

MRSPTU MBA (AVIATION MANAGEMENT) 2023 BATCH ONWARDS**SEMESTER- FIRST****Total Contact Hours = 32****Total Marks = 800****Total Credits = 30**

SEMESTER 1st		Contact Hrs			Marks			Credits
Subject Code	Subject Name	L	T	P	Int.	Ext	Total	
MBADS1-121	CSR and Business Ethics	4	-	-	40	60	100	4
MBADS1-122	Organization Behaviour	4	-	-	40	60	100	4
MBADS1-123	Financial Statements Analysis and Reporting	4	-	-	40	60	100	4
MBADS1-124	Business Statistics and Analytics for Decision Making	4	-	-	40	60	100	4
MBADS1-125	Managerial Economics and Policy	4	-	-	40	60	100	4
MBADS1-126	Marketing Management	4			40	60	100	4
MBADS1-127	Business Communication	2	-	2	40	60	100	3
MBADS1-128	Computer Applications for Business	2	-	2	40	60	100	3
Total	Theory = 7 Labs = 2	28	0	4	320	480	800	30

SEMESTER - SECOND**Total Contact Hours = 32****Total Marks = 800****Total Credits = 28**

SEMESTER 2nd		Contact Hrs			Marks			Credits
Subject Code	Subject Name	L	T	P	Int.	Ext.	Total	
MBADS1-221	Legal and Business Environment	4	-	-	40	60	100	4
MBADS1-222	Business Research Methods	4	-	-	40	60	100	4
MBADS1-223	Corporate Finance	4	-	-	40	60	100	4
MBADS1-224	Human Resource Management	4	-	-	40	60	100	4
MBADS1-225	Operations Management	4	-	-	40	60	100	4
MBADS1-226	Entrepreneurship	4	-	-	40	60	100	4
MBADS1-227	Business Statistics Research Lab	-	-	4	60	40	100	2
MBADS1-228	Entrepreneurship and Innovation Project	-	-	4	60	40	100	2
Total	Theory = 7 Labs = 1	24	0	8	360	440	800	28

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

Course Description

Pedagogy

1. The medium of delivery of course will be English.
2. Subject wise small projects are given to students for better clarity of concepts in context of business scenario.
3. For sharpening the communication skills of students, presentations are conducted on individual basis or group basis.
4. Case Studies and Caselet are discussed in the class for enhancing the decision making and analytical skills of students.
5. Workshops, Expert lectures of industry persons and industrial visits are conducted to integrate the theoretical knowledge into practical one.
6. Relevant articles from Newspapers, Journals and Magazines are extracted and discussed in the class to update students with current global business issues.
7. Students are suggested to enroll in MOOC courses to enhance their knowledge in their interested areas.
8. Students are encouraged to participate in various competitive events (Sports/Cultural/Academics) in different colleges and universities for developing their overall personality.

Attendance

The attendance requirement shall be a minimum of 75% of the classes actually conducted in every course the student has registered for in the Academic Term

Scheme of Examination

The medium of instructions and examination will be English.

Distribution of Marks

Examinations	Marks
Internal	40
External	60

Internal Examinations

Category	Marks	Descriptions
MST (Mid Term Sessional Test)	24	There will be Two MSTs of 24 Marks. The average of marks of both MSTs will be taken.
Assignments	10	Four assignments will be submitted by students. Out of Four assignments, Two assignments will be theoretical and Two will be small projects based on the topics of the subject.
MCQs	6	There will be 2 MCQs of 30 Marks. The average of both MCQs will be taken. The marks will be scaled down to 6. (Divide the marks by 5)
Total	40	

Final Examination

1. The final examination will be of Three Hours. Total Marks will be 60.
2. The question paper will be comprised of Three Sections (A, B and C)
3. Section A (20 Marks) consists of 10 questions. Each question carries 2 Marks.
4. Section B (32 Marks) consists of Eight Questions (2 Question from each unit). Students have to attempt Four questions (One question from each unit). Each question carries 8 Marks.
5. Section C (8 Marks) consists of case study. It carries 8 Marks.

CSR and BUSINESS ETHICS

Subject Code: MBADS1-121

L T P C

Duration: 60 Hrs

4 0 0 4

Course Objective

The main aim of this course is:

1. To Discuss the various concepts of Corporate Social Responsibility (CSR).
2. To understand the importance of sustainability and social responsibility with context business and how they integrate into the vision and planning of the firm.
3. To understand the changing role of Business with context to the society.

Course Outcomes

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

1. Understand about CSR, Models and its strategies.
2. Evaluate corporate governance and its practices.
3. Understand sustainability and its relationship with CSR.
4. To understand about the reporting system of National Voluntary Guidelines on Social, Environmental and Economic Responsibilities of Business International Standards.

