

Tulsiramji Gaikwad-Patil College of Engineering and Technology

Wardha Road, Nagpur-441 108

NAAC A+ Accredited

Approved by AICTE, New Delhi, Govt. of Maharashtra

(An Autonomous Institute Affiliated to RTM Nagpur University, Nagpur)



Department of Master of Business Administration

Structure & Curriculum

From

Academic Year 2021-22

Institute Vision & Mission

Vision:

To emerge as a learning Center of Excellence in the National Ethos in domains of Science, Technology and Management.

Mission:

- To strive for rearing standard and stature of the students by practicing high standard of professional ethics, transparency, and accountability.
- To provide facilities and services to meet the challenges of industry and society.
- To facilitate socially responsive research, innovation and entrepreneurship.
- To ascertain holistic development of the students and staff members by inculcating knowledge and profession as work practices.

Department Vision & Mission

Vision:

To become learning centre for management by producing professionally committed managers who will contribute in positive sense towards society and nation building at large.

Mission:

- To be an epitome for higher learning by developing effective leaders and entrepreneurs who anticipate, analyze & manage contemporary as well as emerging business and social issues.
- To ensure sustainable growth in association with Industry leaders, Professional bodies, Local community and International organizations

Program Outcomes (POs)

- PO1.** Apply knowledge of management theories and practices to solve business problems.
- PO2.** Foster Analytical and Critical thinking abilities for data-based decision making.
- PO3.** Ability to develop Value Based Leadership ability.
- PO4.** Ability to understand, analyze and communicate global, economic, legal, and ethical areas of business.
- PO5.** Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

Program Specific Outcomes (PSOs)

- PSO1:** Apply multidisciplinary domain knowledge comprising of international business, accounting, finance, operations, marketing and human resources management to select suitable project proposal for a business enterprise.
- PSO2:** Apply the conceptual and practical business knowledge to identify and solve organizational problems using a systematic and analytical decision-making approach.

Program Education Objectives (PEOs)

- PEO1:** Apply problem-solving skills for ethical management practices in public and private sectors to meet the growing expectations of stakeholders.
- PEO2:** Exhibit the ability to take part in team-oriented tasks, discussions, and activities that prepare individuals to work as a team member as well as a leader with cross-functional teams.
- PEO3:** Demonstrate global perspectives to recognize and effectively turn international business dimensions into innovative business projects either as intrapreneur or entrepreneur.



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Scheme of Instructions for First Year Master of Business Administration

Semester – I (w.e.f.: AY 2021-22)

Sr. No	Course Category	CourseCode	Course Title	L	T	P	Total contact Hrs	Credits	Exam Scheme				
									CT - 1	CT - 2	CA	ESE	TOTAL
1	PCC	MMB1101	Managerial Economics	30	-	-	30	3	15	15	10	60	100
2	PCC	MMB1102	Quantitative Techniques	30	-	-	30	3	15	15	10	60	100
3	PCC	MMB1103	Fundamentals of Accounting	40	-	-	40	4	15	15	10	60	100
4	PCC	MMB1104	Business Legislation	30	-	-	30	3	15	15	10	60	100
5	PCC	MMB1105	Organizational Behavior	30	-	-	30	3	15	15	10	60	100
6	PCC	MMB1106	Computer Techniques	10	-	10	20	2	-	-	25	25	50
7 *	PEC	MMB1107 - MMB1114	Specialization -I	40	-	-	40	4	15	15	10	60	100
8 #	PEC	MMB1107 - MMB1114	Specialization -II	40	-	-	40	4	15	15	10	60	100
			Total	250	-	10	260	26	105	105	95	445	750

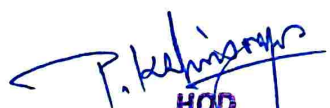
L- Lecture T-Tutorial P-Practical CT1- Class Test 1 CT2- Class Test 2 TA/CA- Teacher Assessment / Continuous Assessment

ESE- End Semester Examination (For Laboratory: End Semester Performance)


Note: - Students need to select two specializations in first semester only.

In semester –I each specialization will have one subject.

- * - Indicated Specialization 1.
- # - Indicates Specialization 2.


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Scheme of Instructions for First Year Master of Business Administration

Semester – II (w.e.f.: AY 2021-22)


Sr. No	Course Category	Course Code	Course Title	L	T	P	Total Contact Hrs	Credits	Exam Scheme				
									CT – 1	CT – 2	CA	ESE	TOTAL
1	PCC	MMB1201	Marketing Management	20	-	-	20	2	15	15	10	60	100
2	PCC	MMB1202	Human Resource Management	20	-	-	20	2	15	15	10	60	100
3	PCC	MMB1203	Cost & Management Accounting	40	-	-	40	4	15	15	10	60	100
4	PCC	MMB1204	Financial Management	40	-	-	40	4	15	15	10	60	100
5	PCC	MMB1205	Research Methodology	20	-	-	20	2	15	15	10	60	100
6	PCC	MMB1206	Corporate Social Responsibility & Sustainability	30	-	-	30	3	15	15	10	60	100
7	PCC	MMB1207	Communication & Character Development	10	-	10	20	2	-	-	25	25	50
8*	PEC	MMB1208 - MMB1215	Specialization -I	40	-	-	40	4	15	15	10	60	100
9#	PEC	MMB1208 - MMB1215	Specialization -II	40	-	-	40	4	15	15	10	60	100
Total				260	-	10	270	27	120	120	105	505	850

L- Lecture T-Tutorial P-Practical CT1- Class Test 1 CT2- Class Test 2 TA/CA- Teacher Assessment / Continuous Assessment

ESE- End Semester Examination (For Laboratory: End Semester Performance)

Note: - In semester –II each specialization will have two subjects.

- *- Indicated Specialization 1.
- # - Indicates Specialization 2.


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Scheme of Instructions of Master of Business Administration



List of Specialization

Specialization	Semester – I		Semester – II		Semester – III		Semester – IV	
	Code	Subject	Code	Subject	Code	Subject	Code	Subject
Human Resource Management	MMB1107	Training And Development	MMB1208	Performance Management	MMB2303	Strategic HRM	MMB2404	Industrial Relations And Labor Legislations
Marketing Management	MMB1108	Sales And Distribution Management	MMB1209	Digital And Social Media Marketing	MMB2304	Integrated Marketing Communication and Brand Management	MMB2405	International Marketing Management
Finance Management	MMB1109	Investment analysis & Portfolio Management	MMB1210	Project Appraisal And Finance	MMB2305	Insurance & Wealth Management	MMB2406	Financial Derivatives & Corporate Taxation
Operation Management	MMB1110	Logistics And Supply Chain Management	MMB1211	Operations Research	MMB2306	Quality Toolkit for Managers	MMB2407	Transportation And Operations planning
Business Analytics	MMB1111	Big Data Analytics	MMB1212	Data Visualization For Managers	MMB2307	Data Science Using R	MMB2408	Web & Social Media Analytics
Entrepreneurship Development	MMB1112	Entrepreneurial Theory & Practice	MMB1213	Business Plan Formulation	MMB2308	Family Business Management	MMB2409	Social Entrepreneurship
Information Technology	MMB1113	Data Base Administration	MMB1214	E- Governance	MMB2309	Internet Marketing	MMB2410	Web Designing & Multimedia
Agriculture & Rural Development	MMB1114	Rural Development Program	MMB1215	Agricultural Development in India	MMB2310	Rural Finance & Services	MMB2411	Agricultural Marketing & Price Analysis


