MADHAV INSTITUTE OF TECHNOLOGY & SCIENCE, GWALIOR

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Course Outline of DC Courses of MBA II 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								
				End Term Evaluation		Continuous Evaluation		Continuous Evaluation			L	T	P			
				End Sem Assessment	Personality Overview	Mid Sem. Exam	Quiz/ Assignment	Internal	External							
1.	DC	702001	Human Resource Management	50	10	20	20	-	-	100	3	-	0	3	Offline	PP

Course Objectives:

To teach the basic principles of human resource management—how an organization acquires, rewards, motivates, uses, and generally manages its people effectively in addition to introduce the manager to practices and techniques for evaluating performance, structuring teams, coaching and mentoring people.

Unit I

Introduction to HRM: Definition, nature, features, characteristics, functions, objectives Importance, & scope of HRM; Evolution of HRM, Role & skills of HR Manager, Important Trends in HR Management.

Unit II

HR Planning, Recruitment and Selection: HR Planning, Job Analysis-Job description and job specification, Job Design, Recruitment & Selection process, Sources of Recruitment, Importance of careful selection, Types of Tests for selection, Interview- Methods of Selection, Placement & Induction.

Unit III

Performance Management System: Introduction, Identification of issues in performance appraisal, Uses of Performance Appraisal, Techniques of Performance Appraisal, Performance Management Potential Appraisal,Training and Development: Objectives, Concepts and Needs, Training methods, Management development program.

Unit IV

Wage and Salary Administration: Job Evaluation: meaning and methods, Money & motivation, Individual & group incentives, Employee benefits: leaves, insurance, retirement, flexible benefits; Pay for performance

Unit V

Employee retentions, Employee engagement, Career planning & management, Succession Planning, Promotions, Transfer, Separation, VRS, International HRM. Introduction of Industrial Relations & Human Relation, Green HRM, HR Audit & HR Records.

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Course Outcomes:

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

COS	Course Outcomes (COs)	Mapping
CO1	Explain the way in which organizations manage their people.	Skill development
CO2	Describe ways in which people might diagnose a business strategy.	Employability
CO3	Evaluate the developing role of human resources in the global arena	Employability
CO4	Analyze the key concepts and issues in managing organizational change and development.	Skill development
CO5	Evaluate the way in which organizations manage their people.	Employability
CO6	Assess the various parameters of performance appraisal and management	Entrepreneurship

CO1: Learn the way in which organizations manage their people.
CO2: Develop ways in which people might diagnose a business strategy.
CO3: Evaluate the developing role of human resources in the global arena
CO4: Understand the key concepts and issues in managing organizational change and development.
CO5: Learn the way in which organizations manage their people.
CO6: Learn the to assess the various parameter of performance.

Suggested Text & Reference Books:

1. Human Resource Management by Dessler, Gary, Publisher: Pearson Education Asia, New Delhi.
2. Human Resource Management by Aswthappa, Publisher: TMH, New Delhi
3. Human Resource Management-Text & Cases, by Rao, V.S.P, Publisher: Excel Books, New Delhi.
4. Managing Human Resources by Ramaswamy, E., Publisher: Oxford University Press, New Delhi

List of Open Source Software/learning website:

1. https://onlinecourses.swayam2.ac.in/cec21_mg06/preview?

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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							
DC	702002	Managerial Economics	50	10	20	20	-	-	100	3	-	0	3	Offline	PP

2. https://onlinecourses.nptel.ac.in/noc20_mg60/preview

Course Objectives:

Understand the relative importance of Managerial Economics. Know how the application of the principles of managerial economics can aid in achievement of business objectives. Understand the modern managerial decision rules and optimization techniques. Be equipped with the tools necessary in analysis of consumer behavior as well as in forecasting product demand. Understand and be able to apply latest pricing strategies. Understand and analyse the macro environment affecting the business decision making.

Unit I

Basic Concepts and principles: Definition, Nature and Scope of Economics-Micro Economics and Macro Economics, Managerial Economics and its relevance in business decisions, Fundamental Principles of Managerial Economics - Incremental Principle, Marginal Principle, Opportunity Cost Principle, Discounting Principle, Concept of Time Perspective. Equi-Marginal Principle, Utility Analysis, Cardinal Utility and Ordinal Utility.

Unit II

Demand and Supply Analysis: Theory of Demand. Types of Demand, Determinants of demand, Demand Function, Demand Schedule , Demand curve , Law of Demand, Exceptions to the law of Demand , Shifts in demand curve , Elasticity of Demand and its measurement, Price Elasticity. Income Elasticity, Arc Elasticity, Cross Elasticity and Advertising Elasticity. Uses of Elasticity of Demand for managerial decision making, Demand forecasting meaning, significance and methods (numerical Exercises) Supply Analysis; Law of Supply, Supply Elasticity; Analysis and its uses for managerial decision making.

