



SHRI SHANKARACHARYA TECHNICAL CAMPUS, BHILAI

(An Autonomous Institute affiliated to CSVTU, Bhilai)

SCHEME OF TEACHING AND EXAMINATION (Effective from 2020-2021 Batch)

Master of Business Administration

Second Semester

S. No.	Board of Study	Subject Code	Subject	Periods per week			Scheme of Exam			Total Marks	Credit L+(T+P)/2
				L	T	P	Theory/Practical				
							ESE	CT	TA		
1.	Management	MG251201	Management Information System	2	1	-	80	10	10	100	3
2.	Management	MG251202	Business Research Methods	2	1	-	80	10	10	100	3
3.	Management	MG251203	Marketing Management	2	1	-	80	10	10	100	3
4.	Management	MG251204	Financial Management	2	1	-	80	10	10	100	3
5.	Management	MG251205	Human Resource Management	2	1	-	80	10	10	100	3
6.	Management	MG251206	Production and Operations Management	2	1	-	80	10	10	100	3
7.	Management	MG251207	Entrepreneurship Development	2	1	-	80	10	10	100	3
8.	Management	MG251208	Organizational Development	2	1	-	80	10	10	100	3
9.	Management	MG251291	Applied Research (Lab)	-	-	2	60	-	40	100	1
10.	Management	MG251292	Research Report Preparation (Lab)	-	-	2	60	-	20	80	1
11.	Management	MG251293	Knowledge Proficiency	-	-	2	-	-	20	20	1
Total				16	8	6	760	80	160	1000	27

L- Lecture

TA- Teachers Assessment

T- Tutorial

CT- Class Test

P- Practical

ESE- End Semester Exam

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MG251201	MANAGEMENT INFORMATION SYSTEM	L= 2	T = 1	P = 0	Credits= 3
Evaluation Scheme	ESE	CT	TA	Total	ESE Duration
	80	10	10	100	3 Hours

Course Objectives	Course Outcomes
<ol style="list-style-type: none"> 1. To describe the role of information technology and decision support systems in business for managing the digital organization. 2. To define an information system from both technical and business perspective and distinguish between computer literacy and information systems literacy. 3. To illustrate the types of information systems supporting the major functional areas of the business. Explain the security risks associated with management information systems. 	<p>On successful completion of the course, the student will be able to:</p> <p>CO1:- Describe the role of information technology and information systems in business</p> <p>CO2:- Learn the types of information systems supporting the major functional areas of the business.</p> <p>CO3:- Identify & analyze the relationship between information systems and organizations.</p> <p>CO4:- Recommend and apply IT enabled decision support tools.</p> <p>CO5:- Adapt strategic IT use by society, organizations and individuals.</p>

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Second Semester

Course Contents:

UNIT –I Foundation Concepts:

CO1

Information systems in business, Components of Information systems, Using Information technology for strategic Advantage, Achieving Operational Excellence and Customer Intimacy; Brief introduction to Database management Systems (DBMS) and various data models (Relational, Hierarchical, Network

[8HRS]

UNIT –II Commonly Used Enterprise Applications:

CO2

Transaction processing system (TPS), Office automation system (OAS), and Executive support system (ESS), Expert system (ES), Knowledge Management Systems(KMS).

[6HRS]

UNIT –III Business System:

CO3

Characteristics & Functions of MIS, Component of MIS. MIS, Marketing Systems, Manufacturing Systems, Human Resource Systems, Accounting & Financial Management Systems.

[8HRS]

UNIT –IV Enterprise Business Systems:

CO4

Enterprise resource planning, Benefits of ERP, Cause of ERP failures, Customer Relationship Management (CRM) Benefits & Challenges of CRM. Supply Chain Management, Benefits & Challenges of SCM.

[7HRS]

UNIT –V Contemporary Issues in Information Systems.:

CO5

Security Ethical & Societal challenges of IT, Risk Associated with Information Technology, Privacy Issues, Ethical issues -Digital Divide, Intellectual Property, Information Technology & Health Issues. Green Computing.