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Program: Master of Business Administration					
Semester-I		MMB1101: Managerial Economics			
Teaching Scheme				Examination Scheme	
Theory	3 Hrs/week			CT-I	15 Marks
Tutorial	-			CT-II	15 Marks
Total Credits	3			CA	10 Marks
Duration of ESE: 3Hrs				ESE	60 Marks
Pre-Requisites: Economics, Industrial Economics				Total Marks	100 Marks
Course Objectives:					
1.	Student will able to understand the basic concept of economics and able to distinguish between the micro & macroeconomic.				
2.	Student will able to understand Law of demand and supply and based on this he/she can able to evaluate the future demand of market.				
3.	Student will able to get the information pertaining to market structure, and also able to determine the optimal price and output for firms under different market structures.				
4.	Student will able to understand the scale of production, production functions and also able to comprehend the difference between marginal cost and revenue.				
5.	Student will able to understand the national income and its concepts, including with money market and policies which influence money market.				
Course Contents					
Unit I	Introduction to Economics: Nature, Definition and Scope of Economics, Dimensions of Economics: Positive and Normative Economics, Tools of Economics Analysis, Inductive and deductive methods, Limitation of Economics. Introduction to Micro and Macro Economics Nature and Scope of Micro & Macro Economics, Importance, Limitations, Economic Laws, Economic Problem, Significance of the study of economics Transition from Micro economics to macroeconomics, Difference between micro and macroeconomics, Basic concepts of circular flow of economic activity – two, three and four sector model				
Unit II	Law of Demand and Law of Supply: Definition and Features of Demand, Market demand, Determinants of demand, Law of Demand, Demand Schedule Demand Curve, Giffen goods and Giffen’s Paradox Elasticity of Demand: Definition, Types of Elasticity - Price Elasticity, Income Elasticity and Cross Elasticity, Methods of Measuring price elasticity of demand, Factor’s influencing elasticity of Demand Importance of price elasticity of demand (Theory and applicable simple problem on elasticity of demand) Supply: Definition, Market Supply, Determinates of supply, Law of Supply, Supply Schedule, Supply curve				
Unit III	Market Structure and Perfect Competition Market Market Structure: Meaning and definitions, Classifications of the Markets. Perfect Competition Market: Features of Perfect competition, Meaning of Firm and Industry, Price determination under perfect competition, Equilibrium (Short-long run) of Industry and firm. Monopoly and				

	<p>Imperfect Competition Market Monopoly: Definition, Characteristics, Types, Price determination under monopoly, Price discrimination under monopoly, Monopoly Control, Monopoly and anti-trust policy.</p> <p>Monopolistic Competition: Definition, Characteristics, Price determination under Monopolistic competition, Product Differentiation Oligopoly: Definition, Characteristics, Price Leadership</p>
Unit IV	<p>Production Function Production Function:- Meaning and concepts of Production, Factors of production, Return to Scale, Law of Variable Proportion, Iso-quant Curve, Economies of scale. Cost of Production: Meaning, Costs, Different concept of production - Monetary cost, Implicit and Explicit cost, Opportunity cost, Inter-relationship between average and marginal cost, Causes to increase in marginal and average cost according to time period (short-long term) Revenue Analysis: Concept of Total, Average, Marginal revenue, Relationship between average revenue and marginal revenue, concept of profit - Gross, Net, Normal and Abnormal, Break-Even point, Equilibrium of the Firm, Expansion path.</p>
Unit V	<p>National Income Concepts of National income, Some basic concepts- Consumption goods, Capital goods, Final goods, Intermediate goods, Gross investment and depreciation, GNP, NNP, GDP, NDP, Per Capita Income, Personal and disposal Income, Methods and difficulties in Measurement of National income, Importance of National income analysis</p> <p>Money: Meaning, Definitions, Types of Money, Functions of Money Theories of Value of Money - Fishers Quantity Theory of Money and Cambridge Quantity Theory of Money Inflation, Deflation, Dis-inflation and Reflection: Meaning, Definition, Features, Causes, Types and Effect Monetary and Fiscal Policy: Meaning, Objectives and Importance, Measures of monetary policy, Instrument of Fiscal policy, Importance of Deficit Budget, Limitations of Fiscal policy, Investment Multiplier.</p>
Text Books	
T.1	Dwivedi, D N, (2009). Managerial Economics, Vikas Publishing House Pvt. Ltd.
T.2	Maheswari, Yogesh, (2005). Managerial Economics, Prentice Hall of India (Second Edition)
T.3	Keat, Paul G., Young, Phillip K.Y., Banerjee S., (2012) Managerial Economics, Pearson: New Delhi.
Reference Books	
R.1	Mishra S.K. and Puri V.K., Economic Environment of Business, Himalaya Publishing, New Delhi
R.2	Siddiqui, S.A., (2017). Comprehensive Economics, Laxmi Publications (P) Ltd.
Useful Links	
1	https://nptel.ac.in/courses/110/101/110101131/



	Course Outcomes	PO/PSO	CL	Class Sessions
MMB1101.1	Integrate the Basic knowledge of the economics and it's significant.	PO1,PO2,PO3,PO4,PO5,PSO1,PSO2	3	6
MMB1101.2	Estimate the laws of demand and supply to	PO1,PO2,PO3,PO4,PO5,PSO1,PSO2	4	6

	analysis the market accurately.			
MMB1101.3	Explore the market structure to determine output of the firms under various market conditions.	PO1,PO2,PO3,PO4,PO5,PSO1,PSO2	3	6
MMB1101.4	Determine the factors of production to apply to increase the production of the firm.	PO1,PO2,PO3,PO4,PO5,PSO1,PSO2	3	6
MMB1101.5	Compare the different concepts & policies included in national income to understand the Indian economy.	PO1,PO2,PO3,PO4,PO5,PSO1,PSO2	5	6

		Tulsiramji Gaikwad-Patil College of Engineering and Technology Wardha Road, Nagpur-441 108 NAAC Accredited with A+ Grade (An Autonomous Institute Affiliated to RTM Nagpur University, Nagpur)			
Program: Master of Business Administration					
Semester-I		MMB1102: Quantitative Techniques			
Teaching Scheme				Examination Scheme	
Theory	3 Hrs/week			CT-I	15 Marks
Tutorial	-			CT-II	15 Marks
Total Credits	3			CA	10 Marks
Duration of ESE: 3Hrs				ESE	60 Marks
Pre-Requisites: Basic Accounting, Basic Mathematics, Quantitative Techniques				Total Marks	100 Marks
Course Objectives:					
1.	Students are able to estimate the dispersion / variance & symmetry of the data using various measures and draw inferences to facilitate decision making.				
2.	Students are able to predict the values of variable using regression analysis techniques and also understand various types of correlation analysis techniques.				
3.	Students are able to understand the concept and application of Probability and Probability Distribution in decision making to the students				
4.	Students are able to construct appropriate hypotheses and draw conclusions by using a suitable hypothesis testing.				
5.	Students are able to understand the basic concepts of operation research and the basic rules to conduct the research in operation.				
Course Contents					
Unit I	Measures of Dispersion (Variation) & Symmetry: Significance of measuring Dispersion, Requisites and classification of measures of Dispersion, Distance measures Range, Interquartile range. Average Deviation measures - Mean Absolute Deviation, Variance and Standard deviation, Chebyshev's Theorem, Coefficient of variation & its significance. Concept of Skewness & Kurtosis				
Unit II	Measures of Association: Correlation, Types & Methods of Correlation analysis - Karl Pearson's coefficient of correlation, Spearman's Rank correlation, Probable error, Coefficient of Determination, Standard error of coefficient of correlation. Introduction to regression analysis and its advantages, Types of regression models, methods to determine regression coefficients (normal equations).				
Unit III	Probability: Introduction to Probability: Basic definition Events, Sample space and probabilities, Basic rules of probability, Conditional probability. Problems only on conditional probability and Baye's Theorem Discrete Probability distribution- Binomial Probability Distribution-Poisson Probability Distribution- Normal Probability Distribution: concepts, properties and application Problems on Binomial Probability Distribution, Poisson Probability Distribution, Normal Probability Distribution				
Unit IV	Hypothesis Testing: Introduction, Hypothesis testing procedure, errors in hypothesis testing. Power of a statistical test. t-test, ANOVA and Chi-Square test, (Students should be able to perform testing on spreadsheets) Transportation Problems: General Structure; various methods of finding initial solution: Maximization and minimization and application of transportation problems				



