

MRSPTU MBA SYLLABUS 2019 BATCH ONWARDS
(UPDATED ON 24.05.2019)

MASTERS IN BUSINESS ADMINISTRATION (1st YEAR)

Total Contact Hours = 32

Total Marks = 800

Total Credits = 30

SEMESTER 1 st		Contact Hrs			Marks			Credits
Subject Code	Subject Name	L	T	P	Int.	Ext.	Total	
MBADS1-101	Corporate Social Responsibility & Sustainability	4	-	-	40	60	100	4
MBADS1-102	Organization Behaviour	4	-	-	40	60	100	4
MBADS1-103	Financial Statements Analysis and Reporting	4	-	-	40	60	100	4
MBADS1-104	Business Statistics and Analytics for Decision Making	4	-	-	40	60	100	4
MBADS1-105	Managerial Economics	4	-	-	40	60	100	4
MBADS1-106	Marketing Management	4	-	-	40	60	100	4
MBADS1-107	Business Communication	2	-	2	40	60	100	3
MBADS1-108	Computer Applications for Business	2	-	2	40	60	100	3
Total		28	0	4	320	480	800	30

MASTERS IN BUSINESS ADMINISTRATION (1st YEAR)

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	
MBADS1-201	Indian Ethos and Business Ethics	4	-	-	40	60	100	4
MBADS1-202	Indian Economy and Policy	4	-	-	40	60	100	4
MBADS1-203	Marketing Research	4	-	-	40	60	100	4
MBADS1-204	Corporate Finance	4	-	-	40	60	100	4
MBADS1-205	Human Resource Management	4	-	-	40	60	100	4
MBADS1-206	Operations Management	4	-	-	40	60	100	4
MBADS1-207	Minor Research Project – I	3	-	-	100	-	100	3
XXXXXX	Open Elective – I	3	-	-	40	60	100	3
Total		30	0	0	380	420	800	30

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

MBA

FIRST SEMESTER SYLLABUS



MRSPTU MBA SYLLABUS 2019 BATCH ONWARDS
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CORPORATE SOCIAL RESPONSIBILITY & SUSTAINABILITY

Subject Code: MBADS1-101

L T P C

Duration: 60 Hrs

4 0 0 4

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 (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

UNIT-II (10 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-innovative practices-Case studies with lessons learnt

UNIT-III (15 Hrs)

Sustainability: Meaning and Scope, Corporate Social Responsibility and Corporate Sustainability-Sustainability Terminologies and Meanings-Why is Sustainability an Imperative-Sustainability Case Studies-Triple Bottom Line (TBL).

UNIT-IV (20 Hrs)

Corporate Sustainability Reporting Frameworks, Global Reporting Initiative Guidelines, National Voluntary Guidelines on Social, Environmental and Economic Responsibilities of Business International Standards, Sustainability Indices-Principles of Responsible Investment-Challenges in Mainstreaming Sustainability Reporting-Sustainability Reporting Case Studies.

Recommended Books

1. C.V. Baxi and Ajit Prasad, 'Corporate Social Responsibility: Concepts and Cases: The Indian Experience', Excel Books India, New Delhi, 2005
2. Mike Blowfield and Alan Murray, 'Corporate Responsibility', Oxford University Press, 2011
3. J.P. Sharma, Corporate Governance, Business Ethics & CSR, 2nd Edn., Ane Books Pvt Ltd, New Delhi, 2016

MRSPTU MBA SYLLABUS 2019 BATCH ONWARDS (UPDATED ON 24.05.2019)

ORGANIZATION BEHAVIOUR

Subject Code: MBADS1-102

L T P C
4 0 0 4

Duration: 60 Hrs

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

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

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

UNIT-IV (13 Hrs)

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.

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

Recommended Books

1. Robbins, 'Organization Behaviour', Pearson Education
2. Luthans, 'Organization Behaviour', 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 & Sons

MRSPTU MBA SYLLABUS 2019 BATCH ONWARDS
(UPDATED ON 24.05.2019)

FINANCIAL STATEMENT ANALYSIS AND REPORTING

Subject code – MBADS1-103

L T P C
4 0 0 4

Duration – 60 Hrs

Learning Objective: 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 analyzing financial statements.

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.

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

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)

Course Outcomes: After completing the subject students will be able to analyze 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. Narayanaswamy, R., 'Financial Accounting – A Managerial Perspective', 5th Edn., Prentice Hall of India, 2015
2. Gerald White, Ashwinderpaul Sondhi and Dov Fried, 'The Analysis and Use of Financial Statements', Wiley India Edn., 2010.
3. Gokul Sinha, 'Financial Statement analysis', Prentice Hall of India, New Delhi 2009
4. John J. Wild, K. R. Subramanyam and Robert F. Halsey, 'Financial Statement Analysis', Tata McGraw Hill Publishing company Ltd. New Delhi, 2004.
5. Stephen H Penman, 'Financial Statement Analysis and Security Valuation', Tata McGraw Hill Publishing Company Ltd. New Delhi, 2007