[7HRS]

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Second Semester

Text Book:

S. No.	Title	Authors	Edition	Publisher
1)	Management Information Systems	Ramesh Bahl James A. O'Brien George M. Marakes	Eleventh 2011	McGraw Hill

Reference Books:

S. No.	Title	Authors	Edition	Publisher
1)	Management Information Systems,	Laudon & Laudon	10th Edition (2007)	Pearson Education
2)	Management Information Systems: Managing Information Technology in the Internet worked Enterprise,	O' Brien, James	5th Edition (2002).	Tata McGraw Hill
3)	Management Information Systems	Nagpal D.P.	2011	S Chand
4)	Information Technology for Management, Transforming Organizations in the Digital Economy	Turban, Mclean, Wetherbe	4th Edition (2004)	Wiley Singapore
5)	Management Information System	Dr. P. Mohan	2018	Himalaya Publication

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MG251202	Business Research Methods	L= 2	T = 1	P = 0	Credits= 3
Evaluation Scheme	ESE	CT	TA	Total	ESE Duration
	80	10	10	100	3 Hours

Course Objective	Course Outcomes
To understand research concepts, to permit a critical analysis of research and evaluation studies with respect to managerial functions; and apply research concepts and principles in the development and use of qualitative and quantitative methodologies to take managerial decisions.	<p>On successful completion of the course, the student will be able to:</p> <p>CO:1 Understand a range of social research methods, techniques and skills for particular research questions in management and business settings;</p> <p>CO:2 Frame research problem, conduct literature review and formulate hypothesis;</p> <p>CO:3 Develop survey design, data analysis and a range of quantitative and qualitative research methods;</p> <p>CO:4 Use statistical tools like Univariate Analysis, Bi-Variate Analysis, Multivariate Analysis, Parametric and Non Parametric Tests etc. With the help of advanced statistical packages like SPSS etc.; and</p> <p>CO:5 Use research methodology in the functional areas of management.</p>

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UNIT– I Introduction to Business Research

CO1

Concept, Types of Research, Characteristics of Good Research; Research Process; Problem Identification, Formulation of Business Research Objectives. Case study on problem identification and objective formulation.

[7 Hrs]

UNIT– II Research Designs

CO2

Exploratory, Descriptive and Causal Research Designs. Methods of Data Collection: Primary and Secondary data; Projective Techniques and Motivation Research.

[7 Hrs]

UNIT – III Sampling Design and Questionnaire Design

CO3

Sampling Design: Fundamentals of Sampling Design, Non-probability and Probability Sampling, Sample Size Determination, Reliability and Validity. Questionnaire Design: Techniques and Precautions; Measurement and Scaling Techniques: Types of Data; Rating Scale and Ranking Scales. Data Preparation: Data Tabulation, Data Cleaning, Editing and Coding.

[7 Hrs]

UNIT – IV Data Analysis Techniques

CO4

Univariate and Bivariate Analysis (Parametric and Non-Parametric test); ANOVA Multivariate Analysis (Discriminant Analysis, Cluster Analysis, Factor Analysis, Multiple Linear Regression).

[7 Hrs]

UNIT – V Interpretation and Report Writing

CO5

Data Interpretation, Techniques of Interpretation, Steps in Writing Report, Generic layout of a Research Report. Application of Research in the Functional Areas of Management: Marketing, Production, HR and Finance.

