

FOR ADMISSION BATCH 2024-25
INTEGRATED MASTER OF BUSINESS ADMINISTRATION
SECOND YEAR (THIRD SEMESTER)

| Sl. No. | Category | Course Code | Course | Contact Hrs. L-T-P | Credit | University Marks | Internal Evaluation |
|-------------------------|----------|-------------|-----------------------------------|--------------------|-----------|------------------|---------------------|
| Subject (Theory) | | | | | | | |
| 1. | QT | IMQT3001 | Quantitative Methods - II | 3-0-0 | 3 | 100 | 50 |
| 2. | PC | IMPC3001 | Principles of Management | 3-0-0 | 3 | 100 | 50 |
| 3. | EV | IMEV3001 | Law of Contract | 3-0-0 | 3 | 100 | 50 |
| 4. | EV | IMEV3002 | Fundamental of Economics Analysis | 3-0-0 | 3 | 100 | 50 |
| 5. | PC | IMPC3002 | Cost Accounting | 3-0-0 | 3 | 100 | 50 |
| 6. | PC | IMPC3003 | Marketing Management - II | 3-0-0 | 3 | 100 | 50 |
| 7. | QT | IMQT3201 | Introduction To AI | 2-0-0 | 2 | 100 | 50 |
| Total | | | | 17-0-12 | 20 | 700 | 350 |

Note: Click here to view/download the syllabus of the subjects.

IMQT3001 QUANTITATIVE METHODS - II (3-0-0)

Course Objectives:

1. To learn adequate theoretical; concept of Quantitative techniques in various applied field in management decision making
2. To understand role of optimization techniques in managerial decision making
3. To understand the applications of Theory of Games, Queue Theory, Simulation and future forecasting in managerial setting.

Module-1:Theory of Games:

Concept of Games; Two-Person Zero-Sum Games; Pure Strategies (Minimax and Maximin Principles); Games with Saddle Point; Mixed Strategies: Games without Saddle Point; The rules (Principles) of Dominance; Solution Methods games without Saddle Point(Algebraic Method, Arithmetic Method, Graphical Method).

Module-II: Queuing Theory:

The Structure of Queuing System- Characteristics, Queuing Process, Queue Discipline, Service Mechanism; Performance measures of Queuing System-Transition-State and Steady-State; Kendal's notation for representing queueing models, Classification of Queuing Models; Solution of Queuing Model(Single Server, M/M/1: (∞ /FCFS).

Module-III: Markov Chains:

Concept, Characteristics of a Markov Chain; Applications of Markov Analysis; State and Transition Probabilities; Multi-Period Transition Probabilities-Procedure for formulate matrix of Transition Probabilities; Procedure for determining Steady-State (Equilibrium) Conditions.SimulationDefinition of Simulation; Types of Simulation; Steps of Simulation Process; advantages and Disadvantages of Simulation; Stochastic Simulation and random numbers (Monte Carlo Simulation, random Number Generation). Simulation of Queuing Problems.

Course Outcomes:

- CO-1: Apply game theory models to analyse various real-world scenarios, including business competition, negotiations, and strategic decision-making, to derive optimal strategies and outcomes.
- CO-2: Learn simulation techniques such as Monte Carlo simulation, discrete-event simulation, and agent-based modelling, and be able to design, implement, and analyse simulation experiments to solve problems and make decisions in uncertain environments.
- CO-3: Analyse the properties of Markov chains, including transition probabilities, steady-state distributions, and absorbing states, and apply Markov analysis to model and analyse various real-world phenomena such as customer behaviour, inventory systems, and epidemiological dynamics.
- CO-4: Acquire a deep understanding of queueing theory, including the characteristics of queueing systems, queueing models, and performance metrics.

Books:

- Gupta & Hira, Operations Research, S.Chand.
- Sharma,Operations Research, Macmillan.

IMPC3001 PRINCIPLES OF MANAGEMENT (3-0-0)

Course Objectives:

1. To explain the various concepts of management.
2. To make the students understand the contemporary management practices
3. To highlight professional challenges that managers face in various organization
4. To enable the students to appreciate the emerging ideas and practices in the field of management.

Module – I: Introduction:

Concept, Managerial functions, Levels of Management, Skills and Roles of a Manager; School of Management thoughts – Pre- Scientific , Classical, Behavioural and Modern ; Contributions in the field of Management – by Peter F. Drucker, Michael Porter, C.K Prahalad, Barnard, McGregor, Rensis Likert and McKinsey

Module – II: Organization:

Formal and Informal organization, Line and Staff Relationship, Centralization Vs. Decentralization, Basic issues in Organizing, Work Specialization, Chain of Command, Delegation, Span of Management, Organization Structure for Departmentalization. Organizational Culture: Cultural Diversity, Multi Ethnic Workforce Organizing Knowledge Resource.

