



MAHARISHI UNIVERSITY OF INFORMATION TECHNOLOGY

Evaluation Scheme

& Syllabus for

Master of Business Administration (MBA) First Year

On

**Choice Based Credit System
(Effective from the Session: 2020-21)**

MAHARISHI SCHOOL OF COMMERCE & MANAGEMENT

MAHARISHI UNIVERSITY OF INFORMATION TECHNOLOGY

MBA FIRST SEMESTER

Sl No.	Course Category	Course Code	Course Title	L-T-P	CIA Percentage	ESE Percentage	Total	Credit
1	Core Courses	MPB 101	Organizations Management	3-0-0	30	70	100	3
2		MPB 102	Managerial Economics	3-0-0	30	70	100	3
3		MPB 103	Business Accounting	3-0-0	30	70	100	3
4		MPB 104	Business Environment	3-0-0	30	70	100	3
5		MPB 105	Business Statistics	3-0-0	30	70	100	3
6		MPB 106	Marketing Management	3-0-0	30	70	100	3
7	School/ Domain courses	MPB 107	Communication for Management	3-0-0	30	70	100	3
8	Skill Enhancement courses-(SEC)	MPB 108	Fundamentals of Computers and Information Systems	3-0-0	30	70	100	3
TOTAL					240	560	800	24
Qualifying Non-Credit Courses								
9	Self-Development courses/ Science for Conciousness (SOC)		SoC -1	2-0-2	70	30	100	4

TEACHING-LEARNING PLAN

Course Title: ORGANIZATION MANAGEMENT

Course Code: MPB 101

L	T	P	C.U.
3	0	0	3

Pre-requisites, if any: Sound knowledge of Management as a subject is desirable.

Course Description:

This course is designed to develop the understanding and a wareness of how an organization works in real life. By exploring management thoughts, management functions along with various elements of human behavior makes students able to deal with any problem and challenges arises due to any disturbance in internal and external business environment. The course will provide some insights to manage scarce resources to its optimum level to achieve organizational goals. The basic objective behind this course is to make students learn about the field of management and conceptual understanding of organizational structure. The pedagogical tools such as lecture, case analysis, interactive exercises, literature review, classroom seminar, research, problem solving and relevant examinations. At the completion of this course, it will provide an insights of basic terminology used in management, organizations and the forces working behind the successful organization.

Course Objectives:

This course is designed to provide a better understanding of the theoretical and practical perspectives of the process of managing an organization. Each student will enable themselves:

1. To learn to deal with various management functions effectively along with various challenges.
2. To develop organization effectively by using right approach to take business decisions, dealing with problems and challenges in the organization.
3. To identify management policies, rule and regulations, procedure and practices that affects individuals and groups dynamics within the organization.
4. To learn and develop understanding of employee management relationship with multiculturalism and ethical business practices.
5. To identify various internal and external forces as a manager which is directly or indirectly affecting organization growth.

Course Outcomes (COs): After the completion of this course, students will be able to:-

CO1: Apply various management theories practically in their business decisions.

CO2: Evaluate and identify relevant information affecting directly or indirectly to their business.

CO3: Apply ethical and logical perspectives to deal with any business related problems and their solutions.

CO4: Able to understand various non-economic elements affecting individual and group behavior in any organization to make it successful.

CO5: To develop effective coordination, leadership characteristics and managing any conflict within the organization.

Mapping COs with POs:

	PO 1	PO 2	PO 3	PO 4	PO5	PO6	PSO 1	PSO 2
CO 1	S		M	M		W	S	M
CO 2	M		S					M
CO 3		S		M			M	S
CO 4					S	M		

CO 5	S	W		M			M	
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Course Contents:

Unit – 1:

Evolution of Management Thought: Scientific Management, Classical Organization Theory School, Management Science School, Behavioural School, Systems Approach and Contingency Approach. Concept of Management: Definition, Need, Concept and Nature of Management, Skills & Management Levels, Managing in Present Competitive Environment.

Unit – 2:

Process of Management: Planning; Organizing- departmentalization, Line and Staff relationship; Directing; Coordinating& Controlling; Decision Making; Authority and Responsibility

Unit – 3:

Elements of Human Behaviour at Work: Definition, Concept, Need, Importance and Foundations of Organizational Behaviour, Personality, Perceptual Processes, Management and Behavioural applications of Personality, and Perception.

Unit – 4:

Psychological Variables and Communication Technology: Learning; Values and Attitudes; Motivation; Management and Behavioural Applications of Attitude and Motivation on Performance.

Unit – 5:

Leadership: Style and Functions of Leader, Transformational -Transactional, Charismatic-Visionary Leadership, Likert's Four Systems of Leadership and Managerial Grid; Organizational Conflict: Concept, classification, process and conflict resolution strategies; Culture: Concept, Process and Implications of Organizational Culture; Organizational Change: Concept, Nature, Kurt Lewin Theory of Change, Implementing Change, Managing Resistance to Change.

