

MBA- Part-I Sem-I
101–Principles of Management /MBAM1101T

Course Overview

The overall objective of this course is to familiarize the students with management concepts in the organization.

Program Name: M.B.A. (Flagship) Part-I (Semester-I)	Program Code: MBAM2PUP
Course Name: Principles of Management	Course Code: MBAM1101T
Course Outcomes: The course is designed to provide students with overviews of basics of business management concepts. The main aim of this is to provide the basic understanding of management functions to the future managers. After completing this course, the students' would be able to:	
CO1	Understand the concepts related to business management.
CO2	Demonstrate the roles skills and functions of management.
CO3	Analyse the affective application of managerial concepts to solve organizational problems and develop managerial decisions.
CO4	Outline the historical evaluation of management theories and models.
CO5	Implementation knowledge of tools and techniques of management applications.

Course Syllabus

Group-I:

Introduction Concept of Management, Management: Art and Science, Management Vs Administration, Levels of Management, Functions of management, Management as a Profession, Management skills, Qualities and characteristics of managers. Evolution of Management thought: Early contributions: Taylor and Scientific Management, Fayol's Administrative Management, Bureaucracy, Human Relations, and Modern Approach, Social responsibility of managers, Managerial Ethics.

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

Group-II:

Decision Making: Strategies of decision making, Steps in rational decision making process, Factors influencing decision making process, Psychological bias and decision support system. Organizing: Defining organising, Principles of organising, Process of organising, Types of organizational structure, Span of control, Centralization vs. Decentralization of authority. Informal organization.

Staffing, Directing and Motivation Staffing: Concept, Objective of staffing, System approach to staffing, Manpower planning. Directing: Concept, Techniques of directing and supervision, Types of supervision, Essential characteristics of supervisor.

Pedagogy:

Extensive use of technology in the class rooms, Online modules of MOOCs, Research Based teaching, use of concerned article from journals and magazines.

Case/Class Discussions:

Students will work in a group to prepare a brief write-up, due before the start of class, covering the Case study. Questions in the case study would include the quantitative analysis of the problem-solving and decision-making.

Class Participation:

Attendance will be taken in each class and class participation is scored for each student for each class.

Recommended Texts:

- Harold Koontz, Heinz Weihrich, Mark V. Cannice (2020), *Essentials of Management - An International, Innovation and Leadership Perspective*, 11th Edition McGraw Hill Education
- Callie Daum (2020), *Principles of Management Essentials You Always Wanted To Know*, Second Edition, Vibrant Publishers.
- Koontz H. and Weihrich H., *Essentials of Management*, McGraw- Hill Publishing Co. Ltd., New Delhi, 12th Edition.

Scheme of Examination:

- English will be the medium of instruction and examination.
- Written Examinations will be conducted at the end of each Semester as per the Academic Calendar notified in advance.
- This course carries 100 marks of which 50 marks shall be reserved for internal assessment and the remaining 50 marks for written examination to be held at the end of each semester.
- The duration of written examination for each paper shall be three hours.
- The internal assessment marks shall be based on factors such as: (a) Mid-term test (20 marks), Submission of written assignments (20marks), and Participation in case studies/discussion, and group activities (10 marks), The weightage given to each of these factors shall be decided and announced at the beginning of the semester by the individual teacher responsible for the paper, and the marks obtained shall be made open to the students and also shown separately in the mark-sheet
- The minimum number of marks required to pass a paper shall be 40% in the external examination and 40% in the aggregate of internal and external examination in each paper. There is no pass percentage for internal part of the assessment.
- A minimum of 75% of classroom attendance is required in each subject.

As per RUSA Scheme the syllabus is divided into two parts Group-I & II. **The instructions for external examiners** would be as follows:-

- “The external paper will carry 50 marks and would be of three hours duration. The question paper will be divided into three groups i.e., I, II, III. The question paper will consist of four questions each in group I and II. Each question in these groups carries 7.5 marks. Candidates will be required to attempt four questions in all selecting not more than two questions from each of these group. The IIIrd group shall comprise compulsory question carrying 4 short answer questions (2 from each group) and will carry 20 marks (5 marks for each question).”

