



**SHRI RAMDEOBABA COLLEGE OF  
ENGINEERING AND MANAGEMENT,  
NAGPUR**

An Autonomous College of Rashtrasant Tukadoji  
Maharaj Nagpur University, Nagpur, Maharashtra (INDIA)

**TEACHING SCHEME SYLLABUS  
2016-17**

.....  
**DEPARTMENT OF MANAGEMENT TECHNOLOGY DMT  
MASTER OF BUSINESS ADMINISTRATION**

**About the department**

An era of excellence dawned with the birth of the Department of Management Technology (DMT). It was established under aegis of Shri Ramdeobaba Kamla Nehru Engineering College with the dream of nurturing and developing managerial talent. The MBA full time program is designed to equip students with domain knowledge of management in different business discipline & to develop leadership skills to enable students to make decisions in complex environment.

The Department Management Technology (DMT) has received Overall ranking of 107 across India. It is ranked 19th in Western India, 2nd in Vidarbha & Ranked 1st in the various Institutes Affiliated to RTM Nagpur University. In Industry Institute Interaction category DMT has been ranked 90th position in Western India by Business world 25th June 2012.

**Vision:**

We envisage Department of Management Technology to be a Place of Learning imparting management education of highest standard, most relevant at all times to meet the needs of the industry of suitable, efficient and ethical human resources.

**Mission:**

To impart quality education in the field of management by continuously updating the course contents to match the needs of industry and to develop industry institute interaction for mutual benefit for enhancement of knowledge, research, acumen and employability of the students

Programme Education Objectives & Outcomes (Department of Management Technology)

**PROGRAM EDUCATION OBJECTIVES**

- To develop understanding of the body of knowledge in the functional areas of business.
- To develop leadership, teamwork and supervision skills.
- To inculcate managerial skills, decision making and problem solving capabilities.
- To develop an understanding of and ability to use technology as a tool of effective management.
- To develop business communication and interpersonal skills.
- To develop professionalism, social and ethical values at work.

**PROGRAM EDUCATION OUTCOMES**

- MBA graduates will demonstrate domain knowledge in each of the functional areas of business
- MBA graduates will demonstrate business related behavioural skills including leadership, interpersonal and teamwork.
- MBA graduates will demonstrate the ability to evaluate the business environment, then choose and utilize decision making techniques that is appropriate for the given situation.
- MBA graduates will demonstrate their ability to use technology for effective management
- MBA graduates will demonstrate interpersonal, oral and written communication skills.
- MBA Graduates will demonstrate professional expertise, ethical behaviour and social responsibility.

Published by

**Dr. R.S. Pande**

Principal

Shri Ramdeobaba College of Engineering & Management  
Ramdeo Tekdi, Gittikhadan, Katol Road, Nagpur - 440 013

Ph. : 0712-2580011 Fax : 0712 - 2583237

ISO 9001 : 2008 CERTIFIED ORGANISATION

## I Semester Master of Business Administration

Sr. No.	Course Code	Course Name	Maximum Marks					Exam Duration	
			L	P	Credits	Internal Assessment	End Semester Examination		Total
1	MBT551	Financial Management	4	-	4	40	60	100	3
2	MBT552	Marketing Management	4	-	4	40	60	100	3
3	MBT553	Human Resource Management	4	-	4	40	60	100	3
4	MBT554	Entrepreneurial Development	4	-	4	40	60	100	3
5	MBT555	Financial Accounting	4	-	4	40	60	100	3
6	MBT556	Perspective Management	2	-	2	20	30	50	2
7	MBT557	Information Technology Management	2	-	2	20	30	50	2
8	MBT558	Quantitative Decision Making	2	-	2	20	30	50	2
9	MBP551	IT Skill Lab		2	1	25	25	50	-
10	MBP552	Communication Skill Lab		2	1	25	25	50	-
11	MBT559	Business Ethics	2	-	-	-	-	-	-
		<b>Total</b>	<b>28</b>	<b>4</b>	<b>28</b>	-	-	-	-

## II Semester Master of Business Administration

Sr. No.	Course Code	Course Name	L	P	Maximum Marks				Exam Duration
					Credits	Internal Assessment	End Semester Examination	Total	
1	MBT560	Organization Behaviour & Development	4	-	4	40	60	100	3
2	MBT561	Applied Operations Research	4	-	4	40	60	100	3
3	MBT562	Strategic Management	4	-	4	40	60	100	3
4	MBT563	Cost & Management Accounting	4	-	4	40	60	100	3
5	MBT564	Operations Management	4	-	4	40	60	100	3
6	MBT565	Managerial Economics	2	-	2	20	30	50	2
7	MBT566	Business Legislation	2	-	2	20	30	50	2
8	MBT567	Business Research Methods	2	-	2	20	30	50	2
9	MBP553	Analytical skill lab	-	2	1	25	25	50	-
10	MBP554	Corporate Grooming Lab	-	2	1	25	25	50	-
11	MBT568	Environment Management	2	-	-	-	-	-	-
		<b>Total</b>	<b>28</b>	<b>4</b>	<b>28</b>	-	-	-	-

## III Semester Master of Business Administration

Course Name	L	P	Credits	Maximum Marks			Exam Duration	
				Internal Assessment	End Sem Exam	Total		
<b>Specialization 1 (4 Papers)</b>								
Four Electives from the Specialization groups offered <b>(Please refer list of electives)</b>	Elective 1	4	0	4	40	60	100	3
	Elective 2	4	0	4	40	60	100	3
	Elective 3	4	0	4	40	60	100	3
	Elective 4	4	0	4	40	60	100	3
<b>Specialization 2 (4 Papers)</b>								
Four Electives from the Specialization groups offered <b>(Please refer list of electives)</b>	Elective 1	4	0	4	40	60	100	3
	Elective 2	4	0	4	40	60	100	3
	Elective 3	4	0	4	40	60	100	3
	Elective 4	4	0	4	40	60	100	3
Summer Internship of 4 weeks	-	-	5	-	-	-	-	-
<b>Total</b>	<b>32</b>	<b>0</b>	<b>37</b>					

## IV Semester Master of Business Administration

Course Name	L	P	Credits	Maximum Marks			Exam. Hrs	
				Internal Assessment	End Sem Exam	Total		
<b>Specialization 1 (2 Papers)</b>								
Two Elective Subjects from one of the Specialization selected in Semester III. <b>(Please refer list of electives)</b>	Elective 5	4	0	4	40	60	100	3
	Elective 6	4	0	4	40	60	100	3
<b>Specialization 2 (2 Papers)</b>								
1) Two more Elective Courses from specialization I.	-	4	0	4	40	60	100	3
<b>Or</b> 2) Two Elective Courses from specialization II.	-	4	0	4	40	60	100	3
<b>Or</b> 3) Two open Elective Courses from any other specialization/s apart from specialization I & II.	-	4	0	4	40	60	100	3
MBP601	Project	-	12	6	100	100	200*	3
<b>Total in Semester</b>	<b>16</b>	<b>12</b>	<b>22</b>					

## \*Project Assessment

	Marks	
Viva-Voce	50	Assessment by External Examiner
Project defense through Presentation	50	
Overall Project Valuation	100	Assessment by Internal Examiner

**List of Electives :**

Students have to select any two Specializations. In Semester III students will be taught four Elective Courses from specialization I & II each. In Semester IV students shall exercise one of the three options:

1. Student can select 4 Elective Courses from specialization I.
2. Student can select 2. Elective Courses from specialization I & II.
3. Student can select 2 Elective Courses from specialization I and 2 open Elective Courses from any other specialization/s apart from specialization I & II.