[7 Hrs]

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Reference Books:

S. No.	Title	Authors	Edition	Publisher
1)	Business Research Methods	Cooper and Schindler	12 th Edition, 2018	Tata McGraw-Hill
2)	Marketing Research: An Applied Orientation	Naresh K. Malhotra and Satyabhusan Das	7th Edition, 2019	Pearson Education
3)	Business Statistics	S. P. Gupta and Gupta	19th Edition, 2019	Sultan Chand and Sons
4)	Statistics - Theory Methods and Applications	Sancheti S. C. and Kapoor, V. K	7th Edition, 2010	Sultan Chand and Sons
5)	Research Methodology	C.R.Kothari Gaurav Garg	4th Edition, 2019	New Age International Publishers
6)	Business Research Methods	Naval Bajpai	2nd Edition, 2017	Pearson Education
7)	Research Methodology	Priti Rajan Majhi, PrafullKumarKhatua	2018	HPI

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MG251203	MARKETING MANAGEMENT	L = 2	T = 1	P = 0	Credits = 3
Evaluation Scheme	ESE	CT	TA	Total	ESE Duration
	80	10	10	100	3 Hours

Course Objectives	Course Outcomes
<ol style="list-style-type: none"> 1. To understand the concept of marketing. 2. To evaluate marketing environmental factors, market measurement and STP and to have an eliminatory knowledge of consumer buying behavior. 3. To understand the product policy and pricing strategies available for marketing strategic decision. 4. To provide information about tools available for marketing communications and marketing channels decision. 5. To study the marketing organizational structure and emerging issues in marketing. 	<p>On successful completion of the course, the student will be able to:</p> <p>CO1:- Understand the fundamental concepts of marketing.</p> <p>CO2:- Explain the inputs and components of a marketing strategy.</p> <p>CO3:- Explore the information about product management and pricing strategies.</p> <p>CO4:- Demonstrate marketing communication tools and marketing channel decisions.</p> <p>CO5:- Develop creative solutions for modern marketing problem.</p>

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Course Contents:

UNIT – I Introduction to Marketing:

CO1

Meaning, Nature, Scope, Philosophies, Marketing management process, Marketing Mix.

[7HRS]

UNIT – II Market Strategy:

CO2

Understanding marketing environment; Consumer and Industrial buyer behavior; Market segmentation, targeting and positioning.

[7HRS]

UNIT – III Product Planning and Pricing:

CO3

Product Planning: Concept, Types, Major Product decisions, Brand Management, Product life cycle, New product development process;

Pricing: Decisions, Determinants, Process, Policies and Strategies.

[8 HRS]

UNIT – IV Promotion and Distribution decisions:

CO4

Promotion decisions: Communication process; Tools: Advertising, Sales Promotion, Personal Selling, Public Relation and Direct Marketing.

Distribution channel decisions: Types and functions of intermediaries, Logistics decisions: Inventory management, warehousing, transportation and insurance

[7HRS]

UNIT – V Marketing Organizational Structure and Emerging Issues

CO5

Marketing Organization and Control.

Emerging trends and issues in marketing: Consumerism, Social marketing, Online marketing, Digital marketing, Green Marketing.

[7HRS]

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Text Book:

S. No.	Title	Authors	Edition	Publisher
1)	Marketing Management	Philip Kotler, Kelvin Lane Keller, Abraham Koshy	13 th Edition, 2009	Pearson Education India Limited, New Delhi

Reference Books:

S. No.	Title	Authors	Edition	Publisher
1)	Marketing Management	C. N. Sontaki	Indian Edition, 2016	Kalyani Publication
2)	Marketing in 21st Century	Joel R Evans and Berry Berman	11 th Edition, 2009	Wiley Publication
3)	Principles of Marketing	Gary Armstrong	17 th Edition, 2018	Pearson Education
4)	Marketing Management: Indian Context	Ramaswamy, V. K. & Namakumari	2 nd Edition, 1995	McMillan
5)	Marketing Management	T. N. Chhabra	1 st Edition, 2012	New India
6)	Marketing Management: Text & Cases	S. H. H. Kazmi	3 rd Edition, 2008	Excel Books

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MG251204	FINANCIAL MANAGEMENT	L = 2	T = 1	P = 0	Credits = 3
Evaluation Scheme	ESE	CT	TA	Total	ESE Duration
	80	10	10	100	3 Hours