Unit III

Production and cost Analysis: Production concepts & analysis; Production function, Types of production function, Laws of production: Law of diminishing returns, Law of returns to scale. Cost concept and analysis: Cost, Types of costs, Cost output relationship in the short-run. Cost output relationship in the Long-run. Estimation of Revenue, Average Revenue, Marginal Revenue

Unit IV

Market structures: Perfect and Imperfect Market Structures, Perfect Competition, features, determination of price under perfect competition. Monopoly: Feature, pricing under monopoly, Price

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Discrimination. Monopolistic: Features, pricing under monopolistic competition, product differentiation. Pricing Strategies; Price Oligopoly: Features, kinked demand curve, cartels, price leadership. Price determination, full cost pricing, product line pricing, price skimming, penetration pricing

Unit V

National Income; Concepts and various methods of its measurement, Inflation, types and causes, Business

Course Outcomes:

S. No	Course Outcomes (COs)	Mapping
1	Define economic basis for business characteristics and market imperfections.	Skill development
2	Describe consumer behaviour and market behaviour.	Skill development
3	Apply optimizing techniques in competitive strategy in different markets.	Employability
4	Analyze costing, pricing and its relation with demand and supply.	Employability
5	Evaluate creation and sustainability of different markets.	Employability
6	Create microeconomics tool for analysis of volatility in the business world.	Entrepreneurship

Suggested Text and Reference Books:
1. Managerial Economics, GEETIKA, McGraw-Hill Education 2nd Ed.
2. Managerial Economics: Concepts and Applications (SIE), THOMAS & MAURICE, McGraw-Hill Education, 9th Ed
3. Managerial Economics, H.L Ahuja, S.Chand, 8th Ed
4. Managerial Economics ,D.N.Dwivedi,Vikas Publication, 7th Ed
5. Managerial Economics – Theory and Applications, Dr.D.M.Mithani, Himalaya Publications, 7th Ed.

List of Open Source Software/learning website:
1. https://nptel.ac.in/courses/110105075
2. https://onlinelibrary.wiley.com/journal/10991468
3. https://www.academia.edu/34707649/Managerial_Economics_Textbook
4. https://www.opentextbooks.org.hk/system/files/export/15/15497/pdf/Principles_of_Managerial_Economics_15497.pdf

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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							
003	Technology Management	50	10	20	20	-	-	100	3	-	0	3	Offline	PP

Course Objectives:

Technology Management course enables a student to understand the Concept and Meaning of Technology and Technology Management. This course enables a student to understand the Technology Forecast, Technology Acquisition, and Technological Change.

I

Concept and Meaning of Technology and Technology Management- Technology; Technology Management, Evolution and Growth of Technology, Role and Significance of Technology Management, Impact of Technology on Society and Business Technology and competition; Key issues in managing technological innovation, Forms of Technology- Process technology; Product technology

II

Technology Acquisition, Alternatives for Acquiring New Technologies, Reasons Compelling a Company Obtaining a New Technology, Management of Acquired Technology, Measures of Scale and Mechanisms for Acquiring Technologies; Levels of scale; The measurement of scale; Factors affecting the choice of scale.

III

Concept of Technology Forecasting- Characteristics of technology forecasting; Technology forecast method; Principles of technology forecasting, Technology Forecasting Process, Need and Role of Technology Forecasting, Forecasting Methods and Techniques, Planning and Forecasting

IV

Technology Strategy-Technology strategy and management; Elements of an accessible technology strategy; Technology Adoption, Technology Diffusion- of technology diffusion; Perspectives of innovation diffusion process; Activities necessary for diffusion process, Technology Absorption- Role of technology absorption.

V

Technological Change- Characteristics of technological change; Classification of technological change; Impact of technological change, Technology Life Cycle, Technology Transformation; New Technologies, Selection of a New Technology, Implementation of New Technology, Automation- Automation and Information technology; Technology Choice, Technology Assessment Process.

Course Outcomes focused on employability/entrepreneurship/skill development:

COS	Course Outcomes (COs)	Mapping
CO1	Remember the role and significance of technology management for business.	Entrepreneurship
CO2	Understand the expertise and confidence to assume leadership positions in technical environments and assistance to coworkers.	Employability
CO3	Apply the principles and core concepts of TM to real-world problems to develop optimal, affordable, sustainable solutions.	Skill Development
CO4	Analyze the relevant principles on the design of computer-based information systems to increase organizational effectiveness and efficiency.	Entrepreneurship
CO5	Evaluate the acceptance and adoption of technology within various types of organizational cultures.	Skill Development
CO6	Demonstrate and apply new knowledge through effective lifelong learning strategies, to address current local, national, and global challenges.	Entrepreneurship

Suggested Text & Reference Books:
1. Handbook of Technology Management by Gerard H. Gaynor(MacGraw Hill)
2. Management of Technology and Innovation by PN Rastogi(Sage)
3. Management Information Systems: 3rd Edition, Waman S Jawadekar.
4. Management Information Systems: Managing the Digital Firm, 13th Edition, Kenneth C. Laudon , Jane P. Laudon.
5. Business Driven Information Systems 4th Edition by Paige Baltzan , Amy Phillips
6. Introduction to Information Systems: Enabling and Transforming Business 2nd Edition, R. Kelly ,Efraim Turban

