial

CE – Continuous Evaluation

S – Seminar P – PRACTICAL

ESE – End Semester Evaluation

INTERNATIONAL SCHOOL OF BUSINESS MANAGEMENT

Teaching and Examination Scheme for MBA (Digital Marketing) (Google) (2 Year Program)

Edition - 2022-24

YEAR: 2

SEMESTER: III

S. No.	Course Code	Course Name	Credits	Contact Hrs/Wk.			Exam Hrs.	Weight age (in %)	
				L	T/S	P		CE	ESE
		A. Program Core							
1	BM 601	Operation & Production Management	3	3			3	40	60
2	BM 692	Project Management	3	3			3	40	60
3	BM 605	Corporate Strategy & Ethics	3	3			3	40	60
4	BM 603	Business Law							
5	BM 602	Entrepreneurship & Small Scale Business Management							
6	S1 601	Summer Internship Project (SIP)	2			4		60	40
		B. Program Elective							
7	BM	Advanced Marketing Automations & Future of Marketing	3	3					
8	BM	Dynamic Remarketing & AI in Marketing	3	3			3	40	60
9	BM	Mastering Google Analytics	3	3			3	40	60
10	BM	Working with Google Tag Manager	3	3			3	40	60
		C. University Core							
11	EM 601	Employability Skills II	1		2			60	40
12	PC- 601	Proficiency in Co-curricular Activities	2					100	
		D. University Open Elective	2	2			3	40	60
		E. Value Added Course							
13	VACARRW 501	Academic Research & Report Writing & Publication				1			
14	BM – VAC 501	Self – expression, Personality Development, Communication and Grooming				1			
		Total	26	21	2	4			
		Total Teaching Load		23					

L - Lecture

T – Tutorial

Continuous Evaluation

S – Seminar

P – PRACTICAL

ESE – End Semester Evaluation

INTERNATIONAL SCHOOL OF BUSINESS MANAGEMENT

Teaching and Examination Scheme for (2 Year Program)

Edition – 2022-24

YEAR: 2

SEMESTER: IV

S. No.	Course Code	Course Name	Credits	Contact Hrs/Wk.			Exam Hrs.	Weight age (in %)	
				L	T/S	P		CE	ESE
		A. Program Core							
1	BM 401	Industrial Training on Human Resource	3					100	
2	BM 402	Industrial Training on Sales and marketing	3					100	
3	BM 403	Industrial Training on Accounting and finance	3					100	
4	BM 404	Industrial Training on operation in TQM	3					100	
5	BM 405	Industrial Training on Log Book	3					100	
		Total	15						

L - Lecture

T – Tutorial

Continuous Evaluation

S – Seminar

P – PRACTICAL

ESE – End Semester Evaluation

SYLLABUS

BM 501	Organizational Behavior
Prerequisite	Basic knowledge of General Management
Learning Objectives	<p>The Objectives of the course are:</p> <p>The objective of this paper is to analyze and compare different models used to explain individual behavior related to motivation and rewards and to identify the processes used in developing communication and resolving conflicts, explain group dynamics and demonstrate skills required for working in groups (team building)</p>
Salient features	<p>The students will be able to</p> <ul style="list-style-type: none"> • Conceptualize different types of Attitudes. • To get to understand nature of OB. • Involve in personality aspect concept.
Utility	The student will be able to gather knowledge for the practical life and profession.
UNIT – I	Introduction to Organization Behavior:
	Concept of Organizational Behavior (OB)- Importance of Organizational Behavior, Key Elements of Organizational Behavior, Role of Managers in OB- Interpersonal Roles-Informational Roles- Decisional Roles, Foundations or Approaches to Organizational Behavior, Challenges and Opportunities for OB
UNIT – II	Individual Dimensions of Organization Behavior:
	Nature and meaning of Interpersonal Behavior, Concept of Self, Transaction Analysis (TA), Benefits and uses of Transactional Analysis, Johari Window Model, Individual Behavior and Learning, Personality, Motivation – Theories and Models
UNIT – III	Leadership and Group Behavior:
	Definition and Meaning, Theories of Leadership, Contemporary Business Leaders. Meaning and Importance of Groups, Reasons for Group Formation, Types of Groups, Stages of Group Development, Meaning and Importance of Teams, Types of Teams, Creating an Effective Team
UNIT – IV	Introduction to Organization Culture
	Meaning and Nature of Organization Culture - Origin of Organization Culture, Functions of Organization Culture, Types of Culture, Creating and Maintaining Organization Culture, Managing Cultural Diversity, Organization Change and Development: Definition and Meaning, Need for Change, Strategies to Overcome Resistance, Process of Change, Meaning and Definition of OD, OD Interventions
Text Book	<ol style="list-style-type: none"> 1. Luthans F. Organizational Behaviour, New York, McGraw Hill 2. Robbins S.P. Organizational Behaviour, New Delhi, Prentice Hall of India
Reference Books	<ol style="list-style-type: none"> 1. Chandan J. S. Organizational Behaviour, Vikas Publication New Delhi 2. Fundamentals of Organizational Behaviour - Slocum/Hillriegel, Cengage Learning 3. Organizational Behaviour, Aquinas P. G, Excel BOOKS.
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Ppt
Recommended by BOS on :	
Approved by Academic Council on :	
Practical	<ol style="list-style-type: none"> 1. Managerial skills 2. Management game 3. Business simulation games 4. Comparison of different organization in terms of work culture policies etc 5. Time management games 6. Management as art and science comparison 7. Motivational games in context with various motivational theories and models 8. Management games on team building 9. Individual behavior 10. Employee motivation training

BM 503	Quantitative Techniques
Prerequisite	General knowledge of management
Learning Objectives	The Objectives of the course are :
	Understand relevance & need of quantitative methods for making business decisions
	Demonstrate a sound knowledge of fundamentals of statistics and statistical techniques
	Able to apply quantitative methods to solve a variety of business problems
	Able to understand the latest techniques of Q.T.
Salient features	The students will be able to:
	Able to conceptualize different concepts used in Q.T.
	Able to implement the knowledge about the different scientific theories used in business simulations.
	Able to implement the latest techniques of linear programming, matrix, decision theory, game theory
Utility	Provides students with quantitative skills that are required to make business decisions. These skills involve using statistical, forecasting and estimation techniques. Formulation and application of mathematical models in business decision making scenarios.
UNIT – I	Introduction:
	Definition & classification of quantitative techniques, methodology, advantages. Definition of matrix, their types & operations, determinant of a matrix, adjoint & inverse of a matrix, methods of matrix to solve linear equations
UNIT – II	Linear Programming:
	LLP problem formulation, graphical, Simplex methods to solve LLP, issues in LLP, Dual of a given LLP, two phase method
UNIT – III	Decision Theory:
	Types of decision situations, different decision rules/criteria under these situations, EVPI, decision tree analysis
UNIT – IV	Game Theory:
	Two persons zero sum games, Pure & mixed strategy, Methods of their solution, Law of Dominance, sub-game method
UNIT – V	Transportation and Assignment Problems:
	Methods of solving transportation Problem, MODI Method, their issues & techniques to solve them, Methods of making initial assignment, optimality test methods, their issues & techniques to solve them, concept, method to solve them – Hungarian method, their issues.
List of Expt.	
Text Book	1. Taha Hamdy - Operations Research - An Introduction (Prentice-Hall, 9th edition) 2. Vohra - Quantitative Techniques in Management (Tata McGraw-Hill, 2nd)
Reference Books	1. Khandelwal, Gupta Quantitative Techniques 2. Dr. N. P. Agarwal Quantitative Techniques 3. Khandelwal, Gupta, Agrawal, Ahmed Quantitative Analysis for Management
Mode of Evaluation	
Recommended by BOS on :	
Approved by Academic Council on :	

