

<b>Course Title</b>	<b>Business Communication</b>
<b>Term/Semester</b>	<b>I</b>
<b>Course ID</b>	<b>21MBA211</b>
<b>Credits</b>	<b>2</b>

### **Introduction:**

Business Communication is integral to an individual's ability to hold conversation and convey set of information to a recipient. An individual's becomes an essential skill that defines corporate world as also in personal life. To refine these skills of Communication course like Business Communication brings out the ability to communicate in the corporate and casual

### **Course Outcomes (COs):**

- CO1:** Learn to communicate. Express one's idea, message or a concept with comprehension.
- CO2:** Demonstrate and use all the learnt tools of communication, to make meaningful business presentations, hold meetings and network by using conversation skills.
- CO3** Demonstrate eloquent speaking and writing skills
- CO4** Apply skills that is learnt to showcase excellent corporate communication skills
- CO5** Adapt and evolve as a digital communicator

### **Course content and Structure: (36 hours)**

#### **Module 1: Introduction to Communication (04 Hrs.)**

- Introduction to Communication, Role of Communication, Nature and Significance of Communication, Purpose of Communication
- Theory of Communication-Define communication, Elements Communication, Communication Process, Barriers of Communication, Characteristics of Successful Communication.
- Importance of Communication in Management, Need for Communication in management, , Informal and Formal Communication, Corporate Communication.

#### **Module 2: Different forms of Communication and their application (08 Hrs.)**

##### **Written Communication**

- Business Letters and Memos (Writing Persuasive Letters, Pleasant Letters and Memo).Business Report Writing (What is Report, Purpose of Report, Objective of Report, Elements of Long and Formal report.)
- Oral Communication –Effectiveness and Application.
- Non –Verbal Communication – Classification of Non-Verbal Communication
- Importance of non verbal communication

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#### **Module 3: Language Skills for Effective Communication (10 Hrs)**

- Communicative English and Grammar – Appropriate Form of Sentences- Tense, etc
- Use of Verbs, Prepositions. Punctuation and Capitalization,



- Structural use of Infinitives, Gerund and Participles.
- Idioms and Prepositions
- Construction of paragraphs
- Writing short notes and essays
- Précis writing

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#### **Module 4: Applied Communication skills & Practice**

**( 08 Hrs)**

- Presentation Skills –What are Presentations, Elements of Presentation, Designing Presentation, using different tools for effective presentation
- Project Report Writing Skills, Academic Report writing, structure of the report
- Oratory skills & Practice

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#### **Module 5: Communication Skills For all Digital Communication**

**( 06 Hrs )**

- Importance of Digital Media in Today's Communication. Types of Digital Media and communication skills required for effective communication on these media.
- Email drafting, email etiquettes
- Mode of Building Communication on Digital Media-Personal and Corporate. Networking through social media. Profile building for Digital Media.
- Effective Writing Skills for Digital Media.

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#### **Pedagogy:**

- 1) Activity based classes. – (Use of activity and app-based activity)
- 2) Video Lectures- (Swayam Learning, Princeton University, Colorado State University)
- 3) Expert Lecture – Invited speakers and Corporate trainers
- 4) Workshops and Seminars.
- 5) One- on -One Student practice session

#### **Teaching Learning Resources:**

##### **Essential readings-**

- Bovee, Courtland L, John V. Thill & Barbara E. Schatzman. Business Communication Today: Tenth Edition. New Jersey: Prentice Hall, 2010.
- Amos, Julie-Ann. Handling Tough Job Interviews. Mumbai: Jaico Publishing, 2004.
- Bonet, Diana. The Business of Listening: Third Edition. New Delhi: Viva Books, 2004.
- Wren & Martin

##### **References-**

- Business Communication ,Cases and Concepts- Chaturvedi and Chaturvedi Pearson Publishing
- C.R. Reddy Business Communication, Adair, John. Effective Communication. London: Pan Macmillan Ltd., 2003.
- Ajmani, J. C. Good English: Getting it Right. New Delhi: Rupa Publications, 2012.
- Guffey, Mary Ellen. Essentials of Business Writing. Ohio: South-western College Pubg., 2000.
- Carnegie, Dale. The Quick and Easy Way to Effective Speaking. New York: Pocket Books, 1977
- Collins, Patrick. Speak with Power and Confidence. New York: Sterling, 2009.
- Fitikides, T. J. Common Mistakes in English. London: Orient Longman, 1984.
- Hughes, Shirley. Professional Presentations: A Practical Guide to the Preparation and Performance of Successful Business Presentations. Sydney: McGraw-Hill, 1990

- Lesikar, Raymond V and Marie E. Flatley. Basic Business Communication: Skills for Empowering the Internet Generation: Ninth Edition. New Delhi: Tata McGraw -Hill, 2002
- Moore, Ninja-Jo, et al. Nonverbal Communication: Studies and Applications. New York: Oxford University Press, 2010.
- Prasad, H. M. How to Prepare for Group Discussion and Interview. New Delhi: Tata McGraw-Hill Publishing Company Limited, 2001.
- Pease, Allan. Body Language. Delhi: Sudha Publications, 1998.

### Supplementary Resources

- <http://www.bbc.co.uk/worldservice/learningenglish/radio/specials/15>
- <http://www.colostate.edu/Depts/Speech/rccs/theory44.html>
- BBC, Grammerly, Hello Talk, Slack, Base Camp, Wordmaya.
- [https://onlinecourses.swayam2.ac.in/imb19\\_mg14/preview](https://onlinecourses.swayam2.ac.in/imb19_mg14/preview).
- <https://nptel.ac.in/noc/courses/noc18/SEM1/noc18-hs18/>

### CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
<b>CO1</b>	3	3	3	3	2	1	3	3	2	3	3
<b>CO2</b>	3	3	2	2	2	1	3	3	1	2	2
<b>CO3</b>	3	3	3	3	2	1	3	3	2	3	3
<b>CO4</b>	3	3	3	3	2	1	3	3	2	3	3
<b>CO5</b>	3	3	3	3	3	3	2	2	1	3	3
LEVEL	3-Substantial			2-Moderate			1-Slight		- No Co-relation		

### Course Evaluation Plan:

Sl. No.	Evaluation Item	Unit of Evaluation	Marks Allotted	Timeline
1	End Term Exam	Individual	50	At the end of the semester
2	Internal test 1	Individual	5	After completion of 2-3 modules
3	Internal test- 2	Individual	5	After completion of all the modules
4	Attendance and Class participation	Individual	10	At the end of the semester
5	Remaining assignments(Quiz, Individual assignment, Cap-Stone project, Major or minor project, Group assignments etc)	Individual	30	Full Semester

<b>Course Title</b>	<b>Application of Statistics in Business</b>
<b>Term/Semester</b>	<b>1</b>
<b>Course ID</b>	<b>21MBA212</b>
<b>Credits</b>	<b>3</b>

### **Introduction:**

The Business Statistics course is designed to elevate students' awareness of data in everyday life and prepare them for a career in today's age of information. The course facilitates to develop statistical literacy skills in students in order to comprehend and practice statistical ideas to solve the business problems. The course aims to promote the practice of the scientific methods amongst the students' community and the ability to identify questions, collect evidence (data), discover and apply tools to interpret the data, and communicate and exchange results. At the end of this course, students will be able to find ways to move beyond the-what of statistics to the how and why of statistics.