UNIT-I (15 Hrs)

Introduction to CSR: Meaning, Definition & Objectives of CSR, Chronological evolution of CSR in India; Need of CSR, Models of CSR in India, Carroll's model; Drivers of CSR; Major codes on CSR; Initiatives in India, Corporate citizenship-Business practices-Strategies for CSR-Challenges and implementation

Sustainability: Meaning and Scope, Corporate Social Responsibility and Corporate Sustainability-Sustainability Terminologies and Meanings-Why is Sustainability an Imperative

UNIT-II (12 Hrs)

Evolution of Corporate Governance-Governance practices and regulation-Structure and Development of boards-Role of capital market and government-Governance Ratings-Future of governance

Corporate Sustainability Reporting Frameworks, Global Reporting Initiative Guidelines, National Voluntary Guidelines on Social, Environmental and Economic

UNIT-III (15 Hrs)

Business Ethics: Characteristics, Principles, Types, Importance, Factors highlighting the importance of Business Ethics, Myths about Business Ethics. Ethical Values, Theories of Ethics, Absolutism verses Relativism, Teleological approach, the Deontological approach, Kohlberg's six stages of moral development (CMD), Ethics v/s Ethos, Indian v/s Western Management, Globalisation and Business Ethics. Emerging issues of Business Ethics

UNIT-IV (18 Hrs).

Managing Ethical Dilemma: Characteristics, Ethical Decision Making, Ethical Reasoning, the dilemma resolution process; Ethical dilemmas in different business areas: Finance, Marketing HRM and International Business.

Ethical Culture in Organization: Developing Codes of Ethics and Conduct, Ethical and Value Based Leadership. Role of scriptures in understanding ethics, Indian wisdom & Indian Approaches towards Business Ethics

Recommended Books

1. C.V. Baxi and Ajit Prasad, 'Corporate Social Responsibility: Concepts and Cases: The Indian Experience', Excel Books India, New Delhi, ***Latest Edition***
2. Mike Blowfield and Alan Murray, 'Corporate Responsibility', Oxford University Press, ***Latest Edition***
3. J.P. Sharma, Corporate Governance, Business Ethics & CSR, Ane Books Pvt Ltd, New Delhi. ***Latest Edition***

ORGANIZATION BEHAVIOR

Subject Code: MBADS1-122

**L T P C
4 0 0 4**

Duration: 60 Hrs

Course Objectives

The main aim of this course is:

1. To provide an understanding of basic concepts, theories and techniques in the organizational behaviour.
2. To understand the concept of motivation and its theories, job satisfaction and various leadership styles.
3. To provide an understanding of basic concepts, theories and techniques in the field of foundation of group behavior, group decision making and conflict management.
4. To understand human behaviour with its relevance to organizational functions.

Course Outcomes:

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

1. Understand the basic concepts of the organization behavior and personality
2. Understand the concept of motivation and its theories, job satisfaction and various leadership styles.
3. Understanding the concepts, theories and techniques of group behavior, and group decision making and conflict management.

UNIT-I (15 Hrs)

Organizational Behavior: Concepts, Theories and organization aspects of OB, Contributing Disciplines to OB, Challenges and opportunities for OB. Foundations of Individual Behavior: Biographical Characteristics, Learning, Theories of Learning, Ability, 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 (20 Hrs)

Foundations of Group Behavior: Nature & Concept of Group Formation, Group properties: Roles, Norms, Status, Size and Cohesiveness, Stages of Group Formation, Theories of Group Formation. Teams, Work Teams, Difference between Group & Team.

Group Decision Making: Decision Making Process; Decision Making Styles; Advantages & Disadvantages of Decision Making; Techniques of 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 and Organization level Conflict; Managing Organizational Conflict

UNIT-IV (13 Hrs)

Negotiations - Meaning & Definition, Negotiations Process; Issues in Negotiations

Organizational Change & Development: Understanding Organization, Managing Organization Culture and Technology, Organizational Change: Change Agents, Change Models, Resistance to Change. **Managing Power and Politics in Organization:** Nature & Concepts, Sources & Types of Power, Techniques of Politics.

Recommended Books

1. Robbins, 'Organization Behaviour', Pearson Education, ***Latest Edition***
2. Luthans, 'Organization Behaviour', Tata McGraw Hill, ***Latest Edition***
3. Hersey, 'Management of Organizational Behaviour', Prentice Hall India, ***Latest Edition***
4. Aswathappa, 'Organization Behaviour', Himalaya Publications, ***Latest Edition***
5. L.M. Prasad, 'Organisation Behaviour', Sultan Chand & Sons, ***Latest Edition***

FINANCIAL STATEMENT ANALYSIS AND REPORTING

Subject code – MBADS1-123

**L T P C
4 0 0 4**

Duration – 60 Hrs

Course Objectives

The main aim of this course is:

1. To acquaint the students regarding various accounting concepts and its application in managerial decision making.
2. To understand financial statements of cashflow and balance sheets.
3. To understand the appropriate accounting tools and techniques of financial accounting and management accounting for preparing and analyzing financial statements.
4. To make students understand about the financial reporting.

Course Outcomes

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

1. Identify and utilise value-relevant information contained within financial statement.
2. Explain the relationship between strategic business analysis, accounting analysis and financial analysis
3. Understand the impact of financial reporting choices on the usefulness of reported earnings to predict future performance.
4. Conduct applied business research (including locating, critically interpreting and evaluating firm-specific financial information);

UNIT-I (20 Hrs)

Accounting - 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.

Financial Statements - Need of Financial Statement, Nature, Objectives, Uses and Limitations of Financial Statement, Stakeholders of Financial Statements

UNIT-II (15 Hrs)

Readings of Financial Statements: Income Statement, Balance Sheet, Statement of Retained Earnings, Fund Flow Statement, Cash Flow Statement,

Cost Analysis: Marginal Costing, Break Even Analysis, Standard Costing, Variance Analysis, Introduction to Budgets and its Types.