BM 505	MarketingManagement
Prerequisite	Graduate
Learning Objectives	The Objectives of the course are:
	1. To create an understanding of the basics and concepts of Marketing
	2. To gain knowledge about the different product, pricing and promotional decision making processes for different products / services and brands and techniques related to them developed in marketing and advertising research lab.
	3. To come across different cases of marketing and learn different marketing tools related to solve them.
	4. Able to analyze different barriers to marketing and learn the methodologies to solve them.
Salient features	The students will be able to
	1. Able to conceptualize different cases of Marketing (National, International, Street, Localized and rural).
	2. Able to conceptualize different types product pricing, packaging and promotion simulations.
	3. Able to take decisions for different product, pricing and promotion of different products / services and brands
	4. Implement the methodologies to analyze different barriers to marketing and solve them.
	5. Different promotional, packaging and other advertising simulations for different brands
Utility	Students will demonstrate strong conceptual knowledge in the functional area of marketing management. Students will demonstrate effective understanding of relevant functional areas of marketing Management and its application.
UNIT – I	Introduction to Marketing:
	Definition, Concept of Exchange-Needs & Wants, Economic Utility, Evolution of Marketing, Marketing Concept, Marketing Myopia, Significance of Marketing, Delivering Values, Satisfaction & Retention: Business components, Customer satisfaction, Concept of value, Analyzing market opportunities: Marketing environment: Macro environmental factors
UNIT – II	Consumer behavior
	Consumer behavior, Organizational markets & buying behavior, Market segmentation & market Targeting,.
UNIT – III	Planning Marketing Strategy
	Strategic Planning Process, marketing and competitive strategies, Marketing Mix strategy, Marketing mix and environment, Assembling and managing marketing mix
UNIT – IV	Marketing Channels and Distribution
	Nature of marketing channels, Role of marketing channels, Functions of marketing channels, Designing distribution channels, Channel management, Channel dynamics
UNIT – V	Product Policy and Promotion
	Product and product line, Product classification, product mix strategy, Product life cycle, New product development, Branding and packaging, Benefits of advertising, Developing and advertising program, Sales promotion, public relation, personal selling, Pricing, significance of pricing, Price adjustments, Effect of price change
List of Expt.	
Text Book	1. Kotler, P., Keller, K. L., Koshy, A., &Jha, M. (2012), Marketing Management A South AsianPerspective, 14th Edition, Pearson Education, New Delhi. 2. Ramaswamy, V. S., &Namakumari, S. (2017), Marketing Management: Indian

	Context with Global Perspective, McGraw hill
Reference Books	1. Kotler, Philip. Marketing Management, Millennium Edition. Intl ed. US: Prentice Hall, 2002. ISBN: 8120316096. 2. Principles of Marketing, Kotler and Armstrong, Pearson, 12th edition., 2008, ISBN: 978-81-317-1547-5
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Ppt
Recommended by BOS on :	
Approved by Academic Council on :	

List of Practical:

1. Lab Practical :

List six factors in a company's micro-environment. Next go to a company's (for e.g. Wal-Mart's) website, search for its most recent annual report, how many of the six microenvironment factors can you find? Briefly describe each? And thus prepare a case study on the same.

2. Field Work :

Design a cause related marketing campaign for a small scale or local company (or hotel/showroom/jeweler/resort etc.) of your town in small groups and take it to that particular company's marketing manager or any other higher official working for its marketing and take his feedback on it. Then present a paper on your findings.

3. Lab Practical- Search on the web how various big business school's have positioned themselves and prepare a positioning statement for your business school.

4. Field Work

Go to a toy store (like Tiny Toons) in Jaipur. Select any 4 toys of different price ranges and using the value proposition mix prepare overall positioning strategy for the same.

Lab experiments:

1. How actual test marketing is done.
2. use of facial expression recognition system
3. use of different packaging
4. creating artificial point of purchase in the lab and analyzing consumer behavior
5. Search for the websites of different umbrella brands and classify their products as per the basic product classification.

5. Field Work :

Look for a local product of your town and create a strong brand name for it and then take it to its company, take their responses and come up with the response paper for the same.

6. Field Work:

Go to a nearby Starbucks and suppose that you are in the marketing team of a competitor brand then summarize the prices of CCD and come up with relevant pricing strategy for the same and present it in the class. You can also do a comparative analysis on any two brands a prepare a case study.

Lab Experiments:

12. preparing new ad – appeals
13. preparing jingles
14. analyzing print and commercial ads of various firms

7. Lab Work :

Look for any particular brand's website and go through its distribution details, draft a short memo detailing the recommendations for expansion or shrinkage.

Three Practical from each unit

One simulation exercise.

Practical will be conducted as per the practical manual

BM 507	MANAGERIAL ECONOMICS
Prerequisite	Graduate
Learning Objectives	To introduce the fundamentals, tools and theories of managerial economics, To orient on micro economic techniques as a decision making process, To understand macro-economic analysis essential for business managers
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	Students will be able to integrate the basic concepts of economics with the tools of mathematics and statistics in order to analyze and make optimal business decisions.
UNIT – I	Managerial Economics:
Defining Managerial Economics, Economics and Managerial Decision Making, The Economics of a Business, Important Economic Terms and Concepts, The Firm and its Goal, Profit Maximizing Vs Wealth Maximizing, Five Fundamental Questions in Economics, Discounting Principle, Opportunity Cost Principle, Economy and Economic System, National Income, Inflation, Monetary and Fiscal Policy	
UNIT – II	Concept of Demand and supply:
Market Demand, Market Supply and Market Equilibrium, Comparative Static Analysis, The Managerial Challenges	
UNIT – III	Cost concepts:
Cost and Production Analysis, Type of Costs, Production Function, Break Even Analysis, Shut Down Point. Cost concepts and classification. Cost output relationship	
UNIT – IV	Production Analysis:
Production function-laws of variable proportion & returns to scale. Economics and diseconomies of scale	
UNIT – V	Market Structure and Pricing Decision
Price output determination under Perfect Competition, Monopoly, Differentiated Monopoly, Monopolistic Competition and Oligopoly	
Text Book	<ol style="list-style-type: none"> 1. Managerial Economics, D.N Dwivedi, 6th ed., Vikas Publication. 2. Managerial Economics- Theory and Applications, Dr. D.M Mithani, Himalaya Publications. 3. Managerial Economics, H. L Ahuja, S. Chand, 2011 4. Indian Economy, K P M Sundharam and Dutt, 64th Edition, S Chand Publication.
Reference Books	<ol style="list-style-type: none"> 1. Managerial Economics- Principles and worldwide applications, Dominick Salvatore, 6e, Oxford Publication, 2010 2. Managerial Economics, Jaswinder Singh, Dreamtech publications, 2013 3. Managerial Economics, YogeshMaheswari, PHI, 2013

	4. Modern Economic Theory, KK Dewett and MH Navalur, S Chand Publication, 2013
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations
Recommended by BOS :	
	PRACTICALS – 1.Calculation of Elasticity of demand 2.Calculation of National Income 3.Gross Domestic Production 4.Law of Demand Curve 5. Kings demand curve 6. Calculation of diminishing law of marginal utility. 7.Measurement of production Function 8. Degrees of Price Discrimination 9. Cost analysis of risk. 10. Calculation of per capital income.

