

MRSPTU MBA SYLLABUS 2016 BATCH ONWARDS
(Approved in 1st MRSPTU Standing Committee of Academic Council on 20.12.2016)

MASTERS IN BUSINESS ADMINISTRATION (1st YEAR)

Total Contact Hours = 30

Total Marks = 800

Total Credits = 28

SEMESTER 1 st		Contact Hrs			Marks			Credits
Subject Code	Subject Name	L	T	P	Int.	Ext.	Total	
MBAD1-101	Principles & Practices of Management	4	-	-	40	60	100	4
MBAD1-102	Organization Behaviour	4	-	-	40	60	100	4
MBAD1-103	Accounting for Management	4	-	-	40	60	100	4
MBAD1-104	Quantitative Techniques	4	-	-	40	60	100	4
MBAD1-105	Managerial Economics	4	-	-	40	60	100	4
MHUM0-104	Business Communication	2	-	2	40	60	100	3
MCAP0-191	Computer Applications in Business	2	-	2	40	60	100	3
MBAD1-106	Minor Project-I	2	-	-	100	-	100	2
Total	Theory = 7 Labs = 2	26	0	4	380	420	800	28

Total Contact Hours = 30

Total Marks = 800

Total Credits = 30

SEMESTER 2 nd		Contact Hrs			Marks			Credits
Subject Code	Subject Name	L	T	P	Int.	Ext.	Total	
MBAD1-207	Business Environment and Ethics	4	-	-	40	60	100	4
MBAD1-208	Macro Economics	4	-	-	40	60	100	4
MREM0-101	Research Methodology	4	-	-	40	60	100	4
MBAD1-209	Production & Operations Management	4	-	-	40	60	100	4
MBAD1-210	Human Resource Management	4	-	-	40	60	100	4
MBAD1-211	Marketing Management	4	-	-	40	60	100	4
MBAD1-212	Financial Management	4	-	-	40	60	100	4
MBAD1-213	Minor Project- II	2	-	-	100	-	100	2
Total	Theory = 7 Labs = 0	30	0	0	380	420	800	30

**Summer/Industrial Training for 6-8 weeks at the end of 2nd semester*

Overall

Semester	Marks	Credits
1 st	800	28
2 nd	800	30
Total	1600	58

MRSPTU MBA SYLLABUS 2016 BATCH ONWARDS
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Subject Code: MBAD1-101

L T P C
4 0 0 4

Duration: 45 Hrs

Learning Objectives: This course aims to provide a thorough and systematic coverage of management theory and practice. The course aims at providing fundamental knowledge and exposure of the concepts, theories and practices in the field of management. It focuses on the basic roles, skills and functions of management, with special attention to managerial responsibility for effective and efficient achievement of goals.

UNIT-I (13 Hrs)

Introduction to Management: Definition, Nature, Significance and Scope. Functions of Manager, An Overview of Management Functions. Is managing a science or art? Evolution of Management Thought: Classical Approach, Scientific Management, General Administrative Theory, Quantitative Approach, Behavioural Approach, System approach and Contingency approach.

UNIT-II (15 Hrs)

Planning and Decision Making: Types of Plans and Process of Planning, Nature of Objectives, Setting Objectives. Importance and Steps in Decision Making, Types of Decision and Decision Making Under Different Conditions. Group Decision Making. Decision Making Styles

Organizing: Nature and Significance, Process of Organizing, Bases of Departmentation, Delegation and Decentralization, Line & Staff relationship

Delegation: Concept and Elements. Authority, Responsibility, Accountability

Span of Management: Factors Determining Effective Span-Situational Approach.

UNIT-III (10 Hrs)

Coordination: Concept and Importance, Factors which Make Coordination Difficult, Techniques or Methods to Ensure Effective Coordination.

Control: Concept, Planning-Control Relationship, Process of Control, Human Response to Control, Dimensions or Types of Control, Traditional & Modern Techniques of Control

UNIT-IV (8 Hrs)

Management by Objectives: Concept, Process, Benefits and Weaknesses, Comparative Study of Indian, Japanese and American Management Culture

Current Trends in Management Practices: Workforce Diversity, e-Business, Knowledge Management, Workplace Spirituality

Learning Outcomes: After completing the course student will be able to understand and explain the concept of management and its managerial perspective. It will equip students to map complex managerial aspect arise due to ground realities of an organization. They will Gain knowledge of contemporary issues in Management principles and various approaches to resolve those issues.

Recommended Books

1. Heinz Wehrich, Cannice & Koontz, 'Management (A Global Perspective)', Tata McGraw Hill.
2. Harold Koontz, and Heinz Wehrich, 'Essentials of Management: An international Perspective', Tata McGraw Hill.
3. Stephen Robbins & Mary Coulter, 'Management', Pearson Education.
4. V.S.P. Rao & V.H. Krishna, 'Management', Excel Books.
5. P. Subba Rao, 'Principles of Management', Himalaya Publishing.

ORGANIZATION BEHAVIOUR

MRSPTU MBA SYLLABUS 2016 BATCH ONWARDS
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Subject Code: MBAD1-102

L T P C
4 0 0 4

Duration: 45 Hrs

Learning Objectives: The course aims to provide an understanding of basic concepts, theories and techniques in the field of human behaviour at the individual, group and organizational levels in the changing global scenario. The course must be taught using case study method.

UNIT-I (10 Hrs)

Organizational Behaviour: Concepts, Theories and organization aspects of OB, Contributing Disciplines to OB, challenges and opportunities for OB. Foundations of Individual Behaviour: Biographical Characteristics, Learning, Theories of Learning, Attitudes, Attitude Change, Values & Beliefs, Prejudices

Personality: Determinants of Personality, Perception, Attribution Theory, Person's Perception.

