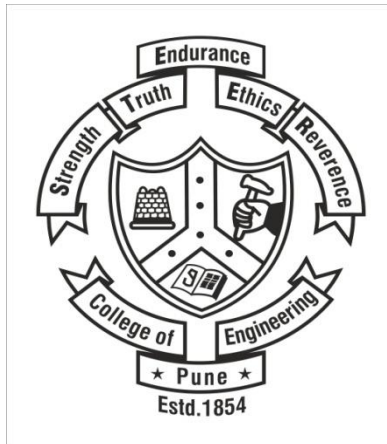


COLLEGE OF ENGINEERING PUNE
(An Autonomous Institute of Govt. of Maharashtra)
DEPARTMENT OF APPLIED SCIENCES



CURRICULUM STRUCTURE

Master of Business Administration
(Effective from AY 2020 - 2021)

Semester I

Sr. No.	Course Type	Name of the Course	Teaching Scheme			Credits
			L	T	P	
1	PSBC	Managerial Skills	3	1	0	4
2	PCC	Fundamentals of Finance	2	0	0	2
3	PCC	Human Resource Management	2	0	0	2
4	PCC	Management Information System	2	0	0	2
5	PCC	Business Law and Ethics	2	0	0	2
6	PCC	Managerial Economics	2	0	0	2
7	PCC	Market Research Techniques	2	0	0	2
8	SLC	Fundamentals of Operations (MOOC)	2	0	0	2
9	IOC	Design Thinking	0	0	2	1
10	MLC	Research Methodology and Statistical Methods	1	1	0	2
11	LC	Advanced Excel	0	0	2	1
12	SBC	Project 1	0	0	4	2
		Total	18	2	8	24

Semester II

Sr. No.	Course Type	Name of the Course	Teaching Scheme			Credits
			L	T	P	
1	PSBC	Principles and Practices of Management	2	0	0	2
2	PCC	Business Accounting	2	0	0	2
3	PCC	Principles of Entrepreneurship	2	0	0	2
4	PCC	Business Statistics	1	1	0	2
5	PCC	Logistics and Supply Chain management	2	0	0	2
6	PCC	Corporate Governance and Corporate Social Responsibility	2	0	0	2
7	PCC	Business Plan	2	0	0	2
8	PCC	Basics of Marketing	2	0	0	2
9	MLC	Intellectual Property Rights	1	1	0	2
10	SLC	Risk Management (MOOC)	1	0	0	1
11	LC	Enterprise Resource Planning	0	0	2	1
12	IOC	Innovation	1	0	0	1
13	LLC	Liberal Learning Course	1	0	0	1
14	SBC	Project II	0	0	4	2
		Total	19	2	6	24

Semester I
(PSBC) MANAGERIAL SKILLS

Teaching Scheme

Lectures: 3 hrs/week

Tutorial : 1 hrs/week

Examination Scheme

Internal Test 1: 20 marks

Internal Test 2: 20 marks

End Semester Exam: 60marks

Course Outcomes:

Students will be able to

- Understand the organization and its personnel
- Apply their learning effectively in both spoken and written communication skills
- Understand various working styles, coordination and collaboration among departments in organizations
- Evaluate personality styles and work strategies
- Creatively apply knowledge in the work place

Unit 1: 4 hrs

Introduction to managerial communication and its Meaning, Importance & objectives, Verbal and Nonverbal communication, Cross Cultural Dimensions of Business Communication, Group communication and its importance in the organization

Unit 2: 8 hrs

Managerial speeches & principles of Effective Speech, Presentations -Technical & Non-technical presentations, Interview Techniques

Unit 3: 8 hrs

Introduction to managerial writing - Business letters, Reports, emails and Mechanics of writing

Unit 4: 4 hrs

Definition, Values and Assumptions, Importance, Evolution of Organizations and Organizational Behaviour

Unit 5: 6 hrs

Foundations Of Organizational Behaviour, Process Of Organizational Behaviour and its application within the organization, Organizational culture

Unit 6: 8 hrs

Meaning of personality, attitude - Development of personality – Attributes of personality- Transactional Analysis – Ego states – Johari window - Nature and dimensions of attitude – Developing the right attitude

Text Books:

Basic Managerial Skills For All 8Th Ed. by E. H. Mcgrath Prentice-Hall Of India Pvt. Limited, 2008 - Business enterprises

Managerial Skills, Book by Alex K. published in 2013 SChand Publications

Reference Books:

1. Lesikar, R.V. & Flatley, M.E. (2005). Basic Business Communication Skills for Empowering the Internet Generation. Tata McGraw Hill Publishing Company Ltd. New Delhi.
2. Ludlow, R. & Panton, F. (1998). The Essence of Effective Communications. Prentice Hall of India Pvt. Ltd.
3. Organisational Development And Change By Cummings And Worley (7th Edition)
4. Organizational Behaviour by Stephen Robbins Ninth edition

(PCC) FUNDAMENTALS OF FINANCE**Teaching Scheme**

Lectures: 2hrs/week

Examination Scheme

Internal Test 1: 20 marks

Internal Test 2: 20 marks

End Semester Exam: 60marks

Course Outcomes:

Students will be able to

- Understand role played by financial management in business
- Apply the learning in understanding financial decision making
- Understand tools and sources of finance
- Evaluate and analyse the financial data effectively

Unit 1:**8 hrs**

Introduction to Financial Management and its Role in Business

Unit 2:**6 hrs**

Sources of Finance & tools for Financial Decision Making

Unit 3:**6 hrs**

Capital and Leverage Analysis, Importance and requirement in business

Unit 4:**8 hrs**

Analysis and Techniques of Capital Budgeting, Working Capital Management, its relevance in business

Text Books:

Fundamentals of Financial Management, Book by D. Chandra Bose, published in 2006, PHI Learning Pvt. Ltd.

