

Detailed Course Scheme
Master of Business Administration
(MBA)

**(Finance, Marketing and Human Resource
Management)**

Semester- II
(2024-26)

DOC202410170005



RNB GLOBAL UNIVERSITY

RNB Global City, Ganganagar Road,
Bikaner, Rajasthan 334601

OVERVIEW

RNB Global University follows Semester System along with Choice Based Credit System as per the latest guidelines of University Grants Commission (UGC). Accordingly, each academic year is divided into two semesters, **Odd (July-December)** and **Even (January-June)**. Besides this, the university follows a system of continuous evaluation along with regular updating in course curricula and teaching pedagogy.

The curriculum for MBA program for (January- June) Even Semester, 2024 along with examination pattern is as follows:

Course Scheme

Semester – II

S. No	Course Code	Category	Course Name	L	T	P	Credits
1.	MBAC22150	DSC-8	Financial Management	3	0	0	3
2.	MBAC22151	DSC-9	Management Information System	3	0	0	3
3.	MBAC22152	DSC-10	Marketing Management	3	0	0	3
4.	MBAC22153	DSC-11	Human Resource Management	3	0	0	3
5.	MBAC22154	DSC-12	Production and Operations Management	3	0	0	3
6.	MBAC22155	DSC-13	Legal Aspects of Business	3	0	0	3
7.	MBAC22156	DSC-14	Research Methodology	3	0	0	3
8.	SECO77023	SEC-3	Career Advancement Course Module	3	0	0	3
9.	SECO77024	SEC-4	Skill Enhancement & Digital Footprints	3	0	0	3
10.	WHNN99000		Workshops/ Seminars/ Human Values/ Social Service/ NCC/NSS	-	-	-	1
Total				27	0	0	28

EVALUATION SCHEME

The evaluation of the MBA program would be based on Internal and External Assessments. Internal Assessment would consist of 50% of the marks (50 marks) and external assessment (in form of End Term Exam) would consist of remaining 50% marks (50 marks). Detailed scheme of Internal and External Assessments as follows:

Internal Assessment

The distribution of Internal Assessment Marks is as follows:

Type	Details	Marks
Mid Term	One Mid-term Sessional (to be held along with the 2 nd Sessional Exams)	15
Marks obtained in various Tests, Assignments, Presentations, Quiz, Tutorials, etc.	Average of marks obtained	30
Attendance	80%+: 5 marks	5
TOTAL	50	

External Assessment

Type	Marks
Theory	50

EVALUATION SCHEME- WORKSHOPS & SEMINARS AND HUMAN VALUES & SOCIAL SERVICE/NCC/NSS

1. The evaluation of Workshops & Seminar and Human Values & Social Service/NCC/NSS will be completed from Semester I – Semester IV. It will be evaluated internally by the various Forums & Schools Concerned. The credit for this will be given at the end of each Semester.
2. The students have to join club/clubs/Forums with the active participation in different activities of club. The students would be continuously assessed from Semester-I to Semester-IV and credits and marks would be given after the end of each Semester.

1. Vision

To educate and inspire capable and competent leaders with a futuristic business acumen & entrepreneurial spirit.

2. Mission

To equip the students of school of commerce & management with the ability to explore, examine, think critically and develop professional skills to become responsible global leaders who can contribute meaningfully to the industry and society through excellence in learning and practice-oriented research.

3. Program Educational Objectives

PEO1: To acquire the contemporary knowledge of the Business Concepts and their application in problem solving.

PEO2: To develop and apply different tools for decision making required for solving complex managerial problems with a passion to innovate.

PEO3: To develop the leaders who are able to adapt to the needs of the domestic and global Business requirements.

4. Programme Outcomes (POs)

After completing the program students will be able to

P01: Exhibit memory of previously learned management knowledge by recalling facts, terms, basic concepts and answers.

P02: Demonstrate understanding of management facts and ideas by organizing, comparing, translating, interpreting, giving descriptions and stating main ideas.

P03: Explain contemporary management issues and their implications in real life situations.

P04: Identify solutions to the problems relating to new situations by applying acquired knowledge, facts, techniques and rules in a different way.

P05: Apply effective strategies to solve future problems and constraints, and devise feasible solutions.

P06: Utilize the knowledge of statistics, accounting, finance, marketing and HR for devising effective business models,

P07: Analyze and break information into parts by identifying motives or causes. Make inferences and find evidence to support generalizations.

P08: Appraise techniques, skills and latest management tools to meet the competition,

P09: Present and defend opinions clearly and effectively in the corporate and business world,

P010: Develop the right social, ethical and legal knowledge and value systems to become responsible citizens of the country.

P011: Create innovative strategies in their chosen field of specialization like Finance, HR, Operations and Marketing.

P012: Engage in a lifelong learning process

5. Programme Specific Outcomes (PSOs)

After completing the program students will be able to:

PSO 1: Demonstrate effective leadership skills and **build** the ability to face the challenges of corporate world.

PSO 2: Develop judgements about information, validity of ideas, or quality of work based on a set of criteria,

PSO 3: Improve their competency in working with and managing multi-disciplinary teams.

6. Course Outcomes (COs)

Course Codes & Course Name	After completion of these courses' students should be able to
MBAC22150- Financial Management	<p>CO1: Define the concepts, vital tools and techniques applicable for financial decision making by a business firm.</p> <p>CO2: Explain the functions of Finance in organization and methods in managing funds for business</p> <p>CO3: Apply the concepts of budgeting, working capital, cost of capital including the choice of source of funds.</p> <p>CO4: Analyse the practical problems relating to the financing of funds including pricing and dividend theories.</p> <p>CO5: Select the methods and techniques for analysing the data for financial decision making.</p>
MBAC22151- Management Information System	<p>CO1: Explain the Information Systems used in Business.</p> <p>CO2: Make use of design, development, and security of Management Information System & its utility.</p> <p>CO3: Classify the ethical and social issues in using information system.</p> <p>CO4: Compile the utility of Decision Support System.</p> <p>CO5: Prioritise the use and analysis of data and information for decision making.</p>
MBAC22152- Marketing Management	<p>CO1: Relate the concepts, philosophies, processes and techniques of Marketing Management to real operations of a firm.</p> <p>CO2: Interpret & relate the fundamental concepts & practices from business perspective in the organisation.</p> <p>CO3: Make use of various opportunities available in various sectors in the field of marketing management & apply the concepts related to market research.</p> <p>CO4: Analyse the consumer buying behavioural process & take part in the process of developing new product & market segmentation.</p> <p>CO5: Evaluate various marketing campaigns and could decide on effective strategies.</p>
MBAC22153- Human Resource Management	<p>CO1: Define the concepts, methods and techniques and issues involved in managing human resource.</p> <p>CO2: Understand the concept of Managing Human Resources and work situations.</p> <p>CO3: Apply the effective Human Resources and working environment of the organizations, the importance of Management; Training, performance appraisal.</p> <p>CO4: Analyse the need of employing, maintaining and promoting a motivated force in an organization.</p> <p>CO5: Impart knowledge on Industrial Relations- Trade unions, Grievance Management, Contemporary Issues in HRM and Strategic Issues confronting IR.</p>

