

RCOEM

**Shri Ramdeobaba College of
Engineering and Management, Nagpur**

SHRI RAMDEOBABA COLLEGE OF ENGINEERING AND MANAGEMENT, NAGPUR – 440013

**An Autonomous College affiliated to Rashtrasant Tukadoji Maharaj Nagpur University,
Nagpur, Maharashtra (INDIA)**

PROGRAMME SCHEME

2022-2023

MBA (Integrated)

About the Department

An era of excellence dawned with the birth of the Department of Management Technology (DMT). It was established under aegis of Shri Ramdeobaba Kamla Nehru Engineering College with the dream of nurturing and developing managerial talent. The MBA full time program is designed to equip students with domain knowledge of management in different business discipline & to develop leadership skills to enable students to make decisions in complex environment. The Department Management Technology (DMT) has received Overall ranking of 107 across India. It is ranked 19th in Western India, 2nd in Vidarbha & Ranked 1st in the various Institutes Affiliated to RTM Nagpur University. In Industry Institute Interaction category DMT has been ranked 90th position in Western India by Business world 25th June 2012.

Department Vision

Department of Management Technology envisages to be a place of learning, imparting management education by producing quality managers of highest standard to meet the needs of the society

Department Mission

To create stimulating environment for learning & research in the field of management there by creating human resource having managerial competencies and skills to lead the organizations with professional ethics.

Program Educational Objectives

1. Our graduates shall progress in their career and shall have leadership and managerial skills for achieving organizational objectives.
2. Our graduates shall be equipped with proficiency & diagnostic skills for problem solving enabling them to act with ingenuity, innovativeness and entrepreneurial spirit.
3. Our graduates shall demonstrate values & professional ethics of highest standards to become socially responsible and dedicated professionals.

Management Attributes

MBA Integrated program is designed so that our graduates display the much needed and holistic attributes including:

1. Knowledge of business management and emerging technologies
2. Interpersonal & Intrapersonal skills to build effective leaders
3. Innovation & Entrepreneurship
4. Ethics and Social Responsibility
5. Analytical Skills and Decision Making
6. Global Adaptability

Program Outcomes

Management Graduates will be able to:

PO1 - The graduates shall have the latest disciplinary and interdisciplinary business and management knowledge and have the appropriate skills to use modern technology to improve business performance. Management, Nagpur

PO2 – The graduates shall have the requisite skill sets to communicate effectively, work collaboratively, and lead in diverse environments.

PO3 - The graduates shall develop an innovative and entrepreneurial approach to analyze problems, and shall exhibit entrepreneurial abilities in new or existing enterprise.

PO4 - The graduates shall have the knowledge of ethics and ethical standards and an ability to apply these

while making decisions for creating sustainable workplaces and community.

PO5 - The graduates shall have the ability to think critically, analyze data, make decisions and solve complex problems of the business world.

PO6 - The graduates shall be able to understand the global business scenario and possess the required skills to solve problems in the respective local, regional and global environments

Teaching Scheme for MBA (Integrated)

Master of Business Administration (Integrated) Semester - I

Sr. No.	Course code	Course Name	L	P	Maximum marks			Credits	ESE Duration (Hrs)
					Continuous Assessment	End Sem Exam	Total		
1.	MIT121	Business Mathematics	4	-	40	60	100	4	3 Hrs.
2.	MIT122	Human Psychology	4	-	40	60	100	4	3 Hrs.
3.	MIT123	Business History	4	-	40	60	100	4	3 Hrs.
4.	MIT124	Environment Management	4	-	40	60	100	4	3 Hrs.
5.	MIT125	Principles of Management	4	-	40	60	100	4	3 Hrs.
6.	MIP121	English Language Lab	-	4	50	50	100	2	-
7.	MIP122	Communication Skills	-	4	50	50	100	2	-
8.	MIT128	Books Review	1	-	100	0	100	1	--
9.	MIP123	Industry Visit	-	2	100	0	100	1	--
10.	MIP124	Sports and Yoga		-	-	-	-	-	--
Total			21	10	500	400	900	26	