MBA- Part-I Sem-I
102- Accounting for Management/MBAM1102T

Program Name: M.B.A. (Flagship) Part-I (Semester-I)	Program Code: MBAM2PUP
Course Name: Accounting for Management	Course Code: MBAM1102T

Course Outcomes:

The objective of the course is to familiarize the students with the theories, rationale, and principles of Accounting. The course is designed to provide professional managers, not involved in accounting and finance, with an introduction to the concepts and issues in accounting and finance, Managers virtually need to acquire such knowledge for application in their day-to-day managerial decision making. Upon successful completion of course, the student will be able to:

CO1	Understand the basic concepts of Accounting in detail.
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CO2	Understand most relevant methods and branches of Accounting.
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CO3	Understand the tools of financial analysis.
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CO4	Prepare various accounting statements useful in financial decision making.
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Course Overview

The objective of this course is to acquaint the students of basic tools and techniques of accounting. The course will help students to develop basic understanding which would help them to understand various finance related concepts and will also help them in allied papers in subsequent semesters. This course also covers all major branches of accounting. The course is designed to provide professional managers, not involved in accounting and finance, with an introduction to the concepts and issues in accounting and finance, Managers practically need to acquire such knowledge for application in their day-to-day managerial decision making.

Course Contents

Group-I:

Foundations of Financial Accounting: Introduction to Financial Accounting. Accounting Mechanics, Process and System. Nature of Accounting Information, Users of Accounting Information, Scope of Accounting, Accounting Concepts and Principles.

Introduction to Book Keeping and Record Maintenance. The Concept of Double Entry and Fundamental Principles, Journal Entries, Ledger, Trial Balance, Purpose, Structure and Limitations.

Financial Statements: Preparation of Final Accounts, Manufacturing Account; Trading Account, Profit and Loss Account; Balance Sheet (Simple Problems).

Group-II:

Introduction to Management Accounting: Management Accounting and its Interrelationship with Financial Accounting, Ratio Analysis, Its meaning and Types of Ratios, Solvency Ratios, Liquidity Ratios, Leverage Ratios & Profitability Ratios (Simple Problems).

Cost Concepts: Introduction to Basic Cost Concepts, Cost Volume Relationships, Marginal Costing, Break-Even Analysis (Concepts only).

Cost Controlling Techniques: Budgetary Control System, Production budget, Flexible budget, Cash budget, Sales budget (Concepts only), Zero base budgeting, Behavioural Aspects of Budgeting.

Pedagogy:

A variety of teaching and learning techniques can be employed to impart knowledge and skills to students. Lectures, case analysis, exercises, group discussions and practical assignments can be used to develop conceptual and analytical skills and to prepare the students to face the challenges of the complex business environment. There will be assignment based on practical analysis of financial statements of different companies. Field assignments to accounting departments of companies and guest lecturers of accounting professionals can be arranged. The teacher should assess the students' performance through a continuous system of tests and quiz tests to ensure highest academic standards as well as practical orientation.

Case/Class Assignment:

Every student is required to undertake a case study or an assignment. The student should choose a topic from the course contents on which he/she will prepare a report which will be evaluated by the teacher.

Class Participation:

Attendance will be taken in each class. Class participation is scored for each student for each class as per university norms.

Text and Readings: Students should focus on material presented in lectures. The mandatory text should be used to provide further explanation and examples of concepts and techniques discussed in the course:

- Charles T. Horngren, and Srikant M. Datta (2012). *Cost Accounting: A Managerial Emphasis*, Pearson, Chennai, 14th Edition.
- Charles T. Horngren et al. (2014). *Introduction to Management Accounting*, Pearson India, Chennai, 16th Edition.
- M.Y. Khan & P.K. Jain (2017). *Management Accounting: Text, Problems and Cases*, McGraw Hill
- Robert Anthony, David F. Hawkins and Kenneth A. Merchant (2013). *Accounting-Text and Cases*, Tata McGraw-Hill Publishing Co. Ltd., New Delhi, 13th Edition. Education, Seventh Edition.

Scheme of Examination:

- English will be the medium of instruction and examination.
- Written Examinations will be conducted at the end of each Semester as per the Academic Calendar notified in advance.
- This course carries 100 marks of which 50 marks shall be reserved for internal assessment and the remaining 50 marks for written examination to be held at the end of each semester.
- The duration of written examination for each paper shall be three hours.
- The internal assessment marks shall be based on factors such as: (a) Mid-term test (20 marks), Submission of written assignments (20marks), and Participation in case studies/discussion, and group activities (10 marks), The weightage given to each of these factors shall be decided and announced at the beginning of the semester by the individual teacher responsible for the paper, and the marks obtained shall be made open to the students and also shown separately in the mark-sheet
- The minimum number of marks required to pass a paper shall be 40% in the external examination and 40% in the aggregate of internal and external examination in each paper. There is no pass percentage for internal part of the assessment.
- A minimum of 75% of classroom attendance is required in each subject.