UNIT-III (13 Hrs)

Analysis of Financial Statements with Managerial Perspective

Techniques of Financial Statement Analysis: Common Size Statements, Comparative Statements, Trend Analysis and Ratio Analysis (Liquidity, Leverage, Solvency, Turnover Ratio, Market Ratio and Profitability Ratio), Du Pont Analysis.

Analysis of Firm Performance: Time Series Analysis and Cross-Sectional Analysis,

UNIT-IV (12 Hrs)

Financial Reporting System - Content of Annual Reports, Quality of Financial Reporting, Consolidated Financial Statements, Indian Financial Reporting System, Ethical Issues in Financial Reporting (Window Dressing, Quality of Earnings, Financial Scams etc.)

Short Project

Students have to submit a mandatory project in group. The project will be equivalent to two regular assignments. (Maximum Three students can be part of one group). Students have to do financial analysis of two or more companies on the basis of their annual reports. A comparative study of Indian and Foreign companies is preferred)

Recommended Books

1. Narayanaswamy, R., 'Financial Accounting – A Managerial Perspective', 5th Edn., Prentice Hall of India, ***Latest Edition***
2. Gerald White, Ashwinder Paul Sondhi and Dov Fried, 'The Analysis and Use of Financial Statements', Wiley India Edn., ***Latest Edition***
3. Gokul Sinha, 'Financial Statement analysis', Prentice Hall of India, New Delhi, ***Latest Edition***
4. John J. Wild, K. R. Subramanyam and Robert F. Halsey, 'Financial Statement Analysis', Tata McGraw Hill Publishing company Ltd. New Delhi, ***Latest Edition***
5. Stephen H Penman, 'Financial Statement Analysis and Security Valuation', Tata McGraw Hill Publishing Company Ltd. New Delhi, ***Latest Edition***

BUSINESS STATISTICS AND ANALYTICS FOR DECISION MAKING

Subject Code – MBADS1-124

L T P C
4 0 0 4

Duration – 60 Hrs

Course Objectives

The main aim of this course is:

1. To understand the statistical methods which are applied in all functional areas of business: accounting, finance, management and marketing.
2. To enable students to understand the role and importance of Statistics in improving managerial decisions.
3. To make understanding of various research tools and techniques.

Course Outcomes

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

1. Understand the key terminology, concepts tools and techniques used in various business statistical analysis
2. Develop an understanding of the theory of probability, rules of probability and probability distributions.
3. Understand the meaning and importance of correlation and regression analysis including both simple and multiple correlation and regression

UNIT-I (20 Hrs)

Statistics: An Overview-Concept, Significance and Limitations, Importance and Scope of Statistics in Decision Making in Business Management.

Measure of Central Tendency: Objectives of Averaging. Requisites of Measure of Central Tendency, Mathematical Averages – Arithmetic Mean, Geometric Mean, Harmonic Mean, **Averages of Position** -Median and Mode, Partition Values- Quartiles, Deciles and Percentiles, Relationship Between Mean, Median and Mode.

Measure of Dispersion: Classification of Measure of Dispersion; Range and Inter Quartile Range, Deviation, Variance and Standard Deviation, Chebyshev's Theorem, Coefficient of Variation, Skewness and Kurtosis

UNIT-II (15 Hrs)

Correlation: Significance, Types, Methods of Correlation Analysis: Scatter Diagrams, Karl Pearson's Correlation Coefficient, Rank Correlation Coefficient, Properties of various types of Correlation

Regression: Concept of Regression and The Difference between Correlation and Regression, Lines and Equations of Regression.

UNIT-III (10 Hrs)

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.

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

UNIT-IV (15 Hrs)

Probability: Definition, Types of Probability, Classical Approach, Relative Frequency and Subjective Approach to Probability, Theorems of Probability, Addition and Multiplication Laws, Bays Theorem and its Application. Probability Distributions

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

MANAGERIAL ECONOMICS AND POLICY

Subject Code: MBADS1-125

**L T P C
4 0 0 4**

Duration: 60 Hrs

Course Objectives

The main aim of this course is:

1. To enable students to understand various economic factors that influence business in India so and analyze associated opportunities, risks and challenges for managerial decisions.
2. Learn about Managerial Economics & its relation with other disciplines, and understand about Demand Analysis, Theory of Production, Theory of Cost and Market structure.
3. To teach students about basic tools of macroeconomics and apply them to real world economic policy.
4. To make students understand how monetary policy and fiscal policy can be used to influence short-run macroeconomic conditions.

Course Outcomes

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

1. Analyze the demand and supply conditions and assess the position of a company
2. Design competition strategies, including costing, pricing, product differentiation, and market environment according to the natures of products and the structures of the markets
3. Demonstrate the basic understanding of the economic implications of changes in government fiscal or monetary policy.
4. Calculate equilibrium national income levels and use various multipliers and convert nominal values to real values.

Unit-I (15 Hrs)

Introduction: Meaning, Nature, Scope & Relationship with other disciplines, Role of managerial economics in decision Making, Opportunity Cost Principle

Marginal Analysis: Law of diminishing marginal utility, Law of equi-marginal utility

Indifference Curve Analysis: Meaning Assumptions Properties, Consumer Equilibrium.

Unit-II (15 Hrs)

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.