Semester - II

Sr. No.	Course code	Course Name	L	P	Maximum marks			Credits	ESE Duration (Hrs)
					Continuous Assessment	End Sem Exam	Total		
1.	MIT131	Statistics for Management	4	-	40	60	100	4	3 Hrs.
2.	MIT132	Foreign Language	4	-	40	60	100	4	3 Hrs.
3.	MIT133	Sociology	4	-	40	60	100	4	3 Hrs.
4.	MIT134	Indian Knowledge System	4	-	40	60	100	4	3 Hrs.
5.	MIT135	Innovative Business practices and models	1	-	40	60	100	1	3 Hrs.
6.	MIP125	Computer Application in Management	-	4	50	50	100	2	-
7.	MIP126	Business Communication	-	4	50	50	100	2	-
8.	MIT138	Holistic Development*	-	-	40	60	100	2	3 Hrs.
9.	MIT139	Media Review	1	-	100	0	100	1	--
10.	MIP127	Art, Culture and Sports- I	-	-	-	-	-	0	--
Total			18	8	440	460	900	24	

*A basket of Online Distance Learning (ODL) courses will be offered to the students for selection. Each student has to select an ODL course of at least 8 weeks.

Master of Business Administration (Integrated)

Semester - III

Sr. No.	Course code	Course Name	L	P	Maximum marks			Credits	ESE Duration (Hrs)
					Continuous Assessment	End Sem Exam	Total		
1.	MIT221	Financial Accounting	4	-	40	60	100	4	3 Hrs.
2.	MIT222	Principles of Economics	4	-	40	60	100	4	3 Hrs.
3.	MIT223	Business Environment	4	-	40	60	100	4	3 Hrs.
4.	MIT224	Business law	4	-	40	60	100	4	3 Hrs.
5.	MIT225	Introduction to Industry 4.0 and IoT	4	-	40	60	100	4	3 Hrs.
6.	MIP221	Personality Development	-	4	50	50	100	2	-
7.	MIP222	Spreadsheet	-	4	50	50	100	2	-
8.	MIT228	Enrichment Course*	0	-	40	60	100	2	3 Hrs.
9.	MIT229	Study of Cultures	1	-	100	0	100	1	--
10.	MIP223	Art, Culture & Sports- II	0	-	-	-	-	0	--
Total			21	8	440	460	900	27	

*A basket of Online Distance Learning (ODL) courses will be offered to the students for selection. Each student has to select an ODL course of at least 8 weeks.

Semester - IV

Sr. No.	Course code	Course Name	L	P	Maximum marks			Credits	ESE Duration (Hrs)
					Continuous Assessment	End Sem Exam	Total		
1.	MIT231	Applied Operation Research	4	-	40	60	100	4	3 Hrs.
2.	MIT232	Cost and Management Accounting	4	-	40	60	100	4	3 Hrs.
3.	MIT233	Marketing principles and Strategies	4	-	40	60	100	4	3 Hrs.
4.	MIT234	Research Methodology	4	-	40	60	100	4	3 Hrs.
5.	MIT235	Artificial Intelligence and Machine Learning in Business	4	-	40	60	100	4	3 Hrs.
6.	MIP224	Life skills Lab	-	4	50	50	100	2	-
7.	MIP225	Effective Public Speaking	-	4	50	50	100	2	-
8.	MIT238	Vocational Development*	-	-	40	60	100	2	3 Hrs.
9.	MIP226	Outbound leadership development training	-	2	100	0	100	1	--
10.	MIT240	General Studies	-	-	-	-	-	0	--
Total			20	10	440	460	900	27	

*A basket of Online Distance Learning (ODL) courses will be offered to the students for selection. Each student has to select an ODL course of at least 8 weeks.

Master of Business Administration (Integrated)

Semester - V

Sr. No.	Course code	Course Name	L	P	Maximum marks			Credits	ESE Duration (Hrs)
					Continuous Assessment	End Sem Exam	Total		
1.	MIT321	Human Resource Management	4	-	40	60	100	4	3 Hrs.
2.	MIT322	Consumer Driven Marketing	4	-	40	60	100	4	3 Hrs.
3.	MIT323	Financial Management	4	-	40	60	100	4	3 Hrs.
4.	MIT324	Operations Management	4	-	40	60	100	4	3 Hrs.
5.	MIT325	Entrepreneurship Skills	4	-	40	60	100	4	3 Hrs.
6.	MIT326	Contemporary Global Challenges in management	1	-	40	60	100	1	3 Hrs.
7.	MIP321	Equity Analysis	-	4	50	50	100	2	-
8.	MIP322	Creativity	-	4	50	50	100	2	-
9.	MIT329	Case Analysis	2	-	100	0	100	2	-
10.	MIP323	Diversity and Inclusion	-	-	-	-	-	0	-
11.	MIP324	Summer Internship Project*	-	-	50	50	100	6	-
Total			23	8	490	510	1000	33	