MBAC22154- Production and Operations Management	<p>C01: Define the basic concepts and theories of the production management & comprehend the operations management situations with greater confidence.</p> <p>C02: Understand the strategic significance of Production & Operation management.</p> <p>C03: Understand quality management and the evolution of practice; assess the relationship between quality and capability, and between quality and competitiveness;</p> <p>C04: Apply Planning, Scheduling and Control of Production and Operations Management functions in both manufacturing and Services.</p> <p>C05: Analyse the effectiveness of operations by job & work design, process design, layout design, design & control system.</p>
MBAC22155- Legal Aspects of Business	<p>C01: Relate the rights and liabilities of a person based on the contract under Indian contract Act, Companies Act, 2013,</p> <p>C02: Explain the utility of negotiable instrument Act and Partnership Act with new concept of limited liability partnership.</p> <p>C03: Develop with case law studies related to Business Laws, labor laws.</p> <p>C04: Analyse and define the concept of business law, its application and source. Rights of customers and seller under Sale of Goods Act, different provisions. Negotiable instruments Act and Partnership Act etc.</p> <p>C05: Evaluate the major law enactments in India.</p>
MBAC22156- Research Methodology	<p>C01: Understand the research process, tools and techniques in order to facilitate managerial decision-making.</p> <p>C02: Explain the basic concepts of research methods and its usefulness in business situations.</p> <p>C03: Apply research design, sample design and sampling methods & apply appropriate methods for data collection for research work by implementation of statistical tools for data analysis and interpretation for business decision making.</p> <p>C04: Discover the analytical abilities and research skills with hands on experience and learning in Business Research.</p> <p>C05: Interpret the various research methods and its usefulness in real business situations.</p>
SEC077023- Career Advancement Course Module	<p>C01: Understand etiquette requirements for office, telephone, and Internet business interaction scenarios.</p> <p>C02: Explain the need for etiquette to be followed in the professional world.</p> <p>C03: Develop confidence and enhance competitiveness by projecting positive image of themselves and of their future.</p> <p>C04: Build employability skills like critical thinking, team work, conflict management and leadership skills</p> <p>C05: Create cognitive skills amongst the management graduates so that they can decipher the context of subject properly.</p>
SEC077024 - Skill Enhancement	<p>C01: Define the importance of digital media & footprints, blog writing etc.</p>

& Digital Footprints	<p>C02: Interpret the need of the reading & writing skills.</p> <p>C03: Develop the skills of conducting the workshop which can enhance their managerial skills.</p> <p>C04: Analyse the learned skills in making a documentary on the assigned title.</p> <p>C05: Create a perspective on digital advancement which would help them shape their domain skills.</p>
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7. CO PO Mapping

MBAC22150	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
C01	3	2	2	2	2	2	2	2			3	3
C02	2	2	2	2	3		2	2	3	3	2	3
C03	1		2	2	3	3	3		2		2	3
C04			2	2	3	2		2			2	3
C05	3	3	3	3	3	3	3	3	3	3	3	3

MBAC22151	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
C01	3	3	2	2		2		3	2	3	2	3
C02	3	2	3	3	2	3	2		2	3	3	3
C03	2		2	2		3	2	2	3	2	2	3
C04	2	2	2	2	2	2		2	2		2	3
C05	3		3	3		3			3	3	3	3

MBAC22152	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
C01	3	3	3	3	2	3	-	-	3	2	2	3
C02	2	2	2	3	3	3	3	2	2	-	2	3
C03	2	3	3	-	3	2	3	3	3	3	3	3
C04	2	-	2	3	2	2	2	3	-	3	3	3
C05	3	3	2	2	2	2	3	2	3	2	2	3

MBAC22153	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
C01	3	2	2	2		2	2	2		3	2	3
C02	2	2	3	2	2	3	3	3	3	3	3	2
C03	3	2	3	1	3	2	2		2	2	2	2
C04	2			3	3	1	3	3	3	2	2	2
C05		3	2	2	1	2		2	3	1		

MBAC22154	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
C01	3	2	2	2	-	2	2	2	-	3	2	3
C02	-	2	3	2	2	3	3	3	3	3	3	2
C03	3	2	3	1	3	2	2	-	2	2	2	2
C04	2	-	-	3	3	1	3	3	3	2	2	2
C05	3	2	1	3	3	1	2	3	3	3	2	2

MBAC22155	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
C01	3	2	2	3		2	2	2		3	2	3
C02		3	3	2	2	3	3	3	3	3	3	2
C03	3	3	3	2	3	3	2		3	2	2	2
C04	2			3	3	1	3	3	3	2	2	2
C05	1	2	1		2		1	1	2		2	2

MBAC22156	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	2	1	-	3	2	3	2	2	1	2	2	2
C02	2	2	3	1	1	-	-	-	2	-	2	2
C03	3	3	2	3	3	2	-	3	-	-	2	3
C04	2	2	1	1	2	2	2	-	-	2	-	3
C05	3	3	2	2	3	3	2	3	3	3	3	3

SEC077023	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	1	2	3	3	2	2	1	2	2	1	3	1
C02	1	1	2	1	2	-	-	2	2	2	2	1
C03	1	-	1	3	2	-	3	2	-	2	3	1
C04	2	1	2	3	-	2	-	1	3	1	2	3
C05	2	1	2	3	-	2	3	2	2	3	2	2

SEC077024	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012
C01	3	2	2	1		3			3	3	3	3
C02	3	2	3		2	3	2	2	3	3	3	3
C03	2	2	3	3	1	1	2	3		3	2	3
C04	1	2	3	2	3	2	3	2	3	2	2	3
C05	2	1	2	3	1	2	3	2	3	3	2	2

8. Curriculum

Course Name: Financial Management

Course Code: MBAC22150

Objectives

- The course is aimed at building an understanding of concepts, vital tools and techniques applicable for financial decision making by a business firm.
- To introduce the function of Finance in organization and methods in managing funds for business-Finance is concerned with everything that takes place in the conduct of the business. Obviously, the subject seeks to develop and acquaint the students with the various Concepts, techniques, and methods of planning forecasting, raising, effective utilization appraisal and to develop and increase the decision making ability in the area of finance.

Course Outline

Unit I: Introduction

Concept of Finance, scope and objectives of finance, Profit maximization vs. Wealth maximization, Functions of Finance Manager in Modern Age, Financial decision areas, Time Value of Money, Risk and Return Analysis.

Unit II: Investment Decision

Appraisal of project; Concept, Process & Techniques of Capital Budgeting and its applications; Risk and Uncertainty in Capital Budgeting; Leverage Analysis – financial, operating and combined leverage along with implications; EBIT-EPS Analysis & Indifference Points.

Unit III: Financing Decision

Long-term sources of finance, potentiality of equity shares, preference shares, debentures and bonds as sources of long-term finance; Concept and Approaches of capital structure decision: NI, NOI, Traditional and Modigliani Miller Approach; Cost of Capital: Cost of equity, preference shares, debentures and retained earnings, weighted average cost of capital and implications.

Unit IV: Dividend Decision

Concept of retained earnings and plough back of profits, Relevance and Irrelevance Theories of dividend decision: Walter's Model, Gordon's Model and Modigliani Miller Model; Factors affecting dividend decision.

Unit V: Overview of Working Capital Decision

Concept, components, factors affecting working capital requirement, Operating Cycle, Management of cash, inventory and receivables; Introduction to Working Capital Financing.

New Financial Institutions and Instruments viz. Depositories, Factoring, Venture Capital, Credit Rating, Commercial Paper, Certificate of Deposit, Stock Invest, Global Depository Receipts.

Suggested Readings

1. Principles and Practice of Financial Management – I. M. Pandey, Vikas Publishing.
2. Financial Management - M. Y. Khan & P.K. Jain; McGraw Hill.
3. Financial Management – Prasanna Chandra, McGraw Hill.
4. Van Horne, Fundamentals of Financial Management, 13 Editions (Pearson).

Course Name: Management Information System **Course Code: - MBAC22151**

Objectives

- The objective of this course is to expose the students to the managerial issues relating to information systems and help them identify and evaluate various options in this regard.
- To understand the basic concepts of Information Systems applicable to Management. To study the design, development and security of Management Information Systems. To learn about the various modules in Enterprise Resource Planning System. To Practice Data processing using MS-Excel and MS- Access.

Course Outline

Unit I: Introduction to Information Systems

Information Systems in Business IS Framework, Roles of IS in Business, Contemporary Approaches to Information Systems, and Types of Information Systems: Operations Support Systems, Management Support Systems; Managerial Challenges of Information Technology.

Unit II: Information Systems and Strategy

IS Impact on Organizations and Business Firms, Economic Impacts, Organizational and Behavioral Impacts. Information Systems to Achieve Competitive Advantage: Porter's Competitive Forces Model, The Business Value Chain Model, Aligning IT with Business Objectives.