Theory of Production: Production function, Short run and Long run production analysis, Isoquants, Optimal combination of inputs, Application in managerial decision making.

Unit-III (15 Hrs)

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

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

Unit-IV (15 Hrs)

Macro Economics: Concept of National Income: Conceptual Framework, Measure of National Income, Methods of Measurements, Phillips Curve, Classical Keynesian Theory, Investment Multiplier and Foreign Trade Multiplier.

Business Cycle: Features and Phases, Effects and Control.

Inflation: Meaning, Types, Theories – Demand and Cost Push Inflation, Causes, Effects and Cures of Inflation through Price. Deflation

Macro-Economic Policy: Aspects of Monetary Management; Monetary Policy, Growth and Stabilization Effects of Monetary Policy Operations. Fiscal Policy - Nature and Components of Fiscal Policy; Fiscal Deficit and its Management.

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
D.N.Dwivedi, 'Managerial Economic', Vikas Publications

MARKETING MANAGEMENT

Subject Code: MBADS1-126

L T P C

Duration: 60 Hrs

4 0 0 4

Course Objectives

The main aim of this course is:

1. To make students understand concepts, philosophies, processes and techniques of managing the marketing operations of a firm in turbulent business environment.
2. To 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.
3. To understand the concept of Marketing, Marketing Information System and Marketing Mix
4. To learn about Consumer Behaviour and Buying behaviour

Course Outcomes

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

1. Understand the role of marketing as a fundamental organizational policy process
2. Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces
3. Apply the knowledge, concepts, tools necessary to understand challenges and issues of marketing in a growing international and global context.
4. Interpret complex marketing issues and problems using relevant theories, concepts and methods with regard to ethical conduct

UNIT-I (15 Hrs)

Understanding Marketing and Consumers: Definition, Importance, Scope, Various Marketing Concepts, Marketing Mix, Marketing vs Selling, Effect of Liberalization and Globalization, Analyzing 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 (15 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 (18 Hrs)

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 (12 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 Digital Age

Relevant Case Studies should be discussed in class.

Recommended Books

1. Ramaswamy&Namakumari, 'Marketing Management', McMillan
2. Etzel, Walker, Stanton, and Pandit, 'Marketing Management', Tata McGrawHill,
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

BUSINESS COMMUNICATIONS

Subject Code: MBADS1-127

**L T P C
2 0 2 3**

Duration: 45 Hrs

Course objectives

The main aim of this course is:

1. To provide students a comprehensive view of communication, its scope and importance in business as well as the role of communication in establishing a favourable image of the organization.
2. To develop students' ability to communicate correctly and effectively on matters having relevance to day-to-day business operations.
3. To make student understand the fundamentals of communication as well as oral, written and non-verbal communication skills.

Course Outcomes

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

1. Know the dynamics of communication in the business world and Practice the different tools of communication
2. Enable them to speak effectively suited to the situation
3. To demonstrate a good understanding of effective business writing and effective business communications.
4. To acquire the skills of report writing and modern forms of communication such as email and usage of internet.

UNIT- I (12 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)

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), Building Vocabulary.

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 –II (10 Hrs)

Developing Writing Skills: Basics, 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, Business Proposals, Emails etc.

Report Writing: Structure, Types, Formats, Drafting of Various Types of Report. Writing

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

UNIT- III (10 Hrs)

Developing Speaking Skills: Advantages and Disadvantages, Conversation as Communication, Art of Public Speaking, Just a Minute Presentation, How To Make Effective Presentations, Four P's of Presentation, Structuring, Rehearsing and Delivery Methods.

Workshop-Jam Feedback, Overcoming Stage Fright and Overcoming Glossophobia
Presentation–1 (Planning & Preparing) Presentation–2 (Visual Aids) Presentation–
3 (Delivery)

UNIT –IV (13 Hrs)

Group Discussion: Nature, Uses and Importance, Guidelines for GD Presentations

Resume Writing: Planning, Organizing Contents, Layout, Guidelines for Good Resume.

Interview Skills: Preparation Techniques, FAQs 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. **Feedback**

Recommended Books

1. Lesikar, Petit & Flatley, '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. Devaraj, 'Executive Communication', Tata McGraw Hill
7. Ober, 'Effective Business Communication', Cengage Learning

COMPUTER APPLICATIONS FOR BUSINESS

Subject Code: MBADS1 -128

**L T P C
2 0 2 3**

Duration: 45 Hrs

Course Objectives

The main aim of this course is:

1. To provide an insight into basic features of computer systems and their applications in Managerial Decision Making.
2. To provide technical framework to students for understanding the emerging world in e-Business.

Course Outcomes

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

1. Understand the concepts of computer and various software related to it.
2. The usage of MS Office (Excel, Access & Power point) in different type of analysis and projection of reports related to the business management.

UNIT-I (12 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, Representation of data in computer memory (Binary, Octal and Hexadecimal system)

Operating System: Introduction, Different Types of Operating Systems, features and Applications.

UNIT-II (12 Hrs)

Internet: Introduction to internet and its applications, Intranet and Extranet, World Wide Web, URL, IP addressing and Domain Naming System, Internet Applications Search Engines

E – Business: E-Business framework, Infrastructure for E-Business, Electronic Data Interchange. Indian e-Commerce Scenario; IT Act; Indian Convergence Bill; Cyber Appellate and PKI. Electronic Payment Systems. Electronic Wallets; Payment Gateways

UNIT-III (11 Hrs)

Computer Networks and E-Security: Basic Concept, Advantages, classification, topologies, Security and Privacy Issues related to E-Commerce, Cryptography, Ethical Hacking, Cyber Crime, Digital Signatures, Point of Sales.