As per RUSA Scheme the syllabus is divided into two parts Group-I & II. **The instructions for external examiners** would be as follows:-

- “The external paper will carry 50 marks and would be of three hours duration. The question paper will be divided into three groups i.e., I, II, III. The question paper will consist of four questions each in group I and II. Each question in these groups carries 7.5 marks. Candidates will be required to attempt four questions in all selecting not more than two questions from each of these group. The IIIrd group shall comprise compulsory question carrying 4 short answer questions (2 from each group) and will carry 20 marks (5 marks for each question).”

MBA- Part-I Sem-I
103 - Business Environment/MBAM1103T

Program Name: M.B.A. (Flagship) Part-I (Semester-I)

Program Code: MBAM2PUP

Course Name: Business Environment

Course Code: MBAM1103T

Course Outcomes : The objective of this course, is to enable the students to analyse different types of legal, political, economic systems influencing business. The study of Business environment also covers an introductory knowledge of Indian legal concepts and its application in the Business.

PSO 1: To understand the nature and Scope of Business environment. Students should know the current business environment so that they can think the future of the business in such environment.

PSO 2: To provide the information that is required to take the business decisions based on that information regarding Sale, Purchase and Price keeping in mind competitor, suppliers and the customers.

PSO 3: For drafting new policies for the smooth functioning of business, scanning the business through business environment.

PSO 4: For making technological planning to meet the changing business requirements as technology driven businesses are more sustainable in these days.

Course Syllabus

Group-I:

Concept of Business Environment: Techniques for Environment Analysis, Elements of Environment: Internal and External, Societal Environment: Business and Society, Social Responsibility of Business, Political and Government Environment, Demographic Environment, Technological Environment, Economic Environment: Types of Economies, Economic Policies-Industrial policy, Fiscal Policy, Monetary Policy, Privatization and Disinvestment, Demonetization and GST, Its impact of on Economy, Liberalization and Globalization.

WTO and Intellectual Property Rights, Competition Act-2002, Information Technology Act-2000, FEMA-2000, Money and Capital Markets, Introduction to Financial Institutions, Foreign Trade: EPZs, EOUs, TPs and SEZs.

Group-II:

Security Exchange Board of India (SEBI): Objectives, Powers and Functions, Consumer Protection Act, 1986-Rights and Remedies, NGOs: Types and Role In Promoting Consumer Awareness. Legal Environment: Nature of Company, Types of Companies, Formation of Company, Memorandum of Association, Article of Association, Doctrines of Ultra Vires, Meetings, Functioning of Board of Directors, Management Frauds, Winding up, Contract Act: Introduction, Types of Contracts, Essentials of a Valid Contract, Sale of Goods Act: Introduction, Essentials of a Contract of Sale, Principle of Caveat Emptor ISO 9000 and ISO 14000, Global Outsourcing, Public, Private and Co-Operative Sectors of Indian Economy.

Note:

Students will receive an input of minimum 40 (class) contact hours in each paper. In addition, students are also required to undertake a variety of practical assignments and group work under the supervision of the faculty in every paper.

Pedagogy:

The instructor is expected to use leading pedagogical approaches in the class room situation. Research based methodology, innovative instructional methods, extensive use of technology in the classroom, online modules of MOOCS, and comprehensive assessment practices to strengthen teaching efforts and improve student learning outcomes.

The instructor of the class will engage in a combination of academic reading, analyzing case studies, preparing the weekly assigned readings, encouraging in the class discussions, and live project-based learning.

Case/Class Discussion Assignments:

Students will work in groups of upto four to prepare a brief write-up, due before the start of each class, covering the case study or class material to be discussed in the next session. Questions may include a quantitative analysis of the problem, facing the decision-maker in the case.

Class Participation:

Attendance will be taken in each class. Class participation is scored for each student for each class.