Unit III: Decision Making and Information Systems

Business Value of Improved Decision Making, Types of Decisions & Reports, Systems for Decision Support: Management Information Systems (MIS), Decision-Support Systems (DSS), Data Visualization and Geographic Information Systems, Web-Based Customer Decision-Support Systems, Group Decision-Support Systems (GROUP DISCUSSIONSS), Executive Support Systems (ESS).

Unit IV: Development of Information System

Systems Development and Organizational Change, Business Process Reengineering (BPR), Business Process Management, Systems Analysis, Data Flow Diagrams, Systems Design. Traditional Systems Life Cycle (SDLC), Prototyping, End-User Development, Application Software Packages and Outsourcing;

Unit V: Enterprise Business Systems

Customer Relationship Management (CRM): Three Phases of CRM, Benefits and Challenges of CRM, Trends in CRM. Enterprise Resource Planning (ERP): Benefits and Challenges of ERP Cost of ERP, Causes of ERP Failures, Trends in ERP.

Suggested Readings:

1. Kenneth C. Laudon and Jane P. Laudon, Management Information Systems, Managing the Digital Firm, 10th Edition.
2. James A O'Brien, Management Information Systems, 10th Edition, Tata McGraw Hill Companies.
3. Turban, Rainer, Potter, Introduction to Information Technology, John Wiley and-Sons.

Course Name: Marketing Management

Course Code: MBAC22152

Objectives

- The course aims at making students understand concepts, philosophies, processes and techniques of managing the marketing operations of a firm.
- The basic objective of this course is to understand the concepts of marketing.

Course Outline

Unit I: Introduction to Marketing

Defining Marketing, Understanding significance, A brief description of Marketing-mix. Concept of 4Ps, 4Cs, & 4As, 7Ps; Evolution of marketing concept; Theodore Levitt's classic "Marketing Myopia"; Understanding Marketing Environment; Theodore Levitt's classic "Marketing Myopia"; Understanding Marketing Environment; Relationship between Marketing and Strategic Planning. Marketing Process and marketing Plan.

Unit II: Consumer Behavior, Segmentation Targeting and Positioning Strategies

Understanding consumer behavior, Types of consumers, the consumer decision-making process. Consumer Adoption Process. CRM concept in Marketing. Levels of Market Segmentation, Segmenting Consumer Markets, Bases for Segmenting Business Markets, Market Targeting, concept of positioning; Ansoff's strategy classification.

Unit III: Marketing Mix and Product Strategy Product Characteristics and Classifications; PLC and Strategies at each stage of PLC; Product Differentiation, Product and Brand Relationship-Line Decisions; Brand equity models; Managing brand equity; Measuring Brand equity, Packaging and Labeling. New Product Development: Managing New Product Development, idea generation, concept development, product development, test marketing, commercialization and adaptation process.

Unit IV: Pricing strategy

Understanding pricing, Initiating and responding to price change.

Unit V: Distribution strategy

Importance of Marketing Channel; Role of Marketing Channels; Channel-design decisions; Channel- Management Decisions; Managing Channel conflict, cooperation, competition, Physical Distribution. Channel Complexity and Benchmark Marketing.

Unit VI: Promotion Strategy

Designing Integrated Marketing Communications; Developing effective communication, deciding on communication mix; Managing Mass Communication; Developing and managing advertisement; Deciding on media and measuring effectiveness of advertisement. Emerging Trends in Marketing Promotion Strategy.

Unit VII: Contemporary Issues in Marketing

Green Marketing; Social marketing; Digital marketing; e- Retailing; Marketing Information System, Using Analytics, Tracking & Data Visualization in Marketing.

Suggested Readings:

1. Marketing Management (13TH ed.)-A South Asian Perspective, Kotler, Keller, Koshy and Jha: Pearson Education.
2. Fundamental of Marketing: Stanton, Etzel, Walker; McGraw Hill. Principles of Marketing; Kotler and Armstrong; Prentice Hall.
3. Marketing Management; Planning, Implementation and Control (3rd ed) by VS Ramaswamy and S Namakumari, McMillan.
4. Marketing Management, Saxena, Ranjan Tata McGrawHill, New Delhi.

Course Name: Human Resource Management

Course Code: MBAC22153

Objectives

- This Course will aid the students in having a clear understanding about the concepts, methods and techniques and issues involved in managing human resource so as to facilitate employing, maintaining and promoting a motivated force in an organization.
- The student will be able to understand the concept of Managing Human Resources and work situations. It helps to identify the effective Human Resources and working environment of the organizations. The students will understand the importance of Management; understand the importance of Training, performance appraisal, and the importance of time management.

Course Outline**Unit I: Introduction**

Introduction to HRM: Perspective for the new era, Difference between PM and HRM, Competencies of HR Professionals, Strategic HRM.

Unit II: Human Resource Planning

Concept of HRP, HRP and Strategy, Objectives, process of HRP, methods of HRP (demand and supply forecasting), Career Planning;

Unit III: Job Analysis and Job Design

Concept of Job analysis uses of job analysis, methods of job analysis, Job description: Job specification, Concept of job evaluation, Competency mapping.

Unit IV: Recruitment and Selection, Placement and Induction

Introduction to recruitment, factors affecting recruitment, sources of recruitment, methods of recruitment, Introduction to selection, process of selection, Tools of selection, concept of Induction and Placement, Process of Induction. Training and development Introduction, difference between training and development, Training Process, learning principles that are applied, Training need analysis, methods of training, Training Evaluation, Methods of Development.

Unit V: Performance Management

Importance, process of performance appraisal, methods used for performance evaluation, Errors in Performance Appraisal, Counseling. Compensation management - Concept and Elements of Compensation, Components of compensation system, 3P's of Compensation, Concept of Job Evaluation.

Industrial Relations- Introduction to IR, concept of Industrial Relations, Industrial Relation in India through different ages, Trade unions, Grievance Management, contemporary Issues in HRM and strategic issues confronting IR.

Suggested Readings:

1. Human Resource Management by Gary Dessler and Biju Varkky, 11 edition, Pearson India.
2. David A De Cenzo and S. P. Robbins, Personnel/Human Resource Management", Prentice Hall of India.
3. Industrial relations in Indian states by C. S. Venkata Ratnam.
4. Human Resource Management, VSP Rao, 2ND Edition, Excel Books.
5. Human Resource Management, Snell and Bohlander, Cengage publications.

Course Name: Production & Operations Management

Course Code: MBAC22154

Objectives

- The Course is designed to make student understand the strategic significance of Production & Operation management, to acquaint them with application of discipline to deal with real life business problem.
- To enable students understand the principles, practices and areas of application in shop floor management.

Course Outline

Unit I

Introduction to Operation Management, Nature & Scope of Operation/ Production Management, Relationship with other functional areas, Recent trend in Operation Management, Manufacturing & Theory of Constraint, Types of Production System, Just in Time (JIT) & lean system.

Unit II

Product Design & Process Selection, Stages in Product Design process, Value Analysis, Facility Location & Layout: Types, Characteristics, Advantages and Disadvantages, Work measurement, Job design.

Unit III

Maintenance Management Types of Maintenance; Maintenance Model; Techniques; Introduction to TPM; Techniques for Machine Scheduling;

Unit IV

Forecasting & Capacity Planning, Methods of Forecasting, Overview of Operation Planning, Aggregate Production Planning, Production strategies, Capacity Requirement Planning, MRP, Scheduling, Supply Chain Management, Purchase Management, Inventory Management.

Unit V

Quality Management, Quality: Definition, Dimension, Cost of Quality, Continuous improvement (Kaizen), Total Quality Management (TQM).

Suggested Readings:

1. Krajewski & Ritzman (2004). Operation Management – Strategy and Analysis. Prentice Hall of India.
2. Charry, S.N (2005). Production and Operation Management- Concepts, Methods & Strategy. John Willy & Sons Asia Pvt. Limited.
3. Production and Operations Management by S.N.Chary, 2013, 5th edition, McGraw-Hill, New Delhi.
4. Production and Operations Management by Chase, Aquilano and Jacobs, Tata McGraw-Hill.
5. Operations Management by Norman Gaither and Greg Frazier, 2013, 9th edition, South-Western Cengage Learning.
6. Operations Management: Theory & Practice by B. Mahadevan, 2010, 2nd edition, Pearson.
7. Production and Operations Management: Concepts, Models and Behaviour by MBA Everett E.Adam and Ronald J.Ebert, 1993, Prentice Hall, New Delhi.