UNIT-IV (10 Hrs)

Data Warehousing: Introduction, Data Warehousing, Advantages and Disadvantages of Data Warehousing, Data Warehouse, Data Mart, Aspects of Data Mart, Online Analytical Processing, Characteristics of OLAP, OLAP Tools.

Data Mining: Introduction, Definition of Data Mining, Data mining parameters, How Data Mining works? Kinds of Data which can be mined, Functionalities of Data Mining, Classification on Data Mining system, Various risks in Data Mining, Advantages and disadvantages of Data Mining

Recommended Books

1. Rainer and Potter, 'Introduction to Information Technology', John Wiley and Sons.
2. Joseph Brady & Ellen F Monk,' Problem Solving Cases in Microsoft', Excel Thomson Learning.
3. McLaren & McLaren: Data Warehousing and Data Mining, Tata McGraw-Hill, New Delhi
4. Richard T Watson: Data Management Data Bases and Organisations, John Wiley & Sons, Inc
5. Deepak Bharihoke, 'Fundamentals of Information Technology', Excel Books
6. Sahil Raj, 'Business Analytics', Cengage Publications

Second Semester

LEGAL AND BUSINESS ENVIRONMENT

Subject Code – MBADS1- 221

L T P C

Duration: 60 Hrs

4 0 0 4

Course Objectives

The aim of this subject is:

1. To study Law of Contract, Sale of Goods Act and Negotiable Instrument for legally smooth functioning of a business.
2. To highlight about Company Law as well as constitutional framework of taxation.
3. To provide insights about Business Environment, Complexity and Diversity of current business environment in the 21st century
4. To provide a deeper understanding of the environmental factors influencing Indian business organizations.

Course Outcomes

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

1. Understand the impact of legal environment in a business context and demonstrate knowledge of and need for sustainable development
2. Analyze the various facets of basic case laws of each Act from a legal and managerial perspective
3. Apply the legal provision of Acts in common business situations.

Unit I (15 Hrs.)

Law of Contract: Definition, offer and Acceptance, Consideration, Capacity of parties, Free Consent, Legality of Object, Performance and Discharge of Contract and Remedies for Breach of Contract. **Sale of Goods Act:** Meaning - Formation of contract, condition and warranties. Difference between Transfer of Property and Possession, Right of an Unpaid Seller, **Negotiable Instrument:** Types of negotiable **Law of Insurance:** Fundamentals Elements of Insurance.

Unit II (15 Hrs.)

Company Law Incorporation of companies Memorandum of Association and Articles of Association Membership of a company Prospectus, Issue of capital, Loans, investments, deposits and charges, Meetings, Accounts and Auditors, Amalgamation, reconstructions, arrangements and compromises Provision with respect to appointment and removal of Director, Meeting, Winding up by court. **Taxation:** Constitutional framework of taxation. Direct and indirect taxes. Basic features of Central excise, GST.

Unit –III (15 Hrs.)

Business Environment - Definition, components and overview of Business Environment, Need to scan the business environment and techniques of scanning the business environment. **Political Environment:** Three political institutions: Legislature, Executive and Judiciary. Brief note on Fundamental rights and Directive Principles of state policy, **Legal Environment:** Company Regulatory Legislations in India, FEMA, Latest. EXIM policy. Competition Law, Consumer Protection Act 1986, Right to Information Act 2005

Unit –IV (15 Hrs.)

Public Sector in India: Concepts, Philosophy and Objectives, Performance, Problems and Constraints. Disinvestment and Privatization, Joint sector and Cooperative sector in India.

Social Environment: Corporate Social Responsibility, Cross-Cultural Business Environment,

Technological Environment: Impact of Technology on Business, Technological Policy, Intellectual Property Rights, Import of Technology, Problems in Technology Transfer.

International Environment: Emergence of Globalization. Control of Foreign Direct Investment, Benefits and Problems from MNCs. WTO, its role and functions, Implications for India. Trading Blocks, Foreign Trade, Dumping and Anti-Dumping measures.

Relevant Case Studies should be discussed in class.

Recommended Books

1. Dr Francis Cherunilam, Business Environment Text & Cases, Himalaya Publishing
2. Paul Justice, Business Environment- Text and Cases, TATA McGraw Hill.
3. Aswathappa, Essential of Business Environment, Himalaya Publishing
4. Aggarwal & Diwan, Business Environment, Excel Books
5. Majumdar A. K. and Kapoor G. K. 'Company Law' Taxmann Publishers
6. Bansal C. L. 'Business Laws' Taxmann Publishers
7. Singhania V. K. and Singhania K. 'Direct Tax Laws and Practice' Taxmann Publishers.
8. Chawla, Garg and Sarin 'Mercantile Law' Kalyani Publishers.

BUSINESS RESEARCH METHODS

Subject Code – MBADS1-222

**L T P C
4 0 0 4**

Duration – 60 Hours

Course Objectives

The main aim of this subject is:

1. To understand the process of formulating research problem, significance of review of literature and in-depth knowledge of various types of research designs
2. To explain various methods of data collection, Sampling, Scaling techniques and their practical implementation in Research.
3. To learn about the functional knowledge of Statistical tests (Correlation, Regression. t-test, Z- test, F- test, Chi – Square, ANOVA) in SPSS with examples
4. To understand about factor analysis and Cluster Analysis in Research projects.

