

GANGA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, KABLANA (JHAJJAR)

An Autonomous Institute (UGC)

Approved by AICTE, New Delhi and Affiliated to MDU, Rohtak

NAAC 'A' GRADE



SCHEME AND SYLLABI

OF

2-YEAR

MASTERS OF BUSINESS

ADMINISTRATION PROGRAM

(MBA)

WITH EFFECT FROM THE ACADEMIC SESSION

2025-26

DEPARTMENT OF MANAGEMENT STUDIES

Vision:

GITAM aims to be an outstanding Institute in India through academic excellence in the field of Technology and Management to fulfil the need of the Industry and serve the society.

Mission:

- To provide healthy environment to our students as well as faculty members.
- To achieve excellence in technical education.
- To promote holistic development of students through interaction with alumni, academia, Industry and expert lectures.
- To attract, nurture and retain the best faculty and technical manpower.
- To promote research and development initiative.
- To contribute to the society by inculcating professional ethics in the students.

PROGRAM OUTCOMES OF THE MBA PROGRAM

By the end of the program graduating students should:

PO	By the end of the program graduating students should:
PO1	Apply knowledge of management theories and practices to solve business problems.
PO2	Foster Analytical and critical thinking abilities for data-based decision-making.
PO3	Ability to develop Value-based Leadership ability.
PO4	Ability to understand, analyze, and communicate global, economic, legal, and ethical aspects of business
PO5	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team Environment
Additional Program Outcomes (APOs)	
PO6	Adapt to new changes and innovations for lifelong learning.
PO7	Identify and implementing business opportunities for showcasing entrepreneurial skills.

1. DEFINITION OF CREDIT

1	1 Lecture (L) per week	1 Credit
2	1 Tutorial (T) per week	1 Credit
3	1 Practical (P) per week	0.5 Credit
4	2 Practical (Lab) per week	1 Credit

2. RANGE OF CREDIT

A range of credits from 96 to 112 for a student to be eligible to get Post Graduate degree in Management.

3. STRUCTURE OF POSTGRADUATE PROGRAM (MBA)

Sr. No.	Category	Only Course Work Breakup of Credits	Course Work with Research	Only Research work
1	Discipline Specific Courses	48	44	40
2	Discipline Elective Courses	32	16	-
3	Skill Enhancement Course/ Vocational Course/ Internship/ Project Work/ Thesis	16	36	56
Total Credits		96	96	96

* Note

*Minor variation is allowed as per need of the Program.

- The duration of all the end-term theory examinations shall be 3 hours.
- The Criteria for Assessment of Theory Courses throughout the Program shall be as under:
 - Sessional Examination : 50% of Assessment Marks
 - Assignments/Presentations/Seminars and Class Participation : 30% of Assessment Marks
 - Attendance : 20% of Assessment Marks
Attendance% : Marks
90-100% : 100% of Attendance marks
85%-89.99% : 80% of Attendance marks
80%-84.99% : 60% of Attendance marks
75%-79.99% : 45% of Attendance marks
65%-74.99% : 25% of Attendance marks
Below 65% : 0% of Attendance marks
- The Criteria for awarding the Internal assessment practical course throughout the Program shall be as under:
 - Practical Assignments/Practical File : 60% Weightage of Assessment
 - Attendance (Criteria as mentioned above in 2(c)) : 40% Weightage of Assessment
- The panel of examiners for end-semester theory/practical examinations shall be prepared and approved by the BOS of Department of Management Studies or Academic Council of Institute.
- The panel of examiners (ordinarily not below the rank of Associate Professor) for assessment of the Project reports/Dissertation/Research Project/Summer Internship Reports shall be recommended by the BOS of Department of Management Studies or Academic Council of Institute.

4. COURSE CODE AND DEFINITIONS

Sr. No.	Category	Course Code
1	Discipline Specific Course	DSC
2	Skill Enhancement Course	SEC
3	Discipline Elective Course	DEC
4	Vocational Courses	VOC
5	Project	PR
6	Research Thesis/Project	RT
7	Internship	INT

**GANGA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, JHAJJAR (HR.),
DELHI-NCR**

Scheme of Examination

MBA – 1st Semester

w.e.f. 2025-26

Sr. No.	Category	Course Code	Course Title	Hours per week			Total Load Per Week	Credits	Examination Schedule (Marks)				Exam Duration in H
				L	T	P			Assessment	End Semester Examination	Practical / Viva-Voce	Total	
1	Discipline Specific Course	DSC-MBA-101A	Management Process and Organizational Behaviour	3	1	0	4	4	40	60	-	100	3
2	Discipline Specific Course	DSC-MBA-103A	Finance for Managers	3	1	0	4	4	40	60	-	100	3
3	Discipline Specific Course	DSC-MBA-105A	Strategic Marketing	3	1	0	4	4	40	60	-	100	3
4	Discipline Specific Course	DSC-MBA-107A	Strategic Human Resource Management	3	1	0	4	4	40	60	-	100	3
5	Discipline Specific Course	DSC-MBA-109A	Business Research Methods	3	1	0	4	4	40	60	-	100	3
6	Skill Enhancement Course-1	SEC-MBA-111A	Business Ethics and Communication Skills	3	0	0	3	3	25	50	-	75	3
		LC-MBA-113A	Business Ethics and Communication Skills Lab	0	0	2	2	1	10	-	15	25	3
	Vocational Course-1	VOC-MBA-115A	IT for Managers-1	3	0	0	3	3	25	50	-	75	3
		LC-MBA-117A	IT for Managers-1 Lab	0	0	2	2	1	10	-	15	25	3
	Internship-1	INT-MBA-119A	Internship Report	-	-	-	-	4	50	-	50	100	3
		TOTAL CREDIT						24				600	

Note:

- The students are required to choose either Skill-Enhancement Course **SEC-1** or Vocational Course **VOC-1** or **Internship-1**.

Scheme of Examination

MBA – 2nd Semester

w.e.f. 2025-26

Sr. No.	Category	Course Code	Course Title	Hours per week			Total Load Per Week	Credits	Examination Schedule (Marks)				Exam Duration in H
				L	T	P			Assessment	End Semester Examination	Practical / Viva-Voce	Total	
1	Discipline Specific Course	DSC-MBA-102A	Managerial Economics	3	1	0	4	4	40	60	-	100	3
2	Discipline Specific Course	DSC-MBA-104A	Business Environment	3	1	0	4	4	40	60	-	100	3
3	Discipline Specific Course	DSC-MBA-106A	Management Information System	3	1	0	4	4	40	60	-	100	3
4	Discipline Specific Course	DSC-MBA-108A	Total Quality Management	3	1	0	4	4	40	60	-	100	3
5	Discipline Specific Course	DSC-MBA-110A	Emotional Intelligence	3	1	0	4	4	40	60	-	100	3
6	Skill Enhancement Course-2	SEC-MBA-112A	Personality and Soft Skills Development	3	0	0	3	3	25	50	-	75	3
		LC-MBA-114A	Personality and Soft Skills Development Lab	0	0	2	2	1	10	-	15	25	3
	Vocational Course-2	VOC-MBA-116A	IT for Managers-2	3	0	0	3	3	25	50	-	75	3
		LC-MBA-118A	IT for Managers-2 Lab	0	0	2	2	1	10	-	15	25	3
	Internship-2	INT-MBA-120A	Internship Report	-	-	-	-	4	50	-	50	100	3
		TOTAL CREDIT						24				600	

Note

- Students exiting the Program after the second semester i.e. after the first year on completion of 48 credits will be awarded PG Diploma in Business Administration.
- The students are required to choose either Skill-Enhancement Course SEC-2 or Vocational Course VOC-2 or Internship-2.
- Immediately after completing the second semester, the students shall proceed to their Summer Internship (SI). The duration of the internship is 120 hours during summer vacation. The Summer Internship Report (SIR) prepared after SI completion shall be assessed in the third Semester as a compulsory course. The candidates will submit the SIR in the prescribed format designed by the department. The SIR will be evaluated by an examiner appointed by controller of Examination from the approved panel of examiner..

Course Code	DSC-MBA-101A				
Category	Discipline Specific Course				
Course Title	Management Process and Organizational Behaviour				
Scheme and Credits	L	T	P	Credits	Semester-I
	3	1	0	4	
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none">1. To gain a thorough understanding of management by exploring its meaning, nature, processes, key functions, roles, skills, and competencies, emphasizing core competencies, synergy, and emotional intelligence.2. To examine the origins and different management approaches, focusing on contingency and systems theories, as well as motivation, leadership theories, and the idea of learning organizations.3. To grasp the basics of organizational behavior, covering interpersonal and group dynamics, team building, and intrapersonal processes such as motivation, attitude, personality, and perception.4. To understand organizational structure and processes, with an emphasis on job design, organizational climate and culture, and the dynamics of change and development in today's context.				
Assessment	40 Marks				
End Semester Examination	60 Marks				
Total	100 Marks				
Duration of Exam	03 Hours				

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

COs	Skills Demonstrated	RBT Level
CO1	Describe the conceptual framework of management theories and organizational behaviour.	Level-2 Understand
CO2	Apply the fundamental aspects of managerial and organizational behavioural skills.	Level-3 Apply
CO3	Apply the managerial and organizational attributes in the organization.	Level-3 Apply
CO4	Analyze the aspects of managerial and organizational behavioural to solve the real business problems.	Level-4 Analyze

Note:

1. Examiner will set nine questions in total. Question one will be compulsory. Question one will have 8 parts of 1.5 marks each from all units and remaining eight questions of 12 marks each to be set by taking two questions from each unit. The students have to attempt five questions in total, first being compulsory and selecting one from each unit.
2. At least four cases will be discussed, one from each unit.

Unit No.	Contents
Unit-I	<p>Introduction to Management: Definition, Nature and Characteristics, Scope, Role, Functional areas of Management.</p> <p>Evolution of Management: Classical Theory, Behavioral Theory and Modern Management Approaches, Managerial Skills, Roles of Management, Managerial Competencies, Core Competencies, Concept of Synergy Emotional Intelligence at Work Place, Management by Objectives, Dynamics in Social Milieu.</p>

Unit-II	<p>Motivation: Definition and Characteristics, Theories of Motivation- Need Hierarchy Theory, Two factor Theory, ERG Theory, Acquired need Theory.</p> <p>Leadership: Definition and Nature, Theories of Leadership- Contingency Theory, Trait Theory, Behavioral Theory and Situational Theory, Leadership Development for Learning Organizations.</p>
Unit-III	<p>Foundations and Background of Organizational Behavior: Classical Management Theory, Human Relations Movement, Modern OB Approaches.</p> <p>Group Behavior: Dynamics, Types of Groups, Group Cohesiveness Formation and Stages, Team building and Intrapersonal process.</p> <p>Attitude: Definition and Components.</p> <p>Personality: Traits of Personality.</p> <p>Perception: Meaning and Process of Perception.</p>
Unit-IV	<p>Organizational Process and Structure: Work Innovation and Job Design- Job Rotation, Job Enrichment, Job Enlargement, and Work Life Balance.</p> <p>Organization Climate and Culture: Communication Patterns, Employee Engagement, Support Systems, Organization Change and Development and Control in Organization.</p>

Suggested Readings:

- Fundamentals of Management by S.P. Robbins, and Decenzo, D.A., Pearson Education
- Management by Hellreigel, Thomson Learning, Bombay
- Management by Koontz, H and Wehrich, H. Tata McGraw Hill
- Management by Stoner, J et. Al, Pearson Education
- Management by Robbins and Coulter,
- Principles of Management by Pravin Durai and Anamalaya Pearson Education.