Unit V	Introduction to operations Research: - Origin, Meaning and definition of Operations Research, Scope, Characteristics and Limitations of Operations Research, Methodology and Models in OR Theory of games:-Terminology; Two person Zero-sum game; Solutions to Games; Saddle point, dominance rule, value of the game, mixed strategy, Problems on maximin-minimax principle, rule of dominance and graphical method of solving a game-(2xn) and (mx2) games.
Text Books	
T.1	Business Statistics, J. K. Sharma, Pearson, Second Edition
T.2	Statistics For Management, Levin & Rubin, PHI, Seventh Edition
T.3	“Quantitative Methods for Business”, Anderson (Thomson Learning Books)
Reference Books	
R.1	“Statistical Methods”, S.P. Gupta (S. Chand)
R.2	Levin Richard & Rubin David – “Statistics for Management” (Prentice Hall Of India)
R.3	SPSS Statistics for Data Analysis and Visualization 1st Edition, Keith McCormick, Jesus Salcedo, Jason Verlen, Jon Peck, Andrew Wheeler , Wiley Publishing
Useful Links	
1	https://nptel.ac.in/courses/110/101/110101131/

	Course Outcomes	PO/PSO	CL	Class Sessions
MMB1102.1	Examine the concepts of Dispersion and its applications.	PO1,PO2,PO3,PO4,PO5,PSO1,PSO2	3	6
MMB1102.2	Predict the values of a variable using regression analysis techniques.	PO1,PO2,PO3,PO4,PO5,PSO1,PSO2	5	6
MMB1102.3	Determine the various probabilities arising out of the situation for the purpose of decision making.	PO1,PO2,PO3,PO4,PO5,PSO1,PSO2	4	6
MMB1102.4	Construct appropriate hypotheses to address the research problem in question.	PO1,PO2,PO3,PO4,PO5,PSO1,PSO2	6	6
MMB1102.5	Compare the various forms of analytics to choose suitable analytics for decision making.	PO1,PO2,PO3,PO4,PO5,PSO1,PSO2	3	6

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Program: Master of Business Administration				
Semester-I	MMB1103: Fundamentals of Accounting			
Teaching Scheme			Examination Scheme	
Theory	4 Hrs/week		CT-I	15 Marks
Tutorial	-		CT-II	15 Marks
Total Credits	4		CA	10 Marks
Duration of ESE: 3Hrs			ESE	60 Marks
Pre-Requisites: Basic Accounting, Basic Mathematics, Quantitative Techniques			Total Marks	100 Marks
Course Objectives:				
1.	Students are able to understand the basic of accounting and perform their application in actual practice			
2.	The students are able to prepare the financial statements and calculate the profit or loss of the firm.			
3.	Students are able to Prepare Cash Flow statement to evaluate whether a firm is doing well or not and also evaluate the flow of the funds of the firm.			
4.	Students are able to perform Ratio analysis and comment on the performance of the firm. Whether a firm is doing well or not.			
5.	Students are able to understand the basics of the cost management and its importance regarding the growth of the firm.			
Course Contents				
Unit I	Accounting Standards: Introduction to India Accounting Standards. AS2 (Valuation of Inventories),AS3(CashFlowStatement),AS6(DepreciationAccounting),AS10(Accounting for Fixed Assets).Practical Questions on the accounting standards.			
Unit II	Financial Statement Reporting–I: Preparation of Financial Statement– Profit & Loss, Balance sheet (as per Companies Act 2013)			
Unit III	Financial Statement Reporting– II: Fund Flow and Cash Flow Statement Cash Flow Analysis–introduction, Meaning, features, objectives, importance, concept of cash and cash equivalents, Problems on Preparations of Fund Flow and Cash flow statement (as per Companies Act 2013)			
Unit IV	Analysis of financial Statement - I: Introduction, Assessment of Business Performance through Ratio Analysis: Concept of Ratio, significance of ratio analysis, Interpretation of financial performance using ratio. Profitability Ratio, Liquidity Ratio, Solvency Ratio, Activity Ratio& efficiency Ratio,			
Unit V	Cost Management: Cost Overview- concept & classification of costs- cost analysis for management decision making. Problems on Preparation of Cost Sheets (simple problems to understand the different heads of Cost Sheet). Variable costing: Concept of variable (Marginal) costing, advantage of variable costing. Cost-volume – profit (CVP) Relationship: Profit planning- behavior of expenses in relation to volume. CVP model- sensitivity analysis 2,4of CVP Model for changes in underlying parameters- assumptions of the CVP Model- Utility of			



	the Model in Management Decision Making (only theory). Problems (Simple) on BEP analysis including Margin of Safety and Profit planning.
Text Books	
T.1	“Financial Accounting for Management”–N.Ramchandran, RamKumarKakani–TataMac-Graw-Hill Publishing Co. Ltd. Second Edition.
T.2	“Financial Accounting & Analysis” –Narender Ahuja & Varun Dawar, Taxmann Publication(2015),1stEdition,(216– 235)
T.3	“Financial Accounting & Analysis” –Narender Ahuja & Varun Dawar, Taxmann Publication(2015),1stEdition,(216– 235)
Reference Books	
R.1	Dr.S.N.Maheshwari and Dr.S.K.Maheshwari,“Financial Accounting”,Vikas,10thEdition.
R.2	Ambrish Gupta: “FinancialAccountingManagementanAnalyticalPerspective”,PearsonEducation-2009
R.3	Sehgal,“Accounts for Management”,”,Taxmann Publication Pvt. Ltd
Useful Links	
1	https://nptel.ac.in/courses/110/101/110101131/

	Course Outcomes	PO/PSO	CL	Class Sessions
MMB1103.1	Evaluate the basic concept of accounting standards and perform its application in actual practice.	PO1,PO2,PO3,PO4,PO5,PSO1,PSO2	5	6
MMB1103.2	Calculate the profit or loss of a firm to prepare the financial statement.	PO1,PO2,PO3,PO4,PO5,PSO1,PSO2	3	6
MMB1103.3	Implementing the cash flow analysis to understand the investment need of the firm.	PO1,PO2,PO3,PO4,PO5,PSO1,PSO2	3	6
MMB1103.4	Prepare the financial ratios and measure the performance of the firm.	PO1,PO2,PO3,PO4,PO5,PSO1,PSO2	4	6
MMB1103.5	Compare the of a financial statements a inter-firm and intra firm of common size firm.	PO1,PO2,PO3,PO4,PO5,PSO1,PSO2	4	6

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Program: Master of Business Administration						
Semester-I		MMB1104: Business Legislation				
Teaching Scheme					Examination Scheme	
Theory	3 Hrs/week	CT-I			15 Marks	
Tutorial	-	CT-II			15 Marks	
Total Credits	3	CA			10 Marks	
Duration of ESE: 3Hrs		ESE			60 Marks	
Pre-Requisites: Company Law, Business Law				Total Marks	100 Marks	
Course Objectives:						
1.	Students are be able to know the legal aspects of doing business &plan business activities.					
2.	Students are able to explain the legal process involved in formation of a company and understand the relationships amongst the various stakeholders of the company					
3.	Students are able to understand various components of IPR and differentiate between them.					
4.	Students are able to describe various provisions of IT Act and also able to use various provisions of Consumer Protection Act.					
5.	Students are able to analyze the elements of Social, political, economic environment around a firm.					
Course Contents						
Unit I	Legal aspects of business and contracts: Concept of law. Types of Law. Definition, Nature and types of contracts. Essentials of valid contract. Consideration and essentials of consideration. Free Consent. Legality and Validity of Contracts. Discharge Of contracts. Arbitration: Meaning, Essential and Effects. Conciliation: Meaning, Procedure and Effect.					
Unit II	The Companies Act and Indian Partnership Act Definition & characteristics of a company, Kinds of Companies, Memorandum of Association, Articles of Association; Role of Director, Winding Up of the Company. Nature of partnership firm, Different types of partner, Difference between Partnership & Company, Reconstitution of partnership firm, Dissolution of partnership firm.					
Unit III	IPR: Types of IPR, over view and definitions. Patents and Patentability, working of patent and compulsory license, infringement. Meaning of copyright, ownership and assignment, licenses, Infringement. Meaning of Trademark, grounds of registration,infringement and passing off, assignment of trademark, collective trademark,certification marks. Definition Of design, difference between copyright and design, Piracy of registered design. Trade secrets, meaning and essentials. Advantages and disadvantages of trade secrets					
Unit IV	IT Act 2000: Objectives & Scope, Important definitions, E-Governance and offences & Penalties .Consumer Protection Act: Definitions: Consumer, Defect and Deficiency. Unfair and Restrictive trade practices. Role and Functions of Consumer Protection Councils. Rights of Consumer. Consumer Forum; Structure and jurisdiction. Power of consumer forum. Remedies under act. Economic Environment: Economic systems. Financial systems. Economic policies and macroeconomic scenario. Constitutes of political environment. Constitutional provisions:					