MRSPTU MBA SYLLABUS 2019 BATCH ONWARDS (UPDATED ON 24.05.2019)

BUSINESS STATISTICS AND ANALYTICS FOR DECISION MAKING

Subject Code – MBADS1-104

L T P C
4 0 0 4

Duration – 60 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 (20 Hrs)

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

Measure of Dispersion: Classification of Measure of Dispersion; 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 and Kurtosis

UNIT-II (15 Hrs)

Correlation: Significance, Types, Methods of Correlation Analysis: Scatter Diagrams, Graphic Method, Karl Pearson's Correlation Co-Efficient, 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. 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 (10 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 and Multiplication Laws, Bays Theorem and its Application

Probability Distribution Function: Discrete Distribution: Binomial Distribution and Poisson Distribution; Continuous Distribution: Normal Distribution

UNIT-IV (15 Hrs)

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

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

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

MRSPTU MBA SYLLABUS 2019 BATCH ONWARDS
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MANAGERIAL ECONOMICS

Subject Code: MBADS1-105

L T P C
4 0 0 4

Duration: 60 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 (15 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 (15Hrs)

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 (10 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 (20 Hrs)

Price Determination under Perfect Competition- Introduction, Market and Market Structure, Perfect Competition, Price-Output Determination under Perfect Competition, Short-run Industry Equilibrium under Perfect Competition, Short-run Firm Equilibrium under Perfect Competition, Long-run Industry Equilibrium under Perfect Competition, Long-run Firm Equilibrium under Perfect Competition

Pricing Under Imperfect Competition- Introduction, Monopoly, Price Discrimination under Monopoly, Bilateral Monopoly, Monopolistic Competition, Oligopoly, Collusive Oligopoly and Price Leadership, Duopoly.

Behavior of Firms: Nash Equilibrium, Prisoner's Dilemma, Asymmetric Information.

Course 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 behavior 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.

MRSPTU MBA SYLLABUS 2019 BATCH ONWARDS
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MARKETING MANAGEMENT

Subject Code: MBADS1-106

L T P C
4 0 0 4

Duration: 60 Hrs

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 (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

Note: Relevant Case Studies should be discussed in class.

Course 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 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

MRSPTU MBA SYLLABUS 2019 BATCH ONWARDS

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BUSINESS COMMUNICATIONS

Subject Code: MBADS1-107

L T P C
2 0 2 3

Duration: 45 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 favorable 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 (15 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 (13 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 (7 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.

Course Outcome: After studying this course the students will enable to:

- Know the dynamics of communication in the business world
- Practice the different tools of communication
- Enable them to speak effectively suited to the situation

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. Devaraj, 'Executive Communication', Tata McGraw Hill
7. Ober, 'Effective Bossiness Communication', Cengage Learning

MRSPTU MBA SYLLABUS 2019 BATCH ONWARDS

(UPDATED ON 24.05.2019)

COMPUTER APPLICATIONS FOR BUSINESS

Subject Code: MBADS1 -108

L T P C
2 0 2 3

Duration: 45 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 (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, Introduction to Electron Display Gadget

Operating System: Types of Operating System: Windows, Linux, Mac and features.

UNIT-II (12 Hrs)

MS Applications: MS Word – Basics, Formatting Text and Documents, Mail Merge, Hyperlinks, Bookmark.

MS Excel – Introduction, Creating a List, Graphs and Charts, Sorting, Filtering Data, Pivot Tables, Freezing Panes, Basic Statistical Formulae in Excel and Macros

MS PowerPoint – Introduction–Toolbar, their Icons and Commands– Navigating in Power point–Creation of slides, animation, and templates–Designing Presentations–Slide show controls–Making notes on Pages and Handouts–Printing Presentations–Customizing Presentations–Auto content Wizard

UNIT-III (11 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, Electronic Data Interchange.

UNIT-IV (10 Hrs)

Computer Networks and Security: Introduction: Cryptography, Ethical Hacking, Cyber Crime, Digital Signatures, E Wallets, Point of Sales.

Poster Making with Photoshop: Opening new and existing files, Exploring tool box, various Operations: Zooming, Cropping, Adjusting colours with adjustment panels, Understanding pixel and resolution, image size command, resizing for print and web.

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
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

**MBA
SECOND SEMESTER
SYLLABUS**



MRSPTU MBA SYLLABUS 2019 BATCH ONWARDS
(UPDATED ON 24.05.2019)

INDIAN ETHOS AND BUSINESS ETHICS

Subject Code: MBADS1-201

L T P C

Duration: 60 Hrs

4 0 0 4

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 (20 Hrs)

History & Relevance, Principles Practiced by Indian Companies, Role of Indian Ethos in Managerial Practices, Management Lessons from Vedas, Mahabharata, Bible, Quran, Kautilya's Arthashastra, Indian Heritage in Business, Management-Production and Consumption. Ethics v/s Ethos , Indian v/s Western Management, Work Ethos and Values for Indian Managers- Relevance of Value Based Management in Global Change- Impact of Values on Stakeholders, Trans-Cultural Human Values, Secular v/s Spiritual Values , Value System in Work Culture

UNIT - II (15 Hrs)

Stress Management-Meditation for mental health, Yoga, Contemporary Approaches to Leadership-Joint Hindu Family Business-Leadership Qualities of Karta, Indian Systems of Learning-Gurukul System of Learning , Advantages- Disadvantages of Karma, importance of Karma to Managers-Nishkama Karma, Laws of Karma, Law of Creation- Law of Humility- Law of Growth- Law of Responsibility- Law of Connection-Corporate Karma Leadership.