Module – III:

Planning: Nature & Elements of Planning, Planning Types and Models, Planning in Learning Organizations, Types, Steps, MBO, MBE, Planning Premises. Decision Making: Risk and Uncertainty, Decision Trees, Decision making process, Increasing Participation in Decision making, Creativity in decision making

Controlling: Process, Standards and Bench Marking – Co-ordination-Principles of Co- ordination-Inter-Dependence, Change Management

Course Outcomes:

- CO-1: Interpret various concepts of management.
- CO-2: Apply different tools and techniques to make the students interpret the contemporary management practices.
- CO-3: Analyse, identify problems and develop skill to deal with professional challenges that manager face in business organization.
- CO-4: Integrate the knowledge of management to empower the students to appreciate the emerging ideas and practices and its implantation in the real world.

Text Books

1. Management, Robbins, Coulter & Vohra, Pearson.
2. Management: Text and Cases-VSP Rao, ExcelBooks
3. Management Theory & practice – Chandan J. S,Vikas
5. Management Theory & Practice - Subba Rao P & Hima Bindu,HPH
6. Principles and Practices pf Management – Kaul,Vikas
7. Principles and practices of Management – Pillai , S Chand

IMEV3001 LAW OF CONTRACT (3-0-0)

Course Objective:

To help the learners to understand the basics of Laws governing commercial contracts and subtlety on various aspects of competency to contractual relationship in sphere of trade and commerce.

Module- I:

Law of Contract: Definition and Nature of Contract, Offer and Acceptance, Consideration, Free Consent, and Capacity of Parties. Legality of Object, Performance and Discharge of Contract. Remedies for breach of Contract.

Sale of Goods Act: Definition of Sales, Essentials for contract of sale, Conditions and Warranties, Implied Warranties, Caveat Emptor, Transfer of ownership, Right of Unpaid seller and other remedial Measures.

Module-II

Special Contract: Contract of Agency: Mode of creating & revocation of Agency, Rights and Duties of Agents and Principals. Contract of Bailment (Rights and duties of Bailer and Bailee). Consumer Protection Act: Consumers, Rights of Consumers, Redressal Machinery under the Act, Procedure of Complaint, Relief available to the consumers, Procedure of filing appeal, Powers of Redressal agencies. 0

Module-III

Law of Partnership: Definition and Nature of Partnership, right and duties of partner, Dissolution of a partnership.

Course Outcomes:

- CO-1: Analyse the legal elements of contract formation, interpret the nature of various contractual terms, and evaluate the conditions that lead to valid offer and acceptance scenarios.
- CO-2: Apply the principles of contract law to determine the validity of consent, the capacity of parties, and assess the legal remedies available for the breach of contractual obligations.
- CO-3: Differentiate between types of mercantile agents and explain their respective roles and responsibilities within the framework of agency law.
- CO-4: Assess the implications for the rights of partners and obligations under sale of goods, including consumer protections and sellers' remedies.

Books:

Chawla, Garg and Sareen : Mercantile Law 7th ED, Kalyani. Business law by N D Kapoor.

IMEV3002 FUNDAMENTAL OF ECONOMICS ANALYSIS (3-0-0)

Course Objectives:

- To understand the basic microeconomic principles
- To understand the importance of the key assumptions underlying microeconomic models
- To study the basic theories of consumer behaviour.
- To study the basic theories of firm behaviour.

Module-I The Art and Science of Economic Analysis:

The Economic Problems:- Scarce resources, Unlimited wants, Economic decision makers

The Art of Economic Analysis:- Rational Self-Interest, Choice requires time and information, Economic analysis is Marginal analysis, Micro Economics and Macro Economics.

The Science of Economic Analysis:- The Role of Theory, The scientific method, Normative versus Positive, Predicting Average behaviour.

Some pitfalls of Faulty Economic Analysis:- The fallacy that Association is Causation, The Fallacy of Composition, The mistake of ignoring the secondary effects.

Module-II Consumer Choice and Demand Analysis:

Utility Analysis (the law of diminishing marginal utility), Measuring utility (units of utility, utility maximizing conditions), Marginal utility and the law of demand (consumer surplus and Market demand), The role of Time in demand, Indifference curves theory of demand (properties of indifference curve, MRS, Budget line, consumer equilibrium, substitution and income effect), Determinants of demand, Law of demand and its exceptions, Demand schedule and demand curves, shifting of demand curve, Law of Supply, Market equilibrium, Elasticity of demand: Price elasticity of demand and its categories, Estimation of Consumer surplus in indifference curve analysis, price elasticity of demand, elasticity and total revenue, income elasticity of demand, cross elasticity of demand.