Course Name: Legal Aspects of Business
Course Code: MBAC22155

Objectives

- The main objective is to give knowledge regarding rights and liabilities of a person while doing any contract under Indian contract Act, Companies Act, 2013, different provision regarding negotiable instrument Act and Partnership Act with new concept of limited liability partnership.

Course Outline

Unit I: The Indian Contract Act, 1872

Proposal- its communication, acceptance and revocation, Agreement vis-à-vis contract, void agreement & voidable contract, Consideration – essential elements, exception to rule- No consideration no contract privity of contract and consideration, Capacity to contract, Free consent – coercion, undue influence, misrepresentation, fraud, Mistake – of fact and of law, Legality of object – agreements opposed to public policy and in restraint of marriage, trade & legal proceedings, Performance of contract–liability of joint promisor, Consequences of breach of contract–liquidated damages and penalty, Quasi contract.

Unit II: Indian Partnership Act, 1932

Meaning and Essential Elements, Formation of Partnership, Registration, Types of Partners and Partnership, Rights and Duties of Partners, Dissolution of Partnership Firm, Recent Amendments to Partnership Act.

Unit III: Limited Liability Partnership Act, 2008

Salient features of LLP; difference between LLP, partnership and a company; LLP agreement; nature of LLP; partners and designated partners; Incorporation document; incorporation by registration; registered office of LLP and change therein; change of name partners and their relations; extent and limitation of liability of LLP and partners; whistle-blowing; contributions, financial disclosures, annual return, taxation of LLP; conversion to LLP; winding up and dissolution.

Unit IV: The Companies Act, 2013

Meaning and Essential Features of Company, Types of Companies, Formation of Company, Memorandum and Articles of Association, Prospectus, Types of shares, Issue of shares.

Unit V: Negotiable Instruments Act, 1881

Meaning and Essential Features, Types, Endorsement of NI, Presentment of NI, Discharge of Parties, Liabilities of Banker and Dishonor of NI.

Unit VI

Introduction to Consumer Protection Act, Securities Exchange Board of India Act, Competition Act, The Foreign Exchange Management Act.

Suggested Readings:

1. Srinivasan , Business Law , Margham Publications.
2. Kuchal , Mercantile Law, Vikas Publication, Wadhwa & Co , Wadhwa Book Co.
3. S.N Maheshwai, S. K Maheshwari , A Manual of Business laws, Himalayan Publication.
4. The Indian Contract Act,1872.
5. Indian Partnership Act, 1932.
6. Limited Liability Partnership Act, 2008.
7. The Companies Act, 2013.
8. Negotiable Instruments Act, 1881.
9. Ravinder Kumar, Legal Aspects of Business, Cengage Learning.
10. Akhileshwar Pathak, Legal Aspects of Business, McGraw Hill Education.

Course Name: Research Methodology

Course Code: MBAC22156

Objectives

- The course aims at equipping students with an understanding of the research process, tools and techniques in order to facilitate managerial decision-making.
- To understand the basic concepts of research methods and its usefulness in business situations.

Course Outline

Unit I: Research

Meaning, Scope and Importance, Research Process, Research Methods vs. Methodology, Types of Research, Criteria of a good research, Qualities of a good researcher, emerging issues in research; Research Problem: Introduction to research problem, Components of Research Problem, Sources of selecting a suitable Research Problem, Defining the Research Problem; Set the Research Objectives.

Unit II: Research Design

Concepts and meaning, Factors to be considered in preparing research design, Steps/components of research design, Exploratory, Descriptive and Casual research design ; Sampling Design Introduction to Sampling, Definitions, Reasons for sampling ,Basics of sampling design, Considerations to be kept in mind before choosing a Sample Design, Parameter and sample static, Sampling Frame ,Types of Sample- Probability sample and Non-probability sample, Target Population, What Size Sample is needed.

Unit III: Data Collection

Primary and Secondary data - Primary Data- objective, Uses, Sources, Advantages and Disadvantages, Survey methods; Interview Method, Telephonic Interview, Observation Method, Distinction between questionnaire and Schedule, Questionnaire Design Process, Sequencing and Layout, Question Structure, Content, Reproduction of Questionnaire. Secondary data- objective, Uses, Sources, Advantages and Disadvantages, Fact Finding, Model Building.

Unit IV: Analysis of data

Descriptive analysis; Tabulation, Data transformations, Univariate analysis: Hypothesis testing, Choosing the appropriate statistical techniques, t-distribution, Chi-square for goodness of fit. ANOVA, F-test.

Unit V: Presenting Reports

Introduction, Report writing, purpose of a report, components, Important Characteristics / Essentials of a Good Report, Contents of Research Report, Format of the research report.

Suggested Readings:

1. Business Research Methods by William G. Zikmund, 2003 Edition, published by Cengage Learning India Pvt. Ltd, New Delhi.
2. Research Methodology- Methods and Techniques (2007 reprint edition) by C.R. Kothari, New Age International Publishers, and New Delhi.
3. Business Research Methods by Donald R. Cooper and Pamela S. Schidler, Published by Tata McGraw Hill.

Course Name: Career Advancement Module

Course Code: SEC077023

Objectives

- To make students learn the etiquette requirements for office, telephone, and Internet business interaction scenarios.
- To prepare students for future careers.
- To build the students' confidence and to enhance competitiveness by projecting a positive image of themselves and of their future.

Course Outline

Unit I: Introduction to Managerial Writing

Resume/CV, job application letters, maintaining a Diary.

Unit II: Etiquette for professionals

Office Etiquette Greetings, Punctuality, Space, Time, Play the Host, Posture, Credit and Compliments, Speak well of your co-workers. Get the first impression well, Greet others & introduce yourself, Body language- speak well, Dressing sense- appeals to others **Tele – etiquette** · Receiving Calls, Transferring calls, Taking Message/ Voice Mails, Making Outgoing Calls, · Receiving Fax, · Working principle of Mini exchange.

Unit III: Training for Internship

Logical Reasoning

- Analytical (identifying the correct relationships or the correct logical order/sequence ,Series Completion, Seating Arrangement ,Direction Sense Test, Verification of Truth etc. Aptitude Training.
- Arithmetic (Types and Properties of numbers, percentages profit and loss, LCM, GCD, averages, speed distance, time, work ,ratio).

Resume preparation: Preparing the resume and making it ready for internship selection process. Group Discussion Techniques, Interview Skills: Mastering the art of giving interviews in - selection or placement interviews, web /video conferencing.

Unit IV: Industry Related Project

Survey and Study of an organization by studying about its brief history organizational structure, mission, vision, environment of business, functional departments ,competitors, customers, present market position ,future goals and careers. Prepare a report and presentation.

Unit V: Report Writing

Objectives of report, types of report, Report Planning, Types of Reports, developing an outline, Nature of Headings, Ordering of Points, Logical Sequencing, Graphs, Charts, Executive Summary, List of Illustration;

Practical Exercises

1. Understanding approach for Internship by CLD with practical coordination
2. Applying to companies for internships
3. Handling the Internship Process
4. Practical understanding of Report writing and research capsule for Interns
5. Mock Interviews
6. Group discussions
7. Sessions as per feasibility with Relevant Industry people on topics of internships

Suggested Readings:

1. Business Etiquette in Brief by Ann Marie Sabath, Adams Media Corporation, South Asian Edition.
2. Business Communication by Meenakshi Raman & Prakash Singh, Oxford, 2006

Course Name: Skill Enhancement & Digital Footprints
Course Code: SEC077024

Course Outline - Final Assessment – Preparing a documentary

Unit I: Phonetics

Phonetic symbols and the International Phonetic Alphabets (IPA), The Description and Classification of Vowels (Monophthongs & Diphthong) Consonants, Phonetic Transcription & Phonology, Syllable, Stress &Intonations, Reading aloud, recording audio clips.

