

# **SCHEME OF INSTRUCTION AND SYLLABUS**

**Master of Business Administration**

**From Academic Year: 2023-24 Onwards**

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## **MBA**



**FACULTY OF COMMERCE &  
MANAGEMENT**

**United University**  
Rawatpur - Jhalwa (Prayagraj)  
Uttar Pradesh

## **University Vision**

To establish a value based global university having dynamic learning environment encouraging creativity and innovation, research inspired experiential learning and focusing on topics that are pertinent to the development of the region, the country and the world.

## **University Mission**

- To provide a dynamic, inspiring and varied learning environment with global exposure.
- To position the institution as a premier hub for research and experiential learning.
- To develop into an adaptable University meeting the demands of society and business.
- To incorporate value thinking, integrity, wisdom and passion in professional for their career and life.

## **Department Vision**

To achieve global competence by evolving thought leadership, innovative and creative solution, making socially responsible business leaders through flexible, value based, management education driven by high quality research and collaboration.

## **Department Mission**

1. To nurture responsive ethical leaders sensitive to environment and society.
2. To encourage critical thinking and continuous improvement.
3. To inculcate a culture of innovation and entrepreneurship.
4. To create and disseminate knowledge through applied and inter-disciplinary research and practices in emerging areas of management.

## **Program Educational Objectives (Postgraduate)**

**PEO 1:** To train the students of the management program for logical and practical approach to problem solving and functions effectively as skilled managers who can respond to changing environment in a social and global context.

**PEO 2:** To groom the students to work in multicultural and multidisciplinary teams for effective problem solving and understand the principles of group dynamics, team work and growth of management profession.

**PEO 3:** To encourage and train the students as a way that they can pursue higher studies, start independent ventures, thereby contributing to the fields of education and business world.

## **Program Outcomes**

On successful completion of the MBA programme the student will be able to:

**PO 1:** Ability to apply management fundamentals in practical world.

**PO 2:** An ability to identify, formulates, and solve managerial problems.

**PO 3:** Demonstrate abilities such as initiative taking and innovative thinking in their acts.

**PO 4:** An ability to function in multi-disciplinary teams.

**PO 5:** To inculcate zeal of self-learning.

**PO 6:** Enhancing entrepreneurship abilities so that the students are induced to undertake independent ventures.

**PO 7:** An ability to understand professional and ethical responsibility.

**PO 8:** An ability to communicate effectively.

**PO 9:** Enhancing knowledge of contemporary issues.

**PO 10:** Recognizing the need and ability to engage in life-long learning.

**PO 11:** An ability to understand the impact of managerial solutions in a global, economic, environmental, and societal context.

**PO 12:** Ensuring holistic development of students.

### **Program Specific Outcomes**

**PSO1:** To apply the fundamental knowledge of management science to optimally solve the complex business problems.

**PSO2:** To inculcate in students the ability to gain multidisciplinary knowledge through simulated problems, case analysis, projects and industrial training.

**PSO3:** To demonstrate the practice of professional ethics and standards for societal and environmental well-being.

## **SCHEME OF INSTRUCTION**

### **COURSE CATEGORY ABBREVIATIONS**

1. Core Courses
2. Specialization Elective (SE)
3. Generic Electives (GE)/ Open Elective (OE)
4. Ability Enhancement Compulsory Courses (AECC)
5. Skill Enhancement Courses (SEC)

**Semester I**

							Contact Hours	28
S. No.	Course Code	Course Category	Course Name	L	T	P	C	
1	CMPCMA101T	Core Courses	Foundations of Management	4	0	0	4	
2	CMPCMA102T		Managerial Economics	4	0	0	4	
3	CMPCMA113T		Accounting for Managers	4	0	0	4	
4	CMPCMA112T		Organizational Behaviour	4	0	0	4	
5	CMPCMA111T		Business Legislation for Managers	4	0	0	4	
6	CMPCMA106T		Statistics for Managers	4	0	0	4	
7	CASCMMMA11T		Computer Application in Business	1	0	1	2	
8	PTSPMMA11T		Professional Proficiency	2	0	0	2	
<b>Total Credits</b>							<b>28</b>	

**Abbreviations:** (L) Lecture, (T) Theory, (P) Practical, (C) Credits

**Semester II**

							Contact Hours	28
S. No.	Course Code	Course Category	Course Name	L	T	P	C	
1	CMPCMA201T	Core Courses	Financial Management	4	0	0	4	
2	CMPCMA202T		Marketing Management	4	0	0	4	
3	CMPCMA203T		Human Resource Management	4	0	0	4	
4	CMPCMA204T		Production & Operation Management	4	0	0	4	
5	CMPCMA205T		Business Environment	4	0	0	4	
6	CMPCMA206T		Research Methodology	3	0	1	4	
7	CMPCMA207T		Quantitative Methods for Business	2	0	0	2	
8	PTSPMMA21T		Professional Proficiency	2	0	0	2	
							Total Credits	28

**Abbreviations:** (L) Lecture, (T) Theory, (P) Practical, (C) Credits

**Semester III**

					Contact Hours			28
S. No.	Specialization	Course Code	Course Category	Course Name	L	T	P	C
1		CMPCMA301T	Core Courses	Entrepreneurship and Managing Start-ups	4	0	0	4
2		PTSPMMA31T		Professional Proficiency	2	0	0	2
3		CMPCMA304P		Summer Internship Project Report	-	0	6	6
4	MARKETING	CMPMA3101T	SPECIALIZATION	Consumer Behavior	4	0	0	4
5		CMPMA3102T		Digital Marketing	4	0	0	4
6	FINANCE	CMPMA3201T	SPECIALIZATION	Security Analysis and Portfolio Management	4	0	0	4
7		CMPMA3202T		International Financial Management	4	0	0	4
8	HUMAN RESOURCE	CMPMA3301T	SPECIALIZATION	Performance Appraisal & Competency Mapping	4	0	0	4
9		CMPMA3302T		Conflict & Stress Management	4	0	0	4
Total Credits								28
Summer Internship 6 weeks (Mandatory) during summer vacation								

**Abbreviations:** (L) Lecture, (T) Theory, (P) Practical, (C) Credits

**NOTE:** Students have to opt any two specializations from Marketing/ Finance/ HR.



**Semester IV**

							Contact Hours		32
S. No.	Specialization	Course Code	Course Category	Course Name	L	T	P	C	
1		CMPCMA401T	Core Courses	Strategic Management	4	0	0	4	
2		CMPCMA402T		E-Governance	2	0	0	2	
3		PTSPMMA41T		Professional Proficiency	2	0	0	2	
4		CMPCMA404P		Research Project Report	0	0	6	6	
5		CMPCMA403T		Disaster Management	2	0	0	2	
6	MARKETING	CMPMA4104T	SPECIALIZATION	Marketing of Services	4	0	0	4	
7		CMPMA4106T		Rural Marketing	4	0	0	4	
8	FINANCE	CMPMA4204T	SPECIALIZATION	Behavioral Finance	4	0	0	4	
9		CMPMA4206T		Taxation Laws & Practices	4	0	0	4	
10	HUMAN RESOURCE	CMPMA4304T	SPECIALIZATION	Industrial Relations	4	0	0	4	
11		CMPMA4305T		Change Management & Organizational Development	4	0	0	4	
12		CMPCMA405P		Comprehensive Viva-Voce-II	2	0	0	2	
							Total Credits		32

**Abbreviations:** (L) Lecture, (T) Theory, (P) Practical, (C) Credits

**NOTE:** Students have to opt any two specializations from Marketing/ Finance/ HR.

# ***Semester I***

## **COURSE CODE & NAME: CMPCMA101T / FOUNDATION OF MANAGEMENT**

**Course Outcomes:** On completion of the course the student will be able to:

1. Describe the influence of historical forces on the current practice of management. Students will be able to understand principles and functions of management.
2. Describe the process of management's four functions: planning, organizing, leading, and controlling.
3. Evaluate leadership styles to anticipate the consequences of each leadership style.
4. Develop cognizance of the importance of management principles.
5. Identify and evaluate social responsibility and ethical issues involved in business situations and logically articulate own position on such issues.
6. To understand tools and techniques to be used in the performance of the managerial job.

### **UNIT 1: INTRODUCTION OF MANAGEMENT**

concept & nature of management; management competencies-communication, team work, planning and administrative, strategic and global competencies; evolution of management thoughts-traditional, behavioral, systems contingency and quality viewpoints, social responsibility of managers, Managerial Ethics.

### **UNIT 2: PLANNING, DECISION MAKING AND ORGANIZING**

Concept of planning, Significance of planning, Classification of planning: Strategic plan, Tactical plan and Operational plan, Process of planning, Barriers to effective planning. Management by Objective, Management by Exception.

Organizing: Defining organizing, Principles of organizing, Process of organizing, Types of Organizational structure, Span of control, Centralization vs. Decentralization of authority. Informal organization Strategies of decision making, Steps in rational decision-making process, Factors influencing decisionmaking process, psychological bias and decision support system.

### **UNIT 3: PRINCIPLES OF WRITTEN COMMUNICATION AND BUSINESS COMMUNICATION** **7 Cs of written communication.** Deductive, Inductive & AIDA approach to writing business letters.

**Business Correspondence:** Letter Writing, Presentation, Inviting Quotations, Sending Quotations, Placing Orders, Inviting Tenders, Sales Letters, Claim & Adjustment Letters and Social Correspondence, Memorandum, Inter-Office Memo, Notices, Agenda, Minutes.

**Employment Communication:** Job Application Letter, Preparing Resume, Difference between Resume and CV. Group Discussions: Introduction, Concept, Purpose, Types of Group Discussion, Strategies to Succeed, Interview Skills: Introduction, Concept, Purpose, Types of Interview. Candidate Strategies to Succeed, Dos and Don'ts.

### **UNIT 4: STAFFING AND DIRECTING**

Concept, Objective of staffing, System approach to staffing, Manpower planning.

Directing: Concept, Techniques of directing and supervision, Types of supervision, Essential characteristics of supervisor.

### **UNIT 5: LEADERSHIP AND CONTROL**

Leadership vs Management, Process of Leadership, Importance of leadership, Characteristics of an effective leader. Controlling: Concept, Importance of controlling, Types of control, Steps in control process.

### **Recommended Text Books:**

- T1.** Robbins & Coulter – “Management” Prentice Hall of India, 10th Edition, 2010

**Recommended Reference Books:**

- R1.** Stoner, Freeman & Gilbert “Management” Prentice Hall of India, 6th Edition
- R2.** Koontz Harold & Wehrich Heinz – “Essentials of management” Tata Mc Graw Hill, 5th Edition 2008
- R3.** Tripathi & Reddy “Principles of Management” 5th Edition, McGraw Hill, 2012
- R4.** Robbins S.P. and Decenzo David A. – “Fundamentals of Management: Essential Concepts and Applications” Pearson Education, 6th Edition
- R5.** Wehrich Heinz and Koontz Harold – “Management: A Global and Entrepreneurial Perspective” McGrawHill, 12 th Edition 2008

## **COURSE CODE & NAME: CMPCMA102T / MANAGERIAL ECONOMICS**

### **Course Outcomes**

1. Understand the basic concepts in Managerial Economics relevant to consumer, producer and wealth-owner, concepts, theories and laws of utility and indifference curve.
2. Recognize and apply the concepts and laws of demand and supply, theories and laws of utility and indifference curve etc.
3. Application of concept of production function and laws of production, various cost functions and curves.
4. Analysis of market structure and its working in relation to pricing decision.
5. Evaluation of Economic system and its performance in current scenario.