### **Course Outcomes (COs):**

Having successfully completed this course student will be able to:

- CO1** Understand and apply the central tendency, Dispersion and Skewness for data Interpretation
- CO2** Apply correlation and regression tools for data analysis.
- CO3** Develop appropriate probability models for decision making.
- CO4** Test the hypothesis using appropriate statistical methods
- CO5** Construct decision tree on the basis of probability distribution

### **Course content and Structure: 36 hours**

#### **Module 1: Measures of Central tendency, Dispersion, Skewness and Kurtosis (8 Hrs.)**

- Introduction to basic measures of central tendency; Missing value cases in basic measures; Problems on missing frequency; Empirical relationships between basic measures; Application of central tendency in functional areas of business-
- Comparison between various measures of dispersion; Standard deviation; Coefficient of variance- Partition values
- Karl Pearson co efficient of skewness; Bowley's co efficient of skewness
- Measures of kurtosis

#### **Module 2: Correlation and Regression Analysis**

**( 6 Hrs.)**

- Introduction and significance of correlation and Regression
- Methods of correlation Analysis; Scatter diagram; Karl Pearson's coefficient of Correlation for Uni-variate and Bi-variate series; Spearman's Rank Correlation, Concurrent deviation method
- Simple regression analysis; Least square method

**Module 3: Probability and Theoretical Distribution ( 6 Hrs.)**

- Concept and Definition of probability and theories of probability
- Relevance of Permutations and Combinations to Probability
- Rules of Probability; Bayes' theorem & its applications
- Theoretical Probability Distributions; Binomial, Poisson and Normal distribution

**Module 4: Testing of Hypotheses (10 Hrs.)**

- Hypothesis Testing; Concept; Formulation of Hypotheses; Errors: Type I and II error;
- Parametric tests; z-test; t-test; f-test; Chi-Square test; Analysis of Variance (ANOVA) -one and two way
- Non-parametric tests - Sign test; Wilcoxon test; Mann-Whitney U test; Median test Run test; Kolmogorov –Smirnov one sample test

**Module 5: Business Statistics in Decision making ( 6 Hrs.)**

- Time series analysis: Concepts and components
- Identification of Trend; Methods of measuring: Semi averages; Moving averages; Method of Least squares; Non-linear trend
- Decision Theory concepts-; Decision under certainty; Decision making under risk (EMV criteria); Decision making under uncertainty; Decision tree

**Pedagogy:**

- Class room discussions
- SPSS lab sessions
- Project based learning
- Workshop from practitioners
- Case based teaching

**Teaching Learning Resources:**

## Recommended Books

- James R. Evans, “Business Analytics – Methods, Models and Decisions”, Prentice Hall T N Srivastava, Shailaja Rego, “Statistics for Management”, Tata McGraw Hill
- SP Gupta, “Statistical Methods”, Sultan Chand & Sons
- Glynn Davis and Branko Pecar, “Business Statistics using excel”, Oxford University Press
- J K Sharma, “Fundamentals of Business Statistics”, Vikas Publication

## Reference Books

- Keller/Arora, “BSTAT: A South-Asian Perspective”, Cengage Learning
- S C Gupta, “Fundamentals of Statistics”, Himalaya Publications
- N D Vohra, “Business Statistics”, Tata McGraw Hill
- Levin & Rubin, “Statistics for Management”, Prentice-Hall
- Richard I. Levin, David S. Rubin, Masood H. Siddiqui, Sanjay Rastogi, “Statistics for Management”, Pearson India
- Amir D Aczel, Jayavel Sounderpandian, Palaniswamy Saravanan, Rohit Joshi, “Complete Business Statistics”, McGraw Hill Education
- Statistics for Managers Using Microsoft Excel, 9th Edition, David M. Levine, Baruch College, Zicklin School of Business, City University of New York, Pearson

## Supplementary Reading:

<https://www.coursera.org/learn/basic-statistics?specialization=social-science>

<https://www.edx.org/learn/statistics>

Pearson e – library ; <https://elibrary.in.pearson.com/books/helpDashboard>

EBSCO : <https://www.ebsco.com/search?search=supplychainmodel>

Jgate: <https://jgateplus.com/home/resources/>

[www.capitaline.com](http://www.capitaline.com)

### CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
<b>CO1</b>	<b>1</b>	<b>3</b>	<b>1</b>	<b>-</b>	<b>--</b>	<b>2</b>	<b>3</b>	<b>-</b>	<b>3</b>	<b>-</b>	<b>--</b>
<b>CO2</b>	<b>-</b>	<b>3</b>	<b>1</b>	<b>-</b>	<b>1</b>		<b>3</b>	<b>3</b>	<b>3</b>	<b>1</b>	
<b>CO3</b>	<b>2</b>	<b>3</b>	<b>1</b>	<b>-</b>	<b>-</b>		<b>3</b>	<b>1</b>	<b>3</b>	<b>1</b>	<b>-</b>
<b>CO4</b>		<b>3</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>3</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>1</b>	<b>1</b>
<b>CO5</b>	<b>1</b>	<b>3</b>	<b>2</b>	<b>-</b>	<b>-</b>	<b>1</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>-</b>	<b>-</b>

LEVEL            3-Substantial            2-Moderate            1-Slight            - No Co-relation

### Course Evaluation Plan:

Sl. No.	Evaluation Item	Unit of Evaluation	Marks Allotted	Timeline
1	End Term Exam	Individual	50	At the end of the semester
2	Internal test 1	Individual	5	After completion of 2-3 modules
3	Internal test- 2	Individual	5	After completion of all the modules
4	Attendance and Class participation	Individual	10	At the end of the semester
5	Remaining assignments (Quiz, Individual assignment, Cap-Stone project, Major or minor project, Group assignments etc.)	Individual	30	Full Semester

<b>Course Title</b>	<b>MICRO ECONOMICS</b>
<b>Term/Semester</b>	<b>II</b>
<b>Course ID</b>	<b>21MBA213</b>
<b>Credits</b>	<b>3</b>

### **Introduction:**

In the present dynamic global economic environment, effective business decision making requires timely and efficient use of tools and techniques of economic theory. The primary objective of this course is to develop the abilities of students to apply the fundamental principles of economics to a wide range of managerial decisions as well as public policy issues. The focus of this course will be on understanding the theory and principles of microeconomics for applying the same in the real world issues and to take business decisions.

### **Course Outcomes (COs):**

At the end of the course, students will be able to-

CO1: Apply economic theory and methods to analyze the behaviour of various economic agents like individuals and firms

CO2: Apply economic concepts like elasticity of demand, forecasting of demand, economies of scale and scope in managerial decision making

CO3: Illustrate the equilibrium conditions for cost minimization, profit maximization and breakeven analysis to determine optimum allocation of resources

CO4: Describe and analyze how price and quantity are determined in various market conditions like perfect competition, monopoly, monopolistic competition and oligopoly

CO5: Analyse the industry structure and to determine the best pricing strategy for various market conditions

### **Course content and Structure: (36 hours)**

#### **Module 1: Introduction to Economics**

**(08 Hours)**

- What is economics all about?
- The economic problem : Scarcity, choice & Opportunity Cost
- Positive Vs Normative Analysis
- Decision Making :Steps involved & Tools/Techniques used
- Demand Analysis : Determinants of demand, Law of Demand, Exceptions
- Elasticity of Demand : Definition, types, measurement
- Demand Forecasting :Methods- Quantitative & Qualitative

#### **Module 2: Analysis of Consumer Behaviour:**

**(06 Hours)**

- Utility- Cardinal Vs Ordinal utility, Law of Diminishing Marginal Utility (DMU)
- Indifference Curve Analysis : Budget Line, Consumer equilibrium
- Price effect, Income effect, & Substitution effect, Income consumption curve & Price Consumption Curve



**Module 3: Production Analysis & Cost and Revenue Analysis: (10 Hours)**

- Production Function : Short run & Long run, Total, average & Marginal product concepts
- Stages of Production : with one variable input & two variable inputs, Diminishing Marginal Returns
- Isoquants, Isocosts, Producers' Equilibrium ( Optimum combination of inputs), Returns to Scale
- Cost Function : Types of costs and their computation
- Revenue Analysis :Types of revenue
- Break even Analysis and its determination
- Economies of scale and scope