Course Outcomes

After the completion of this course students will be able to

1. Have an understanding of various kinds of research, objectives of doing research, research process research designs and sampling.
2. Develop data collection instrument according to the underlying theoretical framework
3. Construct and document an appropriate research design, including argumentation for data collection and analysis methods/techniques
4. write & develop independent thinking for critically analyzing research reports.

UNIT–I (15 Hrs)

Introduction to Research: Meaning, Definition, Objective and Process, Qualitative Research, Quantitative Research, Research Ethics

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

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

Literature Review: Identifying, Accessing and Managing Sources of Information and Scholarly Literature- Academic Writing and Referencing, Steps in Literature Review Development-Argumentation

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

UNIT–II (15 Hrs)

Sources of Data: Primary and Secondary, Validation of Data

Data Collection Methods: Survey, Questionnaire: Process of Questionnaire Design, Information Required , Interview Method, Questionnaire Format and Question Composition, Individual Question Content, Questions Order, Form and Layout, Pilot Testing the Questionnaire

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 (15 Hrs)

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

Analysis of Data: Statistical Measure and Their Significance, Central Tendency, Dispersion, Correlation: Linear and Multiple Regression.

Hypothesis: Introduction, Types, Formulation of Hypothesis, Type-I Error, Type –II Error

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

UNIT – IV (15 Hrs)

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

Report Writing: Essentials of Report Writing, Report Format

Research Proposal: Purpose, Nature and Evaluation - Content and Format

Practical Considerations - Timelines, Budgets, Supervision Management, Presentation and Defence of proposals

Statistical Software: Application of Statistical Softwares like SPSS, MS Excel, Eviews in Data Analysis

Recommended Books

1. R.I Levin and D.S. Rubin, 'Statistics for Management', Pearson Education New Delhi, Seventh Edition
2. N.K. Malhotra, 'Marketing Research–An Applied Orientation', Pearson Education New Delhi, Fourth Edition
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', New Age International Publishers, Second Edition.

CORPORATE FINANCE

Subject Code: MBADS1-223

**L T P C
4 0 0 4**

Duration: 60 Hrs

Course Objectives

The main aim of this course is:

1. To provide an understanding of the functions and role of corporate financial management, covering the sourcing of finances and their issues in investment and operations.
2. To provide analytical knowledge of risk and return in portfolio.
3. To understand leverages, ROI and ROE concepts, simplifying the capital structure theories and dividend policies with illustrations.
4. To get interactive knowledge of Inventory management and receivable management, Estimation and forecasting of working capital requirements of company, functional knowledge of financing short term assets with illustrations and Case studies.

Course Outcomes

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

1. Demonstrate the applicability of the concept of Financial Management to understand the managerial Decisions and Corporate Capital Structure
2. Demonstrate how the concepts of financial management and investment, financing and dividend policy decisions could integrate while identification and resolution of problems
3. Analyse the complexities associated with management of cost of funds in the capital Structure

UNIT-I (20 Hrs)

Introduction: Nature, Scope and Objectives of Financial Management, Profit Maximization Vs Wealth Maximization, Role of Financial Manager, Agency Problem, Interface between Finance and other Business Functions, Financial Planning: Objectives, Factors affecting Financial Planning

Risk and Return: Risk and Return Concepts, Types of Risks, Relationship between Risk and Return Model - CAPM, Arbitrage Pricing Theory

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

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

UNIT-II (15 Hrs)

Financing Decision: Cost of Capital, Computation of Cost of Equity, Debentures, Preference Shares and Retained Earnings, Weighted Average Cost Capital and Implications

Capital Structure – Introduction, Factors Affecting Capital Structure, Capital Structure Theories: Net Income Approach, Net Operating Income Approach, Traditional Approach, Modigliani-Miller Model (MM) , Criticisms of MM Models, Determinants of Capital Structures, EBIT - EPS Analysis

UNIT-III (10 Hrs)

Leverage: Introduction, Operating Leverage, Financial Leverage and Combined Leverage, Application of Leverage

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

UNIT-IV (15 Hrs)

Working Capital Decision: Meaning, Nature and Scope of Working Capital - Component of Working Capital –Factors affecting Working Capital, Working Capital Strategies, Cash Management, Inventory Management

Sources of Funds: Equity share, Preference shares, Debentures, Bonds, Warrants, Venture capital, Convertible Bonds/Debentures etc.

Recommended Books

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

HUMAN RESOURCE MANAGEMENT

Subject Code: MBADS1- 224

**L T P C
4 0 0 4**

Duration: 60 Hrs

Course Objectives

The main aim of this course is:

1. To understand meaning, roles and functions of Human Resource Management, meaning and process of HR Planning, Job Description, Job Specification, HRIS, Job Evaluation, Job Analysis, HRM and HRD
2. To understand the process of recruitment and selection, placement and induction, Training and Development, Career Planning, Coaching and Mentoring
3. To understand the meaning and concept of Performance Appraisal, Wage and salary administration, incentives and fringe benefits, promotion, transfer, separation, QWL, Health, safety, welfare, social security, job stress, counseling and monitoring, job satisfaction, morale and competency Mapping

Course Outcomes

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

1. Implement knowledge on Industrial relations, collective bargaining and participative management.
2. Handle various grievances.
3. Understand the need of quality circles.
4. Understand HR Audit

UNIT-I (20 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. Line and Staff Responsibility of HR Managers, HR as a Factor of Competitive Advantage,

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

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

UNIT-II (15 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, Training Need Analysis, Delivery Methodology, Evaluation, Capacity Building, Future of Training & Development.