**Second Year – Elective Subjects**

Course Code	Elective	Course Code	Elective
<b>Marketing Management</b>		<b>Operations Management</b>	
MBT551-1	Integrated Marketing Communication	MBT554-1	Operations & Planning Control
MBT551-2	Brand Management	MBT554-2	Supply Chain Management
MBT551-3	Retail Management	MBT554-3	Services Operation
MBT551-4	Sales & Distribution Management	MBT554-4	Project Management
MBT551-5	Service Marketing	MBT554-5	Quality Management
MBT551-6	Rural Marketing	MBT554-6	World Class Manufacturing
MBT551-7	Consumer Behavior & Marketing Research	MBT554-7	ERP
MBT551-8	Customer Relationship Management	MBT554-8	Advanced Operation research
MBT551-9	Industrial Marketing	MBT554-9	Contract Management Practices
MBT551-10	International Marketing	MBT554-10	Lean Management
<b>Finance</b>		<b>International Business</b>	
MBT552-1	Corporate Taxation	MBT555-1	International Financial Markets
MBT552-2	Security Analysis	MBT555-2	Foreign Exchange Management
MBT552-3	International Finance and Trade	MBT555-3	International Marketing
MBT552-4	Derivatives & Risk Management	MBT555-4	Export Import Procedures
MBT552-5	Project Planning & Financing	MBT555-5	International Economic Organizations
MBT552-6	Commercial Banking in India	MBT555-6	India's Foreign Trade Policy
MBT552-7	Financial Services & Merchant Banking	MBT555-7	Managing International Business Organizations
MBT552-8	Management Control System	MBT555-8	International Logistics Management
MBT552-9	Mergers & Acquisition and Corporate Restructuring	<b>Entrepreneurship and Family Business</b>	
MBT552-10	Portfolio Management	MBT556-1	Dynamics of Family Business
<b>Human Resource Management</b>		MBT556-2	Legal and tax Environment
MBT553-1	Advanced Organization Behavior	MBT556-3	Financing of Emerging Enterprise
MBT553-2	HR Audit & Analytics	MBT556-4	Managing Human Capital
MBT553-3	Human Resource planning	MBT556-5	Product and Brand Management
MBT553-4	Industrial relations & Labour Legislations	MBT556-6	Purchase and Material Management
MBT553-5	International HRM	MBT556-7	Cost Management and Control Systems
MBT553-6	Management of Change & Organizational Effectiveness	MBT556-8	Business Communication
MBT553-7	Organization Theory: Structures and Design	MBT556-9	Advance Management Accounting
MBT553-8	Performance and Compensation Management		
MBT553-9	Recent Trends in HRM		
MBT553-10	Training & Development		

**SYLLABUS OF SEMESTER I, MBA. (Master of Business Administration)****Course Code: MBT551****L:4 Hrs., P:0 Hrs., Per week****Course: Financial Management****Total Credits : 4****Course Outcomes :**

At the end of the course students will have:

1. Knowledge of basics of Financial Management Concepts.
2. Ability to understand capital and its cost.
3. Understanding of EBIT-EPS Analysis, evaluation of various financing plans and importance of leverages.
4. Understanding of concept of dividends and various dividend valuation models.
5. Understanding of operating cycle and other aspects of working capital management.
6. Ability to understand the importance of Capital Budgeting Techniques like IRR, NPV and PI.

**Unit I :**

Introduction To financial Management - Concept of business finance, finance function, scope, organization, Responsibilities of finance executive, Goals & objectives of financial management, Functional areas, Sources of financing - LONG TERM shares, debentures, term loans, lease & hire purchase, retained earnings, public deposits, bonds (Types, features & utility), SHORT TERM bank finance, commercial paper & trade credit & bills discounting, INTERNAL: Retained earnings, Depreciation policies & Time Value of Money. (Sources of Capital is for Self Study)

**Unit II :**

Cost of Capital- Concept, meaning, principles & importance, Introduction to Trading on equity, Opportunity Cost of capital, Cost of different sources of finance, Weighted average cost of capital & factors affecting cost of capital

**Unit III :**

Capital structure - Meaning, Theories of capital structure, concept of optimal capital structure, Computation of leverages, Capital gearing & leveraging, EBIT-EPS analysis.

**Unit IV:**

Financing & Dividend policies Decision- Concept, determinants and factors affecting, relevance and irrelevance concept, dividend valuation models - Gordon, Walter and Modigliani-Miller models and Stability of dividends.

**Unit V :**

Working capital Management- Concept of working Capital, significance, types Adequacy of working capital, Factors affecting working capital needs, financing approaches for working capital, forecasting working capital requirements. (Financing approaches for working capital)

**Unit VI :**

Investment Decision - Capital budgeting - Nature and significance, techniques of capital budgeting —Pay Back Method, Accounting rate of return, Internal Rate of Return, DCF', Net Present Value and profitability index.

**Text Book :**

1. Financial Management by R P Rustagi, Forth revised edition, Taxmann's Publication

**Reference Books:**

2. Financial Management by Khan & Jam, Tata Mcgraw Hill
3. Financial Management by Dr. P C Tulsian ,S Chand
4. Financial Management by R P Rustagi, Galotia Publication
5. Financial Management by Ravi Kishore, Taxmann



**SYLLABUS OF SEMESTER I, MBA. (Master of Business Administration)**

**Course Code : MBT552**

**L:4 Hrs., P:0 Hrs., Per week**

**Course : Marketing Management**

**Total Credits : 4**

**Course Outcomes :**

1. To understand basic concepts of marketing.
2. To understand consumer buying behavior and marketing research process.
3. To develop knowledge about segmentation targeting and positioning.
4. To Build understanding of product management.
5. To understand pricing Mechanisms and communication process.
6. To build understanding of market evaluation and control as well as learn regarding. ethical and legal issues in marketing.