**Module 4: Market Structures: (08 Hours)**

- Classification of market structures based on competition
- Perfect Market : features, price & output determination, short run & Long run Equilibrium
- Monopoly Market : features, price & output determination, short run & Long run Equilibrium
- Monopolistic Competition: features, price & output determination, short run & Long run Equilibrium, Product differentiation
- Oligopoly Market :features, price & output determination, short run & Long run Equilibrium, Kinked Demand Curve

**Module 5: Pricing and Market Power: (04 Hours)**

- Pricing strategies: Limit pricing, cost-based pricing(Mark up pricing)
- Price Discrimination : Degrees, Dumping
- Predatory Pricing
- Transfer Pricing

**Pedagogy:**

- 1) Experiential Learning
- 2) Activity Based Teaching
- 3) Case based Teaching
- 4) Class room discussions
- 5) Industry Institute Interaction Series
- 6) Webinars

**Teaching Learning Resources:**

**Essential readings**

1. Atmanand, 'Managerial Economics', Excel Books
2. William J Baumol, Alan S Blinder, ' Microeconomics: Principles & Policy, Cengage Learning

**References**

1. Peterson & Levis, 'Managerial Economics', Prentice Hall Publications
2. Spencer M H- 'Managerial Economics', Richard D Irvin Inc
3. Baumol W J- 'Economic Theory & Operative Analysis' PHI, New Delhi

## Supplementary Reading:

1. Pearson e – library ; <https://elibrary.in.pearson.com/bookshelfDashboard>
2. EBSCO : <https://www.ebsco.com/search?search=supplychainmodel>
3. Jgate: <https://jgateplus.com/home/resources/>

## CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	3	3	2	1	-	2	-	1	2	1	-
CO2	3	3	-	-	-	2	-	3	1	-	1
CO3	3	3	-	3	-	-	2	-	1	1	2
CO4	2	3	-	2	-	3	-	-	1	-	2
CO5	2	3	-	2	-	3	-	-	1	-	2

## Course Evaluation Plan:

Sl. No.	Evaluation Item	Unit of Evaluation	Marks Allotted	Timeline
1	End Term Exam	Individual	50	At the end of the semester
2	Internal test 1	Individual	5	After completion of 2-3 modules
3	Internal test- 2	Individual	5	After completion of all the modules
4	Attendance and Class participation	Individual	10	At the end of the semester
5	Remaining assignments(Quiz, Individual assignment, Cap-Stone project, Major or minor project, Group assignments etc)	Individual	30	Full Semester

<b>Course Title</b>	<b>ORGANISATIONAL BEHAVIOUR</b>
<b>Term/Semester</b>	<b>I</b>
<b>Course ID</b>	<b>21MBA611</b>
<b>Credits</b>	<b>3</b>

## **Introduction:**

The objective of this course is to help students understand the conceptual framework of organisational behaviour. It is crucial to understand how an organization operates and behaves so that students as future manager can mobilize resources, people, and guide their own professional careers to manage 21st century organizations

## **Course Outcomes (COs):**

**After successful completion of this course, the student will be able to**

CO1: Understand and appreciate the concept of organisational behaviour.

CO2: Appreciate the basic conceptual understanding of Organisational Structures, Learning and Transformation

CO3: Apply the concepts of personality, perception, and learning in Organizations.

CO4: Design the various motivational techniques and leadership models, and infer consequences of group behaviors in given organizational situations.

CO5: Explain the effectiveness of organizational change, development and transformation

## **Course content and Structure: (36 hours)**

### **Module 1: Introduction to Organisation Behaviour ( 4 Hours )**

- Definition, Need for studying Organizational Behavior
- Contributing disciplines like psychology, social psychology, economics, anthropology etc.
- Application of Organizational Behavior in Business

### **Module 2: Organization Structure, Design and Development ( 4 Hours )**

- Determinants and Parameters of Organisational Design
- Organisation and Environment
- Organisational Strategy
- Organisation and Technology
- Types of Organisational Structures

### **Module 3: Foundations of Individual Behavior ( 8 Hours )**

- Foundations of Individual Behavior
- Personality and Organizations
- Attitudes and values in Organizations
- Perception in Organizations
- Learning: Definition and Importance, Theories of learning, Principles of learning, Shaping as managerial tool

#### **Module 4: Motivation, Leadership and Group dynamics**

( 10 Hours )

- Motivation, Motivation process
- Theories of Motivation : Need hierarchy Model by Abraham Maslow , Dual factor theory by Frederick Herzberg, Alderfer's ERG Model of motivation, application of motivational theories
- Leadership: Meaning, styles of leadership, leadership theories, trait theory, behavioral theories, managerial grid, situational theories - Fiedler's model
- Transactional and transformation leadership
- Group dynamics: definition and importance, types of groups, group formation, group development, group performance factors
- Group Cohesiveness & Group Decision Making- managerial Implications, Effective Team Building
- Enhancing teamwork within a group: The leader's role in team-based organizations and managing remote teams and multi-cultural teams

#### **Module 5: Organisation Culture & Development and Change Management ( 10 Hours )**

- Organisational Culture - Concept, Dimensions of Culture, Type of Culture
- Change Management - Nature, Perspectives of Organizational Change, Change Management Process, Phases of the Change Management Process
- Resistance to Change: Forms of Resistance, Reactions to Change, Resistance to Organizational Change Initiatives, Overcoming the Resistance to Change, Techniques to Overcome Resistance
- Organizational Development (OD): Meaning and Definition, Relevance of Organisational Development for Managers
- OD Interventions: Diagnostic Activities; Team Building; Sensitivity Training; Educational and Structural Interventions
- Organizational Learning & Learning Organization: Concept of Organizational Learning, Process of Organizational Learning, Types of Organizational Learning, Disciplines Practiced in Organizational Learning, Concept of Learning Organizations, Individual Skill Sets in Learning Organizations

#### **Pedagogy:**

- 1) Classroom Discussion
- 2) Workshop from Practitioners
- 3) Case based teaching
- 4) Experiential Learning
- 5) Organisational Visit
- 6) Simulation
- 7) Inquiry based teaching

#### **Teaching Learning Resources:**

##### **Essential Readings**

- Robbins, S.P., Judge, T.A., and Vohra, N. (2015). Organizational Behavior, 16th edition, Pearson Education.
- *Leading: Article on Styles of leadership by Daniel Goleman*

##### **References**

- Daft, R. L. (2013). The new era of management (10th Edition). Cengage Publications.
- Prasad, L.M., Principles and practices of management. New Delhi: Sultan Chand & Sons.
- Stoner, J.F., Freeman, E. R., & Gilbert, D.R. (2013). Management (6th Edition). Pearson Publications.

- Harvard Business Review, Hill, L.A., Ibarra, H., Cialdini, R.B., and Goleman, D. (2017). HBR's 10 Must Reads for New Managers. HBS Press – 10134
- Luthans, F., Luthans, B. and Luthans, K. (2015). Organizational Behavior: An Evidence Based Approach, 13th edition, International Age Publishing, Inc.
- Ott, J.S., Parkes, S.J., and Simpson, R.B. (2008) Classic Readings in Organizational Behavior. 4th Edition. Cengage.
- Pareek U. (2011). Understanding Organizational Behavior, 3rd edition, Oxford University Press.

#### Supplementary Resources:

- <https://jgateplus.com/home/>
- <https://capitaline.com/>
- <http://web.b.ebscohost.com/ehost/search/basic?vid=1&sid=c8b5124d-307d-4f0a-843e-3b13e9156a4a%40pdc-v-sessmgr06>
- <https://elibrary.in.pearson.com/login>

#### CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	3	2	3	-	2	1	1	3	3	2	3
CO2	1	2	1	-	3	1	-	-	-	-	2
CO3	1	2	3	2	2	1	1	-	-	2	3
CO4	3	2	3	2	3	2	-	2	3	2	3
C05	3	2	3	2	3	2	-	2	3	2	2

LEVEL      3-Substantial      2-Moderate      1-Slight      - No Co-relation

#### Course Evaluation Plan:

Sl. No.	Evaluation Item	Unit of Evaluation	Marks Allotted	Timeline
1	End Term Exam	Individual	50	At the end of the semester
2	Internal test 1	Individual	5	After completion of 2-3 modules
3	Internal test- 2	Individual	5	After completion of all the modules
4	Attendance and Class participation	Individual	10	At the end of the semester
5	Remaining assignments (Quiz, Individual assignment, Cap-Stone project, Major or minor project, Group assignments etc)	Individual	30	Full Semester

<b>Course Title</b>	<b>MANAGERIAL ACCOUNTING</b>
<b>Term/Semester</b>	<b>SEMESTER I</b>
<b>Course ID</b>	<b>21MBA311</b>
<b>Credits</b>	<b>3</b>

### **Introduction:**

According to Diane Garnick “Accounting does not make corporate earnings or balance sheets more volatile. Accounting just increases the transparency of volatility in earnings.”

