FOR ADMISSION BATCH 2024-25

INTEGRATED MASTER OF BUSINESS ADMINISTRATION

FIRST YEAR (FIRST SEMESTER)

Sl. No.	Category	Course Code	Course	Contact Hrs. L-T-P	Credit	University Marks	Internal Evaluation
Subject							
1.	EV	IMEV1001	English Language Communication	3-0-0	3	100	50
2.	EV	IMEV1002	Business Organisation	3-0-0	3	100	50
3.	QT	IMQT1001	Business Statistics	3-0-0	3	100	50
4.	PC	IMPC1001	Basic Financial Accounting-I	3-0-0	3	100	50
5.	PC	IMPC1002	Fundamentals of IT	3-0-0	3	100	50
6.	EV	IMEV1201	English Language Communication Lab	0-0-2	2	-	100
7.	PC	IMPC1201	Information Technology Lab	0-0-2	2	-	100
Total				**15-0-4**	**19**	**500**	**450**

FIRST YEAR (SECOND SEMESTER)

Sl. No.	Category	Course Code	Course	Contact Hrs. L-T-P	Credit	University Marks	Internal Evaluation
Subject							
1.	EV	IMEV1003	Business Communication	3-0-0	3	100	50
2.	EV	IMEV1004	Social Psychology	3-0-0	3	100	50
3.	QT	IMQT1002	Quantitative Methods-I	3-0-0	3	100	50
4.	PC	IMPC1003	Basic Financial Accounting-II	3-0-0	3	100	50
5.	PC	IMPC1004	Marketing Management-I	3-0-0	3	100	50
6.	EV	IMEV1202	Business Communication Lab	0-0-2	2	-	100
7.	QT	IMQT1201	Advance Excel- Lab	0-0-2	2	-	100
Total				**15-0-4**	**19**	**500**	**450**

IMEV1001 ENGLISH LANGUAGE COMMUNICATION (3-0-0)

Course Objectives:
The objectives of the course are;
1. To provide an overview of the process and types of communication, causes of miscommunication, and strategies for effective communication
2. To familiarize the learners with requisites for using the four language skills, namely, Listening, Speaking, Reading, and Writing
3. To put in use the basic mechanics of grammar, usage, and punctuation.

ModuleI: Basics ofCommunication

The Process of Communication & its elements; Barriers to communication & Strategies for overcoming them, Non-verbal communication: Kinesics; Oculesics; Proxemics; Chronemics; Haptics; Paralanguage; Appearance and Artifacts. Communication network in an organization: The Grapevine; Downward, Upward, Horizontal and Diagonal Channels. 7Cs' of effective communication.

ModuleII: Listening,Speaking and Reading Skills

Listening: Importance; Types of listening: Active listening; Content listening; Empathic listening; Critical listening. Strategies for improving listening skills.
Speaking: Characteristics of Effective Speech- Clear articulation; Rate of speaking; Voice quality; Eye Contact; Relevance of content for the audience.

The Sounds of English, IPA symbols, The Syllable- Division of words into syllables – Problem sounds for Indian learners of English. Stress– Word stress, Contrastive Stress- Rules of Intonation (Falling and Rising tones) in English.

Reading: Developing reading skills of skimming and scanning; predicting, guessing the meaning of unfamiliar words, inferring; Extensive and Intensive Reading.

Module – III: The WritingSkill & English Grammar.

- **Writing**: The Writing Process; Characteristics of effective writing: clear organization and structuring of ideas, clarity of language, stylistic variation. Paragraph writing; Summary/précis writing; Note-making.
- **Applied English Grammar**: English verb types: Main and Auxiliary verbs; Stative and Dynamic; Transitive and Intransitive. Tenses; Subject-verb concord; Non-finite forms; Conditionals & Relative clauses; Parallel Structures; Punctuation.

Course Outcomes:
After completing the course, the students will be able to:

CO-1: Apply conceptual knowledge to enforce the basic concepts of communication, identify and overcome potential barriers in communication and use proper verbal and nonverbal modes of communication in an organisation.
CO-2: Analyse and implement effective listening and speaking skills for proper articulation of words and sentences and maintain proper eye contact and prepare relevant content for audience.
CO-3: Develop effective reading skills and maintain clarity in writing styles along with structuring ideas for stylistic variation in writing.
CO-4: Use Basic Grammar effectively in writing and speaking.