Unit II: Vocabulary Building

Idioms and Phrases Words Often Confused, One Word Substitutes, Word Formation: Prefixes, Bases and Suffixes.

Unit III: Digital Footprints, Social Media & Personal Branding

Introduction to Social Media, Target audience and influencers, networking through Social Networks, LinkedIn - Joining LinkedIn, Keywords for LinkedIn Profiles, Completing an Individual Profile, Headline and Picture, Summary, Experience, Contact Information, Skills and recommendations, Optional sections & managing profiles.

Blogging- Types of blogs—diary, opinion, news/updates, reviews/advice, other, Reasons to blog—money, platform, express/share/be heard, Blog names, Good blog writing - Ideas. Preparing Blog account, Voice, spicing up your posts, Mixing it up—images/video/audio/cited sources, Professionalism.

Unit IV: Conducting Workshops

Workshop: Definition, Importance, Concept, Planning & Execution, Conducting a Workshop.

Unit V: Documentary Making

What is documentary, aims & objectives, documentary for social cause, Documentary/Movie Screening & Reviews, preparing a documentary, Narration.

Note: The review of syllabus happens on periodic basis for the benefit of the students and in case there are changes in curriculum due to review students would be intimated in writing.

9. Lesson Plan

MBAC22150 - Financial Management

Unit	Particulars	Class No.	Pedagogy of Class
Unit -I	Concept of Finance, scope and objectives of finance, Profit maximization vs. Wealth Maximization	C-1	Lecture
Unit -I	Functions of Finance Manager in Modern Age, Financial decision areas,	C-2	Lecture
Unit -I	Time Value of Money, Risk and Return Analysis	C-3	Lecture
Unit -I	Group Discussion	C-4	Group Discussion
Unit -I	PPT (self-study based)	C-5	PPT (self-study based)
Unit -I	Clarification Class	C-6	Clarification Class
Unit-II	Appraisal of project; Concept, Process & Techniques of Capital Budgeting and its applications	C-7,8	Lecture
Unit-II	Risk and Uncertainty in Capital Budgeting	C-9,10	Lecture
Unit-II	Leverage Analysis – financial, operating and combined leverage along with implications;	C-11,12	Lecture
Unit-II	EBIT-EPS Analysis & Indifference Points	C-13	Lecture
Unit-II	Project Based Assignment	C-14	Project Based Assignment
Unit-II	Quiz	C-15	Quiz
Unit-II	Clarification Class	C-16	Clarification Class
Unit-III	Long-term sources of finance, potentiality of equity shares, preference shares, debentures and bonds as sources of long-term finance;	C-17,18	Lecture
Unit-III	Concept and Approaches of capital structure decision: NI, NOI, Traditional and Modigliani Miller Approach;	C-19,20	Lecture
Unit-III	Cost of Capital: Cost of equity, preference shares, debentures and retained earnings, weighted average cost of capital and implications.	C-21,22	Lecture
Unit-III	Work Shop	C-23	Work Shop
Unit-III	PPT (self-study based)	C-24	PPT (self-study based)
Unit-III	Video Demonstration Analysis	C-25	Video Demonstration Analysis
Unit-III	Clarification Class	C-26	Clarification Class
Unit-IV	Concept of retained earnings and plough back of profits, Relevance and Irrelevance	C-27,28	Lecture
Unit-IV	Theories of dividend decision: Walter's Model, Gordon's Model and Modigliani Miller Model;	C-29	Lecture
Unit-IV	Factors affecting dividend decision	C-30	Lecture
Unit-IV	Clarification Class	C-31	Clarification Class
Unit-IV	Group Discussion	C-32	Group Discussion
Unit-IV	Role Play	C-33	Role Play
Unit-IV	Surprise Case Analysis Test	C-34	Surprise Case Analysis Test
Unit-V	Concept, components, factors affecting working capital requirement, Operating Cycle,	C-35	Lecture
Unit-V	Management of cash, inventory and receivables	C-36	Lecture

Unit-V	Introduction to Working Capital Financing	C-37	Lecture
Unit-V	New Financial Institutions and Instruments viz. Depositories	C-38	Lecture
Unit-V	Factoring, Venture Capital, Credit Rating, Commercial Paper,	C-39,40	Lecture
Unit-V	Certificate of Deposit, Stock Invest, Global Depository Receipts.	C-41	Lecture
Unit-V	Group Discussion	C-42	Group Discussion
Unit-V	PPT (Case Study Based)	C-43	PPT (Case Study Based)
Unit-V	Industry Visit	C-44	Industry Visit
Unit-V	Clarification Class	C-45	Clarification Class

MBAC22151- Management Information System

Unit	Particulars	Class No.	Pedagogy of Class
Unit-I	Information Systems in Business IS Framework, Roles of IS in Business	C-1,2	Lecture
Unit-I	Contemporary Approaches to Information Systems, and Types of Information Systems	C-3,4	Lecture
Unit-I	Operations Support Systems, Management Support Systems;	C-5,6	Lecture
Unit-I	Managerial Challenges of Information Technology	C-7	Lecture
Unit-I	Group Discussion	C-8	Group Discussion
Unit-I	PPT (self-study based)	C-9	PPT (self-study based)
Unit-I	Clarification Class	C-10	Clarification Class
Unit-II	IS Impact on Organizations and Business Firms, Economic Impacts, Organizational and Behavioral Impacts.	C-11,12	Lecture
Unit-II	Information Systems to Achieve Competitive Advantage:	C-13,14	Lecture
Unit-II	Porter's Competitive Forces Model,	C-15	Lecture
Unit-II	The Business Value Chain Model, Aligning IT with Business Objectives	C-16,17	Lecture
Unit-II	Project Based Assignment	C-18	Project Based Assignment
Unit-II	Quiz	C-19	Quiz
Unit-II	Clarification Class	C-20	Clarification Class
Unit-III	Business Value of Improved Decision Making, Types of Decisions & Reports	C-21	Lecture
Unit-III	Systems for Decision Support: Management Information Systems (MIS), Decision-Support Systems (DSS)	C-22	Lecture
Unit-III	Data Visualization and Geographic Information Systems, Web-Based Customer Decision-Support Systems	C-23,24	Lecture
Unit-III	Group Decision-Support Systems (GROUP DISCUSSIONS), Executive Support Systems (ESS)	C-25	Lecture
Unit-III	Work Shop	C-26	Work Shop
Unit-III	PPT (self-study based)	C-27	PPT (self-study based)
Unit-III	Video Demonstration Analysis	C-28	Video Demonstration Analysis
Unit-III	Clarification Class	C-29	Clarification Class
Unit-IV	Systems Development and Organizational Change, Business Process Reengineering (BPR),	C-30	Lecture
Unit-IV	Business Process Management, Systems Analysis, Data Flow Diagrams	C-31	Lecture
Unit-IV	Systems Design. Traditional Systems Life Cycle (SDLC), Prototyping, End-User Development,	C-32	Lecture
Unit-IV	Application Software Packages and Outsourcing;	C-33	Lecture
Unit-IV	Clarification Class	C-34	Clarification Class
Unit-IV	Group Discussion	C-35	Group Discussion
Unit-IV	Role Play	C-36	Role Play

Unit-IV	Surprise Case Analysis Test	C-37	Surprise Case Analysis Test
Unit-V	Customer Relationship Management (CRM): Three Phases of CRM,	C-38	Lecture
Unit-V	Benefits and Challenges of CRM, Trends in CRM	C-39	Lecture
Unit-V	Enterprise Resource Planning (ERP):	C-40	Lecture
Unit-V	Benefits and Challenges of ERP Cost of ERP, Causes of ERP Failures, Trends in ERP	C-41	Lecture
Unit-V	Group Discussion	C-42	Group Discussion
Unit-V	PPT (case Study Based)	C-43	PPT (case Study Based)
Unit-V	Industry Visit	C-44	Industry Visit
Unit-V	Clarification Class	C-45	Clarification Class