Financial Accounting is a Business Language that is used by an enterprise to communicate to its Investors and other stakeholders (Eg. employees, customers, suppliers and other local Community) its economic performance and financial position. Decision making is the core function of a manager. A potential manager must be exposed to the skill of sourcing information and make timely and apt decisions. One document that provides ample information for many decisions is ‘Annual Report’. The Annual report, a report prepared by the Management of the company to its owners (the shareholders) informing them about the performance of the company over the preceding financial year, the reasons and analysis for performance, gives adequate information for both insiders of the company and outside stakeholders. However, the big challenge is how to read and understand the report and how to elicit information for making decisions. This course captures the fundamental aspects of financial statements, its analysis and interpretation and techniques for managing cost.

### **After the Course completion, Students will be able to:**

CO 1: Understand and Appreciate Accounting Concepts and Conventions for preparation of Accounts and Prepare the Financial Statements of an Entity as per the applicable Accounting Standards.

CO 2: Analyze the accounting system to measure the values of Assets of the Entity.

CO 3: Deduce the Financial statements of an entity.

CO 4: Evaluate the various kinds of Costs and apply cost-reduction techniques.

CO 5: Assess various emerging trends in Accounting.

### **Course content and Structure: (36 hours)**

#### **Module 1: INTRODUCTION TO AND PREPARATION OF FINANCIAL ACCOUNTS 12 hours**

- Book-Keeping and Accounting
- Financial Accounting – Concepts and Conventions
- Capital and Revenue Expenditure and Receipts
- Double Entry System – Preparation of Journal; Ledger and Trial Balance; Cash Book.
- Financial Statements of Companies, Financial Reporting, Contents of Annual Report

- Preparation of Final Accounts of Sole Proprietors and Companies –Trading, Profit and Loss Account and Balance Sheet with Adjustment Entries. (Problems)
- GAAP, IFRS & Accounting Standards (IND AS).

## **Module 2: VALUATION OF ASSETS**

**6 Hours**

- Depreciation; Amortization; Causes, Asset Classes.
- Methods of Calculating Depreciation – Straight Line Method; Diminishing Balance Method. (Problems)
- Concepts of Inventory and methods of valuation - Problems on LIFO, FIFO & Weighted average. (Problems)

## **Module 3: ANALYSING AND INTERPRETING FINANCIAL STATEMENTS**

**7 Hours**

- Ratio Analysis; Uses and Limitations ; Classification of Ratios (Problems)
- Funds Flow Analysis; Preparation of Schedule of Changes In Working Capital and Funds Flow Statements; Uses And Limitations. (Theory)
- Cash Flow Statement; Uses and Limitations. (Problems)
- Distinction Between Funds Flow and Cash Flow, Relationship between Cash Flow Statement, Funds Flow Statement and Schedule of Changes in Working Capital.
- Comparative Statements, Common size Statements and Trend Analysis. (Problems)

## **Module 4: COSTING**

**5 Hours**

- Meaning-; Classification of Cost
- Introduction to Cost Sheet Elements. (Problems)
- Introduction to and Basics Concepts of Overheads Costing, Job, Process, Service and Unit Costing. Standard Costing. (Problems)

## **Module 5: COST REDUCTION TECHNIQUES**

**6 Hours**

- Introduction to various Cost Reduction Techniques.
- Standard Costing- Material and Labour (Problems)
- Marginal Costing- CVP Analysis, BEP Analysis. (Problems)
- Budgetary Control, Types of Budget, Flexible Budget and Cash Budget (Problems)

## **Pedagogy:**

1. Class Discussions.
2. Problems and Case Study Discussions.
3. Mini Projects.
4. Work shop from practitioners

5. Webinars and SDPs.
6. Student Teacher Interactive Learning.
7. Multimedia Cases and Illustrations.

## Teaching Learning Resources:

### Recommended Books

1. Financial Accounting: A Managerial Perspective, Narayan Swamy R, Prentice Hall India Learning Private Limited, ISBN Number : 978-8120349490.
2. Financial Accounting for Management, Ramachandra and Kakhani, Publisher: McGraw Hill India, ISBN: 9789385965661, 9385965662.
3. Financial Accounting for Management, Paresh Shah, Oxford Uni. Press. ISBN: 9780199494439
4. Accounting for Managers, M.N Arora- Himalaya Publishing House. ISBN Number : 978-93-5367-677-3.
5. Financial Accounting- P. C. Tulsian –Pearson Education India. ISBN: 8177582283, 9788177582284.

### Reference Books

1. Financial Accounting, Jain S. P and Narang K L, Kalyani Publishers. ISBN: 8127204242, 9788127204242
2. Gupta, Ambrish, “Financial Accounting for Management: An Analytical Perspective” Pearson Education. ISBN: 8131722856, 9788131722855
3. A Text book of Accounting For Management, Maheswari SN, Maheswari, Vikas Publishing house (P) Ltd. ISBN: 9789352716166
4. Financial Accounting Theory- Scott, O’Brian- Pearson. ISBN: 9780134166681

### Supplementary Resources:

1. <https://nptel.ac.in/courses/110/106/110106135/>
2. <https://www.coursera.org/learn/wharton-accounting>
3. <https://www.coursera.org/projects/analyze-company-performance-ratios>
4. Capitaline: <https://www.capitaline.com/SiteFrame.aspx?id=1>
5. <https://youtu.be/MnscaTum8Js>
6. <https://youtu.be/VYNTBWBqncU>
7. **CASE STUDY:**  
<https://corporatefinanceinstitute.com/resources/knowledge/accounting/financial-statements-example-amazon-case-study/>
8. <https://elibrary.in.pearson.com/login>



## CO-PO Mapping:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	P10	P11
CO1	3	2	1	1	1	1	-	3	1	-	1
CO2	3	1	-	3	2	2	1	3	1	1	1
CO3	3	3	1	3	2	3	3	2	2	2	2
CO4	3	2	2	2	3	2	2	2	2	-	2
CO5	1	3	3	1	3	2	3	2	3	3	2

LEVEL      3-Substantial      2-Moderate      1-Slight      - No Co-relation

## Course Evaluation Plan:

Sl. No.	Evaluation Item	Unit of Evaluation	Marks Allotted	Timeline
1	End Term Exam	Individual	50	At the end of the semester
2	Internal test 1	Individual	5	After completion of 2-3 modules
3	Internal test- 2	Individual	5	After completion of all the modules
4	Attendance and Class participation	Individual	10	At the end of the semester
5	Remaining assignments(Quiz, Individual assignment, Cap-Stone project, Major or minor project, Group assignments etc)	Individual	30	Full Semester

<b>Course Title</b>	<b>MARKETING MANAGEMENT</b>
<b>Term/Semester</b>	<b>I</b>
<b>Course ID</b>	<b>21MBA111</b>
<b>Credits</b>	<b>3</b>

## Introduction:

Marketing is the fundamental function of an operating business. Marketing is a management process whereby the resources of the whole organization are utilized to satisfy the needs of selected customer groups in order to achieve the objectives of both parties. The organization sets certain guiding principles for interfacing with environment, competitors, vendors & buyers at large. Marketing entails planning and executing the conception, pricing, promotion, and distribution of ideas, goods and services. The identification of consumer's needs covering what goods and services are bought; how they are bought; by whom they are bought; and why they are bought is the major function of the marketing department. The organization has to assess the competitive environment, select the most appropriate customer targets and develop a marketing strategy to satisfy consumer requirements. The entire course would make the students to arrive at marketing management decisions— to compete for the business in different markets, blending the four Ps which include Product, Price, Place and Promotion and explore the role of a Marketing Manager.