UNIT-II (12 Hrs)

Motivation: Definition & Process, Early Theories of Motivation, Contemporary Theories of Motivation, Nature and process of Motivation, Application of Motivation Concept.

Job Satisfaction: Nature & Significance of Job satisfaction.

Leadership: Nature Significance & Theories; Leadership Effectiveness Model; Leadership in Indian Culture; Leadership Traits & Skills; Behavioural Styles in Leadership. Transactional Analysis, Life Position, Johari Window Model.

UNIT-III (13 Hrs)

Foundations of Group Behaviour: Nature & Concept of Group Formation, Stages of Group Formation, Theories of Group Formation. Teams, Difference between Group & Team.

Group Decision Making: Meaning & Nature, Decision Making Process; Decision Making Styles; Advantages & disadvantages of Decision Making; Techniques of Decision Making; Group Size & Decision Making; Consensus Decision Making in Groups.

Conflict Management: Definition of Conflict, Transitions in Conflict thought; Functional Vs Dysfunctional Conflict; Conflict Process; Individual & Group Level Conflict; Organization level Conflict; Conflict Management; Negotiations-Meaning & definition; Negotiations Process; Issues in Negotiations.

UNIT-IV (10 Hrs)

Organizational Change & Development: Meaning & Definition, Change Agents, Change Models, Resistance to Change. Power and Politics in Organization: Nature & Concepts, Sources & Types of Power, Techniques of Politics. Stress Management: Meaning and Concept of Stress, Stress in Organizations, Strategies to Overcome Stress.

Learning Outcomes: After studying this course the students will equip with ability to Identify, explore and examine factors impinge on individual and group behaviour in organizations in the new millennium; explain the terminology associated with organizational behaviour. Incorporate and apply the predominant organizational behaviour theories to gain knowledge of contemporary issues in organizational behaviour and frameworks to work with real life organizational issues concerned with Human Behaviour at work place.

Recommended Books

1. Robbins, 'Organization Behavior', Pearson Education.
2. Luthans, 'Organization Behavior', Tata McGraw Hill.
3. Hersey, 'Management of Organizational Behaviour', Prentice Hall India.
4. Aswathappa, 'Organization Behaviour', Himalaya Publications.
5. L.M. Prasad, 'Organisation Behaviour', Sultan Chand.
6. Parikh, Gupta, 'Organisational Behaviour', Tata McGraw Hill.

ACCOUNTING FOR MANAGEMENT

Subject code – MBAD1-103

L T P C
4 0 0 4

Duration – 45 Hrs

Learning Objectives: This course aims to acquaint the students regarding various accounting concepts and its application in managerial decision making. The course attempts to build potential to use appropriate accounting tools and techniques of financial accounting and management accounting for preparing and analysing financial statements.

UNIT-I (12 Hrs)

Accounting as an Information System, Concepts, Convention and Principles of Accounting, Role of Accountant in an Organization, Branches of Accounting: Financial, Cost and Management Accounting and Their Inter-Relationships, Introduction of Accounting Standards. Exposure to Format of Schedule VI of Banking, Insurance and Public Limited Companies

UNIT-II (11 Hrs)

Financial Analysis: Concepts and Objectives, Tools of Financial Analysis: Trend Analysis, Common Size Statements and Comparative Statements. Introduction to Ratio Analysis, Fund Flow and Cash Flow Statements (With Additional Information)

UNIT-III (14 Hrs)

Cost Accounting: Meaning, Scope and Classification of Costs, Absorption Costing, Marginal Costing. Introduction to Break Even Analysis, Use of Cost-Data in Managerial Decision-Making with Special Reference to Pricing and Make or Buy Decisions, Introduction to Standard Costing including Variance Analysis: Materials and Labour Variances. Cost Control Techniques-Preparation of Budgets and Their Control, Zero Base Budgeting

UNIT –IV (8 Hrs)

Introduction to Recent Developments in Cost Management: Price Level Accounting, Human Resource Accounting, Transfer Pricing. Target Costing, Kaizen Costing, Activity Based Costing and Life Cycle Costing

Course outcomes: After completing the subject students will be able to analyse a company's financial statements and come to a reasoned conclusion about the financial situation of the company. Students will also learn how to use the accounting and business terminology.

Recommended Books

1. Garrison, 'Managerial Accounting', Tata McGraw.
2. Ramchandran, 'Financial Accounting for Management', Tata McGraw.
3. Maheshwari, 'Financial Accounting', Vikas Publishing.
4. Khan and Jain, 'Management Accounting', Tata McGraw.
5. Jawahar Lal, 'Accounting for Management', Himalaya Publishing.
6. J. Madegowda, 'Accounting for Managers', Himalaya Publishing.

QUANTITATIVE TECHNIQUES

Subject Code – MBAD1-104

L T P C
4 0 0 4

Duration – 45 Hrs

Learning Objectives: Statistical methods are applied in all functional areas of business: accounting, finance, management and marketing. The main objective of the course is to enable students to understand the role and importance of Statistics in improving managerial decisions.

UNIT-I (12 Hrs)

Statistics: An Overview- Concept, Significance and Limitations, Importance and Scope of Statistics in Decision Making, Especially in Business Management, Identification of Problem, Review of Literature, Distribution of Data - Normal Distribution

Measure of Central Tendency: Objectives of Averaging, Requisites of Measure of Central Tendency, Mathematical Averages – Arithmetic Mean (Simple and Weighted), Geometric Mean, Harmonic Mean, Averages of Position-Median and Mode, Partition Values- Quartiles, Deciles and Percentiles, Relationship Between Mean, Median and Mode, Comparison Between Measures of Central Tendency

Measure of Dispersion: Significance of Measuring Dispersion (Variation), Classification of Measure of Dispersion, Dispersion Measures- Range and Inter Quartile Range or Deviation. Average Deviation Measures- Mean Absolute Deviation, Variance and Standard Deviation, Chebyshev's Theorem, Coefficient of Variation, Skewness, Moments and Kurtosis: Measures of Skewness, Moments: about Mean, Arbitrary Point, Zero or Origin. Measures of Kurtosis.