Fundamentals Of Corporate Finance 3rd Edition by Jonathan Berk, PEARSON INDIA

Financial Management – S.C.Kuchal

Reference Books:

Fundamentals of Corporate Finance by Berk, DeMarzo,Harford : Pearson ISBN: 9780133576863

Financial Accounting: A Managerial Perspective by R Narayanaswami: Prentice-Hall, 2002

Financial Management & Policy – R.M.Shrivastava

Financial Management – Prasanna Chandra

(PCC) HUMAN RESOURCE MANAGEMENT**Teaching Scheme**

Lectures: 2 hrs/week

Examination Scheme

Internal Test 1: 20 marks

Internal Test 2: 20 marks

End Semester Exam: 60marks

Course Outcomes:

Students will be able to

- Understand importance of concepts of HRM
- Apply their learning in the organization
- Analyse the strategies and implement them in businesses
- Evaluate opportunities and challenges in the field of HRM

Unit 1:**6 hrs**

Human Resource Management: A Perspective, Importance of HR in the organization

Unit 2: **8 hrs**

Practices and Techniques of Human Resource Management, Effectiveness of Human Resource in the organization

Unit 3: **6 hrs**

Maintaining Human Resources, planning, scope and strategies

Unit 4: **8 hrs**

International HRM and its Role, Newer challenges and Scope in HRM

Text books:

Human Resource Management by Dessler & Varkkey (Twelfth Edition) Pearson

Managing Human Resources - R.S. Dwiwedi

Reference Books:

Fundamentals of Human Resource Management by D A DeCenzo, S P Robbins & S L Verhulst (2013) :Wiley ISBN: 978-0-470-91012-2

Human Resources Management - Ashwathappa

Managing Human Resources - Arun Monppa

(PCC) MANAGEMENT INFORMATION SYSTEM

Teaching Scheme

Lectures: 2 hrs/week

Examination Scheme

Internal Test 1: 20 marks

Internal Test 2: 20 marks

End Semester Exam: 60marks

Course Outcomes:

Students will be able to

- Understand the management information system and its working
- Apply their learning in operating and working of a system for the business
- Analyse various aspects of MIS
- Evaluate and create successful management information system

Unit 1: **6 hrs**

Introduction to Business and Data Communication Networks, its application and working

Unit 2: **8 hrs**

Business Intelligence and Data Mining in organizations, Cyber Law, its application and importance in business today

Unit 3: **8 hrs**

Business Modelling through System Dynamics for any business and its working

Unit 4: **6 hrs**

Data Structures,

Text Books:

Management Information Systems, Laudon and Laudon, 7th Edition, Pearson Education Asia

Management Information Systems, Schulthesis, Tata McGraw Hill

Management Information Systems - Sadagopan, Prentice Hall

Reference Books:

1. "Management Information Systems" by A O'Brien
2. "Management Information System" by W S Jawadekar
3. "Management Information System: Conceptual Foundations – Structure and Development" by Gordon Davis and Margrethe Olson

(PCC) MANAGERIAL ECONOMICS

Teaching Scheme

Lectures: 2 hrs/week

Examination Scheme

Internal Test 1: 20 marks

Internal Test 2: 20 marks

End Semester Exam: 60marks

Course Outcomes:

Students will be able to

- Understand economics for managers and businesses
- Apply learning concepts in practical scenario
- Analyse and study the market trends and economic changes
- Evaluate the impact of economic conditions and business relationship well

Unit 1: **6 hrs**

Definition, Nature and Scope of Managerial Economics, Managerial Economics and Microeconomic and Macroeconomics. Managerial Economics and decision-making

Unit 2: **8 hrs**

Definitions of basic concepts:

- a. Positive and normative approach
- b. Optimization
- c. Marginal analysis
- d. Opportunity Cost.
- e. Economic Model.
- f. Static and Dynamics

Unit 3: **6 hrs**

Different Market Structures and Equilibrium

Unit 4: **8 hrs**

Economics of Information, Market Failures, Need for Government Intervention in Markets. Price Controls. Support Price, Preventions and Control of Monopolies. System of Dual Price

Text Books:

Managerial Economics – Analysis, Problems and Cases, P.L. Mehta, Sultan Chand Sons, New Delhi

Managerial Economics – D. Salvatore, McGraw Hill, New Delhi

Reference Books:

1. Managerial Economics – Varshney and Maheshwari, Sultan Chand and Sons, New Delhi.

2. Managerial Economics – Pearson and Lewis, Prentice Hall, New Delhi

3. Managerial Economics –Joel Dean, Prentice Hall, USA.

(PCC) BUSINESS LAW AND ETHICS

Teaching Scheme

Lectures: 2 hrs/week

Examination Scheme

Internal Test 1: 20 marks

Internal Test 2: 20 marks

End Semester Exam: 60marks

Course Outcomes:

Students will be able to

- Understand legal aspect in business
- Apply their understanding in business organisations
- Analyse the lawful and ethical business practices
- Evaluate different laws from ethical perspective to give businesses an edge above others

Unit 1: **8 hrs**

Introduction to Legal Systems and Framework of Business Law

Unit 2: **8 hrs**

Law of Contract, Labour Laws and current practices

Unit 3: **6 hrs**

Company Law and Taxation Laws and Sale of Goods and Consumer Protection Law, International Trade Law

Unit 4: **6 hrs**

Business Ethics, Importance and Relevance

Text Books:

Business and Commercial Laws - Sen and Mitra

Business Laws - S.D.Geet and M.S.Patil

Reference Books:

Legal Aspects of Business by Akhileshwar Pathak: Tata McGraw-Hill 2007

Business Law for Managers by P K Goel : Biztantra-Dreamtech Press 2006

(PCC) MARKET RESEARCH AND TECHNIQUES

Teaching Scheme

Lectures: 2 hrs/week

Examination Scheme

Internal Test 1: 20 marks

Internal Test 2: 20 marks

End Semester Exam: 60marks

Course Outcomes:

Students will be able to

- Understand market dynamics
- Apply learning in understanding the trends and come up with solutions
- Analyse various techniques of forecasting
- Evaluate market research and create plans