## Course Outcomes (COs):

Upon successful completion of this course, students will be able to:

- CO1:** Demonstrate conceptual knowledge in the functional area of Marketing Management.
- CO2:** Understand and appreciate the Marketing strategies, formulation and Implementation in business scenario
- CO3:** Understand the Consumer Behavior Process and Customer Relationship Management in a holistic manner.
- CO4:** Display attitude, techniques and approaches required for effective decision making in the area of Sales and Distribution
- CO5:** Explore to a variety of Contemporary Markets and Ethical Marketing practices in the Indian context.

## Course content and structure:

**36 Hours**

### Module 1: Introduction to Marketing Environment

**(8 Hours)**

- Meaning and definition of Marketing; Functions of Marketing, Importance of Marketing
- Marketing Core Concepts; Marketing orientation;
- Holistic marketing approach; Internal marketing, Integrated marketing, performance marketing, Relationship marketing
- Marketing Environment-Macro and Micro environment
- Analyzing Market Opportunities, Marketing scenario in India

**Module 2: Marketing Segmentation, Targeting and Positioning (4 Hours)**

- Introduction to Market Segmentation; Bases for Market segmentation, Criteria for segmentation, Process of segmentation
- Targeting; Target marketing strategies; Undifferentiated, differentiated, concentrated, micromarketing strategies
- Positioning; Unique Selling Proposition, Types of positioning, Perceptual Mapping

**Module 3: Marketing Mix Strategies (12 Hours)**

- Product; Product concepts-brand name, packaging, quality, features, warranty, after sales service; Product Classification, Level of products, Product Life Cycle; New product Development;
- Meaning and Characteristics of Services
- Price; Introduction to pricing decision; Factors affecting price decisions, Methods of Pricing
- Place; Marketing Channels, Distribution Strategy-Exclusive, Intensive and Selective, Channel Management Process.
- Promotion; Integrated Marketing Communication- Advertising, Public Relations, Personal Selling, Sales Promotion, Direct marketing, Guerilla marketing
- Extended marketing mix

**Module 4: Consumer Buying Behaviour (6 Hours)**

- Meaning and definition of consumer behavior; Role of consumer behavior in marketing
- Factors influencing consumer behaviour – Cultural, Social, Individual and Psychological influences
- Consumer Buying Decisions process
- Types of Buying Decision- Complex Buying Behavior, Dissonance Reducing Buying Behavior, Habitual Buying Behavior, Variety Seeking Buying Behavior.
- Buying motives

**Module 5: Emerging trends in marketing (5 Hours)**

- Digital marketing
- Virtual and Augmented Reality in marketing
- AI in marketing
- Network marketing
- Affiliate marketing
- Marketing analytics
- Social marketing

**Pedagogy:**

- 1) Class Room Discussion
- 2) Activity Based Teaching
- 3) Project Based Learning
- 4) Workshop & Seminar from Industry practitioners

- 5) Role play and Simulations
- 6) Case Based Teaching- Text & Multimedia cases

## Teaching Learning Resources:

### Essential readings

1. Philip Kotler, Kevin Lane Keller, Abraham Koshy, & Mithileshwar Jha - "Marketing Management – A South Asian Perspective", 15thEd, Pearson, New Delhi
2. Ramaswamy, V.S. & Namakumari (2017); Marketing Management. 5thEd, McGraw Hill, New Delhi
3. Paul Baines, Chris fill, Kelly Page, Piyush KSinha (2013); Marketing. Asian edition, Oxford University Press, New Delhi
4. Michael Etzel, Bruce J Walker, William Stanton, & Ajay Pandit (2017); Marketing- Special Indian Edition-14<sup>th</sup>, Paperback, McGraw Hill Education
5. SA Sherlekar and R. Krishnamoorthy,- Marketing Management- Concepts and Cases- Himalaya Publishing House

### Reference Books

1. Philip T. Kotler, Gary Armstrong, Prafulla Agnihotri - Principles of Marketing | basic concepts of marketing | By Pearson Paperback – 31 March 2018
2. Dr. Amit Kumar & Dr. B. Jagdish Rao, (2019) - Marketing management, 1<sup>st</sup> Edition, Sahithya Bhawan Publications
3. Philip Kotler, Keven Lane Keller, Others (Indian Authors) (2017)-Marketing Management -Marketing cases in the Indian context-Fifteenth Edition- by Pearson Education
4. Callie Daum (2020)-Marketing Management Essentials You Always Wanted To Know -Second Edition- Self Learning Management Series- Vibrant Publishers
5. Lambhair Sharma, McDaniel, Marketing Management. Cengage Learning Pvt. Ltd., 2012.

### Supplementary Resources

1. Marketing Management 1 -Offered by University of Illinois- Urbana Campaign - Coursera- <https://www.coursera.org/learn/marketing-management>
2. Exploratory Research of the Theater Marketing and Management - A Case Study of Taiwanese Opera- Chia-Hung Yang; Ching-Wen Lin; Kuang-Heng Shih- International Journal of Performance Measurement- Jun2021, Vol. 11 Issue 1, p17-36. 20p. , Database: Business Source Elite
3. Introduction to Marketing- University of Pennsylvania, US, Basic foundations specialization - Coursera - <https://www.coursera.org/learn/wharton-marketing>
4. Research paper- Innovative Digital Marketing management in B2b markets-Kyung Hoon Kim; Hakil Moon, Industrial Marketing management; Vol95, May 2021: PP1-4
6. <https://nptel.ac.in/courses/110/106/110106135/>
7. <https://elibrary.in.pearson.com/login>

**CO-PO Mapping:**

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
<b>C01</b>	3	3	3	2	1	1	3	3	2	1	1
<b>C02</b>	3	3	1	1	1	1	3	2	2	1	3
<b>C03</b>	3	3	1	1	2	1	3	3	3	1	1
<b>C04</b>	3	3	2	1	1	1	2	2	2	3	3
<b>C05</b>	3	3	1	3	3	2	2	2	1	1	3

LEVEL 3-Substantial      2-Moderate      1-Slight      - No Co-relation

**Course Evaluation Plan:**

Sl. No.	Evaluation Item	Unit of Evaluation	Marks Allotted	Timeline
1	End Term Exam	Individual	50	At the end of the semester
2	Internal test 1	Individual	5	After completion of 2-3 modules
3	Internal test- 2	Individual	5	After completion of all the modules
4	Attendance and Class participation	Individual	10	At the end of the semester
5	Remaining assignments(Quiz, Individual assignment, Cap-Stone project, Major or minor project, Group assignments etc)	Individual	30	Full Semester

<b>Course Title</b>	<b>BUSINESS RESEARCH METHODS</b>
<b>Term/Semester</b>	<b>I</b>
<b>Course ID</b>	<b>21MBA214</b>
<b>Credits</b>	<b>3</b>

## Introduction:

Business Research Methods – this course is a core course, that offers an insight into research process for business studies. These courses provides an understanding of the research methods to be adopted while enquiring any of the business issues, these knowledge set will provide the development in the data analytics area covers, Currently corporates do use research findings and insights for varied business decisions, as such decisions have proved to be outcome oriented. Additionally, the course studies, research design, and methods of data collection, data analysis and report writing.

