PART-I
MBA(INTEGRATED)
I – X SEM
# MASTER OF BUSINESS ADMINISTRATION (INTEGRATED) SYLLABUS AND EXAMINATION SCHEME

## Semester - I

<table>
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<tbody>
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<td>MBAI T101</td>
<td>Principles of Management</td>
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<td>Business Environment</td>
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MBA I101 Principles of Management

Unit I

Unit II
Objectives: Nature, Hierarchy and objective setting, MB0 Managerial functions, Planning: Steps and types of plans, Basics of strategies and polities (Formulation, Evaluation, Correction)

Unit III
Organizing, Basic concepts, Combining jobs, Organizational structure, Elements of organizing: Span of Control, Departmentation, Authority and responsibility. Centralization and decentralization, Line and staff relationship

Unit IV
Staffing and directing, Leadership: Styles, Behavioral and Situational approaches, Leadership effectiveness-, Co-ordination functions in organization, Committees and group decision making, Communication (formal and informal), Stress- sources, Consequences of stress, Managing Stress.

Unit V
Controlling: System and Process of Controlling, Control Techniques and Information Technology

Suggested Readings:
1. Koontz Harold. and 0’ Donnel, Principles of Management, Mc Graw Hill, India
MBA I 102 Business Environment

Unit I
Introduction: Concept, Nature and significance of business environment

Unit II
Industrial environment: New industrial policy, Recent five year plan, Industrial sickness, MRTP Act, Special economic zones (SFZs)

Unit III
Economic environment: SEBI Indian Fiscal and Monetary Policy, Recent Union budget, Liberalization. Globalization, FDI, Basic Foreign Trade Policies, Competition Act 2005, FEMA. Multinationals and transnationals corporations

Unit IV
Social environment: Social responsibilities of business, Consumerism, Consumer protection Act Business Ethics: Characteristics and Needs

Unit V

Suggested Readings:
MBA I 103- Basic Accounting

Unit I
Meaning of bookkeeping, accounting and accountancy (comparative study in terms of objectives, scope & relation), Objectives, scope, and limitations of accounting. Accounting information systems, Users of accounting information, accounting concepts, conventions and principles of accounting(advance and conceptual study)

Unit-II
Basic accounting cycle; Double entry system of accounting, Classification of accounting: traditional and modern and rules of journal entry in the both classification, Journalizing of transactions, Sub division of journal, Posting to ledger, Preparation of trial balance, Advance practical problem on all aspects of journal, ledger and trial balance.

Unit-III
Rectification of errors, Adjustments and their entries, Preparation of final accounts, Advance practical problems on all aspects

Unit-IV
Accounting for depreciation (As per Accounting standard-6), Bank Reconciliation statement, Advance practical problems on all aspects

Unit-V
Accounting fit non-profit organizations, Introduction to accounting standards, Need, Benefits and limitations, General awareness about all. Accounting Standards

Suggested Readings:
4. Haneef, Mukherjee- Modern Accountancy (TMH)
MBA I 104- Marketing Management (Part I)

Unit I
Introduction, Definition, Core concept of marketing: Needs, Wants, Demands, Customer, Consumer, Markets and Marketers, Various concepts: Marketing, Selling, Production, Societal marketing

Unit II
Market Segmentation and its bases, Marketing environment, Factors affecting marketing environment, Marketing information system, Marketing research, Strategic marketing planning Market targeting, Product positioning, Product differentiation

Unit III
Marketing mix decisions, blew product development, Product mix, Branding and packaging decisions, Product life cycle

Unit IV
Pricing decisions, Pricing objectives, Policies methods of setting price, Pricing Strategies, Channels of distribution, Current trends in wholesaling-and-retailing, Retail distribution system in India, Promotion mix, Advertising, Sales promotion, Personal selling, Publicity and public relations, CRM, B2B, C2C, Direct selling, Internal marketing, Rural marketing

Suggested Readings:
2. Stanton William J - Fundamentals of Marketing (McCraw Hill)
MBA I 105 Indian Management, Values and Ethics

Unit I
Conceptual framework, Individual dimension: Management of body (Tai Sam I-1-1-11, Upalxvi-5, Mah Up lxv-4, Vaj Sam xxiv-55, TM Sam 1-8-15, Tai Sam v-7-9, Tai Sam vii-3-9, Tai Sam vi-1-1-1, Mah Up lxvi-2, Vaj Sam xxiv-2), Management of mind (Dhyana and Dharma: Mah Upa ix-1, Mah Upa xi-1, Kat Upa i-3-10, Kat Upa i-3-10, Tai Sam ii-5-2, Tai Upa i-4), Vital air (Tai Sam i-5-7, Pea Up iii-5 to iii-7, Tai Sam v-1-7, Tai Sam v-3-2, Brh Upa i-5-10, Mah Upa iv-1), Four-fold pursuit (Dharma: Cha Upa ii-23-1, Tai Upa i-11, Brh Upa ii-4-14, Brh Upa ii-5-11, Artha: Tai Upa iii-9, Kama: Mah Upa Ixi-1, Moksa), Three-fold qualities (Trigntia: Ahara and triguna, Yajna and triguna, Tapa and triguna, Dana and triguna, Jhana and triguna, Kriya and triguna, Buddy and triguna Sankalpa and triguna, Pratannata and triguna)

Unit II
Cosmic dimension. Primordial elements and their management (Priihvi,4-..iwilrac,---- Jola-Water, Teja-Fire, Tai Up ii-1, 13th Upa ii-5-10, Vaj Sam xxx vi-10, V Sam 39-6, Mah Up xxxix-1, Atv Sam xii-1-12, Tai Sani iv-7-15), Environment (Habitation, Afforestation and Non-pollution: Tai Sam vi-1-4, TM Sam v-2-8, Brh Upa v-5-1, Tai Sam vii-413)

Unit III
Relationship dimension: Sanskara- Ritttrls, Life-stages (Asrama: cha Upa iv-4-5, Tai Upa i-11, Ait Ara iii-1-6), Family (Tai Sam iv-5*10, Tara Sam 1-8-5), Customs and traditional festivals, Karma (Bharwadgita -Chapter III)

Unit IV
Spiritual dimension: Overview of atma (Tai Upa i-10, Kat Up 1-2-20, Man Ups vii), Food and soul (Mali Up. lxxix-15), Supreme soul and individual soul (Anna and Brahma: Muni Upa Man Upa vi, Consciousness, Mahavakya), Concept of sheaths (Annamaya kasa: Tai Upa iii-2, Pranamaya kosa: Tai Upa iii-3, Manomaya kosa: Tai Upa iii-4, Vijnanamaya kosa: Tai Upa iii-5, Anandmaya kosa: Tai Upa iii-6, Brh Upa iv-4-23, Brh Upa iv-4-24, Cha viii-7-1), Self-realization (Man Upa vii, Brh Upa ii-4-5, Brh Upa iv-4-20, Brh Upa iii-4-2, Kat Upa i-3-14 Is Upa vii Mun Upa ii-2-7)
Unit V
Good traits (At V Sam iii-8-5, Bhagwadgita xvii-3, Cha Upa ii-23-1, Cha Upa vii-194, Mah Upa lxxxix-4, Tai Sam i-3-8, Tai Sam i-3-14, Tai Sam i-6-8, Tai Upa i-11, Vaj Sam i-23, Vaj Sam viii-38, Vaj Sam viii-40, Vaj Sam xxxii-14), Personality and management (Triguna and traits), Wisdom (Cha Up vii-17, Tai Up 1-4), Peace, Excellence