Recommended Texts and Readings: Students should focus on material presented in lectures. The text should be used to provide further explanation and examples of concepts and techniques discussed in the course:

- Paul, J. (2018). *Business Environment*, Tata McGraw-Hill Publishing Company Ltd., New Delhi, 4th Edition.
- Cherunilam, F. (2019). *Business Environment*, Himalaya Publishing House, Mumbai.
- Aswathappa, k. (2021). *Essentials of Business Environment*, Himalaya Publishing House, Delhi, 15th Edition.

Scheme of Examination:

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- Written Examinations will be conducted at the end of each Semester as per the Academic Calendar notified in advance.
- This course carries 100 marks of which 50 marks shall be reserved for internal assessment and the remaining 50 marks for written examination to be held at the end of each semester.
- The duration of written examination for each paper shall be three hours.
- The internal assessment marks shall be based on factors such as: (a) Mid-term test (20 marks), Submission of written assignments (20marks), and Participation in case studies/discussion, and group activities (10 marks), The weightage given to each of these factors shall be decided and announced at the beginning of the semester by the individual teacher responsible for the paper, and the marks obtained shall be made open to the students and also shown separately in the mark-sheet
- The minimum number of marks required to pass a paper shall be 40% in the external examination and 40% in the aggregate of internal and external examination in each paper. There is no pass percentage for internal part of the assessment.
- A minimum of 75% of classroom attendance is required in each subject.

As per RUSA Scheme the syllabus is divided into two parts Group-I & II. **The instructions for external examiners** would be as follows:-

- “The external paper will carry 50 marks and would be of three hours duration. The question paper will be divided into three groups i.e., I, II, III. The question paper will consist of four questions each in group I and II. Each question in these groups carries 7.5 marks. Candidates will be required to attempt four questions in all selecting not more than two questions from each of these group. The IIIrd group shall comprise compulsory question carrying 4 short answer questions (2 from each group) and will carry 20 marks (5 marks for each question).”

MBA- Part-I Sem-I
104- Managerial Economics/MBAM1104T

Program Name: M.B.A. (Flagship) Part-I (Semester-I)	Program Code: MBAM2PUP
Course Name: Managerial Economics	Course Code: MBAM1104T

Course Outcomes This course will provide basic understanding of the micro and macro concepts and techniques, which are helpful in business decision making. This course will

- (1) Describe how changes in Demand and Supply effect markets.
- (2) Explain the relationship between production and costs.
- (3) Understand how different market structure works.
- (4) Explain how important macro aspects effect business decisions.

Group-I:

Managerial Economist's Role and Responsibilities. Demand Theory and Analysis including Determinants of Demand. Demand Elasticities - Price, Income, Cross and Advertising; Their use in Managerial Decision Making. Marginal Utility Analysis, Demand Forecasting: Methods and their Application. Market Mechanism: Interaction of Demand and Supply Forces. Production Analysis, Cost Analysis: Cost Concepts and Determinants of Cost, Revenue Concepts.

Group-II:

Pricing under different market structures: Perfect Competition, Monopoly, Oligopoly (Collusion and Cartels, Price leadership model, Kinky demand curve) and Monopolistic Market Structure. Role of Macro Economics for managerial Decision-making. Different Economic Systems, Concept of National Income: GDP, GNP, GDP (at Market price) Investment Multiplier, Concept of Inflation, Business cycles.

Note:

Students will receive an input of minimum 40 (class) contact hours in each paper. In addition, students are also required to undertake a variety of practical assignments and group work under the supervision of faculty in every paper.

Pedagogy:

The instructor is expected to use leading pedagogical approaches in the class room situation. Research-based methodology, innovative instructional methods, extensive use of technology in the class room, online modules of MOOCS, and comprehensive assessment practices to strengthen teaching efforts and improve student learning outcomes.

The instructor of the class will engage in a combination of academic reading, analyzing case studies, preparing the weekly assigned readings, encouraging in the class discussions, and live project based learning.

Case/Class Discussion Assignments:

Students will work in groups of up to four to prepare a brief write-up, due before the start of each class, covering the case study or class material to be discussed in the next session. Questions may include a quantitative analysis of the problem, facing the decision-maker in the case

Class Participation:

Attendance will be taken in each class. Class participation is scored for each student for each class.

