

**MADHAV INSTITUTE OF TECHNOLOGY & SCIENCE, GWALIOR**

(A Govt. Aided UGC Autonomous & NAAC Accredited Institute Affiliated to RGPV, Bhopal)

Course Outline of Core Subjects of MBA I Sem (2022-23)

S. No.	Course Category	Subject Code	Subject Name	Maximum Marks Allotted						Total Marks	Contact Hours per week			Total Credits	Mode of Teaching (Offline/Online)	Mode of Exam.
				Theory Slot			Practical Slot				L	T	P			
				End Term Evaluation		Continuous Evaluation	Continuous Evaluation		Internal							
				End Sem Assessment	Personality Overview	Mid Sem. Exam	Quiz/Assignment									
1.	DC	701001	Principles of Management	50	10	20	20	-	-	100	3	-	0	3	Offline	PP

Course Objectives:

This course is to acquaint the students with the basic nature of management, its process, tasks and responsibilities of a professional manager as well as organizational behavioural dynamics governing an organization.

Unit I

Introduction: Concept, Nature, Significance, Process & levels of Management; Managerial Roles and functions; An Overview of Functional areas of Management- Marketing, Finance, Production, HRM, IT, R&D; Evolution of Management Thought- Classical, Neo -classical, System and Contingency Approaches

Unit II

Planning: Concept, Significance, & steps; Types of Plans, Objective or Goals, Strategies, Policies, Procedure; Types of Planning; Steps of planning Management by Objectives, Strategic Planning Process; Decision-making: concept, characteristics and process

Unit III

Organizing: Concept, nature, process and significance; Organization Levels and the Span of Management. Principles of Organising: Authority, Delegation, Span of Control, Line and Staff Authority. Centralization vs Decentralization; Organisational Structure; Formal and Informal Organization; Organisational Charts

Unit IV

Staffing - Meaning, Nature, Importance, Staffing process. Manpower Planning, Recruitment, Selection, Orientation and Placement, Training, Remuneration, Performance Appraisal, Promotion, Separation and Transfer; Direction - Definition, Nature, Need and Importance, Principles of Directing. Supervision - Role and Functions of a Supervisor, Effective Supervision, Direction and Supervision

Unit V

Motivation, Controlling and Co-Ordination: Motivation: Concept, Forms of employee motivation, Need for motivation. Theories of motivation; Controlling - Meaning, Features, Importance, Control Process, Characteristics of an effective control system, Types of Control. Co-ordination - characteristics, essentials, Types and Techniques; Leadership: Definition, Ingredients, Styles, Committees and Group Decision Making, Strategic leadership, Shared vision

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Course Outcomes:

After learning the course, the students should be able to:

- CO1: Explain how individual differences affect employee performance
- CO2: Understand various concepts of managerial functions, principles and practices.
- CO3: Learn and develop various organizational decision making strategies.
- CO4: Sum up and integrate the management practices in work environment.
- CO5: Enhance an understanding of team work, leadership and motivation.
- CO6: Create a conducive and dynamic environment in organizations.

Suggested Text & Reference Books:

1. L.M. Prasad, (2010), Principles and Practice of Management, 7th edition, Sultan and Chand.
2. Koontz, H. (2010). Essentials of Management. New Delhi: Tata McGraw-Hill Education.
3. Robbins & Coulter (2013). Management. New Delhi: Prentice Hall Richard L. Daft, (2013).
4. Robbins, S.P. & Decenzo, D. A. (2014). Fundamentals of Management: Essential Concepts and Applications. New Delhi: Pearson Education.
5. Richard L. Daft, (2013), Understanding the Theory and Design of Organizations, 11th edition, Cengage Learning.

List of Open Source Software/learning website:

1. https://onlinecourses.nptel.ac.in/noc22_mg104/preview
2. https://onlinecourses.nptel.ac.in/noc22_mg42/preview

Abhishek *MP* *Singh*

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				End Term Evaluation		Continuous Evaluation		Continuous Evaluation								
				End Sem Assessment	Personality Overview	Mid Sem. Exam	Quiz/Assignment	Internal	External							
2.	DC	701002	Organizational Behaviour	50	10	20	20	-	-	100	3	-	0	3	Offline	PF

Course Objectives:

The objective of this course is to provide students with a better understanding of behavioural processes of individuals and groups in organizations enabling them to function more effectively in their roles as managers personally and with others.