### **UNIT 1: INTRODUCTION OF MANAGERIAL ECONOMICS**

Definition, Nature and Scope and its relevance in business decisions. Concept and Fundamental Principles of Managerial Economics: Incremental Principle, Marginal Principle, Opportunity Cost Principle, Discounting Principle, Concept of Time Perspective, Equi-Marginal Principle, Utility Analysis, Cardinal Utility and Ordinal Utility, production possibility frontier, Functional relationships

### **UNIT 2: DEMAND AND SUPPLY ANALYSIS**

Demand Analysis: concept, Types of Demand, Determinants of demand, Demand Function, Demand Schedule, Demand curve, Law of Demand, Exceptions to the law of Demand, Movement along & Shifts in demand curve, Elasticity of Demand: Types (Price Elasticity, Income Elasticity, Arc Elasticity, Cross Elasticity and Advertising Elasticity) and its measurement (numerical Exercises). Uses of Elasticity of Demand for managerial decision making, Demand forecasting: meaning, significance and techniques (numerical Exercises), Demand Forecasting for a New Product Supply Analysis: concept, determinants of supply, Law of Supply, Supply Elasticity: Analysis and its uses for managerial decision making. Price of a Product under demand and supply forces, Indifference curve, Budget Line and Consumer Equilibrium

### **UNIT 3: PRODUCTION AND COST ANALYSIS**

Production Analysis: Production concepts, Production function, Types of production function, Laws of production: Law of diminishing returns, Law of returns to scale. Iso-quant Curve, MRTS, Economies and Diseconomies of scale: Internal and external

Cost concept and analysis: Cost, Types of costs, and Cost output relationship in the short-run. Cost output relationship in the Long-run. Break-Even Analysis (numerical exercise); Estimation of Revenue: Average Revenue, Marginal Revenue, Total, Marginal and Average Revenue curve

### **UNIT 4: MARKET STRUCTURES**

Concept & types-Perfect and Imperfect Market Structures, 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

### **UNIT 5: NATIONAL INCOME, BUSINESS CYCLES, INFLATION**

National Income: Concept of National Income, GDP, GNP, NDP, NNP, Methods of Measuring National Income, Business Cycles: Definition Features and Phases of Business cycles

Inflation – Types of inflation, causes of Inflation, Measurement of inflation, methods of inflation control (Monetary and fiscal), and impact of inflation on economy.

### **Recommended Text Books:**

T1: Dwivedi D.N. - Managerial Economics (Vikas Publication, 7th Edition)

**Recommended Reference Books:**

- R1.** Ahuja, H.L. (2015). Managerial Economics. S.Chand.
- R2.** Atmanand. (2008). Managerial Economics. Excel Books.
- R3.** Hirschey. (2009). Economics for Managers. Cengage Learning.
- R4.** Peterson, H.C., Lewis, W.C., & Jain, S.K. (2009). Managerial Economics. Pearson Education.
- R5.** Dr. D.M. Mithani. Managerial Economics – Theory and Applications, Himalaya Publications, 7<sup>th</sup> E

# **COURSE CODE & NAME: CMPCMA113T / ACCOUNTING FOR MANAGERS**

## **Course Outcomes**

1. Understand the fundamentals of financial accounting, the principles and concepts underlying them.
2. Understand the preparation of final accounts
3. Analyze and interpret the financial health of an organization through its financial statements and accounting information by doing comparison using different methods and applying relevant ratios.
4. Assess the flow of cash in the business through cash flow statement, portraying flow obtained from major business operative and non-operative activities.
5. Assess the situation of the business and to take managerial decisions using variance analysis and variable costing technique.

### **UNIT 1: FUNDAMENTALS OF ACCOUNTING:**

Meaning and Scope of Accounting, Book Keeping and Accounting, Accounting Principles - Accounting Concepts & Conventions, Accounting Terminologies & Classifications, Basics of Accounting Standards and IFRS, Accounting Equation, Double Entry System of Accounting.

### **UNIT 2: MECHANICS OF ACCOUNTING:**

Journalizing, Ledger Posting, Trial Balance, Preparation of Final Accounts - Manufacturing Account, Trading Account, Profit & Loss Account, Profit & Loss Appropriation Account, Company's Balance Sheet.

### **UNIT 3: ANALYSIS AND INTERPRETATION OF FINANCIAL STATEMENT – PART I:**

Financial Statements - Income Statement and Position Statement, Comparative Methods - Common Size and Trend Analysis. Ratio Analyses – DuPont Analysis Chart, Profitability Ratios, Activity Ratios, Solvency Ratios.

### **UNIT 4: ANALYSIS AND INTERPRETATION OF FINANCIAL STATEMENT – PART II:**

Preparation of Cash Flow Statement (As per IND AS 3), Cash flow from Operating, Investing, Financing Activities

### **UNIT 5: MANAGEMENT ACCOUNTING:**

Classification of Cost, Cost-Volume-Profit Analysis, Marginal Costing, Absorption Costing, Profit Planning. Standard Costing: Variance Analysis: Materials and Labour Variances

### **Recommended Text Books:**

**T1:** Maheshwari S.N & Maheshwari S K – A text book of Accounting for Management (Vikas, First Reprint of 2020)

### **Recommended Reference Books:**

**R1:** Narayanswami - Financial Accounting: A Managerial Perspective (PHI, 5th Ed)

**R2:** Dhanesh Khatri- Financial Accounting (TMH, 2015)

**R3:** Ambrish Gupta - Financial Accounting: A Managerial Perspective (Prentice Hall, 4th Edition)

**R4:** Ramchandran & Kakani - Financial Accounting for Management (TMH, 2nd Edition).

**R5:** Mukherjee - Financial Accounting for Management (TMH, 2nd Edition).

# **COURSE CODE & NAME: CMPCMA112T / ORGANIZATIONAL BEHAVIOUR**

## **Course Outcome**

1. Demonstrate the organizational behavior and how these behavior influences the overall effectiveness of an organization and its stakeholders,
2. Ability to explain the process of developing behavior of individuals.
3. Identify and evaluate learning process and its impact on growth of employees and organization.
4. Evaluate the importance of managing and motivating people towards the achievement of organizational goals
5. Developing cognizance of the Evaluate leadership styles to anticipate the consequences of each leadership style.
6. Predict the situations that cause conflict and their redressal. Assessing stresses and ways to deal with them.

### **UNIT 1: OVERVIEW OF ORGANIZATION BEHAVIOUR**

Introduction: Meaning & Nature of O B, Need & Significance of OB, Discipline Contributing to OB, Foundation of Individual Behavior, Organizational Models.

### **UNIT 2: PERSONALITY & PERCEPTION**

Personality: Meaning, Types, Importance, Determinants of Personality, Factors Affecting Personality. Perception: Concept & Meaning- Importance-Factors Influencing Perception.

### **UNIT 3: LEARNING & MOTIVATION**

Learning: Meaning, Significance, Types of Learning Styles, Learning Process, Theories of Learning. Motivation: Definition & Concept of Motive & Motivation

### **UNIT 4: CONFLICT & STRESS**

Conflict: Nature & Meaning - Types of Conflict, Levels of Conflict, Conflict Resolution. Stress: Meaning, Sources of Stress, Consequences & Coping Strategies of Stress

### **UNIT 5: LEADERSHIP & POWER**

Leadership: Meaning- Significance, Leadership Styles. Power: Meaning- Concept, Types of Power, Importance.

### **Recommended Text Books:**

**T1:** Robbins, Stephen P: "Organizational Behavior" Prentice Hall, New Delhi.

### **Recommended Reference Books:**

**R1:** Griffin, Ricky W. Organizational Behaviour, Houghton Mifflin Co., Boston.

**R2:** Fred Luthans, Organizational Behavior, McGraw Hill, 11th Edition, 2001.

**R3:** Newstorm, J. & David, K. (2007). Organizational Behavior, Human Behavior at Work. New Delhi: Tata McGrawHill Publication.

**R4:** Greenberg, J. & Baron, R.A. (2005). Behavior in Organizations. New Delhi: Pearson Education.



# **COURSE CODE & NAME: CMPCMA111T / BUSINESS LEGISLATION FOR MANAGERS**

## **Course Outcomes**

1. Understand the concepts of Indian Contract Act in a business and analyze the issues on of breach of contract.
2. Analyze the issues associated with the sale of goods and examine the problems of the consumers and to evaluate the methods to file a complaint before the consumer forum.
3. Evaluate the problems of the different companies and to analyze the cases on different legal issues related with the establishment of company.
4. Understand the concept of Negotiable Instruments Act and justify the decisions of the court if not suitable to the business concern and understand the provisions related to partnership business in India.
5. Analyze the concept and issues related to IT, IPR and copyright act and evaluate the remedies in case of infringement of IPR and copyright act.

### **UNIT 1: Law of Contract: General Principles**

Nature of Contract, Essentials of a Valid Contract, Classification, Offer and Acceptance, Consideration, Competency, Free-Consent, Legality, Performability, Declared Void Agreements, Discharge, Breach and Remedies.

#### **Law of Contract: Special Contracts**

Meaning & Nature of Contracts: Quasi, Contingent, Bailment and Pledge, Indemnity and Guarantee, and Agency.

### **UNIT 2: Law of Sale of Goods:**

Contract of Sale, Sale and Agreement to Sell, Conditions and Warranties, Transfer of Property, Delivery of Goods: Performance of Contract of Sale, Unpaid Seller, Remedial Measures for Breach of Contract, Auction Sale

#### **Law of Consumer Protection:**

Evolution of Consumer Protection Movement, Relevant Interpretations, Complainant and Grounds of Complaint, Limitation Period, Consumer Protection Adjudication and Redressal

### **UNIT 3: Law of Partnership:**

Essentials of Partnership, Types of Partners, Rights and Duties of Partners, Relations with Third Party, Dissolution of Partnership Firms

#### **Law of Limited Liability Partnership:**

Nature and Incorporation, Partners and Their Relations, Closure of LLP

### **UNIT 4: Law of Negotiable Instruments:**

Nature and Characteristics of Negotiable Instruments, Kinds of Negotiable Instruments, Parties to Negotiable Instruments, Negotiation, Presentment, Crossing and Bouncing, Discharge and Dishonor

#### **Indian Banking Regulations:**

Objects and Extents of the Banking Regulation Act 1949, Nationalization of Commercial Banks, Governance of Micro Financing, SARFAESI Act 2002

### **UNIT 5: Law of Information Technology:**

Object and Scope of the Statute, Digital Signature and Electronic Signature, Electronic Governance, Electronic Records, Certifying Authorities

#### **Law of Intellectual Properties:**

Introduction to Intellectual Property Rights (IPR), Concept and Theories, Kinds of IPR, TRIPS and other Treaties (WIPO, WTO, GATTs), Objects and Extents of - the Patent Act 1970, Copyright Act, 1957, Trade Mark Act 1999 and Design Act 2000

### **Recommended Text Books:**

- T1.** Kuchhal M.C. and Prakash D. Business legislation for management, Vikas Publication.

**Recommended Reference Books:**

**R1.** Tejpal Sheth. Business Laws, Pearson Education;

**R2.** Deborah Brightman Farone. Best Practices in Law Firm Business Development and Marketing, PractisingLaw Institute.

**R3.** Avtar Singh. Principles of Mercantile Law, Eastern Book Company.

**R4.** Gulshan S.S. - Business Law Including Company Law. Excel Books.

# **COURSE CODE & NAME: CMPCMA106T / STATISTICS FOR MANAGERS**

## **Course Outcomes**

1. Understand and calculate the basic concepts central tendency and dispersion.
2. Recognize and apply the concepts of association between variables by correlation and regression.
3. Analysis and application of concept of the Time Series and Index number data in business decisions.
4. Understand, analysis, apply and create Hypothesis and its testing tools.
5. Understand, analysis, explain and apply the concept of Probability and Compare various Probability Distributions and tell about their properties in business decision making process.