Unit 1: **4 hrs**

Marketing Research Dynamics, Definition, Scope, Significance, Limitations, Obstacles in acceptance. Ethics in marketing research. Marketing Intelligence system

Unit 2: **6 hrs**

Ethics in Marketing research, Research process – Management dilemma (problem) – decision problem – research problem – hypothesis statement – characteristics of a good hypothesis – drafting the research proposal

Unit 3: **8 hrs**

Marketing Intelligence System, Sales Forecasting & Profitability - objective and subjective methods, Market development research: Cool hunting – socio cultural trends, Demand Estimation research, Test marketing, Segmentation Research - Cluster analysis, Discrimination analysis

Unit 4: **10 hrs**

Marketing Research Techniques, Analytics & Concept Testing, Brand Equity Research, Brand name testing, Commercial eye tracking – package designs, Conjoint analysis, Multidimensional scaling - positioning research, Pricing Research, Shop and retail audits, Advertising Research – Copy Testing, Readership surveys and viewer ship surveys, Ad tracking, viral marketing research, Marketing effectiveness and analytics research: Customer Satisfaction Measurement, mystery shopping, Market and Sales Analysis

Text Books:

Marketing Research – Measurement & Methods – Donald S.Tull, Del I.Hawkins

Marketing Research – Nargundkar

Reference Books:

1. Marketing Research, Concept & Cases – Cooper Schindler

2. Research for Marketing Decisions – Paul Green, Donald Tull, Gerald Alburn

3. Analysis for Marketing Planning – Donald Lehmann & Rusell Winer, 6th ed.

(SLC) Fundamentals of Operations (MOOC)

Teaching Scheme

Lectures: 2 hrs/week

Examination Scheme

Internal Test 1: 20 marks

Internal Test 2: 20 marks
End Semester Exam: 60marks

Course Outcomes:

The Students will be able to:

- Identify an operations system with some known standard configurations and assess the complexity of an operations system
- Compute cycle times for operations and estimate capacity of the system
- Understand various components of a supply chain and the need to configure them appropriately
- Identify methods for reducing bullwhip effect in supply chains
- Understand and relate the concept of Lean Management to one's own business situation
- Use specific tools and techniques to analyze quality problems, Monitor a process using control charts

Unit 1 **5 hrs**

Understanding Operations, Introduction, Operations in an Organization, Alternative Configurations in Operations, Performance Measures in Operations

Unit 2 **7 hrs**

Analyzing Capacity in Operations, The Notion of Capacity in Organizations, Process Design and Capacity Analysis, Capacity Estimation and De-bottlenecking, Issues in Capacity Planning

Unit 3 **6 hrs**

Supply Chain in Operations, Supply Chain Management: Components, Design of an Appropriate Supply Chain, Issues in Inventory Planning, Reverse Supply Chain

Unit 4 **5 hrs**

Productivity Improvement in Operations, Productivity Paradox in Organizations, Productivity Management: Philosophy, Tools & Techniques, Tools for Sustaining Productivity Improvements, Challenges in Lean Management

Unit 5 **5 hrs**

Assuring Quality in Operations, Six Sigma Quality in Organizations, Total Quality Management: Philosophy, Tools & Techniques, Statistical Process Control, Establishing Quality in Service Organizations

Text Books:

Operations Management: Theory and Problems, Monks, J. G., McGraw Hill, New York (1987).

Operations Management , Krajewski, L. J., Ritzman, L. P. and Malhotra, M. K., Prentice Hall, New Delhi (2009)

Reference Books:

- Ebert, J and Adams, D.J., Production/Operations Management, Prentice Hall of India, New Delhi (2007)
- Chase, R. B., Aquilano, N. J. and Jacob, F. R., Production and Operations Management: manufacturing and services, Tata McGraw Hill, New Delhi (1999)

(IOC) DESIGN THINKING**Teaching Scheme**

Practical: 2 hrs/week

Examination Scheme

Internal Assessment: 50 marks

End Semester Exam: 50 marks

Course Outcomes:

Students will be able to

- Analyze emotional experience and Experiment with emotional expressivity to better understand users while designing products
- Appreciate the importance of design thinking, Develop new ways of thinking and Learn the innovation cycle for creating innovative products
- Understand individual differences and its impact on everyday decisions so as to demonstrate frameworks, strategies, techniques while creating innovative products
- Develop skills for evaluating, articulating, refining, and creating an innovative engineering product that solves customer problems

Unit 1:**4 hrs****An Insight to Learning & Remembering Memory**

Understanding the Learning Process, Kolb's Learning Styles, Assessing and Interpreting; Understanding the Memory process, Problems in retention, Memory enhancement techniques

Unit 2: **4 hrs**
Emotions: Experience & Expression
Understanding Emotions: Experience & Expression, Assessing Empathy, Application with Peers

Unit 3: **5 hrs**
Basics of Design Thinking
Definition of Design Thinking, Need for Design Thinking, Objective of Design Thinking, Concepts & Brainstorming, Stages of Design Thinking Process (explain with examples) – **Empathize, Define, Ideate, Prototype, Test**

Unit 4: **5 hrs**
Being Ingenious & Fixing Problem
Understanding Creative thinking process, Understanding Problem Solving, Testing Creative Problem Solving

Unit 5: **5 hrs**
Process of Product Design, Prototyping & Testing
Process of Engineering Product Design, Design Thinking Approach, Stages of Product Design, Examples of best product designs and functions
What is Prototype? Why Prototype? Rapid Prototype Development process, Testing, **Sample Example**, Test Group Marketing

Unit 6: **5 hrs**
Design Thinking & Customer Centricity
Practical Examples of Customer Challenges, Use of Design Thinking to Enhance Customer Experience, Parameters of Product experience, Alignment of Customer Expectations with Product Design
Feedback, Re-Design & Re-Create
Feedback loop, Focus on User Experience, Address “ergonomic challenges, User focused design, rapid prototyping & testing, final product