Unit I

Concepts of Manager, Organizational Behaviour, Nature, Mintzberg's Managerial Roles, Management Skills, Disciplines Contributing to OB, Evolution of OB, Assumptions, Scope and Importance of OB, Elements of OB, Models of OB, Limitations of OB.

Unit II

Personality, the Myers-Briggs type indicator, and the Big Five Personality Model, Learning: Types of learners, learning process, learning theories, Perception, Attitude, Emotions, Values, and Emotional Intelligence. Perceptions, Motivation, Types of Motivation, Theories of Motivation: Maslow's hierarchy of needs theory, Herzberg's Two factor theory, Theory X and Theory Y, Role of Motivation in OB

Unit III

Foundations of Group Behaviour: Stages of group development: The Five-stage model, Group Properties, Group Decision Making and techniques, Emergence of informal leaders and working norms. Team building: Importance of Teams, Difference between teams and groups, Types of teams, creating effective team, turning individual in team player. Communication: Functions and process, Direction of communication, Interpersonal communication, Organizational communication, Control, Johari window

Unit IV

Leadership: Leadership styles and Theories, Leaders v/s Managers, Mentoring, Power and Politics, Conflicts: Definition and Meaning, Sources of Conflict, The conflict process, Types of conflict, Conflict Management Approaches, Negotiations.

Unit V

Organization structure, Organizational design and employee behaviour, new design options, Organizational Culture, Managing Cultural Diversity, Organizational change: Approaches, creating a culture of change, Work stress and its management. Organizational development: Characteristics, Objectives, Organizational effectiveness, OD intervention.

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Course Outcomes:

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

- CO1: Provide major theories, concepts, terms, models, frameworks and research findings in the field of organizational behavior in an Organizational setting.
- CO2: Understand the implications of organizational behavior from the perspectives of employees, managers, leaders and the organization.
- CO3: Analyze the role of individuals, groups, managers and leaders in influencing how people behave in organizational culture at large.
- CO4: Evaluate and formulate approaches to reorient individual, team, managerial and leadership behaviour in order to achieve organizational goals.
- CO5: Elaborate the challenges in shaping organizational behavior, organizational culture and organizational change.
- CO6: Develop creative and innovative ideas that could positively shape the organizations

Suggested Text and Reference Books:

1. Robbins, SP Stephen P, Timothy Judge and Nehasika Vohra, Organisational Behaviour, 12th or 16th edition, Pearson Education, 2011.
2. Fred Luthans, Organisational Behaviour, 11th edition, Mc Graw Hill, 2009.
3. W. Newstrom, John, Organisational Behaviour, 10th edition, Tata Mc Graw –Hill 2009.
4. Sanghi Seema, Organisational Behaviour, Pearson, 2011
5. Hellriegel D. (2011), 'Organizational Behavior' (Thirteenth ed.), South Western Educational Publishing: USA
6. Pareek U. (2012), 'Understanding Organizational Behavior' (Third ed.), Oxford University Press, USA
7. Robbins S.P. (2010), 'Essentials of Organizational Behavior' (Tenth ed.), Pearson: Delhi
8. Schermerhorn J.R. (2010), 'Organizational Behavior' (Eleventh ed.), John Wiley & Sons, Inc.: USA

List of Open Source Software/learning website:

1. <https://nptel.ac.in/courses/110106145>
2. <https://archive.nptel.ac.in/courses/110/106/110106145/>
3. https://onlinecourses.nptel.ac.in/noc21_mg87/preview


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			End Sem Assessment	Personality Overview	Mid Sem. Exam	Quiz/Assignment	Internal			External					
DC	701003	Business Statistics & Research Methodology	50	10	20	20	-	-	100	3	-	0	3	Offline	PP

Course Objectives:

This course is designed to develop an understanding and working knowledge of research methodology required to conduct research. The focus of the course is also on developing the report after understanding the methodology & conducting research in a business/economic decision environment, especially in an environment of risk and uncertainty. The objectives of this course are to design and execute a basic survey research project, to understand the research tools and techniques for executing a business project and decision making.