Useful Video Links:

Unit No	Topics	Links
Unit-I	Nature ,Scope and Evolution of Management	https://www.youtube.com/watch?v=TtImDfUt4c&list=PLLy_2iUCG87DH0iQSVWZ8iamVI5SaLIXQ&index=2
Unit-II	Motivation	https://enine.digimat.in/nptel/courses/video/110105033/L13.html
Unit-III	Introduction to Organizational Behaviour	https://www.youtube.com/watch?v=CRpqsuM36oo&list=PLyqSpQzTE6M8SdzVBPSXRz2K0715DnxXx
Unit-IV	Nature ,Scope and Evolution of Management	https://www.youtube.com/watch?v=vOykcERGw9Y&list=PLLy_2iUCG87DH0iQSVWZ8iamVI5SaLIXQ

Course Code	DSC-MBA-103A				
Category	Discipline Specific Course				
Course Title	Finance for Managers				
Scheme and Credits	L	T	P	Credits	Semester-I
	3	1	0	4	
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none">1. To understand the basic concepts of accounting, including principles, cycle, financial statements, and standards.2. To understand how to prepare financial statements, including adjustments and financial ratios.3. To understand cost accounting techniques, including marginal costing, break-even analysis, and budgeting.4. To understand investment decisions and capital structure using capital budgeting and cost of capital techniques.				
Assessment	40 Marks				
End Semester Examination	60 Marks				
Total	100 Marks				
Duration of Exam	03 Hours				

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

COs	Skills Demonstrated	RBT Level
CO1	Describe the accounting and financial management fundamental concepts and its application.	Level-2 Understand
CO2	Apply the concepts of financial management and accounting systems to prepare and manage financial system.	Level-3 Apply
CO3	Apply financial and accounting techniques to solve business problems	Level-3 Apply
CO4	Analyze financial information to make decisions in the real world.	Level-4 Analyze

Note:

1. Examiner will set nine questions in total. Question one will be compulsory. Question one will have 8 parts of 1.5 marks each from all units and remaining eight questions of 12 marks each to be set by taking two questions from each unit. The students have to attempt five questions in total, first being compulsory and selecting one from each unit.
2. At least four cases will be discussed, one from each unit.

Unit No.	Contents
Unit-I	<p>Introduction to Accounting: Meaning, Advantages and Limitations of Accounting, Scope and Nature of Accounting, Types of Accounting, Accounting Concepts and Conventions, An Overview of IFRS and Accounting Standards (AS) in India, Accounting Cycle, Golden Rules of Accounting, Recording of Business Transaction (Journal Entries), Ledger, Trial balance.</p> <p>Preparation of Financial Accounts; Trading and P&L A/C and Balance Sheet with Adjustments.</p>
Unit-II	<p>Analysis of Financial Statements: Comparative Statements, Common Size Statements.</p> <p>Ratio Analysis: Liquidity Ratio, Solvency Ratio, Profitability Ratio, Efficiency Ratio.</p> <p>Flow Statements; Preparation of Fund Flow and Cash Flow Statement.</p>
Unit-III	<p>Cost, Costing and Cost Sheet: Classifications and Cost Sheet, Marginal Costing Vs. Absorption Costing, CVP Analysis, Break Even Point and Break Even Analysis, Marginal Costing and its Application in Managerial Decision Making (Fixation of Selling Price, Exploring New Market,</p>

	Make or Buy, Product Mix, Operate or Shut Down). Concept of Budget and Budgetary Control- Objectives, Merits, and Limitations and Types of Budgets.
Unit-IV	Capital Budgeting: Importance, Process, Methods of Capital budgeting, ARR, PI, PBP, NPV and IRR. Cost of Capital: Estimation of Components of Cost of Capital, Methods for Calculating Cost of Equity, Cost of Retained Earnings, Cost of Debt and Cost of Preference Capital, Weighted Average Cost of Capital (WACC), Impact of ESG on Cost of Capital.

Suggested Readings:

- Financial Accounting: A Managerial Perspective by R. Narayanaswamy, PHI learning
- Financial Accounting by B. K. Goyal, & H. N. Tiwari, Taxmann Publication, New Delhi.
- Accounting: Text and Cases by R. N. Anthony, D. Hawkins, & K. A. Merchant, McGraw-Hill Education India.
- Financial Accounting by S. N. Maheshwari, S. K. Maheshwari, Vikas Publishing House Pvt. Ltd., New Delhi
- Financial Management by I.M. Pandey, Vikas Publishing House, New Delhi
- Financial Management by Khan and Jain, Tata McGraw Hill, New Delhi
- Cost and Management Accounting by M.E. Thukaram Rao, New Age Publishers

Useful Video Links:

Unit no	Topics	Links
Unit-I	Introduction to Financial Accounting	https://youtu.be/jhtVVJxbPU0
Unit-I	Balance Sheet	https://youtu.be/_6dqb60cItQ?feature=shared
Unit-II	Cash from Financing Activities	https://youtu.be/k_Tyh1x7e9k?feature=shared
Unit-II	Preparing Cash Flow Statements	https://youtu.be/yop2e1PV580?feature=shared
Unit-III	Statement of Cost: An Introduction	https://youtu.be/jg3rnef6U-E?feature=shared
Unit-III	Budgetary Control	https://youtu.be/ALWF34PuqsA?feature=shared
Unit-IV	Cost of Capital	https://youtu.be/JIYY1NxGTQI?feature=shared

Course Code	DSC-MBA-105A				
Category	Discipline Specific Course				
Course Title	Strategic Marketing				
Scheme and Credits	L	T	P	Credits	Semester-I
	3	1	0	4	
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none">1. To understand strategic marketing concepts, marketing mix (7P's) to align marketing and business strategies effectively.2. To understand the marketing environment using tools like PEST, SWOT, ETOP, and QUEST and buyer behavior models.3. To understand market segmentation, targeting, positioning strategies, and relationship marketing approaches.4. To understand marketing strategies across product, branding, pricing, advertising, and distribution.				
Assessment	40 Marks				
End Semester Examination	60 Marks				
Total	100 Marks				
Duration of Exam	03 Hours				

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

COs	Skills Demonstrated	RBT Level
CO1	Explain the Core Marketing Concepts and Frameworks of Strategic Marketing.	Level-2 Understand
CO2	Apply marketing strategies and tools for effective business solutions.	Level-3 Apply
CO3	Analyze the Impact of Marketing Decisions on Organizational Performance.	Level-4 Analyze
CO4	Evaluate the effectiveness of various marketing strategies in decision making.	Level-5 Evaluate

Note:

1. Examiner will set nine questions in total. Question one will be compulsory. Question one will have 8 parts of 1.5 marks each from all units and remaining eight questions of 12 marks each to be set by taking two questions from each unit. The students have to attempt five questions in total, first being compulsory and selecting one from each unit.
2. At least four cases will be discussed, one from each unit.

Unit No.	Contents
Unit-I	<p>Marketing: Marketing Concepts, Roles of Marketing in Business.</p> <p>Marketing Mix: 7P's of Marketing (Product, Price, People, Place, Promotion, Process, Physical evidence).</p> <p>Strategic Marketing: Concept, Process, Marketing and Business strategy, Marketing Strategy and Planning Process, Strategic Issues in Marketing.</p>
Unit-II	<p>Environmental Scanning: Nature and Structure of Marketing Environment, Environmental Scanning and Analysis-PEST framework, SWOT Analysis, ETOP, QUEST Competitor Analysis, Customer Analysis.</p> <p>Marketing Information System: Marketing Cost and Financial Analysis.</p> <p>Buyer Behavior Models- The Economic Model, The Psychological Model, The Sociological Model, Howard-Sheth Model, The Engel-Kollat-Blackwell (EKB) Model, Nicosia Model, The Black Box Model, The Cognitive Dissonance Model.</p>

Unit-III	Strategic Market Management: Segmenting Markets, Niche Marketing, Market Targeting Strategies, Positioning Strategies, Relationship Strategies, Inter-Organizational Relationships, Influence of Market Position on Strategy, Distribution Strategies and Channel Management. New Product Development – Planning, Process and Strategies.
Unit-IV	Marketing Strategies: Product Strategies, Branding Strategies, Customer Service Strategy, Pricing Strategies, Advertising Strategies, Sales Promotion Strategies, Direct Marketing Strategies, Marketing Communication Strategies, Sales Force Strategies.

Suggested Readings:

- Strategic Marketing Planning by Colin Gilligan, Richard M.S. Wilson.
- Strategic Marketing by D.W. Cravens and N.F. Piercy, McGraw-Hill, New York.
- Strategic marketing problems by Kerin & Peterson, Cases & Comments, Pearson.
- Marketing Management– Text and Cases by Rajiv Lal, John Quelch and V Rangan, McGraw Hill Education.
- Marketing: Planning, Implementation, Control by Pride and Ferrell, Cengage.
- Marketing Strategies: A contemporary approach by Ranchod & Gurau, Pearson India.
- Strategic Marketing: An Introduction by Tony Proctor, Psychology Press.
- Strategic Marketing by Xavier, Response Books.