	Freedom of Trade and Reasonable restrictions. Economic roles of government. Demographic structure of India. Socio-Cultural environment of India
Unit V	Socio-Political-Economic Environment: Economic systems. Financial systems. Economic policies and macro-economic scenario. Constitutes of political environment. Constitutional provisions: Freedom of Trade and Reasonable restrictions. Economic roles of government. Demographic structure of India. Socio-Cultural environment of India
Text Books	
T.1	Legal Aspects of Business Concepts and Application, Parul Gupta, Vikas Publishing House ,
T.2	Elements of Company Law, N.D. Kapoor, Sultan Chand & Sons, 30th Edition
T.3	Business Legislation for Management, M C Kuchhal& V Kuchhal, Vikas Publishing House, 5th Edition,
Reference Books	
R.1	Economic Environment of Business, V.K. Puri; S.K. Misra, Himalaya Publishing House. 9th Edition,
R.2	Bhandari, Munish, “Professional Approach to Corporate Laws and Practice”, Bharat Law House, NewDelhi.
R.3	N. D. Kapoor “Business Law” – S. Chand & Co.
Useful Links	
1	https://nptel.ac.in/courses/110/101/110101131/

	Course Outcomes	PO/PSO	CL	Class Sessions
MMB1104.1	Apply the basic knowledge of law and Contract Act to evaluate a contract used in commercial practice	PO1,PO2,PO3,PO4,PO5,PSO1,PSO2	3	6
MMB1104.2	Explain the legal process involved in formation of a company and understand the relationships amongst the various stakeholders of the company	PO1,PO2,PO3,PO4,PO5,PSO1,PSO2	3	6
MMB1104.3	Explore components of IPR and identify the uses of IPR in business.	PO1,PO2,PO3,PO4,PO5,PSO1,PSO2	4	6
MMB1104.4	Decide the various provisions of IT and Consumer Protection Act.	PO1,PO2,PO3,PO4,PO5,PSO1,PSO2	5	6
MMB1104.5	Analyze the elements of Social, political, economic environment around a firm.	PO1,PO2,PO3,PO4,PO5,PSO1,PSO2	3	6



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Program: Master of Business Administration					
Semester-I		MMB1105: Organizational Behavior			
Teaching Scheme				Examination Scheme	
Theory	3 Hrs/week			CT-I	15 Marks
Tutorial	-			CT-II	15 Marks
Total Credits	3			CA	10 Marks
Duration of ESE: 3Hrs				ESE	60 Marks
Pre-Requisites: Principle of Management (Basic)				Total Marks	100 Marks
Course Objectives:					
1.	Students are able to explain the concept of Organization Design and determine the factors that affect Organization Design.				
2.	Students will be able to identify the components of Individual behavior and apply the concept of Learning, Perception, Attitudes and values.				
3.	The student will be able to distinguish between the various theories of motivation and their application in organizations and also be able to apply these theories to practical problems in organizations. They will also be able to distinguish between a number of different leadership theories & styles and contribute to the effective performance of a team as the team leader or a group member.				
4.	The future managers/ students will be able to analyze the behaviour of individuals and groups in organisations in terms of the key factors that influence organisational behaviour and demonstrate skills required for working in groups (team building).				
5.	The students will be able to justify how organizational change and conflict affect working relationships within organizations and demonstrate how to apply relevant theories to solve problems of change and conflict within organizations				
Course Contents					
Unit I	Organisation Design: Understanding organizations-Basics of an organizational Design Organization and stakeholders-Organizations and environmental influences-Organizational strategy-Organizational design - Alternative structures-Management process - Authority and Responsibility Relationship; organizational control mechanisms; Organizational decision making				
Unit II	Organisational Behaviour: Introduction, Foundations of individual behavior-Ability, Attitudes ,Job Satisfaction, Personality, Values , Perception				
Unit III	Individual Behavior & Motivation: Foundations of Individual Behavior, Meaning of personality, Theories of personality, Motives - Definition, Importance, Characteristics and Classification of motives - Primary & Secondary motives, Theories of Motivation: Maslow, Herzberg's hygiene & motivators, ERG theory. McClelland's achievement theory and Expectancy theory.				

Unit IV	Group and Team Behavior - Foundations of Group behavior -Group development; Group properties: Roles, norms, status, size and cohesiveness, Group decision making, Techniques, Teams-Type and Team Dynamics
Unit V	Group Dynamics & Conflict Management: Concept of Group & Team. Process of Group Formation - Formal and Informal Groups, Conflict Management: Traditional vis-à-vis Modern view of conflict, Types of conflict - Intrapersonal, Interpersonal, Group & Organizational.
Text Books	
T.1	Organisational Behavior Text Cases and Games, K. Aswathappa, Himalaya Publishing House PvtLtd, 10th Edition, ISBN- 978-93-5051588-4 .
T.2	Dr. Niraj Kumar, “Organizational Behavior -A new Look Concept, Theory and Cases”, HimalayaPublication, First Edition 2009.
T.3	Organisational Behavior Text Cases and Games, K. Aswathappa, Himalaya Publishing House PvtLtd, 10th Edition, ISBN- 978-93-5051588-4 .
Reference Books	
R.1	Margie Parikh , Rajen Gupta, “Organisational Behaviour”, McGraw Hill Education (India) PrivateLimited,1st Edition.
R.2	PG Aquinas, “Organizational Behaviour: concepts, realities, application and challenges”, Firstedition, Excel Books.
R.3	Margie Parikh , Rajen Gupta, “Organisational Behaviour”, McGraw Hill Education (India) PrivateLimited,1st Edition.
Useful Links	
1	https://nptel.ac.in/courses/110/101/110101131/

	Course Outcomes	PO/PSO	CL	Class Sessions
MMB1105.1	Explain the concept of Organisation Design and determine the factors that affect design of organization.	PO1,PO2,PO3,PO4 ,PO5,PSO1,PSO2	4	6
MMB1105.2	Discover the components of Individual Behaviour and apply the concept of Learning, Perception, Attitudes and values.	PO1,PO2,PO3,PO4 ,PO5,PSO1,PSO2	3	6
MMB1105.3	Distinguish between the various theories of motivation and their application in organizations and also be able to apply these theories to practical problems in organizations.	PO1,PO2,PO3,PO4 ,PO5,PSO1,PSO2	4	6
MMB1105.4	Analyze the behavior of individuals and groups in organizations in terms of the key factors that influence organizational behavior.	PO1,PO2,PO3,PO4 ,PO5,PSO1,PSO2	4	6
MMB1105.5	Justify how organizational change and conflict affect working relationships within organizations.	PO1,PO2,PO3,PO4 ,PO5,PSO1,PSO2	4	6