Unit I

Basic concept of Statistics: Application of Descriptive and Inferential Statistics in Managerial Decision Making; utility and limitation of Statistics. Presentation of Data: Bar Diagram; Histogram; Frequency Polygon; Frequency Distribution Curves. Measures of Central Tendency: Mean; Median and Mode and their implication.

Unit II

Measures of Dispersion: Range; Mean Deviation; Standard Deviation; Coefficient of Variation(C.V.); Skewness; Kurtosis. Correlation: Meaning and Types of Correlation, Karl Pearson and Spearman Rank Correlation. Regression: Meaning, Regression Equation and their Application

Unit III

Probability: Concept of Probability and its Uses in Business Decision; Addition and Multiplication Theorems; Bayes Theorem and its Application. Probability Theoretical Distribution: Concept and Application of Binomial; poisson and Normal Distribution.

Unit IV

Estimation Theory and Hypothesis Testing: Sampling Theory; Formulation of Hypothesis; Application of Z test; t test; F test; Chi-Square test; Techniques of Association of Attributes.

Unit V

Basic concepts of Business Research, Research Process; Types of Research Design-Descriptive, Exploratory & Experimental; Literature Review; Questionnaire, Schedule, Interview, Observation Method; Qualitative Research Methods; Scales & Scaling Techniques and Attitude Measurement; Result preparation & report presentation; Ethical issues in Research, Problems encountered by the Researcher, Precautions to be taken by the Researchers.

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Course Outcomes:

After learning the course, the students should be able to:

CO1: Understand the concept, process and applications of research.

CO2: Identify the source of a quantifiable problem, recognize the issues involved and produce an appropriate action plan.

CO3: Organize, analyze, interpret and summarize the data in a useful and informative manner.

CO4: Demonstrate an ability to select and calculate an appropriate measure of central tendency for a given data set.

CO5: Carry out a simple sample survey, analyze the results and present the findings to the class.

CO6: Develop a research report using important statistical techniques for managerial decision-making.

Suggested Text & Reference Books:

1. C. R. Kothari (2004), Research Methodology: Methods & Techniques, New Age International Publishers
2. Bajpal, N. (2011), Business research methods, 2nd edition, Pearson education
3. Cooper, D. R., Schindler, P. S., & Sharma, J. K., Business research methods, 12ed., Tata McGraw Hill Education.
4. Hair Jr., J. F., Celsi, M. W., Money, A. H., Samouel, P., & Page, M. J., Essentials of Business research methods, 2nd ed., Routledge, Taylor & Francis Group.
5. Gupta, S. (2001) "Research Methodology and Statistical Techniques", Deep and Deep, New Delhi,
6. Hooda, R.P. (2003) "Statistics for Business and Economics", 3rd ed., Macmillan India Ltd., Delhi.
7. Beri, J.C. (2010). Business Statistics. New Delhi: Tata McGraw Hill.
8. Chandan, J. S. (2009). Statistics for Business and Economics. New Delhi: Vikas Publishing House Pvt Limited.

List of Open Source Software/learning website:

1. https://onlinecourses.swayam2.ac.in/nou21_cm03/preview
2. https://onlinecourses.nptel.ac.in/noc22_mg25/preview
3. https://onlinecourses.nptel.ac.in/noc22_ge08/preview

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			Theory Slot			Practical Slot				L	T	P			
			End Term Evaluation		Continuous Evaluation	Continuous Evaluation		Internal							External
			End Sem Assessment	Personality Overview	Mid Sem. Exam	Quiz/Assignment									
DC	701004	Marketing Management	50	10	20	20	-	-	100	3	-	0	3	Offline	PP

Course Objectives:

Marketing management course enables a student to understand the fundamentals of marketing concept and the role marketing plays in business. This course enables a student to understand the 'Marketing mix' elements and the strategies and principles underlying the modern marketing practices. Students should be able to demonstrate their comprehension of marketing concepts and knowledge by applying those in their written exams, case studies discussions, presentations and projects.