Text Book (s):

1. Rao, V. S. P., (2016). Managing Organization, Excel Book Publications, New Delhi.
2. Chaturvedi & Saxena (2017). Managing Organization, Himalaya Publication, New Delhi.

References:

1. Fombrun and Nevins (2016). The Advice Business: Essential Tools and Models for Management Consulting, Pearson Prentice Hall, 2004.
2. Steven et. al., (2016) - Organizational behavior, Tata Mc Graw Hill, 4th Edition.
3. Newstrom John W. (2017). Organizational behavior: Human behavior at Work, Tata Mc Graw Hill Edition.

Assessment Scheme:

Continuous Internal Evaluation (CIA) consisting of:

- Class Attendance (C): 5%
- Home Assignment (H): 5%
- Sessional Examination (T): 20%
- End Semester Examination (ESE): 70%

Mapping Assessment Components to COs:

	CO 1	CO 2	CO 3	CO 4	CO5
C	S		S	M	S

H	S	M	M		W
Sessional Exam (T)		S	M	W	
ESE	S	M		S	M

Note:

CIA can have more components depending on the nature of course.

The guidelines for all assessment components are as per MUIT Guidelines & Rules (2.3-curriculum development)



TEACHING-LEARNING PLAN

Course Title: MANAGERIAL ECONOMICS

Course Code: MPB 102

L	T	P	C.U.
3	0	0	3

Pre-requisites, if any: Basic knowledge of Fundamentals of Economics

Course Description:

Managerial Economics course aimed at presenting and developing an economic approach to business decisions. The concepts and problems are analyzed from the outlook of the firm and the managers' decisions. So the emphasis is placed on the study of the production process and the analysis of interactions in markets, both with the customers and the rival firms.

Course Objectives:

This course is designed to provide a better understanding of the theoretical and practical aspects of the economic conditions and its application in business decision making. The objectives of the course are:

1. Understand the relative importance of Managerial Economics.
2. Know how the application of the principles of economics to achievement of business objectives.
3. Understand the modern managerial decision rules and optimization techniques.
4. Be equipped with the tools necessary in analysis of consumer behavior in economic condition as well as in forecasting product demand.
5. Understand and be able to apply latest pricing strategies.
6. Understand and analyze the macro environment affecting the business decision making.

Course Outcomes (COs): After the completion of this course, students will be able to:-

- CO1: This course would provide students the knowledge, tools and techniques to make effective economic decisions under conditions of risk and uncertainty.
- CO2: Distinguish between the different market structures and pricing practices available to and used by firms.
- CO3 Micro economic principles would equip the students with tools and principles which are applied for analyzing the ever changing demand and supply conditions.
- CO4: The students would be able to apply the basic macroeconomic concepts to analyze the volatility in the business world
- CO5: Analyze how the concepts of national income

Mapping COs with POs:

	PO 1	PO 2	PO 3	PO 4	PO5	PO6	PSO 1	PSO 2
CO 1	W	S	S	M		W	S	M
CO 2	M		M					M
CO 3		S	W	S			M	S
CO 4					S	M		
CO 5				M			M	

Course Contents:

Unit – 1:

Introduction to Economics; Nature and Scope of Management Economics, Significance in decision-making and fundamental concepts. Objectives of a firm. Gap between theory and practice and role of

managerial economist.

Unit – 2:

Demand Analysis; Law of Demand, Exceptions to the law of Demand, Determinants of Demand. Elasticity of Demand - Price, Income, Cross and Advertising Elasticity; Uses of Elasticity of Demand for managerial decision making, measurement of Elasticity of Demand. Demand forecasting meaning, significance and methods.

Unit – 3:

Supply Analysis; Law of Supply, Supply Elasticity; Analysis and its uses for managerial decision making. Production concepts & analysis; Production function, single variable-law of variable proportion, two variable Law of returns to scale. Cost concept and analysis, short-run and long-run cost curves and its managerial use.

Unit – 4:

Market Equilibrium and Average Revenue Concept. Market Structure: Perfect Competition, features, determination of price under perfect competition. Monopoly: Feature, pricing under monopoly, Price Discrimination. Monopolistic: Features, pricing under monopolistic competition, product differentiation. Oligopoly: Features, kinked demand curve, cartels, price leadership. Pricing Strategies; Price determination, full cost pricing, product line pricing, price skimming, penetration pricing;

Unit – 5:

National Income; Concepts and various methods of its measurement, Inflation, types and causes, Business Cycle, Profit concept and major theories of profits; Dynamic Surplus theory, Risk & Uncertainty bearing theory and Innovation theory

Text Book (s):

1. Mithani, D. M. (20165). Managerial Economics – Theory and Applications, Himalaya Publications, 7th Edition.
2. Ahuja, H. L. (2016). Managerial Economics, S. Chand Publications, 8th Edition.
3. Koutsoyiannis, A. (2010), Modern Microeconomics, Macmillan Publication.