### **UNIT 1: INTRODUCTION OF STATISTICS**

Types of statistical methods, importance, scope and limitations, Data classification, tabulation and representation

Measures of Central Tendency: Arithmetic Mean, Geometric Mean, Harmonic Mean and Weighted Average, Median and Mode

Measures of Dispersion: Range, Average Deviations, Standard Deviation, Combined Standard Deviation and the Coefficient of Variation

### **UNIT 2: SKEWNESS, KURTOSIS, CORRELATION & REGRESSION ANALYSIS**

Skewness, Moments and Kurtosis: Introduction, measures and applications.

Correlation Analysis: Rank Method & Karl Pearson's Coefficient of Correlation and Properties of Correlation.

Regression Analysis: Fitting of a Regression Line and Interpretation of Results, Properties of Regression Coefficients and Relationship between Regression and Correlation.

### **UNIT 2: TIME SERIES ANALYSIS & INDEX NUMBERS**

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

Index Numbers: - Meaning, Types of index numbers, uses of index numbers, Construction of Price, Quantity and Volume indices: - Fixed base and Chain base methods.

### **UNIT 4: HYPOTHESIS TESTING**

Null and Alternative Hypotheses; Type I and Type II errors; Testing of Hypothesis: Large Sample Tests, Small Sample test, (t, F, Z Test).

### **UNIT 5: PROBABILITY**

Theory of Probability, Addition and Multiplication Law, Baye's Theorem

Probability Theoretical Distributions: Concept and application of Binomial; Poisson and Normal distributions.

#### **Recommended Text Books:**

**T1.** DN Elhance – Fundamental of statistics, 5th ed, Kitab Mahal

#### **Recommended Reference Books:**

**R1.** Davis, Pecar – Business Statistics using Excel, Oxford

**R2.** Ken Black – Business Statistics, 5th ed., Wiley India

**R3.** Lind, Marchal, Wathen – Statistical techniques in business and economics, 13th ed, McGraw-Hill

**R4.** Newbold, Carlson, Thorne – Statistics for Business and Economics, 6th ed., Pearson

**R5.** J.K. Tyagi, Business Statistics, Khanna Publishing House, Delhi.

## COURSE CODE & NAME: CASCMMMA11T / COMPUTER APPLICATIONS FOR BUSINESS

### Course Outcomes

1. Gain insight about various computer application and apply them in various business world.
2. To understand the in-depth knowledge of MS Word and MS Excel.
3. To apply various tools of E Commerce to achieve Competitive edge.

### UNIT 1: INTRODUCTION TO COMPUTER& NETWORK

Hardware: Input devices - MICR, OMR, Bar code reader, digital camera etc. Output devices -VDU, printers, plotters, Operating systems: Functions of operating system, Classification of operating System. Computer Networks: Network types, Network topologies, Modes of Data communication, Internet: Netiquettes, Architecture & Functioning of Internet, Basic services over Internet like WWW, FTP, Telnet, IP addresses, ISPs, URL, Domain names, Web Browsers, Internet Protocols, Search engines, e-mail.

### UNIT 2: MS –OFFICE

**Microsoft word:** Introduction, Working with Tables, Finding and replacing text, Mail merge, Macros, Menus and Tool Bar, Creating and Formatting Tables, Formatting of Letters, Quotation, Invoice, Purchase Order, Sales Order, Application of Mail Merge in Business, Designing the word document with Images and Graphs. **Microsoft Excel:** Introduction, Add, Subtract, Multiply, Divide in Excel, Excel Data Validation, Filters, Grouping, Logical functions (operators) and conditions, Visualizing data using charts, Types of Charts and Graphs, Financial Functions, Boolean, Logical Functions, financial reports.

**Microsoft Power Point:** Introduction to Power Point, Tool Animation, Templates, Designing Presentations, Slide Show Controls, printing presentations, Customizing Presentations, Auto Content Wizard, Creating Links in Slides, inserting charts, adding tables, Clipping, Slide animation, Inserting Pictures, Working with tables, Working with charts, Slide Effects.

### UNIT 3: ELECTRONIC PAYMENT SYSTEM AND CYBER SECURITY

Introduction to EPS Introduction to EFT (Electronic Fund Transfer), Introduction to SET (Secure Electronic Transaction), Business requirement addressed by SET Introduction to Digital Signature and Digital Certificates, Stages of SET, Types of Payment System: Digital Cash, Electronic Cheque, Smart Card, Credit/Debit Card, e-Cash public Key Cryptography, Security Technology-Firewall and VPNs, Intrusion Detection, Access Control. Security Threats -Viruses, Worms, Trojan Horse, Bombs, Trapdoors, Spoofs, E- mail viruses, Macro viruses, Malicious Software, Interchange Introduction to EDI, EDI Architecture, Financial Introduction, What is cyber security, Cyber Attacks, The Marketplace for vulnerabilities, Error 404, Digital Hacking in India. Introduction: Hacking, Types of Hacking/Hackers, Cybercrime, Types of cybercrime, Hacker Mind set, Threats, Concept of ethical hacking, Phases involved in hacking, Role of Ethical Hacking, Common Hacking Methodologies, Profiles of Hackers, Benefits of Ethical Hacking, Limitations of Ethical Hacking.

#### Recommended Text Books:

**T1:** Ravichandran, Computers Today, Khanna Publishing House, Delhi.

#### Recommended Reference Books:

**R1:** Ritendra Goel & D.N. Kakkar. Computer Applications in Management, New Delhi: New Age International (P) Ltd.

**R2:** ITL ESL – Introduction to Information Technology. Pearson, 2nd Edition.

**R3:** Bharihoke, D. (2009). Fundamentals of Information Technology. New Delhi: Excel Books

**R4:** Basandra, S. K. (2003). Computers Today. Greater Noida: Galgotia Publication Pvt. Ltd.

**R5.** Leon - Fundamentals of Information Technology, Vikas Publications.

**COURSE CODE & NAME: PTSPMMA11T / PROFESSIONAL  
PROFICIENCY**

**Course Outcomes**

1. Gain insight about better representation of him / her in terms of communication skills and apply them in various business world.
2. To develop personality required for jobs
3. To inculcate employability skills and prepare for Industries /corporate and other Public and Private Sector jobs.

**UNIT 1: HARD SKILLS**

Grammar: Basics of Grammar, Sentence Structure and formation, Figure of Speech, Synonyms, Antonyms, paraphrasing, fill in the blanks

Reading and Comprehension: General Awareness, Unseen Passage

**UNIT 2: SOFT SKILL**

**Listening Classes on:** Audio lessons on News, Case Presentations

**Speaking Lessons:** JAM on General Topics, Introduction to Speaking.

**UNIT 3:** Assessment: Questions (Subjective and Objective) based on Hard Skills Taught in class given every week.

**The aim should be to bring the instruction given in practice by making them write, speak and think along the lines of the instruction given. The practice sheet should be evaluated and necessary feedback must be given. Some exercise on compositional skills must be given so they develop a sense of writing and expressing themselves through the written word.**

# *Semester: II*

## **COURSE CODE & NAME: CMPCMA201T / FINANCIAL MANAGEMENT**

### **Course Outcomes**

1. Understand the different basic concept / fundamentals of Finance.
2. Understand the practical application of time value of money and evaluating short term & long term investment decisions.
3. Developing analytical skills to select the best source of capital and its structure.
4. Understand the use and application of different models for firm's optimum dividend payout.
5. Evaluate the financial viability of a firm in various operation.

### **UNIT 1: INTRODUCTION TO FINANCIAL MANAGEMENT**

Meaning and Definition of Financial Management; Scope and Objectives of Financial Management. Functions of a Finance Manager in modern age; Financial Decisions: Investment Decision, Financing Decision, Dividend Policy Decision; Profit Maximization vs. Wealth Maximization, EPS Maximization, Risk & Return, Time Value of money, Main Sources of Finance: Debenture, Preference and Equity capital, Loans.

### **UNIT 2: CAPITAL BUDGETING DECISION**

Meaning, Definition of Capital Budgeting; Types of capital budgeting decisions; Techniques of capital budgeting: Overview of Cash Flows; Discounted Cash flow techniques; Payback Period, Discounted Payback Period, NPV, IRR, ARR, and PI methods

### **UNIT 3: FINANCING DECISION**

Basic concept and significance of Cost of Capital: Cost of Debt, Cost of Equity, Cost of Preference Shares, Cost of Retained Earnings, Composite Cost of Capital; Explicit Cost vs. Implicit Cost; Concept of Opportunity Cost.; Weighted average cost of capital

### **UNIT 4: DIVIDEND POLICY DECISION**

Concept of Dividend, Types of Dividends; Dividend Policy, Determinants of Dividend Policy; Theories of Dividend: Walter Model, Gordon Model, and Miller-Modigliani (MM) Model, Leverage: Operating, Financing & Combined Leverage. EBIT-EPS Analysis The Firm's Capital Structure: Types of Capital, Capital Structure Theory

### **UNIT 5: WORKING CAPITAL MANAGEMENT**

Meaning of Working Capital; Types of working capital; Factors affecting Working Capital; Cash management, debt management and Inventory management; Operating Cycle; Estimation of Working Capital requirement

### **Recommended Text Books:**

**T1.** Tulsian P. C. Financial Management, 9th Edition, Vikas Publishing.

### **Recommended Reference Books:**

**R1.** Rustagi R. P. - Financial Management, Galgotia Publications.

**R2.** William Hakka Bettner Carcello - Financial and Management Accounting, Tata McGraw Hill Publications.

**R3.** Kishore, R. M. Financial Management - Theory/Problems/Cases. Taxmann Publication.

**R4.** Khan & Jain . Financial Management, 15th Edition, TMH. **R5.** Brigham & Houston (2016).

Fundamental of Financial Management, 15th Edition, Harcourt.

## **COURSE CODE & NAME: CMPCMA202T / MARKETING MANAGEMENT**

### **Course Outcome**

1. Demonstrate strong conceptual knowledge in the functional area of marketing management.
2. Differentiate the consumer's behaviour as per their taste and preferences.
3. To evaluate new product/service ideas consistent with evolving needs tastes and preferences.
4. Compare different pricing strategies in view of market trend.
5. Select the best channel of distribution and tools for promotion.

### **UNIT 1: BASIC CONCEPTS OF MARKETING**

Introduction to Marketing: Definition, nature, scope and importance of marketing, Approaches to the study of marketing, traditional and modern concept of marketing, Functions of marketing, Difference between Marketing & Selling, Concept of Virtual Marketing

### **UNIT 2: UNDERSTANDING CONSUMER BEHAVIOUR**

Consumer behavior - Customer value and satisfaction, Customer relationship management, Buying Decision process, consumer buying v/s Industrial buying, Marketing Mix – The elements of marketing mix.

Market Segmentation: Bases for Market segmentation, Requisites of sound marketing segmentation, STP (Segmentation, Targeting and positioning)

### **UNIT 3: PRODUCT & MARKETING ENVIRONMENT**

Products: Classification of products, Product mix decision- Product line, product addition & deletion, Product life cycle, Product planning, New product development process. Marketing Environment: Micro & Macro, BCG Matrix.

### **UNIT 4: PRICING AND RECENT TRENDS IN MARKETING**

Pricing: Pricing objectives, price determination, factors influencing pricing policy, method of pricing policies and strategies. Recent Trends in Marketing: E-business, Tele-marketing, M-Business, Retailing, porter five forces model, Branding & Packaging,

### **UNIT 5: MARKETING DISTRIBUTION CHANNELS & PROMOTION**

Channels of distribution and Logistics: Definition, Need, Channel design decision, Channel management decision, factors affecting channels, Types of marketing channels.