Suggested Readings:
1. Altareya Aranyaka
2. Atharva Veda, Sinithita
3. Bhagwadgita
4. Brahaelarapyaka Upanisad
5. Chandogya Upanisad
6. Isavasva Upanisad
7. Katha Upanisad
8. Mahanarayana Upanisad
9. Mandukya Upanisad
10. Mundaka Upanisad
11. Prasna Upanisad
12. Rg Veda Samhita
13. Taittiriya Samhita
14. Taittiriya Upanisad
15. Vajasaneyi Madhyarndina Samhita
MBA I 106 Tally I

Unit 1
- Introduction - Salient Features of Tally, Technological Advantages.
- Getting Functional with Tally - Tally Start up, Mouse I Keyboard Conventions, Switching between Screen Areas, Quitting Tally
- Setting up of Company in Tally- Create a Company. Select a Company, Alter a Company, Shut a Company
- Practical work out

Unit 2
- Chart of Accounts - Pre-de-fined Groups of Accounts.
- Groups - Creating Single Group, Creating Multiple Groups, Displaying Group, Altering Group.
- Ledgers - Creating Single Ledger, Creating Multiple Ledgers, Displaying Ledger, Altering Ledger.
- Practical work out

Unit 3
- Stock Groups. - Creating Single Stock Group, Creating Multiple Stock Groups, Displaying Stock Groups, Altering Stock Groups
- Stock Categories - Creating Single stock Category, Creating Multiple Stock Categories, Displaying Stock Category, Altering Stock Category
- Units of Measure - Simple Units, Compound Units, Creating Simple Units, Creating Compound Units, Displaying Units of Measure, Deleting Units of Measure
- Godowns - Creating Single Godown, Creating Multiple Godowns, Displaying Godowns, Altering godowns
- Stick items - Creating Single Stock Item, Creating Multible Stock Items, Displaying Stock items, Altering Stock items
- Practical work out
Unit IV

- Voucher Types - Predefined Vouchers in Tally, Creating Voucher type, Displaying Voucher Type, Altering Voucher Types

- Accounting Vouchers - Contra Voucher (F4), Payment Voucher (F5), Receipt Voucher (176). Journal Voucher (F7), Purchase Voucher (F9). Sales Voucher (F8), Credit Note Voucher (Ctrl+F8), Debit Note Voucher (Ctrl+F9). Reversing Journal Voucher (F10), Memo Voucher (Ctrl+F10), Optional Vouchers, Post-Dated Vouchers

- Inventory Vouchers - Purchase Order, Sales Order, Rejections Out, Rejection In, Stock Journal, Delivery Note, Receipt Note, Physical Stock Voucher

- Practical work out

Unit V

- Financial Statements - Balance sheet, Profit & Loss A/c, Trial Balance, cash flow statement, fund flow statement
- Accounting Books & Reports - Cash Book, Bank-13 Microenance Register, sales Register, Journal Register, Debit Note Register, Credit Note Register, Day Book, Statistics
- Inventory Books & Reports - Stock Summary, Stock Item Summary, Stock Group Summary, Stock Transfer Register, Movement analysis, Physical Stock Register
- Exception Reports - Negative Stock, Negative Ledgers
- Practical work out
MBA I 107 Business Communication and Computer Skill

Unit I
Noun, Pronoun, Adverb, Adjectives, Tense (past, present, future), Framing sentences. Active and passive voice, Story writing, Story presentation

Unit II
Communication: Definition, process, Barriers, Listening skill: Types of listening; effective listening. Formal and grapevine communication

Unit III
Writing a letter, Business letters: Types, Business letters related to tenders, quotations, enquiry, order, sales, and complaints, internal Communication: Letters to staff, circulars, memos, notices, letters from top management: reminders and follow ups

Unit IV
Mass communication: Advertisement (direct, prim, electronic television, interact, social networking, websites), Publicity, press Releases, media mix, public relation

Unit V
Speech and presentations, business meetings, Telephonic conversation; interviews

Note: Students are required to prepare their self-prepared presentations.
MBA I 201 - Cost Accounting

Unit I

Unit II
Overhead Costing (Including Calculation of Machine [Jour Rate], Unit Costing, Preparation of Cost Sheet and Statement of Cost (Including Calculation of Tender Price)

Unit III
Contract and Job costing, Operating costing

Unit IV
Process Costing (Including Inter Process Profit and Reserve. Normal & Abnormal Loss, Abnormal Gain), Reconciliation of Cost and Financial Accounts

Unit V Marginal Costing- Profit-Volume Ratio, Break-Even Point, Margin of Safety, Application of Break-Even Analysis

Cost Audit- Meaning, Importance And Techniques of Cost Audit. Cost Audit Programme
MBA I 202 – Business Statistics

Unit I
Role of statistics
Applications of inferential statistics in managerial decision-making; Measures of central tendency: Mean, Median and Mode and their implications

Unit II
Measures of Dispersion
Range, Mean deviation, Standard deviation, Coefficient of Variation (C.V.), Skewness, Kurtosis.

Unit III
Time series analysis
Components of time series, Trend analysis: Least Square method - Linear and Non-Linear equations, Applications in business decision-making.

Unit IV
Correlation and regression
Correlation: Meaning, and types of correlation, Karl Pearson and Spearman rank correlation. Regression: Meaning, Regression equations and their application

Unit V
Estimation Theory and Hypothesis Testing
Sampling theory; Formulation of Hypotheses; Application of Z-test, t-test, F-test and Chi-Square test

Suggested Readings
MBA I 203 BUSINESS LAWS

Unit I
Contract Act, 1872

Unit II
Partnership Act, 1932
Definition of Partnership and its essentials, Rights and Duties of Partners: Types of Partners, Minor as a partner, Doctrine of Implied Authority, Registration of Firms, Dissolution of firms.

UNIT III
Negotiable Instrument Act, 1881
Definition and characteristics, Kinds of negotiable instruments, Promissory Note, Bill of Exchange and Cheques, Holder and Holder in due course, Negotiation, Presentment, Discharge from Liability, Noting and Protest, Presumption, Crossing of Cheques, Bouncing of Cheques.