Useful Video Links:

Unit No	Topics	Links
Unit-I	Strategic Marketing-Lecture 01 to 37	https://youtu.be/lGjQkqgN95w?feature=shared
Unit-II	Models of Consumers and Models of Consumer Behaviour	https://youtu.be/tmQ5FPT8fJU?feature=shared
Unit-III	Market Segmentation (With Real World Examples)	https://youtu.be/lrJ1cNlfmsk?feature=shared
Unit-III	The Power of Niche Marketing: The Strategy that Scales	https://youtu.be/op9EvzIn8mY?feature=shared
Unit-IV	Branding Strategies	https://youtu.be/LwrGSKnShmk?feature=shared

Course Code	DSC-MBA-107A				
Category	Discipline Specific Course				
Course Title	Strategic Human Resource Management				
Scheme and Credits	L	T	P	Credits	Semester-I
	3	1	0	4	
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none">1. To understand the concept, evolution, components, and various approaches of SHRM2. To understand the concept of HR evaluation and provide knowledge of the linkages between business strategy and HR strategies.3. To understand the significance of HRP, its alignment with business strategy, and key HR systems.4. To explore downsizing, outsourcing, and offshoring strategies, focusing on the ethical competencies in HR decision-making.				
Assessment	40 Marks				
End Semester Examination	60 Marks				
Total	100 Marks				
Duration of Exam	03 Hours				

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

COs	Skills Demonstrated	RBT Level
CO1	Describe the key concepts and strategic importance of SHRM.	Level-2 Understand
CO2	Apply strategic HRM tools to enhance organizational decision-making.	Level-3 Apply
CO3	Implement distinctive HR practices to address business challenges and enhance HR effectiveness.	Level-3 Apply
CO4	Analyze the impact of strategic HRM decisions on organizational performance.	Level-4 Analyze

Note:

1. Examiner will set nine questions in total. Question one will be compulsory. Question one will have 8 parts of 1.5 marks each from all units and remaining eight questions of 12 marks each to be set by taking two questions from each unit. The students have to attempt five questions in total, first being compulsory and selecting one from each unit.
2. At least four cases will be discussed, one from each unit.

Unit No.	Contents
Unit-I	<p>Introduction to Strategic HRM: Introduction, Components, Objectives and Evolution of SHRM, Difference between Traditional HRM and SHRM, Investment Perspective of Human Resource Management, Challenges in SHRM, Barriers to Strategic HR.</p> <p>SHRM Approaches: The Indian context, Integrated system model, HRD framework, HRD as an Approach.</p>
Unit-II	<p>Human Resource Evaluation: Concept, Approaches, Purpose, Rationale for HR Evaluation, Linkage between HRM and Firm Performance, Best Practices and Bundles Approach.</p> <p>Distinctive HR practices: Concept, Factors affecting & Importance of HRM Practices, Distinctive HR Practices-HR Outsourcing and Offshoring.</p> <p>Human Resource Planning- An overview, Significance, Need, Perspectives and Objectives of HRP, Factors influencing HRP, Business Strategy and HRP, Process of HRP.</p>
Unit-III	<p>HR Systems: Staffing Systems, Reward and Compensation Systems, Employee and Career Development Systems, Performance Management Systems.</p>

Unit-IV	<p>Strategic Options: Downsizing and Restructuring- Concept, Reasons of Downsizing, Types of Downsizing Strategies, Survivors of Downsizing, Benefits and Consequences of Downsizing, Precautions to be taken while Downsizing.</p> <p>Outsourcing- Concept, Reasons for Investing in HR Outsourcing, Stages of HR Outsourcing, HR Outsourcing Functions, Advantages, Disadvantages and Challenges in HR Outsourcing.</p> <p>Offshoring- Concept, Types, Objectives, Advantages and Disadvantages of Offshoring.</p> <p>Corporate Ethics in SHRM</p> <p>Competencies of HR Professional in SHRM</p>
----------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Suggested Readings:

- Strategic Human Resource Management and Development by Ekta Sharma, Pearson Education
- Strategic Human Resources Management by A. Jeffrey Mello, Cengage Learning
- Strategic Human Resources Management by Tanuja Agarwala, Oxford University Press .
- Strategic Management by R. Freed David, Pearson Education.
- Human Resource Management by L. Robert Mathis and H. John Jackson, Thomson South Western
- Strategic Human Resource Management - Text and Cases by K. Prasad, MacMillan India Ltd.
- Strategic Human Resource Management by R. Charles Greer, Pearson Education
- Strategic Human Resource Development by R. Srinivas Kandula, PHI
- Strategic Human Resource Management: An Indian perspective by Anuradha Sharma, Sage ResponseBooks.

Useful Video Links:

Unit No	Topics	Links
Unit-I	SHRM approaches & Models	https://www.youtube.com/watch?v=lCzXWlUCoA8
Unit-II	Human Resource Planning-1	https://www.youtube.com/watch?v=wcP976S8DsM&t=13s
Unit-III	Performance Management System	https://www.youtube.com/watch?v=WYMr8NZdG54
Unit-IV	Organizational restructuring	https://www.youtube.com/watch?v=80qJUztUtVU
	Outsourcing and off shoring	https://www.youtube.com/watch?v=nZXv0EsbNCw

Course Code	DSC-MBA-109A				
Category	Discipline Specific Course				
Course Title	Business Research Methods				
Scheme and Credits	L	T	P	Credits	Semester-I
	3	1	0	4	
Course Objectives	The objectives of this course are 1. To acquire knowledge on various kinds of research questions and research designs. 2. To distinguish between qualitative, quantitative and mixed methods of research relate ethical and philosophical considerations 3. To design a good quantitative purpose statement and good quantitative research 4. To understand good practices in conducting a qualitative interview and observation.				
Assessment	40 Marks				
End Semester Examination	60 Marks				
Total	100 Marks				
Duration of Exam	03 Hours				

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

COs	Skills Demonstrated	RBT Level
CO1	Describe the key concepts, scope, and components of business research.	Level-2 Understand
CO2	Apply business research methods tools and techniques in business research.	Level-3 Apply
CO3	Analyze the various appropriate methodologies of business research to enhance the quality of research.	Level-4 Analyze
CO4	Evaluate the results of advanced statistical methods to interpret business research outcomes.	Level-5 Evaluate

Note:

1. Examiner will set nine questions in total. Question one will be compulsory. Question one will have 8 parts of 1.5 marks each from all units and remaining eight questions of 12 marks each to be set by taking two questions from each unit. The students have to attempt five questions in total, first question being compulsory and selecting one from each unit.
2. At least four cases will be discussed, one from each unit.

Unit No.	Contents
Unit-I	<p>Introduction to Business Research: Concept, Nature, Scope (Market Research, Product Research, Financial Research, Consumer Research, Competitive Research, and Operational Research), Need and Managerial value of Business Research.</p> <p>Components of Research: Definitions, Concepts, Constructs, Variables, Hypothesis-qualities of good Hypothesis, Process of Research and Structure of Research Proposal.</p>
Unit-II	<p>Research Design: Concept and Types (Exploratory, Descriptive, Diagnostic and Experimental).</p> <p>Sampling Designs and Sampling Procedures: Reason for Sampling, Sampling Concepts, Sampling Error, Types of Sampling, Sampling Techniques.</p> <p>Measurement: Concept, Measurement Scales, Types, Construction of Scales, Reliability & Validity aspects in Measurement.</p>

Unit-III	<p>Methods of data collection: Primary data (Interviews, Surveys, Observations, Focus groups, Questionnaires) and Secondary data.</p> <p>Questionnaires designing: (Open-ended, Multiple choice questions, Closed-ended questions, Likert scale questions, Rating scale questions).</p> <p>Data Analysis and Interpretation: Editing, Coding, Content analysis and Tabulation;</p> <p>Hypothesis Testing: (One-tailed test, Two-tailed test), Hypothesis testing- An overview of parametric and non-parametric tests, T-test and Z-test, Cross tabulation, ANOVA, Correlation and Regression.</p>
Unit-IV	<p>An Overview of Dependent and Interdependent Methods: Multiple Regressions, Discriminant Analysis, Conjoint Analysis, Factor Analysis, Cluster Analysis.</p> <p>Ingredients and Constructions of Research Report: Procedure of preparation of Reference and Bibliography.</p>

Suggested Readings:

- Business Research Methods by Naval Bajpai, Pearson Education
- Business Research Methods by Zikmund, G. Millian, Thomson Learning, Bombay
- Business Research Methods by Cooper, R. Donald and Pamela Schindler, Tata McGraw Hills, New Delhi
- Methods in Research by Geode, J. Millian and Paul K. Hatl, McGraw Hills, New Delhi
- Business Research Method by Sekran, Uma, Miley Education, Singapore
- Research Methodology by C.R. Kothari, New Age International Publishers

Useful Video Links:

Unit No	Topics	Links
Unit-I	Introduction to Business Research	https://youtu.be/UWEElp3gesY?feature
Unit-II	Research design	https://youtu.be/Oo3xskaqzAY?feature
Unit-III	Methods of data collection	https://www.youtube.com/watch?v=M1PYb4QfeoU
Unit-IV	Dependent and Interdependent Method	https://youtu.be/zRFdgmRwBSI?feature=shared

Course Code	SEC-MBA-111A				
Category	Skill Enhancement Course				
Course Title	Business Ethics & Communication Skills				
Scheme and Credits	L	T	P	Credits	Semester-I
	3	0	0	3	
Course Objectives	<p>The objectives of this course are</p> <ul style="list-style-type: none">• To understand business ethics, key ethical theories, and apply ethical decision-making frameworks in business.• To understand ethical dilemmas in business and reflect on the role of professional values in decision-making.• To develop skills in verbal, written, and non-verbal communication, focusing on clarity and overcoming communication barriers.• To understand business report writing, professional documents, and enhance self-presentation and presentation techniques.				
Assessment	25 Marks				
End Semester Examination	50 Marks				
Total	75 Marks				
Duration of Exam	03 Hours				

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

COs	Skills Demonstrated	RBT Level
CO1	Describe the fundamental concepts of business ethics, communication processes, and their significance in organizational decision-making.	Level-2 Understand
CO2	Apply the basic theories & principles of business ethics & communication skills in business context.	Level-3 Apply
CO3	Analyze different communication techniques and ethical theories for effective decision making.	Level-4 Analyze
CO4	Evaluate the different theories, principles and methods of communication skills & business ethics to solve business problems.	Level-5 Evaluate

Note: Examiner will set nine questions in total. Question one will be compulsory. Question one will have 5 parts of 2 marks each from all units and remaining eight questions of 10 marks each to be set by taking two questions from each unit. The students have to attempt five questions in total, first being compulsory and selecting one from each unit.