Text Books:

Design Thinking: Integrating Innovation, Customer Experience, and Brand Value |
Thomas Lockwood

Reference Books:

1. Change by Design | Tim Brown
2. The Design of Business: Why Design Thinking is the Next Competitive Advantage | Roger Martin

(MLC) RESEARCH METHODOLOGY AND STATISTICAL METHODS

Teaching Scheme

Lectures: 1 hrs/week

Tutorial : 1 hrs/week

Examination Scheme

Internal Test 1: 20 marks

Internal Test 2: 20 marks

End Semester Exam:60 marks

Course Outcomes:

Students will be able to

- Understand research problem formulation and approaches of investigation of solutions for research problems
- Learn ethical practices to be followed in research and apply research methodology in case studies and acquire skills required for presentation of research outcomes
- Apply and analyse statistical data and reach conclusions
- Evaluate the data and effectively work with statistical methods

Unit 1:

5 hrs

Meaning of research problem, Sources of research problem, Criteria Characteristics of a good research problem, Errors in selecting a research problem, Scope and objectives of research problem

Unit 2:

5 hrs

Effective literature studies approaches, analysis

Use Design of Experiments /Taguchi Method to plan a set of experiments or simulations or build prototype

Plagiarism, Research ethics, Effective technical writing, how to write report, Paper. Developing a Research Proposal, Format of research proposal, a presentation and assessment by a review committee

Unit 3:

8 hrs

Arranging data to convey meaning - Tables, Graphs and Frequency Distribution; Measures of Central Tendency – Arithmetic Mean, Median, Mode. Measures of Dispersion – Range, Quartile, Mean Deviation, Standard Deviation, Coefficient of Variation; Correlation – Karl Pearson coefficient & Rank correlation – Partial & Multiple correlation. Simple and Multiple Regression (Linear) – Equation and prediction

Unit 4:

10 hrs

Association of Attributes: Yule's coefficient & Coefficient of colligation; Probability – Concept, Bayes' theorem. Probability Distributions - Binomial, 14 Poisson and Normal; Linear Programming – Formulation. Graphical solution, Transportation & Assignment Problems – all methods; Queuing Theory - Single Server (M/M/I , Infinite, FIFO) and Multi Server (M/M/C , Infinite, FIFO); Markov Chains & simulation techniques. Monte Carlo Simulation; Games Theory - 2x2 zero sum game with

dominance - Pure Strategy and Mixed Strategy; Decision Theory - Decision making under risk (EMV criteria) and Decision making under uncertainty

Text Books:

Business Research Methods - Donald Cooper & Pamela Schindler, TMGH, 9th edition.

Research Methodology – Methods & Techniques 2 ed, Kothari C. R. – Vishwa Prakashan – New Delhi 1990

Statistical and Quantitative Methods – By Ranjit Chitale

Reference Books:

Statistical Methods - S.P.Gupta

Statistics for Management - Levin and Rubin

Quantitative Techniques Vol. 1 and 2 - L.C.Jhamb

(LC) ADVANCED EXCEL

Teaching Scheme

Practical: 2 hrs/week

Examination Scheme

Internal Test 1: 20 marks

Internal Test 2: 20 marks

End Semester Exam: 60marks

Course Outcomes:

Students will be able to

- Understand and apply their learning of the concepts of excel and tools
- Analyse and implement the knowledge gained in practical application
- Present a project and use their understanding of excel tools effectively

Unit 1:

6 hrs

Introduction to Excel & Customizing Excel, Using Basic Functions; Formatting and Proofing

Unit 2:

6 hrs

Mathematical Functions; Text Functions, Protecting Excel; Date and Time Functions; Advanced Paste Special Techniques

Unit 3: **8 hrs**

Now in Excel 2013/2016 & 365; Sorting and Filtering; Printing Workbooks, What if Analysis; Logical Functions; Data Validation; Pivot Tables, Lookup Functions; Arrays Functions; Charts and Slicers; Excel Dashboard

Unit 4: **8 hrs**

VBA Macro: MessageBox and INPUTBOX Functions; if and select statements; Looping in VBA; Mail Functions VBA, Worksheets and Workbook options

Text Books:

Microsoft Excel 2016 Bible: The Comprehensive Tutorial Resource, Best Excel Book for All Skill Levels

Reference Books:

Excel 2010 All-in-One for Dummies' by Greg Harvey

Quick Start Guide from Beginner to Expert, by William Fischer

(SBC) PROJECT I

Teaching Scheme

Practical: 4 hrs/week

Examination Scheme

Team work & Oral Exam: 100 marks

Course Outcomes:

Students will be able to

- Identify a practical problem from industry or research problem
- Study and analyse related literature and review the same with better understanding and latest in the field
- Apply their knowledge and learning in presenting the mini research thesis report

Project 1:

24 hrs

Entrepreneurship related project

or

Finance related project

Semester II

(PSBC) Principles and Practices of Management

Teaching Scheme

Lectures: 2 hrs/week

Examination Scheme

Internal Test 1: 20 marks

Internal Test 2: 20 marks

End Semester Exam: 60marks

Course Outcomes:

Students will be able to

- Identify the functions of managers and discuss the purpose of management
- Demonstrate an understanding of the impact of globalization on management
- Demonstrate an understanding of the role cultural factors play in the workplace
- Describe the changing nature of a diverse workforce and how it can enhance the work environment
- Discuss methods of recognizing and managing conflict
- Illustrate the components of business strategy and Explain how to develop and achieve organizational goals and objectives
- Identify effective methods of change, and future management trends and understand the role of technology in the future of management.