Companies Act, 1956
Nature and Definition of a Company, Registration and Incorporation, Memorandum of Association, Articles of Association, Prospectus, Kinds of Companies, Directors: Their powers and duties, Meetings, Winding up.

Unit IV
Consumer Protection Act, 1956
Aims and Objects of the Act, Redressal Machinery under the act, Procedure for complaints under the act, Remedies, Appeals, Enforcement of orders and Penalties.

Unit V
The Information Technology Act, 2000

Suggested Readings
4. Relevant Acts
MBA I 204 - ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT

Unit I
Evolution and concept of entrepreneurship, Concept of entrepreneur, Characteristics of successful entrepreneurs Need of entrepreneurship development, Entrepreneurship, Innovation, Invention, Creativity, Business idea, Opportunities through change, Entrepreneurship as a career

Unit II
Theories of Entrepreneurship:- Innovation Theory by Schumpeter & Imitating,, Theory of High Achievement by McClelland

Unit III
Entrepreneurial traits, External influences on entrepreneurship development: Socio-cultural, Political, Economic, Personal, Entrepreneurial success and failure: Reasons and remedies, Scope of small business activities; Place in national economy; Institutional support programmes; Role and functions of major support institutions such as SIB, CSIO, SSSD, SISIs, etc Women Entrepreneurs: Challenges to woman entrepreneurs, Achievements of woman entrepreneurs, Role models of woman entrepreneurs.

Unit IV
Evaluation of entrepreneurship development; Development of support system, Need of license, Capital issues and legal environment of business, Creating entrepreneurial venture -Entrepreneurship development cycle. The business plan as an entrepreneurial tool. Elements of Business Plan, Objectives, Market analysis, Development of product / idea, Marketing, Finance, Organization & Management, Ownership, Critical risk contingencies of the proposal, Scheduling and milestones, Project management -Technical, Financial, Marketing personnel and management feasibility reports, Financial schemes offered by various financial institutions like -Commercial Banks, IDBI, ICICI SIDBI, SFCs, Venture capital funding, Angle capitalist

Unit V
Role of Central Government and State Government in promoting entrepreneurship with various incentives, subsidies, grants etc. - with special reference to 'Export oriented unites'

Role of the following agencies in the entrepreneurship development

1. DIC - District Industrial Center, 2. SISI Small Industries Services Institute, 3. EDI - Entrepreneurship Development Institute of India, 4. NIESBUD - National Institute of Entrepreneurship and Small Business Development 5. NEDB National Entrepreneurship Development Board

Suggested Readings
1. Dynamics of Entrepreneurship Development - Vasant Desai,
2. Entrepreneurship: New Venture Creation - David H. Holt,
3. Entrepreneurship Development New Venture Creation - Satish Taneja, S.L. Gupta,
4. Project management - K. Nagarajan,
5. Entrepreneurship: Strategies and Resources - Marc J. Dollinger,
MBA I 205 Indian Management, Values and Ethics

Unit I
Conceptual framework, Individual dimension: Management of body (Tai Sam i-1-10, Mah Upa lxvi-5, Mah Upa lxv-4, Vaj Sam xxxiv-55, Tai Sam 1-8-15, Tai Sam v-7-9, Tai Sam vii-3-9, Tai Sam vi-1-1, Mah Upa lxvi-2, Vaj Sam xxxvi-2), Management of mind (Dhyana and Dharna: a: Mah Upa ix-1, Mah Upa xi-1, Kat Upa i-3-10, Kat Upa 1-3-10, Tai Upa ii-5-2, Tai Upa 1-4), Vital air (Tai Sam 1-5-7, Pra Upa iii-5 to Tai Sam v-1-7, Tai Sam v-3-2, Brh Upa i-5-10, Mah Upa ixv-1), Four-fold pursuit (Dharma Cha Upa ii-23-1, Tai Upa i-11, Brh Upa i-4-14, Brh Upa ii-5-11, Artha: Tai Upa iii-9, Kama: Mah Upa lxvi-1, MoksE a), Three-fold qualities (Trigun. a: I: hara and trigun-a, Yadira and trigun, Tapa and trigun7a, Dana and trigun" a, Jfiana and trigun a, Kriya and trigurifia, Buddhi and trigun'a, Sa kalpa and trigun a)

Unit II
Cosmic dimension: Primordial elements and their management (Preithvi-Earth, kasa-Space, Jala-Water, Teja-Fire, Vayu-Air: Tai Upa ii-1, Brh Upa ii-5-10, Vaj Sam xxx vi-1 0, R g V Sam viii-39-6, Mah Upa xxix-1, Atv Sam xii-l-142, Tai Sam iv-7-15). Environment (Habitation, Afforestation and Non-pollution: Tai Sam vi-1-4, Tai Sam v-2-8, Brh Upa v-5-1, Tai Sam vii-4-13)

Unit III
Relationship dimension: Sanskara: Rituals, Life stages (1Arama: Cha Upa iv-4-5, Tai Upa I I, AitAra iii-1-6 ), Family (Tai Sam iv-5-10, Tam Sam i-8-5), Customs and traditional festivals, Karma (Bhagwadgita-Chapter III)

Unit IV
Spiritual dimension: Overview of atma (Tai Upa i-10, Kat Upa 1-2-20, Man Upa vii), Food and soul (Mah Upa lxxix-15), Supreme soul and individual soul (El tma and Brahma: Mund Upa Man Upa vi, Consciousness, Mahavakya), Concept of sheaths (AnnamayakoSa: Tai Upa Praramayaka: Tai Upa Manomayaknga: Tai Upa VijnanamayakcAa: Tai Upa iii-5 7nandmayakoa: Tai Upa Brh Upa iv-4-23, Brh Upa iv-4-24, Cha Self realization (Man Upa vii, Brh Upa ii-4-5, Brh Upa iv-4-20, Brh Upa iii-4-2, Kat Upa i-3-14, Isa Upa vii, Mun Upa ii-2-7)

Unit V
Unit I: Technological Advantages of Tally
- Tally Vault - Using Tally Vault Feature
- Security Controls - Activate Security Control, Create Security levels, Users and Passwords, Altering and Displaying a User/Type of Security, Loading Company with a User name
- Tally Audit - Using Tally Audit Feature
- Backup and Restore - Backup, Auto Backup, Restore
- Split Company Data
- Export and Import of Data - Export of Data, Exporting of Data Ihr Re-Import into another company, Import of Data, Export to Excel
- ODBC Connectivity
- Web Enabled, Print Preview and Online Help - Web Enabled, Internet Publishing, Upload, Mass Mailing, Print Preview, Local / Online Help
- Printing Reports - Display &Print, Multi — Account Printing, Type of Print Configuration, Print Format
- Practical work out