Semester – VI

Sr. No.	Course code	Course Name	L	P	Maximum marks			Credits	ESE Duration (Hrs)
					Continuous Assessment	End Sem Exam	Total		
1.	MIT331	Strategic Management	4	-	40	60	100	4	3 Hrs.
2.	MIT332	Project Management	4	-	40	60	100	4	3 Hrs.
3.	MIT333	Organizational Behavior	4	-	40	60	100	4	3 Hrs.
4.	MIT334	Business Analytics	4	-	40	60	100	4	3 Hrs.
5.	MIT335	Business Ethics, Corporate Governance and Sustainability	4	-	40	60	100	4	3 Hrs.
6.	MIP325	Design Thinking	-	4	50	50	100	2	
7.	MIP326	Creative Writing and Designing	-	4	50	50	100	2	
8.	MIT338	Community Engagement and services	2	-	100	0	100	2	
9.	MIT339	Building competitiveness for National Competitions*	-	-	-	-	-	0	
Total			22	8	210	290	500	26	20

* SF grade will be awarded to the student in Semester VI on successful participation in any national competition, anytime throughout Vth and VI Semester

Master of Business Administration (Integrated)

Semester - VII

Sr. No.	Course code	Course Name	L	P	Maximum marks			Credits	ESE Duration (Hrs)	
					Continuous Assessment	End Sem Exam	Total			
1.	-	Specialization I	Elective 1	3	0	40	60	100	3	3 Hrs.
2.	-		Elective 2	3	0	40	60	100	3	3 Hrs.
3.	-		Elective 3	3	0	40	60	100	3	3 Hrs.
4.	-	Specialization II	Elective 1	3	0	40	60	100	3	3 Hrs.
5.	-		Elective 2	3	0	40	60	100	3	3 Hrs.
6.	-		Elective 3	3	0	40	60	100	3	3 Hrs.
7.	MIP421	Management Elective Course Lab-I	-	4	50	50	100	2	--	
8.	MIP422	Industry Readiness Training-I	-	4	50	50	100	2	--	
9.	MIT423	Industry Immersion -Sectorial Analysis	2	-	100	0	100	2	--	
10	MIP423	Summer Internship	-	-	50	50	100	6	--	
Total			20	8	490	510	1000	30		

Semester - VIII

Sr. No.	Course code	Course Name	L	P	Maximum marks			Credits	ESE Duration (Hrs)	
					Continuous Assessment	End Sem Exam	Total			
1.	-	Specialization I	Elective 4	3	0	40	60	100	3	3 Hrs.
2.	-		Elective 5	3	0	40	60	100	3	3 Hrs.
3.	-		Elective 6	3	0	40	60	100	3	3 Hrs.
4.	-	Specialization II	Elective 4	3	0	40	60	100	3	3 Hrs.
5.	-		Elective 5	3	0	40	60	100	3	3 Hrs.
6.	-		Elective 6	3	0	40	60	100	3	3 Hrs.
7.	MIP424	Management Elective Course Lab-II	-	4	50	50	100	2	--	
8.	MIP425	Industry Readiness Training-II		4	50	50	100	2	--	
9.	MIP426	Term Paper	2	-	50	50	100	2	--	
Total			20	8	390	510	900	24		

***Students can opt for 1 year internship at the beginning of Semester IX or can study the specialization courses offered in semester IX and appear for compulsory six months internship in Semester X**

Master of Business Administration (Integrated)

Semester - IX

Sr. No.	Course code	Course Name	L	P	Maximum marks			Credits	ESE Duration (Hrs)	
					Continuous Assessment	End Sem Exam	Total			
1.	-	Specialization I	Elective 7	3	0	40	60	100	3	3 Hrs.
2.	-		Elective 8	3	0	40	60	100	3	3 Hrs.
4.	-	Specialization II	Elective 7	3	0	40	60	100	3	3 Hrs.
5.	-		Elective 8	3	0	40	60	100	3	3 Hrs.
Total			12	0	290	410	700	12		

Semester - X

Sr. No.	Course code	Course Name	L	P	Maximum marks			Credits	ESE Duration (Hrs)
					Continuous Assessment	End Sem Exam	Total		
1.	MIP521	Industry Application Project*	--	--	200	200	400	6	--
2.	MIP522	Internship	--	--	50	50	100	12	
Total			0	0	250	250	500	18	

OR

Semester – IX & X

Sr. No.	Course code	Course Name	L	P	Maximum marks			Credits	ESE Duration (Hrs)
					Continuous Assessment	End Sem Exam	Total		
1.	MIP523	Industry Application Project (Full one year Internship)	-	-	250	250	500	30	3 Hrs.
Total			0	0	250	250	500	30	

Total Credits	247
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List of Electives

Students have to select any two Specializations. In Semester III, students will be taught four Elective Courses from specialization I & II each. In Semester IV students shall be taught one Elective Course from specialization I & II each.