Unit I

Definition, Importance and scope of Marketing, Philosophies of marketing management, Elements of marketing - Needs, Wants, Demands, Customer, Consumer, Markets and marketers; Marketing vs. Selling, Consumer markets and Industrial markets, Concept of marketing management, Marketing - Mix, Functions of marketing management, Marketing environment, Factors affecting marketing environment, Marketing information system and Marketing research, Strategic marketing planning, Marketing Myopia.

Unit II

Segmentation, Targeting and Positioning: Introduction, Concept of Market Segmentation, Benefits of Market Segmentation, Requisites of Effective Market Segmentation, The Process of Market Segmentation, Bases for Segmenting Consumer Markets, Targeting (T), Market Positioning (P). Product Management: Decisions, Development and Lifecycle Strategies: Introduction, Levels of Products, Classification of Products, Product Hierarchy, Product Line Strategies, Product Mix Strategies, Packaging and Labelling, New Product Development, Product Life Cycle (PLC), Differentiating the product, Product positioning strategy, Consumer behavior - Introduction, Importance & process.

Unit III

Mix decisions, Product decisions, New Product Development-Concept and necessity for development, Failure of new products, New product planning and Development process, Product-mix, Branding and Packaging decisions, Product life cycle - Stages and strategies for different stages of PLC; Pricing decisions, Pricing objectives, Policies methods of setting price, Pricing strategies.

Unit IV

Distribution Channels: Channels of distribution for consumer/ industrial products, Factors affecting channel distribution, Management of channels: Current trends in wholesaling and retailing, Retail distribution system in India. Promotion: Promotion-mix, Advertising, Sales promotion, Personal selling, Publicity and Public relations. A Brief account of marketing of services, CRM, Emerging trends in

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marketing: Rural marketing, Electronic marketing; B2C, B2B and C2C, Direct marketing through internet, International marketing, Green marketing.

Unit V

Personal Communication Channels: Introduction, Personal Selling, Sales Management Basics, HR Practices in Sales Management, Evaluation of Training, Personal Selling Process, Direct Marketing, Channels of distribution – concept and importance; Role of Channel intermediaries and their functions, IMC Channel, Futuristic research in marketing, Channel dynamics: Vertical Marketing System, Horizontal Marketing System, Factors Affecting Distribution channel, Channel conflict, Retailing/wholesaling: Functions and Classifications, Marketing 5.0

Course Outcomes:

After learning the course, the students should be able to:

CO1: Able to identify the elements of marketing in domain industry and understand the marketing mix and its elements.

CO2: Apply the concept of segmentation, targeting and positioning and able to explain the concept of product mix decisions

CO3: Understand the elements of marketing strategy in different stages of PLC and able to differentiate among various pricing strategies and approaches.

CO4: Apply the promotion tools to generate and increase demand

CO5: Explain distribution system and functions of channel members

CO6: Explain emerging trends in digital marketing and the use of digital marketing

Suggested Text and Reference Books:

1. Kotler, P., & Keller, K. L. Marketing Management. 12th Edition. Pearson Education.
2. Kotler, P., Kartajaya, H., & Setiawan, I. (2021). Marketing 5.0: Tecnología para la humanidad. LID Editorial.
3. Ramaswamy, V. S., & Namakumari, S. Marketing Management: Planning, Implementation and Control: Global Perspective Indian Context. 6th Edition. McMillan Publication.
4. Kotler, P., Armstrong, G. & Agnihotri, P. (1999). Principles of Marketing. 17th Edition. Pearson Education.
5. Kumar, A. & Meenakshi, N. (2008). Marketing Management. Vikas Publishing House

List of Open Source Software/learning website:

1. <https://www.enotesmba.com/2013/01/marketing-management-notes.html>
2. <https://josephcollege.ac.in/lms/Uploads/pdf/material/MM.pdf>
3. <https://www.studocu.com/in/document/university-of-lucknow/e-marketing/unit-1-marketing-management-notes-mba-i/8788369>
4. <https://mbakarlo.com/marketing-notes/>
5. https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_MM_%20Lecture%20Notes_0.pdf
6. <https://www.slideshare.net/BabasabPatil/marketing-management-full-notes-mba-11624923>

