

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

Sl. No.	Category	Course Code	Course	Contact Hrs. L-T-P	Credit	University Marks	Internal Evaluation
Subject (Theory)							
1.	PC	IMPC4001	Organizational Behaviour	3-0-0	3	100	50
2.	PC	IMPC4002	Corporate Strategy	3-0-0	3	100	50
3.	PC	IMPC4003	Company Law	3-0-0	3	100	50
4.	PC	IMPC4004	Consumer Behaviour	3-0-0	3	100	50
5.	PC	IMPC4005	Management Accounting	3-0-0	3	100	50
6.	PC	IMPC4006	Managerial Economics	3-0-0	3	100	50
7.	EV	IMEV4201	Health & Wellness	2-0-0	2	-	100
Total				20-0-0	20	600	400

Note: [Click here to view/download the syllabus of the subjects.](#)

IMPC4001 ORGANIZATIONAL BEHAVIOUR (3-0-0)

Course Objectives:

1. To develop an understanding of the behavior of individuals and groups inside organizations
2. To enhance skills in understanding and appreciating individuals, interpersonal, and group process for increased effectiveness both within and outside of organizations.
3. To develop theoretical and practical insights and problem-solving capabilities for effectively managing the organizational processes.

Module - I:

Fundamentals of OB: Definition, scope and importance of OB, Relationship between OB and the individual, Evolution of OB, Theoretical framework (cognitive), behavioristic and social cognitive), Limitations of OB, Models of OB.

Module - II:

Attitude: Importance of attitude in an organization, Right Attitude, Components of attitude, Relationship between behavior and attitude, Developing Emotional intelligence at the workplace, Job attitude, Barriers to changing attitudes.

Personality and values: Definition and importance of Personality for performance, The Myers-Briggs Type Indicator and The Big Five personality model, Significant personality traits suitable to the workplace (personality and job – fit theory), Personality Tests and their practical applications.

Perception: Meaning and concept of perception, Factors influencing perception, Selective perception, Attribution theory, Perceptual process, Social perception (stereotyping and halo effect).

Motivation: Definition & Concept of Motive & Motivation, The Content Theories of Motivation (Maslow's Need Hierarchy & Herzberg's Two Factor model Theory), The Process Theories (Vroom's expectancy Theory & Porter Lawler model), Contemporary Theories – Equity Theory of Work Motivation.

Module - III:

Foundations of Group Behavior: The Meaning of Group & Group behavior & Group Dynamics, Types of Groups, The Five – Stage Model of Group Development.

Managing Teams: Why Work Teams, Work Teams in Organization, Developing Work Teams, Team Effectiveness & Team Building.

Leadership: Concept of Leadership, Styles of Leadership, Trait Approach, Contingency Leadership Approach, Contemporary leadership, Meaning and significance of contemporary leadership, Concept of transformations leadership, Contemporary theories of leadership, Success stories of today's Global and Indian leaders.

Course Outcomes:

- CO-1: Explain & interpret various concepts organizational Behaviour.
- CO-2: Apply different tools and techniques to make the students interpret the contemporary behavioural aspect of Individual as well as of group in an organization.
- CO-3: Analyse, identify problems and develop skill to deal with situation implementing right behavioural trait.
- CO-4: Integrate & implement important behavioural skill to empower the students to appreciate the requirement of behavioural code of conduct in the world of business.

Books:

- Understanding Organizational Behaviour, Parek, Oxford
- Organizational Behaviour, Robbins, Judge, Sanghi, Pearson.
- Organizational Behaviour, K. Awathappa, HPH.

IMPC4002 CORPORATE STRATEGY (3-0-0)

Course Objectives:

1. To learn the major initiatives taken by a company's top management on behalf of corporates, involving resources and performance in business environment.
2. To specify the Organization's mission, vision and objectives and develop policies.
3. To understand the analysis and implementation of strategic management in strategic business units.

Module - I:

Strategy and Process: External & Internal Environment – Strategic Advantage Profile (SAP), Environmental Threat Opportunity Profile (ETOP), SWOC Analyses -Conceptual framework for strategic management, the Concept of Strategy and the Strategic Management Process – Stakeholders in business – Vision, Mission, Purpose, Objectives and Goals – Strategic intent – hierarchy of strategy – strategic business unit.