List of Open Source Software/learning website:
1. https://archive.nptel.ac.in/courses/110/106/110106157/

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S. No.	Course Category	Subject Code	Subject Name	Theory Slot End Term Evaluation End Sem Assessment	Theory Slot End Term Evaluation Personality Overview	Theory Slot Continuous Evaluation Mid Sem. Exam	Theory Slot Continuous Evaluation Quiz/ Assignment	Practical Slot Continuous Evaluation Internal	Practical Slot Continuous Evaluation External	Total Marks	L	T	P	Total Credits	Mode of Teaching (Offline/ Online)	Mode of Exam.
4.	DC	702004	Data Science for Manager	50	10	20	20	-	-	100	3	-	0	3	Offline	PP

Course Objectives:
To enable the students to understanding the role of business data science in business to reap benefits in real business world scenario. The objective of the data scientist is to explore, sort and analyze megadata from various sources in order to take advantage of them and reach conclusions to optimize business processes or for decision support.

Unit I

Introduction to Data Science: Selecting rows/observations, Rounding Number, Selecting columns/fields, Merging data, Data aggregation, Data munging techniques, Data Scientist vs. Data Engineer vs. Business Analyst, What is data science, Why Data Science, Applications for data science, Data Scientists Roles and Responsibility

Unit II

Data: Data Collection, Data Management, Big Data Management, Organization/sources of data, Importance of data quality, Dealing with missing or incomplete data, Data Visualization, DataClassification, Data Science Project Life Cycle: Business Requirement, Data Acquisition, Data, Preparation, Hypothesis and Modeling, Evaluation and Interpretation, Deployment, Operations, Optimization.

Unit III

Introduction to Data Mining, The origins of Data Mining, Data Mining Tasks, OLAP and Multidimensional data analysis, Basic concept of Association Analysis and Cluster Analysis.

Unit IV

Introduction to Machine Learning: History and Evolution, AI Evolution, Statistics Vs Data Mining Vs, Data Analytics Vs, Data Science, Supervised Learning, Unsupervised Learning, Reinforcement Learning, Frameworks for building Machine Learning Systems.

Unit V

Introduction to Decision Modeling, Optimization Use of Excel to solve business problems: e.g. marketing mix, capital budgeting, portfolio optimization, Decision Making under Uncertainty, Implementing

Predictive Models-Ensemble Models-Clustering and Segmentation Analysis, K-Means Clustering-Profiling and Interpreting Clusters.

Course Outcomes:

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

COS	Course Outcomes (COs)	Mapping
CO1	DefineUnderstand the basics of Data Science.	Skill development
CO2	Identify and explain data management and handling and Data Science Project Life Cycle.	Skill development
CO3	Useapplications of data mining concept and its techniques	Skill development
CO4	Analyze machine learning concept	Entrepreneurship
CO5	RecognizeUnderstand the application of business analysis in different domain	Entrepreneurship
CO6	Explore the fundamental concepts of big data analytics and to learn to analyze the big data using intelligent techniques	Employability

Suggested Text &Reference Books:

1. Essentials of Business Analytics: An Introduction to the methodology and its application, BhimasankaramPochiraju, SridharSeshadri, Springer
2. Introduction to Machine Learning with Python: A Guide for Data Scientists 1st Edition, by Andreas C. Müller, Sarah Guido, O'Reilly
3. Introduction to Data Science, Laura Igual Santi Seguí, Springer
4. Introduction to Data Mining, Pang-Ning Tan, Michael Steinbach, Vipin Kumar, Pearson Education India
5. An Introduction to Business Analytics, GerKoole, Lulu.com, 2019

List of Open Source Software/learning website:

1. https://onlinecourses.nptel.ac.in/noc21_cs69/preview

Course Category	Subject Code	Subject Name	Maximum Marks Allotted							Contact Hours per week					
			Theory Slot				Practical Slot		Total Marks	L	T	P	Total Credits	Mode of Teaching (Offline/Online)	Mode of Exam.
			End Term Evaluation		Continuous Evaluation		Continuous Evaluation								
			End Sem Assessment	Personality Overview	Mid Sem. Exam	Quiz/ Assignment	Internal	External							
DC	702005	Business Analytics	50	10	20	20	-	-	100	3	-	0	3	Offline	PP

Course Objectives:
To enable the students to gain insights into how business analytics should be used to reap benefits in real business world scenario. This course in business analytics has been designed keeping in mind the significance of it in management studies and how it can be used in business scenarios.

Unit I
Introduction to Business Analytics, Need and Scope, Components (Business Context, Technology, Data Science). Types (Descriptive, Predictive and Prescriptive), Organization/sources of data, Importance of data quality, Dealing with missing or incomplete data, Data Classification. Data Sets and Databases, Data reliability and validity; Uncertainty and Risk, Definitions and Examples in Business Intelligence, Need, Features and Use of Business Intelligence (BI), BI Components- Data Warehouse, Business Performance Management.