Career Planning, Coaching & Mentoring

Internal Mobility: Promotion, Transfer, Demotion, Separation, Downsizing, Outplacement

UNIT-III (15 Hrs)

Performance Appraisal: Concept, Methods, Issues and Ethics in Performance Appraisal, Potential Appraisal.

Compensation Management: Wage & Salary Administration: Concept of Wage & Salary Administration, Elements & Methods of Wage & Salary, Incentive Plans, Bonus, ESOPs & Fringe Benefits.

Quality of Work Life (QWL): Concept, Development, Various Approaches and Techniques for improving QWL, Counselling and Monitoring, Morale and Productivity

UNIT IV (10 Hrs)

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, Fundamentals of Industrial Relations and Fundamentals of Labour Laws, Overcoming harassment at workplace

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

OPERATIONS MANAGEMENT

Subject Code: MBADS1 - 225

**L T P C
4 0 0 4**

Duration: 60 Hrs

Course Objectives

The main aim of this course is:

1. To understand the concept, functions, transformation process model of operation management, product design and development.
2. To understand the uses of production planning and control, facility layout and productivity.
3. To understand the significant role of quality management and acceptance sampling in production management.

Course Outcomes

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

1. Learn the role of operations on achieving various competitive capabilities.
2. Learn how to help an organization in improving productivity and meeting customer's competitive capabilities.
3. Conduct investigations of complex problems including design of experiments, analysis and interpretation of data, and synthesis of information to provide valid conclusions.

UNIT – I (18 Hrs)

Operations Management: Concept, Functions, Transformation Process Model: Inputs, Process and Outputs; Classification of Operations; Responsibilities of Operations Manager, Nature of International Operations Management, Difference between Manufacturing and Service Operations

Operations Strategy: Operations Strategy, Competitive Capabilities and Core Competencies, Linkage between Corporate, Business, and Operations Strategy, Components of Operations Strategy, Global Strategies and Role of Operations Strategy

UNIT – II (12 Hrs)

Facility Location – Importance, Factors in Location Analysis, Location Analysis Techniques.

Facility Layout Planning: Introduction, Objectives of Layout, Classification of Facilities, Basis for Types of Layouts, Layout Planning

Process Selection- Project, Job, Batch, Mass and Process Types of Production Systems, Operations Management in Corporate Profitability and Competitiveness

UNIT – III (15 Hrs)

Optimization Techniques: Mathematical Formulations of LP Models for Product-Mix Problems; Graphical and Simplex Method of Solving LP Problems; Duality

Assignment Problems: Assignment problem: Solution using Hungarian Assignment Method.

Transportation Problems: Transportation problem: Initial feasible solution using North-west Corner Rule; Least Cost Method; and Vogel's Approximation Method. Testing optimality using MODI method

UNIT – IV (15 Hrs)

Game Theory: Concept of Game; Two-Person Zero-Sum Game; Pure and Mixed Strategy Games; Saddle Point; Odds Method; Dominance Method and Graphical Method for Solving Mixed Strategy Game

Sequencing Problem: Johnsons Algorithm for N Jobs and Two Machines, n Jobs and Three Machines, Two Jobs and M Machines Problems

Recommended Books

1. Buffa & Sarin, 'Modern Production/Operations Management', John Wiley, Latest edition
2. Chary, Production and Operations Management, Tata McGraw-Hill, Latest Edition
3. Krajewski&Ritzman, 'Operations Management', Pearson Education, Latest edition
4. Adam and Eben, 'Production & Operations', Prentice Hall, Latest edition
5. Anderson, David R., Dennis J. Sweeney and Thomas A., Williams, An Introduction to Management Science, South-Western.
6. Taha, Hamdy A, 'Operations Research – An Introduction', Prentice-Hall of India Private Ltd., New Delhi.
7. Hillier, Frederick S. and Gerald J. Lieberman, 'Introduction to Operations Research', McGraw Hill India (Pvt) Ltd.

ENTREPRENEURSHIP

Subject Code: MBADS1 - 226

**L T P C
4 0 0 4**

Duration: 60 Hrs

Course Objectives:

The aim of this course is:

1. To develop the entrepreneurial intent among students
2. To build the necessary competencies and motivation for a career in Entrepreneurship.