Promotion: Nature and importance of promotion, Promotion mix- Advertising, Sales promotion, personal selling, public relations, direct marketing and integrated marketing communication

#### **Recommended Text Books:**

**T1.** Philip Kotler, Marketing Management: Pearson Education

#### **Recommended Reference Book:**

**R1.** Pillai and Bhagvathi, Marketing Management, S Chand publisher

**R2.** J.C. Gandhi - Marketing A Managerial Introduction (Tata McGraw Hill publishing)

**R3.** Kenneth E.Clow, Donald Baack, "Cases in Marketing Management" 'Sage Publications, 2012.

**R4.** Arun Kumar & Meenakshi, "Marketing Management", Vikas Publishing House, 2011.



## **COURSE CODE & NAME: CMPCMA203T / HUMAN RESOURCE MANAGEMENT**

### **Course Outcomes**

1. Define and describe the concepts of Human Resource Management.
2. Understand the concept of HRP, Recruitment and Selection.
3. Demonstrate and compare various Training techniques and analyze the ways to improve self-motivation.
4. Create a stress-free environment for enhancing productivity.
5. Able to apply human resource planning in organization.

### **UNIT 1: INTRODUCTION OF HUMAN RESOURCES MANAGEMENT (HRM)**

HRM: Meaning, Nature and Scope, Difference between HRM and Personnel Management, HRM functions and objectives, Evolution of concept of HRM. Human Resources Development in India, Role of HR managers

### **UNIT 2: HUMAN RESOURCES PLANNING**

Human Resources planning: Definition, purposes, processes and limiting factors; Job Analysis

– Job Description, Job Specification.; The systematic approach to recruitment: recruitment policy, recruitment procedures, recruitment methods and evaluation.; The systematic approach to selection: the selection procedure, the design of application form, Placement, Induction/ Orientation, Internal Mobility, and separations

### **UNIT 3: TRAINING AND DEVELOPMENT**

Training vs. Development, Training vs. Education- purpose, Advantages of Training.; Motivation- process , types and advantages.; Performance Appraisal: Definition, Purpose of appraisal, 360-degree Performance Appraisal.; Compensation Administration: components of pay structure in India; Incentive Payments: Meaning and Definition, Types and Scope of incentive scheme; Fringe Benefits

### **UNIT 4: GRIEVANCES AND DISCIPLINE**

Grievances and discipline: Model Grievance Handling Procedure; Discipline: definition, indiscipline-meaning, disciplinary action, and punishment. Promotion, Transfer and Separation: Promotion – purpose, principles and types; Transfer – reason, principles types.

### **UNIT 5: SEPARATION**

Separation: lay-off, resignation, retrenchment, Voluntary Retirement Scheme, exit interviews; Job Stress: factors& remedies, Counseling and Mentoring

### **Recommended Text Books:**

**T1.** Rao VSP- Human Resource Management- Text and Cases, Excel Books 3<sup>rd</sup> Edition

### **Recommended Reference Book:**

**R1.** Aswathappa K – “Human Resource and Personnel Management”, Tata McGraw Hill, 5th Ed.

**R2.** Ivansevich – “Human Resource Management”, Tata McGraw Hill, 10th Ed.

**R3.** Dessler – “Human Resource Management”, Prentice Hall, 10th Ed.

**R4.** Bernardi – “Human Resource Management”, Tata McGraw Hill, 4th Ed.

## **COURSE CODE & NAME: CMPCMA204T / PRODUCTION AND OPERATION MANAGEMENT**

### **Course Outcome**

1. comprehend the principles of production management and how they are influenced by various factors.
2. To employ a variety of manufacturing methods as well as product fundamentals.
3. To streamline the multiple operations associated with production scheduling and measurement, as well as how product and quality control may be obtained.
4. To use a range of inventory, control, safety, and security management models for the manufacturing process.
5. Develop supply and logistics, as well as distribution and administration networks.

### **UNIT 1: INTRODUCTION**

Nature and Scope of Production/Operations Management, POM Relationship with other Systems in the Organization, Factors that affect System and Concept of Production and Operation Management, Facility Location, Types of Manufacturing Systems, Lean Manufacturing

### **UNIT 2: PRODUCTION SYSTEM AND RELATED CONCEPTS**

Functions of Production and Material Management, Types of Production Systems, Productivity Variables, and Productivity, Batch Production, Job Order Production, Selection, Product Design and Development, Process Selection Determination of Material Required, Procedure for Purchasing

### **UNIT 3: SCHEDULING AND MEASURING PRODUCTION ACTIVITIES**

Overview of Scheduling, Maintenance Management Concepts, TPM, Work-Study, Method Study, difference between Work Measurement, Work Sampling, Material Management

### **UNIT 4: MATERIAL INVENTORY MANAGEMENT**

An overview of Material Management, Material Planning and Inventory Control, Models, (EOQ, Model with Shortages), JIT, Budgeting and Material Planning, Purchase Management

### **UNIT 5: QUALITY IN PRODUCTION & OPERATIONS MANAGEMENT**

Quality Assurance, Accepting Sampling, Statistical Process Control, Total Quality Management, QMS and ISO Standards, Quality circle, Six-sigma, Kaizen, Kanban's, Poke Yoke' supply chain management

### **Recommended Text Books:**

**T1.** Production And Operations Management, P. Ramamurthy, New Age International

### **Recommended Reference Book:**

**R1.** Chary SN, Production, and Operations Management- Concepts, Methods and Strategy, PHI New Delhi 2005

**R2.** Buffa. ES, Modern Production Management; John Willey, New York 1993

**R3.** Bedi, K. (2014). Production and Operations Management (3rd ed.). Oxford University Press, New Delhi

**R4.** Cachon, G. and Terwiesch, C. (2018). Matching supply with demand. McGraw Hill, 3rd edition, Chennai

**R5.** Chase, R. B., Shankar, R., and Jacobs, R. F. (2019). Operations and Supply Chain Management (15<sup>th</sup> ed.) Mc Graw Hill, Chennai

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## **COURSE CODE & NAME: CMPCMA205T / BUSINESS ENVIRONMENT**

### **Course Outcome**

1. Compare different tax policies in different time perspective.
2. To evaluate the national income and factors affecting the national income.
3. differentiate the different types of business cycles and environment.
4. Select the best model of business structure for persuasion of business activity
5. demonstrate strong conceptual knowledge of functional aspects of business environment.

#### **UNIT 1: Introduction to Business Environment**

Introduction to Business Environment: Definition, nature, scope and importance of Business Environment, Micro Environment, Macro Environment, Environmental changes and social responsibility of business.: Economic System: Capitalist, Socialist and Mixed Economy. Role of Government in Economic Development of country, Global economy.

#### **UNIT 2: Business Policy & Reforms**

Overview of: Monetary policy, fiscal policy, industrial policy, Industrial development, PPP Model, Advancement of Technology in Business, Rise of Rural market and its impact in context with Indian economy. Indian Economy and reforms since 1991, Current economic policies and its impact- Case study methods.

#### **UNIT 3: Budget and tax Structure**

Overview: legal aspect of business environment, concepts of direct and indirect taxes, Taxreforms- VAT, GST, Legal Framework: BIFR, FERA, FEMA and Consumer Protection Act 1986, RTI Act, Corporate Governance and Business Ethics. Impact NEP on Tax Structure in India.

#### **UNIT 4: Business Cycles & Inflation**

Business Cycles: Introduction, phases of Business Cycles, Changing Business cycles. Nationalincome, Measurement of National Income, GDP, NNP.NDP and GNP, Inflation: an introduction, types of inflation, measurement of inflation, Changes in Inflation during Covid19.

#### **UNIT 5: Global perspective of business**

Globalization: Meaning, Importance and Impact, Evolution of GATT, WTO agreements and implications, World Bank, IMF and its role in global scenario, Multinational companies and theirgrowing power, Case studies -Global Recession and new business environment.

#### **Recommended Text Book:**

**T1.** Justin Paul, Business Environment: Tata Mcgraw Hill publishing

#### **Recommended Reference Book:**

**R1.** K. Aswathappa , Essentials of Business Environment , Himalaya publishing House

**R2.** Shaikh saleem, Business Environment, Pearson Publication

**R3.** Francis Cherunilam. Business Environment Himalaya publishing House

**R4.** Leslie & Philip, The International Business Environment, OXFORD Publication

## **COURSE CODE & NAME: CMPCMA206T / RESEARCH METHODOLOGY**

### **Course Outcome**

1. Knowledge of concept / fundamentals for different types of research.
2. Applying relevant research design and techniques to solve business problems.
3. Understanding relevant scaling & measurement techniques and should use appropriate sampling techniques.
4. Synthesizing different techniques of coding, editing, tabulation and analysis in doing research.
5. Understand, Evaluate and apply statistical analysis on application software SPSS which includes various parametric test and non-parametric test, ANOVA technique and prepare report.

### **UNIT 1: INTRODUCTION OF RESEARCH CONCEPTS**

Meaning, objectives and types of Research, Research Process, Importance of Research.

### **UNIT 2: RESEARCH DESIGN**

Definition, Classification, Exploratory-qualitative techniques, experience survey, focus groups, Descriptive - cross sectional & longitudinal and Causal research design.

### **UNIT 3: MEASUREMENT AND SCALING TECHNIQUES**

Concept, Errors in Measurement, Tests of Sound Measurement; Scaling and Scale Construction Techniques  
Sampling- Introduction, Sampling, Complete Enumeration or Census, Types of Sampling, Sampling Errors; Sampling Design - Steps in Sample Design, Sampling Distributions, And Central Limit Theorem.

### **UNIT 4: DATA ANALYSIS AND SPSS**

Types of data; Methods of Data collection, Questionnaire Designing, Editing, Coding and Tabulation of data, Testing of Hypotheses.

Basic Quantitative techniques such as Frequency Table, Cross Tabulation, Mean, Standard Deviation, Normal Distribution, t-test, Correlation, Regression Analysis, Chi-Square test, One Way ANOVA & Two Way ANOVA, Business Applications through SPSS.SPSS environment: getting familiar with the interface, importing data from excel, exploratory data analysis, plotting several types of charts data creation – -defining variables – creating a codebook in SPSS

### **UNIT 5: REPORT WRITING**

Interpretation of Data and Report Writing, Creating a Database and its Use for Statistical Analysis, Styles of Referencing, Plagiarism, Ethics in Research.

#### **Recommended Text Books:**

T1. Kothari, C. R., Research Methodology, New Age International Publication. New Delhi.

#### **Recommended Reference Books:**

**R1.** Deepak Chawla, Neena Sondhi. Research Methodology, Vikas Publication

**R2.** Naval Bajpai. Business Research Methods,, Pearson Education

**R3.** Donald Cooper & Pamela Schindler. Business Research Methods. TMGH, 9th Edition.

**R4.** Alan Bryman& Emma Bell. Business Research Methods Oxford University Press, 2ndEdition.

**R5.** T N Srivastava & Shailaja Rao. Business Research Methods. TMH Publication, 2ndEdition.

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**COURSE CODE & NAME: CMPCMA207T / QUANTITATIVE  
METHODS FOR BUSINESS**

**Course Outcome**

1. Convert the problem into a mathematical model.
2. Understand variety of problems such as assignment, transportation, travelling salesman etc.
3. Understand different gaming situations and find the optimal solutions using models

**UNIT 1: Introduction**

Definition and scope of operations research (OR), OR model, solving the OR model, art of modelling, phases of OR study. Linear Programming: Two variable Linear Programming model and Graphical method of solution, Simplex method, Dual Simplex method, special cases of Linear Programming, duality, sensitivity analysis

**UNIT 2: Transportation Problems & Network Techniques**

Types of transportation problems, mathematical models, transportation algorithms, Assignment: Allocation and assignment problems and models, processing of job through machines. Shortest path model, minimum spanning Tree Problem, Max-Flow problem and Min-cost problem. Project Management: Phases of project management, guidelines for network construction, CPM and PERT.

**UNIT 3: Theory of Games & Quality Systems**

Rectangular games, Minima theorem, game with mixed strategies, reduction to linear programming model. Elements of Queuing model, generalized Poisson queuing model, single server models.

**Recommended Text Books:**

T1. R. Panneer Seevam, "Operations Research" PHI Learning, 2008.