Unit II: Advanced Accounting in Tally
- Cost Centers and Cost Categories - Activating Cost Category and Cost Centre, Creating Cost Categories, Creating Cost Centers, Applying Cost Centers to Ledger accounts, View Cost Centre Reports
- Voucher Classes - Creating a Voucher Class, Invoice Entry using Voucher Class, Payment Entry using Voucher Class, Stock Journal using Voucher Class
- Multiple Currencies - Creating Foreign Currencies, Altering Currencies, Deleting Currencies, Voucher Entry using Foreign Currency, Displaying Forex Gain/Loss, Adjusting Forex Gain/Loss, Practice Exercises
- Interest Calculations - Interest Calculation in Simple Mode, Calculating Interest in
- Advanced Mode, Practice Exercises
• Budget & Controls - Activating Budgets, Creating a Budget, Displaying Budgets and Variances, Altering a Budget, Deleting a Budget, Practice Exercises
• Scenario Management - Reversing Journals, Memorandum Vouchers, Optional
• Vouchers, Activating Scenarios, Creating a Scenario, Altering a Scenario, Deleting a Scenario
• Banking - Multiple Instrument Support & Tracking, Cheque Printing, Cheque Printing, Bank Reconciliation Statement, Deposit Slip. Payment Advice
• Practical work out

Unit III Advanced Inventory in Tally
• Order Processing - Purchase Order Processing, Altering a Purchase Order, Sales Order processing, altering a Sales Order. Display Order Position., Display Columnar Orders Stock Details, Adjusting Orders
• Reorder Levels - Defining Recorder Levels. Display Recorder Status. Practice Exercises
• Tracking Numbers - Using Tracking Numbers, Display Purchase Bills Pending
• Batch -wise Details - Activating Batch-wise Details, Using Batch-wise Details in Purchase Invoice, Using Batch-wise Details in Sales Invoice
• Additional Cost Details - Activating Additional Cost Details, Creating Purchase Voucher with Additional Cost Details, Creating Purchase Invoice with Additional Cost Details, Appropriate Additional Costs, Additional Costs incurred after Purchase, Practice Exercises
• Bill of Materials (BOM) - Creating Bill of Materials, Creating a Manufacturing Journal, Using Bill of Materials, Practice Exercises
• Price Levels and Price Lists - Activating Price Lists and Defining Price Levels, Using Price Lists
• Stock Valuation - Stock Valuation Methods, Display Stock Summary
• Zero Valued Entries - Creating Zero Valued Entries
• Inventory Ageing Analysis -View Inventory Ageing Report
• Different Actual and Billed Quantities - Using Different Actual and Billed Quantities
• Practical work out
Unit IV: Job Costing
- Configuring Job Costing in Tally - Company Setup, Enabling Job Costing in Tally
- Creating Masters for Job Costing - Creating Jobs as Job Cost Centers, Creating Ledgers, Creating Godowns dedicated to jobs, Creating Units of Measure, Creating Stock Items. Creating Voucher Type with Voucher Class
- Job Costing Reports - Job Work Analysis Report, Material Consumption Summary, Godown Summary, Comparative Job Work Analysis
- Practical work out

Unit V: Job Order Processing
- Features of Job Order Processing in Tally
- Configuring Job Order Processing Tally - Company Setup, Enabling Job Order Processing, Voucher Type Setup
- Job Order Processing - Job Work Out Order, Job Work In Order
- Job Order Reports - Job Work Out Reports, Job Work in Reports
- Practical work out
MBA I 207 Project Management

Unit I Basic Concept
Concept of a project, Categories of project, Project development cycle.
Concept of project management, Tools and techniques of project management

Unit II Project Formulation

Unit III Process of Project Appraisal

Unit IV Implementation
Project scheduling, Network techniques or resource and cost budgeting and scheduling, Project management teams and coordination.

Unit V Monitoring and Control of Projects
Monitoring and post implementation, Evaluation of the project, Project financing.
Institutions will have to either coordinate with MSME or any supporting institution for training the students for a particular entrepreneurial sector. This will enable the student to develop oneself in desired field of one's interest and will give practical exposure related to specific sector.
MBA 1301 Company Law

Unit I

Unit II

Unit III

Unit IV
Definition of Prospectus, Legal Rules Relating to the Issue of Prospectus. Share and Share Capital, Borrowing Powers
MBA I 302 Organizational Behaviour

Unit I

The emergence of organizational behavior, Nature. Foundations and Determinants of organizational behavior, Model of organizational behaviour, Challenges and Opportunities for Organizational behavior. Modern perspective on organizational Behaviour.

Unit II


Unit III

Dynamics of formal and informal work groups, Theories of group, Comparative study of formal and informal organization and functions of group Leadership and its theories. Leadership styles, Likert's management systems and choice of a leadership style.

Unit IV

MBA I 303 Higher Accounting

Unit I
Concept of Partnership, Partnership Deed, Preparation of capital Account: Past Adjustment, Goodwill, Changes in Profit. Sharing Ratio Admission of Partner, Retirement of Partner, Death of Partner

Unit II
Amalgamation of Partnership Firms. Dissolution of Partnership Firms. Sale of Firm

Unit III
Accounts of Hire Purchase and Installment System, Investment Accounting. Accounting for Insurance Companies and Accounting for Banks. Accounting Policies for Banking Sector

Unit IV
Double Account System, (Including Accounts of Electricity Companies). Hotel Company's Accounts
MBA I 304 Research Methodology

UNIT I

Concept of Research & its Application in Various Functions of Management, Types of Research, Types of Business Problem Encountered by the Researcher. Problem & Precaution of Researchers


Unit II

Concept of Sample. Sample Size and Sampling Procedure, Various Types of Sampling Technique, Determination and Selection of Sample Member

Primary and Secondary, Various Method of Collection and Data. Preparation of Questionnaire and Schedule, Types of Questions. Sequencing of Questions, Check Questions, Length of Questionnaire. Precaution in Prepartion Questionnaire and Collection of Data

Unit III

Coding, Editing. Tabulation of Data, Various Kinds of Charts Arid Diagram Used in Data Analysis: Bar, Pie Daigram and their Significance, Use of SPSS in Data Analysis, Application and Analysis of Variance(Anova), Measurement and Central Tendency, Measure of Dispersion and their Advantages