Course Outcomes:

After completing this course, the students will be able to:

1. Know the parameters to assess opportunities and constraints for new business ideas.
2. Understand the systematic process to select and screen a business idea
3. Understand various funding opportunities available for start-up and new ventures

UNIT-I (15 Hrs)

Foundations of Entrepreneurship: Concept, Need, Definition & Role of Entrepreneurship, Definition, Characteristics & Scope of Entrepreneur, Role of entrepreneurship in economic development; entrepreneurship process; factors impacting emergence of entrepreneurship; managerial vs. entrepreneurial approach, Reasons for The Failure of Entrepreneurial Ventures Role of Venture Capital, Angel Investors in Developing Entrepreneurship

Forms of Business Organizations: Sole Proprietorship, Partnership Firms and Private Companies, Public and Govt. Companies

UNIT-II (12 Hrs)

Women Entrepreneurs: Meaning, Role, Problems & Reasons for Less Women Entrepreneurs. Various Institutes & Govt Schemes To Help & Uplift Women Entrepreneurs. Case Studies for Successful Women Entrepreneurs

Social Entrepreneurship: Definition, Characteristics of Social Entrepreneurship, Role of Social entrepreneurs in solving social and entrepreneurial problems, Challenges and Opportunities for Social Entrepreneurship, CSR and Social Entrepreneurship

UNIT-III (18 Hrs)

Business Opportunity Identification: Business ideas, Methods of Generating Ideas, and Opportunity Recognition

Feasibility Study: Environmental Scanning, Competitor and Industry Analysis; Market Feasibility, Technical/Operational Feasibility, Financial Feasibility

Preparing a Business Plan: Meaning and significance of a business plan, components of a business plan, Drawing business plan; Preparing Project Report; Presenting Business Plan to investors.

UNIT-IV (15 Hrs)

MSME- Small & Medium Enterprises - Small & Medium Industry: Meaning and Importance - Definition of SME – Role & importance in India Economy

Institutional support to Entrepreneurship: Role of Central Government and State Government in Promoting Entrepreneurship, Role of Directorate of Industries, District Industries, Centers (DICs), Industrial Development Corporation (IDC), State Financial corporation (SFCs), Commercial Banks. Small Scale Industries Development Corporations (SSIDCs), National Small Industries Corporation (NSIC), SIDBI

Recommended Books

1. Vasant Desai, 'Management of Small-Scale Industries', Himalaya Publishing
2. Angadi, Cheema, Das, 'Entrepreneurship, Growth, and Economic Integration', Himalaya Publication
3. Rizwana and Janakiran, 'Entrepreneurship Development', Excel Books
4. Murthy, 'Small Scale Industry and Entrepreneurial Development', Himalaya Publishing
5. Satish Taneja, Entrepreneur Development ", New Venture Creation.
6. Robert D.Hisrich, Michael P.Peters, " Entrepreneurship Development, Tata McGraw Hill

BUSINESS STATISTICS RESEARCH LAB

Subject Code – MBADS1- 227

L T P C

Duration: 30 Hrs

0 0 4 2

Course Objective

The main objective of this course is:

1. To give insights about Managing spreadsheets
2. To teach data analysis techniques to students
3. To give practical exposure of applying Financial Tools in Spreadsheets and Statistical Softwares

Course Outcomes

After completing this course, students will be able to

1. Apply Statistical analysis in Minor project and Major Projects
2. Implement Financial Analysis in their project work
3. Handle various corporate functions in spreadsheets

UNIT – I (3 Hrs)

Managing Spread Sheet: Introduction, Naming and Moving Worksheets, Copying Worksheets, Adding, Deleting and Hiding Worksheets, Grouping Worksheets Conditional Formatting,

Date and Time Function: Date, Day, Month, Year, Edate, Eomonth, Network days, Workday, Weeknum, Weekday, Hour, Minute, Second, Now, Today, Time

Look Up Functions: Data Validation, Advanced Range Names, VLookUp, H LookUp

UNIT -II (3 Hrs)

Logical Function: IF Function, Nested IF, CountIf, SumIf, IF with AND and OR, Average, Averagea, Averageif, Averageifs, Subtotal, Rand, Randbetween, Roundup, Rounddown

Pivot Table: Introduction, Create Pivot Table, Layout of Pivot Tables, Filtering Pivot Tables, Pivot Table Analysis, Proper Function, Trim Function,

UNIT – III (4 Hrs)

Data Analysis: What If Analysis, Goal Seek, Scenario Analysis

Introduction to Financial Analysis: PMT, NPV, IRR, Risk and Return, Volatility

UNIT- IV (5 Hrs)

Statistical Analysis Tools: Frequency Distribution, Graphs, Histograms, Descriptive Statistics, Normality of Data, Correlation and Regression Analysis, t-test, ANOVA, Forecasting, Chi Square, Factor Analysis.

Use of Bibliography Softwares

Note: Students have to prepare a research report on their interest area (Finance, HR, Marketing etc.) Students will have to apply all research report components like Introduction, Review of literature, Research Methodology, Statistical Techniques (Learn in Business Statistical Research Lab), Findings etc. in the report. The students will have to give presentation of 15-20 minute on the research report.

Recommended Books

1. Greg Harvey, 'Microsoft Excel 2016 All-in-One for Dummies, Wiley Publications
2. Lokesh Lalwani, 'Excel 2019 All – In – One' BPB Publication
3. Manisha Nigam, 'Data Analysis with Excel' BPB Publication
4. Paul McFedries, 'Excel 2016- Formulas and Functions' Que Publications

ENTREPRENEURSHIP AND INNOVATION PROJECT

Subject Code – MBADS1- 228

L T P C

Duration: 30 Hrs

0 0 4 2

Students will explore the various entrepreneurial opportunities in rural and urban areas and will prepare a business plan (Students will learn about preparation of Business Plan in Entrepreneurship subject). They will submit the project in the department and will give presentation on the basis of their project report. It may be individual or group project.