**Recommended Reference Books**

**R1.** Hamdy H. Taha, "Operations Research-An Introduction" Pearson Education, 2003.

**R2.** V.K.Khanna, "Total Quality Management" New Age International, 2008.

**R3.** Wayne L. Winston, "Operations Research" Thomson Learning, 2003.

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## **COURSE CODE & NAME: PTSPMMA21T / PROFESSIONAL PROFICIENCY**

### **Course Outcome**

1. Gain insight about better representation of him / her in terms of communication skills and apply them in various business world.
2. To develop personality and aptitude building required for jobs
3. To inculcate employability skills and prepare for Industries /corporate and other Public and Private Sector jobs.

### **UNIT 1: HARD SKILLS**

**Grammar:** Tenses, Subject-Verb Agreement, Phrasal Verbs, Preposition, **Sentence** Structure and formation, Idioms & Phrases.

**Vocabulary:** Management Words, Synonyms, Antonyms, words often confused, foreign words in vogue, allusions, analogies.

**Reading and Comprehension:** Life Lessons, Business Management, Unseen Passage.

### **UNIT 2: COMMUNICATION SKILL**

**Listening Classes on:** Audio lessons on News, Case Presentations, Academic Arguments and Discussions.

**Speaking Lessons:** JAM to enhance speaking, story-narration, role play

**UNIT 3:** Assessment: Questions (Subjective and Objective) based on hard Skills Taught in class given every week.

**The aim should be to bring the instruction given in practice by making them write, speak and think along the lines of the instruction given. The practice sheet should be evaluated and necessary feedback must be given. Some exercise on compositional skills must be given so they develop a sense of writing and expressing themselves through the written word.**

# ***Semester: III***

**COURSE CODE & NAME: CMPCMA301T /  
ENTREPRENEURSHIP AND MANAGING START-UPS**

**Course Outcomes**

1. Determine the factors affecting entrepreneurial activities in nearby localities.
2. Understand the role and importance of various institutions in Entrepreneurship Development Program.
3. Understand various incentive and subsidies schemes of Govt. for MSMEs.
4. Able to evaluate project feasibility and prepare its report.
5. Apply the concept of project financing while taking financing decision.

**UNIT 1: Introduction to Entrepreneurship**

Definition of entrepreneur, Schumpeter's views, difference between manager and entrepreneur, functions of an entrepreneur, Internal and External Factors affecting entrepreneurship, Barriers to entrepreneurship, Family entrepreneurship, Women entrepreneurship, International entrepreneurship, Social entrepreneurship, Agripreneurship, entrepreneurial process, Entrepreneurial motivation intrapreneurship.

**Business plan:** meaning, Objectives, preparation.

**UNIT 2: Entrepreneurship Development and Small and Medium Enterprises**

EDP; a conceptual framework, objectives, entrepreneurship development cycle, phases of training.; **Institutes engaged in EDPs** – NIESBUD, SIDO, SSIDCs, DICs Definitions, types, characteristics and problems, growth and role of SMEs in India, incentives and subsidies by government for MSME.

**UNIT 3: Business Enterprise:**

Sources of idea generation, selection, learning of idea, feasibility studies, formulation and project report, appraisal, implementation, evaluation and control; Setting up a small business enterprise: identifying the business opportunity-importance of creativity, opportunities in various sectors, stages for setting up of a small enterprise, Concept of elevator pitch.

**UNIT 4: BASICS OF PROJECT MANAGEMENTs and PROJECT FORMULATION**

Basic Concept of a project, categories of project, Introduction, Need for Project management, Project Management Knowledge Areas and Processes, The Project Life Cycle, Project Management Processes, Project Management Principles. Market and demand estimation, market survey, demand forecasting technical factors-Material inputs, technology, production, plant capacity, location and site.

**UNIT 5: Project financing and Project Appraisal:** Capital structure, sources of funds, Venture capital, financial institutions – SIDBI, IFCI Technical, Economic, Financial, Legal and Social appraisal of the Industrial Projects, Problems arising due to rate of discount, wage-rate, exchange rates, treatment of taxes, social cost-benefits, treatment of risk and uncertainty, sensitivity analysis and probability approach single as well as multiple projects

**Recommended Text Books:**

- T1.** Desai,V. Dynamics of Entrepreneurial Development and Management, Himalaya Publishing House, Mumbai. 2019.

**Recommended Reference Books:**

- R1.** Holt, D.H. Entrepreneurship: New Venture Creation, Prentice-Hall, New Delhi. 2016.  
**R2.** Charantimath, P. Entrepreneurship Development Small Business Enterprises, Pearson Education, New Delhi. 2018.  
**R3.** Sahai,S. & Lall,M. Entrepreneurship, Excel Books, New Delhi. 2016.  
**R4.** Drucker, P. F. Innovation and Entrepreneurship, Elsevier India Pvt Ltd. 2018.  
**R5.** Dwivedi, A.K., Singh, H., &Sukhwal, A. Cases in Entrepreneurship, Bookwell, Delhi. 2003.



**COURSE CODE & NAME: PTSPMMA31T / PROFESSIONAL  
PROFICIENCY**

**Course Outcomes**

1. Better representation of himself/herself in terms of communication skills, overall personality development and aptitude building required for jobs.
2. This program will help students becoming employable and ready for Industries /corporate and other Public and Private Sector jobs.

**UNIT 1: Grammar: Basic Revision**, Auxiliaries & Special Verbs, Prepositions and Prepositional Phrase, word building & formation, Para jumbles, paraphrasing. Etiquettes of formal writing, sending and receiving formal/business emails, writing reports, Resume Building.

**Critical Reading:** Newspaper (Economic Times) to understand the relationship between commerce/business and language.

**UNIT 2:** Mock PI (HR based), Group Discussions, Extempore Conversational Dialogues, Group Discussions, General Etiquettes of speaking, listening, responding.

**UNIT 3:** Assessment: Questions (Subjective and Objective) based on hard Skills Taught in class given every week.

**The aim should be to bring the instruction given in practice by making them write, speak and think along the lines of the instruction given. The practice sheet should be evaluated and necessary feedback must be given. Some exercise on compositional skills must be given so they develop a sense of writing and expressing themselves through the written word.**

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## **COURSE CODE & NAME: CMPMA3001T/ BUSINESS INTELLIGENCE**

### **Course Outcome:**

1. Understand the vision of Business Intelligence from a global context.
2. Applying and analyzing various prompt types and conditionally render objects in reports.
3. Building and create Active Report connection. Creating projects using dashboards, stories and exploration to find business insights
4. To understand and apply IBM Cognos Analytics in Market perspective of Business Intelligence.

### **UNIT 1: OVERVIEW OF BUSINESS INTELLIGENCE**

Definition with Real Time Examples, how business intelligence can turn data into insight, Use of Business Intelligence-how it can help to combat fraud and understand social sentiments, Future of business intelligence and analytics.

### **UNIT 2: IBM COGNOS ANALYTICS FOR CONSUMER**

Why IBM Cognos Analytics? What is IBM Cognos? List v/s Crosstab, Examine detail filters and summary filters, Introduction to visualization, Traditional visualization v/s RAVE visualization.

### **UNIT 3: IBM COGNOS ANALYTICS: AUTHOR REPORT FUNDAMENTALS**

Concepts and types of prompts, expressions using functions, reuse object, drill -through reports, analyze multi-lingual reports, Highlight exceptional data.

### **UNIT 4: IBM COGNOS ANALYTICS: AUTHOR ACTIVE REPORT**

Theory, query models, SQL statements, distribute reports using bursting, analyze reports by joining queries, dynamic headers and titles that reflect report data, tooltips that clarify report data, send, emails using links in a report.

### **UNIT 5: IBM COGNOS ANALYTICS: ADVANCED ACTIVE REPORT CONTROLS**

Active Reports, debug active report, Examine Active Report controls, Active Report variables, Create a simple Active Report using Static and Data-driven controls, decks and data decks to display traditional charts creation and analysis of Dashboard.

### **Recommended Text Books:**

1. "Successful Business Intelligence: Unlock the Value of BI & Big Data" by Cindi Howson
2. "Business Intelligence Guidebook: From Data Integration to Analytics" by Rick Sherman
3. "Big Data in Practice: How 45 Successful Companies Used Big Data Analytics to Deliver Extraordinary Results" by Bernard Marr
4. "Business Intelligence Roadmap: The Complete Project Lifecycle for Decision-Support Applications" by Larissa T. Moss and Shaku Atr

### **Recommended Reference Books:**

1. "Business Intelligence For Dummies" by Swain Scheps
2. "Hyper: Changing the way you think about, plan, and execute business intelligence for real results, real fast!" by Gregory P. Steffine.
3. "Learning Tableau 10 - Second Edition: Business Intelligence and data visualization that brings your business into focus" by Joshua N. Milligan
4. "Business Intelligence: The Savvy Manager's Guide" by David Loshin
5. "Business Intelligence in Plain Language: A practical guide to Data Mining and Business Analytics" by Jeremy Kolb

## **COURSE CODE & NAME: CMPMA3101T / CONSUMER BEHAVIOR**

### **Course Outcome**

1. Understanding the concept of consumer behavior in market.
2. Execute the concept of various factors like social factors, reference groups and family to understand their role in consumer behavior.
3. Able to analyze the impact of personal and psychological factors on consumer behavior
4. Asses the role of motivation, attitude and perception of the consumer in their purchasing behavior.
5. Analyse and apply the concept of consumer decision making process and its importance.

### **UNIT 1: Introduction to the study of Consumer Behaviour :**

Meaning & Definition of CB, Reasons of studying consumer behavior, Difference between consumer & Customer, Nature & characteristics of Indian Consumers, Rights & Responsibilities of consumers in India, Adoption Process: Stages, categories of adopters.

### **UNIT 2: Consumer Behaviour in Services**

Concept of service marketing triangle, service marketing mix, GAP models of service quality, Consumer expectation of services, two levels of expectation, Zone of tolerance, Factors influencing customer expectation of services, Factors that influence customer perception of service, Service encounters, Customer satisfaction

### **UNIT 3: Models of Consumer Behaviour**

Input-Process-Output Model, Nicosia Model, Howard Sheth Model, Engel-Kollat-Blackwell Model of Consumer Behaviour, Levels of Consumer Decision Making – Consumer Buying Decision Process

### **UNIT 4: Individual Influences on Consumer Behavior**

**Motivation:** Basics of Motivation, Positive & Negative Motivation, Rational Vs Emotional motives, Motivation Theories

**Perception:** Basics of Perception, Elements of Perception (Sensation, Absolute Threshold, Differential Threshold, Subliminal Perception), Dynamics of Perception

**Attitude:** Basics of attitude, the nature of attitude, Models of Attitude and Marketing Implication, (Tri-component Model of attitude, Multi attribute attitude models.

### **UNIT 5: External Influences on Consumer Behavior**

**Social Class:** Social Class Basics, Dynamics of status consumption, Features of Social Class, Five Social-Class Categories in India

**Culture and Subculture** – Basics, Characteristics, Factors affecting culture, Role of customs, values and beliefs in Consumer Behaviour. Family: The changing structure of family, Family decision making and consumption related roles, Key family consumption roles

**Reference Groups:** Understanding the power & benefits of reference groups, Factors that affect reference group influence, Types of reference groups, Friendship groups, Shopping groups, Work groups

### **Recommended Text Books:**

**T1.** Schiffman Leon G. and Kanuk Leslie Iazar- Consumer Behaviour (Pearson/ Prentice Hall, 9th Edition.

### **Recommended Reference Book:**

**R1.** Hawkins, Best and Coney- Consumer Behaviour (Tata Mc Graw Hill, 9TH Edition).

**R2.** Loudon, David L. and Della Bitta, Albert J. - Consumer Behaviour (Tata Mc Graw Hill, 4TH Edition).

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## **COURSE CODE & NAME: CMPMA3102T / DIGITAL MARKETING**

### **Course Outcomes**

1. Understanding the concept of digital marketing and its application in buyer's context.
2. Apply the concept of segmentation, targeting & positioning to understand the digital marketing models.
3. Understanding the concept of SEO & SEM in strategic context.
4. Understanding the concept of digital advertisement and display marketing.
5. Understanding the concept of digital advertisement measurement framework.