BM 509	MANAGEMENT INFORMATION SYSTEM
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles.
Learning Objectives	This course emphasizes effective ways of building a model of the real world and optimizing it through normalization algorithms. The study of MIS is now of fundamental importance in the field of computer science and management information system. To describe the role of information technology and decision support systems in business and record the current issues with those of the firm to solve business problems
Salient Features	Students will be able to relate the basic concepts and technologies used in the field of management information systems; Compare the processes of developing and implementing information systems. Outline the role of the ethical, social, and security issues of information systems.
Utility	Students will be able to translate the role of information systems in organizations, the strategic management processes, with the implications for the management. Apply the understanding of how various information systems like DBMS work together to accomplish the information objectives of an organization.
UNIT – I	Information & System:
MIS concept - Definition –Role of the MIS - Impact of the MIS-MIS and the user - Management as a control system – MISa support to management - Development process of the MIS.	
UNIT – II	System analysis and design
System - Need for system analysis - System analysis of the existing system - System analysis of a new requirements - System Development Model - Structured System Analysis and Design - Object Oriented Analysis.	
UNIT – III	Information system applications:
MIS applications, DSS – GDSS - DSS applications in E enterprise - Knowledge Management System and Knowledge Based Expert System - Enterprise Model System and E-Business, E- Commerce, E-communication, Business Process Reengineering.	
UNIT – IV	Technology of information system:
Data process- Transaction and application processInformation system process; Unified communication and network; Security challenges in E-enterprises; Security threats and vulnerability-Controlling security threat and vulnerability	
UNIT – V	Data base management system:
Objectives of data base approach- Characters of database Management systems- Data processing system- Components of DBMS packages - Data base administration- Data models - Data warehouse.	
Text Book	<ol style="list-style-type: none"> 1. Database Management System, Alex Leon, Mathews Leon, Pearson Education 2. Database Management Concepts, Korth, McGraw-Hill Education 3. Database Management System, C.J.Date, O'Reilly Media 4. Relation Database: Theory &PRACTICALS ,Val Occardi, BPB Publications, New Delhi,
Reference Books	<ol style="list-style-type: none"> 1. Henry Luca: Management Information Technology 2. Laudén&Lauden: Information Technology 3. Jawedker: Management information System

	4. James O' Brein:Management Information Technology
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations
Recommended by BOS on :	
	PRACTICALS 1. How information System Works – through software 2. Introduction to internet technology. 3. Use of ERP software. 4. Database Handling in an Information System 5. Electronic Money transfers; 6. E-Banking; 7. E-commerce 8. Uses of Internet; 9. Web Browsing ; 10. Latest soft wares in I.T. Management.

BM 511	FINANCIAL ACCOUNTING
Prerequisite	Graduate
Learning Objectives	To explain the basic functions and responsibilities of a financial department in a business/ firm; To elaborate the key decision areas in financial management-investment, financing, dividend and working capital management To explain the various techniques of evaluation of investment proposals To discuss the various factors to be considered in designing the target capital structure.
Salient Features	Students will learn about the ways in which financial statements and information can be used to improve the quality of decision making. They will also learn the basic principles of double-entry bookkeeping. Major topics are: cash flow, financial ratio analysis, inventory, current and non-current liabilities and equity structures. The Course also looks at accounting treatment of groups of companies and the audit process. Throughout the semester, the course will on a weekly basis devote sufficient time on practical examples and exercises.
Utility	The course introduces students to the subject of financial accounting. The course examines the three major financial statements that form the core of financial accounting: the statement of cash flows, the income statement (or profit and loss account), and the statement of financial position (or balance sheet)
UNIT – I	Fundamental of accounting
Meaning, scope and usefulness of Accounting; Generally Accepted Theoretical Framework Accounting Principles, Concepts and Conventions, Capital and Revenue transactions- capital and revenue expenditures, capital and revenue receipts. Measurement, Valuation and Accounting estimates	

Double entry system, Books of prime entry, Subsidiary Books. Recording of Cash and Bank transactions .Preparation of Ledger Accounts. Preparation of Trial Balance- interpretation and usefulness. Rectification of Errors. Opening entries, Transfer entries, Adjustment entries, Closing entries	
UNIT – II	Preparation of final accounts with Adjustments:
Of a Profit making concern (for sole proprietorship concern and partnership firm only) (i) Preparation of Trading Account, Profit & Loss Account and Balance Sheet (ii) Accounting treatment of bad debts, reserve for bad and doubtful debts, provision for discount on debtors and provision for discount on creditors <p>a. Of a Not-for- Profit making concern (i) Preparation of Receipts and Payments Account; (ii) Preparation of Income and Expenditure Account (iii) Preparation of Balance Sheet</p> <p>b. Under Single Entry System including conversion of single entry into double entry system (basic level) (i) Concept of Single Entry System and preparation of Statement showing Profit and Loss , Statement of Affairs (ii) Conversion of Single Entry System into Double Entry System of Accounting</p>	
UNIT – III	Accounting of non-trading organizations
Receipt & Payment Account, Income and expenditure accounts and Balance Sheet	
UNIT – IV	Insurance claim:
Loss of Stock: Rate of Gross profit, Loss of stock, Insurable Amount Loss of Profit, Short Sales, Additional working cost, Average Clause	
UNIT – V	Depreciation account:
Depreciation : Meaning, Importance, Object Fixed Line Method: Meaning, Definition Merits and Demerits Diminishing Method: Meaning, Definition Merits and Demerits Annuity Method Meaning, Definition Merits and Demerits	
Text Book	<ol style="list-style-type: none"> 1. Financial Accounting: A Managerial Perspective, Narayanaswamy R, 5/e , PHI, 2014 2. A Text book of Accounting For Management, Maheswari S. N,MaheswariSharad 3. Maheswari , 2/e, Vikas Publishing house (P) Ltd. 4. Financial Accounting, Tulsian P. C, 1/e, Pearson Education.
Reference Books	<ol style="list-style-type: none"> 1. Financial Accounting for Management: An Analytical Perspective, Ambrish Gupta, 4/e, Pearson Education. 2. Introduction to Financial Statement Analysis, Ashish K Bhattacharya, Elsevier India. 3. Financial Accounting – Raman B. S, Vol I & Vol II, 1/e, United Publishers, 2009. 4. Financial Accounting (IFRS update), Gary A. Porter & Curtis L. Norton, 6/e, Cengage Learning.
Mode of Evaluation	Assignment/PRACTICALS Questions/Written examination/Presentations

Recommended by BOS on :	
	PRACTICALS:- 1. Types of Transactions 2. Journal Entries 3. Preparation of Ledger 4. Preparation of Trial Balance 5. Preparation of Trading Account from Trial Balance 6. Profit & Loss Account 7. Balance Sheet 8. Receipt & Payment Account 9. Income & Expenditure Account 10. Loss of Stock