Unit 1

4 hrs

What is Management?, Introduction, Who are managers?, Leadership, Entrepreneurship and Strategy: A Managers Guide

Unit 2

6 hrs

Historical Development and Globalization, History of Management Theory, Management Ideas of and after the 1990's, Understanding Multinational Corporations, The Environment of Global Business: Cultural, Economic and Legal

Unit 3

4 hrs

Leadership and Teams, Leadership, Management vs. Leadership, Common Failures in Leadership, Managing group Dynamics,

Unit 4

10 hrs

Planning, Strategy Formulation and Decision Making, Introductions, Planning strategy using P-O-L-C, Planning, Organizing, Leading and Controlling Framework, Porter's Generic strategies, Decision making framework, Decision making and Management challenges

Unit 5

4 hrs

Organization Structure, Change and the future of Management, Organizational Structures, Matrix Organisations, Change Management and Resistance to Change, Change Models, The future of Management

Text Books:

- Tripathy PC & Reddy PN, "Principles of Management", Tata McGraw Hill, 1999.
- Harold Koontz & Heinz Weihrich "Essentials of management" Tata Mc Graw Hill, 1998.

Reference books:

- Stephen A. Robbins & David A. Decenzo & Mary Coulter, "Fundamentals of Management" 7th Edition, Pearson Education, 2011.
- Robert Kreitner & Mamata Mohapatra, "Management", Biztantra, 2008.

(PCC) BUSINESS STATISTICS

Teaching Scheme

Lectures: 1 hrs/week

Tutorial: 1 hrs/week

Examination Scheme

Internal Test 1: 20 marks

Internal Test 2: 20 marks

End Semester Exam: 60 marks

Course Outcomes:

The Students will be able

- Produce appropriate graphical and numerical descriptive statistics for different types of data
- Apply statistical rules and concepts relating to discrete and continuous random variables to answer questions within a business context
- Conduct and interpret a variety of hypothesis tests to aid decision making in a business context

- Use simple/multiple regression models to analyse the underlying relationships between the variables through hypothesis testing

Unit 1 **5 hrs**
 Descriptive statistics, Types of statistics, Data types, Scalar measures, Graphical displays

Unit 2 **6 hrs**
 Foundations of inferential statistics, Random variable, Univariate distribution functions, Population measures, Random sample

Unit 3 **6 hrs**
 Estimation and confidence intervals, Point Estimation, Interval estimation, Confidence intervals for mean assuming normality, Confidence intervals for mean without assuming normality

Unit 4 **6 hrs**
 Testing statistical hypotheses, Statistical hypothesis, Testing hypotheses, Testing for population mean, The P-value in hypothesis testing, Sample hypothesis testing

Unit 5 **5 hrs**
 Regression analysis, Correlation, Simple linear regression, Multiple regressions

Text Books:

- Gupta SC: "Fundamental of Statistics" 6thEd, Himalaya Publishers House, 2004.
- Bharadwaj, RS: "Business Statistics" , Excel books, 2ndEd, 2008

Reference Books:

- Sharma JK: "Business Statistics" 2ndEdition Pearson Education, 2007.
- Arora, PN, Arora, Sumeet and Arora, Amit: "Managerial Statistics", S. Chand, 1st Ed., 2009.

Teaching Scheme

Lectures: 2 hrs/week

Examination Scheme

Internal Test 1: 20 marks

Internal Test 2: 20 marks

End Semester Exam: 60marks

Course Outcomes:

The students will be able to

- Compare and contrast financial accounting and managerial accounting in terms of audience, reporting, time frame, and use of information
- Describe, record and, analyze transactions of a manufacturing business
- Calculate cost information and use it to support operating and strategic decisions regarding products, customers, and long-term assets
- Explain how managerial accounting information facilitates planning, controlling, and decision-making activities
- Interpret time value of money calculations to make capital budgeting decisions

Unit 1

8 hrs

Basics of Business Accounting, Basics and Principles of Accounting, Cost measurement and Estimation, Cost Management

Unit 2

9 hrs

Accounting Analysis, Short – Term Decision making, Cost – Value – Profit analysis, Differential analysis – Variance Analysis, Budgeting - Capital budgeting

Unit 3

7 hrs

Evaluation, Performance Evaluation, Cash Flow Evaluation

Unit 4

4 hrs

Using managerial Accounting: Trends and Ratios

Text Books:-

- M.N.Arora Cost and Management Accounting Vikas Publication.10th Edition
- Charles T. Horngren Cost Accounting - A Managerial Emphasis Pearson – 14th Edition

Reference Books:-

- Ravi Kishore Cost Management Accounting Taxman – Latest Edition

- Hilton & Maher Cost Management: Strategies for Business TMH – Latest Edition

(PCC) Principles of Entrepreneurship

Teaching Scheme

Lectures: 2 hrs/week

Examination Scheme

Internal Test 1: 20 marks

Internal Test 2: 20 marks

End Semester Exam: 60marks

Course Outcomes:

The Students will be able to

- Know the three models of entrepreneurial development: Causal, Effectual, and Lean Launch pad
- Integrate entrepreneurial thinking and problem-solving into their academic and professional aspirations
- Articulate the different pathways to entrepreneurship including lifestyle businesses, high-tech/high growth entrepreneurship, corporate entrepreneurship and social entrepreneurship.

Unit 1

10 hrs

Foundations and theories of Entrepreneurship, Concept and Need of Entrepreneurship Development- Definition of Entrepreneur, entrepreneurship, Concepts of Entrepreneur, Manager, Intrapreneur / Corporate Entrepreneur – comparative study - Roles, Responsibilities, Entrepreneurship as a career, Entrepreneurship as a style of management, The changing role of the entrepreneur: mid career dilemmas – Closing the window, Sustaining Competitiveness - Maintaining competitive advantage

Unit 2

6 hrs

Meet Leading and Impacting Entrepreneurs, Understanding their roles and approach towards Entrepreneurship, Case studies on Role models

Unit 3

8 hrs

Influences on Entrepreneurship Development, Entrepreneurial Traits, External Influences on Entrepreneurship Development: Socio-Cultural, Political, Economical, Personal, Entrepreneurial culture with special reference to Intrapreneurship /

Corporate Entrepreneurship, Entrepreneurial Success and Failure: Reasons and Remedies