**Unit I :**

Understanding Marketing Management: Core Concepts of Marketing, nature and concept of Marketing, Marketing Mix, Service Marketing, Steps in the Marketing Process, Nature and contents of marketing plan, Scanning the Marketing environment

**Unit II :**

Consumer Behaviour: Consumer behaviour, buying decision process, organizational buying, Customer Relationship Management, marketing research and demand forecasting

**Unit III :**

Market Positioning: Market Segmentation and Targeting, Positioning and Repositioning; Marketing Strategies

**Unit IV :**

Product Management: Meaning of product, product classification, product levels, product policies, Product life cycle and new product development, Product differentiation

**Unit V :**

Pricing, IMC & Distribution: Pricing objectives, methods and pricing policies; Channel design and management, Understanding the communication process, Managing advertising; Sales promotion, Public relations and direct marketing.

**Unit VI :**

Market Evaluation and Controls: Types, process, obstacles to marketing control - Marketing Audit, Social, Ethical and Legal Issues in Marketing.

**Text Book :**

1. Marketing Management-A South Asian Perspective: Philip Kotler, Kevlin Lane Keller, Prentice Hall

**References Books :**

1. Marketing Management-Planning, Implementation and Control: V.S. Ramaswamy and S.Namakumari, McMillan
2. Marketing Management:RajanSaxena, Tata McGraw-Hill
3. Introduction to Marketing Management: Adrian Palmer, Oxford University Press.
4. Basic Marketing 15th edition: William D Perreault R, Tata McGraw-Hill



**SYLLABUS OF SEMESTER I, MBA. (Master of Business Administration)**

**Course Code: MBT553**

**Course : Human Resource Management**

**L:4 Hrs., P:0 Hrs., Per week**

**Total Credits : 4**

**Course Outcomes :**

At the end of the course, students will:

1. Understand roles and responsibilities of HR department in industries.
2. Have knowledge to understand job analysis and design jobs.
3. Understand job evaluation and how to estimate HR requirements.
4. Be able to conduct recruitment & selection process.
5. Be able to identify the training methods and understand the concept of performance appraisal.
6. Know the current trends in HRM.

**Unit I :**

Introduction to HRM: Nature, scope, objectives, importance and functions of HRM; Evolution of the concept of HRM; Human resource management in India; Role of HR Manager; HR Practices in Industry

**Unit II :**

Job Analysis & Design : Job Analysis – Meaning; Uses; Process and methods of collecting data for job analysis; Job Description; Job Specifications; Factors affecting Job Design; Techniques of Job Design.

**Unit III :**

Job Evaluation and Human Resources Planning: Objectives of Job Evaluation; Advantages and Limitations of Job Evaluation. Human Resources Planning: Concept, Need for Human Resources Planning; Process of Human Resources Planning.

**Unit IV :**

Recruitment & Selection: Factors Affecting Recruitment; Sources of Recruitment; Selection Process, Methods of selection – Interviews, Tests; Induction Program; Problems in Induction.

**Unit V :**

Training & Development & Performance Management: Objectives and Importance of Training; Process of Training & Development, Classification of Training Methods/Techniques; Reasons of Training Failure. Performance Appraisal: Introduction to Performance Appraisal, Errors during Appraisal.

**Unit VI :**

Employee Remuneration & Current Trends in HRM: Compensation (Direct & Indirect). Introduction to: Strategic HRM, Balance Scorecard, Organization Citizenship Behaviour, HR Audit, Competency Mapping, Employee Engagement (Sara Cook Model).

Students will undergo a project on any one of the six units.

**Text Book :**

1. Human Resource and Personnel Management-Text and cases: K. Aswathappa, McGraw- Hill Publishing co. ltd.

**Reference Books :**

1. Human Resource Management, Ninth Edition: R.Wayne Mondy, Robert M, Noe, Pearson Education
2. A Text book of Human Resource Management: C.B. Mamoria & S.V.Gankar, Himalaya Publishing House
3. Human Resource Management: P. Jyothi, Publication, Oxford University Press

**SYLLABUS OF SEMESTER I, MBA. (Master of Business Administration)**

**Course Code: MBT554**

**Course : Entrepreneurship Development**

**L:4 Hrs., P:0 Hrs., Per week**

**Total Credits : 4**

**Course Outcomes :**

1. To understand the evolution of the entrepreneurship and Examine the key resources required to exploit an innovative idea.
2. To examine various aspects of needed in Business Plan.
3. To identify the entrepreneurial government schemes in India.
4. To understand entrepreneurial finance
5. To identify the entrepreneurial opportunities in various sectors.
6. To understand social responsibilities of business.

**Unit I:**

Basics of Entrepreneurship: Creativity and Innovation, Relationship with the Economic Development, Barriers to Entrepreneurship (Factors affecting Growth of Entrepreneurship), Theory of Achievement Motivation, McClelland's Experiments, Business Idea - Business Idea Generation Process, Evaluation of Business Idea.

**Unit II:**

Business Plan: Building , Writing, Kinds Business Plan, ED Cycle, Financial Considerations (Cash Flow Management, Financial Plan, Business Plan)

**Unit III:**

Entrepreneurial Support: Financial incentives - Backward area benefits, Schemes for educated unemployed, Fiscal incentives, Business Incubation, Business Clusters.

**Unit IV:**

Mobilizing Resources: Buying a business: Scrutiny, Valuation, Negotiation, Franchising, Debt Finance, Venture Capital, Business Models: Components & Types

**Unit V:**

Entrepreneurship in India: Family Business, e-Business, Small-Scale Sector in India, Entrepreneurship & Industry, Ancillary Opportunities in different Economic Sectors: Agro Industries, Logistics, BPO, Banking and Finance.

**Unit VI:**

Business Growth: Stages of Growth, Growth Strategies, Social Responsibility : CSR, Role of Government CSR, Business benefits of CSR, Social Entrepreneur: Motivations of a Social Entrepreneur, Evaluating Social

Performance

**Text Book :**

1. Entrepreneurship, Rajiv Roy, Oxford Publication

**References Books :**

1. Entrepreneurship 6 th edition. Robert D Hisrich, Tata McGraw-Hill.
2. Kuratko- Entrepreneurship – A Contemporary Approach, (Thomson Learning Books)
3. Small-Scale Industries and Entrepreneurship. Desai, Vasant (2003). Himalaya Publishing House, Delhi.
4. Chary – Business Gurus speaks ( Macmillan)
5. S.S. Khanka – Entrepreneurial Development (S. Chand & Co.)