This course is relevant to the students who are studying commerce and management, further they can take up research projects. Studying business research methods provides more professional and employment opportunity. Graduates with business research methods, find employment in research and development institutes, production, marketing, human resource management, finance departments etc., as a business analyst, market research analyst, financial research analyst, international market research analyst etc.,

## COURSE OUTCOMES (CO):

On successful completion of this course the students will have demonstrated the ability to:

- CO1 Understand and appreciate research, objectives and type for both qualitative and quantitative research.
- CO2 Formulate research problem and develop coherent research design
- CO3 Use appropriate data collection method, sampling techniques, measurement scale and develop appropriate research instruments.
- CO4 Demonstrate analytical skills and interpretation abilities.
- CO5 Demonstrate report writing and data presentation skills for informed decision making.

## COURSE CONTENT AND STRUCTURE – 36 hrs

### **MODULE 1: Introduction to research, types of research, design and defining research problem 5hrs**

- What is Research
- Objectives & motivations for research
- Types of Research- Introduction to Qualitative Research, Quantitative Research
- Defining Business Problem- Problem Formulation, Techniques involved in defining a problem
- Introduction to Research Process
- Steps in Research Process

### **MODULE 2: Research process & research design 8 hrs**

- Introduction to Research Process
- Steps in Research Process
- Introduction to Research Design
- Types of Research Design: Exploratory, Descriptive and Causal Research

— Hypothesis Types of Hypotheses, Hypothesis Development

### **MODULE 3: Data collection methods and sampling**

**8 hrs**

- Definition and purpose of observation
- Four key dimensions that characterize the type of observation
- Types of questionnaires, Guidelines for questionnaire design
- International dimensions of surveys.
- Multimethod of data collection,
- Sampling Technique- Population, Sampling Frame, Sample, Bias
- Sampling Distribution, Types of Samples; Probability & Non-Probability Sampling

### **MODULE 4: Data analysis and Report Writing**

**5 hrs**

- Getting the data ready for analysis, Getting a feel for the data, descriptive statistics
- Testing the goodness of measures Three important steps in qualitative data analysis
- Reliability and validity in qualitative research, Methods of gathering and analysing qualitative data
- Contents of the research report. Oral presentation.

### **MODULE 5: Practical Lab Session**

**10 hrs**

- Introduction and use of Excel for data analysis
- Developing questionnaire on various web-based research platform format.
- Practice session for data analysis -on SPSS.
- Effective Presentation results of the study.

#### **Pedagogy**

- a) Class Lectures
- b) Lab based Practice session.
- c) Expert Video Lecture
- d) Use of Templates and Software for practice sessions.
- e) Case Studies/Simulations.
- f) Lab based teaching

#### **Teaching Learning Resources**

##### **Essential Readings**

1. Donald and Cooper (2014), Business Research Methods, The McGraw-Hill, New York.
2. Shashi Gupta and Rangi Praneet (2015), Business Research Methods, Kalyani Publishers, Bengaluru.
3. Usha Devi N. and Santhosh Kumar (2016), Business Research Methods, Himalaya Publishing House, NewDelhi.
4. William G. Zikmund (2017), Business Research Methods, South-Western, Cengage Learning, Boston.

##### **References:**

1. Karunakaran D. (2019), Business Research Methods Text and Cases, Himalaya Publishing House, New Delhi.





	(Quiz, Individual assignment, Cap- Stone project, Major or minor project, Group assignments etc)			
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BRUNN

Course Title	IT Skills
Term/Semester	I
Course ID	21MBA711
Credits	2

## Introduction:

This course aims to increase student's computer knowledge and skills so as to develop attributes that enhance an individual's interactions and job performance.

The objective of the course is to inculcate potential skills in the student's to prepare them to deal with the external world in a collaborative manner, take initiative, solve problems, and demonstrate a sound IT skills so as to hold a good impression and positive impact

## Course Outcomes (COs):

After successful completion the course the students will be able to:

CO1: Understand and apply various tools and techniques embedded in MS-Word

CO2: Understand and apply various tools and techniques embedded in MS-excel

CO3: Understand and apply various tools and techniques embedded in PowerPoint

CO4: Understand and apply various online tools for information exchange, collaborative working environment and other presentation tools.

## Course content and Structure: (40 hours)

Module 1: Building basic proficiency in MS Word (10 Hours)

- Getting Started With Word: Navigate in Microsoft Word; Create and Save Word Documents; Manage Your Workspace; Edit Documents; Preview and Print Documents
- Formatting Text and Paragraphs: Apply Character Formatting; Control Paragraph Layout; Align Text Using Tabs; Display Text in Bulleted or Numbered Lists; Apply Borders and Shading
- Managing Lists: Sort a List; Format a List
- Adding Tables: Insert a Table; Modify a Table; Format a Table; Convert Text to a Table
- Inserting Graphic Objects: Insert Symbols and Special Characters; Add Images to a Document.
- Controlling Page Appearance: Apply a Page Border and Color; Add Headers and Footers; Control Page Layout; Add a Watermark
- Preparing To Publish a Document: Check Spelling, Grammar, and Readability; Use Research Tools; Check Accessibility; Save a Document to Other Formats

Module 2: Building basic proficiency in MS-Excel (10 Hours)

- Getting started with Excel: The Ribbon; The Work Surface; Navigation; Formatting; Basic Math
- Understanding Formulas: Formula Anatomy; Cell Referencing; Math Functions(SUM, ROUND and SUBTOTAL); Basic Statistics (COUNT, COUNTA, AVERAGE, MAX, MIN, MEDIAN and MODE); Logic Functions; Text Functions; Understanding Dates and time
- Intermediate Formula Knowledge: Conditional Math (SUMIF and COUNTIF); External Links; Lookup

- Data Analysis: Creating PivotTables; Formatting PivotTables
- Presenting and Reporting: Cell Formatting; Outlining; Custom Number Formats; Conditional Formats; Building Charts.

### **Module 3: Building basic proficiency in PowerPoint**

(10 Hours)

- Modifying the PowerPoint Environment: Customize the User Interface; Set PowerPoint Options
- Customizing Design Templates: Modify Slide Masters and Slide Layouts; Add Headers and Footers; Modify the Notes Master and the Handout Master
- Adding SmartArt and Math Equations to a Presentation: Create SmartArt; Modify SmartArt; Write Math Equations
- Working With Media and Animations: Add Audio to a Presentation; Add Video to a Presentation; Customize Animations and Transitions
- Collaborating on a Presentation: Review a Presentation; Store and Share Presentations on the Web
- Customizing a Slide Show: Annotate a Presentation; Set Up a Slide Show; Create a Custom Slide Show; Add Hyperlinks and Action Buttons; Record a Presentation

### **Module 4: Building basic proficiency in using Social media, E-mail and other online tools**

(10 Hours)

- Creating and updating profiles on various social media platforms (Facebook, LinkedIn, Instagram, YouTube and Twitter); etiquettes to be followed.
- Email etiquettes.
- Online Tools: Google: Drive, Scholar, Classrooms, Current, Slides, Calendar, Groups, Forms, Keeps; Zoom; Microsoft teams etc.
- Prezi: Interactive power point slide
- Canva- Creating Brochure, Logos, Business Card, Business Presentation, Info graphs.