UNIT-II (11 Hrs)

Correlation: Significance, Types, Methods of Correlation Analysis: Scatter Diagrams, Graphic Method, Karl Pearson's Correlation Co-Efficient, Rank Correlation Coefficient, Properties of Correlation, Karl Pearson's Co-Efficient of Correlation and Rank Correlation

Regression: Concept of Regression and The Difference between Correlation and Regression, Lines and Equations of Regression. Regression as a Predicting Tool

Time Series Analysis: Components of a Time Series, Determination of Secular Trend and Seasonal Variations in Business Data, Least Squares Method as a Tool for Forecasting.

UNIT-III (12 Hrs)

Index Numbers: Different Methods of Constructing Price and Quantity Index Numbers. Fixed Base and Chain Base Index Numbers, Problems of Reversibility in Index Numbers

Probability: Definition, Types of Probability, Classical Approach, Relative Frequency and Subjective Approach to Probability, Theorems of Probability, Addition, Multiplication and Bays Theorem and Its Application Probability Distribution Function, Cumulative Probability Distribution Function, Expected Value and Variance of a Random Variable

Discrete Probability Distribution: Binomial Distribution and Poisson Distribution

Continuous Probability Distribution: Approximation of Binomial and Poisson Distribution of Normal Distribution

UNIT-IV (10 Hrs)

Sampling: Concepts of Census and Sampling, Types of Sampling – Probability and Non Probability Sampling Central Limit Theorem, Determination of Sample Size and Sample Error

Hypotheses Design: Formulation of Null and Alternative Hypothesis, Level of Significance. Concept of Standard Error of Mean, Confidence Limits

Hypotheses Testing: Type I and Type II Errors, Student's 'T' Test in Small Samples, Z-Test, Chi-Square Test, Analysis of Variance (Numerical Using Statistical Tables).

Course Outcomes: Student will be able to understand the measurement systems variability, control processes (as in statistical process control or SPC), for summarizing data, and to make data-driven decisions.

Recommended Books

1. Levin & Rubin, 'Statistics for Management', Prentice Hall.
2. Beri, 'Business Statistics', Tata Mc Graw Hill.
3. Croucher, 'Statistics: Making Business Decisions', Tata McGraw Hill.
4. Gupta & Gupta, 'An Introduction to Statistical Methods', Vikas Publications.
5. S P Gupta, 'Statistical Methods', Sultan Chand.

MRSPTU MBA SYLLABUS 2016 BATCH ONWARDS
(Approved in 1st MRSPTU Standing Committee of Academic Council on 20.12.2016)

6. C.R. Reddy, 'Quantitative Techniques for Management Decisions', Himalaya Publishing.

MANAGERIAL ECONOMICS

Subject Code: MBAD1-105

L T P C
4 0 0 4

Duration: 45 Hrs

Learning Objective: This course is intended to make students understand various social, political, legal and economic and other factors that influence business in India so as to enable them appreciate associated opportunities, risks and challenges and their relevance for managerial decisions.

UNIT-I (11 Hrs)

Managerial Economics: Meaning, Nature, Scope & Relationship with Other Disciplines, Role of Managerial Economics in Decision Making, Opportunity Cost Principle, Production Possibility Curve, Incremental Concept

Marginal Analysis: Law of Diminishing Marginal Utility, Law of Equi-Marginal Utility.

Indifference Curve Analysis: Meaning Assumptions Properties, Consumer Equilibrium and its Application.

UNIT-II (12Hrs)

Demand Analysis: Law of Demand: Meaning, Determinants, Exceptions, Bandwagon and Snob Effects, Demand Function, Application of Demand Analysis in Managerial Decision Making. Elasticity of Demand: Meaning, Types & Degree of Elasticity of Demand, Methods of Measuring Price Elasticity of Demand, Factors Determining the Elasticity of Demand, Demand Forecasting: Importance, Scope, Techniques of Forecasting.

UNIT-III (12 Hrs)

Theory of Production: Production Function, Short Run and Long Run Production, Analysis, Isoquants, Optimal Combination of Inputs, Application in Managerial Decision Making. Theory of Cost - Cost Analysis: Cost Concepts and Determinants of Cost, Traditional and Modern Theory of Cost: Long Run and Short Run, Economy of Scale, Revenue Curve.

UNIT-IV (10 Hrs)

Market Structure: Price Output Decision Under Perfect Competition, Monopoly, Monopolistic and Oligopoly Competition, Application in Managerial Decision Making. Behavior of Firms and Game Theory: Nash Equilibrium, Prisoner's Dilemma.

Learning Outcomes: After studying the subject the students will be able to understand and explain the concept of economics and its managerial perspective including the real insight of the consumer's economic behaviour leading them to estimate the demand for the new product as well as changes in the existing products.

Recommended Books

1. Peterson and Lewis, 'Managerial Economic', Prentice Hall of India.
2. Froeb, 'Managerial Economics', Cengage Learning.
3. Geetika, 'Managerial Economics', Tata McGraw Hills.
4. K.K. Dewett, 'Modern Economic Theory', S. Chand Publication.
5. D.M. Mithani, 'Managerial Economics Theory and Applications', Himalaya Publication
6. D.N. Dwivedi, 'Managerial Economic', Vikas Publications.