MBAC22152- Marketing Management

Unit	Particulars	Class No.	Pedagogy of Class
Unit-I	Defining Marketing, Understanding significance, A brief description of Marketing-mix. Concept of 4Ps, 4Cs, 7Ps	C-1,2	Lecture
Unit-I	The odor Levitt's classic "Marketing Myopia"; Understanding Marketing Environment;	C-3	Lecture
Unit-I	Relationship between Marketing and Strategic Planning. Marketing Process and marketing Plan.	C-4	Lecture
Unit-I	Group Discussion	C-5	Group Discussion
Unit-I	PPT (self-study based)	C-6	PPT (self-study based)
Unit-I	Clarification Class	C-7	Clarification Class
Unit-II	Understanding consumer behavior, Types of consumers, the consumer decision-making process. Consumer Adoption Process.	C-8	Lecture
Unit-II	CRM concept in Marketing. Levels of Market Segmentation, Segmenting Consumer Markets, Bases for Segmenting Business Markets,	C-9,10	Lecture
Unit-II	Market Targeting, concept of positioning; Ansoff's strategy classification	C-11	Lecture
Unit-II	PPT (case Study Based)	C-12	Lecture
Unit-II	Quiz	C-13	Quiz
Unit-II	Clarification Class	C-14	Clarification Class
Unit-III	Product Characteristics and Classifications; PLC and Strategies at each stage of PLC	C-15	Lecture
Unit-III	Product Differentiation, Product and Brand Relationship-Line Decisions; Brand equity models; Managing brand equity; Measuring Brand equity,	C-16,17	Lecture
Unit-III	Packaging and Labeling. New Product Development: Managing New Product Development, idea generation, concept development, product development, test marketing, commercialization and adaptation process.	C-18	Lecture
Unit-III	Work Shop	C-19	Work Shop
Unit-III	PPT (self-study based)	C-20	PPT (self-study based)
Unit-III	Video Demonstration Analysis	C-21	Video Demonstration Analysis
Unit-III	Clarification Class	C-22	Clarification Class
Unit-IV	Understanding pricing	C-23	Lecture
Unit-IV	Initiating and responding to price change	C-24	Lecture
Unit-IV	Managements Games	C-25	Managements Games
Unit-IV	Clarification Class	C-26	Clarification Class
Unit-V	Importance of Marketing Channel; Role of Marketing Channels	C-27	Lecture
Unit-V	Channel-design decisions; Channel- Management Decisions; Managing Channel conflict	C-28	Lecture
Unit-V	cooperation, competition, Physical Distribution. Channel Complexity and Benchmark Marketing.	C-29	Lecture
Unit-V	Group Discussion	C-30	Group Discussion

Unit-V	Role Play	C-31	Role Play
Unit-V	Clarification Class	C-32	Clarification Class
Unit-VI	Designing Integrated Marketing Communications; Developing effective communication, deciding on communication mix; Managing Mass Communication;	C-33,34	Lecture
Unit-VI	Developing and managing advertisement; Deciding on media and measuring effectiveness of advertisement.	C-35,36	Lecture
Unit-VI	Emerging Trends in Marketing Promotion Strategy.	C-37	Lecture
Unit-VI	Surprise Case Analysis Test	C-38	Surprise Case Analysis Test
Unit-VI	Project Based Assignment	C-39	Project Based Assignment
Unit-VI	Clarification Class	C-40	Clarification Class
Unit-VII	Green Marketing; Social marketing; Digital marketing; e- Retailing;	C-41	Lecture
Unit-VII	Marketing Information System, Using Analytics, Tracking & Data Visualization in Marketing.	C-42	Lecture
Unit-VII	Industry Visit	C-43	Industry Visit
Unit-VII	Group Discussion	C-44	Group Discussion
Unit-VII	Clarification Class	C-45	Clarification Class

MBAC22153- Human Resource Management

Unit	Particulars	Class No.	Pedagogy of Class
Unit-I	Introduction to HRM: Perspective for the new era, Difference between PM and HRM	C-1	Lecture
Unit-I	Competencies of HR Professionals, Strategic HRM.	C-2	Lecture
Unit-I	Group Discussion	C-3	Group Discussion
Unit-I	PPT (self-study based)	C-4	PPT (self-study based)
Unit-I	Clarification Class	C-5	Clarification Class
Unit-II	Concept of HRP, HRP and Strategy, Objectives, process of HRP,	C-6	Lecture
Unit-II	Methods of HRP (demand and supply forecasting), Career Planning;	C-7	Lecture
Unit-II	Project Based Assignment	C-8	Project Based Assignment
Unit-II	Quiz	C-9	Quiz
Unit-II	Clarification Class	C-10	Clarification Class
Unit-III	Concept of Job analysis uses of job analysis, methods of job analysis,	C-11,12	Lecture
Unit-III	Job description: Job specification, Concept of job evaluation, Competency mapping.	C-13,14	Lecture
Unit-III	Work Shop	C-15	Case Study
Unit-III	PPT (self-study based)	C-16	Case Study
Unit-III	Video Demonstration Analysis	C-17	Project Based Assignment
Unit-III	Clarification Class	C-18	Clarification Class
Unit-IV	Introduction to recruitment, factors affecting recruitment, sources of recruitment, Methods of recruitment,	C-19,20	Lecture
Unit-IV	Introduction to selection, process of selection, Tools of selection, concept of Induction and Placement,	C-21,22	Lecture
Unit-IV	Process of Induction. Training and development Introduction, difference between training and development,	C-23,24	Lecture
Unit-IV	Training Process, learning principles that are applied, Training need analysis, methods of training, Training Evaluation, Methods of Development.	C-25,26	Lecture
Unit-IV	Group Discussion	C-27	Group Discussion
Unit-IV	Role Play	C-28	Role Play
Unit-IV	Surprise Case Analysis Test	C-29	Surprise Case Analysis Test
Unit-IV	Clarification Class-UNIT-IV	C-30	Clarification Class
Unit-V	Importance, process of performance appraisal, methods used for performance evaluation, Errors in Performance Appraisal,	C-31,32	Lecture
Unit-V	Counseling. Compensation management - Concept and Elements of Compensation,	C-33,34	Lecture
Unit-V	Components of compensation system, 3P's of Compensation, Concept of Job Evaluation.	C-35,36	Lecture
Unit-V	Industrial Relations- Introduction to IR, concept of Industrial Relations, Industrial	C-37,38	Lecture

	Relation in India through different ages,		
Unit-V	Trade unions, Grievance Management	C-39,40	Lecture
Unit-V	Contemporary Issues in HRM and strategic issues confronting IR	C-41	Lecture
Unit-V	Group Discussion	C-42	Group Discussion
Unit-V	PPT (case Study Based)	C-43	PPT (case Study Based)
Unit-V	Industry Visit	C-44	Industry Visit
Unit-V	Clarification Class	C-45	Clarification Class