Course Objectives	Course Outcomes
<ol style="list-style-type: none"> 1. The objective of this course is to understand various concepts related to financial management. 2. To study in detail various tools and techniques in the area of finance. 3. To develop the analytical skills that would facilitate financial decision making. 	<p>On successful completion of the course, the student will be able to:</p> <p>CO1:- Classify funding sources and demonstrate knowledge of value of money overtime.</p> <p>CO2:- Understand and analyze complexities associated with financing decision.</p> <p>CO3:- Understand the concept of budgeting and evaluate proposals.</p> <p>CO4:- Select and apply techniques in management of working capital.</p> <p>CO5:- Interpret the profit distribution decisions.</p>

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Course Contents:

UNIT – I Introduction to Financial Management

CO1

Financial Management: Nature and Objectives, Profit maximization v/s Wealth maximization, Finance Function, Time value of money - Discounting and Compounding Techniques, Long term and Short-term sources of Finance, Introduction to Capital Market. [8HRS]

UNIT – II Financing Decision

CO2

Cost of Capital: Weighted Average Cost of Capital Capital Structure: Factors, Approaches and Theories Leverage: Operating and Financial Leverage: Impact, Trading on Equity [7 HRS]

UNIT – III Investment Decision

CO3

Budget: Concept and Types, Budgetary Control, Capital Budgeting, Zero based Budgeting. [7HRS]

UNIT – IV Working Capital Decision

CO4

Management of Working Capital: Concept, Need, Factors and Estimation of Working Capital, Inventory and Receivables Management, Management of Cash [7 HRS]

UNIT – V Dividend Decision

CO5

Dividend Policy: Types, Factors Influencing Dividend Policy and Dividend Models. [7 HRS]

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Text Book:

S. No.	Title	Authors	Edition	Publisher
1)	Financial Management	Eugene F Brigham	15 th Edition, 2017	Cengage Learning

Reference Books:

S. No.	Title	Authors	Edition	Publisher
1)	Financial Management	M Y Khan, P K Jain	8 th Edition, 2019	Mc Graw Hill
2)	Financial Decision Making: Concepts, Problems and Cases	John J. Hampton	4 th Edition, 1989	PHI
3)	Financial Management and Policy	V. K. Bhalla	2 nd Edition, 1998	Anmol Publications
4)	Financial Management	Tulsian & Tulsian	5 th Edition 2017	S Chand
6)	Essentials of Financial Management	I M Pandey	11 th Edition 2018	Vikas Publishing House
7)	Financial Management	P. Chandra	9 th Edition, 2015	Mc Graw Hill

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MG251205	HUMAN RESOURCE MANAGEMENT	L = 2	T = 1	P = 0	Credits = 3
Evaluation Scheme	ESE	CT	TA	Total	ESE Duration
	80	10	10	100	3 Hours

Course Objectives	Course Outcomes
1. The objective of this course is to understand the role of HRM in an organization. 2. To examine current issues, trends, practices and processes in HRM. 3. To develop strategies in managing employees.	On successful completion of the course, the student will be able to: CO1:- Define, explain and illustrate human resource management and its environment. CO2:- Understand different approaches of HRM. CO3:- Utilize knowledge to gain competitive advantage through people. CO4:- Explain the required tools required for managing employees. CO5:- Explore the latest trends in HR domain.
Course Contents: UNIT-I The Field of HRM: CO1 Concepts and Perspective; Evolution and Philosophy; HR in changing environment, Human Resource Policy. [7 HRS]	
UNIT-II Acquisitions of Human Resources: CO2 Objectives, Human Resource Planning, Preparing Manpower Inventory, Job Analysis: Methods, Job Description, Job Specification, and Job Design. [7 HRS]	
UNIT-III Development of Human Resources: CO3 Recruitment and Selection (Gender Issues), Placement, Socialization, Induction (Orientation), Manpower Training and Development, Evaluating Employee Performance; Compensation management [8 HRS]	
UNIT-IV Managing Employee: CO4 Quality of work life; Work life balance; Work Stress & Counseling; Mentoring; Employee Welfare; Employee Empowerment. [7HRS]	
UNIT-V HR Strategies CO5 Strategic Human Resource Management; HR Audit; New Approaches in HRM. [7HRS]	

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Text Book:

S. No.	Title	Authors	Edition	Publisher
1)	Human Resource Management: Text and Cases,	K. Aswathappa	8 th Edition, 2008	Mc Graw Hill Education India Pvt. Ltd.