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			Theory Slot			Practical Slot				L	T	P			
			End Term Evaluation		Continuous Evaluation	Continuous Evaluation		Total							
			End Sem Assessment	Personality Overview	Mid Sem. Exam	Quiz/Assignment	Internal								
DC	701005	Operations Management	50	10	20	20	-	-	100	3	-	0	3	Offline	PP

Course Objectives:

The course is oriented to familiarize the students with fundamentals of Operations Management, and tools and techniques used in taking decisions in operating and controlling the production and service industries. Further, the aim of this course is to develop understanding of the strategic and functional issues in the operational environment of any organization, of the various decisions involving the operational activities, and of the methods which enable taking the best possible alternative decision.

Unit I

Introduction of operation function and operation management, Scope and Importance of OM, Evolution from manufacturing to operations management, type of Production Systems, Role of Production Manager, Productivity, efficiency and effectiveness, Measurement of productivity, factors affecting the productivity, productivity improvement programs.

Production Planning and Control: Objective, importance, need and function of production planning and control, planning, routing, scheduling, dispatching, follow up & progress report, production planning and production control.

Unit II

Product Design and Development: Principles of good product design, tolerance, quality and cost considerations, product life cycle, standardization, simplification, diversification, value engineering and analysis, methodology, applications, concurrent engineering; comparison of production alternatives. Facility Locations and Plant Layout: Facility location factors and evaluation of alternate locations; qualitative aspects, quantitative models for layout decisions, types of plant layout and their evaluation; computer aided layout design techniques; assembly line balancing, materials handling systems.

Unit III

Forecasting techniques: Need, type, objectives of forecasting, Factors affecting forecasting, forecasting in decision making, Time series analysis, demand patterns, methods of forecasting: Qualitative and Quantitative, Measures of forecast accuracy, error analysis.

Capacity planning: Capacity measurement, Long-term and short-term strategies, aggregate production planning; Master Production Scheduling and MRP: Functions, planning horizon and planning periods for master production schedule, types of master production schedule, Bill of Material; Independent Demand versus dependent demand, Functions of material requirements planning and manufacturing resource planning (MRP I and MRP II), inputs for MRP system, performance characteristics of MRP system, materials requirement planning explosion

Abhishek *afp* *Prabha*

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Unit IV

Inventory Management & Control – Objectives and functions, need and classifications- Codification and standardization ABC analysis, deterministic inventory models, quantity discount; perpetual and periodic inventory control systems. Probabilistic inventory management, Economic ordering quantity Procurement cost, carrying charges, lead-time, re-order point.
Project management – PERT and CPM, Network Crashing.

Unit V

Modern concepts/ techniques: Just in time manufacturing, Lean manufacturing, Push Pull Production, Kanban systems, Flexible manufacturing systems, ERP. Supply Chain management: Supply chain, objective of Supply Chain, Supply chain macro processes, Process view of a supply chain, Drivers of Supply Chain. Quality Assurance and Control: Inspection, Statistical process control, Control charts, acceptance sampling concept, risks, cost of quality control; ISO Quality Systems: ISO:9000, ISO:14000, Total Quality Control - concept, KAIZEN, six sigma concept, Maintenance Management, Waste Management

Course Outcomes:

After learning the course, the students should be able to:

CO1: Analyse & measure productivity.

CO2: Acquire the knowledge and understanding regarding Production planning and Controlled required for industry to analyze the engineering problems.

CO3: Utilize the operation research techniques as a problem solving techniques.

CO4: Gives practice through various Management and Operation Tools for Improving Quality and Quantity.

CO5: Solve various kinds of problems or issue faced by service and manufacturing industries like economic consideration, optimum utilization of resources, productivity.

CO6: Get the solutions for materials requirement planning.