Module - II:

Industry Structure & Competitive Advantage:

Industry Analysis - Porter's Five Forces Model-Strategic Groups, Competitive Changes during Industry Evolution-Globalization and Industry Structure - Capabilities and competencies–core competencies-Low cost and differentiation - Generic Building Blocks of Competitive Advantage- Distinctive Competencies-Resources and Capabilities durability of competitive Advantage- Sustainable Competitive Advantage - Case study.

Module - III:

Strategy Implementation and Evaluation:

The generic strategic alternatives – Stability, Expansion, Retrenchment and Combination strategies - Business level strategy- Strategy in the Global Environment-Corporate Strategy-Vertical Integration-Diversification and Strategic Alliances - Mergers & Acquisition (Concept) - Strategic analysis and choice – Business Portfolio Analysis – BCG Matrix and GE 9 Cell Model -Mc Kinsey's 7s Framework - Balance Score Card-case study.

Designing Strategic Control Systems- Matching structure and control to strategy- Implementing Strategic Change-Politics- Power and Conflict-Techniques of strategic evaluation & control-case study.

Course Outcomes:

- CO-1: Interpret the concept of corporate strategy.
- CO-2: Interpret the inter-linkages between the strategy of the organization and the structure of the organization.
- CO-3: Identify the different levels of corporate strategy and able to chart strategies for the organisation that derive from both the external and internal analyses performed.
- CO-4: Examine the reasons for developing Strategies and analyse the resources and capabilities of the organization.

Text Books:

1. Strategic Management & Business Policy, Azar Kazmi, TMH,
2. Strategic Management, R. Srinivasana, PHI,
3. Strategic Management, Haberberg & Rieple, Oxford ,
4. An Integrated approach to Strategic Management, Hill & Jones, Cengage ,
5. Strategic Management & Entrepreneurship, D.Acharya & A. Nanda, HPH

IMPC4003 COMPANY LAW (3-0-0)

Course Objective:

The learners will be acquainted with the legal norms regulating the subjects of the corporate law, their legal structure and the position (status) of the trading subjects.

Module – I:

Company Law: Definition and Nature of Company, characteristics of a Company, Types of Companies Difference between Partnership and Company. Formation of Company-Memorandum and Articles, of Association, Incorporation of a Company, Issue of Prospectus and membership company, liability of a member,

Share Capita: Types of Share capital, Allotment and Transfer and transmission of shares. Investments, Loans, Borrowings. Protection of Minority shareholders.

Company Management: Appointment and Removal of Directors, Right and Liabilities of Directors, Meetings: types of meeting, Basic Knowledge of Various types of resolutions, Compromise, Reconstruction and a malgamation, Winding of a Company. Winding up by court, and Voluntary winding up.

Module – II:

Negotiable Instruments Act: Definition of Negotiable Instrument, Promissory Notes, Bill of Exchange and Cheque, Parties to Negotiable Instrument, Discharge of parties from liability. Dishonor of negotiable instruments, dishonor of a cheque, Hundis.

RBI guidelines for debit card and credit card, e- cheque. Company law in computerized environment: E- governance, five steps in e-flinging process.

Module – III:

Law of Insurance: Definition and elements of insurance contract, Premium and reinsurance, Basic idea about life, Fire and Marine Insurance.

Law of Carriage: Basic feature of law relating to land, air and sea carriers.

Course Outcomes:

CO-1: Analyse different concepts, provisions of Company law and issues of corporate and measure to controls it.

CO-2: Analyse & explain the current scenario in company management and provisions of company law-2013 to deal with such pertinent problems.

CO-3: Describe the companies' activities meant for the betterment of the society by application of provisions of company law.

CO-4: Outline & interpret the initiatives of corporate to adherence to provisions of company law-2013.

Reference Books:

1. Chawla, Garg and Sareen: Mercantile Law 7th ED, Kalyani, Company Law (14th edition) by A.K Majumdar and DR.G.K.Kapoor

IMPC4004 CONSUMER BEHAVIOUR (3-0-0)

Course Objectives:

1. To understand the role of consumer behavior in marketing and to develop the skills to map the consumer's mind set.
2. To identify consumer behavior and to analyze emerging issues in buying behavior.