### **Pedagogy:**

- 1) Practice Based Teaching
- 2) Lab Based teaching
- 3) Classroom Discussion
- 4) Project based teaching

### **Teaching Learning Resources:**

#### **Essential readings-**

1. Paul McFedries, “My Office 2016 ”, Pearson education. ISBN: 9789332582781
2. Learn Microsoft Office 2019: Comprehensive Guide to Getting Started with Word, PowerPoint, Excel, Access, and Outlook, By Linda Foulkes. 2020
3. Learning Computer Fundamentals, Ms Office and Internet & Web Tech. By Dinesh Maidasani · 2005. ISBN:9788170087809

#### **References-**

1. Wayne, Winston (2014). Microsoft Excel 2013: Data Analysis and Business Modelling, Micro softPress, Washington.
2. Excel 2016 Bible”, John Walkenbach
3. “Excel 2016 Power Programming with VBA”, Dick Kusleika and Michael Alexander
4. “Advanced Excel Essentials”, Jordan Goldmeier

### Supplementary resources

1. [https://onlinecourses.swayam2.ac.in/cec20\\_mgl4/preview](https://onlinecourses.swayam2.ac.in/cec20_mgl4/preview)
2. Pearson e – library ; <https://elibrary.in.pearson.com/bookshelfDashboard>
3. EBSCO : <https://www.ebsco.com/search?search=supplychainmodel>
4. Jgate: <https://jgateplus.com/home/resources/>

### CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	1	3	1	3	1	2	3	2	3	1	1
CO2	2	3	1	3	2	2	3	3	3	1	1
CO3	1	3	1	3	1	2	3	2	3	1	1
CO4	2	3	1	3	1	2	3	2	3	1	1
CO5	3	2	2	1	2	1	2	3	2	2	1

### Course Evaluation Plan:

Sl. No.	Evaluation Item	Unit of Evaluation	Marks Allotted	Timeline
1	Semester end Lab Exam	Individual	50 Execution/ Presentation 30 Viva-Voce 10 Lab Journal 10	End of semester
2	Attendance and Class participation	Individual	10	At the end of the semester
3	Project on MS-Word	Group	10	Throughout the semester
	Project on MS-Excel	Group	10	Throughout the semester
4	Project on MS-PowerPoint	Group	10	Throughout the semester
5	Project on online tools	Group	10	Throughout the semester

<i>Course Title</i>	<b>SKILL ENHANCEMENT COURSES- SOFT SKILLS</b>
<i>Term/Semester</i>	<b>I</b>
<i>Course ID</i>	<b>21MBA712</b>
<i>Credits</i>	<b>2</b>

### **Introduction:**

Soft skill -is part of the skill development course. The course will provide the students of MBA programme to learn on the skills beyond academic courses. This course will equip them to work efficiently and deliver at their work place. Soft skill courses give all the new skills defined necessary by the World Economic Forum to address the skill gap as the 4.0 Industry is adopted.

### **Course Outcomes (COs):**

**On completion of the course the student will be able:**

**CO1:** Demonstrate effective communication skills and proficiency in English.

**CO2:** Demonstrate interpersonal skills

**CO3:** Demonstrate Life skills

**CO4:** Demonstrate traits of a good personality

**CO5:** Demonstrate proficiency to crack aptitude tests.

### **Course content and Structure: (40 hours)**

#### **MODULE-01: English skills-spoken and written skills**

**(12Hrs)**

- **Communication: Spoken English-** Verbal (Oral and written) and Non-Verbal Communication (Body language, signs or symbols)
- **Verbal Communication-**Speaking, Listening, Reading.
- **Non-Verbal Communication-** Body Language, Gestures, Facial Expressions, Pictures and Signs
- **Speaking-**Dialogue, Monologue, Group Discussion and Public Speech, Pronunciation, Enunciation, Vocabulary, Fluency, Common Errors
- **Reading and Understanding-**Passage, Close Reading, Paraphrasing, Techniques of effective reading, gathering ideas and information from a given text, evaluating these ideas and information, Interpret the text
- **Writing-**Documenting, Note Making, Report Writing and Letter Writing
- **Listening-**Art of Listening, Empathetic Listening, answering questions after listening to simple paragraph. Techniques of effective listening, Listening and comprehension, probing questions, Barriers to listening
- **Business Etiquette-** Telephonic Etiquettes, Dining Etiquettes, Office Etiquettes, Meeting Etiquettes, Netiquettes, Skills to use Official social media pages. Skills to use Smart work apps.

#### **02 MODULE-02 Interpersonal skills**

**(04 Hrs)**

- **Emotional Intelligence:** Empathy for others, Encouraging and inspiring people to do their best, Social skills for better understanding others, Self-awareness to assess one's potential and Motivation to achieve better milestones.
- Networking and building relationships, Socializing skill, Attitude, Time Management
- **Negotiation skills:** Setting agenda for the negotiation, Communication with difficult people, how to handle difficult people, how to recognize and prioritize emotions of other people, Are you competitive or Collaborative during negotiation, Interpersonal negotiation work -situations.

#### **03 MODULE-03: LIFE SKILLS**

**(04Hrs)**

- Resilience, People skills, Positive attitude to workplace, Empathy, Creative Thinking,
- Interpersonal Relationship, building relation at work place.

— Agility at Job: Job orientation, working to a plan, Contribute and deliver in a team, prioritising Job with role clarity, Perseverance to stay focused at work.

(Outbound Training Camps-For developing agility at work place.)

#### **04 MODULE 04- PERSONALITY DEVELOPMENT:**

**(08Hrs)**

— Building Positive Attitude –Factors affecting attitudes, Work place attitude, Attitude Formation, Engaging with positive attitude at work place

— Self Confidence, Building self-confidence, Techniques of self-assertiveness. Techniques to break the clutter.

— Stress Management: Work life Balance, Build time management skills, Time management tools. Overcome procrastination. Habits to work according to a plan.

— Productive at work place, being a Team player, Contribute and Collaborate in work place. Forming and norming in a Team.

— Listening skills for better engagement at work, Benefits of being a patience listener, Art of opening conversations and continuing conversations.

— Body language for positive communication, Appropriate body language at work place and formal gathering and Techniques to engage audience in public speaking,

#### **05 MODULE-05: APTITUDE TRAINING-(Problem Solving on the following topics)**

**12 Hrs**

— Ratio and proportion-Concept and Basic Problems, Ratio and Proportion - advance level Problem

— Blood Relation- Concept and Basic Problems, Blood Relation- advance level Problem

— Direction - Concept and Basic Problems, Direction advance level Problem

— Ages - Concept and Basic Problems, Problems on Ages - advance level Problem

— Percentages - Concept and Basic Problems, Percentages - advance level Problem

— Profit and Loss - Concept and Basic Problems, Profit and Loss- advance level Problem

— Coding Decoding - Concept and Basic Problems, Coding Decoding- advance level Problem

— Partnership - Concept and Basic Problems, Partnership- advance level Problem

— Time and work - Concept and Basic Problems, Time and work- advance level Problem

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### **Pedagogy:**

1. Practice -Based Teaching and Training.
2. Activity based teaching and training
3. Roleplay, Theater.
4. Interaction with professional trainers.
5. Out-bound Training.
6. Class room Discussions

### **Teaching Learning Resources:**

#### **Essential readings-**

- Development of Life Skills and Professional Practice, 2014, Vikas Publication, Shalini Verma
- Amos, Julie-Ann. Handling Tough Job Interviews. Mumbai: Jaico Publishing, 2004.

- Bonet, Diana. The Business of Listening: Third Edition. New Delhi: Viva Books, 2004.
- CORRECTLY SPEAKING...: A Self Learning Guide To Self-Spoken ENGLISH, Aaradhana Rana,

### References-

- Daniel Kahneman, Thinking, Fast and Slow Paperback – Farrar, Straus and Giroux; 1st edition (April 2, 2013).
- Ajmani, J. C. Good English: Getting it Right. New Delhi: Rupa Publications, 2012.
- Carnegie, Dale. The Quick and Easy Way to Effective Speaking. New York: Pocket Books, 1977
- Collins, Patrick. Speak with Power and Confidence. New York: Sterling, 2009.
- Fitikides, T. J. Common Mistakes in English. London: Orient Longman, 1984.
- Hughes, Shirley. Professional Presentations: A Practical Guide to the Preparation and Performance of Successful Business Presentations. Sydney: McGraw-Hill, 1990
- Lesikar, Raymond V and Marie E. Flatley. Skills for Empowering the Internet Generation: Ninth Edition. New Delhi: Tata McGraw-Hill, 2002
- Pease, Allan. Body Language. Delhi: Sudha Publications, 1998.