References:

1. Mansfield, E., Allen, W. B., Doherty, N. A., & Weigelt, K. (1999). Managerial economics: Theory, applications, and cases (No. 338.5024658 M287 1999). New York: WW Norton.
2. Brickley, J., Smith, C., & Zimmerman, J. (2015). Managerial economics and organizational architecture. McGraw-Hill Education.
3. Dwivedi, D. N. (1980). Managerial economics. Vikas Publishing House.
4. Samuelson, W. F., & Marks, S. G. (2008). Managerial economics. John Wiley & Sons.
5. Allen, B. T., Doherty, N. E. I. L., Weigelt, K. E. I. T. H., & Mansfield, E. (1988). Managerial economics. New York, NY: Harper & Row.
6. Keat, P. G. (2006). Managerial Economics: Economic Tools for Today's Decision Makers, 5/e. Pearson Education India.
7. Hirschey, M., & Bentzen, E. (2016). Managerial economics. Cengage Learning.

Assessment Scheme:

Continuous Internal Evaluation (CIA) consisting of:

- | | |
|-----------------------------------|-----|
| ○ Class Attendance (C): | 5% |
| ○ Home Assignment (H): | 5% |
| ● Sessional Examination (T): | 20% |
| ● End Semester Examination (ESE): | 70% |

Mapping Assessment Components to COs:

	CO 1	CO 2	CO 3	CO 4	CO5
C	S		S	M	S
H	S	M	M		W
Sessional Exam (T)		S	M	W	
ESE	S	M		S	M

Note:

CIA can have more components depending on the nature of course.

The guidelines for all assessment components are as per MUIT Guidelines & Rules (2.3-curriculum development)



TEACHING-LEARNING PLAN

Course Title: BUSINESS ACCOUNTING

Course Code: MPB 103

L	T	P	C.U.
3	0	0	3

Pre-requisites, if any: Basic knowledge of Fundamentals of Accounting such as calculation of Assets, Liabilities, Income, Expenses

Course Description:

This course is designed to develop the understanding and awareness of how an organization works in real life. By the help of knowledge of accounting information, accounting functions along with various elements tools of accounting analysis makes students able to develop skills for planning, controlling, decision-making and performance evaluation of business.

Course Objectives:

This course is designed to provide a better understanding of the theoretical and practical aspects of the accounting process of an organization. The objectives of the course are:

1. To help the students to develop the cognizance of accounting in organization financial statements.
2. To enable students to describe how people analyze the corporate financial under different conditions and understand why people describe the financial statements in different manner
3. To provide the students to analyze specific characteristics of Management Accounting and their future action for expenses and income
4. To enable students to synthesize related information and evaluate options for most logical and optimal solution such that they would be able to predict and control cost incurrence and improve results.

Course Outcomes (COs): After the completion of this course, students will be able to:-

- CO1: Understand the applicability of the concept of accounting to understand the managerial Decisions and financial statements.
- CO2: Apply the Financial Statement Analysis associate with Financial Data in the organization.
- CO3 Analyze the complexities associated with management of cost of product and services in the Organization.
- CO4: Demonstrate how the concepts of accounting and costing could integrate while identification and resolution of problems pertaining to Corporate sector
- CO5: Analyze how the concepts of accounting and costing could integrate to identify and resolve the problems pertaining to business decision making.

Mapping COs with POs:

	PO 1	PO 2	PO 3	PO 4	PO5	PO6	PSO 1	PSO 2
CO 1	S		M	M		W	S	M
CO 2	M		S					M
CO 3		S	S	M			M	S
CO 4					S	M		
CO 5	S	W		M			M	

Course Contents:

Unit – 1:

Overview: Accounting concepts, conventions and principles; Accounting Equation, International Accounting, principles and standards; Objectives of Accounting, Matching of Indian Accounting Standards with International Accounting Standards.

Unit – 2:

Mechanics of Accounting: Double entry system of accounting, journalizing of transactions; ledger posting and trial balance, preparation of final accounts, Profit & Loss Account, Profit & Loss Appropriation account and Balance Sheet, Policies related with depreciation, inventory and intangible assets like copyright, trademark, patents and goodwill

Unit – 3:

Analysis of financial statement: Ratio Analysis- solvency ratios, profitability ratios, activity ratios, liquidity ratios, market capitalization ratios; Common Size Statement; Comparative Balance Sheet and Trend Analysis of manufacturing, service & banking organizations.

Unit – 4:

Funds Flow Statement: Meaning, Concept of Gross and Net Working Capital, Preparation of Schedule of Changes in Working Capital, Preparation of Funds Flow Statement and its analysis;

Unit – 5:

Cash Flow Statement: Various cash and non-cash transactions, flow of cash, difference between cash flow and fund flow, preparation of Cash Flow Statement and its analysis.