Module - I:

Theories of Consumer Behaviour: Learning theory, Psychoanalytic theory, Gestalt, Cognitive theory, Psychological field, Black box Model, Distributive Approach, implication of these theories, Consumer decision: Process approach, Factors, influencing consumer decision making,

Module - II:

Individual Determinants of Behaviour: Personality, perception, attitude (attitudinal models), learning, Motivation, Group influence on consumer behaviour-Social class, Social groups, Opinion leaders. Role of social media in shaping consumer behavior, Culture and its impact on Consumer behaviour, Relevance of culture in making decisions, Characteristics of culture, Cultural Values, Cultural Changes, Cross cultural understandings. Family: Role & Structure, Family Life Cycle, Purchasing decisions, changing role of families.

Module - III:

Models of Consumer Behaviour: Engel- Kollat-Blackwell Model. Changing Consumer Behaviour and its dynamics, Consumer Behaviour in online marketing, Characteristics of modern women and Netizens. Consumer decision Journey and stages, Omni Channel Behaviour.

Course Outcomes:

- CO-1: Rationalize for studying consumer behaviour and understanding its significance.
CO-2: Identify and explain factors which influence consumer behaviour inclusive of society and culture.
CO-3: Demonstrate how knowledge of consumer behaviour can be applied to marketing.
CO-4: Build the capability in interpreting decision making processes, consumer behaviour models and Omni channel behaviour.

Books:

- Consumer Behavior, Leon G. Schiffman, Leslie Lazar Kanuk, S.Ramesh Kumar, Pearson
- Consumer Behavior, David L. Loudon & Albert, J. Della Bitta, Tata McGraw Hill
- Consumer Behavior Indian Perspective, Suja R. Nair, Himalaya Publishing House
- Consumer Behavior, Satish K. Bhatra & S H HKazmi, Excel Books

IMPC4005 MANAGEMENT ACCOUNTING (3-0-0)

Course Objectives:

1. To know the significance of management accounting in modern business
2. To familiarize students about various management accounting tools
3. To understand the application of management accounting techniques in managerial decision making

Module – I:

Management Accounting: Meaning, nature, scope and functions of management accounting; role of management accounting in decision making; management vs. financial accounting, management accounting vs. cost accounting; tools and techniques of management accounting; Financial Statement meaning and types of financial statements; Limitations of financial statement: Objectives and methods of financial statement analysis.

Module – II:

Ratio Analysis: Classification of ratios- Profitability ratios, Turnover ratios, liquidity ratios, Solvency ratios, Advantages of ratio analysis; limitations of accounting ratios;
Marginal Costing: Nature and Scope, marginal cost equation, Profit Volume Ratio, Break Even Chart, Impact on profits due to changes in various factors, use of probabilities and Application of marginal costing for management decisions making

Module – III:

Budgeting and Budgetary control: Meaning of a budget; budgeting and budgetary control; advantages of budgeting; limitations of budgeting; types of budgets; process of budgeting; fixed and flexible budget; zero base budgeting
Standard Costing: Introduction; standard cost and standard costing; standard costing vs. Budgetary control; analysis of variance (for Material and Labour only); advantages and limitations of standard costing

Course Outcomes:

- CO-1: Define fundamentals concepts of management accounting and its role in decision making.
CO-2: Explain the financial statements of a company and illustrate its performance through financial statement analysis.
CO-3: Use and interpret the techniques of ratio analysis and marginal costing for informed management decision-making.
CO-4: Describe and illustrate the concepts of budgeting and standard costing, as well as analysis variances for material and labour to enhance control over cost.

Reference Book:

1. Management Accounting Principle & Practices, Gupta, Sharma & Gupta, Kalyani
2. Management Accounting, Pillai & Bagavathi, S. Chand
3. Management Accounting, R.P. Rustagi, Taxman
4. Management Accounting, Arora & Katyal, HPH

IMPC4006 MANAGERIAL ECONOMICS (3-0-0)

Course Objectives:

1. To lay an adequate theoretical foundation to study various applied fields in economics and management.
2. To demonstrate the application of economic theory to business decisions.
3. To develop a student's ability to think analytically about the economic forces at work in society.
4. To develop a framework which the students may use to analyze the overall behavior of a modern mixed economy.

Module - I:

Relevance of economics for business decisions, Scope of Managerial Economics, Role of Managerial Economist and Business decision making. Demand Analysis – individual demand and market demand, Determinants of demand, Elasticity of demand and its measures in business decision making, Demand Estimation and demand Forecasting, Supply Analysis.