Reference Books:

1. Communication Skills, Sanjay Kumar & Pushpa Lata,Oxford
2. An introduction to Professional English and Soft Skills: Das et al, BPUT TextBook.
3. Business communication- Meenakshi Raman & Prakash Singh, OUP.
4. Effective Technical Communication, Ashraf Rizvi, McGraw Hill India.
5. A University Grammar of English, Quirk et al,Pearson

IMEV1002 BUSINESS OGRANISATION (3-0-0)

Course Objectives:

1. To provide the students an understanding of the nature of business activities and the environments within which they function.
2. To provide the theoretical and practical aspects of the operation of the various types and forms of business organizations.
3. To develop an understanding of the role of business activities in the modern world.

Module-I:

Introduction to business: Meaning of business; nature of business; objectives of business: essentials of a successful business; qualities of a successful businessman; Classification of industries; Modern Business Environment: Characteristics, Challenges; Business Processes.

Business organization: Meaning: characteristics of an ideal form of business organization. Different forms of Business Organization

Module-II

Sole Trader: meaning; features; merits and demerits.
Partnership: meaning, characteristics; kinds of partners; partnership deed; advantages and disadvantages of partnership form of business organization: dissolution of partnership firms and different forms of Cooperatives.
Joint Stock Company: Meaning and definition; characteristics: kinds of companies; distinction between private and public company. merits and demerits of company form of business organization;
Statutory Corporations: Features, Merits & Limitations; Formation of a company: Process.

Module-III:

Organizational Structure: Formal and informal organization-Line Organization, Line and staff organization, Delegation, Decentralization, structural configurations of functional, Divisional, Matrix, Network, Virtual and learning organizations: Federal decentralization, Principles underlying designing of a structure.

Course Outcomes:

CO-1: Explain the concept of the various constituents of organisations and their impact on businesses.
CO-2: Demonstrate and develop conceptual framework of business organisations and generate interest in business.
CO-3: Interpret the definition of ethics, the importance and role of ethical behaviour in the business world today.
CO-4: Explain different ways of classifying businesses by size industries, sectors and industries type.

Reference Books:

- Modern Business Organisation Management-S. A Sherleker, Himalaya
- Publishing House
- Modem business Organisation-J P Mahajan- Himalaya Publishing House

IMQT1001 BUSINESS STATISTICS (3-0-0)

Course Objectives:

1. To learn adequate theoretical; concept of statistics in various applied field in management decision making
2. To understand role of statistical tools in managerial decision making
3. To understand the applications of various quantitative techniques in managerial setting.

Module-I: Statistics Introduction: Meaning and definitions of statistics; importance of statistics in business; limitations of statistics; types of data, collection of data; classification and tabulation of Data; graphic and diagrammatic presentation of Data. Measures of Central Tendency Introduction: The Arithmetic Mean; The Median: The Mode; comparison between mean, median and mode: The geometric Mean; The Harmonic Mean.

Module-II: Measures of Dispersion: Introduction; The Range: The Quartile Deviation: The Mean Deviation; The Standard Deviation; Coefficient of Variation. Introduction, Skewness; Measures of Skewness; Moments; Kurtosis.

Module-III: Probability,Introduction; Basic terminology in Probability; three types of Probability. Probability Axioms; Probability under conditions of statistical independence and dependence: Bayes' Theorem.

Course Outcomes:

CO-1: Collect, organize, and analyse data using appropriate statistical techniques and software tools.
CO-2: Demonstrate proficiency in descriptive statistics, including measures of central tendency, dispersion, and graphical representation of data.
CO-3: Build and evaluate predictive models using statistical methods, enabling them to forecast future trends, identify patterns, and make strategic decisions based on predictive analytics.
CO-4: Develop a solid understanding of probability theory and its applications in business contexts.