Unit No.	Contents
Unit-I	<p>Business Ethics: Importance and need for Business Ethics, Theories of Ethics- Normative theory, Descriptive Ethical theory and Virtue Based theory, Ethical Issues in Business.</p> <p>Ethics and Management: Ethics and values, Norms, Beliefs, Morality, Ethical Decision Making Process- Framework for Ethical Decision Making.</p>
Unit-II	<p>Ethical Dilemma and Values: Concept of Ethical Dilemma, Resolving Ethical Dilemmas, Ethical Dilemmas in different business areas, Professional values for Business- Managerial Values.</p>
Unit-III	<p>Business Communication: Definition, Purpose, Importance and Limitations, of Communication, Communication Process, 7 Cs of Communication.</p> <p>Types of Communication: Verbal Communication- Advantages and Limitations of verbal Communication, Written Communication – Characteristics, Advantages & Limitations. Nonverbal communication- Sign language, Body language, Kinesics, Proxemics, Process of communication, Barriers and Gateways of Business Communication.</p>

Unit-IV	<p>Written communication: Report Writing-Process of Report Writing, Structures of Business Reports. Business Letter- Components and Layout, Types of Letters, Memos, Notices and Circulars, Agenda and Minutes of Meeting, Resume and Curriculum Vitae.</p> <p>Presentation Skill: Self-Presentation Skills, Effective Presentation Techniques.</p>
----------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Suggested Readings:

- Business Ethics by CSV Murthy, Himalaya Publishing House
- A Perspectives in Business Ethics by L. Hartman, Chatterjee, McGraw Hill Publishing Co. Ltd
- Business Ethics–An Indian Perspective by Ananda Das Gupta, Springer Publications
- Business Communication by P.D. Chaturvedi, and Mukesh Chaturvedi, Pearson Education
- Basic Managerial Skills for All by E.H. McGrath,, PHI, New Delhi
- Business Communication by K. K. Sinha, Galgotia Publishing Company Ltd.
- Commercial Correspondence and Office Management by R.S.N. Pillai and Bagavathi, S. Chand & Company Ltd.

Useful Video Links:

Unit No	Topics	Links
Unit-I	Ethical Decision Making & its Tools	https://www.youtube.com/watch?v=tma1GDcefeQ
Unit-II	Ethical Dilemmas	https://www.youtube.com/watch?v=eq7EkZNPoMc
Unit-III	Non Verbal Communication	https://www.youtube.com/watch?v=T9BwPbQyZSc
Unit-IV	Written Communication	https://www.youtube.com/watch?v=XbqdhyoUFnw

Course Code	LC-MBA-113A				
Category	Skill Enhancement Course				
Course Title	Business Ethics and Communication Skills Lab				
Scheme and Credits	L	T	P	Credits	Semester-I
	0	0	2	1	
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none">1. To understand ethical dilemmas by analyzing real-world business case studies and the decisions made in addressing them.2. To understand ethical decision-making frameworks in role-playing and hypothetical business situations.3. To understand effective business communication, including the use of the 7 Cs, non-verbal communication, presentations and written reports.4. To draft business documents such as letters and resumes, and enhance their self-presentation and presentation skills through workshops and presentations.				
Assessment	10 Marks				
End Semester Examination	15 Marks				
Total	25 Marks				
Duration of Exam	03 Hours				

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

COs	Skills Demonstrated	RBT Level
CO2	Explain ethical concepts and communication techniques in business decision-making processes.	Level-2 Understand
CO3	Apply ethical decision-making frameworks and communication strategies to real-world business scenarios and case studies.	Level-3 Apply
CO4	Analyze ethical challenges, communication strategies, and decision-making to improve business problem-solving and professional values.	Level-4 Analyze
CO5	Evaluate the impact of ethics, communication styles, and professional values on business outcomes and organizational effectiveness.	Level-4 Evaluate
CO6	Create business documents, presentations, and communication strategies that reflect ethical values and effective business practices..	Level-6 Create

List of Experiments:

S. No.	Description
1	To Analyze a real-world case study that highlights ethical issues in business.
2	To discuss the ethical dilemmas faced and the decisions made.
3	To Conduct role-playing exercises where students navigate ethical dilemmas in hypothetical business situations, utilizing the ethical decision-making process.
4	To organize debates on the importance of specific professional values in various industries.
5	To engage in an activity to reflect on personal and managerial values and how these influence decision-making processes.
6	To facilitate group discussions where students share personal experiences related to ethical dilemmas in the workplace and how they resolved them.

7	To set up a business meeting environment where students can practice the communication process, focusing on clarity and the 7 Cs of communication.
8	To conduct a workshop focused on non-verbal communication, allowing students to practice interpreting and using body language effectively in business contexts.
9	To pair students to give and receive feedback on their communication styles in presentations or written reports, fostering improvement.
10	To host a session where students present on a topic of their choice, incorporating effective presentation techniques and self-presentation skills.
11	To draft various types of business letters (e.g., inquiry, complaint, job application) and review their components and layout.
12	To conduct a workshop where students create and critique resumes and CVs, focusing on formatting and content relevance for job applications.

Suggested Readings:

- Business Ethics by CSV Murthy, Himalaya Publishing House
- A Perspectives in Business Ethics by L. Hartman, Chatterjee, McGraw Hill Publishing Co. Ltd
- Business Ethics–An Indian Perspective by Ananda Das Gupta, Springer Publications
- Business Communication by P.D. Chaturvedi, and Mukesh Chaturvedi, Pearson Education
- Basic Managerial Skills for All by E.H. McGrath,, PHI, New Delhi
- Business Communication by K. K. Sinha, Galgotia Publishing Company Ltd.
- Commercial Correspondence and Office Management by R.S.N. Pillai and Bagavathi, S. Chand & Company Ltd.

Useful Video Links:

Unit No	Topics	Links
Unit-I	Ethical Issues	https://www.youtube.com/watch?time_continue=30&v=cbqMALGwiC0&embeds_referring_euri=https%3A%2F%2Farchive.nptel.ac.in%2F&source_ve_path=Mjg2NjY
Unit-II	Ethical Decision Making	How Do We Decide? Tools for Ethical Decision Making
Unit-III	Non-verbal communication	https://www.youtube.com/watch?v=T9BwPbQyZSc
Unit-IV	Types of business letters	https://www.youtube.com/watch?v=8Q8Ox_jtvTk

Course Code	VOC-MBA-115A				
Category	Vocational Course				
Course Title	IT for Managers-1				
Scheme and Credits	L	T	P	Credits	Semester-I
	3	0	0	3	
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none">1. To understand the fundamentals of computer systems, including their components, types, operating systems, and programming languages.2. To gain knowledge of internet technology, networking concepts, protocols, and communication methods, including security and data transmission.3. To develop proficiency in using MS-Word for document management and MS-Excel for data organization and visualization.4. To learn to create effective presentations in MS-PowerPoint and understand basic database concepts and management using MS-Access.				
Assessment	25 Marks				
End Semester Examination	50 Marks				
Total	75 Marks				
Duration of Exam	03 Hours				

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

COs	Skills Demonstrated	RBT Level
CO1	Explain the basic functions of computer fundamentals and MS-office automation tools.	Level 2: Understand
CO2	Demonstrate Various Applications of MS Office and the Internet in Businesses.	Level 3: Apply
CO3	Use MS-Word for document creation, MS-Excel for data manipulation, and MS-PowerPoint for presentation design.	Level 3: Apply
CO4	Categorize various commands and concepts of the Internet and MS Office.	Level 4: Analyze

Note: Examiner will set nine questions in total. Question one will be compulsory. Question one will have 5 parts of 2 marks each from all units and remaining eight questions of 10 marks each to be set by taking two questions from each unit. The students have to attempt five questions in total, first being compulsory and selecting one from each unit.

Unit No.	Contents
Unit-I	Introduction to Computers: Characteristics, Capabilities, Limitations and Applications of Computers, Types of Computers; Computer Hardware, Software, Block Diagram of Computer and Overview of Working, Types of Computer language, Generation of Computer languages, Functions and Types of Operating System.
Unit-II	Internet: Internetworking, Concepts, Internet Protocol Addresses, WWW Pages & Browsing, Security, Internet Applications, Analog and Digital Signals, Bandwidth, Network Topology, Packet Transmission, Long Distance Communication; E-mail.
Unit-III	<p>Documentation using MS-Word: Creating and Editing Document, Formatting Document, Auto-text, Autocorrect, Spelling and Grammar Tool, Document Dictionary, Page Formatting, Bookmark, Advance Features of MS-Word-Mail Merge, Printing Electronic Spread Sheet using MS-Excel.</p> <p>Introduction to MS-Excel: Creating and Editing Worksheet, Formatting and Essential Operations, Formulas and Functions, Charts.</p>

Unit-IV	<p>Presentation using MS-PowerPoint: Presentations, Creating Manipulating and Enhancing Slides, Organizational Charts, Excel Charts, Word Art, Layering Art Objects, Animations and Sounds.</p> <p>Introduction to database: Concept, Characteristics, Objectives, Advantages and limitations, Entity, Attribute, Schema, Subschema; Database management using MS-Access.</p>
----------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Suggested Readings:

- Fundamentals of Computers by V. Rajaraman , PHI.
- Computer Fundamentals by P.K. Sinha, BPB Publication.
- Learn Microsoft Office by Stultz, A. Russell, BPB Publication.
- Computer Course windows 7 and Office 2010, Taxali, Ravi Kant, McGraw Hill Education.
- Computer Applications in Management by Saxena, Vikas Publication, New Delhi..
- Computer Fundamentals by B. Ram, New Age Publications, New Delhi.
- Microsoft Office Complete Reference. BPB Publication.

Useful Video Links:

Unit No	Topics	Links
Unit-I	Introduction to Computers	https://youtu.be/-AP1nNK3bRs?si=geVQi8h6iQQAVqL4
Unit-II	Internet	https://www.youtube.com/watch?v=dJfwgqB3XVE&list=PLiBvgS5MGf05_0mitNoB3fi_RYH0s_0B9
Unit-III	MS Word Basics	https://www.youtube.com/watch?v=KXC_tmlIZMU
Unit-III	World Wide Web	https://www.youtube.com/watch?v=-2hpoIjNSb4
Unit-IV	Presentation using MS-PowerPoint	https://www.youtube.com/watch?v=dJfwgqB3XVE&list=PLiBvgS5MGf05_0mitNoB3fi_RYH0s_0B9

Course Code	LC-MBA-117A				
Category	Vocational Course				
Course Title	IT for Managers-1 Lab				
Scheme and Credits	L	T	P	Credits	Semester-I
	0	0	2	1	
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none">1. Understand and apply the basic features of MS-Word, Excel, PowerPoint, and Access for various tasks.2. Create and format professional documents in MS-Word, including advanced features like mail merge and flowcharts.3. Analyze data and create visual representations such as charts and tables using MS-Excel.4. Learn database concepts and create databases using MS-Access.				
Assessment	10 Marks				
End Semester Examination	15 Marks				
Total	25 Marks				
Duration of Exam	03 Hours				

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

COs	Skills Demonstrated	RBT Level
CO2	Explain the basic functions of computer fundamentals and MS-office automation tools.	Level 2: Understand
CO3	Demonstrate Various Applications of MS Office and the Internet in Businesses.	Level 3: Apply
CO4	Categorize various commands and concepts of the Internet and MS Office.	Level 4: Analyze
CO5	Evaluate the effectiveness of MS-Office tools in creating documents, analyzing data, and managing databases.	Level 5: Evaluate
CO6	Create documents, spreadsheets, presentations, and databases using MS-Office tools.	Level 6: Create

List of Experiments:

S. No.	Description
1	To study about MS-Office and its applications.
2	Introduction of Microsoft Word and its features.
3	How to insert a flowchart in MS-Word.
4	Create curriculum vitae (CV) in MS-Word of a graduate with the specification.
5	How to use mail-merge in MS-Word.
6	To study about Microsoft power point and its features.
7	To study about Microsoft Excel and its features.
8	Create Time-Table using MS-Excel.
9	Analyze the marks of the students of a class using various Chart (Line, XY, Bar and Pie) with the help of MS-Excel.
10	To study about MS-Access and its Features.
11	Calculate HRA, DA, TA, PF, LIC. Gross Salary, Net Salary from the below given data with the help of MS-Excel.