Unit II
Types of Digital Data: Definition, Sources, Storage and Characteristics of Structured, Unstructured and Semi Structured Data; Data Warehouse: Definition, characteristics, framework, Data Lake. Sampling and Estimation, Optimizing the Complexity of Decision Trees - Interpreting Decision Trees ; Logistic Regression - Simple and Multiple Logistic Regression – Selecting; Regression Inputs, Multivariate Linear Regression I: More on linear regression; Transformations and coding dummy variables; Modeling interactions: ANOVA; Randomized blocks; Factorial designs; Split-plot design; Analysis of Covariance.

Unit III
Data Visualization: Meaning and Significance of Data, Visualization as used in modern research, Tools and software for data visualization; Meaning and Usage of Data Dashboards, Implementing Predictive Models-Ensemble Models-Clustering and Segmentation Analysis, K-Means Clustering-Profiling and Interpreting Clusters.

Unit IV
Introduction to Decision Modeling, Optimization Use of Excel to solve business problems: e.g. marketing mix, capital budgeting, portfolio optimization, Decision Making under Uncertainty Data Mining: Scope Concept and applications of Data Mining; Data Exploration and Reduction.

Unit V

Introduction to marketing Analytics: Customer Lifetime Value: customer's lifetime Market Basket Analysis. Big Data Analytics: Definition and characteristics of big data, Fundamentals of big data analytics. Time Series Analysis Analytics in Business Support Functions: Sales & Marketing Analytics, HR Analytics, Financial Analytics, Production and operations analytics Application of Business Analytics in Industries: Telecom, Retail, Healthcare, Financial Services. Decision Analysis

Course Outcomes:

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

COS	Course Outcomes (COs)	Mapping
CO1	Define various terminologies related to technology and its application to facilitatesManagerial decision.	Skill development
CO2	Describe various measures of business analytics.	Skill development
CO3	Explain interrelationship among business intelligence, business analytics and its support functions.	Employability
CO4	Analyze various ethical practices and prevention of fraud through technology, theft of data etc.	Employability
CO5	Evaluate the use of various techniques for mining data stream and various search methods and visualization techniques..	Employability
CO6	Explore the fundamental concepts of big data analytics and to learn to analyze the big data using intelligent techniques.	Entrepreneurship

Suggested Text &Reference Books:

1. Albright, S., and Wayne Winston. Business Analytics: Data Analysis & Decision Making. Nelson Education
2. Anil Maheswari. Data Analytics. Mc Graw Hill
3. Sandhya Kuruganti&HindolBasu Business Analytics: Applications to Consumer Marketing. Tata McGraw Hill
4. Kadre, Shailendra, and Venkat Reddy Konasani. Practical Business Analytics Using SAS: A Hands-on Guide. Apress.
5. Rao, PurbaHalady. Business Analytics: An application focus. PHI Learning Pvt. Ltd.

List of Open Source Software/learning website:

1. https://nptel.ac.in/courses/110105089

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				Theory Slot				Practical Slot								
				End Term Evaluation		Continuous Evaluation		Continuous Evaluation			L	T	P			
				End Sem Assessment	Personality Overview	Mid Sem. Exam	Quiz/ Assignment	Internal	External							
	DC	702006	Legal Aspects of Business	50	10	20	20	-	-	100	3	-	0	3	Offline	PP

Course Objectives:
To acquaint the students with the knowledge of the legal framework and learn how legal framework influences the functioning of business. Course develops an understanding among the students of the significant provisions of selected business laws.

Unit I
The Contract Act, 1872: Essential Elements of Valid Contract, Essential elements of Valid Contracts, Contracts of Indemnity & Guarantee, Contingent Contract, Quasi Contract, Discharge of contract, Breach of contract-Meaning & remedies, Agency - Creation of Agency – Agent and Principal (Relationship/rights), Types of agency.

Unit II
Sale of Goods Act, 1930: Contract of sale of goods, Conditions & warranties, Transfer of property or ownership, Performance of the Contract of Sale, Rights of unpaid seller, Sale by Auction.

Unit III
The Negotiable Instrument Act, 1881: Negotiable Instruments – Meaning, Characteristics, Bills of Exchange, Promissory Notes &Cheque, Parties, Holder and holder in due course, Negotiation and Types of Endorsements, Dishonour of Negotiable Instrument – Noting and Protest.

Unit IV
The Companies (Amendment) Act, 2015: Company – Definition, Meaning, Features and Types, One Person Company, Incorporation of Company – Memorandum of Association (MOA), Articles of Association (AOA), Appointment of director including woman Director.

Unit V
The Consumer Protection Act, 1986, Information Technology Act, 2000, Digital Signature, Electronic Governance, Electronic Records E – Contracts, E – Business models, Cyber Crimes.
Introduction, Legal Aspects of Patents, Filing of Patent Applications, Rights from Patents, Copyright and its Ownership, case studies.