Books:

- Statistics for Management - Lavin &Rubbin (TMH)

Statistical Methods and Quantitative Techniques- Digambar Patri (KP)

IMPC1001 BASIC FINANCIAL ACCOUNTING - I (3-0-0)

Course Objectives:

1. To understand the need of accounting for a business.
2. To familiarize the students about the process of Accounting.
3. To know about the result of a business reflected by accounting statements.

Module -I

Introduction: Accounting as a language of business and need of Accounting, Accounting & Book keeping, Importance & objectives of Accounting, Basic Terminologies, users of accounting information, limitations of accounting, Accounting concepts &conventions, Accounting Standards, Accounting Equation and effect of transactions on Accounting Equation.

Module- II

Accounting Cycle, Type of Account, Journal, meaning, steps in Journalizing, golden rules for journal. Leger as book of secondary entry, process of ledger posting, Subsidiary book: Cash book single column, double column, triple column cash book and petty cash book, Trial Balance, meaning objectives and methods of preparing Trial Balance

Module- III

Capital Expenditure, Revenue Expenditures and Deferred Revenue Expenditure, Final Account: Preparation of Trading Account, Profit and Loss Account and Balance sheet, Final Account with Adjustment: Closing stock, outstanding expenses, prepaid expenses, Accrued Income, Provision for bad debt and Depreciation.

Course Outcomes:

CO-1: Interpret the process of accounting, uses and limitations.
CO-2: Identify the accounting concepts, principle and conventions.
CO-3: Solve, and examine the Journal Entries, Ledger, and Trial Balance.
CO-4: Prepare Financial Statements, Trading, Profit & Loss and Balance Sheet.

Reference Book:

1. Double Entry Book- Keeping, Juneja, Arora, Chawla, Kalyani
2. Financial Accounting, Maheshwari, Vikas
3. Financial Accounting Principle and Practices, Lal & Srivastava, S. CHAND

IMPC1002 FUNDAMENTALS OF IT (3-0-0)

Course Objectives:
The aim of this course is to:
1. Provide fundamental concepts and importance of Information Systems (IS) in modern business environments.
2. Provide knowledge of Database Management Systems (DBMS) and their role in data organization and management.
3. Explore the basics of Computer Networks, Internet Security, and their implications for business operations and data protection.
4. Learn about emerging trends in computing technologies and their applications in business and commerce.

Module - I:Information Systems for Business: Need for Information Systems (IS), Business in the Information age, Information systems Concepts, Role of IT in various functional areas of business – Accounting & Finance, Marketing & Sales, Production & Logistics, and Human Resources Management Systems.

Module - III:Database Management Systems: Database, Types of Databases, Components of a Database system. DBMS, DBMS language, Advantage and limitations of Database, Database models. Systems Planning - Traditional system development lifecycle (SDLC) - alternate methods for system development-dataflow analysis, System development outside the system.

Module-III: Basic Concepts of Computer Network &Internet Security: Data Communication & Computer Network – Definition, Network Topologies Network Devices, Wireless Networking. Types of attacks, DOS attacks, Malicious Software, Hacking, Security Services, Security Mechanisms - Cryptography, Digital Signature, Firewall, Types of Firewalls, Identification& Authentication. ECommerce Overview- E-commerce Applications, M-Commerce Services & Applications, Emerging Trends in Computing.

Course Outcomes:
After completing the course, the students will be able to:

CO-1: Analyze and assess the role of information technology in diverse functional areas of business and its influence on strategic decision-making processes.
CO-2: Design and execute basic database management systems utilizing suitable database models and languages.
CO-3: Students will be able to evaluate network topologies, identify security threats, and apply appropriate security mechanisms to mitigate risks.
CO-4: Engage in discussions regarding emerging computing trends, including e-commerce applications, and their impacts on fostering business innovation and competitiveness.

Reference Books:

- Foundations of Computing, 5th Edition, Sinha and Sinha, bpb publication
- Management Information Systems: Managing the Digital Firm" by Kenneth C. Laudon and Jane P. Laudon
- Database System Concepts, Seventh Edition by Avi Silberschatz, Henry F. Korth, S. Sudarshan, McGraw-Hill
- Simplified Approach to DBMS By Parteek Bhatia Gurvinder Singh, Kalyani

IMEV1201 ENGLISH LANGUAGE COMMUNICATION LAB (0-0-2)

Course Objectives:

1. To improve the learners' proficiency in Listening, Speaking, Reading and Writing skills in English.
2. To enhance their active vocabulary by at least 300 new words.
3. To enable them to speak words and sentences with correct pronunciation of English sounds and with proper stress and information.