Suggested Text and Reference Books:

1. Monks, J. G., Operations Management: Theory and Problems, McGraw Hill, New York.
2. Krajewski, Ritzman, and Malhotra, Operations Management, Prentice Hall, New Delhi.
3. Ebert, J and Adams, D.J., Production/Operations Management, Prentice Hall of India, New Delhi.
4. Chase, R. B., Aquilano, N. J. and Jacob, F. R., Production and Operations Management: manufacturing and services, Tata McGraw Hill, New Delhi.
5. Modern Production/Operations Management, Buffa and Sarin, Wiley Eastern Ltd.
6. Production and Operations Management, Pannerselvam. R., PHI.
7. Russel, R.S. and Taylor III, B.W., Operations Management, 4th Edition, Pearson Education.
8. Adam, E.E and Ebert, R.J., Production & Operations Management, PHI.
9. Dobler & Lee, Purchasing & Materials Management, PHI.
10. Mahadevan B., Operations Management, Pearson Education.
11. Chopra and Meindl, Supply Chain Management, Prentice Hall of India.

List of Open Source Software/learning website:

1. <http://nptel.ac.in/courses/110106045/>
2. <http://www.newagepublishers.com/samplechapter/001233.pdf>
3. <http://onlinelibrary.wiley.com/doi/10.1111/poms.12315/pdf>

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				End Sem Assessment	Personality Overview	Mid Sem. Exam	Quiz/Assignment	Internal	External							
6	DC	701006	Accounting & Financial Management	50	10	20	20	-	-	100	3	-	0	3	Offline	PP

Course Objectives:

This Course will help the student with the basic concepts, standards and practices of financial and Management Accounting, as well as to describe how to maintain accounting books and Statements and decision making process. Another objective of this course is to discuss how to ensure regular and adequate supply of funds to the concern and Adequate returns to the shareholders, which will depend upon the earning capacity, market price of the share, expectations of the shareholders and optimum funds utilization. Once the funds are procured, they should be utilized in maximum possible way at least cost.

Unit I

Financial Accounting: Basic Accounting Concepts and Fundamental Conventions, Concept of Double Entry System, Basic knowledge of Accounting Process: Journal, Ledger, Trial Balance, Closing Entries, Opening Entries, Subsidiary Books and Rectification of Errors.

Unit II

Preparation of Final Accounts with Adjustments: Manufacturing, Trading and Profit and Loss Account and Balance Sheet, Financial Statement Analysis.

Unit III

Nature of Financial Management, Finance and related disciplines, Scope of Financial Management, Concept of Time Value of Money, present value, future value and Importance of Time value of Money Concept in Decision-making Process.

Unit IV

Capital Budgeting - Principles and Techniques; Nature and meaning of capital budgeting; Estimation of relevant cash flows and terminal value; Evaluation techniques - Accounting Rate of Return, Net Present Value, Internal Rate of Return, Net Terminal Value, Profitability Index Method.

Unit V

Capital Structure: Approaches to Capital Structure Theories, Concept and Measurement of Cost of Capital: Explicit and Implicit costs; Measurement of cost of capital; Cost of debt; Cost of perpetual debt; Cost of Equity Share; Cost of Preference Share; Cost of Retained Earning; Computation of over-all cost of capital.

R. J. Arora *for* *Dr. Singh*

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Course Outcomes:

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

- CO1: Provide a basic coverage of accounting concepts, techniques of Double entry system of Book-keeping and Financial Accounting.
- CO2: Understand and analyze different components of final accounts.
- CO3: Apply the net present value criterion to complex capital budgeting problems.
- CO4: Calculate the cost of capital for projects and companies.
- CO5: Apply the weighted average cost of capital method.
- CO6: Analyze a firm's capital structure.