Course Outcomes:

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

COs	Course Outcomes (Cos)	Mapping
CO1	**Define** Legal Environment of Business.	Employability
CO2	**Explain** basic legal knowledge to business transactions.	Skill development
CO3	**Interpret** effectively using standard business and legal terminology.	Skill development
CO4	**Examine** relationship of business law and economic activities,	Entrepreneurship
CO5	**Evaluate** a sense of ethical viewpoint towards business laws and legislation	Skill development
CO6	**Develop** an insight towards Patent and Copy Rights	Skill development

Suggested Text and Reference Books:

1. Business Legislations for Management, M.C. Kuchhal
2. Elements of Mercantile Law, N.D.Kapoor
3. Business and Corporate Laws, Dr. P.C. Tulsian
4. Legal Aspects of Business, Ravinder Kumar
5. Business Laws, S. D. Geet
6. Business Laws, S.S. Gulshan
7. Legal Aspects of Business, AkhileshwarPathak

List of Open Source Software/learning website:

1. https://youtu.be/Pc7DDP2YO8Q

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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									
			End Term Evaluation		Continuous Evaluation			Continuous Evaluation			L	T	P			
			End Sem Assessment	Personality Overview	Mid Sem. Exam	Quiz/ Assignment	Internal	External								
DC	702007	Management Information system	50	10	20	20	-	-	100	3	-	0	3	Offline	PP

Course Objectives:
The objective of the course is to describe the role of information technology and decision support systems in solving business problems. This course is also intended to make studentsunderstand the various knowledge representation methods and different expert system structures as strategic weapons to counter the threats to business and make business more competitive.

Unit I
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 II
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
IT Infrastructure & Emerging Technologies – Evolution, Components, management issues, contemporary hardware platform trends, contemporary software platform trends, Web services and service-oriented architecture
Foundations of Business Intelligence – File organization terms and concepts, Capabilities of Database Management Systems, Analytical tools, Databases design, managing data resources

Unit III
Telecommunications, Internet and Wireless Technology – Networking and communication trends, signals, types of networks, internet services and communications tools, Wireless computer networks and internet access
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.

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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		Continuous Evaluation		Continuous Evaluation								
			End Term Evaluation							L	T	P			
			End Sem Assessment	Personality Overview	Mid Sem. Exam	Quiz/ Assignment	Internal	External							
DC	702007	Management Information system	50	10	20	20	-	-	100	3	-	0	3	Offline	PP

Course Objectives:

The objective of the course is to describe the role of information technology and decision support systems in solving business problems. This course is also intended to make studentsunderstand the various knowledge representation methods and different expert system structures as strategic weapons to counter the threats to business and make business more competitive.

Unit I

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 II

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
IT Infrastructure & Emerging Technologies – Evolution, Components, management issues, contemporary hardware platform trends, contemporary software platform trends, Web services and service-oriented architecture
Foundations of Business Intelligence – File organization terms and concepts, Capabilities of Database Management Systems, Analytical tools, Databases design, managing data resources

Unit III

Telecommunications, Internet and Wireless Technology – Networking and communication trends, signals, types of networks, internet services and communications tools, Wireless computer networks and internet access
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.

Unit IV

Enterprise Information System - Achieving Operational Excellence and Customer Intimacy: Enterprise system, Applications, Business values of Enterprise systems, Supply chain management system: Supply chain, Global supply chain, customer relationship management: Operational and Analytical CRM, Business value of Customer relationship management systems, Enterprise applications: New opportunities and challenges

Managing Knowledge – Important dimensions of knowledge, types of knowledge management systems, requirements of knowledge work systems, expert systems.

Unit V

Enhancing Decision Making – Business value of improved decision making, types of decisions, decision-making process, Business intelligence, decision support for operational and middle management, decision support for senior management, group decision support systems, modeling and designing systems: structured and object oriented methodologies, Alternative systems building approaches, Application development for the digital firm.

Course Outcomes:

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

COS	Course Outcomes (COs)	Mapping
CO1	Apply basic concepts of Information Technology, its support and role in Management	Skill development
CO2	Recognize security aspects of IT in business, highlighting electronic transactions, advanced security features	Employability
CO3	Analyze managerial decision-making and to develop perceptive of major functional area of MIS	Employability
CO4	Describe emerging MIS technologies like ERP, SCM and trends in enterprise applications.	Skill development
CO5	Translate the role of information systems in organizations, the strategic management processes, with the implications for the management.	Employability
CO6	Apply various information systems like DBMS together to accomplish the information objectives of an organization in Business Management.	Entrepreneurship

Suggested Text & Reference Books:

1. Management Information Systems, Laudon and Laudon, 7th Edition, Pearson Education Asia.
2. Management Information Systems, Jawadekar, Tata McGraw Hill.
3. Management Information Systems, Davis and Olson, Tata McGraw Hill.
4. Analysis and Design of Information Systems, Rajaraman, Prentice Hall.
5. Decision Support Systems and Intelligent Systems, Turban and Aronson, Pearson Education Asia.
6. Management Information Systems, Schulthesis, Tata McGraw Hill.
7. Management Information Systems - Sadagopan, Prentice Hall.
8. Management Information Systems – Jayant O