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Program: Master of Business Administration					
Semester-I		MMB1106: Computer Techniques			
Teaching Scheme				Examination Scheme	
Theory	2 Hrs/week			CT-I	-
Tutorial	-			CT-II	-
Total Credits	2			CA	25 Marks
Duration of ESE: 1.30 Hrs.				ESE	25 Marks
Pre-Requisites: Basics of Computer				Total Marks	50 Marks
Course Objectives:					
1.	Students are able to learn the basic concepts of computer and its function.				
2.	Students are able to learn the MS word thoroughly.				
3.	Students are able to learn the MS presentation in a detail.				
4.	Students are able to learn the importance of the cyber security and its importance.				
5.	Students are able to learn the importance of the Networking and troubleshooting.				
Course Contents					
Unit I	Introduction to Computer & Basic Concepts:- What is Computer: Characteristics& Basic Applications of Computer, Concept of Hardware and Software, Operating System, Basics of Operating System, User Interface, Operating System Simple Setting, File and Directory Management, Desktop, Software updated				
Unit II	Word Processing:- Word Processing Basics, Opening and closing Documents, Text Creation and manipulation, Formatting the Text, Formatting a document, Table Manipulation, Inserting Graphic Elements, Mail Merge, Spreadsheet, Elements of Electronic Spread Sheet, Manipulation of Cell, Formulas and Function				
Unit III	Presentation:- Basic Concepts of presentation, Creation of Presentation, Preparation of Slides, Presentation of Slides, Slide Show, Database Management System, Creating a Table				
Unit IV	Cyber Security:- Cyber Security, Know how to identify a secure web site, Netiquettes, Security Considerations, PC Maintenance, Security and Troubleshooting, Computer Maintenance and Security, Deleting unnecessary programs and files, Computer Maintenance Programs, Basic troubleshooting				
Unit V	Networking & Troubleshooting:- Basic of Computer Networks, Internet, Various applications of Internet, Methods of connecting to the Internet, Define and understand, Instant Messaging and Collaboration, Application of Digital Financial Services				
Text Books					
T.1	Turban, McLean, Wetherbe 2003, Information technology for Management, John Wiley & Sons				
T.2	S. Sudalaimuthu, S.Anthony Raj. 2008, —Computer Application in Business, Himalaya Publishing House				
Reference Books					
R.1	Lucas, H. C. Jr. (2004). Information Technology For Management. (7th ed.). New Delhi: TMH				
R.2	Jaiswal & Mittal, (2010), Management Information Systems, Oxford University Press				
Useful Links					
1	https://nptel.ac.in/courses/110/101/110101131/				

	Course Outcomes	PO/PSO	CL	Class Sessions
MMB1106.1	Acquire the basic knowledge of the computers and its applications.	PO1,PO2,PO3,PO4,PO5,PSO1,PSO2	3	2
MMB1106.2	Enhance the skills in Word Processing Basics, creating spreadsheet and its features.	PO1,PO2,PO3,PO4,PO5,PSO1,PSO2	3	2
MMB1106.3	Determine the skills in creating and developing a presentation and its features.	PO1,PO2,PO3,PO4,PO5,PSO1,PSO2	4	2
MMB1106.4	Create the security features to secure its network from attacks.	PO1,PO2,PO3,PO4,PO5,PSO1,PSO2	4	2
MMB1106.5	Estimate the concepts of internet banking and the financial services provided by the Government, banking products etc.	PO1,PO2,PO3,PO4,PO5,PSO1,PSO2	3	2

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Program: Master of Business Administration					
Semester-I		MMB1107: Training And Development			
Teaching Scheme				Examination Scheme	
Theory	4 Hrs/week			CT-I	15 Marks
Tutorial	-			CT-II	15 Marks
Total Credits	4			CA	10 Marks
Duration of ESE: 3Hrs				ESE	60 Marks
Pre-Requisites: Human Resource Management, Organizational Behavior				Total Marks	100 Marks
Course Objectives:					
1.	Students should be able to explain the importance of Human Resource Management for an organization and also distinguish between Personnel and HR Management.				
2.	For a given job profile, students should be able to develop a job analysis and produce a job description and job specification.				
3.	Students should be able to design a Human Resource Plan for an organization and construct its Selection Process				
4.	Students should be able to justify the applicability of various techniques of Training				
5.	Students should be able to outline the performance appraisal process and identify and explain the utility of various modern and traditional methods of Performance Appraisal.				
Course Contents					
Unit I	Training, Development & Learning: Nature & Significance of training, Scope & Objectives of training, Benefits of training, Principles of Adult Learning, Difference between Training, Development & Learning.				
Unit II	Training Need Analysis : Identification of training needs, Thayer & McGhee Model, Areas of training, Responsibilities for providing training,				
Unit III	Training Design & Methods of Training : Perspectives for Designing Training, methods of On the Job Training &Off the Job Training,				
Unit IV	Management Development: Concept & Importance of Management Development Programs (MDP's), Steps in MDP's, Prospective pitfalls, Methods and Techniques of MDP's.				
Unit V	Tools for Effective Training: Teaching aids and techniques, Audio-visual aids, Skills of an Effective Trainer: Communication skills, Knowledge, Training styles, Power of Body Language, Developing creativity. in the organization.				
Text Books					
T.1	Training and Development by G. P. Naik published by Excel Books, New Delhi in September 2007				
Reference Books					
R.1	Effective Human Resource Training and Development Strategy - Dr. B. Rathana Reddy Publication Himalaya Publication House.				



R.2	Human Resource and Personnel Management - Text and cases, K. Aswathappa, Publication - McGraw- Hill Publishing co. ltd.
R.3	Human Resource Management , Tenth Edition, Gary Dessler, Publication- Pearson Education
Useful Links	
1	https://nptel.ac.in/courses/110/105/110105145/

	Course Outcomes	PO/PSO	CL	Class Sessions
MMB1107.1	Determine the Factors of Training & Development.	PO2, PO3, PO5	3	8
MMB1107.2	Identify the training needs and responsibilities.	PO2, PO3	4	8
MMB1107.3	Examine the training design & methods of training.	PO1, PO4	3	8
MMB1107.4	Choose the methods of Management Development.	PO1, PO3, PO5	3	8
MMB1107.5	Build the various tools used for effective training.	PO2, PO3, PO4	6	8

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Program: Master of Business Administration				
Semester-I	MMB1108: Sales and Distribution Management			
Teaching Scheme			Examination Scheme	
Theory	4 Hrs/week		CT-I	15 Marks
Tutorial	-		CT-II	15 Marks
Total Credits	4		CA	10 Marks
Duration of ESE: 3Hrs			ESE	60 Marks
Pre-Requisites: Marketing Management, Organization behavior, Business Ethics			Total Marks	100 Marks
Course Objectives:				
1.	Students are able to identify appropriate Sales Forecasting method to be adopted by a company			
2.	Students are able to design an effective Sales Compensation Plan for Sales Executive			
3.	Students are able to outline different levels of Marketing channel used by the company.			
4.	Students are able to describe the process of Supply Chain and Reverse Logistics			
5.	Students are able to develop e-retailing strategy as a channel of distribution			
Course Contents				
Unit I	Introduction to Sales Management - Definition and meaning, Objectives, Sales Research, Sales Forecasting, Sales Forecasting methods, Sales Planning and control: Goal setting, Performance measurement, diagnosis and corrective actions, Estimating market and Sales Potentials			
Unit II	Sales Organization – Setting up a sales organization, Personal Selling, Management of Sales force, Recruitment & Selection, Training, Motivation and Evaluation, Compensating Sales Force, Territory Management, Sales Budget, Sales Quota			
Unit III	Physical Distribution – Definition, Importance – participants in physical distribution process - Different forms of channels - Functions of Marketing Channels, Unconventional channels - Channel Intermediaries – Wholesaling and Retailing , Channels for Consumer goods, Industrial Goods & Services – Integrated Marketing Channels – Horizontal, Vertical, Multi -channel marketing Systems.			
Unit IV	The Basics of Supply Chain Management - Introduction, Definition of Supply Chain Management, Evolution of the Concept of Supply Chain Management, Key Drivers of Supply Chain Management, Typology of Supply Chains, Cycle View of Supply Chain, Problems in SCM and Suggested Solutions			
Unit V	New Trends in Sales Management - Introduction, Sales Management Information System, Relationship Marketing, , International Sales Management, Challenges Faced by International Sales Managers, Role of E-commerce in Selling- E-commerce and e-retailing - E-commerce and e-retailing as a channel of distribution, Electronic intermediaries, Disintermediation and Re-intermediation, e-enabled logistics management and tracking systems.			
Text Books				
T.1	Sales and Distribution Management: Text and Cases, 3rd Edition, Krishna K Havaldar & Vasant M Cavale, McGraw Hill Education, ISBN13: 978-935260773			