Reference Books:

S. No.	Title	Authors	Edition	Publisher
1)	Human Resource Management	Fisher, Schoenfeldt and Shaw	4th Edition, 1999	Houghton Mifflin, Boston
2)	Personnel/ Human Resource Management	Terry Leap & Micheal D. Crino;	1 st Edition, 1990	MacMillan, New York
3)	Human Resource Management	Decenzo, D. A. and Robbins, S. P.	5 th Edition, 1994	John Wiley
4)	Aligning Human Resource Systems	Sinha, D. P.	1 st Edition 1996	Tata McGraw-Hill, New Delhi
5)	Human Resource Management	Gary Dessler & Biju Varkkey	12 th Edition, 2011	Pearson Publication
6)	Human Resource Management (Text & Cases)	S S Khanka	1 st Edition, 2003	S Chand
7)	Personal and Human Resource Management	Dr. P. Subba Rao	2018	HPI
8)	Managing Human Resource Management	Gomez-Mejia, L.R. Balkin, D.B., & Cardy, R. L.	8th Edition, 2013	Pearson Education

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MG251206	PRODUCTION AND OPERATIONS MANAGEMENT	L = 2	T = 1	P = 0	Credits = 3
Evaluation Scheme	ESE	CT	TA	Total	ESE Duration
	80	10	10	100	3 Hours

Course Objectives	Course Outcomes
<ol style="list-style-type: none"> 1. To make the students familiarize with the concept of Production and Operations Management. 2. To develop an understanding of how the Production and Operations Management, have strategic importance and can provide a competitive advantage in the workplace. 3. To Enable Students to recognize the role of technology & strategy in Production and Operations management. 	<p>On successful completion of the course, the student will be able to:</p> <p>CO1:- Interpret basic concepts of production and operation management.</p> <p>CO2:- Classify plant layout and employ economic analysis to select location</p> <p>CO3:- Examine different dimensions of Quality using TQM, ERP and JIT.</p> <p>CO4:- Develop sound understanding of SCM in today's business environment.</p> <p>CO5:- Comprehend and Practice Inventory Management and Methods of Maintenance.</p>

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Course Contents:

UNIT-I Introduction to Production and Operations Management **CO1**

Introduction, objectives, functions, meaning, nature and significant scope. Relationship of Production with other functional areas. Types of production intermittent, production, continuous production, and job shop products. [7HRS]

UNIT – II Plant Location and Plant Layout **CO2**

Facility design & Location: Considerations for plant Location, Economic analysis, planning the building, layout objectives, fundamental consideration in layout, Types of Layout. [7HRS]

UNIT – III Capacity Planning and TQM **CO3**

Capacity Planning: Introduction, measurement of capacity, planning Estimate future Capacity needs, factor influencing effective capacity, over and under capacity, TQM, Basics of ERP. Just in Time: Introduction, 7 wastes, Basic elements and benefit of JIT. [7HRS]

UNIT – IV Supply Chain Management **CO4**

Introduction, Definition of Supply Chain Management, Importance and Objectives of SCM, Cycle View of Supply Chain, Key Drivers of Supply Chain Management, Coordination in Supply Chain. Value Stream Mapping. Definition, Process, Symbols and Examples, 7 Steps to Value Stream Mapping [7HRS]

UNIT – V Inventory Management and Plant Maintenance **CO5**

Inventory Management: Inventory overview, Inventory Costs(purchase cost, Inventory Carrying Cost/Stock holding cost/Storage Cost),Procurement Costs/Setup Cost, Inventory control problem Classification of Fixed Order Quantity Inventory Models Maintenance management: Need, objectives, function & types of Maintenance. [7HRS]