Unit IV

अध्याय - 1
भारतीय संस्कृति स्वरूप एवं विशे गायें
संस्कृति, सम्पत्ति, भारतीय संस्कृति की विशे लाए
पुरू गार्थ
धर्म, अर्थ, काम, मौक्ष
भारतीय प्राचीन शिक्षा प्रणाली
वैदिककाल, सामाजिक एवं महामार्ग काल, बौद्धकाल - मौर्य एवं शककाल प्राचीनकाल के कल्पित प्रमुख विश्वविद्यालय तत्कालीन, नालद, विक्रमविलिंग, वायाणसी— वल्मी उड्डयनपुर, काशमीर, प्राचीन भारत में रत्री— शिक्षा, गुरुशिक्षा
अध्याय -2
संस्कार
संस्कार, सामाजिक, पुरस्कार, सीमांतोन्यन्यन— जातकर्म, नामकरण— न मरण अनन्त प्रशान आदर्शकरण कर्मवेद उपनिवेद वेदांत— समावर्तन विवाह, विवाह के प्रणेत (को की दुरा ट रो) अनुवाद, प्रतिलोम, विवाह के 8 प्रकार (विधि अध्यय निर्णय की दुरा ट रो) विवाह का प्रणेत (चयन कीडूरी ट से स्वयंवर) विवाह का प्रणेत (नियोग)
वामप्रथ— संन्यास अन्यैति ट
अध्याय -3
सामाजिक जीवन
भोजन, गृह वर्तम, आर्थ, रण, प्रसाधन मनाविनोद के साधन—प्राचीन भारत में स्त्रियों
की स्थिति की स्थिति
अध्याय -4
राजनीतिक जीवन
गृह—ग्राम, विश—जन रा ट्र समिति, सभा, सजा प्राचीन भारत की गांव प्रणालियों, राज्य के अंग, मत्रिकहंड, गांवन्यथा राज्यन्त्र—राज्यन्त्र या गणन्त्र, गणराज्य, ज्ञान तथा तंत्र व्यवस्था: प्राचीन भारत की सीमावस्था
अध्याय - 5
भारतीय संस्कृति में गृह तथापि विदेशों का परिष्कृत तथा उसका विदेशों में प्रचार
भारतीय संस्कृति का अन्य विदेशी संस्कृतियों से संबंध भारतीय संस्कृति पर विदेशों
में प्रचार का प्रसार, भारतीय संस्कृति का विदेशों में प्रचार का प्रसार
क्रीडा तथा मनोरंजन
क्रीडा उस्तव कायम— विनोद लकित कलाये
MBA 1401 Industrial Marketing

UNIT I
Nature of Industrial Marketing

Concept of Industrial marketing, Nature of industrial marketing. Industrial v/s Consumer marketing Industrial marketing environment. Levels of industrial marketing environment. Government influence on industrial marketing environment. The Reseller's market.

Unit II
Organizational Buying Behavior

Industrial customer and its characteristics, Classification of industrial product Organizational buying activities and buying process, Industrial market segmentation. Basis for segmentation Macro and Micro variables, Largest marketing and product positioning.

Unit III
Strategic Planning and Marketing Research

Strategic planning in industrial marketing. The strategic planning processor of industrial marketing. Role of marketing research and Difference between industrial marketing research and consumer research. Process of industrial marketing research.

Unit IV
Product and Price Management


Unit V
Promotion and Distribution Management

Advertising in industrial market, Industrial advertising media. Sales, promotion and publicity in industrial market. Industrial sales force selecting, permuting, training, development, motivating and directing. Need of distributor and choosing the right distributor, Physical distribution and marketing strategy.
MBA I 402 Rural and Agricultural Marketing

UNIT I
Rural Marketing

Image of Indian rural marketing and Approach to rural markets of India. Rural consumer and demand dimensions and Market segmentations. Channels of distribution and physical distribution, Product management Marketing communication and sales force tasks.

Unit II
Agriculture Marketing

Concept Nature, Scope and Subject matter, Classification of agricultural products and their difference with manufactured goods. Agriculture market Meaning Components Dimensions and Classification Market structure Dynamics of market structure. Components of market structure and Market forces

Unit III
Marketing Management and Channel Strategy


Unit IV
Regulated Market in India


Unit V
Marketing of Farm Products

Packaging Packing and Packaging, Packing material,

Transportation – Advantages, Means of transport and transportation cost, Grading and Standardization Meaning, Type, Criteria, Labeling and Specification Storage Warehousing Processing and Selling.
UNIT I

Basic concepts of Income, Agriculture income, Assessee Previous year Assessment year, Residence and Tax liability, Exempted incomes, Income from salaries.

Unit II

Income from house property Profits and pains of business on profession

Unit III

Capital gains, Income from other sources. Set off and carry forward of losses Clubbing of Income

Unit IV

Deduction from gross total income available to all types of assessee, Rebates and relief from tax liability Assessment Indus duals.

Unit V

Computation of tax liability of individuals, Procedure of assessment Income-tax authorities.
MBA I 404 Services Marketing

UNIT I
Foundation of Services Marketing

Concept of service: Salient features of marketing services, Concept and significance of services marketing, Marketing information system, Emerging key services.

Unit II
Bank Marketing

Concept of Bank Marketing Justifications for marketing the banking services, Factors influencing the behavioral profile of users, Marketing information system for banks, Significance of MIS to the banking organizations, Market segmentation and Marketing mix for banking services, Bank marketing in the Indian perspective.

Unit III
Insurance Marketing

Concept of insurance marketing, Users of insurance services, Market segmentation in the insurance organizations, Marketing information system for insurance organizations, Insurance product Insurance marking in the India Environment.

Unit IV
Consultancy Marketing

Concept and Users of consultancy marketing, Market segmentation for consultancy organizations, Marketing information system for the consultancy organizations, Marketing mix for the consultancy organizations, Study of India consultancy organizations.

Unit V
Personal Care Marketing

Concept and Users of personal care marketing, Marketing segmentation and Market mix for personal care organizations, Personal care marketing in the Indian perspective
Faculty members of concerned course are required to teach first four chapters of Chanakyaeneeti
MBA I 406 Industrial Tour (Report)

Students are required to prepare a report of the visit. Institution will have to conduct the visit to business firm(s) enterprises manufacturing units etc.
MBA I 407 Event Management

Students will have to organize an event (like Trade Fair, Sales Carnival, Exhibition etc in campus with the help of institution) and will have to attach photographs and CD of video of the event with the project report.
MBA I 501 Managerial Economics

Unit I: **Nature and Scope of Managerial Economics:**

Unit II: **Analysis of Individual Demand**

Unit III: **Theory of Production**
Basic concepts of production. Laws of production. Laws of returns to scale, Laws of returns to scale through production function. Optional input combination.

Unit IV: **Market Demand and Demand Elasticity**

Unit V: **Demand Forecasting**
Meaning of demand forecasting, Techniques of forecasting demand Survey and Statistical methods.
MBA I 502 Human Resource Management

Unit I: Introduction

Concept, Importance, Nature and Scope of human resource management, Objectives of HRM. Functions of HRM. Activities of H.RM. Managerial skills and Roles, Organisation and Responsibilities.

Unit II: Evolution and Environment:

Evolution of human resource management, Theories of HRM. Influence of scientific management on HRM, Influence of labour movement on HRM and Influence of Government regulations on HRM.

Unit III: Recruitment and Selection:

Recruitment policy, Sources of recruitment. Methods of recruitment and Effectiveness recruitment programme.

Selection — Policy and Process. Selection tests and Interview.