Transaction Mode: Lecture, Seminar, Brain storming, Problem solving

Text Book (s):

1. Maheshwari S. N & Maheshwari S. K. (2012), A text book of Accounting for Management, 3rd Edition, Vikas Publishing House.
2. Gupta, A. (2016). Financial Accounting: A Managerial Perspective” Prentice Hall.

References:

1. Jain S. P. and Narang K. L., (2016). Advanced Accountancy Vol I, Kalyani Publishers.
2. Jain S. P. and Narang K. L., (2017). Advanced Accountancy Vol II, Kalyani Publishers.
3. Swami, N. (2016). Financial Accounting: A Managerial Perspective, Prentice Hall.
4. Mukherjee (2017). Financial Accounting for Management, Tata M Hills Publications

Assessment Scheme:

Continuous Internal Evaluation (CIA) consisting of:

- Class Attendance (C): 5%
- Home Assignment (H): 5%
- Sessional Examination (T): 20%
- End Semester Examination (ESE): 70%

Mapping Assessment Components to COs:

	CO 1	CO 2	CO 3	CO 4	CO5
C	S	M	S	M	
H	S	M	M		W
Sessional Exam (T)		S	M	W	
ESE	S	M		M	S

Note:

CIA can have more components depending on the nature of course.
The guidelines for all assessment components are as per MUIT Guidelines & Rules (2.3-curriculum development)

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TEACHING LEARNING PLAN

Course Title: BUSINESS ENVIRONMENT

Course Code: MPB 104

L	T	P	C.U.
3	0	0	3

Pre-requisites, if any: Sound knowledge of Management as a subject is desirable.

Course Description:

This course refers to the surrounding or factors which affect the operations of the business in modern era. The area where the business exists, consists of several factors that affect the functioning, growth, profitability and even continuation of the business. Factors that constitute a business environment are customers, suppliers, competitors, investors, technology, economic conditions, government, etc. .

The main objective of this course is to help the students to identify business opportunities and threat, enhances business image and helps in coping with rapid changes.

Course Objectives:

This course is designed to provide a better understanding of the theoretical and practical perspectives of the process of managing an organization. Each student will enable themselves:

1. To provide knowledge of the environment in which businesses operate the economic operational and financial framework
2. To analyze the overall business environment and evaluate its various components in business decision making.
3. Provides an analysis and examination of significant contemporary ethical issues and challenges existing throughout the professional business arena..
4. Relate the concepts of social responsibility and managerial ethics.
5. Explain how decisions are made within an organization and how those decisions are communicated to the various stakeholders.

Course Outcomes (COs): After the completion of this course, students will be able to:-

CO1: To Understand the concepts related to Business with internal and external environment

CO2 To Familiarize with the nature of business environment and its components.

CO3. To demonstrate and develop conceptual framework of business environment and generate interest in glocal setup.

CO4 :To able to understand various non-economic elements affecting individual and group behavior in any organization to make it successful.

CO5: To realize the importance of micro and macro environment on business decisions.

Mapping COs with POs:

	PO 1	PO 2	PO 3	PO 4	PO5	PO6	PSO 1	PSO 2
CO 1	S		M	M		W	S	M
CO 2	M		S					M
CO 3		S		M			M	S
CO 4					S	M		
CO 5	S	W		M			M	

Course Contents:

Unit – 1:

Business Environment-Meaning, Importance, Environmental Factors, Recent Political Environment, Recent Economic and Financial Environment, Planning in India-Planning Commission-Liberalization and Planning, Industrial Policy: New trade policy-1991 onwards, Industrial Licensing in India

Unit – 2:

Indian Financial System: Monetary and Fiscal Policy, Economic Trends, Price Policy, Stock Exchange of India, Role of regulatory institutions in Indian financial system – RBI and SEBI, National Income, Role of Industry in Economic Development, Foreign Trade and Balance of Payment, Poverty in India, Unemployment in India, Inflation, Human Development, Rural Development, Problems of Growth

Unit – 3:

Direct & Indirect Taxes (MODVAT), (CENVAT), Competition Act 2002 & FEMA Acts, Business Ethics, Corporate Governance, Philosophy and strategy of planning in India.

Unit – 4:

Liberalization, Privatization and Disinvestments, Special Economic Zone (SEZ) and their role and impact in International Business Environment, World Trade Organizations (WTO), Redefining Value Proposition to MSMEs

Unit – 5:

Social Responsibility of business enterprises, New Economic Policy, Globalization, EXIM policy and role of EXIM bank, FDI policy, Multinational Corporation (MNCs) and Transnational Corporations (TNCs), Global Competitiveness, technology and competitive advantage, technology transfer - importance and types, Appropriate technology and technology adaptation.