BM 502	Human Resource Management
Prerequisite	Basic knowledge of General Management
Learning Objectives	The Objectives of the course are:
	The general purpose is to familiarize students with the basic principles and techniques of human resource management
	The course takes a practical view that integrates the contributions of the behavioural sciences with the technical aspects of implementing the HR function in the 'real world.'
	To enable the students to understand the HR Management and system at various levels in general and in certain specific industries or organizations
Salient features	The students will be able to
	Conceptualize HR function, its processes and importance.
	Get insight into HR processes
	Know Business terminology related to HR function.
Utility	The student will be able to Understand the implications for human resource management of the behavioral sciences, government regulations, and court decisions Students will understand HR function (e.g. – recruitment, selection, training and development, etc.) and be familiar with each element's key concepts & terminology
UNIT – I	Introduction to HRM:
	Definition and Concept, Features , Objectives, Functions, Scope and Development of Human Resource Management, Importance of Human Resource Management, Human Resource Practices Introduction, Concept of Personnel Management, Personnel Management in India, Functions of the Labour Welfare Officer, Difference Between Personnel Management and HRM
UNIT – II	Human Resource Planning:
	Concept of Human Resource Planning (HRP), Factors in HRP, Process of HRP

UNIT – III	Job Analysis, Recruitment and selection
Job Analysis, Job Description, Writing a Job Description, Job Specification, Job Design Introduction, Concept of Recruitment, Factors Affecting Recruitment, Types of Recruitment Introduction, Concept of Selection, Process of Selection, Selection Tests, Barriers in Selection.	
UNIT – IV	Performance Appraisal and Compensation Management:
Introduction, Concept of Performance Appraisal, Purpose of performance appraisal, Process, Methods of Performance Appraisal, Major Issues in Performance Appraisal Elements of Compensation, Factors affecting Compensation, Fringe Benefits, TimeWage and Piece Wage System.	
UNIT – V	Employee Relations:
Introduction, Concept of Employee Relations, Managing Discipline, Managing Grievance , Employee Counseling ,Employee Empowerment: Introduction, Concept of Employee Empowerment, Process of Empowerment, Empowerment in Indian Scenario, Empowerment in Global Scenario International HRM: Introduction, Comparison of Domestic and International HRM, Challenges in International HRM	
Text Book	1. Dessler, G. Fundamentals of Human Resource Management (4th Edition, Pearson) ISBN: 9780133791532
Reference Books	1. Gary Dessler – Human Resource Management 2. Pareek U. & T.V Rao– Designing & Managing Human Resource Systems 3. Managing and measuring employee performance – Understanding practice; Elizabeth Houldsworth, Dilum, Jirasinghe
Mode of Evaluation	
Recommended by BOS on :	
Approved by Academic Council on :	
Practical to be conducted:	1. Differentiate between HRM and PM. 2. Sketch the HRM department for an Indian Business unit. 3. Identify the role of Hr's in today's scenario globally 4. Estimation of employees by HR department. 5. Techniques of HR Planning. 6. Process of conducting Job Analysis 7. Techniques of Job Designing 8. Preparation of a recruitment ad for a job 9. Process of selection 10. TNA analysis 11. How To conduct training by various methods.

	<p>12. Comparative study of PAM of two industries.</p> <p>13. Calculate Time wage and price wage.</p> <p>14. Classification Industrial Dispute and Settlement Machinery.</p> <p>15. Design an employee benefit programme for your organization.</p> <p>Three Practical from each unit</p> <p>One simulation exercise.</p> <p>Practical will be conducted as per the practical manual</p>
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BM 504	RESEARCH METHODS IN MANAGEMENT
Prerequisite	Graduation
Learning Objectives	To provide an understanding on the basic concepts of research methods, To expose the students to the role that statistics plays in business decisions
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	Students will be able to conduct a research ,write research report, understand data analysis methods and techniques
UNIT – I	Research & Research Design:
	Meaning of research, Nature of research, Applications of research, Research Process, Research Design-Exploratory, Descriptive and Causal.
UNIT – II	Data Collection:
	Primary sources of data collection- questionnaire, observations, interviews, Secondary sources of data collection. Differences between primary and secondary, advantages and disadvantages of primary and secondary data collection. Data analysis techniques –mean ,mode ,median ,bar ,charts ,regression and correlation
UNIT – III	Sampling:
	Sampling, sampling process, Types-probability techniques and non-probability technique. Advantages and disadvantages of probability techniques and non-probability techniques SPSS –use of soft wares
UNIT – IV	Hypothesis Testing:
	Hypothesis-Meaning, Types of hypothesis, level of significance, t-test, z-test chi-square and analysis of variance-simple, the rank-sum test, the Man-Whitney U test
UNIT – V	Scaling & Report writing
	Scaling – Meaning, Significance, Types of scales- nominal, ordinal, interval and ratio,

Major scaling techniques with their applications, Report writing- Meaning, Structure of research report and characteristics of research report, Bibliography.	
Text Book	<ol style="list-style-type: none"> 1. Research Methodology- C R Kothari, Vishwa Prakashan, 2002 2. Business Research Methods. Donald R. Cooper & Pamela S Schindler, 9/e, TMH /2007 3. Research Methodology – concepts and cases – Deepak Chawla and Neenah Sindh –Vikas Publication - 2014 4. Research Methods for Business, Uma Saharan & Roger Boogie, 6th Edition, Wiley, 2013
Reference Books	<ol style="list-style-type: none"> 1. Research Methods- William M C Trochi,- 2/e, Biztantra, 2007 2. Methodology of Research in social Sciences- O R Krishna swami, M Ranganatham, HPH, 2007 3. Research Methodology –C Murthy- Veranda Publication – 2011 4. Business Research Methods-SL Gupta and Hitesh Gupta, McGraw hill - 2012
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations
Recommended by BOS :	
	<p>PRACTICALS :</p> <ol style="list-style-type: none"> 1. Analysis of exploratory research design using software 2. Analysis of descriptive research design using software 3. Preparing questionnaire using software 4. Preparing interview 5. Preparing survey 6. Preparing a report on banking company 7. Prepare a report on ethical hacking 8. Preparing diagnostic research design 9. derivation of rank sum test using SPSS 10. Derivation of chi –square problem using SPSS

BM 508	Business Environment
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles.
Learning Objectives	This course exposes students to an overview of an exchange based economy and draws out the relationship between crucial macroeconomic variables like the level of income, employment, prices, investment, money supply, trade and forex, etc. The design of government policy measures in regulating and planning for the economy will be discussed. Specific problems like inflation, growth and the control of business cycles will be addressed, with respect to the Indian economy.
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	An MBA prepares individuals for many types of careers. Some of the more common jobs an MBA prepares one for include Business Analyst or Strategist, Business Development Analyst, Associate, or Manager, Entrepreneur / Founder, Financial Analyst, Management Consultant, Marketing Associate, Analyst, or Manager, Portfolio Manager, Project, Product, or Program Manager, Operations Analyst, Associate, or Manager
UNIT – I	Introduction
Business Environment – nature, concept and significance. Internal environment and External environment. Social responsibilities of business	
UNIT – II	Liberalization in India – The New Economic Policy:
Impact of liberalization, Globalization and privatization on Indian economy, Critical evaluation of latest economic policies of India	
UNIT – III	Economic Environment:
Introduction to some important business laws like FEMA, SEBI act, and their impact on business. Approach to FDI and Multinational Cooperation.	
UNIT – IV	Macro Economics:
Macro Economics: Meaning and scope, Inflation : Meaning, effects and control measures, Economic Growth: Meaning and determinants, Free trade vs. Protection, Fiscal and Monetary Policy.	
UNIT – V	Public Finance :
Concept, Meaning and scope of Public finance, concept of public Expenditure, public revenue and taxation, Public Vs Private Budget, Small Scale enterprises in India	
Text Book	<ol style="list-style-type: none"> 1. M.L. Seth : Money Banking, public Finance and trade 2. M. L. Jhingan: Macro Economics 3. RudraDuttSundaram: Macro Economics
Reference Books	<ol style="list-style-type: none"> 1. Francis Cherunilam: Business Environment 2. SheikeSaleem: Business Environment 3. Justine Paul: Business Environment
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations
Recommended by BOS on :	