Lab sessions will be used to provide practice activities based on the content of all three modules of theory, with particular emphasis on the following:

1. **Listeningexercises**
   - (i) Taking a dictation
   - (ii) Listening with a focus on pronunciation: segmental sounds, stress, weak forms,intonation.
   - (iii) Listening for meaning: listening to a short talk / newsbulletin.
   - (iv) Taking notes from alecture/speech.
2. **Readingexercises**
   - (i) Reading comprehension; Speed reading practice
   - (ii) Note making after reading a text, showing the main idea and supporting ideas and the relationship between them.
3. **Writing exercises**
   - (i) Practice in writing paragraphs based on a Topic Sentence,
   - (ii) Writing a Summary/ Precis.
4. **Phonemic transcription usingIPA symbols.**
   - (i) Transcription of words in normal English orthography(writing)into IPAsymbols
   - (ii) Phonemic transcription of words presentedorally
   - (iii) Syllable division and stress marking (in words presented inphonetic transcription)
5. **Speakingexercises**
   - (i) Introducing oneself and others
   - (ii) Pronunciation practice (for accent neutralization), particularlyof problem sounds, in isolated words as well assentences.
   - (iii) Practicing word stress, andintonation.
   - (iv) Practice of 2 Minutes' speech on a contemporary topic.
6. **Vocabularyexercises**

Course Outcomes:

After completing the course, the students will be able to:

CO-1: Use conceptual knowledge of communication and use effective body language and proper articulation by implementing rules of pronunciation.

CO-2: Analyse and implement effective listening and speaking skills for proper articulation of words and sentences and focus on accent neutralisation.

CO-3: Develop effective writing styles along with structuring ideas for stylistic variation in writing for effective documentation.

CO-4: Use Basic Grammar effectively in writing and speaking and implement remedial measures to improve the same.

Book for Reference:

1. English Communication Skills- Raman & Singh
2. Effective Technical Communication- Ashraf Rizvi.

IMPC1201 INFORMATION TECHNOLOGY LAB (0-0-2)

Course Objectives:

1. To know about the concept of Google Sheet and its Applications.
2. To know about the concept of DBMS/ RDBMS using MySQL / Oracle / Access.

Module - I

Introduction to Computer System, OS, Internet etc., Acquire the essentials for using & working with **Google Services:** Docs, Sheet, Presenter and Sites etc. **Google Forms:** Google's Form and Response sheet creation, in this section, you will learn how to send and receive forms through Google Drive so you can review them instantaneously. **Google Mobile Apps:** One of the greatest parts of using Google is its portability. This section shows you how to optimize the apps on your mobile device.**Google Class Room:** Learn about the Google Class Room, its use, importance, how teachers use it for assignments, mark etc.**Google Calendar:** Use of Google Calendar, how it is used, its importance etc.**Google Sites:** How to create site of your own using Google site, Over View of HTML, Design and importance of Web Design and Development.**You Tube:** Concept of You Tube, How to create You Tube Channel, Create short videos. **Google Photo:** Learn about the Google Photo, its use, importance, how teachers use it for editing photos, Uploading Photos etc.

Module - II

Introduction to DBMS / RDBMS using Oracle or MySQL, Learning Basic DML and DDL, Commands, Create, Alter, Truncate, View commands, Insert, Select, Delete, Update, Sort, Replace commands

N.B: All Computers must have Internet Connection and Assignments should design and developed by concerned faculty for students as per syllabus.

Course Outcomes:

CO-1: Create, Edit, Print and Share documents.
CO-2: Create, Edit, Print, Share and Present the Presentation.
CO-3: Apply the understanding of how various information & data representation in Spreadsheet.
CO-4: Outline the role of the Internet and ethical, social, & security issues of Internet Uses.