Recommended Texts and Readings:

Students should focus on material presented in lectures

The text should be used to provide further explanation and examples of concepts and techniques discussed in the course:

- Dominick Salvatore adapted by Ravikesh Srivastava, Managerial Economics Principles and Worldwide Application Oxford Higher Education/Oxford University Press 2012. 7th edition.
- Edwin Mansfield, W. Bruce Allen, Neil A. Doherty, Keith Weigelt, Managerial Economics: Theory, Application and Cases, W. W. Norton & Co. Inc., 8th Edition.
- David Begg, Stanley Fisher, Rudiger Dornbusch, Economics, McGraw-Hill Book Company Limited (U.K.).
- W.W. Haynes, V.L. Mote and S. Paul, Managerial Economics: Analysis and Cases, Feffer and Simons Pvt. Ltd., Bombay.
- Michael Bays; Mote, Paul and Gupta, Managerial Economics: Concepts and Cases, Tata McGraw-Hill Publishing Company Limited, New Delhi, 34th Edition.
- G Geetika, Piyali Ghosh and Purba Choudhury, Managerial Economics, Tata McGraw-Hill Publishing Company Limited, New Delhi, 3rd edition

Scheme of Examination:

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- Written Examinations will be conducted at the end of each Semester as per the Academic Calendar notified in advance.
- This course carries 100 marks of which 50 marks shall be reserved for internal assessment and the remaining 50 marks for written examination to be held at the end of each semester.
- The duration of written examination for each paper shall be three hours.
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- A minimum of 75% of classroom attendance is required in each subject.

As per RUSA Scheme the syllabus is divided into two parts Group-I & II. **The instructions for external examiners** would be as follows:-

- “The external paper will carry 50 marks and would be of three hours duration. The question paper will be divided into three groups i.e., I, II, III. The question paper will consist of four questions each in group I and II. Each question in these groups carries 7.5 marks. Candidates will be required to attempt four questions in all selecting not more than two questions from each of these groups. The IIIrd group shall comprise compulsory question carrying 4 short answer questions (2 from each group) and will carry 20 marks (5 marks for each question).”

MBA- Part-I Sem-I
105-ManagementScience/MBAM1105T

Program Name: M.B.A. (Flagship) Part-I (Semester-I)	Program Code: MBAM2PUP
Course Name: Managerial Economics	Course Code: MBAM1105T

Course Outcomes

The Objective of the course is to acquaint the students with a general understanding of mathematical sciences.

After the completion of this course, the students will be able to:

1. learn how to apply this knowledge in areas relevant to business and finance,
2. learn to apply these compact, consistent and powerful tools in the fields of Economics, Commerce and Industry.

Course Syllabus

Group-I:

Linear Programming: Concepts, Formulation of LP Models, Solution of LP Models (Maximization and Minimization Problems) using Graphical Techniques and Simplex Method, Duality, Applications to Business Management.

Transportation Problems: Concepts, Methods of Finding Feasible Solutions (N-W Corner Rule, Least Cost Cell, Vogel's Approximation Method), Optimality Tests – Stepping Stone Method and Modified Distribution Method, Degeneracy, Unbalanced Problems, Maximization Problems.

Assignment Problems: Concepts, Hungarian Technique, Unbalanced Problems, Maximization Problems, Crew Assignment Problems.

Group-II:

Game Theory: Concepts, Solutions of 2-person Games, Pure & Mixed strategy games, Odds Method, Dominance Method, Sub Games Method, Equal Gains Method, Graphical Technique.

Determinants & Matrices: Introduction to Matrices, Types, Adjoint and Inverse of a Matrix, Solving Simultaneous Linear Equations upto 3 Variables using Matrices (Matrix Inverse Technique). Introduction to Determinants, Solution of Determinants, Solving Simultaneous Linear Equations upto 3 variables using Determinants (Cramer's Rule), Managerial Applications.

Replacement Theory: Introductory Concepts, Individual Replacement: Replacement of Items that Deteriorate with time (With & Without change in Money Value), Group Replacement: Replacement of Items that break down suddenly.

Pedagogy:

Extensive use of technology in the classrooms, Online modules of MOOCs, Research Based teaching, use of concerned Article from journals and magazines.

Case/Class Discussions:

Students will work in a group to prepare a brief write-up, due before the start of class covering the case study. Question in the case study would include the quantitative analysis of the problem solving and decision-making.

Class Participation:

Attendance will be taken in each class and class participation is scored for each student for each class.