List of Open Source Software/learning website:

1. https://onlinecourses.nptel.ac.in/noc20_mg59/preview

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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								
			End Term Evaluation		Continuous Evaluation		Continuous Evaluation			L	T	P			
			End Sem Assessment	Personality Overview	Mid Sem. Exam	Quiz/ Assignment	Internal	External							
DE	702008	Total Quality Management	50	10	20	20	-	-	100	3	-	0	3	Offline	PP

Course Objectives:

This Course will help the student to understand the Total Quality Management concept and principles, understand the various tools available to achieve Total Quality Management, understand the statistical approach for quality control, evaluate and explore the principles of quality management within quality management systems, select and apply relevant tools and techniques for controlling, improving and measuring quality.

Unit I
Definition of Quality; Types of quality; Relation b/w quality &cost; Productivity, Quality Leadership and business strategy, Dimensions of quality, Basic concept of TQM, Principles of TQM, Quality Council, Quality Costs – Analysis& techniques for Cost control of Quality, Barriers of TQM Implementation.

Unit II
Deming Philosophy on quality, JURAN Trilogy, PDCA cycle, Control of quality, control of Quality, quality planning and sales income, Strategic Quality Management, Designing for quality.

Unit III
Quality function, Coordination of quality activities for cross Functional Aspects, developing a quality culture, Standardization of Corporate wide Method for Cutting cost, Role of Upper, Middle management and workforce & Quality Director, Quality Circles.

Unit IV
The seven tools of quality, Concept of six sigma, New seven Management tools, Kaizen, Just In Time, Taguchi methods, Recent techniques of quality improvements.

Unit V
Need for ISO 9000 and Other Quality Systems, ISO 9000:2000 Quality System – Elements, Implementation of Quality System, Documentation, Quality Auditing, TS 16949, ISO 14000 – Concept, Requirements and Benefits.

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Course Outcomes:

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

COs	Course Outcomes (COs)	Mapping
CO1	Understand the fundamental principles of Total Quality Management	Skill development
CO2	Choose appropriate statistical techniques for improving processes	Employability
CO3	Write reports to management describing processes and recommending ways to improve them	Employability
CO4	Develop research skills that will allow them to keep abreast of changes in the field of Total Quality Management	Entrepreneurship
CO5	Emphasize the process of learning and discovery rather than the presentation of fact.	Entrepreneurship
CO6	Effectively implementation of quality control methods in business	Skill development

Suggested Text & Reference Books:

1. Dale H.Besterfiled, et al., "Total Quality Management", Pearson Education, Inc. 2003. (Indian reprint 2004). ISBN 81-297-0260-6.
2. James R.Evans& William M.Lidsay, "The Management and Control of Quality", (5th Edition), South-Western (Thomson Learning), 2002 (ISBN 0-324-06680-5).
3. Feigenbaum.A.V. "Total Quality Management", McGraw-Hill, 1991.
4. Oakland.J.S. "Total Quality Management", Butterworth Hcinemann Ltd., Oxford, 1989.
5. Narayana V. and Sreenivasan, N.S. "Quality Management – Concepts and Tasks", New Age International 1996.
6. Zeiri. "Total Quality Management for Engineers", Wood Head Publishers, 1991.
7. Lt. Gen. H. Lal, "Total Quality management", Wiley Eastern Limited, 1990. .
8. Greg Bounds. "Beyond Total Quality Management". McGraw Hill, 1994. 3. Menon, H.G,
9. "TQM in New Product manufacturing", McGraw Hill 1992.

List of Open Source Software/learning website:

1. https://archive.nptel.ac.in/courses/110/104/110104080/
2. https://www.academia.edu/37213047/TOTAL_QUALITY_MANAGEMENT_notes
3. https://www.researchgate.net/publication/318654507_Total_Quality_Management_Notes

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Course Category	Subject Code	Subject Name	Theory Slot				Practical Slot		Total Marks	Contact Hours per week			Total Credits	Mode of Teaching (Offline/Online)	Mode of Exam.
			End Term Evaluation		Continuous Evaluation		Continuous Evaluation			L	T	P			
			End Sem Assessment	Personality Overview	Mid Sem. Exam	Quiz/ Assignment	Internal	External							
DE	702009	Financial Institutions and Markets	50	10	20	20	-	-	100	3	-	0	3	Offline	PP

Course Objectives:

The objective of the course is to understand the role of Financial Institutions and Services in Business organizations. This course will provide an understanding of the functions, and operations of the financial markets and institutions operating in India. It explains the role of financial system on economic development. Various conceptual issues related to risk and return, the role of regulatory bodies, mechanism of commercial banking, operations of insurance companies and mutual funds are discussed elaborately.

Unit I

Introduction to Financial System and Economic Development, Indicators of Financial Development, Structure and Characteristics. Regulatory Institutions: SEBI (Security Exchange Board of India) and RBI (Reserve Bank of India).