Text Book (s):

1. Cherunilam, F. (2016). Business Environment, Text and Cases, Himalaya Publishing House, New Delhi.
2. Shaikh & Saleem (2015). Business Environment, Pearson Publication, New Delhi.
3. Mittal, (2016), Business Environment, Excel Books Publication House, New Delhi.

References:

1. Baron, D. P., & Baron, D. P. (2003). Business and its environment (p. 2). Upper Saddle River, NJ: Prentice Hall.
2. Justin, P. (2014). Business Environment Text and Cases, Tata McGraw Hills Publication.
3. Burlton, R. (2001). Business process management: profiting from process. Pearson Education.

Assessment Scheme:

Continuous Internal Evaluation (CIA) consisting of:

- Class Attendance (C): 5%
- Home Assignment (H): 5%
- Sessional Examination (T): 20%
- End Semester Examination (ESE): 70%

Mapping Assessment Components to COs:

	CO 1	CO 2	CO 3	CO 4	CO 5
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C	S	M	S	M	
H	S	M	M		W
Sessional Exam (T)		S	M	W	
ESE	S	M		M	S

Note:

CIA can have more components depending on the nature of course.

The guidelines for all assessment components are as per MUIT Guidelines & Rules (2.3-curriculum development)



TEACHING-LEARNING PLAN

Course Title: Business Statistics

Course Code: MPB 105

L	T	P	C.U.
3	0	0	3

Pre-requisites, if any: Basic knowledge of statistics as a subject is desirable.

Course Description:

This course is designed to develop the understanding of the core quantitative techniques from statistics. A particular emphasis is placed on developing the ability to interpret the numerical information that forms the basis of decision-making in business. Most of the examples are drawn from a variety of business applications and aim to introduce core business statistics and fundamental aspects of decision-making. It examines aspects of business and marketing with regards to basic statistical analysis. Students will be provided with the theoretical concepts, tools and methods of statistics as well as the opportunity to work through example problems.

Course Objectives:

This course is designed in such a way that students will be exposed to the real world data related to industries and society, identifying the problems and working towards their solutions through various analytical and statistical techniques. The course is designed to imbibe strong foundation of statistics in students. Each student will enable themselves:

1. To understanding of basic concepts in statistics and its linkages with art, science and technology.
2. To identify, understand and solve the problems of society..
3. Ability to collect, analyse , interpret and present the data and bring out the meaning, correlations and interrelationships .
4. To develop the domain of human knowledge through the use of empirical data expressed in quantitative form.
5. To understand basic concepts and aspects related to research, various techniques to collect the data, analyse the data and interpret the results thereafter.

Course Outcomes (COs): After completing this course, students should have developed a clear understanding of :-

- CO1: The fundamental concepts of statistics and handling various types of data and their graphical representation
- CO2: Time series analysis and application .
- CO3: Bivariate data and Significance of various coefficients of correlation and regression .
- CO4: Probability theory and its applications.
- CO5: Estimation theory and hypothesis testing .

Mapping COs with POs:

	PO 1	PO 2	PO 3	PO 4	PO5	PO6	PSO 1	PSO 2
CO 1	S		M	M		W	S	M
CO 2	M		S					M
CO 3		S		M			M	S
CO 4					S	M		

CO 5	S	W		M			M	
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Course Contents:

Unit – 1:

Role of statistics: Applications of inferential statistics in managerial decision-making; Measures of central tendency: Mean, Median and Mode and their implications; Measures of Dispersion: Range, Mean deviation, Standard deviation, Coefficient of Variation (C.V.), Skewness, Kurtosis.

Unit – 2:

Time series analysis: Concept, Additive and Multiplicative models, Components of time series, Trend analysis: Least Square method - Linear and Non- Linear equations, Applications in business decision-making.

Unit – 3:

Index Numbers: Meaning, Types of index numbers, uses of index numbers, Construction of Price, Quantity and Volume indices: Fixed base and Chain base methods.
Correlation-Meaning and types of correlation, Karl Pearson and Spearman rank correlation.
Regression: Meaning, Regression equations and their application, Partial and Multiple correlation & regression: An overview.

Unit – 4:

Probability: Concept of probability and its uses in business decision-making; Addition and multiplication theorems; Bayes 'Theorem and its applications.
Probability Theoretical Distributions: Concept and application of Binomial; Poisson and Normal distributions

Unit – 5:

Estimation Theory and Hypothesis Testing: Sampling theory; Formulation of Hypotheses; Application of Z test, t-test, F-test and Chi-Square test. Techniques of association of Attributes & Testing.

Text Book (s):

1. Newbold, P., Carlson, W., & Thorne, B. (2012). Statistics for business and economics. Pearson.
2. Gupta, S. C. (2019). Business statistics. Himalaya Publication House, New Delhi.
3. Gupta C B, Gupta V. (2016). An Introduction to Statistical Methods, Vikas Publishing House, New Delhi.
4. Levine, D. M. (2010). Business statistics: A first course. Pearson Education India.