### **UNIT 1: INTRODUCTION**

Introduction to Digital Marketing, Traditional Vs. Modern Marketing, Role and Growth of Digital Marketing in India, Challenges associated with digital marketing, Concept and practices for Buyer's Persona, Considerations in building and managing content in a digital environment

### **UNIT 2: DIGITAL MARKETING MIX**

Consumer segmentation and behavioral dimension, Marketing Mix in digital era, Models of Digital Marketing- Forrester's 5I model, 6Cs of Customer Motivation- McKinsey's consumer decision journey, Race Planning, The Honeycomb Model

### **UNIT 3: OVERVIEW OF SEARCH ENGINE**

Overview of SEO and SEM, Basics of search marketing: organic & paid search results, Overview of Google AdWords, Strategizing marketing through smart devices, Basics of email marketing, Concept of A/B testing & its use

### **UNIT 4: DIGITAL ECOSYSTEM**

Display marketing ecosystem, Digital Advertisement- designing and display decisions, Pricing methods, Evolution of social media channels, Brand Building- PR and Customer Engagement on social media, Choosing relevant social media channel

### **UNIT 5: CONTENT MARKETING**

Creating Blog-Vlog, Podcasting, RSS, Product Opinion Sites and Forums. Legal and ethical issues in Digital Marketing, Digital marketing as career option

#### **Recommended Text Book:**

**T1.** Bhatia Puneet, Fundamentals of Digital Marketing, India, Pearson Education

#### **Recommended Reference Books:**

**R1.** Kotler, Kartajya, Setiawan; Marketing 4.0: Moving from Traditional to Digital, John Wiley & Sons, Inc.

**R2.** Havaldar, K. Industrial Marketing, New Delhi, India: Tata McGraw Hill.

## **COURSE CODE & NAME: CMPMA3201T / SECURITY ANALYSIS & PORTFOLIO MANAGEMENT**

### **Course Outcomes**

1. Understanding concepts of investment process, regulatory mechanism and SEBI guidelines for Investors Protection
2. Explanation of mechanism of risk and return and assessment of efficiency of market and its implications for investors
3. Acquaintance of mechanisms of Equity Valuation using fundamental and technical analysis.
4. Understanding of fixed income securities and term structure of interest rate and its application for investment in bonds.
5. Explanation of tenets of portfolio theories viz. Markowitz Model, Single Index Model, CAPM and APT and their implications for investment decisions.

### **UNIT 1: INTRODUCTION OF MARKETS**

Concept of Investment, Investment Objectives and Constraints, Investment Classification. Financial Markets & Instruments, their role & classification. Regulation of Securities Markets, Primary & Secondary Markets, Trading, Clearing and Settlement procedures, Market Indices. Regulatory Mechanism: SEBI and its Guidelines; Investor Protection, Concept & Measures of Risk and Return

### **UNIT 2: RISK, RETURN & MARKET EFFICIENCY**

**Risk:** Meaning, Systematic vs. Unsystematic Risk, Measures of Risk – Standard Deviation, Variance, Coefficient of Variation, Beta, Value at Risk (VaR) Portfolio Risk & Return, Reduction of Risk through Diversification. **Return:** Meaning, Measures of Return – Total Return, ReturnRelative, Real Return, Cumulative Wealth Index, CAGR **Market Efficiency:** Market Efficiency, Forms, Testing forMarket Efficiency

### **UNIT 3: MARKET ANALYSIS**

**Technical Analysis:** Meaning, Assumptions, Tenets of DowTheory & Elliott Wave Theory, Support & Resistance **Fundamental Approach:** Economy, Industry and Company Analysis, Bottom Up Approach, Top Down Approach, Sum of the Parts (SOTP) Method, Equity Valuation Model **Fixed Income Securities:** Nature of Bonds, Bond Prices and Yields, Bond Theorem

### **UNIT 4: PORTFOLIO THEORY & EQUILIBRIUM IN CAPITAL MARKETS**

Portfolio Return & Risk, Efficient Frontier, Optimal Portfolio, Capital Asset Pricing Model, Single-Index and Multifactor Models, Arbitrage Pricing Theory

### **UNIT 5: PORTFOLIO MANAGEMENT**

Portfolio Management Process, Performance Evaluation of Existing Portfolio: Sharpe, Treynor, Jensen, Fama Measures, Sortino Measure

### **Recommended Text Book**

T1. Chandra, P. Investment Analysis & Portfolio Management. New Delhi: TataMcGraw-Hill Company Limited.

**Recommended Reference Books:**

- R1.** Bodie, Zvi, K., Alex, Marcus, Alan, J. & Pitabas, M., Investments. Tata McGraw-Hill Publishing Company Limited, New Delhi.
- R2.** Jones, C. P., Investment Analysis & Management. New York: John Wiley & Sons.
- R3.** Sharpe, W., Investments. New Delhi: Prentice Hall India, 2008.
- R4.** Fischer & Jordan, Security Analysis & Portfolio Management. New Delhi: Pearson Education.
- R5.** Ranganatham & Madhumati, Investment Analysis & Portfolio Management. New Delhi: Pearson Education.

## **COURSE CODE & NAME: CMPMA3202T / INTERNATIONAL FINANCIAL MANAGEMENT**

### **Course Outcomes**

1. To develop understanding about the evolution & significance of international finance.
2. Developing an insight into the contemporary practices of foreign exchange market and foreign risk management techniques.
3. Able to Illustrating & outlining the key factors of risk analysis at global context.
4. Understanding various financial decisions in the global market.
5. Comparing international financial market to domestic financial market & to know about economy & international finance.

### **UNIT 1: INTRODUCTION OF INTERNATIONAL FINANCIALMANAGEMENT**

The rise of Multinational Corporation, The Internationalization of Business and Finance, The Scope of International Finance, Distinguishing Features of International Finance  
International Monetary System: The Gold Standard, The Inter-war Years, The Bretton Woods System, The Smithsonian Agreement, The Flexible Exchange Rate Regime, Alternate Exchange Rate Systems

### **UNIT 2: FOREIGN EXCHANGE MARKET & RISK MANAGEMENT**

Foreign Exchange Market and its Functions, Foreign Exchange Rates, Arbitrage, The Spot Market, Cross Rates of Exchange, Bid - Ask Spreads, The Forward Market, Interest Arbitrage; Theories of Foreign Exchange Rate Movement: Purchasing Power Parity, International Fisher, Effect, Interest Rate Parity, Foreign Risk Management: Exchange Risk, Management of Translation, Transaction, and Economic Exposures

### **UNIT 3: FOREIGN INVESTMENT ANALYSIS**

International Portfolio Investment, Optimal International Asset Allocation, Measuring Total Return from Portfolio Investing, Corporate Strategy and Foreign Direct Investment.

### **UNIT 4: BALANCE OF PAYMENTS**

The International Flow of Goods, Services and Capital; Balance of Payments Accounting, Balance of Payment Statements, Coping with the Current Account Deficit

### **UNIT 5: EUROCURRENCY MARKET**

Domestic Issues vs. Euro Issues, International Bonds Market, External Commercial Borrowings, Euro Debt, Foreign Currency Convertible Bonds

### **Recommended Text Books:**

- T1.** Apte, P.G.” International Financial Management”: Tata McGraw-Hill Company Limited, New Delhi.



**Recommended Reference Books:**

- R1.** Eun C.S. & Resnick, B.G.” International Financial Management”: McGraw-Hill, USA.
- R2** Stonehill, A.I., Michael, H. & Moffet,” International Financial Management”, United Nations Library on Transnational Corporations.
- R3** Madura, J.” International Financial Management”: Cengage Learning, USA.
- R4** Sharan, V. “International Financial Management”: PHI Learning Pvt. Ltd, New Delhi

**COURSE CODE & NAME: CMPMA3301T/PERFORMANCE APPRAISAL & COMPETENCY MAPPING**

**Course Outcomes**

1. Develop an understanding of performance appraisal, performance management and performance model.
2. Able to understand the assessment focus technique in selection and appraisal
3. Able to learn the Management games, Simulation exercises, Role Plays, Self-appraisal, 360-Degree appraisal while performance appraisal.
4. Recognize the process of competency mapping.
5. Know various models like Lanchester Model of Managerial competency and the Transcultural Managerial competencies.

<p><b>UNIT 1: INTRODUCTION</b> Basic concept of performance and performance management system, objectives, components, benefits, the performance management model, approaches to performance, Management and performance management process.</p>
<p><b>UNIT 2: PERFORMANCE APPRAISAL</b> Need and methods for Performance Appraisal, Assessment center and its process.</p>
<p><b>UNIT 3: PERFORMANCE APPRAISAL TECHNIQUES</b> Psychometric tests, Leaderless group discussions, Management games, Simulation exercises, Role Plays, Self-appraisal, 360 Degree appraisal, BARS, Balance score card, Performance analysis, Performance review discussion</p>
<p><b>UNIT 4: COMPETENCY MAPPING</b> Competency: Concept, origin and development, factors affecting competency, classification of competencies.; Competency mapping: Concept, process. Methods of Competency Mapping: Critical incident technique, interview technique and questionnaires. Developing Competency Models: The Transcultural Managerial competencies.</p>
<p><b>UNIT 5: EMERGING ISSUES OF COMPETENCY</b> Issues related to development of competency models, resistance and recommendations. Application of Competency Mapping: Competency based: recruitment, selection, performance linked remuneration system, Training and development and succession planning.</p>

**Recommended Text Book:**

**T1.** Deb Tapomoy. Performance & Reward Management., Ane Books Pvt. Ltd. 2009

**Recommended Reference Books:**

**R1.** Herman Aguinis. Performance Management, Pearson Education. 2009.

**R2.** T. V. Rao. Appraising & Developing Managerial Performance, Excel Books. 2002.

**R3.** Ganesh Shermon. Competency Based HRM, TMH. 2004.

**R4.** Seema Sanghi. A Handbook of Competency Mapping, Response Books. 2004.

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## **COURSE CODE & NAME: CMPMA3302T / CONFLICT & STRESS MANAGEMENT**

### **Course Outcomes**

1. Understanding the concept of conflict dynamics in organizations,
2. Able to understand and apply the Conflict Resolution methods in organization.
3. Using and applying the Strategies in management of conflict at interpersonal and organizational level.
4. Issues related to development of competency models, resistance and recommendations.
5. Issues related to development of competency models, resistance and recommendations
6. Able to apply stress management techniques.

### **UNIT 1: UNDERSTANDING CONFLICT**

Introduction and concept of conflict, features, types, functional and dysfunctional aspects of conflict, Perception of conflict: traditional, human relations and interaction's views of conflict, Sources of conflicts in organization and industry. Processes and Dynamics of conflict, levels of conflict, conflict Continuum, effect of conflicts on individual and group performance.

### **UNIT 2: CONFLICT RESOLUTION**

Concept, methods: negotiation, mediation, community building, advocacy, diplomacy and counseling, managerial skills and competencies for effective conflict resolution.

### **UNIT 3: STRATEGY AND MANAGEMENT OF CONFLICT**

Strategies for interpersonal conflict resolutions, management of conflict, styles of conflict management -competing, accommodating and avoiding, compromising and collaborating, self-awareness for conflict management.

### **UNIT 4: STRESS**

Concept, Types of stressors, purpose of stressors, long-term effects of stressors: physiological and psychological, specific applications of stress as it relates to the workplace and different target groups, Potential Sources of Stress at Work Place, Relationship between Stress and Job Performance, Stress and Personality.