Recommended Texts:

- Baruah, Srinath, *Basic Mathematics and its Application in Economics*, Macmillan India Ltd, 2nd Ed.
- Hillier, Fredrick S. and Lieberman, Gerald J., *Operations Research*, Tata McGraw Hill, 2006, 8th Ed
- Anderson, Sweeney, Williams, *An Introduction to Management Science: Quantitative Approach to Decision Making*, South Western Cengage Learning, 11th Edition.
- Swarup, K., Gupta, P.K. and Mohan, M., *Operations Research*, Sultan Chand & Sons, 2006.

Scheme of Examination:

- English will be the medium of instruction and examination.
- Written Examinations will be conducted at the end of each Semester as per the Academic Calendar notified in advance.
- This course carries 100 marks of which 50 marks shall be reserved for internal assessment and the remaining 50 marks for written examination to be held at the end of each semester.
- The duration of written examination for each paper shall be three hours.
- The internal assessment marks shall be based on factors such as: (a) Mid-term test (20 marks), Submission of written assignments (20 marks), and Participation in case studies/ discussion, and group activities (10 marks), The weightage given to each of these factors shall be decided and announced at the beginning of the semester by the individual teacher responsible for the paper, and the marks obtained shall be made open to the students and also shown separately in the mark-sheet
- The minimum number of marks required to pass a paper shall be 40% in the external examination and 40% in the aggregate of internal and external examination in each paper. There is no pass percentage for internal part of the assessment.
- A minimum of 75% of classroom attendance is required in each subject.

“As per RUSA Scheme the syllabus is divided into two parts Group-I & II. **The instructions for external examiners** would be as follows: -

- “The external paper will carry 50 marks and would be of three hours’ duration. The question paper will be divided into three groups i.e., I, II, III. The question paper will consist of four questions each in group I and II. Each question in these groups carries 7.5 marks. Candidates will be required to attempt four questions in all selecting not more than two questions from each of these group. The IIIrd group shall comprise compulsory question carrying 4 short answer questions (2 from each group) and will carry 20 marks (5 marks for each question).”

MBA- Part-I Sem-I
106-Computer Fundamentals-MS Office/1106L

Course Outcomes

The Objective of the course is to introduce students to the use of computer-based application packages.

At the end of this course the students should be able to

1. efficiently prepare documents and make reports
2. prepare questionnaires, make slide presentations for business, and also create tables and graphs.

Course Syllabus

Group-I:

Creating a New Document: with templates & Wizard, Word Basics, Working with Fonts;
Paragraph Formatting: Indents, line space, Character Space, Page Formatting, Footnotes, Endnotes, Page Numbering, Page Set-up, Printing Documents Header and Footer, Bullets and Numbering, Tabs, Symbols, Finding and Replacing Text, Spell Check and Grammar Check, Consulting Thesaurus, Inserting Images and Objects, Using Words Drawing Features,
Inserting Tables – (Adding, Deleting, Modifying rows and Columns- Merging & Splitting Cells), Using Formulas in Tables, Converting Text to Table and Vice-versa, Mail Merge Tool.

Group-II:

Managing Work books, Working with Worksheets, Cell Referencing (Absolute references, Mixed References), Ranges;
Using Formulas and Functions; Formulas that Make Decisions (How the if function works) Formatting Worksheets, Printing Worksheets, Creating and Editing Graphic Objects and Charts, Sorting Data, Filtering etc., **Analyzing Data Using Pivot Tables:** Performing What-If Analysis, Issuing Scenario Manager.

Creating New Presentations: Using Auto Content Wizard, Using Template, Adding, Editing, Deleting, Copying, Slides, Applying Slide Design, Adding graphics, graphs, Organization Charts, Creating Custom Animations, Special Effects To Create Transition Slides, Adding Sounds To Slides, Using Action Buttons, Creating Slide Shows, Rehearsing Slide Timings.

Pedagogy:

The instructor is expected to use leading teaching approaches by applying various techniques such as simulations, resource material from various quality international journals and magazines. Instructors should adopt periodic evaluation of students through objective tests, presentations, case studies etc. Emphasis should be on providing real time industry illustrations and combine them with appropriate theory.

Case/Class Discussions:

Assignments in the form of case studies could be provided to a group of students and discussed in class. Purpose should be to make students think and apply various techniques taught in the class to practical scenarios.