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Text Book:

S. No.	Title	Authors	Edition	Publisher
1)	Industrial Engineering and Production Management	Martand Telsang	2nd Edition, 2002	S. Chand

Reference Books:

S. No.	Title	Authors	Edition	Publisher
1)	Production and Operations Management	R. Panneerselvam	3 rd Edition, 2012	PHI
2)	Production and Operations Management	K. Aswathappa K. Shridhara Bhat	2018	HPI
3)	Operations Management	Heizer & Render	8th Edition, 2007	Pearson
4)	Supply Chain Management Strategy Planning and Operation	Sunil Chopra & Peter Meindl	5 th Edition, 2013	Pearson
5)	Operations Management	Krajewski & Ritzman	7th Edition, 2006	Pearson
6)	Operations Management for Competitive Advantage	Chase, Jacobs & Aquilano	11th Edition, 2005	TMH

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MG251207	ENTREPRENEURSHIP DEVELOPMENT	L = 2	T = 1	P = 0	Credits = 3
Evaluation Scheme	ESE	CT	TA	Total	ESE Duration
	80	10	10	100	3 Hours

Course Objectives	Course Outcomes
<ol style="list-style-type: none"> To facilitate the students to understand the fundamental concept and theories of entrepreneurship. To generate several ideas for potential business based on important trends. To recognize the initiative of Government in promotion of entrepreneurship. 	<p>On successful completion of the course, the student will be able to:</p> <p>CO1:-Develop a basic knowledge on entrepreneurship and identify the role of entrepreneur in the economy.</p> <p>CO2:-Gain knowledge on entrepreneurial theories and characteristics.</p> <p>CO3:-Synthesize knowledge on identification of business opportunity and analysis of environment.</p> <p>CO4:-Implement general business concepts, practices and tools to facilitate project success.</p> <p>CO5:-Learn the initiatives of central and state government and understand problems of entrepreneurs.</p>

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Course Contents:

UNIT – I The Entrepreneurial Development Perspective:

CO1

Concept, theories, Entrepreneur v/s Intrapreneurs, Entrepreneurship, Manager, Role of Entrepreneur in Indian economy and developing economies with reference to Self-employment.

[8 HRS]

UNIT – II Entrepreneurial essentials:

CO2

Attributes and Characteristics, attitudes – motivation. Small business and corporate entrepreneurship, culture.

[7 HRS]

UNIT-III Entrepreneurial Opportunities

CO3

Identification, and planning for business service & production, Creating Entrepreneurial Venture, Business Planning Process, Environmental Analysis – Search and Scanning; Identifying Defining Business Idea –Product, Location and Ownership, Stages in starting anew Venture.

[7HRS]

UNIT – IV Project Management

CO4

Meaning, Objectives , Technical, Financial, Marketing, Personnel Feasibility, Estimating and Financing Funds requirement, Significance and determinants of Working Capital, Venture Capital Funding.

[7HRS]

UNIT – V Entrepreneurial Awareness

CO5

Role of Central Govt. and State Govt. in Promoting Entrepreneurship, Introduction to various incentives, subsidies and grants, Role of Govt. other Institutions in the Entrepreneurship Development – District Industries (DIC) and its functioning. Schemes offered by various commercial banks and financial institutions.

Problems of Entrepreneurs

Marketing, Finance, Human Resource, Production, Research and External Problems, beginning and growth as a entrepreneur, Lessons from Successful Entrepreneurs.