MBAC22154- Production and Operations Management

Unit	Particulars	Class No.	Pedagogy of Class
Unit-I	Introduction to Operation Management, Nature & Scope of Operation/ Production Management	C-1	Lecture
Unit-I	Relationship with other functional areas,	C-2,3	Lecture
Unit-I	Recent trend in Operation Management, Manufacturing	C-4	Lecture
Unit-I	Theory of Constraint	C-5,6	Lecture
Unit-I	Types of Production System, Just in Time (JIT) & lean system	C-7	Lecture
Unit-I	Group Discussion	C-8	Group Discussion
Unit-I	PPT (self-study based)	C-9	Lecture
Unit-I	Clarification Class	C-10	Clarification Class
Unit-II	Product Design & Process Selection, Stages in Product Design process,	C-11,12	Lecture
Unit-II	Value Analysis, Facility Location & Layout: Types, Characteristics, Advantages and Disadvantages,	C-13,14	Lecture
Unit-II	Work measurement, Job design	C-15,16	Lecture
Unit-II	Project Based Assignment	C-17	Project Based Assignment
Unit-II	Quiz	C-18	Quiz
Unit-II	Clarification Class	C-19	Clarification Class
Unit-III	Maintenance Management Types of Maintenance;	C-20,21	Lecture
Unit-III	Maintenance Model; Techniques; Introduction to TPM; Techniques for Machine Scheduling;	C-22	Lecture
Unit-III	Work Shop	C-23	Work Shop
Unit-III	PPT (self-study based)	C-24	PPT (self-study based)
Unit-III	Video Demonstration Analysis	C-25	Video Demonstration Analysis
Unit-III	Clarification Class	C-26	Clarification Class
Unit-IV	Forecasting & Capacity Planning, Methods of Forecasting,	C-27	Lecture
Unit-IV	Overview of Operation Planning, Aggregate Production Planning, Production strategies,	C-28	Lecture
Unit-IV	Capacity Requirement Planning, MRP	C-29	Lecture
Unit-IV	Scheduling, Supply Chain Management, Purchase Management, Inventory Management.	C-30,31	Lecture
Unit-IV	Group Discussion	C-32	Group Discussion
Unit-IV	Role Play	C-33	Role Play
Unit-IV	Surprise Case Analysis Test	C-34	Surprise Case Analysis Test
Unit-IV	Clarification Class	C-35	Clarification Class
Unit-IV	Quality Management, Quality: Definition, Dimension,	C-36,37	Lecture
Unit-V	Cost of Quality	C-38,39	Lecture
Unit-V	Continuous improvement (Kaizen), Total Quality Management (TQM)	C-40,41	Lecture
Unit-V	Group Discussion	C-42	Group Discussion
Unit-V	PPT (case Study Based)	C-43	PPT (case Study Based)
Unit-V	Industry Visit	C-44	Industry Visit

MBAC22155- Legal Aspects of Business

Unit	Particulars	Class No.	Pedagogy of Class
Unit-I	Introduction to Indian Contract Act,1872	C-1	Lecture
Unit-I	Proposal- its communication	C-2	Lecture
Unit-I	Acceptance and revocation, Agreement vis-à-vis contract	C-3	Lecture
Unit-I	Void agreement & voidable contract,	C-4	Case Study
Unit-I	Consideration – essential elements, exception to rule- No consideration no contract,	C-5	Case Study
Unit-I	Privity of contract and consideration, Capacity to contract	C-6	Case Study
Unit-I	Free consent – coercion, undue influence, misrepresentation, fraud, Mistake – of fact and of law	C-7	Case Study
Unit-I	Legality of object – agreements opposed to public policy and in restraint of marriage, trade & legal proceedings	C-8	Presentation
Unit-I	Performance of contract–liability of joint promisor, Consequences of breach of contract–liquidated damages and penalty, Quasi contract	C-9	Lecture
Unit-I	Clarification Class	C-10	Case Study
Unit-I	Group Discussion I	C-11	Group Discussion I
Unit-II	Meaning and Essential Elements, Formation of Partnership, Registration	C-12	Lecture
Unit-II	Types of Partners and Partnership, Rights and Duties of Partners, Dissolution of Partnership Firm	C-13	Case Study
Unit-II	Quiz	C-14	Quiz
Unit-II	Recent Amendments to Partnership Act.	C-15	Assignment
Unit-II	Industry Visit	C-16	Case Study
Unit-II	Clarification Class	C-17	Clarification Class
Unit-II	PPT (Self Study Based) II	C-18	PPT (Self Study Based) II
Unit-III	Salient features of LLP; difference between LLP, partnership and a company	C-19	Lecture
Unit-III	LLP agreement; nature of LLP; partners and designated partners	C-20	Case Study
Unit-III	Video Demonstration Analysis	C-21	Video Demonstration Analysis
Unit-III	Incorporation document; incorporation by registration; registered office of LLP and change therein; change of name partners and their relations	C-22	Lecture
Unit-III	Extent and limitation of liability of LLP and partners; whistle-blowing; contributions, financial disclosures, annual return, taxation of LLP	C-23	Quiz
Unit-III	Group Discussion II	C-24	Group Discussion II
Unit-III	Conversion to LLP; winding up and dissolution	C-25	Lecture
Unit-III	Role Play	C-26	Role Play
Unit-III	Clarification Class	C-27	Clarification Class
Unit-IV	Project Based Assignment	C-28	Project Based Assignment

Unit-IV	Meaning and Essential Features of Company, Types of Companies	C-29	Group Discussion
Unit-IV	Formation of Company, Memorandum and Articles of Association	C-30	Lecture
Unit-IV	Prospectus, Types of shares, Issue of shares	C-31	Presentation
Unit-IV	PPT (Case Study Based)	C-32	PPT (Case Study Based)
Unit-IV	Clarification Class	C-33	Clarification Class
Unit-V	Meaning and Essential Features, Types, Endorsement of NI	C-34	Presentation
Unit-V	Group Discussion III	C-35	Group Discussion III
Unit-V	Presentment of NI, Discharge of Parties	C-36	Clarification Class
Unit-V	Liabilities of Banker and Dishonor of NI	C-37	Lecture
Unit-V	Clarification Class	C-38	Clarification Class
Unit-V	Workshop	C-39	Workshop
Unit-VI	Introduction to Consumer Protection Act	C-40	Case Study
Unit-VI	PPT (Self Study Based) II	C-41	PPT (Self Study Based) II
Unit-VI	Securities Exchange Board of India Act, Competition Act	C-42	Presentation
Unit-VI	Surprise Case Analysis Test	C-43	Surprise Case Analysis Test
Unit-VI	The Foreign Exchange Management Act	C-44	Presentation
Unit-VI	Clarification Class	C-45	Clarification Class

MBAC22156 – Research Methodology

Unit	Particulars	Class No.	Pedagogy of Class
Unit-I	Meaning, Scope and Importance, Research Process, Research Methods vs. Methodology	C-1	Lecture
Unit-I	Types of Research, Criteria of a good research, Qualities of a good researcher	C-2	Lecture
Unit-I	emerging issues in research	C-3	Lecture
Unit-I	Research Problem: Introduction to research problem	C-4	Lecture
Unit-I	Group Discussion	C-5	Group Discussion
Unit-I	Sources of selecting a suitable Research Problem	C-6	Lecture
Unit-I	Workshop	C-7	Workshop
Unit-I	Defining the Research Problem; Set the Research Objectives	C-8	Lecture
Unit-I	Components of Research Problem	C-9	Lecture
Unit-I	Clarification class I	C-10	Clarification class
Unit-II	Concepts and meaning, Factors to be considered in preparing research design	C-11	Lecture
Unit-II	Steps/components of research design, Exploratory, Descriptive and Casual research design	C-12	Lecture
Unit-II	PPT Presentation (Self-study Based)	C-13	PPT Presentation (Self Study Based)
Unit-II	Sampling Design Introduction to Sampling, Definitions, Reasons for sampling ,Basics of sampling design	C-14	Lecture
Unit-II	Video Demonstration Analysis	C-15	Video Demonstration Analysis
Unit-II	Considerations to be kept in mind before choosing a Sample Design, Parameter and sample static	C-16	Lecture
Unit-II	Sampling Frame ,Types of Sample- Probability sample and Non-probability sample	C-17	Lecture
Unit-II	Surprise case analysis Test	C-18	Surprise case analysis Test
Unit-II	Target Population, What Size Sample is needed	C-19	Lecture
Unit-II	Clarification class II	C-20	Clarification class
Unit-III	Primary and Secondary data - Primary Data-objective, Uses, Sources, Advantages and Disadvantages	C-21	Lecture
Unit-III	Survey methods; Interview Method, Telephonic Interview, Observation Method, Distinction between questionnaire and Schedule	C-22	Lecture
Unit-III	Group Discussion	C-23	Group Discussion
Unit-III	Questionnaire Design Process, Sequencing and Layout, Question Structure, Content	C-24	Lecture
Unit-III	PPT Presentation (Case study based)	C-25	PPT Presentation (Case study based)
Unit-III	Reproduction of Questionnaire. Secondary data-	C-26	Lecture

	objective, Uses, Sources		
Unit-III	Advantages and Disadvantages, Fact Finding, Model Building	C-27	Lecture
Unit-III	Clarification class III	C-28	Clarification class
Unit-IV	Role play	C-29	Role play
Unit-IV	Descriptive analysis; Tabulation, Data transformations, Univariate analysis	C-30	Lecture
Unit-IV	Hypothesis testing, Choosing the appropriate statistical techniques	C-31	Lecture
Unit-IV	Group Discussion	C-32	Group Discussion
Unit-IV	t-distribution	C-33	Lecture
Unit-IV	Project based Assignment	C-34	Project based Assignment
Unit-IV	Chi-square for goodness of fit. ANOVA, F-test	C-35	Lecture
Unit-IV	Clarification class IV	C-36	Clarification class
Unit-V	Introduction, Report writing, purpose of a report	C-37	Lecture
Unit-V	Quiz	C-38	Quiz
Unit-V	components, Important Characteristics / Essentials of a Good Report	C-39,40	Lecture
Unit-V	Contents of Research Report	C-41	Lecture
Unit-V	PPT Presentation (Self study Based)	C-42	PPT Presentation (Self study Based)
Unit-V	Industry visit	C-43	Industry visit
Unit-V	Format of the research report	C-44	Lecture
Unit-V	Clarification Class V	C-45	Clarification class