Unit 4

4 hrs

Business Models and Planning, Components of business model, Business strategies and flaws, Planning and Innovations, Blind spots

Text books:

- Entrepreneurship: New Venture Creation – David H. Holt
- Entrepreneurship: Strategies and Resources – Marc J. Dollinger
- The Culture of Entrepreneurship – Brigitte Berger.
- Innovation and Entrepreneurship – Peter F. Drucker

Reference Books:

- Corporate Entrepreneurship – Vijay Sathe
- Corporate Entrepreneurship: Entrepreneurial Development Inside Organizations – Michael H. Morris, Donald F. Kuratko
- Marc Meyer and Frederick G. Crane, Entrepreneurship: An Innovator's guide to Startups and Corporate Ventures, Sage
- Alexander Osterwalder and Yves Pigneur, Business Model Generation, Wiley

(PCC) Logistics and Supply Chain Management

Teaching Scheme

Lectures: 2 hrs/week

Examination Scheme

Internal Test 1: 20 marks

Internal Test 2: 20 marks

End Semester Exam: 60marks

Course Outcomes:

Students will be able to

- Understand fundamental supply chain management concepts
- Apply knowledge to evaluate and manage an effective supply chain
- Understand the foundational role of logistics as it relates to transportation and warehousing.
- Align the management of a supply chain with corporate goals and strategies.
- Analyze and improve supply chain processes

Unit 1 **4 hrs**

What is Logistics and supply Chain Management, Introductions and applications

Unit 2 **7 hrs**

Supply chain strategy, Developing a Supply Chain Strategy, Implementing a Supply chain strategy

Unit 3 **7 hrs**

Supply chain Risk Management, Reverse Logistics, Biodiversity: an Issue of business risk

Unit 4 **5 hrs**

Managing Supply Chain Information, Time in supply chain, 3Ts of highly effective Supply chains, Bad Language and Data cost billions

Unit 5 **5 hrs**

Managing supply chains in different Environments, Global Sourcing, Supply chain operations in China, Supply chain Operations in Brazil

Text Books

- Frazelle Edward H. (2009). Supply Chain Strategy: The Logistics of Supply Chain Management. Tata McGraw Hill.

Reference Books

- Ballou Ronald H., Srivastava Samir K. (2014). Business Logistics/Supply Chain Management, 5th Edition. Pearson

- Shah Janat. (2009). Supply Chain Management: Text and Cases. Pearson
- Bowersox Donald D., Closs David J., Cooper Bixby M. (2008). Supply Chain Logistics Management, 2nd Edition. Tata McGraw Hill
- Shapiro Jeremy F. (2002). Modeling The Supply Chain, 2nd Edition. Thompson Press

(PCC) Corporate Governance and Corporate Social responsibility

Teaching Scheme

Lectures: 2 hrs/week

Examination Scheme

Internal Test 1: 20 marks

Internal Test 2: 20 marks

End Semester Exam: 60marks

Course Outcomes:

Students will be able to

- Demonstrate an awareness of all areas of governance, and to be able to review common themes
- Understand the scope of corporate governance, the various issues with which governance is concerned
- Relate the role and composition of the board, remuneration of directors and senior executives, audit and relations with shareholders and other stakeholders.
- Understand how to apply best practice in governance: voluntary and regulatory approaches, rules or principles, governance problems for global companies and groups, governance issues in the public sector

Unit 1

6 hrs

Defining corporate governance, Introduction and What is corporate governance?, Theoretical frameworks, Agency theory, Transaction cost theory, Resource dependency theory, Stakeholder theory, The evolving framework of corporate governance

Unit 2

6 hrs

Corporate governance reform, Introduction, Corporate governance in the EU, Why is good corporate governance important?, Corporate governance and corporate performance, A risk perspective on corporate

Unit 3

8 hrs

The role of boards and institutional investors in corporate governance, Introduction: enhancing board effectiveness, Unitary and two-tier board structures, Splitting the role of chairman and chief executive, The role of non-executive directors in corporate governance, Remuneration, Institutional ownership and Voting , Institutional investor engagement and power

Unit 4

8 hrs

Corporate governance and Corporate social responsibility, Early roots of corporate social responsibility, Does corporate social responsibility improve financial performance?, Sustainability and a stakeholder perspective, Stakeholder Engagement, Socially responsible investment strategies, Private social and environmental reporting: institutional investor engagement, Socially responsible investment in a international context

Text Books:

- JF Solomon (2010) Corporate Governance and Accountability 3rd John Wiley Inc
- Business and society: ethics and stakeholder management / Archie B. Carroll, Ann Buchholtz.

Reference books:

- OECD. OECD Principles of Corporate Governance. Paris: OECD Publication Services, 2004. Available at <http://www.oecd.org/dataoecd/32/18/31557724.pdf>
- OECD. Using the OECD Principles of Corporate Governance – A Boardroom Perspective. Paris: OECD, 2008. Available at <http://www.oecd.org/dataoecd/20/60/40823806.pdf>
- OECD Principles of Governance 2004 <http://www.oecd.org/dataoecd/32/18/31557724.pdf>
- The Social Responsibility of Business is to Increase Its Profits, Milton Friedman
- The Oxford handbook of corporate social responsibility / edited by Andrew. Oxford: Oxford University Press, 2008

(PCC) Business Plan

Teaching Scheme

Lectures:2 hrs/week

Examination Scheme

Internal Test 1: 20 marks

Internal Test 2: 20 marks

End Semester Exam: 60marks

Course Outcomes:

Students will be able to

- Learn to write your business plan that contains business strategies
- Learn to create a strong business model for businesses like: Local services, freelancing services, eCommerce, affiliate, self-branded businesses, and innovative start-ups
- Learn to evaluate your target market: Is it big enough? Is it lucrative enough?
- Identify the most effective monetization strategy for your business

Unit 1

5 hrs

Introduction to Business plans, What exactly is a business plan?, Importance of Business Plan, Requirement of Business plans

Unit 2

5 hrs

Requirements Gathering and Planning, Market Research, Market Analysis and Risks

Unit 3

8 hrs

Business Plans Financials, Cash flow statement and introduction to the financials section, Income statement, Forecasting for an existing business, How to make projections for a business which has not started, Balance sheet and its Elements

Unit 4

5 hrs

Business pitch to Business Communication, Investor Pitch Deck, Sales Pitch and Negotiation

Unit 5

5 hrs

Business Plan Case Studies

Text Books:

- Course Text: Successful Business Plan; Secrets and Strategies, 7th Edition by Rhonda Abrams
published by the Planning shop ISBN: 9781933895826
- Dynamics of Entrepreneurship Development – Vasant Desai.