Text Books

- Google Apps for Dummies Karl Barksdale
- Learning Google Apps: Ramalingam Ganapathy
- Learning MySQL by Seyed M. M. Tahaghoghi

IMEV1003 BUSINESS COMMUNICATION (3-0-0)

Course Objectives:

1. To familiarize the learners with different formats of organizational communication
2. To infuse the correct practices and strategies of effective business writing and business presentation.
3. To put in use the basic mechanics of grammar, usage, and punctuation.
4. To impart instructions for preparing impressive Resumes.
5. To make the students ready for effective Group Discussions and impressive performance in job interviews.

Module-I: Writing Letters, Memos,E-mail:

- **The Writing Process;** Guidelines for composing effective messages;
- **Business Letter:** Parts of a Business Letter; Formats for typing a business letter; Writing routine, good-news & bad-news messages; Writing persuasive messages.
- **Business Memo**;
- **Effective e-mail writing;** Rules of Netiquette.
- **Business Report:**Features of a good business report. Formats- Printed form, Memo, Letter, manuscript; Structure of a short Formal Report. Steps in planning and preparing a business report.

Module-II: Designing & Delivering OralPresentations:

- **Presentations:** Planning, Preparing, Practicing, and delivering oral presentations; Enhancing oral presentations with Visual aids; Overcoming Stage Fright; Importance of body language during presentations; Question-Answer session after the presentation.
- **Meetings:** Preparing a notice-cum-agenda; Chairperson's role; Other role functions in a meeting; Content of the minutes of a meeting.
- **Cross cultural communication:** Technology in use - Video conferencing - Google Meet - Teams – Zoom: Arranging meetings.
  Social Media - Artificial Intelligence & Communication prompts.

Module-III: Writing employment messages and taking part in GD & Interviews:

- **Preparing resumes and Job application letters**; Resume: Parts of a Resume- Resume Styles: Chronological, Functional, and Chrono- Functional- Resume Design- Job Application letter.
- **Group discussion**: Types; How to prepare for GD; Parameters of Evaluation; Role Functions in GD; Non-functional Behaviour Patterns in GD; Guidelines for Effective Group Discussions.
- **Interviews**: Types by purpose; 3 stages of an interview; how to prepare for an interview; how to answer FAQs; Following up with a letter of thanks.

Course Outcomes:

After completing the course, the students will be able to:

CO-1: Distinguish among various levels of organizational communication and communication barriers while developing an understanding of communication as an organizational process.
CO-2: Develop awareness of Techniques of active Listening and fluent speaking.
CO-3: Apply the reading strategies of Skimming, Scanning, and Inferring in the comprehension of the reading texts of various types.
CO-4: Demonstrate the ability to compose reasonably error-free business correspondence with brevity and clarity.
CO-5: Apply Creative thinking as well as critical thinking in preparing his/her resume, in writing Reports, and in taking part in Group Discussions, and in designing PPTs for presentation.
CO-6: Use appropriate communication skills in multicultural contexts, in social media, in web meetings, and in web browsing.

Books:

1. Business Communication Today – Bovee, Thill,Schatzman
2. Business Communication, Meenakshi Raman & Prakash Singh,Oxford
3. Business Communication- concepts, cases & applications, Chaturvedi &Chaturvedi, Pearson
4. Communication for Management, Urmila Rai and S M Rai,HPH
5. Business and Managerial Communication, Sengupta, PHI 5. BusinessCommunication for Managers, P. Mehra,Pearson
6. BCOM- Business Communication, Lehman, Sinha,Cengage

IMEV1004 SOCIAL PSYCHOLOGY (3-0-0)

Course Objectives:

1. Understand the socio-cultural influences on human development and behavior
2. Exhibit the ability to work respectfully and constructively with individuals of different backgrounds, values, and experiences
3. Demonstrate the ability to integrate multicultural concepts into psychology research, theory, practice, and service to others
4. Describe key concepts, principles, and overarching themes in psychology

Module-I:

Introduction: Definition, Scope, Methods and Branches of Psychology (with special reference to Industrial/ Organization Psychology) , Major Viewpoints- Behavioristic approach, Gestalt, School, Psychoanalytic School.