SECO77023 – Career Advancement Course Module

Unit	Particulars	Class No.	Pedagogy of Class
Unit-I	Introduction to Managerial Writing	C-1	Lecture
Unit-I	Resume/CV	C-2	Lecture
Unit-I	Job application letters	C-3	Lecture
Unit-I	Maintaining a Diary.	C-4	Lecture
Unit-I	Clarification Class I	C-5	Clarification Class
Unit-II	Office Etiquette : Greetings, Punctuality, Space, Time, Play the Host, Posture, Credit and Compliments, Speak well of your co-workers. Get the first impression well, greet others & introduce yourself, Body language- speak well, Dressing sense- appeals to others	C-6,7	Lecture
Unit-II	Industry Visit	C-8	Industry Visit
Unit-II	PPT (Self Study Based) I	C-9	PPT (Self Study Based)
Unit-II	Tele – etiquette Receiving Calls, transferring calls, Taking Message/ Voice Mails, Making Outgoing Calls, · Receiving Fax, · Working principle of Mini exchange	C-10,11	Lecture
Unit-II	Clarification Class II	C-12	Clarification Class
Unit-III	Logical Reasoning : Analytical (identifying the correct relationships or the correct logical order/sequence	C-13	Lecture
Unit-III	Series Completion	C-14	Lecture
Unit-III	Role Play	C-15	Role Play
Unit-III	Seating Arrangement, Direction Sense Test, Verification of Truth etc. Aptitude Training.	C-16,17,18	Lecture
Unit-III	Arithmetic (Types and Properties of numbers, percentages profit and loss, LCM, GCD, averages, speed distance, time, work, ratio)	C-19,20,21	Lecture
Unit-III	PPT (Self Study Based) II	C-22	PPT (Self Study Based)
Unit-III	Resume preparation: Preparing the resume and making it ready for internship selection process.	C-23	Lecture
Unit-III	Group Discussion Techniques, Interview Skills: Mastering the art of giving interviews in - selection or placement interviews, web /video conferencing.	C-24,25,26	Lecture
Unit-III	PPT (Case Study Based) I	C-27	PPT (Case Study Based)
Unit-III	Clarification Class III	C-28	Clarification Class
Unit-IV	Industry Related Project	C29	Lecture
Unit-IV	Workshop	C-30	Workshop
Unit-IV	Survey and Study of an organization by studying about its brief history organizational structure, mission, vision, environment of business	C-31,32,33	Lecture
Unit-IV	Management Games	C-34	Management Games
Unit-IV	Functional departments, competitors, customers, present market position, future goals, and careers.	C-35	Lecture
Unit-IV	Video Demonstration Analysis I	C-36	Video

			Demonstration Analysis
Unit-IV	Prepare a report and presentation.	C-37	Lecture
Unit-IV	Clarification Class IV	C-38	Clarification Class
Unit-V	Objectives of report, types of report, Report Planning, Types of Reports, developing an outline, Nature of Headings, Ordering of Points, Logical Sequencing	C-39,40	Lecture
Unit-V	Graphs, Charts, Executive Summary, List of Illustration	C-41	Lecture
Unit-V	Surprise Case Analysis	C-42	Surprise Case Analysis
Unit-V	Project Based Assignment I	C-43	Project Based Assignment
Unit-V	Quiz I	C-44	Quiz
Unit-V	Clarification Class V	C-45	Clarification Class

SECO77024- Skill Enhancement & Digital Footprints

Unit	Particulars	Class No.	Pedagogy of Class
Unit-I	Phonetic symbols and the International Phonetic Alphabets (IPA), (Monophthongs & Diphthong)	C-1	Lecture
Unit-I	The Description and Classification of Vowels	C-2	Lecture
Unit-I	Consonants	C-3	Lecture
Unit-I	Phonetic Transcription & Phonology,	C-4	Group discussion
Unit-I	Stress & Intonations	C-5	Lecture
Unit-I	PPT Presentation (Self Study based)	C-6	Presentation (Self Study based)
Unit-I	Group Discussion	C-7	Lecture
Unit-I	Reading aloud	C-8	Lecture
Unit-I	Syllable	C-9	Lecture
Unit-I	Recording audio clips	C-10	Lecture
Unit I	Clarification class I	C-11	Clarification Class
Unit-II	Idioms and Phrases Words Often Confused	C-12	Lecture
Unit-II	One Word Substitutes	C-13	Lecture
Unit-II	Word Formation: Prefixes, Bases and Suffixes	C-14	Lecture
Unit-II	Clarification class II	C-15	Clarification class II
Unit-III	Introduction to Social Media, Target audience and influencers	C-16	Lecture
Unit-III	networking through Social Networks, LinkedIn - Joining LinkedIn, Keywords for LinkedIn Profiles	C-17	Lecture
Unit-III	Surprise case analysis Test	C-18	Surprise case analysis Test
Unit-III	Completing an Individual Profile, Headline and Picture, Summary, Experience, Contact Information	C-19	Lecture
Unit-III	Skills and recommendations, Optional sections & managing profiles	C-20	Lecture
Unit-III	Blogging- Types of blogs—diary, opinion, news/updates, reviews/advice, other	C-21	Lecture
Unit-III	Group Discussion	C-22	Group discussion
Unit-III	Reasons to blog—money, platform, express/share/be heard, Blog names, Good blog writing – Ideas	C-23	Lecture
Unit-III	PPT presentation (Self Study based)	C-24	Presentation (Self Study based)
Unit-III	Preparing Blog account, Voice, spicing up your posts	C-25	Lecture
Unit-III	Mixing it up—images/video/audio/cited sources, Professionalism	C-26	Lecture
Unit-III	Clarification class III	C-27	Clarification Class
Unit-IV	Workshop: Definition, Importance	C-28	Lecture
Unit-IV	Workshop	C-29	Workshop
Unit-IV	Concept, Planning & Execution	C-30	Lecture
Unit-IV	Conducting a Workshop	C-31	Lecture
Unit-IV	Video Demonstration analysis	C-32	Video Demonstration analysis

Unit-IV	Management Games	C-33	Management Games
Unit-IV	Group Discussion	C-34	Group Discussion
Unit-IV	Clarification class IV	C-35	Clarification class IV
Unit-V	What is documentary, aims & objectives	C-36	Lecture
Unit-V	Group Discussion	C-37	Group Discussion
Unit-V	documentary for social cause	C-38	Lecture
Unit-V	PPT presentation (Case Study based)	C-39	Presentation(Case study based)
Unit-V	Documentary/Movie Screening & Reviews	C-40	Lecture
Unit-V	Quiz	C-41	Quiz
Unit-V	Industry visit	C-42	Industry visit
Unit-V	preparing a documentary	C-43	Lecture
Unit-V	Narration	C-44	Lecture
Unit-V	Clarification class V	C-45	Clarification class V

Note:

This is a tentative lesson plan. The same may change from faculty to faculty as per the teaching pedagogy adopted by the faculty.

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