[7HRS]

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Second Semester

Text Book:

S. No.	Title	Authors	Edition	Publisher
1)	Entrepreneurship Management	Vasasnt Desai	First Edition, 2011	Himalaya Publishing House

Reference Books:

S. No.	Title	Authors	Edition	Publisher
1)	Entrepreneurship: Strategies and Resources	Marc J Dollinger	Fourth Edition, 2008	Marsh Publications
2)	International Entrepreneurship: Starting, Developing and Managing a Global Venture	Robert D. Hisrich	Second Edition 2012	Paperback
3)	Knowledge Management: Classic and Contemporary Works	Morey, D., Mark T. Maybury, and Bhavani M. Thuraisingham (eds.	Illustrated, reprint, Revised edition 2002	Classic and Contemporary Works, Universities Press, Hyderabad.
4)	Entrepreneurship Development	Sangeeta Sharma	First Edition, 2016	PHI Learning Private Limited
5)	The Knowledge Management	Bukowitz, Wendi R, and Ruth Williams	First Edition, 1999	Prentice-Hall, New York.
6)	Entrepreneurial Development	Dr. S S Khanka	Reprint edition 2006	S. Chand and Company Limited
7)	Small Business and Entrepreneurship	S. Anil Kumar	First Edition, 2008	I K International Publishing House Private Limited

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Second Semester

MG251208	ORGANIZATIONAL DEVELOPMENT	L = 2	T = 1	P = 0	Credits = 3
Evaluation Scheme	ESE	CT	TA	Total	ESE Duration
	80	10	10	100	3 Hours

Course Objectives	Course Outcomes
<ol style="list-style-type: none"> 1. To acquaint the students with the types of organizational structures and approaches to organizational effectiveness. 2. To impart the knowledge of issues related to organizational change. 3. To learn about organization development and the various intervention techniques. 4. To gain insight keen insight of intergroup behaviour related to conflict, negotiation and collaboration. 5. To familiarize the students with the concepts of organizational culture, learning organization, power and politics, empowerment and cross culture. 	<p>On successful completion of the course, the student will be able to:</p> <p>CO1:- Understand various organizational structures with the techniques of redesigning and identify and evaluate strategies to increase organizational effectiveness.</p> <p>CO2:- Develop the ability to facilitate change in the organization.</p> <p>CO3:- Analyze and apply various OD interventions in different organizational settings.</p> <p>CO4:- Observe the transactions amongst individuals and handle organizational conflicts through various techniques of conflicts resolution to negotiate issues smoothly.</p> <p>CO5:- Demonstrate the importance of culture, learning, power, politics and empowerment in an organization.</p>

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Course Contents:

UNIT – I	CO1
The Organization and its environment: Organizational Structure – Determinants and Behavioural Implications, Approaches to Organizational Effectiveness [6 HRS]	
UNIT – II	CO2
Organizational Change: Concept and definition, Factors influencing change, Types of Change, Change Process, Models, Change Agents, Resistance to Change, overcoming resistance to change [7 HRS]	
UNIT – III	CO3
Organizational Development: Definition, Assumptions, Goals, Steps in OD, Diagnostic Activities, Action Research, OD Interventions – Sensitivity training, Survey Feedback, Team Building, Process Consultation, Transactional Analysis, Managerial Grid, Planning and Goal Setting [8 HRS]	
UNIT – IV	CO4
Organizational Conflicts: Definition of conflict, types, process, Conflict management, Negotiation Process and issues, Developing Collaboration [6 HRS]	
UNIT – V	CO5
Organizational Culture and Climate, Learning Organization, Power and Politics in the Organization, Empowerment, Cross culture Dynamics [8 HRS]	

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Text Books:

S.No.	Title	Authors	Publisher
1	Organisational Development	French and Bell	Pearson Education
2	An Experimental Approach to Organization Behavior	D.R. Brown	Pearson Education
3	Understanding and managing diversity	Carol P Harvey and M.June Allard	PHI India
4	Organisational Behaviour	F. Luthans	TMH, New Delhi

Reference Books:

S. No.	Title	Authors	Publisher
1	Organisational Behaviour	S.P.Robbins	Pearson Education
2	Organisation Development for Excellence	Prasad	McMillan, India
3	Understanding Organization : Organization Theory and Practices in India	Madhukar Shukla	PHI India