BUSINESS COMMUNICATIONS

Subject Code: MHUM0-104

L T P C

Duration: 28 Hrs

Learning Objective: This course is designed to give students a comprehensive view of communication, its scope and importance in business, the role of communication in establishing a favourable image of the organization. The aim is to develop students' ability to communicate correctly and effectively on matters having relevance to day-to-day business operations. This course will make student conversant with fundamentals of communication, help them honing oral, written and non-verbal communication skills and to transform their communication abilities.

UNIT- I (7 Hrs)

Introduction to Communication: Meaning, Process, Importance of Communication in Business, Types of Information, Formal and Informal Communication, Internal and External Communication. Approaches to Effective Communication, Essentials of Effective Business Communication (7Cs model)

Written Communication: Advantages and Disadvantages, Covering letter, Need, Functions and Kinds, Layout of Letter Writing, Types of Letter Writing: Persuasive Letters, Request Letters, Sales Letters, Complaints and Adjustments

UNIT –II (7 Hrs)

Developing Reading Skills: Identify the Purpose of Reading, Factors Effecting Reading, Learning How to Think and Read, Developing Effective Reading Habits, Reading Tactics and Strategies: Training Eye and Training Mind (SQ3R)

Developing Listening Skills: Importance, Purpose of Listening, Art of Listening, Factors Affecting Listening, Components of Effective Listening, Process of Listening, Principles and Barriers to Listening, Activities to Improve Listening

UNIT- III (7 Hrs)

Oral Communication: Advantages and Disadvantages, Conversation as Communication, Art of Public Speaking, Group Communication Through Committees, Preparing and Holding Meetings, Overcoming Stage Fright, Ambiguity Avoidance.

Departmental Communication: Meaning, Need and Types: Interview Letters, Promotion Letters, Resignation Letters, Newsletters, Circulars, Agenda, Notice, Office Memorandums, Office Orders, Press Release

Report Writing: Structure, Types, Formats, Drafting of Various Types of Report. Nonverbal – Features, Understanding of Body Language, Posture, Gestures. Influences on Communication: Social Influences, Culture and Communication, Few Guidelines for Better Multicultural Communication, Business Etiquettes and Communication.

UNIT- IV (7 Hrs)

Group Discussion: Nature, Uses and Importance, Guidelines for GD Presentations: How to Make Effective Presentations, Four P^s S of Presentation, Structuring, Rehearsing and Delivery Methods.

Resume Writing: Planning, Organizing Contents, Layout, Guidelines for Good Resume. Interviews: Preparation Techniques, Frequently Asked Questions about How to Face an Interview Board, Proper Body Posture, projecting a Positive Image, steps to Succeed in Interviews, Practice Mock Interview in Classrooms.

The Case Method of Learning: Dimensions of a Case, Case Discussion, Usefulness of The Case Method, Training of Managers, Use The Case Method. Report Writing: Structure, Types, Formats, Preparations and Presentation.

Learning Outcomes: After studying this course the students will enable to:

- Know the dynamics of communication in the business world
- Practice the different tools of communication

MRSPTU MBA SYLLABUS 2016 BATCH ONWARDS
(Approved in 1st MRSPTU Standing Committee of Academic Council on 20.12.2016)

- Enable them to speak effectively suited to the situation
- Improve their competence in English

Recommended Books

1. Lesikar, Petit & Flately, 'Lesikar's Basic Business Communication', Tata McGraw Hill.
2. Raman Meenakshi 'Prakash Singh, Business Communication', Oxford University Press.
3. Rizvi Ashraf,' Effective Technical Communication', Tata McGraw Hill.
4. Krizan, Buddy, 'Merrier, Effective Business Communication', Cengage Learning.
5. Diwan & Aggarwal, 'Business Communication', Excel.
6. Baugh, Frayer & Thomas, 'How to Write First Class Business Correspondence, Viva Book'.
7. Taylor, 'English Conversion Practice', Tata McGraw Hill.
8. Devaraj, 'Executive Communication', Tata McGraw Hill.
9. Ober, 'Effective Bossiness Communication', Cengage Learning.

COMPUTER APPLICATIONS IN BUSINESS

Subject Code: MCAPO-191

L T P C
2 0 2 1

Duration: 28 Hrs

Learning Objective: The objective of this course is to provide an insight into basic features of computer systems and their applications in Managerial Decision Making. It also provides technical framework to students for understanding the emerging world of e-Business.

UNIT-I (7 Hrs)

Introduction to Computers: Types of Computers, Storage Devices and Memories, Input/Output Devices. Introduction to Software, Types of software – Software, its Nature and Qualities

Operating System: Types of Operating System, WINDOWS XP: Basic Operations, Utilities and features.

UNIT-II (7 Hrs)

MS Applications: MS Word – Basics, Formatting text and Documents, Mail Merge, Macros
MS Excel – Introduction, creating a List, Graphs and Charts, Sorting, Filtering Data, Pivot Tables, Freezing Panes and Basic Formulae in Excel

MS PowerPoint – Basics, Creating Effective Presentation, Animations and Templates

UNIT-III (7 Hrs)

Internet and E-Business: Introduction to internet and its applications, Intranet and Extranet, World Wide Web, Internet Applications. E – business - E-Business framework, Infrastructure for E-Business, E - Shopping, Electronic Data Interchange.

UNIT-IV (7 Hrs)

Computer Networks and Security: Overview of a Network, Types of Network, Network Topologies, Firewall, Cryptography, Public Key and Private Key Cryptography, Digital Signatures.

Course Outcomes: Students will able to understand the concepts of computer and various software related to it. The use of MS Office (Excel, Access & Power point) helps in different type of analysis and projection of reports related to the business management. The software helps in planning & coordinating the supply chain of the company.

Recommended Books

1. Rainer and Potter, 'Introduction to Information Technology', John Wiley and Sons.
2. Roger Jennings, 'Microsoft Access 2010', Pearson Education.
3. Forouzan, 'Basics of Computer Science', Cengage Learning.