Module - II:

Production functions: Short Run Production Function – Variable Proportions, Long Run Production Function - Returns to Scale; cost minimization and output maximization, various cost concepts, cost functions, Economies of scale and economies of scope (simple numerical problems to be solved).

Module - III:

Market morphology, price and output determination under different market conditions: Perfect competition, monopoly, monopolistic competition, oligopoly, Descriptive pricing approaches: Full cost pricing, product pricing; Price skimming, penetration pricing. Input pricing; Concepts of consumption, saving, and investment, Phases of business cycle, Inflation, Fiscal and Monetary policies, National Income.

Course Outcomes:

- CO-1: Adopt the managerial economics concepts for business decision making. Also know the law of demand, its exceptions and the use of different forecasting methods for predicting demand for various products and services.
- CO-2: Analyse the different costs of production and how they affect short and long run decision. Derive the equilibrium conditions for cost minimization and profit maximization. Analyse economies of scale, diseconomies of scale and economies of scope.
- CO-3: Learn about the short run and long run equilibrium of a firm and industry and also about different market structure and various pricing techniques.
- CO-4: Analyse different phases of business cycle, Analyse the impact of cyclical fluctuation on the growth of business and lay policies to control business cycle.

Reference Books:

1. Managerial Economics, Geetika, Ghosh, Raychoudhury, TMH
2. Managerial Economics, Salvatre, Srivastava, Oxford
3. Managerial Economics, Keat, Young, Banerjee, Pearson,
4. Managerial Economics, H L Ahuja, S. Chand
5. Managerial Economics Theory and Applications, DM Mithani HPH
6. Managerial Economics, PL Mehta Sultanchand & Co.
7. Managerial Economics, DN. Dwivedi, Vikash

IMEV4201 HEALTH & WELLNESS (2-0-0)

Course Objectives:

1. This course provides students with an overview of various aspects of health and wellness, including physical, mental, emotional, and social well-being.
2. Students will explore strategies for maintaining a healthy lifestyle, understanding the importance of nutrition, physical activity, stress management, interpersonal relationships, yoga, and fitness in promoting overall wellness.

Module - I:

Introduction to Health & Wellness: Definition of health and wellness, Dimensions of wellness, Holistic approach to health.

Nutrition and Healthy Eating: Basics of nutrition, Dietary guidelines for a healthy diet, Meal planning and healthy eating habits.

Physical Activity, Exercise, and Fitness: Benefits of regular physical activity and exercise Types of exercise and fitness activities, Developing a personalized fitness plan.

Module - II:

Yoga for Health and Well-being: Introduction to yoga, Benefits of yoga for physical and mental health, Basic yoga poses and breathing techniques.

Stress Management and Relaxation Techniques: Understanding stress and its impact on health, Stress management strategies, Relaxation techniques, including yoga and meditation.

Mental Health and Emotional Well-being: Common mental health disorders, coping strategies for managing emotions, Building resilience and emotional intelligence

Sleep Hygiene and Restorative Sleep: Importance of sleep for health and well-being, Sleep hygiene practices, Strategies for improving sleep quality.

Preventive Healthcare and Disease Prevention: Role of preventive healthcare measures, Screening tests and immunizations, Lifestyle factors in disease prevention.

Course Outcomes:

- CO-1: Understand the holistic concept of health and wellness, including the interconnectedness of physical, mental, emotional, and social well-being.
- CO-2: Identify key factors that contribute to maintaining a healthy lifestyle, including nutrition, physical activity, stress management, sleep hygiene, personal relationships, yoga, and fitness.
- CO-3: Evaluate personal health behaviors and habits, and develop strategies for making positive lifestyle changes to enhance overall wellness.
- CO-4: Explore the role of preventive healthcare measures, disease prevention strategies, yoga, and fitness in promoting long-term health and well-being.

Text Books:

1. A Text Book on Physical Education & Health Education Fitness, Wellness and Nutrition, Dr. A. K. Uppal, Dr. P. P. Ranganathan.
2. Dr. R. Nagarathna and Dr. H.R. Nagendra: Yoga and Health, Swami Vivekananda Yoga Prakashana, 2002
3. B. C. Rai Health Education and Hygiene, Published by Prakashana Kendra, Lucknow.

Reference Book:

1. The Wellness Workbook" by John W. Travis and Regina Sara Ryan