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Second Semester

MG251291	APPLIED RESEARCH (LAB)	L = 0	T = 0	P = 2	Credits = 1
Evaluation Scheme	ESE	CT	TA	Total	ESE Duration
	60	00	40	100	-

Course Objectives	Course Outcomes
<p>1. The objective of this course is to familiarize the prospective Managers with software tools required in Research and Analysis.</p> <p>2. It also aims to equip the students with understanding of professional report writing and interaction of SPSS with other tools like Google Forms and Excel.</p>	<p>On successful completion of the course, the student will be able to:</p> <p>CO1:- Achieve introductory understanding of SPSS as the research software tool.</p> <p>CO2:- Apply Data Transformation, and understand Descriptive Analysis. .</p> <p>CO3:- Apply mean comparison techniques between two data set.</p> <p>CO4:- Analyze data using data relationship techniques Implement data visualization technique.</p> <p>CO5:- Write Research Report and understand interaction of SPSS with Excel and Google Forms.</p>

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Course Contents:

UNIT I – Introduction to SPSS: CO1

Introduction SPSS: general description, functions, menus, commands, Data screening, Concept of Normality along with Normality test, Graphs and Charts, Histogram, Bar Diagram, Scatter Plot, Sample Splitting [2HRS]

UNIT II - Data Transformation and Descriptive Statistics: CO2

Data Transformation, Frequency Distribution, Descriptive Statistics, Data Exploration, Cross Tabulation [2 HRS]

UNIT III –Data Comparison CO3

Comparison of mean using ‘t’ Test(Independent and Paired), Analysis of Variance Techniques, ANOVA, Non Parametric Techniques. [2HRS]

UNIT IV-Data Relationship CO4

Correlation Analysis, Linear Regression, Multiple Regression [3HRS]

UNIT V –Report Preparation CO5

Scale Construction, Questionnaire Designing, Google form and Excel Synchronization, Applied Research Report. [3 HRS]

Reference Book:

S.No.	Title	Authors	Edition	Publisher
1)	A Hand Book on SPSS for Research Work	Anil Kumar Mishra	2020	Himalaya Publishing House

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MG251292	Research Report Preparation (LAB)	L = 0	T = 0	P = 2	Credits = 1
Evaluation Scheme	ESE	CT	TA	Total	ESE Duration
	60	00	20	80	-

Course Objectives	Course Outcomes
<p>1. The objective of this course is to familiarize the prospective Managers with business research followed by Report preparation</p> <p>2. It also aims to equip the students with understanding of professional report writing and interaction of SPSS with other tools like Google Forms and Excel.</p>	<p>On successful completion of the course, the student will be able to:</p> <p>CO1:- Achieve introductory understanding of Report preparation.</p> <p>CO2:- Apply Data Transformation, and understand Descriptive Analysis.</p> <p>CO3:- Analyze data using data relationship techniques Implement data visualization technique.</p> <p>CO4:- Write Research Report and understand interaction of SPSS with Excel and Google Forms.</p>

Students have to select empirical topics for their research projects in consultations with the faculty members in their Institute. The projects will be conducted in groups of two (minimum) and three (maximum). Students are required to submit a report on their empirical topics. Students' projects will be examined through a presentation or viva voce by an external examiner and an internal examiner.

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Second Semester

MG251293	Knowledge Proficiency	L = 0	T = 0	P = 2	Credits = 1
Evaluation Scheme	ESE	CT	TA	Total	ESE Duration
	00	00	20	20	-

Course Objectives	Course Outcomes
To enhance students ability to compete with present dynamic business environment with the analysis of annual reports of different companies in different functional areas of management and qualify various MOOC courses.	On successful completion of the course, the student will be able to Analyse Financial report/ Sales report/ HR report/ of an organization and thereby forecast the future gaps in terms of changing objectives of the organization.

Financial Report Analysis / Sales Report Analysis / HR Report Analysis

OR

MOOC Course Certification (Atleast one)

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