### **UNIT 5: STRESS MANAGEMENT**

Stress Management Model, StressManagement Strategies: Individual and Organizational Coping Strategies, Golden Principles to a Stress Free Life.

#### **Recommended Text Book:**

**T1.** Singh, B.D. Managing Conflicts and Negotiation. New Delhi: Excel book Publication,2008.

#### **Recommended Reference Books:**

- R1.** Corvete, B. A. B. Conflict Management: A Practical Guide to Developing Negotiation Strategies.Pearson Education, 2009
- R2.** Steven, C. Negotiating Skills for Managers. Tata McGraw-Hill Publication, 2002.
- R3.** Hill trop Jean-M, Udall Sheila. The Essence of Negotiation. Prentice Hall of India Publication, 2002.
- R4.** Stephen, R. P. Organizational Behavior. Prentice Hall of India Publication. 2000.
- R5.** Stephen, R. P., & Sanghi S. Organizational Behavior. Pearson Prentice Hall of India Publication, 2007.

# ***SEMESTER – IV***

## **COURSE CODE & NAME: CMPCMA401T / STRATEGIC MANAGEMENT**

### **Course Outcome**

1. Identify and demonstrate the key components of the strategic management process and how it can be applied in organizations in order to increase value propositions for all the organization's stakeholders.
2. Understanding internal environmental analysis using methods like VRIO framework, SWOT Analysis and Value Chain Analysis.
3. Illustrate the various macro environment elements for the purpose of strategy formulation.
4. Create a strategy including synthesizing appropriate elements of business level strategy, competitive dynamics, corporate level strategy, cooperative strategies and international strategies.
5. Understand the business level strategy and functional aspects of strategy implementation

### **UNIT 1: Introduction to Strategic Management**

Definition and importance of Strategic Management, Strategic Management Process, Levels of Strategy

**Strategic Intent:** Hierarchy of Strategic Intent

**Basic Concepts:** Stretch, Leverage, Business Definition & Model, Business Policy.

### **UNIT 2: Internal Environmental Analysis**

The Resource Based View of the Firm, VRIO Framework & Application, SWOT Analysis, Value chain analysis, Evaluating Firm's Internal Capabilities

### **UNIT 3: External Environmental Analysis**

Macro Environment, Industry analysis, Porter's 5 Forces, Model, Strategic Groups and Strategic Types, Imitation & Competitive Dynamics in an Industry

**UNIT 4: Corporate Level Strategies:** Portfolio Analysis – BCG and GE models, The Corporate Parent, Directional strategies – types of strategies for Growth, Stability & Retrenchment

**Business Level Strategy:** Porter's Generic strategy model, Strategic Choice, 'Blue-Ocean' Strategy

### **UNIT 5: Strategy Implementation & Evaluation**

Strategy Implementation and challenges, Structural, Cultural and Functional aspects of Implementation – Strategic management in HR, Marketing, Finance, Operations, etc., McKinsey 7S' Frame work, Corporate Restructuring Strategy, Strategy Evaluation and Control, Developing Performance, Indicator- Porter's Diamond Model, Managing Strategic Change

#### **Recommended Text Books:**

**T1.** Azhar, K. "Business Policy and Strategic Management". New Delhi: Tata McGraw Hill Publication

#### **Recommended Reference Book:**

**R1.** Johnson, & Scholes. "Exploring Corporate Strategy". Prentice Hall India.

**R2.** Hunger and Wheelen, "Strategic Management" New Delhi: Pearson Education.

**R3.** Galbraith, J.R. "Strategy Implementation: The Role of Structure and Process." West Publishing Company.

**R4.** Macmillan, H. & Tampoe, M. "Strategic Management". Oxford University Press.

**R5.** Pearce II, Robinson Jr., & Mittal. "Strategic Management: Formulation, Implementation and Control". Tata McGraw Hill.

## **COURSE CODE & NAME: CMPCMA402T / E-GOVERNANCE**

### **Course Outcomes**

1. Define and describe the concepts of e-governance.
2. Understand and apply the e-governance Models.
3. Demonstrate & assess the requirement of e-governance infrastructure.

### **UNIT 1: Introduction to E-Government and E-Governance**

Difference between E-Government and E-Governance; E-Government as Information System; Benefits of E-Government; E-Government Life Cycle; Online Service Delivery and Electronic Service Delivery; Evolution, Scope and Content of E-Governance; Present Global Trends of Growth in E-Governance

### **UNIT 2: Models of E-Governance**

Introduction; Model of Digital Governance: Broadcasting / Wider Dissemination Model, Critical Flow Model, Comparative Analysis Model, Mobilization and Lobbying Model, Interactive – Service Model / Government-to-Citizen-to-Government Model (G2C2G); Evolution in E-Governance and Maturity Models: Five Maturity Levels; Characteristics of Maturity Levels; Towards Good Governance through E-Governance Models

### **UNIT 3: E-Government Infrastructure Development**

Network Infrastructure; Computing Infrastructure; Data centres; E-Government Architecture; Interoperability Framework; Cloud Governance; E-readiness; Data System Infrastructure; Legal Infrastructural Preparedness; Institutional Infrastructural Preparedness; Human Infrastructural Preparedness; Technological Infrastructural Preparedness

### **Recommended Text Books:**

**T1.** C.S. R Prabhu, e-Governance: Concepts and Case studies, prentice hall of India Pvt. Ltd.

### **Recommended Reference Book:**

**R1.** Richard Heeks, Implementing and managing e-Government

**R2.** J. Satyanarayana, e-Government, , prentice hall of India Pvt. Ltd

**R3.** Backus, Michiel, e-Governance in Developing Countries, IICD Research Brief, No. 1, March

2001

**COURSE CODE & NAME: PTSPMMA41T / PROFESSIONAL  
PROFICIENCY**

**Course Outcomes**

1. Gain insight about Better representation of him / her in terms of communication skills and apply them in various business world.
2. To develop personality and aptitude building required for jobs
3. To inculcate employability skills and prepare for Industries /corporate and other Public and Private Sector jobs.

**UNIT 1: HARD SKILLS**

**Grammar:** Basics of Grammar, Sentence Structure and formation, Figure of Speech, Synonyms, Antonyms, paraphrasing, fill in the blanks

**Reading and Comprehension :** General Awareness, Unseen Passage

**UNIT 2: SOFT SKILLS**

**Listening Classes on:** Audio lessons on News, Case Presentations

**Speaking Lessons:** JAM on General Topics, Introduction to Speaking

**UNIT 3:** Assessment: Questions (Subjective and Objective) based on hard Skills Taught in class given every week.

**The aim should be to bring the instruction given in practice by making them write, speak and think along the lines of the instruction given. The practice sheet should be evaluated and necessary feedback must be given. Some exercise on compositional skills must be given so they develop a sense of writing and expressing themselves through the written word.**

## **COURSE CODE & NAME: CMPCMA403T / DISASTER MANAGEMENT**

### **Course Outcomes**

1. Understand the Concepts of concept and purpose of disaster management in various scenario.
2. Able to recognize and asses the risk involve in disaster.
3. To execute financial planning required in execution disaster management.

#### **UNIT 1: Introduction to Disaster Management**

Definition & concept, types of disaster-natural and human induced disaster. Disaster mitigation.

#### **UNIT 2: Disaster Vulnerability and Risk Assessment**

Concept of Risk in disaster, risk evaluation, crisis management, national and international disaster recovery policies; disaster management institutions; geo-spatial technologies in disaster management

#### **UNIT 3: Financial Arrangement in Disaster**

Concept and identification of finance in Disaster; Financial planning for natural hazards; Financial Resilience; disaster financial management

#### **Recommended Text Books:**

T1. Tushar Bhattacharya, Disaster Science and Management, TMH

#### **Recommended Reference Books:**

- R1.** Burrough, Peter A. & Rachael McDonnell (1998). Principles of Geographical information systems. Oxford University Press
- R2.** Medury, Uma Coping with Disaster: A Community-Based Approach In: Disaster Mitigation: Experiences and Reflections. Prentice Hall
- R3.** Disaster Financial Mangement Guide (2020) Federal Management Agency.



## **COURSE CODE & NAME: CMPCMA4104T / MARKETING OF SERVICES**

### **Course Outcome**

1. Understand the concept of services and difference between product and services.
2. Apply the concept of service quality to make the STP process more effective.

Understand the concept of service product mix & promotion mix to make the pricing and service distribution process more efficient

3. Understand the role of communication to make the service recovery process effective.
4. Understand the concept of relationship marketing in service prospective.

### **UNIT 1: INTRODUCTION**

Difference between Product and Services Marketing, Augmented Marketing Mix, Characteristics of Services, Classification of Services.

**Service Marketing System:** Service Quality, Understanding Customer Expectations and Zone of Tolerance, Segmenting, Targeting and Positioning of Services. GAP Model

### **UNIT 2: SERVICES MARKETING MIX**

Developing the Service Product/ Intangible Product, Service Product Planning, Service Pricing Strategy, Services Promotions, Services Distributions

### **UNIT 3: DELIVERING SERVICE**

Role of Communication in Service Marketing, People and Internal Communication, Process of Operations and Delivery of Services, Service Recovery, Role of Technology in Services Marketing

### **UNIT 4: CRM IN SERVICES**

Relationship marketing, Customer profitability segment, Relationship- tools and strategies, Use of information technology for CRM; **Marketing of Financial Services:** Marketing Mix Strategies with Special Reference to Credit Cards, Home Loans, Insurance and Banking, Insurance Services.

### **UNIT 5: SERVICES IN GLOBAL PERSPECTIVE**

International Marketing of Services Recent Trends, Principal Driving Force in Global Marketing of Services, Key Decisions in Global Marketing, Services Strategy and Organizing for Global Marketing.

#### **Recommended Text Book:**

T1. Zeithaml, A., Valarie. & Bitner, Mary, Jo. Services Marketing. New Delhi, India: Tata Mc Graw Hill (2008).

#### **Recommended Reference Books:**

- R1.** Rao, K. Ramamohan. Services Marketing. New Delhi India: Pearson Education. (2006).
- R2.** Bhattacharjee, C. Services Marketing: Concepts, Planning & Implementation. New Delhi India: Excel Books (2008).
- R3.** Lovelock, Christopher. & Wirtz, Jochen Services Marketing: People, Technology, Strategy.
- R4.** New Delhi India: Pearson Education (2007).
- R5.** Nargundkar, Rajendra Services Marketing: Text & Cases. New Delhi, India: TMH

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## **COURSE CODE & NAME: CMPCMA4106T / RURAL MARKETING**

### **Course Outcomes**

1. Develop an understanding of the concept of rural market and their characteristics
2. Understand the impact of personal, socio-cultural and psychological factors on the behavior of rural consumers
3. Apply the concept of STP strategies to design product, pricing, promotion and distribution strategies for rural consumers
4. Understanding the concept of market research and its implication in rural market.
5. Analyze the role of corporate and government institution in rural market

### **UNIT 1: INTRODUCTION TO RURAL MARKETING**

Rural Marketing: Definition, Characteristics and Dimensions of Rural Markets, Image of Indian Rural Marketing and Approach to Rural Markets of India, Rural Market Profile, Rural Market in India, Size and Scope, Environment of Rural Markets in India, Constraints in Rural Marketing and strategy to overcome the constraints.

### **UNIT 2: RURAL CONSUMER BEHAVIOUR**

Factors affecting Rural Consumer Behaviour, Socio-cultural, Personal, Psychological Factors, Buying Decision Process, Buying Behavior Pattern, Buying Evaluation Procedure, Brand Loyalty, Innovation

### **UNIT 3: RURAL MARKETING STRATEGY**

Segmentation, Targeting, Positioning for rural market, Product strategies, Pricing strategies, Distribution strategies, Promotion strategies.