T.2	Sales and Distribution Management, 2nd Edition, Tapan K Panda & Sunil Sahadeva, Oxford;ISBN-13: 978-019807704
Reference Books	
R.1	Sales and Distribution Management: A Practice based approach, Ramendra Singh, Vikas Publishing, ISBN-13: 978-932599406
R.2	Sales Management: Concepts and Cases, 10ed, ISV, Wiilliam L. Cron & Thomas E. Decarlo, Wiley, ISBN-13: 978-8126526383
Useful Links	
1	https://nptel.ac.in/courses/110/101/110101131/

	Course Outcomes	PO/PSO	CL	Class Sessions
MMB1108.1	Interpret appropriate Sales Forecasting method to be adopted by a company.	PO1,PO2,PO3,PO4,PO5,PSO1,PSO2	3	8
MMB1108.2	Sketching an effective Sales Compensation Plan for Sales Executive.	PO1,PO2,PO3,PO4,PO5,PSO1,PSO2	3	8
MMB1108.3	Design outline different levels of Marketing channel used by the company.	PO1,PO2,PO3,PO4,PO5,PSO1,PSO2	6	8
MMM1108.4	Illustrate the process of Supply Chain and Reverse Logistics.	PO1,PO2,PO3,PO4,PO5,PSO1,PSO2	4	8
MMB1108.5	Develop e-retailing strategy as a channel of distribution.	PO1,PO2,PO3,PO4,PO5,PSO1,PSO2	6	8

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Program: Master of Business Administration					
Semester-I		MMB1109: Investment Analysis & Portfolio Management			
Teaching Scheme				Examination Scheme	
Theory	4 Hrs/week			CT-I	15 Marks
Tutorial	-			CT-II	15 Marks
Total Credits	4			CA	10 Marks
Duration of ESE: 3Hrs				ESE	60 Marks
Pre-Requisites: Finance , Business Economics , Management				Total Marks	100 Marks
Course Objectives:					
1.	The student will be able to apply concept of time value of money in computing the value of fixed income securities. The student will also be able to understand the relationship between interest rates, yield and bond prices.				
2.	The student will be able to compute and compare the value of a company’s equity share with other company’s equity by using various methods and tools of equity valuation				
3.	The student will be able to build and evaluate the relationship between the concept of risk and return and will be able to relate its implication on creating portfolio				
4.	The student will be able to learn the theoretical concepts of underlying the portfolio creation				
5.	The student will be able to assess the tools and strategies for portfolio creation and evaluation and will also be able to evaluate the portfolios of mutual funds by using the tools of portfolio evaluation				
Course Contents					
Unit I	FIXED-INCOME VALUATION: Introduction. Bond Prices and the Time Value of Money: Bond Pricing with a Market Discount Rate, Yield-to-Maturity, Relationships between the Bond Price and Bond Characteristics. The Maturity Structure of Interest Rates. Yield Spreads: Yield Spreads over Benchmark Rates, Yield Spreads over the Benchmark Yield Curve.				
Unit II	EQUITY VALUATION – CONCEPTS AND BASIC TOOLS: Introduction. Estimated Value and Market Price. Major Categories of Equity Valuation Models: Present Value Models: The Dividend Discount Model; Background and Description of the Dividend Discount Model. The Gordon Growth Model, Multistage Dividend Discount Models. Multiplier Models: Relationships among Price Multiples, Present Value Models, and Fundamentals; The Method of Comparable; Illustration of a Valuation Based on Price Multiples; Enterprise Value. Asset-Based Valuation Investment				
Unit III	PORTFOLIO RISK AND RETURN – PART I: The Concept of Market Efficiency, Forms of Market Efficiency , Random Walk Theory, Investment Characteristics of Assets: Return, Other Major Return Measures and their Applications, Variance and Covariance of Returns, Historical Return and Risk, Other Investment Characteristics. Portfolio Risk: The Concept of Risk Aversion, Portfolio of Two Risky Assets, Portfolio of Multiple Risky Assets, The Power of Diversification.				
Unit IV	PORTFOLIO RISK AND RETURN – PART II: Efficient Frontier and Investor’s Optimal Portfolio: Investment Opportunity Set, Minimum-Variance Portfolios, A Risk-Free Asset and Multiple Risky Assets, Optimal Investor Portfolio, Capital Market Theory: Portfolio of Risk Free and Risky Assets, The Capital Market Line. Pricing of Risk and Computation of Expected				



	Return: Systematic Risk and Non-systematic Risk, Calculation and Interpretation of Beta. The Capital Asset Pricing Model: Assumptions of the CAPM, The Security Market Line, Applications of the CAPM.
Unit V	PORTFOLIO MANAGEMENT – Specification of Investment Objectives and Constraints, Selection of Asset Mix, Formulation of Portfolio Strategy, Selection of Securities, Portfolio Execution, Portfolio Revision, Performance Evaluation, Portfolio and Mutual fund Performance evaluation – Sharpe Ratio, Treynor Ratio, Jensen’s Alpha, Sortino Ratio and M2.
Text Books	
T.1	Investment Analysis and Portfolio Management, S. Kevin, 2d Edition, PHI Learning, ISBN-13: 978-8120351301
T.2	Investment Analysis and Portfolio Management, 6e, Donald E. Fischer & Ronald J. Jordan, Pearson Education India, ISBN-13: 978-8177588118
Reference Books	
R.1	Investment Analysis and Portfolio Management, M. Ranganathan & R. Madhumathi, 2nd edition, Pearson Education India ISBN-13: 9788131759202
R.2	Investment Analysis and Portfolio Management, V. A. Avadhani, 12th Edition, Himalaya Publishing House, ISBN-13: 978-9352029921
Useful Links	
1	https://nptel.ac.in/courses/110/105/110105121/

	Course Outcomes	PO	CL	Class Sessions
MMB1109.1	Apply concept of time value of money in computing the value of fixed income securities.	PO2, PO3, PO5	3	8
MMB1109.2	Compute and compare the value of a company’s equity share with other company’s equity by using various methods and tools of equity valuation.	PO2, PO3	4	8
MMB1109.3	Build and evaluate the relationship between the concept of risk and return and will be able to relate its implication on creating portfolio.	PO1, PO4	3	8
MMB1109.4	Explain the theoretical concepts of underlying the portfolio creation.	PO1, PO3, PO5	3	8
MMB1109.5	Evaluate the portfolios of mutual funds by using the tools of portfolio evaluation.	PO2, PO3, PO4	6	8