MRSPTU MBA SYLLABUS 2016 BATCH ONWARDS
(Approved in 1st MRSPTU Standing Committee of Academic Council on 20.12.2016)

4. Joseph Brady & Ellen F Monk, 'Problem Solving Cases in Microsoft', Excel Thomson Learning.
5. K. Saini & Pradeep Kumar, 'Computer Applications in Management', Anmol Publications.
6. Deepak Bharihoke, 'Fundamentals of Information Technology', Excel Books.

MINOR PROJECT - I

Subject Code – MBAD1- 106

L T P C
2 0 0 2

- The students will have to formulate a problem related to any business area and write a review the literature of at least 20 studies related to the problem in a proper format.
- The students will have to submit the report and a presentation on the report of 15-20 minute is mandatory.

BUSINESS ENVIRONMENT AND ETHICS

Subject Code: MBAD1-207

L T P C
4 0 0 4

Duration: 45 Hrs

Learning Objectives: Well thought-out decision making in a business organization requires the proper knowledge of the environment in which it has to function. This course aims at exposing the students to the corporate business environment forces that may affect their future decision making.

UNIT-I (13 Hrs)

Overview of Business Environment: Definition, Components, Nature and Significance of Business Environment

Types of Business Environment: Internal and External, Process of Environmental Scanning. Need to Scan the Business Environment and Techniques of Scanning The Business Environment.

Political Environment: Relation between Business and Government of India. Constitutional Provisions Related to Business, Concept of State Intervention in Business, Ideology of Different Political Parties, Bureaucracy and Indian Business.

Three Political Institutions: Legislature, Executive and Judiciary.

UNIT-II (12Hrs)

Economic Environment: Planning, Industrial Policy. Legal Environment: Company Regulatory Legislations in India, FEMA, Latest EXIM Policy. Competition Law, Consumer Protection Act 1986, Right to Information Act 2005.

Technological Environment: Impact of Technology on Business, Problem of Transfer of Technology, Social Issues Related with Technology and Their Relevance for Business

UNIT-III (10 Hrs)

Current Scenario of Business Environment in India: Impact of Liberalization and Privatization on Indian Economy. Globalization Trend

Global Trade: Nature & Operations of Multilateral Economic Institutions - World Bank, WTO & IMF and Their Impact on Indian Business Environment

UNIT-IV (10 Hrs)

Corporate Governance & Ethical Issues: Corporate Governance, Corporate Social Responsibility, Meaning, Nature and Scope of Business Ethics, Ethical Principles, Ethics and Market Practices, Ethics and Government, Ethics and Social Environment, Indian Management Thoughts, Freedom of Conscience, Work Life Balance.

MRSPTU MBA SYLLABUS 2016 BATCH ONWARDS
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Course Outcomes: After completion of the subject the students will be familiarized with the nature of business environment and its components. The subject contents facilitate the students to develop conceptual framework of business environment and generate interest in international business.

Recommended Books

1. Manuel G. Velasquez, 'Business Ethics', Pearson Education.
2. Sheikh Saleem, 'Business Environment', Pearson Education.
3. Frances Cherunilam, 'Business Environment', Himalaya Publishing House.
4. K. Aswathapa, 'Business Environment', Tata Mcgraw Hill.
5. Biswanath Ghosh, 'Ethics in Management and Indian Ethos', Vikas Publication.

MACRO ECONOMICS

Subject Code: MBAD1-208

L T P C
4 0 0 4

Duration: 45 Hrs

Learning Objective: This course will teach students the basic tools of macroeconomics and apply them to real world economic policy. The goals of the course are for students to understand how to evaluate macroeconomic conditions, understand how monetary policy and fiscal policy can be used to influence short-run macroeconomic conditions.

UNIT-I (11 Hrs)

Nature of Macro-Economic System; Role of Macro Economics for Managerial Decision Making Circular Flow of Income; **National Income:** Concepts and Measurement, Keynesian Theory of Income Determination, Consumption Function, Keynes' Psychological Law of Consumption, Income-Consumption Relationship: Relative Income, Life Cycle and Permanent Income Hypothesis.

UNIT-II (10 Hrs)

Saving and Investment Functions; Marginal Efficiency of Capital; Multiplier, Accelerator and Investment Behaviour, Balance of Payment and Exchange Rate Determination Applications: India's Experience with Exchange Rate, Impact of Fluctuations in Exchange Rate on Export, Import and Growth of Domestic Industry

UNIT-III (10 Hrs)

Introduction to Demand and Supply of Money: Motive for Holding Money; Liquidity Preference

Inflation and Unemployment: Concepts of Inflation-Demand Pull and Cost Push; Introduction to Philips Curve as Relation Between Inflation and Unemployment.

Business Cycle: Features and Phases, Effects and Control.

UNIT-IV (14 Hrs)

Macro-Economic Policy: Understanding of Macroeconomic Stabilization and Structural Reforms. Central Banking Operations and Aspects of Monetary Management; Growth and Stabilization Effects of Monetary Policy Operations; Nature and Components of Fiscal Policy; Fiscal Policy Operations for Macro-Economic Growth and Stabilization; Fiscal Deficit and Its Management; Public Debt Operations and Their Impact, Co-Ordination of Fiscal and Monetary Policies for Effective Macro-Management; Corporate Adjustments to Monetary and Fiscal Variations.

Learning Outcomes: Upon successful completion of the course, the student should be able to demonstrate a basic understanding of news relating to the economy as a whole, the economic implications of changes in government fiscal or monetary policy; how interest rates are determined and the role of interest rates in personal and corporate decision-making; and critically apply economic concepts when participating as a citizen in a democratic society. In

MRSPTU MBA SYLLABUS 2016 BATCH ONWARDS
(Approved in 1st MRSPTU Standing Committee of Academic Council on 20.12.2016)

particular, the students should be able to calculate equilibrium national income levels, calculate and use various multipliers, convert nominal values to real values.