**SYLLABUS OF SEMESTER I, MBA. (Master of Business Administration)****Course Code : MBT555****Course : Financial Accounting****L:4 Hrs., P:0 Hrs., Per week****Total Credits : 4****Course Outcomes :**

At the end of the course students will have:

1. Understanding of the basic pillars on which the accounting methodology is built.
2. Ability to prepare, analyze and present basic financial transactions for accounting decisions.
3. Understanding of accounting methods of inventory.
4. Ability to appreciate the importance of Bank Reconciliation.
5. Ability to appreciate the accounting practices adopted for depreciation.
6. Understanding to prepare balance sheet as required by the legal framework and appreciate the significance of accounting concepts and their application.

**Unit I :**

Introduction to Accounting, Book keeping & Recording - Meaning, Scope and importance of Financial Accounting. Financial Accounting - concepts and conventions, classification of accounts, Accounting Policies & Standards and IFRS (Accounting Standards & IFRS is for Self Study).

**Unit II :**

Basics of Accounting: Rules and principles governing Double Entry Book-keeping system, Meaning, Preparation of Journal, Ledger, Single Column Cash and Bank Books & Trial balance,.

**Unit III :**

Inventory Management: Introduction to Inventory management, causes, need, purposes, effective methods & system of inventory. (LIFO, FIFO and Weighted Average Method)

**Unit IV :**

Bank Reconciliation Statement: Bank Reconciliation Statement (cash & pass book), causes of difference and introduction to amended cash & pass book.

**Unit V :**

Depreciation: Introduction to Depreciation, causes, need, factors determining effective methods, change of method, & accounting treatment.

**Unit VI :**

Final Account of Joint Stock Companies – Vertical Financial Statements of Joint Stock Companies – contents, and preparation of Vertical Profit & Loss Statement and Vertical Balance Sheet.

**Text Books :**

1. Advance Accounting, Dr. Ashok Sehgal, Dr. Deepak Sehgal, Vol –I, Taxmann's.

**Reference Books :**

1. Financial, Cost and Management Accounting, Dr. P. Periasamy, 2nd Edition, Himalaya Publishing House.
2. Advance Accounts Volume I by M.C. Shukla, T.S. Grwal, S.C. Gupta by S. Chand and company, New Delhi.
3. Advance Accounts Volume II by M.C. Shukla, T.S. Grwal, S.C. Gupta by S. Chand and company, New Delhi.



## SYLLABUS OF SEMESTER I, MBA. (Master of Business Administration)

Course Code : MBT556

L:2 Hrs., P:0 Hrs., Per week

Course : Perspective Management

Total Credits : 2

**Course Outcomes :**

At the end of the course students will have:

1. To understand the conceptual framework of management and its relationship with administration.
2. To understand various development of management thoughts.
3. To understand planning, planning premises.
4. To understand various decision making conditions.
5. To understand the importance of Span of control and delegation of authority.
6. To find out effective ways for effective coordination.

**Unit I :**

Introduction to Management : Nature – Function – Definition – Importance of Management – Scope of Management – Is management a science or art? – Management Functions and skills – Development of Management Thought (Contribution of Taylor, Fayol, Hawthorne experiments).

**Unit II:**

Planning & Decision Making: Concept – Nature – Importance – Types of Planning – Strategic and Operational Plans (Policy, Procedures, Methods, Rules, Budget, Mission, Objectives) – Process of Planning – Barriers to effective planning – Making Planning effective – Planning Premises (Concept & types). Decision Making: Concept – Types – Approaches to Problem Solving - Steps involved – methods of decision making – Committee Decision Making.

**Unit III :**

Organizing and Coordination: Principles of organization, organization as structure, Departmentation, Span of Control, Delegation of Authority, Authority & Responsibility, Accountability - Authority, relationship – Line function and staff – Basics of delegation of responsibility and authority. Centralization and decentralization of authority and the pros and cons of each – Span of control – Pros and cons of narrow and wide spans of control. Coordination & Directing: Importance and need for coordination – Principles of coordination – Methods of achieving effective coordination.

**Text Book :**

1. Principles and Practice of Management: L M Prasad, Sultan Chand & Sons educational, New Delhi

**Reference Books :**

1. Management Theory and Practice: P SubbaRao, Himalaya Publishing House
2. Principles of Management: Dr. NeeruVasishth, Taxmann's Publication
3. Management Principles, Processes and Practices: Anil Bhat&Arya Kumar, Oxford Publications

## SYLLABUS OF SEMESTER I, MBA. (Master of Business Administration)

Course Code : MBT557

L:2 Hrs., P:0 Hrs., Per week

Course : Information Technology Management

Total Credits : 2

**Course Outcomes :**

At the end of the course students will have:

1. Knowledge of Information technology concepts and its impact on strategic, tactical and operational components of business.
2. Knowledge of System Development concepts
3. Knowledge of Database Management System
4. Knowledge of Information Security Concepts and understanding importance of Information Security
5. Knowledge of E-commerce concepts and various E-commerce transaction models
6. Knowledge of New Trends and Technologies.

**Unit I :**

Information Technology Concept: IS Concepts & Definitions, Classification and types of IS, IT support to Business Process & People. System Development: Concept of System, System Development Life Cycle - System Analysis, Design, Testing and Implementation.

**Unit II :**

Data Management and Security : File Management System (FMS), Database Management system (DBMS/RDBMS), DBMS Model, Data Mining, Data Warehousing, Data Marts, Data Centers, Importance of Information Security, Virus & Anti-Virus, Cryptography and Data Encryption, Firewall, Digital Signature.

**Unit III :**

E-commerce and Emerging Technologies: Overview of E-Business & E-Commerce, E-C Transaction Models, Revenue Models E-C Mechanisms, Payment & Order Fulfillment, Ethical & Legal Issues, M-Commerce, Knowledge Management, ERP, CRM, BPO, KPO, Wi-Fi, WiMax.

**Text Books :**

1. Management Information System (South-Asian Perspective), Cengage Learning, Nilanjan Chattopadhyay, CENAGE Learning

**Reference Books :**

1. Information Technology for Management, 7th Edition, Efraim Turban, Linda Volonino, Wiley India
2. Management Information System- By Javadekar, W.S., Tata MacGraw Hill Publication, 2003.
3. Management Information System- By CSV Murthy, Himalaya Publication.
4. Computer Application in Business- By Dr. R. Parameswaran, S. Chand Publication, 2012

## Syllabus of Semester I, Master of Business Administration (MBA)

Course Code: MBT 558

Course : Quantitative Decision Making

L:2 Hrs., P:0 Hrs., Per week

Total Credits : 2

**Course Outcomes :**

1. To understand the measures of Central Tendency
2. To understand the measure Dispersion
3. To understand the degree of relationship between the variables
4. To understand the interdependency between the variables
5. To understand the trend movement and its analysis based on past data
6. To understand the different probability distribution.

**Unit 1 :**

Classification & Tabulation: Graphical representation: Histogram, Frequency polygon. Measures of Central Tendency – Arithmetic Mean, Median, Mode, Comparison of Mean, Median and Mode, Standard Deviation, Coefficient of Variance.