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Program: Master of Business Administration					
Semester-I		MMB1110: Logistics and Supply Chain Management			
Teaching Scheme				Examination Scheme	
Theory	4 Hrs/week			CT-I	15 Marks
Tutorial	-			CT-II	15 Marks
Total Credits	4			CA	10 Marks
Duration of ESE: 3Hrs				ESE	60 Marks
Pre-Requisites: Quantitative Techniques, Research Methodology				Total Marks	100 Marks
Course Objectives:					
1.	Students will be able to analyze the business requirement and apply supply chain strategies				
2.	Students will be able to design effective distribution network for a company				
3.	Students will be able to reduce transportation costs by applying optimization techniques				
4.	Students Will be able to understand the supply chain requirement as per the resources available				
5.	Students will be able to measure the performance of the supply by applying various metrics in different areas				
Course Contents					
Unit I	Supply Chain Management: Concept, Decision Phases in Supply chain, Supply chain strategies, Drivers of supply chain performance, competitive advantage through supply chain management.				
Unit II	Supply Chain Network: Factors influencing distribution network design, Design options for Supply Chain Management, Text and Cases, distribution network, Designing distribution network in various business applications, E- supply chain, and impact of uncertainty on network design.				
Unit III	Network Optimization: Optimization approach and techniques, Role of transportation in supply chain, factor influencing transport decisions, modes of transportation and selection process Warehousing Management, Logistics –Elements of Logistics Management – Distribution Management – Distribution Strategies – Inventory Management –Transportation Management –Fleet management – Containerization Ware Housing –Packing for Logistics –Third party Logistics –Technology Components Reverse Logistics				
Unit IV	Procurement and Suppliers Relationship: Procurement overview, Purchase process and purchasing cycle, Supplier Relationship Management, Supplier segmentation and Supplier evaluation				
Unit V	SCM Performance Measures: Importance of performance measure, Introduction to SCOR Model, Types of Performance Measures – Productivity Measure, Quality Measure, Customer Service Measure and Cost Measure				
Text Books					
T.1	Operations and Supply Chain Management, 8ed, ISV, Russel & Taylor, 8th Edition, Wiley, ISBN-13: 978-8126556823				

T.2	Supply Chain Management, 6th Edition, Sunil Chopra, Peter Meindl & D. V. Kalra, Pearson Education India, ISBN-13: 978- 9332548237
T.3	Supply Chain Management: Strategy, Planning, and Operation, Global Edition, 7th Edition, Sunil Chopra, Pearson Education India, ISBN-13: 978- 1292257891
Reference Books	
R.1	Supply Chain Management, Text and Cases, By V. V. Sople, Pearson Publications, Chapter 1 Supply Chain Management, A Managerial Approach, By Amit Sinha & Herbert Kotzab, McGrawHill Publication, Chapter 2 Supply Chain Management, Text and Cases, By Janat Shah, Pearson Publication, Chapter 2
R.2	Supply Chain Network: Factors influencing distribution network design, Design options for Supply Chain Management, Text and Cases, By Janat Shah, Pearson Publication, Chapter 6
R.3	Supply Chain Management, A Managerial Approach, By Amit Sinha & Herbert Kotzab, McGrawHill Publication , Chapter 9 and 12
Useful Links	
1	https://nptel.ac.in/courses/110/101/110101131/

	Course Outcomes	PO/PSO	CL	Class Sessions
MMB1110.1	Analyze the business requirement and apply supply chain strategies	PO1,PO2,PO4,PO 5,PSO1,PSO2	3	8
MMB1110.2	Design effective distribution network for a company.	PO1,PO2,PO4,PO 5,PSO1,PSO2	6	8
MMB1110.3	Explain reduce transportation costs by applying optimization techniques.	PO1,PO2,PO4,PO 5,PSO1,PSO2	4	8
MMB1110.4	Determine the supply chain requirement as per the resources available by identifying the non-value added services within the supply chain.	PO1,PO2,PO4,PO 5,PSO1,PSO2	5	8
MMB1110.5	Measure the performance of the supply by applying various metrics in different areas.	PO1,PO2,PO4,PO 5,PSO1,PSO2	5	8



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Program: Master of Business Administration					
Semester-I		MMB1111: Big Data Analytics			
Teaching Scheme				Examination Scheme	
Theory	4 Hrs/week			CT-I	15 Marks
Tutorial	-			CT-II	15 Marks
Total Credits	4			CA	10 Marks
Duration of ESE: 3Hrs				ESE	60 Marks
Pre-Requisites: Computer, Information Technology				Total Marks	100 Marks
Course Objectives:					
1.	The Students are able to learn the Basic concepts and the structure of data used in big data analytics.				
2.	The Students are able to learn the importance of the big data analytics, its key role and its architecture.				
3.	The Students are able to learn the life cycle of the data analytics and its background.				
4.	The students are able to learn the phase of data life cycle in detail.				
5.	The students are able to learn the phase of data life cycle in detail.				
Course Contents					
Unit I	Introduction : Big Data Overview, Data Structures, Analyst Perspective on Data Repositories, State of the Practice in Analytics, BI Versus Data Science,				
Unit II	Big Data Architecture: Current Analytical Architecture, Drivers of Big Data, Emerging Big Data Ecosystem and a New Approach to Analytics, Key Roles for the New Big Data Ecosystem, Examples of Big Data Analytics				
Unit III	Data Analytics Lifecycle: Data Analytics Lifecycle Overview, Key Roles for a Successful Analytics Project, Background and Overview of Data Analytics Lifecycle				
Unit IV	Data Analytics Lifecycle: Lifecycle , Phase 1: Discovery, Phase 2: Data Preparation, Phase 3: Model Planning				
Unit V	Data Analytics Lifecycle: Phase 4: Model Building, Phase 5: Communicate Results, Phase 6: Operationalize				
Text Books					
T.1	Data Science & Big Data Analytics, John Wiley & Sons, Inc, 2015				
T.2	Big data and Business Analytics, CRC Press, 2013				
Reference Books					
R.1	Understanding Big data, Paul C. Zikopoulos,				
R.2	Big data Now, O'Reilly Media, 2015				
Useful Links					
1	https://nptel.ac.in/courses/110/101/110101131/				

	Course Outcomes	PO/PSO	CL	Class Sessions
MMB1111.1	Analyze the Big Data for solving business problems.	PO1,PO2,PO4,PO5,PSO1,PSO2	4	8
MMB1111.2	Compare the types of Big Data Analytics	PO1,PO2,PO4,PO5,PSO1,PSO2	4	8
MMB1111.3	Choose the suitable Big Data Analytics Technique	PO1,PO2,PO4,PO5,PSO1,PSO2	5	8
MMB1111.4	Design the solutions of the Big data analytics.	PO1,PO2,PO4,PO5,PSO1,PSO2	6	8
MMB1111.5	Apply analytics on Structured, Unstructured Data.	PO1,PO2,PO4,PO5,PSO1,PSO2	3	8

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Program: Master of Business Administration					
Semester-I		MMB1112: Entrepreneurial Theory & Practices			
Teaching Scheme				Examination Scheme	
Theory	4 Hrs/week			CT-I	15 Marks
Tutorial	-			CT-II	15 Marks
Total Credits	4			CA	10 Marks
Duration of ESE: 3Hrs				ESE	60 Marks
Pre-Requisites:				Total Marks	100 Marks
Course Objectives:					
1.	On completion of module, the student will be able understand the concept of entrepreneurship and what entrepreneurs do. They will also be able to relate the work of few prominent Indian entrepreneurs with the learned concept and compare the work of a manager with that of an entrepreneur.				
2.	On completing this module, the student will learn how entrepreneurship evolved from its earlier disorganized form to the current Government supported form. They will also be able to justify the role of EDPs in growth of entrepreneurship.				
3.	Upon studying this module, the students will be able to explain the theories of entrepreneurship and also how the entrepreneurial knowledge gained can be applied to developing entrepreneurial ventures in different economic sectors in India.				
4.	On properly studying this module, the student will be able to examine the impact of different financial aspects on entrepreneurship and can evaluate his/her own ability to set up a small scale venture				
5.	On studying this module, the student will be able to create a mental map of the network of Government support system and various institutions purposely designed and set up, at national, state and district level, for assisting entrepreneurial ventures.				
Course Contents					
Unit I	Evolution of the concept of entrepreneurship. The entrepreneur: characteristics and functions, types of entrepreneurs, distinction between manager and an entrepreneur. Entrepreneur: concept, characteristics, barriers, entrepreneurial climate and culture. Factors contributing to entrepreneurship development. Theories of entrepreneurship. Indian entrepreneurs and their ventures (cases).				
Unit II	Post-independence growth of entrepreneurship in India, role of entrepreneurship in economic development. Entrepreneurship development programmes: objectives, phases, evaluation and problems of EDPs. Entrepreneurial competencies: meaning, major competencies and developing competencies.				
Unit III	Women entrepreneurship in India, problems of women entrepreneurship. Rural entrepreneurship in India and its importance, problems of rural entrepreneurship. Entrepreneurship in various sectors: tourism, agriculture and social. Micro and small scale enterprises. Grass-root Entrepreneurship through Self Help Groups (SHG) Institution supporting women Entrepreneurship-Recent Trends, Women’s organizations supporting Entrepreneurship				