Recommended Books

1. Olivier Blanchard, 'Macroeconomics Updated Englewood Cliffs', Prentice Hall, 5th Edn., **2011**.
2. Dimand, W. Robert, N. Durlauf, Steven, E. Blume, Lawrence, eds. 'Macroeconomics, Origins and History', **2008**.
3. D.N. Dwivedi, 'Macroeconomics: Theory and Policy', Tata McGraw-Hill, New Delhi, **2001**.
4. John Bouman, 'Principles of Macroeconomics – Free Fully Comprehensive Principles of Microeconomics and Macroeconomics Texts'.

RESEARCH METHODOLOGY

Subject Code – MREM0-101

L T P C
4 0 0 4

Duration – 45 Hours

UNIT–I (11 Hrs)

Introduction to Research: Meaning, Definition, Objective and Process

Research Design: Meaning, Types - Historical, Descriptive, Exploratory and Experimental

Research Problem: Necessity of Defined Problem, Problem Formulation, Understanding of Problem, Review of Literature

Design of Experiment: Basic Principal of Experimental Design, Randomized Block, Completely Randomized Block, Latin Square, Factorial Design.

Hypothesis: Types, Formulation of Hypothesis, Feasibility, Preparation and Presentation of Research Proposal

UNIT–II (10 Hrs)

Sources of Data: Primary and Secondary, Validation of Data

Data Collection Methods: Questionnaire Designing, Construction

Sampling Design & Techniques – Probability Sampling and Non Probability Sampling

Scaling Techniques: Meaning & Types

Reliability: Test – Retest Reliability, Alternative Form Reliability, Internal Comparison Reliability and Scorer Reliability

Validity: Content Validity, Criterion Related Validity and Construct Validity

UNIT–III (13 Hrs)

Data Process Operations: Editing, Sorting, Coding, Classification and Tabulation

Analysis of Data: Statistical Measure and Their Significance, Central Tendency, Dispersion, Correlation: Linear and Partial, Regression: Simple and Multiple Regression, Skewness, Time series Analysis, Index Number

Testing of Hypothesis: T-test, Z- test, Chi Square, F-test, ANOVA

UNIT – IV (11 Hrs)

Multivariate Analysis: Factor Analysis, Discriminant Analysis, Cluster Analysis, Conjoint Analysis, Multi-Dimensional Scaling

Report Writing: Essentials of Report Writing, Report Format

Statistical Software: Application of Statistical Softwares like SPSS, MS Excel, Mini Tab or MATLAB Software in Data Analysis

**Each Student has to Prepare Mini Research Project on Topic/ Area of their Choice and Make Presentation. The Report Should Consists of Applications of Tests and Techniques Mentioned in The Above UNITs*

Recommended Books

MRSPTU MBA SYLLABUS 2016 BATCH ONWARDS
(Approved in 1st MRSPTU Standing Committee of Academic Council on 20.12.2016)

1. R.I Levin and D.S. Rubin, 'Statistics for Management', Pearson Education New Delhi, 7th Edn.
2. N.K. Malhotra, 'Marketing Research—An Applied Orientation', Pearson Education New Delhi, 4th Edn.
3. Donald Cooper, 'Business Research Methods', Tata McGraw Hill New Delhi.
4. Sadhu Singh, 'Research Methodology in Social Sciences', Himalaya Publishers.
5. Darren George & Paul Mallery, 'SPSS for Windows Step by Step', Pearson Education New Delhi.
6. C.R. Kothari, 'Research Methodology Methods & Techniques', 2nd Edn.. New Age International Publishers.

PRODUCTIONS & OPERATIONS MANAGEMENT

Subject Code: MBAD1 - 209

L T P C
4 0 0 4

Duration: 45 Hrs

Learning Objectives: It is a subject where a student learns various steps of product design, development, production, plant location, storage, production planning and control. The students are motivated to apply concepts and principles of management to become more effective professional.

UNIT- I (12Hrs)

Operations Management: Concept, Functions. Transformation Process Model: Inputs, Process and Outputs; Classification of Operations; Responsibilities of Operations Manager, Contribution of Henryford, Deming, Crosby, Taguchi. Facility Location – Importance, Factors in Location Analysis, Location Analysis Techniques. Product Design and Development – Product Design and Its Characteristics, Product Development Process (Technical), Product Development Techniques. Process Selection- Project, Job, Batch, Mass and Process Types of Production Systems, Operations Management in Corporate Profitability and Competitiveness

UNIT- II (10 Hrs)

Facility Layout: Objectives, Advantages, Basic Types of Layouts, Problems in Facility Layout.

Production Planning & Control (PPC): Concepts, Objectives and Functions, Work study – Productivity: Method study; Work measurement.

Capacity Planning: Concepts, Factors affecting Capacity Planning, Capacity Planning Decisions.

UNIT- III (13 Hrs)

Quality Management: Introduction, Meaning, Quality Characteristics of Goods and Services, Jurans' Quality Trilogy, Deming's 14 Principles, Tools and Techniques for Quality Improvement, Statistical Process Control Chart, Quality Assurance, Total Quality Management (TQM) Model Concept of Six Sigma and its Application.

Acceptance Sampling: Meaning, Objectives, Single Sample, Double Sample and Multiple Sample Plans with sated risk,

Control Charts for Variables: Averages and Ranges, Control Charts for Defectives – Fraction Defective and Numbers Defective.