12	Create a data base in Ms-Access.
----	----------------------------------

Suggested Readings:

- Fundamentals of Computers by V. Rajaraman , PHI.
- Computer Fundamentals by P.K. Sinha, BPB Publication.
- Learn Microsoft Office by Stultz, A. Russell, BPB Publication.
- Computer Course windows 7 and Office 2010, Taxali, Ravi Kant, McGraw Hill Education.
- Computer Applications in Management by Saxena, Vikas Publication, New Delhi..
- Computer Fundamentals by B. Ram, New Age Publications, New Delhi.
- Microsoft Office Complete Reference. BPB Publication.

Useful Video Links:

Unit No	Topics	Links
Unit-I	Fundamentals of Computer	https://youtu.be/dTJMXp12d9A?si=-2T2gkx_Rcr-FIA9
Unit-II	Introduction to Computer	https://youtu.be/-AP1nNK3bRs?si=geVQi8h6iQQAVqL4
Unit-II	Analog and Digital Signals, Bandwidth, Network Topology	https://www.youtube.com/watch?v=dJfwgqB3XVE&list=PLiBygS5MGf05_0mitNoB3fi_RYH0s_0B9
Unit-III	MS Word Basics	https://www.youtube.com/watch?v=KXC_tmlIZMU
Unit-III	World Wide Web	https://www.youtube.com/watch?v=-2hpoIjNSb4
Unit-IV	MS Excel - Viewing Worksheets	https://www.youtube.com/watch?v=CaO28XqxnY0
Unit-IV	MS Access	https://www.youtube.com/watch?v=dZINyYz_wEI&list=PL1dx_7g6scPLQxABsiL36LmHfcjuTsLT1

Course Code	INT-MBA-119A				
Category	Internship Course				
Course Title	Internship-1				
Scheme and Credits	L	T	P	Credits	Semester-I
				4	
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none">1. To apply theoretical knowledge to real-world situations and gain hands-on experience in the field.2. To strengthen key skills like communication, teamwork, and problem-solving for career readiness.3. To understand industry practices, trends, and expectations through direct exposure.4. To build professional relationships with mentors and peers for future career prospects.				
Assessment	50 Marks				
Viva-Voce	50 Marks				
Total	100 Marks				
Duration of Exam	03 Hours				

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

COs	Skills Demonstrated	RBT Level
CO1	Explain workplace processes, industry standards, and theoretical concepts applied during the internship.	Level 2: Understand
CO2	Apply academic knowledge and technical skills to solve real-world challenges in the workplace.	Level 3: Apply
CO3	Analyze complex work problems and propose potential solutions.	Level 4: Analyze
CO4	Evaluate various strategies, providing reasoned judgments and recommendations based on experience.	Level 5: Evaluate
CO5	Develop a network of contacts and collaborate with professionals to enhance career opportunities.	Level 6: Create

Note: The evaluation will be based on two parts: 50 marks for the presentation of the report and 50 marks for the report writing.

Students will be required to undergo Internship Training for **120 hours** during the 1st semester, if they choose the INR-1 option, with the option to select between SEC-1, VOC-1, and INR-1.

The Internship Project (IP) is an optional part of the academic curriculum for MBA 1st semester students. Students who choose Internship-1 as an option must complete the Internship Project for successful completion of the MBA 1st semester. They are required to undergo the internship as per the given duration. Students must work with an organization to gain hands-on experience during the semester. The internship can be undertaken at an organization located within the geographical boundary of the Delhi NCR.

Course Code	DSC-MBA-102A				
Category	Discipline specific Courses				
Course Title	Managerial Economics				
Scheme and Credits	L	T	P	Credits	Semester-II
	3	1	0	4	
Course Objectives	The objectives of this course are 1. To equip students with the tools and frameworks to apply economic principles such as marginal analysis, elasticity, and cost analysis to make informed managerial decisions. 2. To understand different market structures, pricing strategies and the impact of consumer behavior and external factors on business. 3. To understand how macroeconomic policies, business cycles and inflation affect business strategy and decision-making.				
Assessment	40 Marks				
End Semester Examination	60 Marks				
Total	100 Marks				
Duration of Exam	03 Hours				

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

COs	Skills Demonstrated	RBT Level
CO1	Define the basic concepts of managerial economics.	Level 1: Remember
CO2	Summarize the role of economics in making effective managerial decision making.	Level 2: understand
CO3	Apply economic theories and models to solve real-life business problems.	Level 3: Apply
CO4	Analyze the impact of economic factors on business operations and decision making.	Level 4: Analyze

Note:

1. Examiner will set nine questions in total. Question one will be compulsory. Question one will have 8 parts of 1.5 marks each from all units and remaining eight questions of 12 marks each to be set by taking two questions from each unit. The students have to attempt five questions in total, first being compulsory and selecting one from each unit.
2. At least four cases will be discussed, one from each unit.

Unit No.	Contents
Unit-I	Nature and Scope of Managerial Economics: Nature of Marginal Analysis, Cardinal Utility Theory, Indifference Curve Technique and the Theory of Consumer Choice, Consumer Surplus, Price, Income and Substitution effects, Demand Elasticity, Demand Estimation and Forecasting, Relationship between Price Elasticity and Marginal Revenue.
Unit-II	Law of Variable Proportions: Laws of Return, Optimal Input Combination, Output-Cost Relations, Engineering Cost Curves, Technological Change and Production Decisions, Revenue Curves of a Firm, Price-output Decisions under Alternative Market Structures, Shut-down Points, Baumol's Sales Maximization Model, Advertising and Price- output Decisions, Alternative Objectives of Business Firms
Unit-III	Product Differentiation: Price-output Decision in Multi-plant and Multi-product Firms, General Pricing Strategies, Special Pricing Techniques – Limit Pricing, Peak load Pricing and Transfer Pricing, Dumping Analysis, Pricing of Public Utilities.

Unit-IV	Risk Analysis: Investment and Capital Replacement Decisions, Locational Choice of a Firm, Measures of National Income, Business Cycles, Operative aspects of Macroeconomic Policies, Inflation Analysis, Tariff Analysis.
----------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Suggested Readings:

- Managerial Economics by Mark Hirschey, Thomson Learning, Bangalore
- Managerial Economics by V. Agarwal, Pearson Education.
- Pricing-Making Profitable Decisions by Monroe, B. Kent, McGraw-Hill, New York
- Managerial Economics – Economic Tools for Today’s DecisionMakers by Keat, B. Paul, and K.Y. Young Philip, Pearson Education.
- Managerial Economics in a Global Economy by Salvatore, Dominick, Thomson Learning, Bangalore

Useful Video Links:

Unit No	Topics	Links
Unit-I	Price Elasticity of Demand	https://www.youtube.com/watch?v=qvuzowVNRAI
Unit-II	Theory of Production	https://www.youtube.com/watch?v=SKv5xuN67uc
	Cost Analysis	https://www.youtube.com/watch?v=ZGjOaAe0cHw
Unit-III	Limit pricing	https://www.youtube.com/watch?v=0VByYhs30t0
	Peak load pricing	https://www.youtube.com/watch?v=BLZ27g-9Wkc
	Transfer pricing	https://www.youtube.com/watch?v=IT_OxYLesg0
	Market failure and government intervention	https://www.youtube.com/watch?v=EEn0gJioxBI
Unit-IV	Investment and capital replacement Decisions	https://www.youtube.com/watch?v=oERxN9OUX_8
	Measures of national income	https://www.youtube.com/watch?v=lTrWMRroPXU

Course Code	DSC-MBA-104A				
Category	Discipline Specific Course				
Course Title	Business Environment				
Scheme and Credits	L	T	P	Credits	Semester-II
	3	1	0	4	
Course Objectives	The objectives of this course are 1. To understand internal and external factors (political, socio-cultural, legal, technological) influencing organizational strategy. 2. To understand key business laws (e.g., MRTP, CCI, FEMA, SEBI) and their impact on operations. 3. To explore globalization trends, foreign trade policies, and India’s economic competitiveness in the global market.				
Assessment	40 Marks				
End Semester Examination	60 Marks				
Total	100 Marks				
Duration of Exam	03 Hours				

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

COs	Skills Demonstrated	RBT Level
CO1	Define the fundament concept of business environment.	Level 1: Remember
CO2	Describe the conceptual framework of business environment.	Level 2: Understand
CO3	Apply economic and industrial policies to foster entrepreneurship, infrastructure development.	Level 3: Apply
CO4	Analyze business environment factors and policies for effective decision making.	Level 4: Analyze

Note:

1. Examiner will set nine questions in total. Question one will be compulsory. Question one will have 8 parts of 1.5 marks each from all units and remaining eight questions of 12 marks each to be set by taking two questions from each unit. The students have to attempt five questions in total, first being compulsory and selecting one from each unit.
2. At least four cases will be discussed, one from each unit.

Unit No.	Contents
Unit-I	Introduction to Business Environment: The Concept of Business Environment, Significance and Nature. Environment Scanning: Meaning, Nature and Scope, Environmental Scanning, Interaction between Internal and External Environments, Basic Philosophies of Capitalism and Socialism with their Variants. Concepts of Mixed Economy.
Unit-II	Business Environment and Business Laws: Overview of Political, Socio-Cultural, Legal, Technological and Global Environment, Recent Developments with regard to enactment of Business Laws, An Introduction to MRTP, CCI, FEMA, SEBI Act, Consumer Protection Act, The changing dimensions of these Laws and their Impact on Business.
Unit-III	Economic Environment and Industry Regime: Economic Environment for Skill Development in Start-Ups and the MSME Sector, Business Opportunities in the Rural Sector, Trends in Service Sector Growth, Public Sector Reforms and Performance, Banking Reforms and Challenges, Infrastructure Development and Policy, Public and Private Partnership, Intellectual Property Regime and the R & D Environment.