**Unit 2 :**

Regression and Correlation Analysis - Regression: Method of Least Squares, Regression Coefficient, Standard Errors of Estimate. Correlation: Karl Pearson, Coefficient of Determination, Rank Correlation.

**Unit 3 :**

Probability Distributions: Normal Distribution, Poisson distribution, Binomial Distribution Normal Curve, Time series Analysis

**Text Book :**

Business Statistics; Dr. S K Khandelwal, International Book House Pvt. Ltd.

**Reference Books :**

Statistical Methods; S P Gupta, S Chand Publishing & Co

## SYLLABUS OF SEMESTER I, MBA. (Master of Business Administration)

Course Code : MBP551

Course : IT Skill Lab

L:0 Hrs., P:2 Hrs., Per week

Total Credits : 1

**Course Outcomes :**

At the end of the course students will:

1. Gain proficiency in the use of relative and absolute references to create a spreadsheet.
2. Format a worksheet to include boldface, italic shading, and borders; change font and/or alignment of a selected entry.
3. Use IF function to implement decision making in a worksheet and apply the logical functions wherever necessary
4. Apply sorting methods to the data and can filter the data as per described conditions.
5. Draw different kind of charts.
6. Perform lookup functions in the spreadsheet.

**Unit I :**

Basics of Excel, Using keyboard shortcuts in excel, Generic formulas - Round, Count, Sum, Min, Max, Average, Sumproduct, Countif, sumif, Format Painter, Paste Special, Cell Referencing, Remove Duplicates.

**Unit II :**

Sorting, filtering, Basics of Charts – Bar, Column and Pie, Financial Formulas - NPV, IRR, Lookup Function – Hlookup, Vlookup.

**Unit III :**

Logical formulas- IF, AND, OR, What if Analysis, Pivot Table,

**Reference Books :**

1. Computer Applications in Management, by Sarabjit Singh, Sumeet Sharma, Regal Publication, New Delhi

## SYLLABUS OF SEMESTER I, MBA. (Master of Business Administration)

Course Code : MBP552

L:0 Hrs., P:2 Hrs., Per week

Course : Communication Skill Lab

Total Credits : 1

**Course Outcomes :**

At the end of the course students will have:

1. Knowledge of fundamentals of communication.
2. Knowledge of formal and informal communication systems.
3. Understanding how to make written communication effective.
4. Ability to write business reports.
5. Knowledge of structures and layouts of different modes of written communication.
6. Ability to draft business correspondence.

**Unit 1 :**

Fundamentals of Communication: Communication and its Role in Business, Process of Communication, Forms of Communication, Media of Communication, and Barriers to Communication, Essentials of good communication, Formal and informal communication systems.

**Unit 2 :**

Effective business writing: Style, word-usage, organization, mechanics, and form (including electronic mail with attached documents) for specific objectives, Primary and secondary research for business report-writing including electronic databases, Revising and proofreading, Writing for maximum effect; using language checkers.

**Unit 3 :**

Written Communication: Effective Business Writing, Business Correspondence (Letters and Emails): Need and functions of letter writing, Planning & layout of letter writing, Essentials of effective correspondence, Drafting of letters and Email, Report Writing, Meeting, Notice, agenda, Minutes & resolution, Internal Communication Memos & Circulars.



## SYLLABUS OF SEMESTER I, MBA. (Master of Business Administration)

Course Code : MBT559

L:2 Hrs., P:0 Hrs., Per week

Course : Business Ethics

Total Credits : 0

**Course Outcomes :**

1. Help to take ethical decisions.
2. To understand the theory of Ethics.
3. To understand the importance of CSR.
4. To understand the need of Corporate Governance to conduct a business..
5. To understand various ethical issues in functional areas.
6. To understand ethical challenges expected at Workplace.

**Unit I :**

Ethics - An introduction: Concept of ethics, Business Ethics, Moral development pyramid, Normative Framework–Principle of personal benefit, Principle of Social Benefit, Principle of Neutralization, Categorical Imperative, Principle of Duty, Principle of Justice and Principle of Lawfulness. Approaches/ Theories of ethics – Gandhian Approach, Friedman's Economic theory, Kant's Deontological theory, Mill & Bentham's Utilitarianism theory, Case studies

**Unit II :**

Corporate Social Responsibility : Business & its stakeholders, Social Responsibility – Concept of CSR, Role of NGO, Environmental Ethics – concerns, issues & case studies, Corporate Governance : Objectives, issues, features, Corporate Governance codes – Cadbury report, CII recommendations, Corporate Governance for public sector, Corporate Governance & Investment – ethical investing, Insider trading, Case.

**Unit III :**

Ethical Issues in Financing, Marketing, HRM, Information Technology, Workplace and other related issues.

**Text Books :**

1. Business Ethics: C S V Murthy, Himalaya Publishing House
2. Entrepreneurship: Rajeev Roy, Oxford Publications

**Reference Books :**

1. Business Ethics – Concept & Practice: B. H. Agalatti & R. P. Banerjee – (Nirali Publication)
2. Essentials of Entrepreneurship & small Business Management: Zimmerer & Scarborough, PHI
3. Business Ethics: Crane – Pub. By Oxford Press
4. Corporate Governance & Business Ethics: (Text & Cases), U. C. Mathur, Macmillan India Ltd.



**SYLLABUS OF SEMESTER II, MBA (Master of Business Administration)**

**Course Code: MBT560**

**Course : Organizational Behavior**

**L:4 Hrs., P:0 Hrs., Per week**

**Total Credits : 4**

**Course Outcomes :**

At the end of the course students will have:

1. Understanding of the basic concepts of OB.
2. Clarity with respect to individual behavior, personality and motivation.
3. Understanding of perception, attitude and values.
4. Better understanding of working in groups and handling interpersonal conflicts.
5. Understanding of organization culture.
6. Skills to handle organizational change.

**Unit 1 :**

Introduction to Organization Behavior: Definition, Importance, Scope, Need, Fundamental Concepts of OB, Evolution of OB

**Unit 2 :**

Individual Behavior & Motivation: Foundations of Individual Behavior, Meaning of personality, Theories of personality, Motives – Definition, Importance, Characteristics and Classification of motives – Primary & Secondary motives, Theories of Motivation: Maslow, Herzberg's hygiene & motivators, ERG theory. McClelland's achievement theory and Expectancy theory.

**Unit 3 :**

Perception, Attitudes and Values: Importance & Factors influencing Perception, Perception process, Attitude – Components of attitudes, Attitudes and cognitive consistency, Job satisfaction: Determinants & Measurement of Job Satisfaction.