References:

1. Kvanli, A. H., Pavur, R. J., & Guynes, C. S. (1999). Introduction to business statistics: a computer integrated, data analysis approach. Dryden Press.
2. Lapin, L. L. (1978). Statistics for modern business decisions (p. 215). New York: Harcourt Brace Jovanovich.
3. Siegel, A. (2016). Practical business statistics. Academic Press.
4. Bajpai, N. (2009). Business statistics. Pearson Education India.
5. Webster, A. (1992). Applied statistics for business and economics. Homewood, IL: Irwin.
6. Wonnacott, T. H., & Wonnacott, R. J. (1990). Introductory statistics for business and economics (Vol. 4). New York: Wiley.
7. Kemp, S. M., & Kemp, S. (2004). Business statistics demystified. New York: McGraw-Hill.

Assessment Scheme:

Continuous Internal Evaluation (CIA) consisting of:

- Class Attendance (C): 5%
- Home Assignment (H): 5%
- Sessional Examination (T): 20%
- End Semester Examination (ESE): 70%

Mapping Assessment Components to COs:

	CO 1	CO 2	CO 3	CO 4	CO 5
C	S	M	S	M	
H	S	M	M		W
Sessional Exam (T)		S	M	W	
ESE	S	M		M	S

Note:

CIA can have more components depending on the nature of course.

The guidelines for all assessment components are as per MUIT Guidelines & Rules (2.3-curriculum development)



TEACHING-LEARNING PLAN

Course Title: MARKETING MANAGEMENT

Course Code: MPB 106

L	T	P	C.U.
3	0	0	3

Pre-requisites, if any: Sound knowledge of Management as a subject is desirable.

Course Description:

The course offers a complete introduction to professional marketing thought and action and explains the nature and purpose of marketing, followed by the fundamentals of each of the most important marketing tasks. It analyses the business need for customer orientation, the evaluation of markets and the targeting of market opportunities. In addition, the course explains how to integrate product and service decisions with those on pricing, distribution and promotion - and why this is necessary.

The subject content also deals with explaining the importance of role of marketing managers who are primarily responsible for keeping their company close to its customers.

Course Objectives:

This course is designed to provide a better understanding of the theoretical and practical perspectives of the process of marketing management. Each student will enable themselves:

1. To understand the concepts of marketing management.
2. To learn about marketing process for different types of products and services.
3. To understand the tools used by marketing managers in decision situations.
4. To understand the marketing environment on glocal platform.
5. To learn about the marketing distribution.

Course Outcomes (COs): After the completion of this course, students will be able to:-

CO1: Develop understanding of basics of marketing, and its significant concepts.

CO2: Acquaint with new marketing trends and the marketing environment.

CO3: Identify how the firms marketing strategy, marketing mix evolve and adapt to match consumer behavior and perceptions of the product

CO4: Apply the knowledge, concepts, tools necessary to understand challenges and issues of marketing in a growing international and global context

CO5: Critically analyze social, technological, political, legal and economic forces that affect business performance

Mapping COs with POs:

	PO 1	PO 2	PO 3	PO 4	PO5	PO6	PSO 1	PSO 2
CO 1	S		M	M		W	S	M
CO 2	M		S					M
CO 3		S		M			M	S
CO 4					S	M		
CO 5	S	W		M			M	

Course Contents:

Unit - 1:

Marketing: Meaning, definition, Nature, Scope and Importance of marketing; Marketing Orientation: Product, Production, Sales, Marketing, Societal; Holistic Marketing Orientation, Customer and Consumer, Digitalization, Customization, Standardization.

Unit - 2:

Marketing Plan, Marketing environment - Internal & External Political, Economic, Socio-cultural and Technical Environment, Controllable and Uncontrollable factors effecting marketing decisions, Concept of Segmentation, Targeting and Positioning.

Unit – 3:

Product Decision- Concept of a product; Classification of products; Major product decisions; Product line and product mix; Branding; Packaging and labeling; Product life cycle – strategic implications; New product development and consumer adoption process.

Unit – 4:

Price Decision- Concept, and Meaning of Price and Pricing, Significance of Pricing Decision, Factors affecting price determination; Pricing Methods and Techniques, Pricing policies and strategies; Discounts and rebates.

Unit – 5:

Place Decision- Nature, functions, and types of distribution channels; Distribution channel intermediaries; Channel management decisions, Case Studies, Channel design, Communication Process; Promotion mix – advertising, personal selling, sales promotion, publicity and public relations; Media selection; Advertising effectiveness; Sales promotion – tools and techniques.

Text Book (s):

1. Kotler, P., Keller, K. L., Ang, S. H., Tan, C. T., & Leong, S. M. (2018). Marketing management: an Asian perspective. Pearson.
2. Baker, M. (2012). The marketing book. Routledge.
3. Ramaswamy V. S. and Namakumari S. (2016). Marketing Management: Planning, Implementation and Control, McMillian Publication House.