Unit IV: Promotion and Transfer:

Concept of promotion. Promotion policy, Promotion plans, Promotion programmes and Problems in promotion.

Transfer- Meaning, Objectives. Types, Policy and Programmes

Unit V: Concept of placement. Factors of demotion. Demotion policy, Types of separation and Career planning.
MBA I 503 Business Taxation

Unit I - Assessment of Firms:

Computation of income of the firm, Computation of tax, Association of persons or Body of individuals

Unit II - Assessment of HUF:

Concept of Hindu coparcenaries, Difference between a Hindu undivided family and a firm, Assessment of HUF, Partition of the Hindu undivided family. Incomes which are not treated as family income.

Unit III - Assessment of Companies:

Types of companies, Amalgamation of companies and its tax implications. Minimum Alternative Tax (MAT) on certain companies. Computation of total income and Tax liabilities.

Unit IV - Tax Payment:

Return of income and assessment, Penalties and Prosecutions, Appeals and Revisions. Tax deduction and collection at source. Advance payment of tax and Refund of tax.

Unit V - Special Tax Provisions:

Tax provisions relating to fret trade zones. Infrastructure sector and backward areas. Tax incentives for exporters and Tax planning
MBA I 504 Consumer Behaviour

Unit I - Introduction:
Meaning and Significance of consumer behaviour, Determinants of consumer behaviour. Consumer behaviour Vs. buyers behaviour. Consumer buying process and Consumer movements in India.

Unit II - Organisational Bovine Behaviour and Consumer Research:

Unit III - Consumer Needs and Motivations:
Meaning of motivation, Needs and Goals. Dynamic nature of consumer motivation, Types and systems of consumer needs, measurement of motives and Development of motivational research.

Unit IV - Personality and Consumer Behaviour:
Concept of personality. Theories of personality, Personality and understanding consumer diversity, Self and self-images.

Unit V - Social Class and Consumer Behaviour:
Meaning of social class. Measurement of social class, Lifestyle profiles of the social class. Social-class mobility, Affluent and Non-affluent consumer. Selected consumer behaviour applications of social class.
MBA I 506 Industrial Laws

Unit I - Working Conditions:


Unit II - Working Conditions (Contd.):


Unit III - Industrial Relations:

The Industrial Dispute Act, 1947-Concept of industrial disputes. Settlement of industrial disputes, Procedure, Power and Duties of authorities, Strikes and Lockouts, Retrenchment and log-off.

Unit IV - Industrial Relations (Contd.):

The trade Union Act, 1926 - Definition of a trade union, Registration of trade unions, Regulation, Penalties and Other provision.

Unit V - Wages Administration:

The Payment of Wages Act, 1936
The Minimum Wages Act, 1948

Students are required to prepare presentation on the related topic(s) as assigned by concerned course instructor. Students are required to give open presentation. Marks of Internals are to be given on the basis of open presentation and class performance of student. External examination will be based on presentation and viva voce.
Students are required to make a project on any business of their choice. As far as feasibility is concerned, the project should elaborate the formulation, appraisal and sanction stages, involving the identification of investment options by the enterprise.

The guidelines are summarized as under:

1. General information: Priority of particular trade/business, allocation of investment of funds, choice of techniques etc.
2. Preliminary analysis of alternatives: Gap between demand and supply for the output which are to be produced, data on the capacity to be produced at the time report is prepared, letters of intents/licenses to be issued/have been issued, technical feasibility. location of project, profitability of different options, foreign exchange transactions (if required) rate of return on investment (to be calculated), alternative cost calculation.
3. Project description: The report should contain a list of the operational requirements of plant. Requirement of resources like power and water, requirement of personnel. Transport costs. and activity wise phasing of construction/production/etc. and factors affecting it.
4. Marketing plan: Data on plan, demand and supply, selected markets, price sensitivity, past trends in prices etc.
5. Capital requirement and costs: Information on all items of costs should be carefully collected and presented.
6. Operating requirements and costs: Costs related to raw materials and intermediaries, fuel, utilities, labour. Repair and maintenance, selling and other expenses.
7. Financial analysis: It relates to financial viability of the project. A proforma balance sheet for the project data should be presented, depreciation, provision for clearance of foreign exchange requirement, feasibility report related to income tax. rebates for priority industries, incentives for backward areas, accelerated depreciation etc. including sensitivity analysis.
8. Economic analysis: Data related to costs and returns including indirect costs and benefits.
9. Miscellaneous aspects

An illustrative implementation schedule related to following heads should be attached:

a. Formulation of project report
b. Application for term loan
c. Term loan sanction
d. Possession of land
e. Construction of building/hiring of premises
f. Getting power and water
g. Placing orders for machinery
h. Receipt and installation of machinery
i. Manpower recruitment
j. Trail production/marketing/services
k. Commencement of production/marketing/services
MBA I 601 Business Policy

Unit I  Business Policy - An Introduction:
Nature. Importance, Purpose and Objectives of business policy, Various terms in business policy, Levels of strategy.

Unit II  An Overview of Strategic Management:
Nature of strategic decision making, Patterns of strategic behavior, Process of strategic management.

Unit III  Strategy Formulation:
Environmental Appraisal - Components, Environmental scanning, Environmental appraisal.
Strategic Alternatives, Strategic Choice and SWOT Analysis.

Unit IV  Strategy Implementation:
Project and procedural implementation.
Structural Implementation - Structural considerations, structures. Organization design and change.
Functional Implementation - Financial Marketing; Operations / Personnel plans and Policy.

Unit V  Strategy Evaluation:
Strategic Control - Basic types of control. Operational Control - Process of evaluation. Techniques of evaluation and control. Role of Organization system
MBA 1602 Operations Research

Unit I Introduction:
Nature, Scope and Role of operations research, Models in operations research. Phases of operations research. Techniques of operations research, Application of operations research techniques, Significance and Limitations of operations research.

Unit II Linear Programming:

Unit III Transportation Problems:

Unit IV Decision Theory:
Introduction and Structure of decision making problems, Types of decision making criteria, Decision making under certainty. Decision making under risk. Expected monetary value, Expected opportunity loss, Decision making under uncertainty, Maximin, Maximax, Minima; retreat criterion.

Unit V Statistical Quality Control
MBA I 603 Management of Financial Institutions

Unit I Working of Financial institutions:
Financial assistance of institutions, Financing policies and Norms of institutions promotional activities.

Unit II Major Financial Institutions:
IFCI - Industrial Finance Corporation of India
IDBI - Industrial Development Bank of India
ICICI - Industrial Credit and Investment Corporation of India
UTI - Unit Trust of India

Unit III Banking Institutions:
Co-operative Banks: Features, Types, Structure and Growth.