UNIT- IV (10 Hrs)

JIT and Lean Production System: JIT Approach, Implementation requirements, Services, Kanban System. Inventory Management: Concepts, Classification, Objectives, Factors

MRSPTU MBA SYLLABUS 2016 BATCH ONWARDS
(Approved in 1st MRSPTU Standing Committee of Academic Council on 20.12.2016)

Affecting Inventory Control Policy, Inventory Costs, Basic EOQ Model, Re-order level, ABC analysis, Logistics and Franchising.

Purchasing Management: Objectives, Functions, Methods, Procedure, and Value Analysis: Concepts, Stock Control Systems, Virtual Factory Concept and Production Worksheets.

Course Outcomes: After studying this course, the students learn the role of operations on achieving various competitive capabilities. The students also learn how to help an organization in improving productivity and meeting customer's competitive capabilities.

Recommended Books

1. Buffa & Sarin, 'Modern Production/Operations Management', 8th Edn., John Wiley.
2. Chary, 'Production and Operations Management', Tata McGraw-Hill.
3. Krajewski & Ritzman, 'Operations Management', 5th Edn., Pearson Education.
4. Adam and Eben, 'Production & Operations', 5th Edn., Prentice Hall.

HUMAN RESOURCE MANAGEMENT

Subject Code: MBAD1- 210

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Duration: 45 Hrs

Learning Objectives: The objective of the paper is to make student aware of the various functions and importance of the HR Department in any organization. It is basically concerned with managing the human resources, whereby the underlying objective is to attract retain and motivate the human resources in any organization, which is the most challenging and daunting look for any organization today.

UNIT-I (10 Hrs)

Human Resources Management: Meaning, Scope, Objective, Functions, Roles and Importance. Interaction with other Functional Areas, HRM & HRD – A Comparative Analysis, Human Resource Management practices in India.

Human Resource Planning: Concept, Process, Importance and Methods. Human Resource Information System

Job Analysis: Job Description, Job Specification. Job Evaluation – Concepts and Methods

UNIT-II (10 Hrs)

Recruitment & Selection: Concept, Process & Methods of Recruitment & Selections. Induction & Placement

Training & Development: Concept and Methods, Difference between Training & Development, Aligning Training to Business Needs, Future of Training & development. Career Planning, Coaching & Mentoring

Internal Mobility: Promotion, Transfer, Demotion, Separation

UNIT-III (13 Hrs)

Performance Appraisal: Concept, Methods and Issues in Performance Appraisal, Potential Appraisal. Compensation Management- Wage & Salary Administration: Concept of Wage & Salary Administration, Elements & Methods of Wage & Salary, Incentive Plans & Fringe Benefits.

Quality of Work Life (QWL): Concept, Development, Various Approaches and Techniques for improving QWL. Job Stress, Counselling and Monitoring, Job Satisfaction, Morale and productivity

UNIT IV (12 Hrs)

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(Approved in 1st MRSPTU Standing Committee of Academic Council on 20.12.2016)

Industrial Relations: Concept, Importance and Difference between HR and IR.
Collective Bargaining: Meaning, Scope, Objectives, Issues and Strategies, Negotiations Skills and Strategies, Participative Management

Employee Grievances and Their Resolution: Model for Grievance Resolution Procedure.

Quality Circles: Concept, Structure and Role of Management, Quality Circle in India, HR Audit, Contemporary Issues in HRM.

Learning Outcome: After completing this course the students should be able to understand the concepts, principles and processes of HRM, understand the crucial role that HRM plays in helping organizations all over the world adapt to the endless change today.

Recommended Books

1. Edwin B. Flippo, 'Personal Management', Tata Mc Graw Hill.
2. Bohlander, 'Snell & Vohra, Human Resource Management', Cengage Learning.
3. Gary Dessler, 'Human Resource Management', McMillan.
4. V.S.P. Rao, 'Human Resource Management', Excel Books.
5. C.B. Memoria, 'Personnel Management', Himalaya Publications.
6. T.N. Chhabra, 'Human Resource Management', Dhanpat Rai & Sons.
7. C.B. Gupta, 'Human Resource Management', Sultan Chand and Sons.
8. R.S. Dwivedi, 'HRD in India Companies', Himalaya Publications.

MARKETING MANAGEMENT

Subject Code: MBAD1-211

L T P C

Duration: 45 Hrs

4 0 0 4

Learning Objectives: The course aims at making students understand concepts, philosophies, processes and techniques of managing the marketing operations of a firm in turbulent business environment. This course will provide better understanding of the complexities associated with marketing functions, strategies and provides students with the opportunity to apply the key concepts to practical business situations.

UNIT-I (12 Hrs)

Understanding Marketing and Consumers: Definition, Importance, Scope, Various Marketing Concepts, Marketing Mix, Marketing vs Selling, Effect of Liberalization and Globalization, Creating Customer Value. **Analysing Marketing Environment:** Micro, Macro
Corporate Strategic Planning: Defining Role Marketing Strategies, Marketing Planning Process.

Marketing Information System: Concept and Components

Consumer Behaviour: Understanding Consumer Behaviour, Factors Influencing Consumer Buying Behaviour, Business Buying Process, Understanding Business Buyer Behaviour.

UNIT-II (12 Hrs)

Creating and Managing Product: Market Segmentation & Targeting, Differentiation & Positioning, Competitors Analysis

Product Decisions: Product Mix, Packaging and Labelling Decisions, Branding & Brand Equity, Services Marketing, New Product Development, Consumer Adoption Process, Product Life Cycle and Strategies

Pricing Decisions: Objectives, Factors Affecting Pricing Decisions, Pricing Methods, Price Changes, Pricing Strategies.

UNIT-III (11 Hrs)

MRSPTU MBA SYLLABUS 2016 BATCH ONWARDS
(Approved in 1st MRSPTU Standing Committee of Academic Council on 20.12.2016)

Delivering and Promoting Product - Supply Chain Decisions: Nature, Types, Channel Design and Channel Management Decisions, Retailing, Wholesaling, Managing Logistics and Supply Chain.