References:

1. Schmitt, B., & Simonson, A. (1997). Marketing aesthetics: The strategic management of brands, identity, and image. New York: Free Press.
2. Fill, C., & Turnbull, S. L. (2016). Marketing communications: brands, experiences and participation. Pearson.
3. Hollensen, S. (2019). Marketing management: A relationship approach. Pearson Education.
4. Jain, S. C., Haley, G. T., Voola, R., & Wickham, M. (2000). Marketing planning & strategy. South-Western College Pub.
5. Christopher, M., Payne, A., & Ballantyne, D. (2002). Relationship marketing. Elsevier.

Assessment Scheme:

- Continuous Internal Evaluation (CIA) consisting of:
- Class Attendance (C): 5%
 - Home Assignment (H): 5%
 - Sessional Examination (T): 20%
 - End Semester Examination (ESE): 70%

Mapping Assessment Components to COs:

	CO 1	CO 2	CO 3	CO 4	CO5
C	S	M	S	M	
H	S	M	M		W
Sessional Exam (T)		S	M	W	
ESE	S	M		M	S

Note:

CIA can have more components depending on the nature of course.
The guidelines for all assessment components are as per MUIT Guidelines & Rules (2.3-curriculum development)



TEACHING-LEARNING PLAN

Course Title: COMMUNICATION FOR MANAGEMENT

Course Code: MPB 107

Pre-requisites, if any: No

L	T	P	C.U.
3	0	0	3

Course Description:

This course is designed to develop communication skills in the the human resources. Communication is intended to help students think strategically about communication and improving writing, presentation, and interpersonal communication skills as a future manager. We will look at a set of "best practices" or guidelines that have been derived from both research and experience, gives the opportunity to put those guidelines into practice, and helps to strengthen the abilities of the students.

Course Objectives:

This course is designed to provide better communication skills to the students. Each student will enable themselves:

1. To learn effectively communicate with various human resources along with written and verbal communication mode.
2. To formulate an effective communication strategy for any message, in any medium, and in any situation
3. To create impressive presentations that are delivered with confidence and poise
4. To learn and work effectively with others in small groups or teams
5. To identify and negotiate the difference in communication between manager and people who are not from their culture.

Course Outcomes (COs): After the completion of this course, students will be able to:-

CO1: Share their opinions and ideas on topics presented at any platform.

CO2: Describe the rules of communication.

CO3: Deliver effective presentations at any platform.

CO4: Describe how to chair a meeting and write up the minutes of a meeting.

CO5: Communicate effectively with others in small groups or teams.

Mapping COs with POs:

	PO 1	PO 2	PO 3	PO 4	PO5	PO6	PSO 1	PSO 2
CO 1	S		M	M		W	S	M
CO 2	M		S					M
CO 3		S		M			M	S
CO 4					S	M		
CO 5	S	W		M			M	

Course Contents:

Unit – 1:

Introduction: Definition and classification of communication, purpose of communication, process of communication, importance of communication in management, communication structure in organization, barriers & gateway in communication, 7 C's of communication, Impact of cross cultural communication.

Unit – 2:

Employment Communication: Writing CVs & Application Letter, Group discussions, interview, types of interview, candidate's preparation, Interviewers preparation; Impact of Technological Advancement on Business Communication; Characteristics of successful oral communication, Body language.

Unit – 3:

Written Communication: Purpose of writing, Pros & Cons of written communication, Clarity in writing, principles of effective writing, writing technique. Business Letters and Reports: Introduction to business letters, Types of Business letter, Layout of business letter, Reports: definition & purpose, types of business reports, Reports writing.

Unit – 4:

Group Communication - Meetings, Importance & planning of Meetings, drafting of notice, agenda, minutes & resolutions of Meeting, writing memorandum, press release, press conference, Business etiquettes- netiquettes, telephonic & table etiquettes. Presentation Skills: Presentation, Elements of presentation, designing a presentation, Appearance & posture, practicing delivery of presentation.

Unit – 5:

Corporate Communication: Definition, Scope, Importance & Components of corporate communication, Professional communicator responsibilities, Corporate communication & Public Relation, Role of social media in communication.

Text Book (s):

3. Sharma R.C., Mohan Krishna – Business: Correspondence and Report Writing (Tata McGrawHill)
4. M.K.Seegal&V.Khetrapal-BusinessCommunication(ExcelBooks).

References:

1. Lesikar RV & Pettit Jr. JD – Basic Business Communication: Theory & Application (Tata McGraw Hill Publication.
2. Bisen&Priya–Business Communication, NewAgeInternationalPublication

Assessment Scheme:

Continuous Internal Evaluation (CIA) consisting of:

- Class Attendance (C): 5%

- Home Assignment (H): 5%
- Sessional Examination (T): 20%
- End Semester Examination (ESE): 70%

Mapping Assessment Components to COs:

	CO 1	CO 2	CO 3	CO 4	CO5
C	S	M	S	M	
H	S	M			W
Sessional Exam (T)			M	W	S
ESE		M	S	M	S

Note:

CIA can have more components depending on the nature of course.