Unit-IV	Globalization Trends And Challenges: Balance of Payments Trends, Environment for Foreign Trade and Investment, Exchange Rate Movements and their Impact, India's Competitiveness in the World Economy, External Influences on India's Business Environment, Policies with regard to Foreign Trade and Investment.
----------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Suggested Readings:

- Business Environment by Saleem Shaikh, Pearson Education
- Essentials of Business Environment by K. Aswathappa, Himalaya Publishing House, New Delhi.
- Business Environment-Text and Cases by Cherunilam, Francis, Himalaya Publishing House, New Delhi.
- Business Environment Text and Cases by Justin Pual, Tata McGraw Hill, New Delhi
- Economic Environment of Business by S.K. Mishra and V.K. Puri , Himalaya Publishing House, New Delhi.
- Economic Environment of Business by M. Adhikari, Excel Books, New Delhi.
- Indian Economy by Dutt, Ruddra and K.P.M. Sundaram, S. Chand and Co. Ltd., New Delhi.
- Business Environment by Namita Gopal, Tata McGraw Hill, New Delhi

Useful Video Links:

Unit No	Topics	Links
Unit-I	The concept of Business Environment	https://www.youtube.com/watch?v=UmRjpZSPI5A&list=PL92RPe36fLKgPeoIN1pwFbatqS7O0kA9k
Unit-II	Global business environment	https://www.youtube.com/watch?v=Ciuk6BnbmfQ&list=PLQW7Kx-QndIFKpXhG2jPHpIF6ao-fOA5f
Unit-III	Industrial Policy	https://www.youtube.com/watch?v=ZeD-XLmCXUg
Unit-IV	Globalization trends and challenges	https://www.youtube.com/watch?v=3l8xN15NvHk&list=PLyqSpQzTE6M8vM5OZ4nyO0o3PbqpMB_zg

Course Code	DSC-MBA-106A				
Category	Discipline Specific Course				
Course Title	Management Information System				
Scheme and Credits	L	T	P	Credits	Semester-II
	3	1	0	4	
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none">1. To be able to understand the role of MIS in business decision-making and its structure.2. To learn to leverage MIS for strategic advantage and process improvement.3. To develop skills in designing, implementing, and maintaining MIS through the SDLC.4. To explore the integration of advanced technologies (AI, ERP, CRM, SCM) into business operations.				
Assessment	40 Marks				
End Semester Examination	60 Marks				
Total	100 Marks				
Duration of Exam	03 Hours				

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

COs	Skills Demonstrated	RBT Level
CO1	Explain the basic concepts and characteristics of Management Information Systems (MIS) and it contributes to decision-making processes.	Level 2: Understand
CO2	Apply the strategic role of MIS in enhancing business processes and achieving organizational goals.	Level 3: Apply
CO3	Apply system development methodologies to design and implement MIS.	Level 3: Apply
CO4	Analyze the role of MIS in organizational processes and its applications in enterprise systems emerging technologies.	Level 4: Analyze

Note:

1. Examiner will set nine questions in total. Question one will be compulsory. Question one will have 8 parts of 1.5 marks each from all units and remaining eight questions of 12 marks each to be set by taking two questions from each unit. The students have to attempt five questions in total, first being compulsory and selecting one from each unit.
2. At least four cases will be discussed, one from each unit.

Unit No.	Contents
Unit-I	Data And Information: MIS- Need and Concepts, Factors Influencing MIS and Characteristics of MIS, Technology of MIS, Structure of MIS, Decision Making and Role of MIS, Data Communication, Basic H/W Required, Channel Features and Concept of Distributed Data Bases, Decision Support System, Overview, Components and Classification, Steps in Constructing a DSS, Role in Business, Group Decision Support System.
Unit-II	Information System: Information System for Strategic Advantage, Strategic Role for Information System, Breaking Business Barriers, Business Process Reengineering, Improving Business Qualities.

Unit-III	Planning for MIS: System Development Methodologies, Conceptual and Detailed Designs of MIS. Information System Analysis and Design, Information SDLC, Hardware and Software Acquisition, System Testing, Documentation and its Tools, Conversion Methods.
Unit-IV	System Implementation Strategies and Process: System Evaluation and Maintenance. Applications– Cross– Functional MIWS, ERP, CRM, SCM, Transaction Processing, Artificial Intelligence Technologies in Business, Neural Network, Fuzzy Logic, Virtual Reality, Executive Information System.

Suggested Readings:

- Management Information Systems by Jawadekar, TMH, N Delhi.
- Management Information System by James Brien, Tata McGraw Hill, Delhi.
- Principles of Management System by Stair, Thomson Learning, Bombay.
- Information Technology and the Networked Economy by Mckeown, Thomson Learning, Bombay.
- Cases in MIS by Brady, Thomson Learning, Bombay.
- Management Information System by Murdick & Ross, PHI, Delhi.
- Management Information System by J. Kanter, PHI, Delhi.

Useful Video Links:

Unit no	Topics	Links
Unit-I	Information Management in the digital world	https://www.youtube.com/watch?v=pqEth2rx1RM
	Decision Support Systems	https://www.youtube.com/watch?v=7k-tL0eoJ7o
Unit-II	Strategic Management	https://www.youtube.com/watch?v=8swTrGXDm-w&t=1s
	Data bases and information management	https://www.youtube.com/watch?v=pL46Mwa_dTY
Unit-III	Aligning IT with business objectives	https://www.youtube.com/watch?v=2RtxuLxfu_0
	Data analytics tools and techniques	https://www.youtube.com/watch?v=M0Ef_bbXx6k
Unit-IV	ERP project management : Challenge , risks and best practices	https://www.youtube.com/watch?v=CvVzst0R12A
	Supplier relationship management	https://www.youtube.com/watch?v=2vgWdgxjaas

Course Code	DSC-MBA-108A				
Category	Discipline Specific Course				
Course Title	Total Quality Management				
Scheme and Credits	L	T	P	Credits	Semester-II
	3	1	0	4	
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none">1. To study the key concepts, principles, and practices of Total Quality Management (TQM).2. To learn the tools and techniques used in TQM, including PDSA, Kaizen, Benchmarking, and the Seven Quality Tools, for continuous improvement and problem-solving.3. To learn statistical process control (SPC) methods, including Taguchi's design and FMEA, to improve product and process quality4. To familiarize about international quality standards such as ISO 9000 and EMS 14001, and conduct quality audits and vendor rating systems for performance measurement				
Assessment	40 Marks				
End Semester Examination	60 Marks				
Total	100 Marks				
Duration of Exam	03 Hours				

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

COs	Skills Demonstrated	RBT Level
CO1	Explain the key concepts of Total Quality Management.	Level 2: Understand
CO2	Apply TQM tools and techniques to improve organizational quality.	Level 3: Apply
CO3	Use strategies for customer satisfaction, employee involvement, and continuous process improvement.	Level 3: Apply
CO4	Analyze TQM principles, strategies, tools, and systems for effective decision making.	Level 4: Analyze

Note:

1. Examiner will set nine questions in total. Question one will be compulsory. Question one will have 8 parts of 1.5 marks each from all units and remaining eight questions of 12 marks each to be set by taking two questions from each unit. The students have to attempt five questions in total, first being compulsory and selecting one from each unit.
2. At least four cases will be discussed, one from each unit.

Unit No.	Contents
Unit-I	TQM Perspective and TQM Implementation: Quality, Chain Reaction ,Dimensions of Quality, Evolution Of Quality, Quality Control, Quality Assurance, Quality Planning, Quality Improvement, Quality Management, Total Quality Management, Cost Of Quality, Classification of Failure Cost, Reducing Costs, Juran's Model Of Optimum Quality Costs, Analysis of Cost of Quality (COQ) For Improvement, Analysis Of External and Internal Failure Costs ,TQM, Elements Of TQM, Leadership For TQM, Deeming 14 Points For Top Management, TQM Tools And Techniques, Plan-Do-Study-Act (PDSA), Barriers For TQM Implementation.
Unit-II	TQM principles and Strategies: Customer Satisfaction & Employee Involvement. Service Quality, Features Of Services, The Kano Model, Employee Motivation, Motivation Theory Of Individual Employees ,Effective Communications, Training And Mentoring ,Recognition And Reward. Continuous Process Improvement and Process Approach. Juran's Tribology, Kaizan, Plan-Do- Check-Act (PDCA), Seven Quality Tools ,Business Process Reengineering

	(BPR) ,Seven Deadly Wastes , Experience Transformation Model, Lean Manufacturing, Kabana System, Cellular Manufacturing, Single Piece Flow, Zero Defects.
Unit-III	Statistical Process Control & TQM Tools :The Seven Quality Control Tools, Standard Normal Distribution, Acceptable Quality Level (AQL), Seven Management Tools, Benchmarking, Quality Function Deployment (QFD), Taguchi's Design, Total Productive Maintenance(TPM), Failure Modes and Effects Analysis (FMEA).
Unit-IV	Quality Systems: International Organization for Standardization (ISO) 9000 standard, Environmental Management System 14001 (EMS14001), Quality Awards Supplier Partnership and Performance Measures-Importance Of Suppliers, Selection And Standards, Quality Audit, Product Audit, Vendor Rating System, Plan-Do-Check-Act(PDCA) For Measurements, Performance Measure Design, Balanced Scorecard (BSC).