Unit IV	Steps for starting a small scale industry, ownership pattern. Financial analysis: Ratio analysis, investment process, break-even analysis, profitability analysis, budget and planning process. Sources of finance: development finance, project financing.
Unit V	Entrepreneurial support systems: Institutional finance to entrepreneurs (various institutions), institutional support to entrepreneurs (various institutions), lease and hire purchase, benefits in taxation to entrepreneurs, Government policy and support to SSI. Sickness in small scale industries. Financial Support System: Forms of Financial support, Long term and Short term financial support, Sources of Financial support, Development Financial Institutions, Investment Institutions.
Text Books	
T.1	Entrepreneurship: A South-Asian Perspective, Kuratko, T.V. Rao, Cengage Learning, 2012.
T.2	Entrepreneurship Development, Satish Taneja, Himalaya Publishing House, 2012.
Reference Books	
R.1	Essentials of Entrepreneurship and Small Business Management, Scarborough & Cornwall, Pearson, 2016.
R.2	Entrepreneurial Development, S.S. Khanka, S. Chand & Co., 2016
Useful Links	
1	https://nptel.ac.in/courses/110/105/110105067/

	Course Outcomes	PO	CL	Class Sessions
MMB1112.1	Customize concept of entrepreneurship and what entrepreneurs do.	PO1,PO2,PO3	3	8
MMB1112.2	Explore role of EDPs in growth of entrepreneurship.	PO1,PO4,PO5	3	8
MMB1112.3	Appraise entrepreneurial ventures in different economic sectors in India.	PO1,PO2,PO3	4	8
MMB1112.4	Estimate impact of different financial aspects on entrepreneurship and can evaluate his/her own ability to set up a small scale venture.	PO1,PO4,PO5	4	8
MMB1112.5	Create a mental map of the network of Government support system and various institutions purposely designed and set up, at national, state and district level, for assisting entrepreneurial ventures.	PO2,PO3,PO4	6	8

		Tulsiramji Gaikwad-Patil College of Engineering and Technology Wardha Road, Nagpur-441 108 NAAC Accredited with A+ Grade (An Autonomous Institute Affiliated to RTM Nagpur University, Nagpur)			
Program: Master of Business Administration					
Semester-I		MMB1113: Database Administration			
Teaching Scheme				Examination Scheme	
Theory	4 Hrs/week			CT-I	15 Marks
Tutorial	-			CT-II	15 Marks
Total Credits	4			CA	10 Marks
Duration of ESE: 3Hrs				ESE	60 Marks
Pre-Requisites: Information Technology				Total Marks	100 Marks
Course Objectives:					
1.	The student will be able to identify and use Interactive data administration software desktop tools and will also be able to create Interactive data administration software desktop workspace				
2.	The student will be able to connect data and will also be able to use Interactive data administration software's File Types effectively.				
3.	The student will be able to create analytics pane and will also be able to use Sort , Filters ,Sets , Groups and Hierarchy functions				
4.	The student will be able to create calculations to enhance the data administration.				
5.	The student will be able to build effective dashboard				
Course Contents					
Unit I	Job Specifications of Data Base Administration. Overview of Memory structure,process structure and storage structure of Oracle , Installation of Oracle using Oracle Universal Installer				
Unit II	Create database using DBCA, startup and shutdown of oracle using log and tracefiles and data dictionary				
Unit III	Configure and manage oracle network, create and manage tablespaces				
Unit IV	Create and manage database user accounts, privileges, role and profiles				
Unit V	Monitor and resolve locking conflicts, manage undo				
Text Books					
T.1	Oracle 9i, 10g or 11g Manuals				
Reference Books					
R.1	Database Administration: The Complete Guide to Practices and Procedures by Craig Mullins DBA Survivor Expert Oracle Database Administration by Sam Alapati, Dreamtech Press				
Useful Links					
1	www.databasejournals.com				
2	www.dbametrics.com				

	Course Outcomes	PO/PSO	CL	Class Sessions
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MMB1113.1	Determine duties and responsibilities of a Data Base Administrator	PO1, PO2, PO4	3	8
MMB1113.2	Facilitate DBA skills through select tasks	PO3, PO5,	5	8
MMB1113.3	Customize oracle network and manage table spaces	PO1, PO3, PO5	4	8
MMB1113.4	Create database tables and manage profiles.	PO2, PO4, PO5	6	8
MMB1113.5	Reframe locking system to prevent data.	PO1, PO2	5	8



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Program: Master of Business Administration

Semester-I MMB1114: Rural Development Program

Teaching Scheme		Examination Scheme	
Theory	4 Hrs/week	CT-I	15 Marks
Tutorial	-	CT-II	15 Marks
Total Credits	4	CA	10 Marks
Duration of ESE: 3Hrs		ESE	60 Marks
Pre-Requisites: Rural Development		Total Marks	100 Marks

Course Objectives:

1. Student will able to understand the nature of Growth and Development.
2. Student will able to understand the utilization of resource for the growth of the rural area.
3. Student will able to understand the rural development process and the programmes.
4. Students will able to understand the programmes for empowering the rural area.
5. Students will able to get information regarding various agencies which are working for rural development.

Course Contents

Unit I	Growth and Development:- Rural Development- Meaning, Nature and Scope - Factors Affecting Rural Growth - Economic Development- Definitions, Characteristics and Measurement - Per Capita Income, Physical Quality of Life Index, Human Development Index.
Unit II	Determinants of Rural Development: Changes in Output, Natural Resources, Human Resources, Capital, Technology, Organizational and Institutional Framework, Relation between Rural Development and Its Determinants.
Unit III	Approaches to Rural Development:- Early attempts for Rural Development - National Programmes for Rural Development, Community Development Programmes and Employment Guarantee Schemes.
Unit IV	Rural Empowerment Programmes:- Bharat Nirman, Provisions of Urban Amenities in Rural Area(PURA), Mahatma Gandhi National Rural Employment Guarantee Act- Features and Challenges.
Unit V	Agencies for Rural Development:- Government, Semi-Government Organisations, Co-Operative Institutions, Non-Government Organisations and Voluntary Agencies for Rural Development.

Text Books

T.1	Vasant Desai: Rural Development in India, Himalaya Publishing House,
T.2	Dutt and Sundaram- Indian Economy, S.Chand Publications, New Delhi, 2013-07-02.

Reference Books

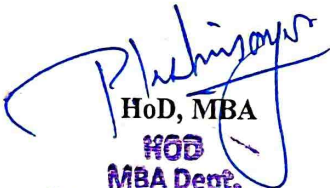
R.1	S.K. Mishra and V.K. Puri- Economics of Development and Planning, Himalaya Publishing House, Mumbai, 2012.
R.2	Shankar Chatterjee- Implementation of Rural Development


Useful Links

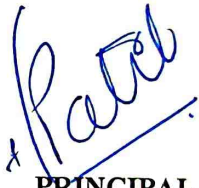
1	https://www.irri.org/
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Tulsiramji Gaikwad - Patil
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	Course Outcomes	PO/PSO	CL	Class Sessions
MMB1114.1	Interpret rural development & economic development.	PO1,PO2, PO3, PO4,PO5	3	8
MMB1114.2	Determines the resources which are required for the rural development.	PO1,PO2, PO3, PO4,PO5	3	8
MMB1114.3	Evaluate the various Approaches for the rural development.	PO1,PO2, PO3, PO4,PO5	5	8
MMB1114.4	Analyze the various schemes and programmes for rural development.	PO1,PO2, PO3, PO4,PO5	4	8
MMB1114.5	Describe the various agencies which are working in the rural area.	PO1,PO2, PO3, PO4,PO5	4	8


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