Reference Books:

- Entrepreneurship: New Venture Creation – David H. Holt
- Entrepreneurship Development New Venture Creation – Satish Taneja, S.L.Gupta
- Innovation and Entrepreneurship – Peter F. Drucker
- Entrepreneurship – Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd
- Entrepreneurship As Strategy – G. Dale Meyer, Kurt A. Heppard

(PCC) BASICS OF MARKETING

Teaching Scheme

Lectures: 1 hrs/week

Tutorial : 1 hrs/week

Examination Scheme

Internal Test 1: 20 marks

Internal Test 2: 20 marks

End Semester Exam: 60marks

Course Outcomes:

Students will be able to

- Understand basic concepts of marketing management
- Apply and analyse market scenarios, strategies and conditions well
- Evaluate and apply newer strategies and practices in an organization

Unit 1:

6 hrs

Fundamentals of Marketing, Marketing: Analysis, tools and Planning

Definition & Functions of Marketing, Core concepts of marketing –

a) Need, Want, Desire, Benefits, Demand, Value, Exchange,

b) Goods – Services Continuum, Product, Market

c) Customer Satisfaction, Customer Delight.

d) Approaches to Marketing – Product – Production - Sales – Marketing – Societal – Relational. Concept of Marketing Myopia. Selling versus marketing

e) Holistic Marketing Orientation & Customer Value

Unit 2:

6 hrs

Consumer Behaviour - Concept, Characteristics of consumer and organizational markets, 5 step Buyer decision process; Competition: Creating Advantage in changing Market, Real-time scenarios, Generic Process, Need and Significance of

marketing control. Marketing Audit

Unit 3: **8 hrs**

Product Branding and Sales & Distribution, Marketing Mix- Definition of each of the Four P's. Components of each P, Extended 7Ps for services. Significance in the competitive environment, Marketing Planning - Contents of Marketing Plan - Developing Marketing Plan for variety of goods and services

Unit 4: **8 hrs**

International Marketing: Application, strategies and Extension, Market Evaluation and Controls - Generic Process, Need and Significance of marketing control. Marketing Audit

Text Books:

- Principles of Marketing 12th Edition - Philip Kotler and Gary Armstrong
- Fundamentals of Marketing - Stanton

Reference Books:

- Marketing Management – Rajan Saxena
- Marketing Management - V.S.Ramaswamy and S.Namakumari
- Analysis for Marketing Planning – Donald Lehmann & Russell Winer, 6th ed.
- Case Studies in Marketing - Indian context - R.Srinivas

(MLC) Intellectual Property Rights

Teaching Scheme

Lectures: 1 hrs/week

Tutorial : 1 hrs/week

Examination Scheme

Internal Test 1: 20 marks

Internal Test 2: 20 marks

End Semester Exam: 60marks

Course Outcomes:

Students will be able to

- Get an adequate knowledge of IPR , specifically on patent and copyright, helpful for their innovative research work
- Enhance the way for developing ideas or innovations
- Pave the way to take up Intellectual Property(IP) as a career option and get acquainted to the National & International IP Regime

- Apprehend IPR's important place in growth of Individuals & Nation, IPR is an attempt to safeguard the rights of original contributor of ideas, concept, and creativity of individuals
- Understand that IPR is regarded as a source of national wealth and mark of an economic leadership in the context of global market scenario

Unit 1

5 hrs

Introduction to the concepts, Property and Intellectual Property, Nature and Importance of Intellectual Property Rights, Objectives of understanding Intellectual Property Rights

Unit 2

6 hrs

Types of Intellectual Property Rights, Patents, Copyright, Designs, Trademarks (Registered and unregistered trademarks), Traditional Knowledge, Geographical Indications, Trade Secrets, Idea Patenting and their Registration Systems

Unit 3

6 hrs

New Developments in IPR, Process of Patenting and Development: technological research, innovation, patenting, development, International Scenario: WIPO, TRIPs

Unit 4

6 hrs

Indian Patent Office and its Administration, Administration of Patent System, Patenting under Indian Patent Act - Patenting under PCT

Unit 5

5 hrs

Patent Rights and its Scope, Licensing and Transfer of Technology, Patent Information and Database, Provisional and Non Provisional Patent Application and Specification

Text books:

- Nithyananda, K V. (2019). *Intellectual Property Rights: Protection and Management*. India, IN: Cengage Learning India Private Limited.
- Neeraj, P., & Khusdeep, D. (2014). *Intellectual Property Rights*. India, IN: PHI learning Private Limited.