Values – Sources and types of values (This part will be for self study)

**Unit 4 :**

Group Dynamics & Conflict Management: Concept of Group & Team. Process of Group Formation – Formal and Informal Groups, Conflict Management: Traditional vis-à-vis Modern view of conflict, Types of conflict – Intrapersonal, Interpersonal, Group & Organizational.

**Unit 5 :**

Organization Culture: Creation of culture, organization culture – levels, types, strategies for sustaining culture.

**Unit 6 :**

Organization Change: Change – nature, levels types, Pressures for change, Force field theory for change, The Domino effect, Responses to change, Change process, Resistance to change.

Students will have to undergo a project on “Study of Organization Culture”. (The organization will be selected by the student)

**Text Book :**

1. Organization Behavior Text, Cases & Games: K Aswathappa, Himalaya Publishing House

**References Books :**

1. Organization Behaviour: Luthans 8th Tata McGraw Hill
2. Organization Behaviour: Robbins, 9th Pearson Education Asia
3. ORGB: Nelson, Quick, Khandelwal, 2nd, Cengage Learning

**SYLLABUS OF SEMESTER II, MBA (Master of Business Administration)**

**Course Code: MBT561**

**L:4 Hrs., P:0 Hrs., Per week**

**Course : Applied Operations Research**

**Total Credits : 4**

**Course Outcomes :**

1. Student will be able to understand a business problem and will be able to formulate a solution model for the same
2. Student will be able to apply sensitivity analysis to business problems giving them more decision alternatives
3. Student will be able to do forward and backward calculations to arrive at a correct decision
4. Student will be able to do financial analysis of competition
5. Student will be able to develop a mathematical model of business process and apply it to validate the processes
6. Student will be able to account for dynamic changes within the business and develop a mathematical model for it.

**Unit 1 :**

Linear Programming problem, Formulation of problem, Graphical method, Simplex Technique, Interpretation, Duality

**Unit 2 :**

Sensitivity Analysis, Change in Objective Function, Availability of resources, Input-output coefficients, etc.

**Unit 3 :**

Decision Theory and Decision Tree Analysis, Types of Decision Making Environments, Optimism, Pessimism, Decision Making under risk, Posterior Probabilities, Decision Tree Analysis, Decision Making with Utilities.

**Unit 4 :**

Game theory, Saddle point, Dominance rule, Algebraic method, arithmetic method, Method of matrices, Graphical method.

**Unit 5 :**

Simulation, Monte Carlo Simulation Technique, Stochastic Simulation and Random Numbers, Types of Simulation Problems, Advantages, Disadvantages

**Unit 6 :**

Dynamic Programming, Resource Allocation, Decision Making using Dynamic Programming

**Text Books :**

1. Operations Research – J. K. Sharma – McMillan

**Reference Books :**

1. Operations Research – Hamdy Taha, Pearson Publications
2. Introduction to Operations Research- Hillier & Liberman – McGraw Hill
3. Quantitative Techniques in Management by N. D. Vohra – Tata McGraw Hill
4. Operations Research - Paneersevam – Prentice Hall of India
5. Operations Research – Hira and Gupta – S. Chand & Co.

**SYLLABUS OF SEMESTER II, MBA (Master of Business Administration)****Course Code: MBT562****Course : Strategic Management****L:4 Hrs., P:0 Hrs., Per week****Total Credits : 4****Course Outcomes :**

Upon successful completion of the course, students should obtain the following learning outcomes:

1. Students will understand the integrative nature of strategic management.
2. Students will know the importance of environment analysis in formulating strategy and will be able to analyze external environment.
3. Students will be able to analyze internal environment.
4. Students will be able to understand long term objective and grand strategies.
5. Students will be able to understand and evaluate strategic alternatives .
6. Students will be able to understand strategy implementation and control and will understand the role of leadership, organizational structure and change- management in strategy-implementation.

**Unit I :**

Overview of Strategic Management: The nature and value of strategic management, the strategic management process, defining the company's mission and social responsibility, corporate social responsibility and business ethics.

**Unit II :**

The External Environment: Remote environment, industry environment, industry analysis and competitive analysis, operating environment.  
Global environment: Why firm globalize, global strategic planning, competitive strategies in foreign markets.

**Unit III :**

Internal Analysis: Resource based view of the firm, value chain analysis, SWOT analysis, VIRO analysis

**Unit IV :**

Long-term Objectives and Grand Strategies: The value disciplines, grand strategies, corporate combinations.

**Unit V :**

Strategic Analysis and Choice in Single or Dominant-product Businesses: Building sustainable competitive advantages, evaluating and choosing business strategies, strategy choices.  
Strategic Analysis and Choice in the Multi-business Company: The portfolio approach, leveraging capabilities

and core competencies, strategic analysis and choice in multi-business companies.

**Unit VI :**

Implementing Strategy: Objectives, tactics, outsourcing, policies, rewards, employee empowerment, structuring an effective organization, organizational leadership, organization culture, strategic control, innovation, continuous improvement, and entrepreneurship.

Note : Underlined topics are for self study.

**Text Book :**

1. Strategic Management: John A. Pearce II, Richard B. Robinson Jr. and Amita Mital, McGraw Hill Publications

**Reference Books :**

1. Strategic Management: Adrian Haberberg and Alison Rieple, Oxford University Press
2. Strategic Planning & Formulation of Corporate Strategy: V S Ramaswami, S Namaumari, Publication-Macmillan, India.
3. Strategic Management: Anthony Henry, Oxford University Press
4. Strategic Management and Business Policy: Azhar Kazmi, McGraw Hill Publications
5. Contemporary Strategy Analysis: Robert Grant, John Wiley Publications.

## SYLLABUS OF SEMESTER II, MBA (Master of Business Administration)

Course Code: MBT563  
L:4 Hrs., P:0 Hrs., Per week

Course : Cost & Management Accounting  
Total Credits : 4

**Course Outcomes :**

At the end of the course students will have:

1. Ability to understand the importance of cost and management accounting.
2. Understanding the applicability of cash flow statement and Ratio analysis.
3. Ability to make and analyze the cost sheet.
4. Understanding of contract and service costing.
5. Ability to understand CVP analysis, marginal costing and budgeting.
6. Ability to understand types of standards and compute variances.

**Unit I :**

Introduction: Meaning, Scope and importance of Management Accounting. Difference between Financial Accounting & management Accounting, role of management accountant.

**Unit II :**

Financial Statement analysis & Interpretation: Meaning of financial statement & accounting practice, Fund Flow statement .& Cash flow statement & Ratio Analysis - classification of various ratios, Reading the balance sheet and other financial data to comment on the financial soundness of the firm. Fund Flow Statement (For Self Study).

**Unit III :**

Cost Determination: Objectives, Classification of Cost, Preparation of statement of cost, Quotations.