Module-II:

Sensation, Attention and Perception: (a)Attributes and classification of sensation (b) Attention Determinants, Shift, Fluctions, Distraction, (C)

Module-III:

Learning Process: Factors of Learning, Theories- Connectionism, Classical and Operant Conditioning, Programmed Learning.

Memory: Encoding, Storage, Retrieval, STM, LTM, Other types , Forgetting- its causes. **Emotion**: Reaction (types) Psychological basis.

Intelligence: Definition, Concept of IQ, Emotional Intelligence

Personality: Definition, Types, Traits, Tests

Course Outcomes:

CO-1: Develop insight and analyse the contribution of social psychologists to the understanding of human society.
CO-2: Evaluate effective strategies in socialization, group processes (both inter and intra-group) and helping behaviour.
CO-3: Register the progression of theories in major areas in Social Psychology.
CO-4: Interpret attitude formation and various methods to be used to change the attitude.
CO-5: Interpret aspects related to social psychology.

Books:

- Atkinson, R.L., Atkinson, R.C. Smith, E.E. &Hilgrad, ER: Introduction to Psychology, Harcourt Brace Java Publisher.
- Baron, R.A: Psyshology: The Essential Science, Allyn and Bacon.
- Morgan, C.T., King, R.A. Weisz, J.R. and Schopler, J: Introduction to Psychology McGraw Hill
- Munn, NL, Ferland, L.D., and Freeland, P.S. : Introduction to Psychology, Oxford, IBH Publishing.
- Woodworth, R.S., &Scholsberg, H: Experimental Psychology, Oxford & IBH Publishing.

IMQT1002 QUANTITATIVE METHODS - I (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 various quantitative techniques in managerial setting.

Module-I: Linear Programming:

Basic concept; Structure of Linear Programming Model; Application areas of Linear Programming. General Mathematical Model of Linear Programming Problem; Guidelines on Linear Programming Model Formulation; Examples of LP Model Formulation in various functional areas of management; Graphical Solution Method of LP Problems, The Simplex Method(Maximization Case; Minimization Case-Two Phase Method & Big M Method).

Module-II: Transportation Problem:

Transportation Problem; Methods for Finding Initial Solution (North-West Comer Method, Least Cost Method, Vogel's Approximation); Test of Optimality- MODI Method Assignment Problem: Assignment Problem, Solution Methods of Assignment Problem- Hungarian Method for solving Assignment Problem; Variations in the Assignment Problem-Multiple Optimal solutions, Maximization Case in Assignment Problem, Unbalanced Assignment Problem, Restrictions on Assignments.

Module-III: Decision Theory and Decision Tree:

Steps of Decision-making Process; Types of Decision Making Environment, Decision Making under Uncertainty (Optimism Criterion, Pessimism Criterion, Equal Probabilities criterion, Coefficient of Optimism Criterion, Regret Criterion); Decision Tree Analysis, Decision Making with Utilities.

Course Outcomes:

CO-1: Interpret Fundamental Concepts of Linear Programming.
CO-2: Evaluate and Solve Transportation Problems.
CO-3: Analyse and Solve Assignment Problems.
CO-4: Demonstrate Decision-Making Skills in Quantitative Environments.

Books:

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

IMPC1003 BASIC FINANCIAL ACCOUNTING - II (3-0-0)

Course Objectives:

1. To comprehend the significance of corporate accounting in financial reporting and management.
2. To master the processes involved in the issuance, management, and redemption of shares and debentures.
3. To apply advanced tools and techniques for financial statement analysis, including ratio analysis and cash flow statement evaluation.
4. To evaluate financial performance and make informed decisions based on comprehensive financial analysis.

Module-I: Accounting for Share Capital

Meaning and Importance of Corporate Accounting, Issue of shares, Payment in instalment, Journal entries for calls in Arrear and call-in advance, Forfeiture and Re-Issue of shares. Buyback of shares, understanding corporate Income statement and Balance sheet as presented in the Annual report of Companies.

Module-II: Accounting for Debentures

Issue of Debenture and Its classification, Different terms of issue of debenture, Redemption of debenture, Final accounts of limited liability companies as per the existing company Act, 2013 Contingency and events occurring after the balance sheet.