Unit IV Non-Banking Financial Intermediaries:
HUDC: Housing and Urban Development Corporation.
SHFSs: State Housing Finance Societies.
HDFC: Housing Development Financing Corporation.
Investment Companies and Merchant Bank

Unit V Insurance Companies:
Nature of insurance company, Life insurance corporation.
LIC: Organization, Types and Structure of insurance plans, Investment pattern and policy.
GIC: General insurance corporation: Organization, Types and Structure of business.
MBA I 604 Social Security and Welfare

Unit I Social Security:
Definition. Components. Evolution and International standard of social security. Social security in India. Drawbacks of our social security schemes and Major recommendations of the second NCL on social security.

Unit II Wages and Salaries:

Unit III Labour Welfare
Concept, Classification and Significance of labour welfare, Principles of labour welfare, Evaluation and growth of labour welfare measures in India. Labour welfare schemes and constitutional provisions regarding labour welfare.

Unit IV Collective Bargaining:

Unit V Workers Participation:
Faculty members of concerned course are required to teach contents of Chanakya Arthashastra.
MBA I 606 Advertising Management

Unit I  Introduction:
Concept, Scope, Objectives and Functions of advertising. Role of advertising in marketing mix and the advertising process. Legal ethical and social aspect of advertising.

Unit II  Pre-Launch Advertising Decision:

Unit III  Promotional Management:
Advertising department, Role advertising agencies and their selection, Advertising budget, Evaluation and Advertising effectiveness.

Unit IV  Personal Selling
Meaning and Importance of personal selling. Difference between personal selling, Advertising and sales promotion. Methods and procedure of personal selling.

Unit V  Sales Management:
Concept of sales management. Objectives and Functions of sales management. Sales organization, Management of sales force and Sales Cm objective. Sales from recruitment, selection, training, compensation and evaluation.

Students are required to prepare the advertisement plan and prepare presentations.
Training related to activities of trade should be in any firm/business unit. Students will be required to prepare report, give the presentation and appear for viva voce.
MBA (Integrated) 7TH SEMESTER SCHEME

The students will undergo 4 months industrial training under the guidance of one industry guide and one guide from Institute in which students are pursuing their MBA (Integrated) Program. The students will prepare project report based on the work carried out by them during the industrial training period.

**Project Report Evaluation – Marks Distribution**

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Total Marks: 800

**NOTE:**

External Evaluator will be appointed by the Examination Department of University.
UNIT-I


UNIT-II


UNIT-III


UNIT-IV


UNIT-V

UNIT - I

Historical background, Definition of production and operations management, Production cycle, Types of production systems, Responsibilities of operations manager, New product development, Product design, Facility location planning, Factors influencing plant location, Location techniques.

UNIT - II

Layout planning, Objectives of good layout, Factors effecting layout, Types of layout, Demand forecasting, Qualitative and quantitative methods of demand forecasting, Exponential smoothening, Measurement and control of forecasting errors, Tracking signal.

UNIT-III

Measuring productivity, Factors effecting productivity, Productivity improving approaches, Work study, Objectives and importance of work study, Steps in method study, Techniques of work measurement, Time study and Work sampling.

UNIT – IV

Production planning and control, Aggregate planning strategies, Routing decisions, Line of balance, Master scheduling, Scheduling types, Job sequencing, just in time (JIT) manufacturing system.

UNIT-V

Inventory management, Objectives, Factors, Process, Inventory control techniques, ABC, VED, EQC, SED, FSN analysis, Quality management, Basic concepts of quality, Dimensions of quality, Juran’s quality trilogy, PDCA cycle, Quality circle, Total productive maintenance, Six sigma.
UNIT-I
HRD Concept & Definition, Goals of HRD, Importance of HRD, History of HRD in India, HRD Departments and their Tasks, Qualities of HRD Professionals, Present Status of HRD in India.

UNIT-II

UNIT-III
Organisational Culture and Climate: Meaning and type of Organisational culture and climate; Role of HRD in promoting a development oriented Culture and climate in the Organisations.

UNIT-IV
Performance Management System: Potential Appraisal, Performance appraisal including 360 degree, Assessment Center, MBO
Human Resource Accounting: Concept and Methods.

UNIT-V
Organizational Development: Concept & Interventions.
Recent Trends in HRD: Training for trainers and HRD professionals, Career Planning & Succession Planning.
UNIT – I: Overview of Banking System and Regulatory Framework
Banker - Customer Relations: The legal relationship between the Banker and Customer, the Multifarious Transactions between them and the Rights and Duties of the Parties springing out of such relationship Nature of Banking Business Legal Nature of Banker-Customer Relationship and their Mutual Rights and Duties Special Categories of Customers, such as Corporations, Partnership Firms, Hindu Joint Families, Unincorporated Bodies, Trusts, Joint Account Holders, Minors.

UNIT–II: Electronic Banking and Risk Management in Banks
IT in Banking: An Introduction. IT Applications in Banking- Computer-Based Information Systems for Banking; Electronic Banking; Electronic Fund Management, Enabling Technologies of Modern Banking- Electronic Commerce and Banking; Supply Chain Management; Customer Relationship Management; Integrated Communication Networks for Banks Security and Control Systems - Cybercrimes and fraud management.
Risk Management in Banks: An Overview, Credit Risk Management, Liquidity and Market Risk Management, Operational Risk Management, Special Issues- Risk Management Organisation; Reporting of Banking Risk;

UNIT – III: Overview of Insurance Sector

UNIT –IV: Insurance Business and Risk Management
Risk management system in insurance sector: Key risks control programs, types of risk, ERM.
Reinsurance business in India: nature and functions of reinsurance, Preparation of insurance documents and policy conditions, Distribution channels in Insurance Business. Premium and Bonus.

UNIT–V: Banking and Insurance Legislation in India
Ethics and Corporate Governance in Banking and Insurance Sector: Ethics and Business, Corporate Governance, Corporate Social Responsibility.
Unit I


Unit II

Analysis of risk & return, types of risk, Valuation - bond and fixed income instruments valuation - bond pricing theorems, duration of bond and immunisation of interest risk, term structure of interest rate, determination of yield curves, Capital allocation between risky & risk free assets - Utility analysis

Unit III


Unit IV


Unit V


MBA I 805 - INVESTMENT MANAGEMENT
MBA 806 - Retailing and E-commerce

UNIT - I: An Overview of Strategic Retail Management
An Introduction to Retailing, Building and Sustaining Relationships in Retailing, Strategic Planning in Retailing; Situation Analysis: Retail Institutions by Ownership, Retail Institutions by Store-Based Strategy Mix, Web, Nonstore-Based, and Other Forms of Nontraditional Retailing

UNIT - II: Targeting Customers and Gathering Information
Identifying and Understanding Consumers, Information Gathering and Processing in Retailing; Choosing a Store Location: Trading-Area Analysis, Site Selection

UNIT - III: Managing a Retail Business
Retail Organization and Human Resource Management, Operations Management: Financial Dimensions, Operational Dimensions; Career opportunities in Retailing