Suggested Readings:

1. Total Quality Management by Oakland (Butterworth- Heinemann Ltd.)
2. Managing for total quality from Demingto Taguchi and SPC by Logothetis N.(PHI)
3. Total QualityControl by Feigenbaum A.V. (MGH)
4. Total Quality Management by Besterfield Dale H (PearsonEducation)

Useful Video Links:

Unit No.	Topic	Link
UNIT-I	Quality and its dimensions	https://youtu.be/5pMWmU_8lfl?si=hl0dsNsI2yUMLrz1
	Quality Control	https://youtu.be/xQQ2AWs0hT4?si=EKjvfZUQxU53kai2
	Total quality management	https://www.youtube.com/watch?v=yWIAOFs04go
	Deeming 14 Points	https://archive.nptel.ac.in/courses/110/105/110105088/
UNIT-II	Seven Quality Tools	https://www.youtube.com/watch?v=HQiiRh5GoIc
	Lean manufacturing	https://archive.nptel.ac.in/courses/110/107/110107130/
UNIT-III	The Seven Quality Control Tools	https://www.youtube.com/watch?v=6-JVHv5djIc
	FMEA	https://www.youtube.com/watch?v=UOuTBCrW2kY
UNIT-IV	ISO 9000	https://archive.nptel.ac.in/courses/110/104/110104080/
	PDCA	https://www.youtube.com/watch?v=4XYS7_NSvLA

Course Code	DSC-MBA-110A				
Category	Discipline Specific Course				
Course Title	Emotional Intelligence				
Scheme and Credits	L	T	P	Credits	Semester-II
	3	1	0	4	
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none">1. To understand the key concepts of emotional intelligence, its relationship with IQ, and its impact on personality, diversity, and cultural intelligence.2. To explore emotional competencies and their role in leadership styles like primal, resonant, and resilient leadership.3. To understand the emotional phenomena such as empathy, emotional contagion, and burnout, and their effects on branding and organizational behavior.4. To understand emotional intelligence in individuals and teams, and apply it in decision-making across HR, marketing, and finance.				
Assessment	40 Marks				
End Semester Examination	60 Marks				
Total	100 Marks				
Duration of Exam	03 Hours				

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

Cos	Skills Demonstrated	RBT Level
CO1	Describe foundational concepts of emotional intelligence and its relevance in workforce cultural diversity.	Level 2: Understand
CO2	Apply emotional intelligence concepts and competency to enhance leadership, and workplace dynamics for effective team management.	Level 3: Apply
CO3	Apply emotional dynamics and social intelligence to improve decision-making and emotional well-being in organizational settings.	Level 3: Apply
CO4	Analyze the role of emotional intelligence in workplace behavior for effective working environment.	Level 4: Analyze

Note:

1. Examiner will set nine questions in total. Question one will be compulsory. Question one will have 8 parts of 1.5 marks each from all units and remaining eight questions of 12 marks each to be set by taking two questions from each unit. The students have to attempt five questions in total, first being compulsory and selecting one from each unit.
2. At least four cases will be discussed, one from each unit.

Unit No.	Contents
Unit-I	Introduction to Emotional Intelligence: Concept and Significance of Emotional Intelligence, Emotional Quotient and Intelligence Quotient, Multiple Intelligence, Emotional Intelligence and Personality, Models of Emotional Intelligence, Emotional Intelligence and Workforce Diversity, Cultural Intelligence.
Unit-II	Emotional Competency and Leadership: Emotional Competency Framework, Personal Competencies, Social Competencies, Emotional Intelligence and Leadership, Primal Leadership, Resonant Leadership, Resilient Leadership, Political Intelligence, Moral Intelligence.

Unit-III	Emotional Dynamics and Workplace Impact: Emotional Affectivity, Empathy, Emotional Contagion, Emotional Labour, Emotional Dissonance, Emotional Tagging, Emotional Burnout, Emotional Branding.
Unit-IV	Social Intelligence and Practical Application of EI: Social Intelligence, Emotional Intelligence, Assessing Emotional Intelligence, Managing Emotions, Building Emotionally Intelligent Workplaces, Role of Emotional Intelligence in Decision Making, Applications of Emotional Intelligence in HR, Marketing and Finance.

Suggested Readings:

- Emotional Intelligence— Why It Can Matter More than IQ by Daniel Goleman, Bloomsbury, UK
- Working with Emotional Intelligence by Daniel Goleman, Bloomsbury, London
- Primal Leadership by Daniel Goleman, R Boyatzis and McKee Annie, Harvard Business School Press, Boston
- Social Intelligence – The New Science of Human Relationships by Daniel Goleman, Bantam Books, New York.
- Resonant Leadership by Richard Boyatzis, and McKee Annie, Harvard Business Review Press
- Leading with Emotional Intelligence by S. Reldan Nadler, Tata McGraw Hill, New Delhi

Useful Video Links:

Unit No	Topics	Links
Unit-I	Emotional Intelligence	https://www.youtube.com/watch?v=mUG1sHQXRX0&list=PLHRLZtgrF2jlGxPGEdaW87Uqo2-V9CJg3
Unit-II	Difference Between EQ and IQ	https://www.youtube.com/watch?v=OhH5x5B4unE&list=PLHRLZtgrF2jlGxPGEdaW87Uqo2-V9CJg3&index=12
Unit-III	EQ and Empathy	https://www.youtube.com/watch?v=EPPkk4TP_9s&list=PLHRLZtgrF2jlGxPGEdaW87Uqo2-V9CJg3&index=14
Unit-IV	social intelligence	https://www.youtube.com/watch?v=bGtK70ZhJn8

Course Code	SEC-MBA-112A				
Category	Skill Enhancement Course				
Course Title	Personality and Soft Skills Development				
Scheme and Credits	L	T	P	Credits	Semester-II
	3	0	0	3	
Course Objectives	The objectives of this course are 1. To develop self-awareness, emotional intelligence, stress management, and key interpersonal skills like conflict resolution, teamwork, and leadership. 2. To enhance communication, problem-solving, creativity, and emotional intelligence for improved decision-making and confidence. 3. To understand team dynamics, cross-cultural communication, professionalism, work ethics, networking, and cultivate a growth mindset for career success.				
Assessment	25 Marks				
End Semester Examination	50 Marks				
Total	75 Marks				
Duration of Exam	03 Hours				

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

COs	Skills Demonstrated	RBT Level
CO1	Describe the key principles of personality development and communication skills.	Level 2: Understand
CO2	Apply essential soft skills to enhance professional relationships, problem-solving and personal efficiency in work settings.	Level 3: Apply
CO3	Use personality and soft skills techniques to improve workplace performance.	Level 3: Apply
CO4	Analyze the role of advanced soft skills in leadership, career growth and collaborative work environments.	Level 4: Analyze

Note: Examiner will set nine questions in total. Question one will be compulsory. Question one will have 5 parts of 2 marks each from all units and remaining eight questions of 10 marks each to be set by taking two questions from each unit. The students have to attempt five questions in total, first being compulsory and selecting one from each unit.

Unit No.	Contents
Unit-I	Personality: Introduction to Personality, Understanding Self-Concept and Self-Esteem, Emotional Intelligence, Personal Values and Goal Setting, Stress Management and Resilience, Time Management.
Unit-II	Interpersonal Skills: Conflict Resolution and Negotiation, Teamwork and Collaboration, Leadership Skills, Professional Etiquette, Networking and Relationship Building.
Unit-III	Essential Soft Skills: Introduction to Soft Skills, Communication Skills, Problem-Solving and Critical Thinking, Creativity and Innovation, Work Ethics and Dependability, Emotional Intelligence and Self-Confidence, Managing emotions, empathy and self-regulation.
Unit-IV	Advanced Soft Skills: Team Dynamics and Collaboration, Professionalism and Work Ethics, Career Development and Networking, Cross-Cultural Communication, Cultivating Optimism and a Growth Mindset.

Suggested Readings:

- Personality Development and Soft Skill by Barun K. Mitra, Oxford University Press.
- Soft Skills and Professional Communication by S. J. Peter Francis, Tata McGraw-Hill Education, 2011.
- Communication and soft skill development by Ashwini Deshpande, Career Publications.
- Communication Skills and Soft Skills: An Integrated Approach, by Suresh Kumar, Sreehari and Savithri, Pearson India.
- Business Communication From Principles To Practice by M. Matthukutty Monippally, McGraw Hill

Useful Video Links:

Unit No	Topics	Links
Unit-I	Emotional Intelligence	https://archive.nptel.ac.in/courses/109/105/109105116/
	Stress Management	https://www.youtube.com/watch?v=BFkQ06pBKjI
Unit-II	Conflict Management	https://www.youtube.com/watch?v=wYb_PKTawE4
Unit-III	Introduction to Soft Skills	https://www.youtube.com/watch?v=DUIsNJtg2L8
Unit-IV	Advanced Soft Skills	https://youtu.be/3Sx96vWfF8w?si=ur6J3KNg9q1a1u-n

Course Code	LC-MBA-114A				
Category	Skill Enhancement Course				
Course Title	Personality and Soft Skill Development Lab				
Scheme and Credits	L	T	P	Credits	Semester-II
	0	0	2	1	
Course Objectives	The objectives of this course are 1. To improve emotional awareness, empathy, and social skills through quizzes and stress management practices. 2. To create time schedules and prioritize tasks based on urgency and importance. 3. To apply logical reasoning and creative solutions in case studies and role-plays. 4. To practice mock interviews and professional scenarios to improve communication and career development.				
Assessment	10 Marks				
End Semester Examination	15 Marks				
Total	25 Marks				
Duration of Exam	03 Hours				

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

COs	Skills Demonstrated	RBT Level
CO1	Describe key concepts of emotional intelligence, stress management, communication skills, and their application in professional settings.	Level 2: Understand
CO2	Apply emotional intelligence, time management, and conflict resolution techniques to improve personal and team performance.	Level 3: Apply
CO3	Analyze case studies, role-plays, and group tasks to assess problem-solving, team dynamics, and leadership strategies.	Level 4: Analyze
CO4	Evaluate career development plans, communication styles, and cultural sensitivity to assess their impact on professional growth.	Level 5: Evaluate

List of Practical's:

Sr. No.	Description
1	To Conduct an Emotional Intelligence Quiz, that Reflect on how to Improve Emotional Awareness, Empathy, Stress Management Technique and Social Skills.
2	To Give a List of Tasks with Deadlines, Create a Time Schedule, Prioritizing Based on Urgency and Importance.
3	To Practice Various Stress Management Techniques such as Deep Breathing, Mindfulness, and Progressive Muscle Relaxation, then Reflect on how each affects your Stress Levels and Share Feedback with Peers.
4	To Conduct a Conflict Resolution Role-Play Experiment.
5	To Conduct Role Plays of Professional Scenarios like Job Interviews, Business Meetings and Networking Events to Improve Communication Skills and Body Language.
6	To Conduct Role-Play (e.g., Presenting Ideas, Handling Customer Complaints) and Focus on Improving Clarity, Tone, Body Language, and Active Listening.
7	To Analyze a Case Study and present a Solution, Demonstrating Logical Reasoning and Creative Approaches to Problem-Solving.
8	To Brainstorm Creative Solutions to a given Challenge (e.g., a New Product Idea or Business Solution), followed by a Presentation of their Best Ideas.
9	To Engage in a Group task (e.g., Building a Structure with Limited Materials) to observe Team Roles, leadership styles, and collaboration strategies.

10	To Develop a Personal Career Development Plan and Practice Networking through Mock Interviews or Speed Networking Sessions.
11	To Conduct a Role-Playing Exercise where Students Interact with Peers from Different Cultural Backgrounds, Focusing on Cultural Sensitivity, Communication Styles, and Overcoming Barriers.