### **UNIT 4: RURAL MARKETING COMMUNICATION**

Importance of Rural Marketing Communication, Rural Communication Media, Types of Rural Communication, Challenges of Rural Communication, Ways to Achieve Effective Rural Communication.

### **UNIT 5: RURAL MARKETING NETWORK**

Intermediaries in the Rural Distribution Channel, Rural Marketing Institution, Corporate Presence in Rural India, Problems in Agricultural Marketing, Marketing of Agricultural Input and Non-farm Products, Role of Government in Rural Marketing

### **Recommended Text Book**

**T1.** Zeithaml, A., Valarie. & Bitner, Mary, Jo. Services Marketing. New Delhi, India: Tata Mc Graw Hill (2008).

### **Recommended Reference Books**

**R1.** Rao, K. Ramamohan. Services Marketing. New Delhi India: Pearson Education (2006).

**R2.** Bhattacharjee, C. Services Marketing: Concepts, Planning & Implementation. New Delhi India: Excel Books (2008).

**R3.** Lovelock, Christopher. & Wirtz, Jochen. Services Marketing: People, Technology, Strategy. New Delhi India: Pearson Education (2007).

**R4.** Nargundkar, Rajendra Services Marketing: Text & Cases. New Delhi, India: TMH (2008).

## **COURSE CODE & NAME: CMPCMA4204T / BEHAVIOURAL FINANCE**

### **Course Outcomes**

1. Understanding concepts of behavioral finance in investment decision.
2. Able to understand and apply learn behavioral theories which influence investment decision its implications for investors.
3. To have acquaintance of behavioral factors involved in financial market.
4. Able to analyze behavioral content involved in corporate financing decision.
5. Analyze and apply the emotional quotient which affects individual's investment decision.

#### **UNIT 1: Introduction to Behavioral finance**

Nature, scope, objectives and application; Investment Decision Cycle: Judgment under Uncertainty: Cognitive information perception, Peculiarities (biases) of quantitative and numerical information perception, Representativeness, Anchoring

#### **UNIT 2: Utility/ Preference Functions**

Expected Utility Theory [EUT] and Rational Thought: Decision making under risk and uncertainty - Expected utility as a basis for decision-making, Theories based on Expected Utility Concept - Investor rationality and market efficiency.

#### **UNIT 3: Behavioral Factors and Financial Markets**

The Efficient Markets Hypothesis, Capital Asset Pricing Model, Modern Portfolio Theory, Prospect Theory, Framing and SPA Theory

#### **UNIT 4: Behavioral Corporate Finance**

Rational Managers with Irrational Investors Approach, Capital Budgeting, Capital Structure, Dividend Policy, Initial Public Offerings, Merger & Acquisitions (M & A), Agency Conflicts and Corporate Governance, Behavioral Risk Management.

#### **UNIT 5: Emotional and Social Influence on Decision Making:**

Investors Behavioral factors: individual investors trading and portfolio, pension participant behavior; Social influence: Objective, social influence on investment and consumption, conspicuous Consumption, Heuristics and Biases.

#### **Recommended Text Book**

- T1.** Shleifer, Andrei (2000): Inefficient Markets: An Introduction to Behavioral Finance, Oxford University Press, Oxford.

#### **Recommended Reference Books:**

- R1.** Ackert and Deaves, Behavioral Finance: Psychology, Decision-Making, and Markets".  
**R2.** John R. Nofsinger, The Psychology of Investing, Pearson Prentice Hall, (4th Edition)  
**R3.** Meir Statman, What Investors Really Want - Learn the lessons of behavioral Finance, McGraw-Hill  
**R4.** Brian R. Bruce, Handbook of Behavioral Finance,  
**R5.** Joachim Goldberg, Rüdiger von Nitzsch, Behavioral finance, Wiley Finance.

## **COURSE CODE & NAME: CMPCMA4206T / TAXATION LAWS & PRACTICE**

### **Course Outcomes**

1. To know the genesis, classification, and constitutional validity of Indian taxation laws.
2. To make the students to elucidate the chargeability of income-tax.
3. To compute the total income by understanding the computation of each head, and related provisions.
4. To understand the assessment and procedure under the Income Tax Act 1961.
5. To illustrate the chargeability related to indirect tax system with reference to GST and Customs Duty

### **UNIT 1: Jurisprudence of Taxation:**

Concept & Meaning of Tax, Philosophical Approach to Classification of Taxes, Tax Planning, Tax Avoidance, Tax Evasion, and Tax Management

**Direct Tax:** Constitutional Validity of Taxation Law, Construction of Tax Statutes and Relevant Finance Act, Contents of Income Tax Laws,

**Indirect Tax:** Constitutional Validity & Amendment for GST, VAT Concept & GST, Double Taxation and Cascading Effect, Dual GST Model, Contemporary and Reformatory Issues

### **UNIT 2: Income Tax: Part I – Basis of Charge**

Prologue to Income Tax Act 1961, Basis of Charge, Concept of Total Income;

**Basic Concepts (Section 1 to Section 4):** Person, Assessee & Types, Previous Year, Assessment Year, Income, Maximum Exemption Limit, Tax Rates;

**Residential Status (Section 5 to Section 9):** Incidence, Classification & Conditions to determine the residential status;

**Exempted Incomes (Section 10 to Section 13):** Various Exemptions under section 10, section 11 & section 12 and section 13, Concept of Tax Holidays & tax Heavens

### **UNIT 3: Income Tax: Part II – Computation of Total Income**

Heads of Incomes under section 14; Concept, Chargeability and Provisions of the head – Salaries (Section 15 to Section 17), House Property (Section 22 to Section 27), Profits & Gains from Business & Profession (Section 28 to Section 44), Capital Gains (Section 45 to Section 55), Income from Other Sources (Section 55 to Section 59), Clubbing of Incomes (Section 60 to Section 69), Set-off and Carry-forward of Losses (Section 70 to Section 80), General Deductions (section 80A to Section 80U)

### **UNIT 4: Income Tax: Part III – Procedural Provisions**

Advance Tax (Section 207 to Section 219), Tax Deducted at Source (Section 192 to Section 194), Filing of Returns (Section 139 to Section 144), Assessments & Procedures

### **UNIT 5: Indirect Taxes:**

GST: Levy, Concept of Supply, Time of Supply, value of Supply, Input Tax Credit, Registration.

Customs Duty Law: Background of Customs Duty, Types of Customs Duty, Concept of Computation of Assessable Value and Custom Duty

**Recommended Text Book**

T1. Singhania, V. K. & Singhania, M. Corporate Tax Planning and Business Tax Procedures. Taxmann Publication, New Delhi.

**Recommended Reference Books:**

**R1.** Bhatia, H. L. Public Finance. Vikas Publishing House.

**R2.** Mehrotra, H. C. Corporate Tax Planning. Sahitya Bhawan Publication.

## **COURSE CODE & NAME: CMPCMA4304T / INDUSTRIAL RELATIONS**

### **Course Outcomes**

1. Understand the concept of Labour welfare and its sources with its application to remove disputes by industrial dispute Act.
2. Illustrating the constitutional validity of the wages Act and outline the procedure for fixation and revision of minimum rates of wages.
3. Explaining the Legislation related to Social security and Protective provisions in relations to Bonus Act.
4. Identifying the Social security Framework against employment injury and workmen's compensation Act.
5. Summarize the benefits provided under the employees state Insurance Act..

#### **UNIT 1: Industrial Relations**

Concept, Scope and Objectives, Significance, Unitary approach, Conflict approach, Weber's social action approach, Gandhian or trusteeship approach, Principles of good industrial relations, Role of State, Employers and the Unions in industrial relation, ILO

#### **UNIT 2: Trade Unionism and Industrial Relations**

Forms of collective bargaining, process of negotiation during bargaining, Labor movement or Trade Union Movement, Types and structure of Trade Union, Union security, Functions and Problems of trade unions

#### **UNIT 3: The Trade Union Act, 1926**

Definition of a trade union, Registration of trade union, rights and privileges of a registered trade union, Duties and liabilities of a registered trade union, regulations, penalties

#### **UNIT 4: Introduction to Industrial Disputes Act 1947**

Meaning, Causes and forms. Industrial Relations machinery to solve industrial disputes: Works Committee, Conciliation, Conciliation Officers--Board of Conciliation – Court of Enquiry, Arbitration, Adjudication-Labor Court-Industrial Tribunal - National Tribunal.

#### **UNIT 5: Worker's Participation in Management**

Evolution of Concept, Objectives of W.P.M, Forms of Worker's Participation in India, Sachar Committee and Varma Committee on Worker's Participation. Necessary Conditions for effective working of WPM

#### **Recommended Text Book**

**T1.** Mamoria, C. B., Gankar, S.V., & Mamoria, S. (2010). 13th Edition. Dynamics of Industrial Relations. New Delhi: Himalaya Publishing House..2010

#### **Recommended Reference Books:**

- R1.** Sinha, N. 1st Edition. Industrial Relations, Trade Unions and Labour Legislation. New Delhi: Pearson Education.2004
- R2.** Singh, B.D. Industrial Relations and Labour Laws. New Delhi: Excel Books.2010
- R3.** Kumar, H. L. 3rd Edition. Labour Laws. New Delhi: Universal. Pvt. Ltd.2006
- R4.** Srivastava, S.C4th Edition. Industrial Relations and Labour Laws. New Delhi: VikasPublishing House Pvt .Ltd.2003
- R5.** Singh,P.N.,& Kumar,NEmployee Relations Management. New Delhi: Pearson Publication.2010

## **COURSE CODE & NAME: CMPCMA4305T / CHANGE MANAGEMENT & ORGANIZATIONAL DEVELOPMENT**

### **Course Outcomes**

1. Develop an understanding the theoretical framework, perspectives, theories, and models of organizational change
2. Understanding the concepts, factors and mechanisms underlying resistance to change.
3. Able to outline the patterns and emerging trends in Organizational culture.
4. Learn the concept and relevance of organizational Development
5. Demonstrate the Organizational development interventions and its process

**UNIT 1: Organizational Change:** Concept of planned change, Internal and External Factors of Change, Nadler and Tushman's model, Kotter's eight step model, Strategies for Managing Change

**UNIT 2: Resistance to organizational change:** Concept, Nature, factors contributing to resistance, mechanisms underlying resistance, the behavioral elements, cognitive and affective processes, Suggestions to managing resistance to change.

**UNIT 3: Organizational culture and change:** Introduction, nature, levels, patterns of work culture. Formal and informal components of organizational culture, functions of organizational culture and change, researches on cultural differences in organizations. Organizational culture leadership and firm size.

**UNIT 4: An introduction to organization Development:** Overview of organizational development: definitions, Field of organizational development, Characteristics, Role of change agents and leadership, Assumptions and Values Underlying OD, Relevance of OD.

**UNIT 5: Managing the OD process:** Diagnosis (Six-box model), Action and program management component. Team interventions: Role Analysis Technique, Responsibility Charting. Techno-structural interventions: Socio-technical System, Quality Circles, Work Redesign, and Strategic Interventions: Organizational Transformation through Business Process Reengineering. The future of OD: Changing environment and fundamental strengths of OD, ethical standards in OD.

### **Recommended Text Book**

T1. Managing organizational change, Palmer, Dunford, Akin, Tata Mc-Graw Hill edition.

### **Recommended Reference Books:**

**R1.** Organizational Change and Development; Dipak Kumar Bhattacharyya, Oxford.

**R2.** Organization Development; Wendell Frenc and Cicil, H.Bell, Jr, Prentice Hall of India.

**R3.** Organization Development and Change Thomas G.Cummings and Christopher G.Worley Thomson.

**R4.** Change Management: A Guide to Effective Implementation; Robert A Paton and James McCalman, Response Books, New Delhi.

**R5.** . Organization Change & Development, Kavita Singh, Excel Book.