Suggested Text & Reference Books:

1. Porwal, L.S, "Accounting theory and practices" 9th edition, Tata McGraw Hill publication.
2. Rajasekaran, V. and Lalitha R. "Financial Accounting" Pearson publication.
3. Financial Management: Text & Problems; Khan M.Y. Jain and Jain, P.K., Tata McGraw-Hill Publishing Company Limited.
4. Financial Management, P. Chandra, Tata McGraw-Hill Publishing Company Limited.
5. Financial Management, I. M. Pandey, Vikas Publishing House Pvt. Ltd

List of Open Source Software/learning website:

1. <https://nptel.ac.in/courses/110107144>
2. <https://nptel.ac.in/courses/110107127>

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DC	701007	IT for Managers	50	10	20	20	-	-	100	3	-	0	3	Offline	PP	

Course Objectives:

To introduce the fundamental principles of computer-based information systems analysis and to describe the role of information technology and decision support systems in business and record the current issues with those of the firm to solve business problems.

Unit I

Introduction: Information Technology: Definition & Concepts; Role of Managers vis-à-vis IT: Opportunity identification, Adoption of IT; Basics of Computer and its operations, advantages and disadvantages; IT Applications in Business: e-commerce, problem solving. Relationship between Strategic planning & IT, contemporary hardware platform trends, contemporary software platform trends

Unit II

Organizations, Management and the Networked Enterprise – Information Systems in Global Business Today, Emerging digital firm, Strategy, perspectives and dimensions of Information systems, Network based strategies. Global E-business and Collaboration – Business processes, Systems for different management groups and Enterprise, E-Business, E-commerce, E-Government, Tools and technologies for Collaboration and Social Business, Porter's competitive forces model, The Business value chain Model

Unit III

Meaning and Role of Information Systems, Concept of Data and Information, Classification of Information Systems. Artificial Intelligence (AI), Applications of Artificial Intelligence, Introduction to Hyper Text Markup Language (HTML), HTML elements, Introduction to Data and Database Management: DBMS & its components, Advantage of DBMS approach, various view of data, data independence, schema and sub-schema, Objectives of database, Introduction and general concepts of SQL, Advantages of SQL, SQL Statements. Modifications of Database, basic structure of SQL, DDL in SQL.

Unit IV

Management Information System: Introduction & its applications. Enterprise Systems: ERP & its benefits, SCM, CRM, PLM; Business process & its outsourcing, IT outsourcing, IT governance, Business value of improved decision making, types of decisions, decision-making process, Business intelligence, group decision support systems, modeling and designing systems: structured and object oriented methodologies, Cloud Computing: Advantage of Cloud Computing, Application and scope of cloud computing.

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MADHAV INSTITUTE OF TECHNOLOGY & SCIENCE, GWALIOR

(A Govt. Aided UGC Autonomous & NAAC Accredited Institute Affiliated to RGPV, Bhopal)

Unit V

Ethical and Social Issues in Information systems – A model for Thinking about Ethical, Social, Political issues, Five moral dimensions of the Information Age, Ethical analysis, Candidate Ethical Principles
Securing Information Systems – Malicious Software: Viruses, worms, Trojan horses, spyware, Hackers and computer crime, Internal threats, Business value of security and control: Legal and Regulatory requirements for Electronic records management, Establishing a framework for security and control: Risk assessment, Security policy, technologies and tools for protecting Information resources.

Course Outcomes:

After learning the course, the students should be able to:

CO1: Apply basic concepts of Information Technology, its support and role in Management, for managers

CO2: Recognize security aspects of IT in business, highlighting electronic transactions, advanced security features

CO3: Analyze managerial decision-making and to develop perspective of major functional area of MIS

CO4: Describe emerging MIS technologies like ERP, SCM and trends in enterprise applications.

CO5: Translate the role of information systems in organizations, the strategic management processes, with the implications for the management.

CO6: Apply various information systems like DBMS together to accomplish the information objectives of an organization in Business Management

Suggested Text & Reference Books:

1. Management Information Systems, Laudon and Laudon, 13th Edition, Pearson Education Asia.
2. Introduction to Information Technology, V. Rajaraman, PHI publication.
3. Information Technology for Managers 2e (2016), George W. Reynolds, Cengage Learning
4. Information Technology for Management (2000), Henry C. Lucas, Irwin/McGraw-Hill

List of Open Source Software/learning website:

1. <https://nptel.ac.in/courses/110105148>
2. <https://nptel.ac.in/courses/110105083>
3. <https://www.classcentral.com/course/swayam-course-in-information-technology-17556>