### Supplementary Resources:

#### Weblinks and E-Resources

- <http://www.bbc.co.uk/worldservice/learningenglish/radio/specials/15>
- <http://www.colostate.edu/Depts/Speech/rccs/theory44.html>

**Suggested Apps:** Thinking about your life, Pocket, Trello.

- One Day Out Door Training in Association with Eagle Unbound, Bangalore.
- <https://www.mooc4dev.org/lifeskills1> (IIT Kanpur)
- <https://youtu.be/KxxKrei5evM> (Swayam12 week)
- <https://nptel.ac.in/noc/courses/noc18/SEM1/noc18-hs18/>

### CO PO's mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	3	3	3	1	2	1	3	3	1	3	3
CO2	3	3	2	0	0	0	1	3	0	2	2
CO3	3	3	3	0	2	0	1	3	0	3	3
CO4	3	3	3	0	2	1	1	3	0	3	3
CO5	3	3	3	0	3	0	2	3	0	3	3
CO6	3	3	3	0	3	3	1	3	0	3	3

LEVEL:

3- Substantial,

2- Moderate,

1-Slight,

0-No Co-relation

### Course Evaluation Plan: (Max Marks:100)

Sl. No.	Evaluation Item	Unit of Evaluation	Marks Allotted	Timeline
1	Semester -End Examination	Individual	50	At the end of the semester
2	Attendance and Class participation	Individual	10	At the end of the semester
3	Internal Test	Individual	10	

			(Average of two test)	
<b>EVALUATION FOR EACH MODULE FOR SKILL ACQUIRED REVIEW BY INTERNAL PANEL</b>				
1	Communication Skill Reading and Speaking Skill-review by internal panel	Individual	05	Assessment End of Module -01
2	Negotiation Skill –Team and Collaborative Skills. - Internal Expert Review on	Individual	05	Assessment End of Module -02
3	Life Skill -Internal Expert Review -In a Stress Interview session Showing Agility and Stress Management skills	Individual	05	Assessment End of Module-03
04	Personality and Etiquette-Internal Review on appropriate behaviour and etiquette of the candidate for every given work place situation	Individual	05	Assessment At the End of Module-04
05	Aptitude- Test	Individual	10	Assessment At the End of Module-05



**Course Title****PRINCIPLES OF MANAGEMENT AND TEAM BUILDING- EXPERIENTIAL LEARNING**

<b>Term/Semester</b>	<b>I</b>
<b>Course ID</b>	<b>21MBA811</b>
<b>Credits</b>	<b>Audit Course</b>

**Introduction:**

Principles of Management and Team Building subject is an outdoor, activity-based, experiential learning and team building program. This program will facilitate students by providing opportunities to explore managerial skills, leadership skills, problem-solving, critical thinking, communication, social change, organizational behavior, group development, and the environment using adventure education practices and outdoor recreation principles. No matter what students' career aspirations may be, the skills and experience gained during this period will be powerful and highly valued in all areas of their life, personal or professional.

**Course Outcomes (CO):**

Upon successful completion of this course, students will be able to:

- Understand the importance of principles of management and being a Team Player **and** Demonstrate effective leadership and team management skills

**Course Content:**

- Nature of Management – Managerial levels and skills; Managerial Roles; Management: Science, Art or Profession
- Managerial Functions – Planning, Organizing, Staffing, Directing, Coordinating, Leading and Controlling
- Team building- Importance, Individual responsibility, Qualities of a good team player, Leadership skills

**Guidelines:**

- This course will provide each student with a hands-on and interactive learning experience that build tangible life skills and promote personal growth.
- The subject will be delivered by taking students to an out-bound programme.
- The outbound programme aims at adventures, leadership and team building activities for the students.
- Every activity starts with briefing and ends with de-briefing.
- It is compulsory for all the students to participate and gain a certificate at the end of outbound programme.
- Post outbound training, students are expected to submit a report to the concerned faculty coordinator.

**Guidelines for report writing:**

- The report should consist of learning experience from outbound training.
- A report structure should be as follows:
  - Introduction
  - Importance of Leadership and Team Management
  - Activity wise learning

- Overall learning experience
- Feedback or suggestion
- Writing details:
  - Twelve-point font is the generally accepted font size.
  - Choose the Times New Roman font for your report.
  - The body of the document must be spaced with 1.5.
  - Alignment of text should be consistent (including justified alignment).
- The report should not exceed 10 pages.

**Pedagogy:**

Group discussion  
 Activity based teaching  
 Experiential learning  
 Outbound training

**CO-PO Mapping:**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	2	1	3	1	3	1	-	1	1	1	3

**Course Evaluation Plan:**

Sl. No.	Evaluation Item	Unit of Evaluation	Marks Allotted	Timeline
1	Submission of Out-Bound Certificate	Individual	20	After the out-bound training
2	Submission of report	Individual	20	Within 10 days of completing out-bound training
3	Active participation in all the activities  Faculty Coordinator- 10 marks  Trainer- 10 marks	Individual	20	
4	To prepare and present a video (less than 2 minutes)	Group	20	
5	MOOC on Leadership and Team Management	Individual	20	

<b>Course Title</b>	<b>French</b>
<b>Term/Semester</b>	<b>II</b>
<b>Course ID</b>	<b>21MBA812</b>
<b>Credits</b>	<b>2</b>

## French A1.1 Course Content (Syllabus)

Course Duration: 24 Hours

SL No	Chapter Name	Topics Covered
1	Mes cinq sens en action (My five senses in action)	<p>Talking about currency and nationality</p> <p>Introducing yourself</p> <p>Learning verbs to call, to spell, to buy etc.</p> <p>Yes or no question and answer</p> <p>Basic communication in the class room</p> <p>Learning alphabets</p> <p>Learning helping verbs to be, to called, to have</p> <p>Understanding definite article</p> <p>Learning my name is..., I am..., I have, her name is..., his name is..., She is..., He is..., etc.</p> <p>Learning numbers 0-9</p> <p>Learning French Greetings</p> <p>French wishes</p> <p>Learning You and your (Pronoun and Possessive article)</p>

<p>2</p>	<p>S'ouvrir aux autres (Open up to others)</p>	<p>Talking about first name, last name, nationalities, age, profession</p> <p>How to talk politely to others</p> <p>Learning numbers</p> <p>Learning prepositions</p> <p>Learning verbs</p> <p>Understanding negative article and definite article</p> <p>WH Questions</p>
<p>3</p>	<p>Partager son lieu de vie (Share your place of life)</p>	<p>Talking about family and family related words</p> <p>Talking about movies, films, drama etc.</p> <p>Suggest to someone about things</p> <p>Learning demonstrative adjectives</p> <p>Learning verb "finish and go out" and sentence creation</p>
<p>4</p>	<p>Goûter à la campagne (Taste the countryside)</p>	<p>Accept and decline an invitation</p> <p>Give instructions to others</p> <p>Ask the price in the shop, supermarket</p> <p>Go shopping and discuss</p> <p>Negative form no...more, no...never</p> <p>Learning verbs buy, eat, pay etc.</p>

## Teaching Learning Resources:

### Essential readings-

Saison 1

Author : Jean Giraudoux

Publisher : Didier

### References

Alter Ego+1-A1

Author: Véronique M Kizirian, Emmanuelle Daill, Annie Berthet, Catherine Hugot

Publisher: Hachette

## Evaluation criteria

End Term Exam - 100 Marks

Passing Percentage - 60 %

Skills evaluated -Speaking, Reading, Writing, Listening

Mode of Exam - Online exam (Institute portal will be used to conduct exams ) for

Reading, Writing & Listening Modules, Speaking skills assessed by one to one discussion with trainer.

Certification - Co-branded Certificate of institute & College can be issued to students.

## Course Evaluation Plan:

Sl. No.		Evaluation Item	Marks Allotted
1	<b>Internal Marks</b> <b>(50)</b>	Attendance and class participation Submission of assignments Viva-Voce	20 20 10
2	<b>External Marks</b> <b>(50)</b>	End-Term Exam	50