	<p>PRACTICALS:</p> <ol style="list-style-type: none">1. Detail analysis of internal environment of an Industry2. Detail analysis of external environment of an industry3. Comparative study of Business environment of India with some other country.4. Preparing a report on Corporate social responsibility of an industry.5. Swot analyses of Indian Economy6. Critically analyze the impact on Libration on Indian Economy7. Critically analyze the impact on privatization on Indian Economy8. Critically analyze the impact on globalization on Indian Economy9. Sector vise study of the new economic policy10. Compare the Globalization Strategies of 2 companies.
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BM 506	Corporate Financial Management
Prerequisite	Completion of senior secondary course
Learning Objectives	The Objectives of the course are :
	1.The primary objective of this course is to explore concepts, approaches to financial management and its applicability in the corporate finance
	2. The main objective of Financial Management is to help students to acquire and develop skills to take rational decisions in the process of Financing mix and assessment of Price Earnings Ratio. Wealth maximizations have always been regarded as important in financial analysis in organizations
	3.To have understanding about Basic Entries to record a transaction
	4.Able to analyze Inventory Valuation, Joint Stock Company, preparation of company Accounts
Salient features	The students will be able to
	Able to conceptualize Financial Statement
	Able to get company Inventory Valuation, joint stock Company
	Can prepare company Accounts
Utility	Student will be able to take four basic decisions of Finance, i.e. Investment, Financing, Working Capital and Dividend Decision
UNIT – I	Introduction to Finance, Time Value of Money
Role of Finance Function, Principles of Financial Management, Scope, Rationale, Techniques, Practical Applications of Compounding and Present Value Techniques.	
UNIT – II	Capital Budgeting
Major Capital Budgeting Decisions – Concepts of Cash Flows and Cash Flow Patterns, Capital Budgeting Techniques & Limitations – Traditional (ARR, Payback Period) and modern (NPV IRR, TVM and Profitability Index); NPV Vs PI – Comparison, Economic Value Added	
UNIT – III	Cost of Capital
Concept, Explicit and Implicit Costs, Cost of Debt – Redeemable and Perpetual, Cost of Preference Shares – Redeemable and non-redeemable, Cost Equity – Dividend and CAPM Approach, Cost of Retained Earnings Overall Cost of Capital (WACC) – Assignment of Weights (Historical and Market)	
UNIT – IV	Financial Decision
Operating , Financial and combined Leverage – Algebraic and Graphic Approach , EBIT – EPS (Indifference Curve) Analysis ,Capital Structure – Concept, theories of relevance and irrelevance Net Income/Net Operating Income Approach, Modigliani – Millar Hypothesis , Traditional Approach Optimum Capital Structure – factors and determinants	
UNIT – V	Management Of Profits
Concept and Forms of Dividend , Determinants of Dividend policy Dividend Theories of relevance (Walter and Gordon) and irrelevance (Miller-Modigliani), and Limitations, EVA, MVA. Introduction to Working Capital and Domain Industry Finance - Concept, Definition Need, Types and determinants of working Capital, Estimation & Financial Working Capital Industry Financial Management	
List of Expt.	
Text Book	<ul style="list-style-type: none"> • .Pandey , I.M, “Financial Management”, 11th Edition,Vikas Publication, New Delhi. • Sinha, PradeepKumar,”Financial Management”, 5th Edition, The World Press, Calcutta.
Reference Books	<ul style="list-style-type: none"> • Elements of Financial Management, by S.N.Maheshwari

	<ul style="list-style-type: none"> Principles of Financial Management, by N.P.Agrawal, R.K.Tailor, Pioneer Publications Working Capital Management, by N.P.Agrawal, B.K.Mishra, RBSA Publishers Financial Management by P.V.Kulkarni, B.G.Satyaprasad, Himalaya Publishing house Financial Management by S.C.Kuchhal
Mode of Evaluation	Assignment/Practical Questions/Written examination/Ppt
Recommended by BOS on :	
Approved by Academic Council on	
Practical:-	1. Future Value & Present Value 2. Annuity 3. Fund Flow Statement 4. Cash flow statement 5. Ratio Analysis 6. Cost of Capital & Capital Structure 7. Equity & overall cost of capital, 8. Capital Budgeting, 9. Theories of Capital structure & Restructure 10. Dividend Policy 11. Valuation of a Firm 12. Leverages 13. EPS 14. Operating leverages 15. Financial leverages

BM 505	Marketing Management
Prerequisite	Completion of senior secondary course
Learning Objectives	The Objectives of the course are:
	1. To create an understanding of the basics and concepts of Marketing
	2. To gain knowledge about the different product, pricing and promotional decision making processes for different products / services and brands and techniques related to them developed in marketing and advertising research lab.
	3. To come across different cases of marketing and learn different marketing tools related to solve them.
	4. Able to analyze different barriers to marketing and learn the methodologies to solve them.
Salient features	The students will be able to
	1. Able to conceptualize different cases of Marketing (National, International, Street, Localized and rural).
	2. Able to conceptualize different types product pricing, packaging and promotion simulations.
	3. Able to take decisions for different product, pricing and promotion of different products / services and brands
	4. Implement the methodologies to analyze different barriers to marketing and solve them.
	5. Different promotional, packaging and other advertising simulations for different brands
Utility	Students will demonstrate strong conceptual knowledge in the functional area of marketing management. Students will demonstrate effective understanding of relevant functional areas of marketing management and its application.
UNIT – I	Introduction to Marketing:
Definition, Concept of Exchange-Needs & Wants, Economic Utility, Evolution of Marketing, Marketing Concept, Marketing Myopia, Significance of Marketing, Delivering Values, Satisfaction & Retention: Business components, Customer satisfaction, Concept of value, Analyzing market opportunities: Marketing environment: Macro environmental factors	
UNIT – II	Consumer behavior
Consumer behavior, Organizational markets & buying behavior, Market segmentation & market Targeting,.	
UNIT – III	Planning Marketing Strategy
Strategic Planning Process, marketing and competitive strategies, Marketing Mix strategy, Marketing mix and environment, Assembling and managing marketing mix	
UNIT – IV	Marketing Channels and Distribution
Nature of marketing channels, Role of marketing channels, Functions of marketing channels, Designing distribution channels, Channel management, Channel dynamics	