Class Participation:

Attendance will be taken by the instructor after every class. Class participation would be recorded for each student by the instructor. Text and Readings:

Focus should be on classroom teaching supported by material from various recommended books in addition to material provided by the instructor. Some of the recommended books for the course are:

- Saxena S., MS Office Xp for Everyone, Vikas Publishing House, New Delhi, 2007.
- Coleman P., Mbas Guide to Microsoft Office Xp, New Age International (P) Limited, New Delhi, 2005.
- Nelson Stephen L., Office Xp: The Complete Reference, Tata McGraw-Hill, Publishing Co. Ltd., New Delhi, 2001.
- Sagman S., Microsoft Office Xp for Windows, Pearson Education, New Delhi, 2006.

Scheme of Examination:

The evaluation will be as follows:

- Evaluation of practical will be done jointly by the external and internal experts and will be from 50 marks.
- English will be the medium of instruction and examination.
- The minimum number of marks required to pass a paper shall be 40% in the aggregate of internal and external examination in this paper.
- A minimum of 75% of classroom attendance is required in this subject.

MBA- Part-I Sem-I
107–Workshop on Executive Communication/MBAM1107L

Course Overview

The course aims at developing the communication skills of students – both written communication and oral communication. The students will also be taught how to analyze cases and prepare case reports. At the end of the course, the students should be able to - (1) develop the skills of Business Communications; (2) analyse the communications problems, and (3) learn about the writing reports.

Program Name: M.B.A. (Flagship) Part-I (Semester-I)		Program Code: MBAM2PUP
Course Name: Workshop on Executive Communication		Course Code: MBAM1107L
Course Outcomes: The course aims at developing the communication skills of students – both written communication and oral communication. The students will also be taught how to analyze cases and prepare case reports. At the end of the course, the students should be able to		
CO1	develop the skills of Business Communications.	
CO2	analyse the communications problems.	
CO3	learn about the writing reports.	

Course Content

Group-I:

Introduction to managerial communication: Meaning, Importance & objectives- Principles of Communication, Forms of Communication, Communication Process, Barriers of effective communication, Techniques of effective communication.

Nonverbal communication: Body Language, Gestures, Postures, Facial Expressions, Dress codes. The Cross Cultural Dimensions of Business Communication. Listening & Speaking, techniques of eliciting response, probing questions, Observation. Business and social etiquettes.

Managerial speeches: Principles of Effective Speech & Presentations. Technical & Non-technical presentations. Speech of introduction - speech of thanks - occasional speech - theme speech. Use of audio visual aids.

Interview Techniques: Mastering the art of conducting and giving interviews, Placement interviews - discipline interviews - appraisal interviews - exit interviews.

Group-II:

Group communication: Importance, Meetings - group discussions. Video conferencing.

Introduction to managerial writing: Business letters: Inquiries, Circulars, Quotations, Orders, Acknowledgments Executions, Complaints, Claims & adjustments, Collection letter, Banking correspondence, Agency correspondence, Bad news and persuading letters, Sales letters, Job application, letters - Bio-data, Covering Letter, Interview Letters, Letter of Reference. Memos, minutes, Circulars & notices.

Reports: Types of Business Reports - Format, Choice of vocabulary, coherence and cohesion, paragraph writing, organization reports by individual, Report by committee.

Note: Students will receive an input of minimum 40 (class) contact hours in this paper. In addition, students are also required to undertake a variety of practical assignments and groupwork under the supervision of the faculty in every paper.

Pedagogy:

The Instructor is expected to use leading pedagogical approaches in the class room situation, research-based methodology, innovative instructional methods, extensive use of technology in the class room, online modules of MOOCs, and comprehensive assessment practices to strengthen teaching efforts and improve student learning outcomes.

The Instructor of class will engage in a combination of academic reading, analyzing case studies, preparing the weekly assigned readings and exercises, encouraging in class discussions, and live project-based learning.

Case/Class Discussion Assignments:

Students will work in groups of up to four to prepare a brief write-up, due before the start of each class, covering the case study or class material to be discussed in the next session. Questions may include a quantitative analysis of the problem, facing the decision-maker in the case.

Class Participation:

Attendance will be taken in each class. Class participation is scored for each student for each class.