Module-III Production and Cost Analysis:

The organization of production and production Function, The production Function with one variable input, The production function with two variable input, The Nature of costs, costs as opportunity costs, Accounting versus Economic costs, Variable and Fixed costs, Short run cost function, Long run cost function, Economies and Diseconomies of scale, Revenue concepts.

Theory of Distribution: Marginal productivity theory; Theory of Wages, Concepts and Theories of Rent, Concepts and Theories of Interest, Concepts and Theories of Profit.

Course Outcomes:

- CO-1: Interpret the fundamental principles of microeconomics and articulate the underlying concepts of economic theory.
- CO-2: Apply the principles of cardinal and ordinal utility approaches to solve economic problems and critically evaluate their implications in various scenarios.
- CO-3: Analyse the relationship between cost and production to determine their impact on the pricing and output decisions of a firm.
- CO-4: Achieve conceptual clarity on revenue through the examination and distinction of different revenue types and their role in business strategy.
- CO-5: Examine the factors that influence the determination of wages, rent, interest, and profit in an economic context.

Books

- Economic Analysis: Dr. D.M. Mithani; HPH
- Micro Economics: Dr. P. K. Meheta; Taxmann
- Macro Economics: Dr. Sangita ;Taxmann
- Managerial Economics: Dr. P. N. Chopra; Kalyani

IMPC3002 COST ACCOUNTING (3-0-0)

Course Objectives:

1. To develop the understanding about cost accounting system
2. To familiarize the students about recording and treatment of material, labour & overheads in an organization
3. To understand the relevance of cost accounting in cost reduction and cost control

Module-I:

Cost Accounting: Meaning and definition, limitations of financial accounting, Development of Cost Accounting, Functions, Objectives, Advantages and Limitations of Cost Accounting, Importance of Cost Accounting to Business Concern. Relationship between Cost Accounting, Financial Accounting, and Management Accounting; Installing a Cost Accounting System, Essentials of a good Cost Accounting System. Cost concepts and classification; Method & Techniques of Costing, Cost Centre, Cost Unit, Profit Centre, Investment Centre, Preparation of cost sheet.

Module –II

Material Cost Management: Proper Purchase Procedure, Fixation of Stock Levels, ABC Analysis, Stores Ledger Account, Methods of Pricing of Material Issues. Practical Problems on Fixation of Stock Levels and Methods of Pricing of Material Issues (FIFO and LIFO only)

Labour Cost Management: Meanings of Time Keeping, Time Booking, Idle Time and Labour Turnover. Methods of Wage Payments-Time Rate System, Piece Rate System; Incentive Plans- Halsey Plan, Rowan Plan and Taylor's Differential Piece Rate System and Practical Problems on above methods.

Module –III

Overheads: Measuring and importance, production overheads, Primary Distribution and secondary distribution, allocation and apportionment of cost, absorption by production units; Machine Hour Rate

Cost Reduction and Cost Control: meaning of cost control, cost control process; importance cost control; meaning cost reduction; importance of cost reduction, techniques of cost reduction; distinction between cost control and cost reduction.

Contract costing, Process Costing: Process losses and inter process profit, simple equivalent production, Joint Product and By Products

Course Outcomes:

- CO-1: Acquire fundamentals knowledge relating to cost accounting (types & elements of cost) and identify expenses which are part of the total cost of a product or service.
- CO-2: Interpret the process of purchasing and storing materials, management and appraisal of labour force and allocation and apportionment of other expenses.
- CO-3: Learn different methods and techniques of ascertainment and control of costs in manufacturing and service industry.
- CO-4: Assimilate the concepts and applications of different cost management tools.

Reference Book:

1. Cost Accounting, Principle and Practices – Jain & Narang, Kalyani
2. Cost Accounting, Principle and Practices – Manash Dutta , Pearson
3. Cost Accounting, Principle and Practice- M. N. Arora , Vikas
4. Cost Accounting: An Introduction- Nigam & Jain , PHI

IMPC3003 MARKETING MANAGEMENT - II (3-0-0)

Course Objectives:

1. To expose students to a systematic frame work of Product and Brand Management
2. To highlight need for understanding Pricing and Distribution strategies
3. To introduce the concept of Promotion Mix

Module-I

Fundamentals of Product and Brand Management:

Meaning of product, Goods & Services Continuum, 5 Product Levels, Mass customization and Customization

Classification of consumer products and industrial products

Product Mix: Length, Width, Depth and Consistency.

Major Types of Product Mix Strategies: Line Stretching, Line filling, Line modernization, Line featuring, Line pruning, Brand extension

New Product Development: New Product Development Process: Idea Generation to commercialization. Factors for success and failure of a new product

Product Life Cycle: Concept & Characteristics of Product Life Cycle. Relevance of PLC and Strategies across stages of the PLC.