References:

- Ahuja, V K. (2017). *Law relating to Intellectual Property Rights*. India, IN: Lexis Nexis.
- Intellectual Property Rights under WTO by T. Ramappa, S. Chand

(SLC) RISK MANAGEMENT (MOOC)

Teaching Scheme

Lectures: 1 hrs/week

Examination Scheme

Internal Test 1: 20 marks

Internal Test 2: 20 marks

End Semester Exam: 60marks

Course Outcome:

The students will be able to

- Understand and Identify liquidity and solvency issues in financial institutions and markets and how they could be managed
- Measure, quantify and analyze the level and degree of financial risk over a stipulated time frame using different tools and techniques such as Value at Risk (VaR), Stress Test, etc
- Understand the role of regulation and monetary policy to:
 - (a) Ensure the stability and longevity of any financial system and
 - (b) Minimize the impact of possible adverse outcomes and contagion effects implicit in any financial crisis, particularly when the financial systems are globally interconnected

Unit 1

4 hrs

Overview of Risk Management in Banking and Financial Markets, Liquidity & Solvency Risk, Overview of Liquidity and Solvency, Managing Liquidity (CRR and SLR), Managing Solvency & Capita, Adequacy (BASEL- I), Liquidity Risk Management, Operational Risk: Measuring and Managing Operational Risk

Unit 2

5 hrs

Credit Risk and Interest Rate Risk, Retail Lending and Lending to SMEs, Measuring and Managing Credit Risk, Monitoring Credit Risk, Credit Risk Assessment Models, Overview of Interest Rate Risk, Yield Curve: An Overview, Measuring and Managing IRR: Repricing Model, Measuring and Managing IRR: Duration Gap Analysis

Unit 3

5 hrs

Foreign Exchange Risk, Recap of Foreign Exchange Risk Concepts and Terminology, Foreign Exchange Risk: Introduction, Managing Foreign Exchange Risk

Text Books:

- Enterprise Risk Management- Terje Aven, Shital Thekdi – 2019

Reference books:

- International Finance- A.V. Rajwade
- International Finance- P.G. Apte
- Security Analysis and Portfolio Management- Fisher and Jordon

(LC) Enterprise Resource Planning

Teaching Scheme

Practical: 2 hrs/week

Examination Scheme

Internal Test 1: 20 marks

Internal Test 2: 20 marks

End Semester Exam: 60marks

Course Outcomes:

Students will be able to

- Make basic use of Enterprise software, and its role in integrating business functions
- Analyze the strategic options for ERP identification and adoption
- Design the ERP implementation strategies
- Create reengineered business processes for successful ERP implementation

Unit 1

3 hrs

Introduction to ERP, Need of ERP, Advantages of ERP

Unit 2

8 hrs

ERP and Related Technologies

Business process Reengineering (BPR) - Management Information System (MIS) - Decision Support Systems (DSS) - Data Warehousing - Data Mining and Online Analytical Processing (OLTP)

ERP Modules & Vendors

Finance, Production planning, control & maintenance, Sales & Distribution
Human Resource Management (HRM), Inventory Control System, Quality Management
ERP Market

Implementation Life Cycles

Evaluation and selection of ERP package, Project planning, Implementation team training & testing,
End user training & Going Live, Post Evaluation & Maintenance

Unit 3

3 hrs

ERP Case Studies

Post implementation review of ERP Packages in Manufacturing, Services and other Organizations

Text Books:

Enterprise Resource Planning - Alexis Leon

ERP Ware: ERP Implementation Framework – V.K. Garg & N.K. Venkitakrishnan

Reference Books:

ERP Concepts and Planning - Garg & Venkitakrishnan

Mary Sumner, Enterprise Resource Planning, Pearson Education (2010)

Kogent Learning Solutions Inc., SAP ABAP/4 Covers SAP ECC 6.0 Black Book, Dreamtech Press (2009).

Bradford M., Modern ERP Systems: Select Implement and Use Today's Advanced Business Systems (2010).

(IOC) Innovation

Teaching Scheme

Lectures: 1hrs/week

Examination Scheme

Internal Test 1: 20 marks

Internal Test 2: 20 marks

End Semester Exam: 60marks

Course Outcomes:

Students will be able to

- Understand to creativity and innovation terminologies
- Explore personal and organizational roadblocks in participating in the creative process
- Apply practical tips to discover the innovative /creative potential within the human being
- Study frameworks, strategies, techniques for conceiving ideas
- Develop new ways of thinking and Learn the entire innovation cycle
- Understand different ways to protect innovation, basics on Patents and process

Unit 1

6 hrs

Introduction to concepts of creativity / invention / innovation, Importance in present knowledge world, Components of the creative process, Analogy/model to represent the creative process, Understanding persons' Creative potential, Blockages in practicing creative process – Mindset and belief systems, Myths and misconceptions about creativity

Unit 2

8 hrs

Creating potential, remove blockages, deal with external factors, Importance of synergistically working in a team, Harnessing creativity from nature, Idea conception, Idea Brainstorming sessions, Idea Evaluation, Protection/Patent review, Principles of innovation, Review of systematic strategies and methods for innovation, Innovation case study, Review of Idea/Prototype /Product and Market Plan

Text Books:

- Paul B. Paulus, Bernard A. Nijstad, The Oxford Handbook of Group Creativity and Innovation, Oxford University Press,2019.
- Jeff Dyer, Hal Gregersen, Clayton M. Christensen, " The Innovator's DNA: Mastering the Five Skills of Disruptive Innovators, Harvard Business Review Press, 2011.

Reference Books:

- Paddy Miller, Thomas Wedell-Wedellsborg, "Innovation as Usual: How to Help Your People Bring Great Ideas to Life, Harvard Business Review Press, 2013.
- 8 Steps To Innovation : Going From Jugaad To Excellence- Book by Rishiksha T. Krishnan and Vinay Dabholkar
- Innovation and Entrepreneurship Book by Peter Drucker

(LLC) Liberal Learning Course

Teaching Scheme

Lectures: 1hrs/week

Examination Scheme

Internal Test 1: 20 marks

Internal Test 2: 20 marks

End Semester Exam: 60marks

Course Outcomes:

Students will be able to

- Learn and perceive the subjects of their choice
- Gain basic knowledge of the subject

Optional Subjects

14 hrs

(SBC) PROJECT II

Teaching Scheme

Practical: 4 hrs/week

Examination Scheme

Team work & Oral Exam: 100 marks

Course Outcomes:

Students will be able to

- Identify a practical problem from industry or research problem
- Study and analyse related literature and review the same with better understanding and latest in the field
- Apply their knowledge and learning in presenting the mini research thesis report

Project 2:

24 hrs

Entrepreneurship related project

or

Finance related project