UNIT - III (10 Hrs)

Understanding the need for ethics, Ethical values, myths and ambiguity, ethical codes, Ethical Principles in Business; Theories of Ethics, Absolutism verses Relativism, Teleological approach, the Deontological approach, Kohlberg's six stages of moral development (CMD)

UNIT - IV (15 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. Manuel G. Velasquez, 'Business Ethics', Pearson Education
2. Biswanath Ghosh, 'Ethics in Management and Indian Ethos', 2nd Edn., Vikas Publication, 2011
3. Balachandaran S., 'Ethics, Indian Ethos and Management', 2nd Edn. Shroff Publishers & Distributors 2003
4. Aanda das Gupta, 'Business Ethics Text and cases from Indian Perspectives' Springer

MRSPTU MBA SYLLABUS 2019 BATCH ONWARDS
(UPDATED ON 24.05.2019)

INDIAN ECONOMY AND POLICY

Subject Code: MBADS1-202

L T P C
4 0 0 4

Duration: 60 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 (20 Hrs)

Nature of Macro-Economic System: Colonialism and development of the Indian economy-De-industrialization of Indian economy-Business enterprises-Growth and economic reforms-Poverty, 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 Behavior, 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

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

UNIT-III (15 Hrs)

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.

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

UNIT-IV (15 Hrs)

Fiscal Policy - 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.

Financial Sector Performance and Impending Reforms, Economic reforms towards more liberalization-Agriculture, industry and services, Government reforms and the emerging energy-economy-environment regulatory framework

Course 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 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 edition, 2011
2. Dimand, Robert W. Durlauf, Steven N.; Blume, Lawrence E., 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'

MRSPTU MBA SYLLABUS 2019 BATCH ONWARDS
(UPDATED ON 24.05.2019)

MARKETING RESEARCH

Subject Code – MBADS1-203

L T P C
4 0 0 4

Duration – 60 Hours

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 Partial, Regression: Simple and Multiple Regression, Skewness, Time series Analysis, Index Number

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.

MRSPTU MBA SYLLABUS 2019 BATCH ONWARDS
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OPERATIONS MANAGEMENT

Subject Code: MBADS1 - 204

L T P C
4 0 0 4

Duration: 60 Hrs

Learning Objective: 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 (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, Sustainable Operations Management
Difference between Manufacturing and Service Operations

Operations Strategy: Operations Strategy, Competitive Capabilities and Core Competencies, Operations Strategy as a Competitive Weapon, Linkage between Corporate, Business, and Operations Strategy, Developing Operations Strategy, Elements or 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. 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 – III (15 Hrs)

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

Inventory Management: Deterministic Demand Model, EOQ, Re-order level, ABC analysis, Continuous and Periodic Review Inventory models

Supply Chain Management; Lean vs Agile supply chains; Aggregate Production Planning; Master Production Schedule (MPS) and Material Requirement Planning (MRP), JIT Approach, Implementation requirements, Services, Kanban System

UNIT – IV (15 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. Introduction to Six Sigma

Project Management - Project Lifecycle Understanding, Project Definition, WBS (Work Breakdown Structure), Planning Scope-Planning Schedule

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

MRSPTU MBA SYLLABUS 2019 BATCH ONWARDS

(UPDATED ON 24.05.2019)

HUMAN RESOURCE MANAGEMENT

Subject Code: MBADS1- 205

L T P C
4 0 0 4

Duration: 60 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 (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

Course 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. Chabbra, '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

MRSPTU MBA SYLLABUS 2019 BATCH ONWARDS

(UPDATED ON 24.05.2019)

CORPORATE FINANCE

Subject Code: MBADS1-206

L T P C
4 0 0 4

Duration: 60 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 (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, Receivable Management

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

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

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. 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

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MINOR PROJECT - I

Subject Code – MBADS1- 207

L T P C

Duration: 45 Hrs

3 0 0 3

1. Students have to prepare a research report on their interest area (Finance, HR, Marketing etc.)
2. Students will have to apply all research report components like Introduction, Review of literature, Research Methodology, Statistical Techniques (Learn in Market Research), Findings etc. Students have to Statistical Software like SPSS should be used to apply statistical techniques.
3. The students will have to give presentation of 15-20 minute on the research report.

OPEN ELECTIVE - I

Subject Code – XXXX

L T P C

Duration: 45 Hrs

3 0 0 3

Students will study one interdepartmental subject. List of Open Electives – I is available on the university website.