Module- III: Financial Statements analysis

Meaning, definition, objectives and uses of financial statement analysis, Tool or Techniques and Types of financial statementanalysis. Ratio analysis: Meaning, advantages and disadvantages, Types of ratios, Interpretation of ratio. Cash flow statement analysis, meaning, format, cash flow from operating activities, Investing Activities and Financing Activities (Indirect Method).

Course Outcomes:

CO-1: Demonstrate proficiency in recording transactions related to share capital, including installment payments, calls in arrears, and advanced calls.

CO-2: Apply knowledge of debenture issuance, classification, redemption, and compliance with regulatory requirements under the Companies Act, 2013.

CO-3: Utilize financial statement analysis tools and techniques to interpret corporate income statements, balance sheets, ratio analysis, and cash flow statements.

CO-4: Evaluate financial performance, liquidity, profitability, and solvency using advanced financial analysis methods, preparing them for roles in financial management and reporting.

Reference Book:

1. Double Entry Book-Keeping, Juneja, Arora, Chawla, Sahoo, Kalyani
2. Financial and Management Accounting, Satapathy & Sahoo, Vrinda
3. Financial Accounting and Analysis, Athma, HPH

IMPC1004 MARKETING MANAGEMENT - I (3-0-0)

Course Objective:

1. To sensitize the students to the dynamic nature of Marketing Management.
2. To expose students to a systematic frame work of marketing & implementations and to highlight need for different marketing approaches for services, goods, and for household consumers, organizational buyers.
3. To introduce the concept of Marketing Mix as a framework for Marketing Decision making.
4. The course is intended for defining and clarifying the concepts of marketing.

Module-I

Definition & Functions of Marketing:

Scope of Marketing, Core concepts of Marketing such as Need, Want, Demand, What can be marketed

Four Utilities of Marketing, Customer Perveived Value, Customer Satisfaction, Customer Delight, Customer Loyalty and types

Simple Marketing System, Modern Marketing System,

Evolution of Marketing concepts: Production, Product (with Marketing Myopia), Selling, Marketing and holistic

Understanding Markets: Potential market, Available market, Qualified available market, Target market, Penetrated market

Types of Market : B2B, B2C, B2G, Global, Not for Profit, Government, Marketplace, Marketsace, Metamarket,

Marketing v/s Market, Selling versus Marketing, Marketing Myopia. 80: 20 Principle, Bottom of the pyramid concept, Market Share, Market Size

Module-II

Concept of Marketing Environment: Need for analyzing the Marketing Environment. Macro and Micro environmental analysis or PESTEL analysis

STP concept -Segmentation: Definition, Need for segmentation, Benefits of segmentation to marketers, Criteria for effective segmentation,

Bases for market segmentation of consumer goods - Demographic, Geographic, Psychographic, Behavioural

Target Market: Concept of target market and criteria for selection of target market

Positioning: Concept of differentiation & positioning, Introduction to the concepts of Value Proposition, Point of Parity, Point of Difference or USP, Positioning errors.

Marketing Mix tools: 4Ps, 4As, 5Ps, 7Ps. Only concepts

Packaging &Labeling: Meaning & role of Packaging &Labeling.

Module-III

Understanding Consumer Behaviour:

Meaning & importance of Consumer behaviour, Difference between Customer and Consumer, Difference between Consumer buying behaviour and Organizational buying, Buyer roles , Factors affecting buying behaviour, Stages or Steps in consumer buying decision process, Buyer Black Box

Contemporary Topics (Concepts only) : Viral Marketing, Guerrilla Marketing, Ambush Marketing, Upselling and Cross selling, Societal and social Marketing, Relationship Marketing, Green Marketing , Digital Marketing, Network or Multi-level marketing, FOMO marketing, Customer Life Time Value

Course Outcomes:

CO-1: Identify the key analytical frameworks and tools used in marketing.

CO-2: Utilize the information of a firm's external and internal marketing environment to identify and prioritize appropriate marketing strategies.

CO-3: Design Segmentation, Targeting and Positioning strategies.

CO-4: Analyse different Buying Roles and interpret Consumer Buying Behaviour.