UNIT - IV Overview of E-Commerce

UNIT - V Directing and Controlling
E-Commerce models, Consumer oriented E-Commerce applications – Mercantile process models; Electronic Payment Systems, E-Commerce and modern businesses, E-Commerce Catalog Development, Processing Orders in E-Commerce, Security concerns on Internet.
MBAI 807 - DBMS USING MS-ACCESS

Project activity will be done using the following approach –

1. General idea of a database
2. Planning a new database
3. Creating a database
4. Adding records to a new or existing database
5. View the data in a database
6. Creating forms
7. Managing multiple forms
8. Searching and querying a database
9. Sorting records
10. Creating reports
11. Improving the reports (making changes)
12. Printing reports

At the end student will prepare a project on any database system using MS-Access.
MBAI 808 - Export Management and Documentation

COURSE OBJECTIVES: The subject will help to develop understanding towards

1. Setting up of an export unit
2. Benefits/subsidies provided by the government in the establishment of Export firm
3. Need and role of Documentation and their Classification
4. Processing an Export Order
5. Know what are the benefits of Incoterms
6. Identify various methods of payments used in international business
MBA I 901 - Management Information System

UNIT-I

UNIT-II

UNIT-III

UNIT-IV

UNIT V
Strategic MIS Characteristics of Strategic MIS, Strategic Planning for MIS, Development of SMIS, MIS Strategy and Implementation of SMIS. Applications of MIS in functional areas as well as in the service sector should be covered with the help of minimum 3 case studies. Emphasis should be given on management oriented problems and cases as compared to technical problems expected from computer science/computer management students.
MBA I 902 - TOTAL QUALITY MANAGEMENT

Unit – 1 Principles of Quality Management

Unit – 2 Total Quality Management
TQM and evolution of TQM, TQM models, Human and system components, Continuous improvement strategies, Deming wheel, Customer concept, Customer satisfaction index, Quality circle, 5s principle, Top management commitment and involvement.

Unit – 3 Quality Management Tools for Business Applications
Principle and applications of quality function deployment, Failure mode and effect analysis, Taguchi techniques, Seven old QC tools and seven new management tools, Statistical quality control techniques, Mistake proofing, Capability analysis, reliability prediction analysis, Total productive maintenance.

Unit - 4 Quality Imperatives for Business Improvement
Leadership for quality management, Quality planning, Designing for quality and manufacturing for quality, Malcolm Baldrige National Quality award, Rajeev Gandhi national quality award, Quality assurance and ISO 9000, QS 9000 and ISO 14000 certification.

Unit- 5 TQM Implementation Strategies
Organizational structure and mindset of individuals, Motivation aspects of TQM, change management strategies, Training for TQM, TQM road map, Quality improvement index, Bench marking, Contemporary issues in quality, JIT, Six sigma.
MBA 903 - Strategic Financial Management

UNIT - I: Strategic Financial Management


UNIT –II: Expansion & Corporate Restructuring


UNIT–III: Dividend Policy & Share Valuation

Walter model, Gordon model, The Bird in the hand model, MM hypothesis, Bonus shares & stock splits, Risk Analysis – Measure of risk, Sensitivity analysis, Simulation analysis, Selection of a project, Risk analysis in project.

UNIT – IV: Financial Engineering & Ethical Aspects


UNIT–V: Case studies related to entire syllabus
MBA 904 - INTERNATIONAL FINANCE

Unit I

Unit II
Exchange Rate Determination: Exchange rate movements, factors that influence exchange rates, Government influence on exchange rates, movements in cross exchange rates, concepts of international arbitrage, interest rate parity, and purchasing power parity and the International Fisher effect.

Unit III

Unit IV
International Financial Market: basic concepts and feature of international market, International Sources of Finance, International Bonds and Process of Issue of GDRs and ADRs. Foreign Trade Finance, concepts of financing exports and financing imports and documentary collections, factoring, forfeiting and countertrade,

Unit V
MBA I 905 - STRATEGIC HUMAN RESOURCE MANAGEMENT

UNIT-I

UNIT-II
Strategies for Human Resource Acquisition and Placement- Strategic HR Planning Acquisition and Development, Job analysis, Job design, Recruitment Methods, Selection process.

UNIT-III

UNIT-IV
Strategies for Maintaining Human Resources- Strategies for improving Health and safety, Managing the problem Employee, Building a Good disciplinary climate, The strategic 'fit' proposition; Change, Restructuring and SHRM.

UNIT-V
Strategies for Compensation & Labor Relations- Strategic compensation & reward system, Managing Employee Relations
UNIT - I Introduction

Basic Concepts of Supply Chain Management, Objectives, Essential features, Benefits, Key issues in Supply Chain Management, Case Examples.

UNIT –II Logistics and Warehousing Management

Logistics as part of SCM, Logistics Costs, Inbound and Outbound logistics, Different models, Bullwhip effect in logistics, Distribution and Warehousing Management.

UNIT–III Purchasing and Vendor Management

Centralized and decentralized purchasing, functions of purchase department, Use of mathematical model for vendor rating/evaluation.

UNIT – IV Inventory Management

Concept, Various costs associated with inventory, ABC, SDE, VED analysis, Economic Order Quantity, Re-order point, Just-in-time & Kanban System of Inventory Management.

UNIT–V Role of Information Technology in SCM

Role of Computer/IT, Customer Relationship Management, Outsourcing – Basic Concept, Benchmarking – Objectives, Classification and Implementation.
UNIT - I Web Design Principles
Basic principles involved in developing a web site, Why create a Web site, Designing navigation bar, Page design, Home Page Layout, Design Concept.

UNIT - II Introduction to HTML
What is HTML, HTML Documents, Basic structure of an HTML document, Creating an HTML document, Mark up Tags, Heading-Paragraphs, Line Breaks, HTML Tags.

UNIT - III Elements of HTML
Introduction to elements of HTML, Working with Text, Working with Lists, Tables and Frames Working with Hyperlinks.

UNIT - IV Working with Images and forms in HTML
Images and Multimedia with their properties, Working with Forms (Get & Post Method) and controls.

UNIT - V Introduction to Cascading Style Sheets & Java Script
Concept of CSS, Creating Style Sheet, CSS Properties, SS Styling(Background, Text Format, Controlling Fonts), Basic Concept of Java Script, How to use in HTML.
MBA I - 908 Compensation Planning (Practical)

Students are required to prepare a report as an outcome of practical knowledge of the paper. They may select any organization/business unit and map the compensation plan to explain the understanding of the subject.
MBA (Integrated) 10\textsuperscript{TH} SEMESTER SCHEME

The students will undergo 4 months industrial training under the guidance of one industry guide and one guide from Institute in which students are pursuing their MBA (Integrated) Program. The students will prepare project report based on the work carried out by them during the industrial training period.

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