**Unit IV :**

Contract & Service Costing: Operating / Service Costing, Contract Costing. (Process costing is for self study)

**Unit V :**

Planning & Decision Making Techniques: Introduction to Marginal costing, Cost Volume Profit analysis, Budgeting and Budgetary Control.

**Unit VI:**

Standard costing & Variance analysis: types of standards, procedure, advantages & limitations, variances-material, labour & Overhead variances.

**Text Book**

1. Management Accounting 10th Edition: M.N. Arora

**Reference Books:**

1. Financial Cost and Management Accounting 2nd Edition: Dr. P. Periasamy, Himalaya Publishing House
2. Management Control System: Sekhar, TMH, New Delhi
3. Advanced Accounts Volume II: M.C. Shukla, T.S. Grewal, S.C. Gupta S. Chand and company, New Delhi,
4. Management Accounting Principles & Practice: Sharma R.K & Gupta S.K
5. Cost Accounting Principles & Practice: Jain Narang, PHI.

## SYLLABUS OF SEMESTER II, MBA (Master of Business Administration)

Course Code : MBT564  
L:4 Hrs., P:0 Hrs., Per week

Course : Operations Management  
Total Credits : 4

**Course Outcomes :**

At the end of the course students will have:

1. Understanding of operation strategy and decision analysis.
2. Understanding of various layouts and deciding a particular layout. Knowledge of selecting a particular location based on factor analysis.
3. Understanding of quality management system and the issues involved
4. Understanding of inventory management system.
5. Understanding of aggregate planning for services and resource planning.
6. Understanding the modern manufacturing systems such as Computer Integrated Manufacturing Systems (CIMS), Advanced Production Inventory Management Systems (APIMS), and Lean Production.

**Unit I :**

Introduction: Introduction to Operations Management and Productivity, Operations and Competitiveness, Operation Strategy, Decision Analysis

**Unit II :**

Designing Services : Characteristics of Services, Service Design Process, Waiting Line Analysis for Service Improvements

**Unit II:**

Capacity & Facility Planning: Types of Layout, Designing Layouts, Factors of Location, Location Analysis Technique, Work Measurement, Managing Projects: Planning, Scheduling, Control

**Unit III :**

Quality Management: Introduction to Quality Management, Quality Management Systems, Quality Tools, TQM & QMS, QM-Customer Focus, Role of Employee, Quality in Services, Six Sigma, Quality Costs, ISO-9000

**Unit IV :**

Inventory Management: Elements of Inventory Management, Inventory Control Systems, EOQ Models, Quantity Discounts, MRP, Purchase Management

**Unit V :**

Aggregate Planning: Strategies for Adjusting Capacity, Managing Demand, Quantitative Techniques for Aggregate Planning, Hierarchical Nature of Planning, Aggregate Planning for Services

**Unit VI :**

Modern Manufacturing Systems: Flexible Manufacturing System, Production Planning and Control, Computer Integrated Manufacturing Systems (CIMS), Advanced Production inventory Management Systems (APIMS), Lean Production

**Text Book :**

1. Operations Management Along The Supply Chain: Russell & Taylor, Wiley India

**Reference Books :**

1. Production and Operations Management: Concepts, Models, and Behavior, Ronald J. Ebert Everett E. Adam, SAGE PUBLICATIONS
2. Operations Management: SLACK & LEWIS, Michael Lewis, Nigel Slack
3. Industrial Engineering & Production Management, Martand Telsang, S.Chand
4. Operations Management Process & Supply Chains, Krajewski, Ritzman, Malhotra, Shrivastav, Pearson

**Syllabus of Semester II, MBA (Master of Business Administration)****Course Code : MBT565****Course : Managerial economics****L:2 Hrs., P:0 Hrs., Per week****Total Credits : 2****Course Outcomes:**

1. To understand the theoretical framework for demand and supply
2. To understand the concept of producer function
3. To understand the different market structure.
4. To understand the pricing decisions
5. To understand the National Income Accounting
6. To understand the Monetary & Fiscal Policy and its instruments

**Unit I :**

Microeconomics I: Analysis of Demand, Significance, estimation of demand; Elasticity of Demand, Basic Mathematical Problems related to demand estimation and elasticity of demand. Production & Production Function: Concept, Forms of production function, Law of variable Proportions,

**Unit II :**

Microeconomics II: Perfect Competition, Monopoly, Monopolistic Competition & Oligopoly, transfer pricing and price discrimination, Cost concepts

**Unit III :**

Macroeconomics: National Income Accounting - Concept & measurement; Monetary Policy, Fiscal Policy

**Text Book :**

1. Business Economics: Mishra &Puri , Himalaya Publishing House

**Reference Books :**

1. Managerial Economics: P. L. Mehta, Sultan Chand & Sons, New Delhi
2. Managerial economics in a Global economy: Dominick Salvatore, 2006, Thomson learning Press
3. Managerial Economics: Suma Damodran, Oxford University Press, New Delhi
4. Indian Economy: Mishra &Puri, 2007, Himalaya Publishing House
5. Managerial Economics: Dwidevi, TMH





**SYLLABUS OF SEMESTER I, MBA (Master of Business Administration)****Course Code : MBT566****Course : Business Legislation****L:2 Hrs., P:0 Hrs., Per week****Total Credits : 2****Course Outcomes :**

At the end of the course students will have:

1. Understanding of legal aspects of formation and composition of company
2. Understanding the legal aspects of partnership firm.
3. Understanding of essential elements of contract.
4. Awareness of trademark, copyright and patent.
5. Awareness of rights and duties of consumer.
6. Awareness of Right to Information Act.

**Unit I :**

The Companies Act &amp; Indian Partnership Act: Definition &amp; characteristics of a company, Kinds of Companies, Memorandum of Association, Articles of Association; Role of Director, Winding Up of the Company.

Nature of partnership firm, Different types of partner, Difference between Partnership &amp; Company, Reconstitution of partnership firm, Dissolution of partnership firm.

**Unit II :**

Indian Contract Act: Definition, Different types of Contract, Essential elements of Valid Contract, Consequences of breach of contract.

**Unit III :**

General Legislations: Intellectual Property Rights Act: Scope, Provisions &amp; overview.