The guidelines for all assessment components are as per MUIT Guidelines & Rules (2.3-curriculum development)

TEACHING-LEARNING PLAN

Course Title: Fundamentals of Computers & Information Systems

L	T	P	C.U.
3	0	0	3

Course Code: MPB 108

Pre-requisites, if any: Preliminary knowledge of computer, their operations as a subject is desirable.

Course Description:

This course examines the role of information systems in supporting a wide range of organizational functions. Areas to be explored include the use of information systems to support administrative operations, to support decision making and to support overall strategic initiatives and corporate philosophies. This course is oriented toward the general business student, not the technical specialist. The course will provide a managerial perspective on the use, design, and evaluation of information systems

Course Objectives:

This course is designed to provide a better understanding of the theoretical and practical perspectives of computer application and information system for managing an organizational activity and effective use of information . Each student will enable themselves:

1. To acquire the knowledge needed to model organizational processes and data; define and implement technical and process solutions; understand the application of information technology in helping individuals, groups, and organizations achieve their goals.
2. To acquire knowledge and skills for planning, analysis, design and management of business information systems.
3. To acquire knowledge and hands-on skills on information systems .
4. To demonstrate the skills in the appropriate use of various features of the spread sheet package MS Excel and also to create useful spreadsheet applications .
5. To understand basics of artificial intelligence and enterprise resource planning .

Course Outcomes (COs): After the completion of this course, students will be able to:-

- CO1: Understand basic concepts of operating system and terminology of information system .
- CO2: Have a basic understanding of MS office package and their applications..
- CO3: Have a basic understanding of personal computers and their operations .
- CO4: Able to apply information system for managerial perspective .
- CO5: To understand the concepts of AI and ERP for business related problem solving and identify issues related to information security.

Mapping COs with POs:

	PO 1	PO 2	PO 3	PO 4	PO5	PO6	PSO 1	PSO 2
CO 1	S		M	M		W	S	M
CO 2	M		S					M
CO 3		S		M			M	S
CO 4					S	M		
CO 5	S	W		M			M	

Course Contents:

Unit – 1:

Operating System: Definition, Functions, Types and Classification, Elements of GUI based operating system, Windows, Commands of windows operating system.

Software: Introduction; Types of software with examples; Introduction to languages, compiler, interpreter and assembler

Unit – 2:

MS Office : Introduction, Importance and Basics of MS-Word, MS-Excel, MS-PowerPoint; MS Access, Practical Applications on Computers regarding MS Office Package.

Unit – 3:

Management Information System: Introduction, Importance, Barriers, Classification: Operations Support System (OSS), Management Support System(MSS), Transaction Processing System(TPS), Process Control System(PCS), Enterprise Collaboration System(ECS), Management Information System(MIS), Decision Support System(DSS).

Unit – 4:

Artificial Intelligence (AI), Applications of Artificial Intelligence: Neural Networks, Fuzzy Logical Control System, Virtual Reality, Expert System (ES), Executive Information System (EIS), Cross Functional Information Systems.

Unit – 5:

Applications: Enterprise Resource Planning (ERP), Customer Relationship Management (CRM), Security and Ethical Challenges of IT, Ethical Responsibility - Business Ethics, Technology Ethics; Cyber Crime and Privacy Issues.

Text Book (s):

1. Leon M. (2016). Introduction to Computers , Vikas Publishing , 1st Edition , New Delhi .
2. Srivastava (2015). Fundamental of Computer& Information Systems ,Wiley Dreamtech .

References:

1. ITL ESL – Introduction to Information Technology Pearson, 2nd Edition , New Delhi .
2. Nagpal. B. P. (2016). Computer Fundamentals S Chand & Co., New Delhi .
3. Ram B. (2015). Computer Fundamentals , New Age international , New Delhi .
4. Kelkar S A. (2016). Information system : a concise study , PHI Learning , New Delhi .
5. James O'Brien (2014), Management Information System , 10th ed . , Mc grawhill , New Delhi .



Assessment Scheme:

Continuous Internal Evaluation (CIA) consisting of:

- Class Attendance (C): 5%
- Home Assignment (H): 5%
- Sessional Examination (T): 20%
- End Semester Examination (ESE): 70%

Mapping Assessment Components to COs:

	CO 1	CO 2	CO 3	CO 4	CO5
C	S	M	S	M	
H	S	M	M		W
Sessional Exam (T)		S	M	W	
ESE	S	M		M	S

Note:

CIA can have more components depending on the nature of course.

The guidelines for all assessment components are as per MUIT Guidelines & Rules (2.3-curriculum development)