UNIT – V	Product Policy and Promotion
Product and product line, Product classification, product mix strategy, Product life cycle, New product development, Branding and packaging, Benefits of advertising, Developing and advertising program, Sales promotion, public relation, personal selling, Pricing, significance of pricing, Price adjustments, Effect of price change	
List of Expt.	
Text Book	<ol style="list-style-type: none"> 1. Kotler, P., Keller, K. L., Koshy, A., &Jha, M. (2012), Marketing Management A South Asian Perspective, 14th Edition, Pearson Education, New Delhi. 2. Ramaswamy, V. S., &Namakumari, S. (2017), Marketing Management: Indian Context with Global Perspective, McGraw hill
Reference Books	<ol style="list-style-type: none"> 1. Kotler, Philip. Marketing Management, Millennium Edition. Intl ed. US: Prentice Hall,2002.ISBN: 8120316096. 2. Principles of Marketing, Kotler and Armstrong, Pearson, 12th edition., 2008, ISBN: 978-81-317-1547-5
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Ppt
Recommended by BOS on :	
Approved by Academic Council on :	
<p>List of Practicals:</p> <p>1. Lab Practical : List six factors in a company’s micro-environment. Next go to a company’s (for e.g. Wal-Mart’s) website , search for its most recent annual report, how many of the six microenvironment factors can you find? Briefly describe each? And thus prepare a case study on the same.</p> <p>2. Field Work : Design a cause related marketing campaign for a small scale or local company (or hotel/showroom/jeweler/resort etc.) of your town in small groups and take it to that particular company’s marketing manager or any other higher official working for its marketing and take his feedback on it. Then present a paper on your findings.</p> <p>3. Lab Practical- Search on the web how various big business school’s have positioned themselves and prepare a positioning statement for your business school.</p> <p>4.Field Work Go to a toy store (like Tiny Toons) in Jaipur. Select any 4 toys of different price ranges and using the value proposition mix prepare overall positioning strategy for the same.</p> <p>Lab experiments:</p> <ol style="list-style-type: none"> 1. How actual test marketing is done. 2. use of facial expression recognition system 3. use of different packaging 4. creating artificial point of purchase in the lab and analyzing consumer behavior 5. Search for the websites of different umbrella brands and classify their products as per the basic product classification. <p>5.Field Work : Look for a local product of your town and create a strong brand name for it and then take it to its company, take their responses and come up with the response paper for the same.</p>	

6.Field Work:

Go to a nearby Starbucks and suppose that you are in the marketing team of a competitor brand then summarize the prices of CCD and come up with relevant pricing strategy for the same and present it in the class. You can also do a comparative analysis on any two brands a prepare a case study.

Lab Experiments:

12. preparing new ad – appeals

13.preparing jingles

14.analyzing print and commercial ads of various firms

7. Lab Work :

Look for any particular brand's website and go through its distribution details, draft a short memo detailing the recommendations for expansion or shrinkage.

Three Practicals from each unit .

One simulation exercise.

Practicals will be conducted as per the practicals manual

BM 601	OPERATION AND PRODUCTION MANAGEMENT
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principle
Learning Objectives	This Course is designed to develop a deeper understanding of the quantitative techniques, which could be successfully used for improving the quality of managerial decisions. The students will study this course with a generalist approach and avoid the minor details of the topics prescribed hereunder:
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	An MBA prepares individuals for many types of careers. Some of the more common jobs an MBA prepares one for include Business Analyst or Strategist, Business Development Analyst, Associate, or Manager, Entrepreneur / Founder, Financial Analyst, Management Consultant, Marketing Associate, Analyst, or Manager, Portfolio Manager, Project, Product, or Program Manager, Operations Analyst, Associate, or Manager
UNIT – I	Operation Research:
Operation management - introduction. Operation research and operation strategy, forecasting demand and linear regression, transportation and assignment problems, allocation of resources	
UNIT – II	Production Management:
Nature and scope of production management - process planning and design facility location; types of manufacturing systems & layouts; layout planning and analysis material handling - principals-equipments, line balancing-problems operations decisions-production planning and control - in mass production in batch/job order manufacturing.	
UNIT – III	Facilities Planning:
Capacity planning - models, process planning - aggregate planning - scheduling maintenance management concepts - work study, method study, work measurement, work sampling work environment-industrial safety; computer aided manufacturing (CAM), artificial intelligence &	

expert systems.	
UNIT – IV	Material Management:
Material management - an overview, production control, storage and retrieval system. Inventory control - JIT .Network techniques – simulation, EOQ, EOQ problems with shortage, allowed, standardization, and waste management.	
UNIT – V	TQM and Project Management:
Concept of total quality (TQ). International quality certification and other standards and their applicability in design manufacturing humanistic and marketing aspects of TQ. Total quality of services. Total quality and safety. ERP and business process engineering maintenance management, project management-PERT & CPM.	
Text Book	<ol style="list-style-type: none"> 1. Apte-Operation Research and Quantitative Techniques (Excel Books) 2. S Kalawathy-Operation Research (Vikas IVth Edition) 3. Singh & Kumar—Operation Research(UDH Publisher edition 2013) 4. TahaHamdy - Operations Research - An Introduction (Prentice-Hall, 9th edition) 5) Vohra - Quantitative Techniques in Management (Tata McGraw-Hill, 2nd)
Reference Books	<ol style="list-style-type: none"> 1. S.N. Chery - Production and Operation Management 2. E. E. Adams - Production and Operation Management 3. Kothari - Quantitative Techniques (Vikas 1996, 3rd Edition). 4. Sharma J K - Operations Research (Pearson, 3rd Edition)
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations
Recommended by BOS on :	
	<p>PRACTICALS:-</p> <ol style="list-style-type: none"> 1. Unit –1 : Use of WinQSB forecasting module 2. Unit -2 : Facility location – problem solutions with WinQSB 3. Unit -2 : Rectilinear Distance problems & layout solutions through WinQSB. 4. Unit -2 : LOB problems with Excel & Line Flexibility softwares. 5. Unit – 3 :Regression Analysis through MS-Excel 6. LP module of WinQSB 7. Using Excel’s Solver Function for solving capacity Allocation problems 8. ERP software – introduction 9. Use of Smartdraw software for solving PERT & CPM problems 10. Introduction to Artificial Intelligence software used on shop floors

BM 602	ENTREPRENEURSHIP AND SMALL SCALE BUSINESS MANAGEMENT
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles.
Learning Objectives	To develop and strengthen entrepreneurial quality and motivation in students, To impart basic entrepreneurial skills and understandings to run a business efficiently and effectively, To provide insights to students on entrepreneurship opportunities
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.