Promotion Decisions: Communication Process, Promotion Mix, Advertising, Sales Promotion, Public Relations, Direct Selling and Online Marketing.

Personal Selling: Personal Selling Process, Managing the Sales Force, Designing Quota & Territories, Evaluating Performance.

UNIT-IV (10 Hrs)

Emerging Trends in Marketing: Green Marketing, Event Marketing, Network Marketing, Direct Marketing, Social Marketing, Buzz Marketing/ Viral Marketing, Consumerism, Customer Relationship Management (CRM), Customer Satisfaction, Loyalty, Retention, Global Marketing, Rural Marketing,

E-Commerce: Marketing in The Digital Age

Note: Relevant Case Studies should be discussed in class.

Learning Outcomes: This course will equip students to review marketing issues with respect to understand basic concepts of Marketing, understand target segmentation and consumer decision making design of products that meet consumer needs understand pricing, channels of distribution understand marketing communication.

Recommended Books

1. Ramaswamy & Namakumari, 'Marketing Management', McMillan.
2. Etzel, Walker, Stanton and Pandit, 'Marketing Management', Tata McGraw-Hill,
3. Kurtz & Boone, 'Principles of Marketing', Cengage Learning
4. Kotler & Koshy, 'Marketing Management', Pearsons Education.
5. Kotler & Armstrong, 'Principles of Marketing', Prentice Hall.
6. Biplab S. Bose, 'Marketing Management', Himalaya Publications.

FINANCIAL MANAGEMENT

Subject Code: MBAD1-212

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Duration: 45 Hrs

Learning Objectives: To provide an understanding of the function, the roles, the goals and the processes of corporate financial management, covering the sourcing of finances and their issues in investment and operations. Problem-solving methodology will be used to illustrate the theories and tools in financial decision making.

UNIT-I (12 Hrs)

Nature, Scope and Objectives of Financial Management, Profit Maximization Vs Wealth Maximization, Financial Planning, Forms of Business Organization, Role of Financial Manager

Financing Decision: Cost of Capital, Computation of Cost of Equity, Debt and Quasi Capital, Weighted Average Cost Capital – Capital Structure – Factors Affecting Capital Structure, Liquidity Ratios

Capital Structure Theories: Net Income Approach, Net Operating Income Approach, Traditional Approach, Modigliani-Miller Model (MM), Criticisms of MM Models, Financial Distress & Agency Cost, Asymmetric Information Theory.

Capital Structure Policy: Determinants of Capital Structure Decision, Approach to Estimating the Target Capital Structure, Variations in Capital Structures, EBIT / EPS Analysis and ROI / ROE Analysis, Profitability Ratios

UNIT-II (12 Hrs)

MRSPTU MBA SYLLABUS 2016 BATCH ONWARDS
(Approved in 1st MRSPTU Standing Committee of Academic Council on 20.12.2016)

Leverage: Measuring and Analysing the Implications of Leverage - Operating Leverage, Financial Leverage and Combined Leverage CVP analysis, PV Chart and Break Even Analysis for business decisions, Leverage Ratios

Investment Decision: Nature and Significance of Investment Decision, Time Value of Money - Future Value of a Single Cash Flow, Annuity, Present Value of a Single Cash Flow, Annuity, Present Value of an Uneven Cash Flow, Multi -Period Compounding

Capital Budgeting: Process and Techniques, Discounted and Non-Discounted Methods (Pay Back, ARR, NPV, IRR, Benefit Cost Ratio)

Introduction Risk and Return: Risk and Return Concepts, Risk in a Portfolio Context, Relationship between Risk and Return Model - CAPM, APT, (with numerical problems), Certainty Equivalent Factor, Capital Rationing

UNIT-III (11 Hrs)

Dividend Decisions: Meaning and Significance of Dividend, Dividend Models: Traditional Model, Walter Model, Gordon Model, Miller-Modigliani Position, Rational Expectations Mode, Determinants of Dividend, Bonus Shares, Stock Splits. Dividend Ratios, Dividend Capitalization Approach

Working Capital Decision: Meaning, Nature and Scope of Working Capital - Component of Working Capital – Factors affecting Working Capital, Working Capital Strategies, Working Capital Ratios, Operating cycle, Cash Management Models – Cash Budgeting– Inventory Management

UNIT-IV (10 Hrs)

Long term Sources of Funds: Equity share, Preference shares, Debentures, Bonds, Warrants, Venture capital and Ploughing back of profits

Short Term Sources of Funds: Commercial Paper, Certificate of Deposit, Treasury Bills

Financial Markets: Nature and Significance of Primary and Secondary Markets, Objectives and Functions, Stock Market Index Calculation, Venture Capital Financing, EVA

Course Outcome: After completing this course the students should be able to make optimum decisions pertaining to raising funds, making investments & managing the assets of a corporation, big or small, with an ultimate goal of creating value.

Recommended Books

1. Brigham, 'Financial Management: Text & Cases', Cengage Learning.
2. Brealy & Myres, 'Principles of Corporate Finance', Tata McGraw Hill.
3. J. John, 'Financial Decision Making: Concept, Problem & Cases', Prentice Hall.
4. I.M. Pandey, 'Financial Management', Vikas Publishers.
5. Khan & Jain, 'Financial Management', Tata McGraw Hill.

MINOR PROJECT - II

Subject Code – MBAD1- 213

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- The students will have to submit a research report on the relevant management topic. The students may continue with minor Project-I or may select any other fresh topic.
- The report must contain an empirical based analysis with the help of statistical software like SPSS/MS Excel.
- The students will have to give presentation of 15-20 minutes on the research report.