Unit II

Capital Markets: Primary and Secondary Market, Structure, Nature, Significance and Players, IPO, Stock Exchanges, Stock Market Indices.
Money Market: Structure, Operations, Players, Treasury Bills, Commercial Papers, Certificate of Deposit, Gilt Edged Securities and REPO's.

Unit III

Commercial Banking, Role of Banks, Risk Management in Banks - Credit risk management, Operational risk management, Market risk management, Provident Fund, Pension Fund, Insurance Companies.

Unit IV

Mutual Fund, Credit Rating Agencies, Merchant Bank, Venture Capital Funds, e-banking. Securitization - Indian Banking and the financial crisis, Asset Reconstruction Companies, Depositories, Credit Cards.

Unit V

Derivatives Market, Types of Derivatives, Important Concepts used in Derivatives Market, Pricing of Futures, Options and Swaps

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Course Outcomes:

COS	Course Outcomes (COs)	Mapping
CO1	Define financial institutions and their features.	Skill development
CO2	Describe financial markets functions.	Skill development
CO3	Apply e-banking concepts for business proposal	Employability
CO4	Analyze different derivatives assets.	Employability
CO5	Evaluate importance of financial institutions and market for any business organization.	Employability
CO6	Create a model for risk management in banks	Entrepreneurship

Suggested Text and Reference Books:

1. Financial Institutions and Markets: Structure, Growth and Innovations by L.M. Bhole and J. Mahakud, 6th Edition, McGraw Hill Education, Chennai, India
2. Financial Markets and Institutions by Frederic Mishkin and Stanley Eakins, 8th Edition, Pearson Education
3. Financial Institutions & Markets by Jeff Madura, 10 edition Cengage
4. Bond Evaluation, Selection and Management by R. Stafford Johnson, 2nd Edition, John Wiley & Sons, Inc. Hoboken, New Jersey
5. Analysis of Investments and Management of Portfolios by Frank Reilly and Keith Brown, 10th Edition, Cengage Publication.

List of Open Source Software/learning website:

1. https://nptel.ac.in/courses/110105121
2. https://hpuniv.ac.in/hpuniv/upload/uploadfiles/files/fin%20inst%20mkt.pdf
3. https://openknowledge.worldbank.org/bitstream/handle/10986/4154/WPS4943.pdf

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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								
			End Term Evaluation		Continuous Evaluation		Continuous Evaluation			L	T	P			
			End Sem Assessment	Personality Overview	Mid Sem. Exam	Quiz/ Assignment	Internal	External							
DE	702010	Consumer Behavior	50	10	20	20	-	-	100	3	-	0	3	Offline	PP

Course Objectives:

1. To understand consumer behavior in an informed and systematic way.
2. To analyze personal, socio-cultural, and environmental dimensions that influence consumer decisions making.
3. To enable students in designing and evaluating the marketing strategies based on fundamentals of consumer buying behavior.
4. To give the students a perspective to understand the application of market research in framing effective marketing strategies.

Unit I

Introduction to consumer behavior, defining consumer behavior, scope of allocation of consumer behavior, why study consumer behavior, evolution of consumer behavior as a field of study and its, relationship with marketing: behavior dimension, psychographic dimensions, consumer motivation, perception, personality, information processing, attitude formation and attitude change, the interdisciplinary nature of consumer behavior and marketing strategy.

Unit II

Market segmentation and positioning, basis for segmentation, alternatives available for segmentation, positioning the consumer decision making process, what is consumer decision, consumer decision making process, levels of consumer decision making, models of consumers: four views of consumer decision making, types of decision process social and cultural environment: economic, demographic, cross cultural and socio-cultural influences, family: role & structure, family life cycle, purchasing decisions, changing role of families.

Unit III

Models of consumer behavior, the economic model, learning model, psychoanalytic model, the sociological model, the Howard Sheth model of buying behavior, the Nicosia model, the Engel-Kollat-Blackwell model, consumer communication, components of communications process, consumer decision processes: high and low involvement, pre-purchase processes, purchase, post purchase processes, consumption and evaluation, brand loyalty and repeat purchase behavior.

Unit IV

Sociological influences on consumer decision making, consumer reference groups, personal influence, diffusion of innovation, organizational buying, nature of organizational buying, influences on

organizational buying behavior, consumerism: the roots of consumerism, consumer safety, consumer information, environmental concerns, consumer privacy, legislative responses to consumerism and marketer responses to consumer issues. consumer protection: consumer protection act 1986& 2019, central consumer protection councils.

Unit V

Consumer behavior analysis and marketing strategy, consumer behavior and product strategy, consumer behavior and pricing strategy, consumer behavior and distribution strategy, consumer behavior and promotion strategy, customer relationship management: facets and elements of crm, crm process, importance of crm, planning and managing crmprogramme. trends in crm: e-crm solutions. customer loyalty: concept of customer loyalty, customer value assessment, customer retention strategies, crm in services, e-crm.