Suggested Readings:

- Personality Development and Soft Skill by Barun K. Mitra, Oxford University Press.
- Soft Skills and Professional Communication by S. J. Peter Francis, Tata McGraw-Hill Education, 2011.
- Communication and soft skill development by Ashwini Deshpande, Career Publications.
- Communication Skills and Soft Skills: An Integrated Approach, by Suresh Kumar, Sreehari and Savithri, Pearson India.
- Business Communication From Principles To Practice by M. Matthukutty Monippally, McGraw Hill

Useful Video Links:

Topics	Links
Time Management	https://www.bing.com/videos/riverview/relatedvideo?q=video+lecture+on+time+management&mid=B860E8A75966C5CEBC00B860E8A75966C5CEBC00&FORM=VIRE
Stress management techniques	https://archive.nptel.ac.in/courses/121/105/121105009/
Presentation Skills	https://www.bing.com/videos/riverview/relatedvideo?q=Module-10+Lec-01+Oral+Presentation+Lecture-01&mid=49650DD5507224BBFFD249650DD5507224BBFFD2&FORM=VIRE
Problem-Solving and Critical Thinking	https://www.youtube.com/watch?v=QahFjscm8ZU

Course Code	VOC-MBA-116A				
Category	Vocational Course				
Course Title	IT for Managers-2				
Scheme and Credits	L	T	P	Credits	Semester-II
	3	0	0	3	
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none">1. To grasp IT infrastructure basics, including networks, APIs, mobile tech, and cyber security challenges.2. To understand how digital technologies transform business processes and build capabilities through cloud services and data governance.3. To manage big data, implement business intelligence, and use data mining and visualization for decision-making.4. To understand the impact of networks on business, address privacy issues, and build basic HTML web pages.				
Assessment	25 Marks				
End Semester Examination	50 Marks				
Total	75 Marks				
Duration of Exam	03 Hours				

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

COs	Skills Demonstrated	RBT Level
CO1	Explain the core concepts of IT infrastructure, including technology, network, business intelligence, and cyber security.	Level 2: Understand
CO2	Apply IT and Web Design Tools to Solve Business Problems and Enhance Management Efficiency.	Level 3: Apply
CO3	Apply IT techniques and business strategies to deliver innovative solutions.	Level 3: Apply
CO4	Analyze IT tools and methodologies to design strategies for business growth and digital transformation.	Level 4: Analyze

Note: Examiner will set nine questions in total. Question one will be compulsory. Question one will have 5 parts of 2 marks each from all units and remaining eight questions of 10 marks each to be set by taking two questions from each unit. The students have to attempt five questions in total, first being compulsory and selecting one from each unit.

Unit No.	Contents
Unit-I	Introduction to IT Infrastructure: Data Networks and Application Programme Interface (API) – Fundamentals, Corporate Network Functions, Business Uses, Wireless and Mobile Infrastructure, Messaging and Collaboration Technology, Data Breaches and Cyber Security Challenges, IT Risk Management, Mobile App and Cloud Security Challenges, Financial Crimes and Fraud Defenses, Sustainability and the Triple Bottom Line Approach Internet Technologies and Search Strategies, Search Technology, Organic Search and Search Engine Optimization, Paid Search Strategies and Metrics, Semantic Web and Search.
Unit-II	Information Technology in Business: Digital Technology Transforming Business Processes, Competitive Advantage and SWOT Analysis Building Business Capabilities with Data Governance and Cloud Services, Data Governance Strategy, Enterprise IT Architecture, Information and Decision Support Systems, Data Centers and Cloud Computing, Cloud Services Delivery Model.

Unit-III	Data Management, Big Data and Business Intelligence: Data Management Technologies and Techniques, Transaction Processing and Analytics Processing Systems, Dirty Data Costs and Consequences, Data Ownership and Organizational Politics, Data Life Cycle, Big Data Analytics, Data and Text Mining, Data Visualization, Enterprise Data Mashups, Digital Dashboards and Business Intelligence.
Unit-IV	Networked Economy: Impact of Computer Networks on Business, Elements of Networked Economy, Using IS Functions to Deal with Business Risks, Privacy, Health and Ethical Issues in Networked Economy, Future of the Networked Economy. HTML: Build A Simple HTML Document, Tables, Frames, Links, Adding Multimedia Documents, Home Page. Lab: Web Designing In HTML, Internet Surfing.

Suggested Readings:

- Information Technology for Management by Turban, Vonino and wood, Wiley Publications, New Delhi.
- Information Technology and the Networked Economy by McKeown, Thomson Learning
- Data and Network Communication by Miller, Vikas Publishing House, New Delhi.
- Business Driven Technology by Hagg, Baltzan & Philips, TMH, N. Delhi.
- Using HTML by Molly, PHI, Delhi.

Useful Video Links:

Unit No	Topics	Links
Unit-I	Introduction to Computer Networks	https://www.youtube.com/watch?v=lnU-Zw3NEEQ
	IP Addressing (IPv4)	https://www.youtube.com/watch?v=H-R3KUPX1v4
Unit-II	Cloud Computing Case Study with a Commercial Cloud	https://www.youtube.com/watch?v=Mkuf4pTqIdU&list=PLShJJCRzJWxhz7SfG4hpaBD5bKOloWx9J&index=17
Unit-III	Introduction to Data Analytics	https://www.youtube.com/watch?v=9gfER4p1jXM&list=PLRueFtKLr0QN7MmQ8pdpQerOe_s8vGJG4&index=2
	Business Analytics For Management Decision	https://www.youtube.com/watch?v=7yHLA6BlnMU&t=2s
Unit-IV	Introduction to HTML and CSS	https://www.youtube.com/watch?v=h_RftxdJTzs
	HTML Advanced	https://www.youtube.com/watch?v=dlkWNdnO8ek&list=TLPMTEExMTIwMjTs6qJY5dSzcA&index=2

Course Code	LC-MBA-118A				
Category	Vocational Course				
Course Title	IT for Managers-2 Lab				
Scheme and Credits	L	T	P	Credits	Semester-II
	0	0	2	1	
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none">1. To learn to create and manage email accounts, send/receive emails, and integrate chat systems.2. To learn to create web pages using HTML, including tables, lists, links, images, and multimedia.3. To develop interactive pages using forms, anchor tags, and JavaScript for dynamic features like clocks and effects.4. To create functional websites like resumes, login pages, and savings tables using HTML and JavaScript.				
Assessment	10 Marks				
End Semester Examination	15 Marks				
Total	25 Marks				
Duration of Exam	03 Hours				

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

COs	Skills Demonstrated	RBT Level
CO1	Explain the core concepts of IT infrastructure, including technology, network, business intelligence, and cyber security.	Level 2: Understand
CO2	Applying IT and Web Design Tools to Solve Business Problems and Enhance Management Efficiency.	Level 3: Apply
CO3	Analyze IT tools and methodologies to design strategies for business growth and digital transformation.	Level 4: Analyze
CO4	Evaluate the functionality and user experience of dynamic web pages created using HTML and JavaScript.	Level 5: Evaluate
CO5	Create interactive and dynamic web pages with multimedia elements, forms, and effects using HTML and JavaScript.	Level 6: Create

List of Experiments:

Sr. No.	Experiment Description
1	To define the stages of create e-mail id on yahoo web site, How will you send and receive e-mail.
2	To describe the chatting components on the internet.
3	To create your first web page using notepad in HTML.
4	To create your first web page for image insertion and anchor tag in HTML.
5	To create web page for resume of a student in HTML.
6	To create web page for Table for Savings using HTML.
7	To create web page for ordered list and unordered list.
8	To create login webpage for your college website or company website.
9	To show blinking effect on web page using java script.
10	To design a digital clock on your web page using java script.
11	To create a login form with the help of HTML.

12	How to Insert an Audio and Video file in HTML.
----	------------------------------------------------

Suggested Readings:

- Information Technology for Management by Turban, Vonino and wood, Wiley Publications, New Delhi.
- Information Technology and the Networked Economy by McKeown, Thomson Learning
- Data and Network Communication by Miller, Vikas Publishing House, New Delhi.
- Business Driven Technology by Hagg, Baltzan & Philips, TMH, N. Delhi.
- Using HTML by Molly, PHI, Delhi.

Useful Video Links:

Topic	Links
How <table> Tag works in HTML	https://html-iitd.vlabs.ac.in/exp/tables-in-html/simulation.html
Creating Web Page Layout in HTML	https://html-iitd.vlabs.ac.in/exp/webpage-layout-in-html/simulation.html
Embedding through <iframe> Tag	https://html-iitd.vlabs.ac.in/exp/iframe-tag-in-html/simulation.html
<marquee> Tag works in HTML	https://html-iitd.vlabs.ac.in/exp/marquee-tags-in-html/simulation.html

Course Code	INT-MBA-120A				
Category	Internship Course				
Course Title	Internship-2				
Scheme and Credits	L	T	P	Credits	Semester-II
				4	
Course Objectives	<p>The objectives of this course are</p> <ol style="list-style-type: none">1. To apply theoretical knowledge to real-world situations and gain hands-on experience in the field.2. To strengthen key skills like communication, teamwork, and problem-solving for career readiness.3. To understand industry practices, trends, and expectations through direct exposure.4. To build professional relationships with mentors and peers for future career prospects.				
Assessment	50 Marks				
Viva-Voce	50 Marks				
Total	100 Marks				
Duration of Exam	03 Hours				

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

COs	Skills Demonstrated	RBT Level
CO1	Explain workplace processes, industry standards, and theoretical concepts applied during the internship.	Level 2: Understand
CO2	Apply academic knowledge and technical skills to solve real-world challenges in the workplace.	Level 3: Apply
CO3	Analyze complex work problems and propose potential solutions.	Level 4: Analyze
CO4	Evaluate various strategies, providing reasoned judgments and recommendations based on experience.	Level 5: Evaluate
CO5	Develop a network of contacts and collaborate with professionals to enhance career opportunities.	Level 6: Create

Note: The evaluation will be based on two parts: 50 marks for the presentation of the report and 50 marks for the report writing.

Students will be required to undergo Internship Training for **120 hours** during the 2nd semester, if they choose the INR-2 option, with the option to select between SEC-2, VOC2, and INR-2.

The Internship Project (IP) is an optional part of the academic curriculum for MBA 2nd semester students. Students who choose Internship-2 as an option must complete the Internship Project for successful completion of the MBA 2nd semester. They are required to undergo the internship as per the given duration. Students must work with an organization to gain hands-on experience during the semester. The internship can be undertaken at an organization located within the geographical boundary of the Delhi NCR.