Utility	An MBA prepares individuals for many types of careers. Some of the more common jobs an MBA prepares one for include Business Analyst or Strategist, Business Development Analyst, Associate, or Manager, Entrepreneur / Founder, Financial Analyst, Management Consultant, Marketing Associate, Analyst, or Manager, Portfolio Manager, Project, Product, or Program Manager, Operations Analyst, Associate, or Manager
UNIT – I	Introduction
	Definition, meaning, importance and relevance of Entrepreneurship, types & characteristics of entrepreneurship, identification and classification of business opportunities, barriers to entrepreneurship. environmental scanning through 7 Domains of market attractiveness & porter's 5-forces model
UNIT – II	Tools and techniques
	Needs, Tools and techniques for market assessment & survey, entrepreneurial motivations & environmental innovations & creativity.
UNIT – III	Business plan writing,
	scope, types, sources and process of identifying target market, survey industry & competition analysis.
UNIT – IV	Entrepreneurship development program:
	Learning Objectives , Programs of EDP, Entrepreneurial development cycle, Relevance & Accruements of EDP, Role of Government in organizing EDPs, E-business & Networking
UNIT – V	Small business management:
	Starting up a new business venture, Source of Fund-Raising to start up a New Business Venture, Developing Marketing Strategies
Text Book	<ol style="list-style-type: none"> 1. Entrepreneurship Development-Small Business Enterprise- Poornima Charantimath Pearson Education, 2007 2. Entrepreneurship- Rober D Hisrich, Michael P Peters, Dean A Shepherd, 6/e, The McGraw-Hill companies, 2007 3. Entrepreneurship Development , Khanka, S Chand Publications 4. Entrepreneurship Development, B Janakiram
Reference Books	<ol style="list-style-type: none"> 1. Entrepreneurship Theory at crossroads - Dr.Mathew J Manimala, 2/e, Biztantra, 2007 2. Entrepreneurship Development and Management - Vasant Desai, Himalaya Publishing House, 2007 3. Entrepreneurship-Theory and Practice - Raj Shankar Vijay Nicole Imprints Pvt. Ltd, 2006 4. Entrepreneurship - Rajiv Roy, 2/e, Oxford University Press 2011
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations
Recommended by BOS on :	
	Practicals: <ol style="list-style-type: none"> 1. Discuss the availability of entrepreneurial opportunities. 2. Discuss the factors that make the family business unique. 3. Understand the franchising Concept.

	<ol style="list-style-type: none"> 4. Understand the reasons for starting a new business rather than buying an existing firm or acquiring a franchise. 5. Define competitive advantage. 6. Develop a comprehensive business plan. 7. Discuss the nature of the marketing research process. 8. Identify the factors affecting choice of a business location. 9. Describe the purpose and content of financial statements. <p>□□□□ Identify the key characteristics of consumer behavior.</p>
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BM 603	BUSINESS LAW
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles.
Learning Objectives	The Learning Objectives of the course are : To create an understanding regarding the topic To gain knowledge about Business Law, To have understanding about business contracts, Able to analyze different types of contract
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	An MBA prepares individuals for many types of careers. Some of the more common jobs an MBA prepares one for include Business Analyst or Strategist, Business Development Analyst, Associate, or Manager, Entrepreneur / Founder, Financial Analyst, Management Consultant, Marketing Associate, Analyst, or Manager, Portfolio Manager, Project, Product, or Program Manager, Operations Analyst, Associate, or Manager
UNIT – I	Introduction to legal Environment : Definition of Law, classification of law, Indian judiciary system. Indian Contract Act, 1872 (Fundamental Knowledge) : Essentials of valid contract, discharge of contract, remedies for breach of contract. Hypothecation, mortgage , Quasi Contract. Special contracts: Contracts of Indemnity, Guarantee, Bailment, Pledge and Agency.
UNIT – II	Sale of Goods Act 1930 Sale of Goods Act 1930 (Fundamental Knowledge) : Meaning of Sale and Goods, Conditions and Warranties, Transfer of Property, Rights of an unpaid seller. Basic Conceptual Knowledge: OPC, HUF, Partnership Act 1932, LLP, NGO, Co-operative societies, HPA, IPR..
UNIT – III	The Negotiable Instruments Act 1881 The Negotiable Instruments Act 1881 (Fundamental Knowledge) : Essentials of a Negotiable instruments, Kinds of Negotiable Instrument Holder and Holder in Due Course, Negotiation by endorsements, crossing of a cheque and Dishonour of a cheque. Basic Conceptual Knowledge: Excise act, Vat, overview of income tax act & customs act
UNIT – IV	Environmental law

Environmental law (Basic elementary knowledge) : Land pollution, Water pollution, Air pollution and Noise pollution. Consumer Protection Act: Definition of consumer, unfair trade practice, Alternative Dispute Remedies: Arbitration, conciliation, Mediation, Negotiation.	
UNIT – V	The Companies Act 2013
The Companies Act 2013 (Basic elementary knowledge) : Essential characteristics of a company, types of companies, memorandum and articles of association, prospectus, shares – kinds, allotment and transfer, debentures, essential conditions for a valid meeting, kinds of meetings and resolutions. Directors, Managing Directors-their appointment, qualifications, powers and limits on their remuneration, prevention of oppression and mismanagement, winding up of the Company and its types.	
Text Book	<ol style="list-style-type: none"> 1. Maheshwari, S.N. and S.K. Maheshwari; <i>A Manual of Business Law</i>, 2nd Edition, Himalaya Publishing House, 2004.. 2. Durga Das Basu- Constitution of India (Prentice Hall of India) 3. Relevant Acts
Reference Books	<ol style="list-style-type: none"> 1. Kuchhal M.C. - Business Law (Vikas Publication, 4 th Edition) 2. Gulshan S.S. - Business Law Including Company Law (Excel Books) 3. Avtar Singh - Principles of Mercantile Law (Eastern Book Company, 7th Edition). 4. N.D Kapoor&RajniAbbi-General Laws & Procedures (Sultan Chand & Sons)
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations
Recommended by BOS on :	
	Practicals: <ol style="list-style-type: none"> 1. Preparing Contractual agreement 2. Preparing Hypothecation agreement 3. Preparing Mortgage contract 4. Preparing agency agreement 5. Preparing warranty agreement 6. Preparing different types of cheques 7. Preparing memorandum of association 8. Preparing articles of association 9. Preparing a format of prospectus 10. Preparing a format for winding up of company

BM 604	PROJECT MANAGEMENT
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles.
Learning Objectives	The course is intended to develop the knowledge of the students in the management of projects, special emphasis will be provided on project formulation as also on various tools and techniques for project appraisal and control so that they are able to draft the project proposal in any area of management and evaluate the worth of projects.
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for

	presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	An MBA prepares individuals for many types of careers. Some of the more common jobs an MBA prepares one for include Business Analyst or Strategist, Business Development Analyst, Associate, or Manager, Entrepreneur / Founder, Financial Analyst, Management Consultant, Marketing Associate, Analyst, or Manager, Portfolio Manager, Project, Product, or Program Manager, Operations Analyst, Associate, or Manager
UNIT – I	Introduction :
	Planning - overview, concepts of project, types of Projects, project life cycle, project formulation
UNIT – II	Project Analysis:
	Project feasibility, analysis - market, technical and financial. Project appraisal criteria - NPV, IRR. Pay back period, ARR, sensitivity analysis. LOB (Line of Balance). Network analysis, PERT, CPM, compression on critical path.
UNIT – III	Cost Benefit Analysis:
	projects procurement process, life cycle costing, project cost reduction methods, project stores.
UNIT – IV	Project Cost:
	Dynamics of project cost, estimation of capital cost, operating costs, forecasting income, financial sources, role of development financial institutions. Social cost benefit analysis
UNIT – V	Project Management:
	Project Management System (PMS), Forms of Project Organization, project audit, ex-post evaluation.
Text Book	<ol style="list-style-type: none"> 1. Marwah-Project Management(Wiley Dreamtech) 2. Chaturvedi&Jauhari-Project Management(Himalaya Publishing) 3. Chandra Prasanna - Project : Preparation ,Appraisal, Budgeting and Implementation. (TMH, 5th Ed.)
Reference Books	<ol style="list-style-type: none"> 1. Mishra - Project Management (Excel Books) 2. Goyal BB – Project Management : A Development Perspective (Deep & Deep) 3. Gopalan- Project Management Core Text Book (Wiley)
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations
Recommended by BOS on :	
	PRACTICALS : <ol style="list-style-type: none"> 1. Use of Smartdraw for PERT 2. Use of Smartdraw for CPM 3. Line of Balance softwares with Excel 4. Line of Balance softwares with Line flexibility software 3. Cost benefit analysis by software – ADELIX Reporting and data analysis software 4. Use of WinQSB for forecasts 5. Use of PMS software 6. Industry visit for learning how P.M. audits are carried out. 7. Testing projects by Springloops 8. Lab work on Creative Pro Office Software 9. Creating Jumpcharts