Special Categories of PLC – Style, Fashion, Fad.

Common alternate PLC Patterns - Growth-slump-maturity Pattern, Cycle-Recycle, Scalloped

Branding: Product Vs. Brand, Meaning of a Brand, Co-branding, Ingredient branding, Brand association, Brand awareness and Brand knowledge, Brand recall, Brand personality, Brand image, Brand equity, Difference between Individual branding, Family branding and Corporate branding

Module-II

Pricing Basics and Distribution:

Pricing : Meaning, Importance and factors influencing pricing decisions. 6 Steps in setting price, Different pricing methods

Distribution and Channel Management: Meaning of Distribution, Functions and Flows of Distribution Channel, Channel Levels, Pull Strategy and Push Strategy

Channel Options: Introduction to Wholesaling, Retailing, Franchising, Direct marketing, ECommerce Marketing Practices. Difference between Wholesalers and Retailers

Channel Integration And Systems – Concepts only Vertical Marketing System (Corporate VMS, Administered VMS, Contractual VMS), Horizontal Marketing Systems

Steps in Channel Design Decisions

Steps in Channel-Management Decisions

Channel conflicts and resolution (Overview only)

Module-III

Basics of Promotion:

The role of marketing communications in marketing effort.

Communication Mix Elements :Introduction to Advertising, Sales Promotion, Personal Selling, Public Relations, Direct Marketing, Concept of Integrated Marketing Communications (IMC)

Course Outcomes:

- CO-1: Make decisions on product and design product strategies.
- CO-2: Analyse pricing of different products and design pricing strategies.
- CO-3: Design distribution strategies.
- CO-4: Design promotion mix and branding strategies.

Text Books:

1. Marketing Management- A South Asian Perspective, 13th Edition– Authors – Kotler, Keller, Koshy, Jha
2. Rajan Saxena, Marketing Management, TMH

Reference Books:

1. Grewal & Levy, Marketing, TMH
2. Arun Kumar, N Meenakshi, Marketing Management, Macmillan
3. V.S. Ramaswamy & S. Namkumari, A Text Book of Marketing Management, Macmillan
4. Philip Kotler, Keller, Kosy & Jha, Marketing Management, Pearson Education
5. Sharad Kumar, A Text book of marketing management.
6. Srinivasan, Case Studies in Marketing-Indian context-PHI
7. Etzel, Walker, Stanton & Pandit, Marketing: Concept and cases, TMH

IMQT3201 INTRODUCTION TO AI (2-0-0)

Course Objectives:

The meaning behind common AI terminology, including neural networks, machine learning, deep learning, and data science.

1. What AI realistically can--and cannot—do
2. How to spot opportunities to apply AI to problems in your own organization
3. What it feels like to build machine learning and data science projects
4. How to work with an AI team and build an AI strategy in your company
5. How to navigate ethical and societal discussions surrounding AI

Though this course is largely non-technical, engineers can also take this course to learn the business aspects of AI.

Module-I What is AI?

Introduction, Machine Learning, What is data?The terminology of AI, What makes an AI company?What machine learning can and cannot do, More examples of what machine learning can and cannot do, Non-technical explanation of deep learning, Non-technical explanation of deep learning.

Module-II Building AI Projects

Introduction, Workflow of a machine learning project, Workflow of a data science project, Every job function needs to learn how to use data, How to choose an AI project (Part 1), How to choose an AI project (Part 2), Working with an AI team, Technical tools for AI teams.

Module-III: Building AI in your Company

Introduction, Case study: Smart speaker, Case study: Self-driving car, Example roles of an AI team
AI Transformation Playbook (Part 1), AI Transformation Playbook (Part 2), AI pitfalls to avoid, Taking your first step in AI, Survey of major AI application areas, Survey of major AI techniques
AI & Society

Introduction,A realistic view of AI, Discrimination / Bias, Adversarial attacks on AI, Adverse uses of AI, AI and developing economies, AI and jobs.

Course Outcomes:

- CO-1: After completing the course, the students will be able to:
- CO-2: Recognize fundamental AI concepts and vocabulary, discerning prominent figures in AI enterprises.
- CO-3: Apply project methodologies in machine learning and data science, demonstrating adeptness in selecting and managing AI activities.
- CO-4: Analyze deployment of AI solutions, and integrating advanced collaborative technologies for team synergy.
- CO-5: Evaluate ethical dimensions of AI, perceptive biases, vulnerabilities, and societal consequences, development ethical awareness.

Reference Course Link

Course Link: <https://www.coursera.org/learn/ai-for-everyone>