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Course Outline of MAC of MBA I Sem (2022-23)

Course Category	Subject Code	Subject Name	Maximum Marks Allotted						Total Marks	Contact Hours per week			Total Credits	Mode of teaching (Offline/Online)	Mode of Exam.
			Theory Slot			Practical Slot				L	T	P			
			End Term Evaluation		Continuous Evaluation		Continuous Evaluation								
			End Sem Assessment	Personality Overview	Mid Sem. Exam	Quiz/Assignment	Internal	External							
MAC	MC7001	Business Communication & Skills	-	10	20	20	50	-	-	2	Qualify	Online	MCQ		

Course Objectives:

It has objective to introduce key concepts of communication theory, improving verbal and non-verbal communication and to develop student's skills in applying these concepts to realistic situations in a different workplace environment.

Unit I

Concepts of Communications: Definition, Objectives of Communication, Characteristics of Communication, Process of Communication, Forms of communication, Roles of a Manager, Communication Roadblocks and Overcoming them, Overcoming Communication Barriers, Effectiveness in Managerial Communication

Unit II

Role of Verbal & Non-verbal Symbols in communication: Forms of Nonverbal Communication, Interpreting Non-verbal messages, Tips for effective use of non-verbal Communication. Listening: Definition, Anatomy of poor Listening, Features of a good Listener, Types of Listening skills, strategies, Barriers to effective Listening.

Unit III

Oral Presentation: Planning presentation, delivering presentation, Developing & displaying visual aids, Handling questions from the audience, Telephone, Teleconferencing, Challenges and etiquette, Principles of successful oral communication, Barriers to communication, Conversation control - Reflection and Empathy: two sides of effective oral communication.

Unit IV

Group Discussion & Interviews: Role Functions in Group Discussions, From of Group, Characteristics of Effective Groups, Group Decision Making, Group Conflict, Fundamental principles of Interviewing, Types of Interviewing Questions, Types of Interviews, Style of Interviewing. Mock Interviews, Dressing and Grooming, Norms of Business Dressing. Meetings: Ways and Means of conducting meeting effectively, planning a Meeting, Meeting Process, How to Lead Effective Meeting, Evaluating Meeting, Writing Agenda and Minutes of meetings, Web Conferencing.

Amrinder *Pragya*

M
28/10/22



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Unit V

Business Communication, Basic Principles, Tips for effective writing, The Seven Cs of Letter writing, Planning steps for effective writing, Writing Business Reports (Short & Long), Kinds of Business Letters, inquiries, orders & replying to them, sales letters, Job application Letters, Writing Effective Memos, Format and Principles of writing Memos. Identifying potential career opportunities, Preparing Resumes, Composing Application Messages. Writing E-mail, Business Reports, Business Proposals: Effective E-mail, E-mail Etiquettes, Writing Business Reports and Proposals, Purpose of Business Reports, Parts of Report, Format of Business Proposals, Practice for Writing Business Reports.

Course Outcomes:

After learning the course, the students should be able to:

- CO1: Understand the basic concepts of interpersonal skills
- CO2: Deliver effective using formal presentations
- CO3: Demonstrate a good understanding of effective business communications
- CO4: Showcase skills that maximize team effectiveness
- CO5: Solve the problems effectively by participating in GDs
- CO6: Develop and deliver effective presentations

Suggested Text and Reference Books:

1. Essentials of Business Communication, Mary Ellen Guffey, South-Western Educational
2. Business Communication AshaKaul Prentice Hall of India
3. M.K. Sehgal & V. Khetrapal - Business Communication (Excel Books).
4. Rajendra Pal - Business Communication (Sultanchand & Sons Publication)
5. P.D., Chaturvedi - Business Communication (Pearson Education, 1st Edition 2006).
6. Communication for Business (Pearson Education, 4th Edition)

List of Open Source Software/learning website:

1. <https://nptel.ac.in/courses/110105052>
2. <https://nptel.ac.in/courses/109104031>
3. <https://nptel.ac.in/courses/109104030>
4. <https://www.classcentral.com/course/swayam-effective-business-communication-14027>

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