Text and Readings:

Students should focus on material presented in lectures. The text should be used to provide further explanation and examples of concepts and techniques discussed in the course:

- Lesikar, R.V. & Flatley, M.E. (2005). Basic Business Communication Skills for Empowering the Internet Generation. Tata McGraw Hill Publishing Company Ltd. New Delhi.
- Ludlow, R. & Panton, F. (1998). The Essence of Effective Communications. Prentice Hall of India Pvt. Ltd.
- Adair, J. (2003). Effective Communication. Pan Mcmillan.
- Thill, J. V. & Bovee, G. L. (1993). Excellence in Business Communication. McGraw Hill, New York.
- Bowman, J.P. & Branchaw, P.P. (1987). Business Communications: From Process to Product. Dryden Press, Chicago.

Scheme of Examination:

- English will be the medium of instruction and examination.
- The evaluation will be done internally and will be from 50 marks.
- The minimum number of marks required to pass a paper shall be 40%.
- A minimum of 75% of classroom attendance is required in this subject.

MBA- Part-I Sem-I **108 - Seminar on Environment & Business/MBAM1108P**

Course Outcome: The objective of this course is to promote the thinking level and creativity among the students which can't be developed during ordinary classes. To boost the confidence among students keeping in mind their spoken, writing and listening skills, the key traits demanded by the industry. It enables the students to collect, organize and present the information in a systemic way. Seminars helps to infuse confidence among the students in such a way that they keep their ideas/ suggestions before the Authority/Management in a logical manner without hesitation.

PSO 1: To enable the students to work on sustainable development keeping in mind the various aspects of the society.

PSO 2: To strive to work on the optimum utilization of scarce natural resources while promoting the idea of recycle and reuse of available resources, keeping in mind the safety and security of the ecology and environment.

PSO 3:To give an idea of the various changes and strategies such as Merger, Acquisition along with Government policies that are being adopted by the companies and its impact on the business.

PSO 4: To make the students aware about the various certificates, documentation and clearance required to commence the business or a company.

Course Syllabus

Group-I:

Environmental Management: Fundamentals-Sustainable Development, Implications of Human Population Growth, Limits to Growth; Environment and Business Schools.

Energy Management: Fundamentals-Fossil Fuels Use, Energy Production and Trade, Energy Balance.

Ecosystem Concepts: Basic Concepts and their Application in Business, Industrial Ecology and Recycling Industry.

Environmental Management System: EMS Standards, ISO 14000. Environmental Auditing. Clearance/Permissions for Establishing Industry.

Group-II:

Environmental Management and valuation: Environmental Accounting, Economics-Environmental Taxes Shifts, GST and Demonetization, Green Funding, Corporate Mergers.

Environmental Ethics; Environmental Management Trade & Environmental Management, Debt and Environment, GATT/WTO Provisions; Environmental Laws: Acts, Patents, IPRS, Role of NGOs, PIL .

Pollution & Waste Management - Air, Water, Land Pollution, Trade in Wastes.

Water, Forest & Biodiversity Management: Water Resources, Dams and their role; Forest products and Trade. Role of Biodiversity in International Trade; Approaches to Corporate Ethics; Bio-ethics.

Pedagogy:

The instructor would be guiding students in preparing seminar reports and presentations. Each student has to select a topic from the broad areas outlined in the syllabus. Seminar report has to be submitted in the form of hard copy by each student and they are suppose to present it in individually in the class. Students are supposed to make effective presentations by using multimedia (powerpoint presentations, audio and visuals).

Class Participation:

Class participation includes asking questions to the presenter after presentation is over and also adding

your views to the topic (By the class as well as by the Teacher) . Class participation is scored for each student for each class.

Recommended Texts and Readings: Students should go through various research papers, articles and newspapers to make their seminar report. Following text books can be used for their reference:

- Pailwar V.K (2014), Business Environment,Prentice Hall India Learning Private Limited
- Francis Cherunilam (2018), Business Environment Text and Cases 27th Revised Edition, Himalaya Publishing House.
- Paul (2017), Business Environment, Fourth edition,McGraw Hill Education;

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Scheme of Examination:

- English shall be the medium for report writing and presentation.
- Seminar subject carries 100 marks of internal assessment and there will be no external examination for subject. The break up of 100 marks is as follows:
 - a. Report Writing -25 marks
 - b. Presentation -25 marks
 - c. Question Handling-15 marks
 - d. Class Participation / Attendance- 25 marks
 - e. Chairperson- 5 marks
 - f. Reporting- 5 marks
- The minimum marks for passing the examination for each semester shall be 40% in aggregate. A minimum of 75% of classroom attendance is required.