Consumer Protection Act: Scope, Provisions &amp; overview, rights and duties of consumer, Consumer Dispute Redressal machinery

Right to Information Act 2005 - Scope, provisions &amp; overview (RTI Act will be for self study)

**Text Book :**

1. A Manual of business Laws by: Dr. S. N. Maheshwari, Dr. S. K. Maheshwari, Himalaya Publishing House

**References Books :**

1. Bare Acts: Govt. or Private publication
2. Mercantile Law 30th Ed.: M.C.Shukla, S. Chand & Co.

**Syllabus of Semester II, Master of Business Administration (MBA)****Course Code : MBT 567****Course : Business Research Methods****L:2 Hrs., P:0 Hrs., Per week****Total Credits : 2****Course Outcomes :**

1. To understand the basic terms and process of carrying our research
2. To understand the techniques of making a Questionnaire & Collection of data
3. To understand the choosing the right sampling techniques
4. To understand the concept of the sample size determination
5. To understand the concept of various scaling techniques
6. To understand the concept of Reliability & Validity of data

**Unit I :**

Introduction to Business Research: Definition; Nature and Scope of Business Research; The Research Process; Types of research, Types of Research Design, Basic principles of experimental Design. Questionnaire Designing

**Unit II :**

Sample Design &amp; Sampling: Defining the Universe and Sampling Unit; Sampling Frame; Probability and Non-probability Sampling Methods; Sample Size Determination, Data Collection and Survey Errors, Formulation of Hypothesis

**Unit III :**

Scaling &amp; Scale Construction Technique: Levels of measurement – Nominal, Ordinal, Interval, Ratio; Concept of Scale – Rating Scales viz. Likert Scales, Semantic Differential Scales, Constant Sum Scales, Graphic Rating Scales – Ranking Scales – Paired Comparison &amp; Forced Ranking. Goodness of Data: Concept of Reliability &amp; Validity

**Text Book :**

Research Methodology By C R Kothari (New Age International Publishers)

**Books Recommended :**

1. Research Methodology By R. Paneerselvam ( Prentice Hall of India Pvt. Ltd)
2. Business Research Methods By Zikmund (Thomson Learning Books)
3. Research Methods for Business By Uma Sekaran & Roger Bougie (Wiley India Edition)
4. Marketing Research By Malhotra & Dash (Pearson Publication)

## Syllabus of Semester II, Master of Business Administration (MBA)

Course Code: MBP553

Course: Analytical Skill Lab

L: 0 Hrs., P:2 Hrs., Per week

Total Credits : 1

## Course Outcomes :

1. To understand the measures of Central Tendency & its graphical representation
2. To understand the degree of relationship and interdependency between the variables
3. To understand the parametric hypothesis test: tools & techniques
4. To understand the non parametric hypothesis: tools & techniques
5. To understand the reliability of the data and tools used to identify the reliability
6. To understand the multivariate data analysis technique for data reduction and discriminating factor identification

## UNIT 1 :

Data - Entering data into SPSS, Variable view naming of the variable, Sort cases, Weight Cases. Transform data – compute new variable, recoding new variable, replace missing values.

Classification & Tabulation: Graphical representation: Histogram, Normal Distribution curve

Descriptive Statistics - Arithmetic Mean, Median, Mode, Standard Deviation,

Regression and Correlation Analysis - Correlation , Regression: Method of Least Squares, Regression Coefficient, Standard Errors of Estimate.

## UNIT 2 :

Hypothesis Testing - About a single, About difference of means, Paired sample, One way ANOVA.

Non-parametric tests – Wilcoxon test, Mann – Whitney test, Kruskal – Wallis H-test, Chi Square & Cross Tabs,

## UNIT 3 :

Reliability Analysis, Factor analysis, Discriminant Analysis

## Text Book :

1. Research Methodology By Dr. Deepak Chawla & Prof. Neena Sodhi (Vikas Publications)

## Reference Books :

1. Research Methodology By C R Kothari (New Age International Publishers)
2. Research Methodology By R. Paneerselvam ( Prentice Hall of India Pvt. Ltd)
3. Business Research Methods By Zikmund (Thomson Learning Books)
4. Marketing Research By Malhotra & Dash (Pearson Publication)

## Syllabus of Semester II, Master of Business Administration (MBA)

Course Code : MBT570

Course : Corporate Grooming Lab Lab

L: 0 Hrs., P:2 Hrs., Per week

Total Credits : 1

## Course Outcomes :

1. Understanding corporate dressing.
2. Understanding body language and corporate etiquettes.
3. Understanding the basics of Public speaking.
4. Understand how to participate in group discussions.
5. Understand how to create presentations.
6. Ability to give presentations.

## Unit 1 :

Power Dressing and Corporate Etiquettes: Dressing for different Corporate Occasions, Do's and Don'ts of Corporate Dressing, Introduction to Body Language, Proxemics, Postures, Gestures, Facial Expressions and Other Miscellaneous body language cues. Mannerisms and Etiquettes to be followed in a Corporate Environment.

## Unit 2 :

Public Speaking and Group Discussions: Understanding the speech context – audience setting, culture. Types of introductions, types of conclusions, functions of conclusions.

Practical Exercises on speeches, extempore, debates, group discussions.

## Unit 3 :

Effective Presentation Skills: Reducing the content to suit presentation, representing content on PowerPoint presentations, creating presentations. How to give: sales presentations, review presentations.

Practical exercises on presentations.

**SYLLABUS OF SEMESTER II, MBA. (Master of Business Administration)**

**Course Code : MBT568**

**Course: Environment Management**

**L: 2 Hrs., P:0 Hrs., Per week**

**Total Credits : 0**

---

**Course Outcomes :**

At the end of the course students will have:

1. Understanding of need of Environment Management.
2. Understanding of Ecosystem and Biodiversity.
3. Understanding of Pollution.
4. Understanding and implementing the measures to overcome pollution.
5. Understanding of Social Issues and Environment.
6. Understanding sustainable development process.

**Unit I :**

Ecosystem & Biodiversity: Concept of an Ecosystem , Structure & functions of an ecosystem, Ecological succession; food chains, food webs and ecological pyramids; Types of Ecosystem Biodiversity at genetic, species and ecosystem levels; Bio-geographic classification of India; Value of diversity– Consumption use value, Productive use value, In situ and Ex situ conservation of Biodiversity.

**Unit II : Pollution :**

Air Pollution: Definition Air pollution, causes, effects & control, Soil Pollution:- Definition, causes, effects & control; Waste land Management; Water and marine Pollution - Definition , causes, effects & control; Noise, Thermal & Nuclear Pollution - Definition Sources or Causes effects and control. Definition of thermal pollution; Definition of nuclear pollution.

**Unit III :**

Social issues and environment: Construction of dams: problems and concerns of resettlement, rehabilitation of affected people; Conservation: energy, water, forest, soil, strategies for conservation Equity disparity; Urban and rural equity issues; Need for gender equity; Public awareness, Fundamentals– sustainable development, Unsustainable to sustainable development.

**Text Book :**

1. Environmental Studies: R Rajagopalan, By Oxford

**References Books :**

1. Environment Management: N K Oberoi, Excel Books
2. A text book of Environment: K M Agrawal, P K Sikdar, S C Deb, Macmillan
3. Environment Management: Dr. Swapan Deb, Jaico Publishing House.
4. Environmental Management: S K Agrawal, A.P.H. publishing Corporation.