	10. Use of Simulation softwares
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BM 605	CORPORATE STRATEGY & ETHICS
Prerequisite	All students are expected to have a general knowledge of economics, finance, accounting, statistics, calculus, and management principles.
Learning Objectives	The present course aims at familiarizing the participants with the concepts, tools and techniques of corporate strategic management so as to enable them to develop analytical and conceptual skills and the ability to look at the totality of situations.
Salient Features	Regularly updated curriculum as per the international standards, Latest methods and techniques are being adopted, As per the requirement of the industry, Case-based teaching methodology is used, More scope for presentations, seminars and workshops is introduced to make the students aware of the latest terminology.
Utility	An MBA prepares individuals for many types of careers. Some of the more common jobs an MBA prepares one for include Business Analyst or Strategist, Business Development Analyst, Associate, or Manager, Entrepreneur / Founder, Financial Analyst, Management Consultant, Marketing Associate, Analyst, or Manager, Portfolio Manager, Project, Product, or Program Manager, Operations Analyst, Associate, or Manager
UNIT – I	Introduction :
	<ul style="list-style-type: none"> Definition, Concept, Objective and Significance ,The levels at which strategy operates, Characteristic of Strategic Management , An Overview: Strategic Management Process , Concept of Strategic Decision Making
UNIT – II	Environmental Scanning:
	<ul style="list-style-type: none"> Appraisal of external environment, Dynamics of internal environment, Organizational capabilities and Appraisal.
UNIT – III	Strategy Formulation:
	<ul style="list-style-type: none"> Business level strategy, Corporate Level Strategy, Functional Strategies.
UNIT – IV	Strategy Implementation:
	<ul style="list-style-type: none"> Aspects of Strategy Implementation, Project Implementation, Procedural Implementation, Resource Allocation, Organizational design and change, Corporate Culture.
UNIT – V	Strategy Evaluation and Control:
	<ul style="list-style-type: none"> An Overview of Strategic Evaluation and Control ,Strategic Control and Operational Control ,Techniques for Strategic Evaluation and Control ,Role of Organizational Systems in Evaluation ,Mc Kinsey's 7s Framework.
Text Book	<ol style="list-style-type: none"> 1. AzharKazmi:Business Policy & Strategic Management 2. Johnson & Scholes: Exploring Corporate Strategies 3. Wheelan, Hunger:Strategic Management 4. Ramaswami, Namakumari:Strategic Planning: Formulation of Cor. Strategy
Reference Books	<ol style="list-style-type: none"> 1. Cliff Bowman - Business Policy and Strategy (Prentice Hall of India) 2. McCarthy D.J., Minichiello Robert J., and Curran J.R. - Business Policy and Strategy (AITBS) 3. Lawrence R.Jauch., Glueck William F. - Business Policy and Strategic Management (Frank Brothers)

	4. Pearce II John A. and Robinson J.R. and Richard B. - Strategic Management (AITBS)
Mode of Evaluation	Assignment/Quiz/Viva- voce/Student seminar/Written examination/Presentations
Recommended by BOS on :	
	<p>PRACTICALS</p> <ol style="list-style-type: none"> 1. Ability to lead discussion and handle questions 2. Presentation style 3. Ability to address the specified case questions 4. Specify the political, legal, economic, social etc factors which impact on the industry your company is in. 5. Analyse these factors and how they determine the key driving forces affecting the industry in general. 6. Summarise what strategic issues the macro-environment entails for your company in general terms. 7. apply the 5 forces model to the industry your company is in. Describe, using this model the competitive dynamics within the industry. 8. Explain what competitive threats and opportunities your company would need to address in order to gain competitive advantage. 9. Summarise provisionally what particular courses of actions it would need to undertake. Based on a) and b). 10. Based on your analysis in 1, 2 and 3, report to the board what generic strategy The company needs to gain comparative advantage. Evaluate the strategy in terms of your understanding of the pros and cons of the generic strategies.

INTERNATIONALSCHOOL OF BUSINESS MANAGEMENT

Teaching and Examination Scheme for MBA (Tourism & Aviation) (GMR)

Edition – 2022-24

YEAR: 1

SEMESTER: I

S. No.	Course Code	Course Name	Credits	Contact Hrs/Wk.			Exam Hrs.	Weight age (in %)	
				L	T	P		CE	ESE
		A. Program Core							
1		Airport Operations System - Terminal & Landside						40	60
2		Security Management at Airports						40	60
3		Airport Service Quality						40	60
4		Aircraft Ramp Safety						40	60
5		Airport Strategy & Airport Business						40	60
6		Cargo Operations, Dangerous Goods Regulation						40	60
7		Master Planning, Airport Design & Construction						60	40
		IATA DGR Cat 6							
8		Airline Economics and Route Development							
9		Non Aero Revenue Management at Airport							
10		Airport Engineering & Systems						40	60
11		Technology Innovation and Digital journey at Airports							
12		Airport Information Management							
13		Sustainability at Airports							
14		Annex 14 along with Wild life habitat management & Aerodrome Certification							
15		Safety management System							
16		Aerotropolis Management							

		ICAO Certification Courses							
17		ICAO Certification -Hazmat First responder operation level							
18		ICAO Certification- Leadership in energy, environment & Development of airport infrastructure							
19		ICAO Certification- Disable Aircraft Recovery Procedures							
		Total							
		Total Teaching Load							

INTERNATIONALSCHOOL OF BUSINESS MANAGEMENT

Teaching and Examination Scheme for MBA (Tourism & Aviation) (GMR)

Edition - 2022-24

YEAR: 1

SEMESTER: II

S. No.	Course Code	Course Name	Credits	Contact Hrs/Wk.			Exam Hrs.	Weight age (in %)	
				L	T/S	P		CE	ESE
		On-the-job Training at IGIA							
1		AOCC at Delhi						40	60
2		Customer Service Area						40	60
3		Cargo Operations						40	60
4		Air Cargo Logistic Centre						40	60
5		Non Aero- Retail						40	60
6		Multi-level Car Park						40	60
7		E & M- Cooling towers						60	40
		Aerocity Development							
8		Landscaping							
9		City Side Management						60	40
10		Airport Construction							
11								40	60
		Total							
		Total Teaching Load							

L - Lecture

T – Tutorial

CE – Continuous Evaluation

**S – Seminar
Evaluation**

P – PRACTICALS

ESE – End Semester