<u>Text Books:</u>

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

2. Rajan Saxena, Marketing Management, TMH

Reference:

The above module has been prepared by referring to NPTEL Marketing Management-I Course by Prof. Jayanta Chatterjee and Prof. Shashi Shekhar Mishra | IIT Kanpur

IMEV1202 BUSINESS COMMUNICATION LAB (0-0-2)

Course Objectives:

1. To enable the learners to draft appropriate messages in Business Letters, Memos, and E-mails in the correct format.
2. To give the learners practice in making presentations.
3. To give them practice in preparing impressive Resumes
4. To impart the ability to actively participate in GDs and to perform satisfactorily in job interviews.

The following are the main Activities to be conducted in Lab classes.

1. Delivering short speeches of 2 Minutes' duration.
2. Delivering PPTPresentations individually and in teams.
3. Writing BusinessLetters
4. Writing Memos andE-mails.
5. GroupDiscussions
6. Mockinterviews
7. Vocabulary exercises

Course Outcomes:

After completing the course, the students will be able to:

CO-1: Draft business letters, memos and e-mails in the correct form with reasonable accuracy of content.
CO-2: Deliver effective PPT presentations both individually and in a group.
CO-3: Participate in group Discussions with adequate content and analysis.
CO-4: Internalise effective techniques of answering questions and interacting in job interviews.
CO-5: Attain fluency in speech with enhancement of active vocabulary by at least 150 new words.

Reference Books:

1. English Language Lab, Nira Kanor, PHI
2. Guide to managerial Communication, Mary Munter,Pearson

IMQT1201 ADVANCE EXCEL - LAB (0-0-2)

Course Objectives:

1. To master fundamental Excel functionalities including data entry, formatting, and basic formula usage.
2. To develop proficiency in advanced Excel features such as conditional formatting, data manipulation, and table creation.
3. To acquire skills in utilizing Excel shortcuts, functions, and data analysis techniques.
4. To gain an understanding of data visualization principles and practical applications within Excel.
5.

Module - I

Introduction to Excel, Advance Excel, Data & Information. Excel Variables, Difference between DBMS and Excel Workbook. Creating, Entering, Editing and Formatting Data, Basic & Conditional Formatting Data, Managing Worksheets, Modifying Rows and Columns, Understanding Formulas and Functions, Changing Views, Data Freezing, Merging, Custom Fills, AutoFill and Flash Fill, Use of Format Painter, Shapes. Creating Tables and Difference between Table and sheet Data.

Module - II

Excel Shortcuts, Copy, Paste and Paste Special options. Cell, Cell naming and Cell Referencing, Types of reference in Excel, Ranges and Dates, Difference between Formula and Function, Types of Function, Use of Text Functions. Use of Mathematic and Statistics functions Searching, Sorting, Filtering Data, Data Counting, Conditional Logic using If and Nested If, Difference between Total and Subtotals, Advance Data Filtering, Use of What-If Analysis, Data Ammonization in Excel, Data Validation, Data Protection, Introduction to Data Visualization, Visualize simple data and conditional data, Use of Look ups in Excel.

Course Outcomes:

CO-1: Demonstrate proficiency in Excel for data entry, formatting, and basic formula manipulation.
CO-2: Apply advanced Excel features including conditional formatting, data filtering, and table creation to manage and analyze data effectively.
CO-3: Utilize Excel shortcuts, functions, and data analysis techniques to streamline workflows and make informed decisions.
CO-4: Create visually appealing and informative data visualizations using Excel's visualization tools and functions.

Text Books:

- Microsoft Excel All in one by Greg Harvey
- Microsoft Excel Quick Start Guide for Beginners by William Fischer

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(Algebric 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/I: (∞/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 queuing 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 ofmanagement.
2. To make the students understand the contemporary managementpractices
3. To highlight professional challenges that managers face in variousorganization
4. To enable the students to appreciate the emerging ideas and practices in the field ofmanagement.

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, Barnand, 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: Defintion 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 security in difference 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

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 Evaluaton:

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: Defintion 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 PublishingHouse
- Consumer Behavior, Satish K. Bhatra& S H HKazmi, ExcelBooks

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