Course outcomes focused on employability/entrepreneurship/ skill development

COS	Course Outcomes (COs)	Mapping
CO1	Definekey concepts and theories of consumer behavior.	Skill development
CO2	Identify and explain factors which influence consumer behavior.	Skill development
CO3	Useapplications of important concepts and theories in developing viable marketing strategies.	Skill development
CO4	Relate internal dynamics such as personality, perception, learning motivation and attitude to the choices consumers make and Implement appropriate combinations of theories.	Entrepreneurship
CO5	Recognize social and ethical implications of marketing actions on consumer behavior.	Entrepreneurship
CO6	Use most appropriate techniques to apply market solutions.	Employability

Suggested Text & Reference Books:

1. Schiffman Leon G. and Kanuk Leslie lazar- Consumer Behavoiur (Pearson/ Prentice Hall, 9th Edition.
2. Hawkins, Best and Coney- Consumer Behaviour (Tata Mc Graw Hill, 9TH Edition).
3. Loudon, David L. and Della Bitta, Albert J. - Consumer Behavior (Tata Mc Graw Hill, 4TH Edition).
4. Peter J P/ Olson J C, Consumer Behaviour, Tata McGraw Hill
5. Gupta SL/ Sumitra Paul, Consumer Behaviour: An Indian Perspective, Sultan Chand & Sons
6. Soloman M R, Consumer Behaviour, Prentice Hall
7. Henry Assael (2009), Consumer Behaviour, Willey India, New Delhi.
8. Deon (2009), Buyer Behaviour, Oxford University Press, New Delhi.
9. Leen G. Schiff man, L.H. Kanuk (2009), Consumer Behaviour, Pearson Education, India.

List of Open Source Software/learning website:

1. https://onlinecourses.nptel.ac.in/noc22_mg47/preview

Course Outline of MAC Course of MBA IISem (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								
			End Term Evaluation		Continuous Evaluation		Continuous Evaluation			L	T	P			
			End Sem Assessment	Personality Overview	Mid Sem. Exam	Quiz/ Assignment	Internal	External							
MC	MC7002	Corporate Governance	50	10	20	20	-	-	100	3	-	0	3	Offline	PP

Course Objectives:

Today's hyper competitive business environment creates tremendous pressure on managers to improve performance of their organizations. Many times, such pressures result in managers engaging in unethical practices. Hence, ethics and corporate governance has come to occupy an important place in Management theory and practices. Corporate governance is the way a corporation polices itself.

Unit I

Evolution of Corporate Governance - Meaning of Corporate Governance; Corporate Governance systems; Obligations to stakeholders; Principles of corporate governance; History of Corporate Governance; Theory of the firm;

Corporate Governance Models: The Anglo-Saxon Model- Regulatory framework on corporate governance in India; The Japanese Model of Corporate Governance, Key Players in the Japanese Model; German model of corporate governance.

Unit II

Business Ethics: What is Business Ethics; Roots of Unethical Behaviour; Business Ethics and Social Responsibility; The Role Of Ethics in Business; Ethical Theories; Ethical Issues, Making Decisions About Ethical Issues; improving Ethical Behaviour in Business.

Unit III

Social Responsibility & Corporate Governance

The Nature of Social Responsibility; Social Responsibility Issues; How Corporate Observe Ethics in their Organizations; Corporate Governance Ethics; Characteristics of an Ethical Organization;

Unit IV

Board of Directors: Corporate Management Structure; Kinds of Directors; Directors Appointment; Effectiveness of the Board of Directors; Duties and Responsibilities of Directors; Qualification and Disqualification of Directors; Liabilities of Directors; Role of Directors; **Rights & Privileges of Shareholders**: Recommendations relating to shareholders; Responsibilities of Shareholders; Guidelines for Investors/Shareholder; Trading of Securities;

Unit V

Role of Government in Corporate Governance: Government Interference in Market Economies; Different Roles of Government in the Economy; Forms of Government Regulation; The Scope of Government's Relations with Business

Course Outcomes focused on employability/entrepreneurship/skill development:

COs	After successful completion of this course, students would be able to:	Mapping
CO1	Develop Students to understand the business ethics.	Employability
CO2	Identify Employees conditions and Business Ethics.	Entrepreneurship
CO3	Describe the role of stakeholder and their impact on the Business.	Skill Development
CO4	ApplyKnow how to analyze various ethical codes in corporate governance	Skill Development
CO5	Evaluatecorporate social responsibility	Employability
CO6	Develop Student to learn the ethics to be followed while doing business	Entrepreneurship

Suggested Text & Reference Books:

1. Horngreen CT: Introduction to Management Accounting, Prentice Hall of India, New Delhi.
2. LalJawahar: Management Accounting, Tata McGraw Hill New Delhi.
3. Maheswary S N, Management accounting and Financial Control; Sultan Chand & Sons New Delhi.
4. Shasi K Gupta and R K Sharma, Management accounting, Kalyani Publishers.

List of Open Source Software/learning website:

1. https://www.youtube.com/@nptel-nociitm9240
2. https://nptel.ac.in/courses/110105079