Course Code	Elective
Marketing Management	
MIT424-1	Integrated Marketing Communication
MIT424-2	Brand Management
MIT424-3	Digital Marketing
MIT424-4	Marketing Analytics
MIT424-5	Retail Management
MIT424-6	Sales Management
MIT424-7	Services Marketing
MIT424-8	Product Management
MIT424-9	Industrial Marketing
MIT424-10	Rural Marketing
MIT424-11	Customer Relationship Management
MIT424-12	Marketing Channel Management
MIT424-13	International Marketing
MIT424-14	Marketing Research
MIT424-15	Social Marketing
MIT424-16	Green Marketing
MIT424-17	Marketing of Banking & Financial Services
Course Code	Elective
Human Resource and Organization Behavior	
MIT423-1	Advanced Organization Behavior
MIT423-2	Recent Trends in HRM
MIT423-3	HR Audit & Analytics
MIT423-4	Training & Development
MIT423-5	Human Resource Planning
MIT423-6	Industrial Relations

Course Code	Elective
Finance	
MIT422-1	Corporate Taxation
MIT422-2	Security Analysis
MIT422-3	International Finance and Trade
MIT422-4	Derivatives & Risk Management
MIT422-5	Project Planning & Financing
MIT422-6	Commercial Banking in India
MIT422-7	Financial Services & Merchant Banking
MIT422-8	Investment Banking
MIT422-9	Portfolio Management
MIT422-10	Mergers & Acquisition and Corporate Restructuring
MIT422-11	Financial Planning and Wealth Management
MIT422-12	Insurance Management
MIT422-13	Behavioral Finance
MIT422-14	Financial Analytics

MIT423-7	International HRM
MIT423-8	Performance and Compensation Management
MIT423-9	Labor Laws
MIT423-10	Organization Theory: Structures and Design
MIT423-11	Organization Development
MIT423-12	Competency Mapping
MIT423-13	Employer Branding
MIT423-14	Strategic HRM
MIT423-15	Diversity, Equity and Inclusion
Course Code	Elective
Operations Management	
MIT425-1	Operations Planning and Control
MIT425-2	Supply Chain Management
MIT425-3	Services Operation
MIT425-4	Quality Management
MIT425-5	World Class Manufacturing
MIT425-6	ERP
MIT425-7	Advanced Operation research
MIT425-8	Contract Management Practices
MIT425-9	Ergonomics in industrial Health & Safety Management
MIT425-10	Sourcing Management
MIT425-11	Productivity through Design and Measurement of Work
MIT425-12	Design and Analysis of Lean Production Systems.

Course Code	Elective
Entrepreneurship and Family Business	
MIT421-1	Family Business Management
MIT421-2	Advanced Management Accounting
MIT421-3	Purchase & Materials Management
MIT421-4	Business Tax Planning
MIT421-5	Entrepreneurial Finance
MIT421-6	Logistics Management
MIT421-7	Launching and Managing an Enterprise
MIT421-8	Buying an Existing Business
MIT421-9	Entrepreneurial Innovation
MIT421-10	Knowledge Entrepreneurship

Course Code	Elective
Business & Data Analytics	
MIT426-1	Analytics For Business
MIT426-2	Technical Analysis & Report Writing
MIT426-3	Data Visualization for Managers
MIT426-4	Business Data mining
MIT426-5	Data Analytics
MIT426-6	Applied Econometrics
MIT426-7	Customer Analytics
MIT426-8	Statistics Using R
MIT426-9	Data Mining Using Orange
MIT426-10	Web Analytics
MIT426-11	Power BI For Managers

Management Elective Course Lab Basket

Course Code	Elective
MIP423	Organization Behavior Lab
MIP424	Marketing Lab
MIP422-1	Financial Modeling Lab
MIP425-1	Quality Control Lab
MIP422-2	Introduction to Fintech
MIP425-2	Agile Project Management
MIP425-3	Business and Industrial Automation

Syllabus for Semester I, MBA(Integrated)

Course Code: MIT121

Course: Business Mathematics

L: 4 Hrs, P: 0 Hrs, per Week

Total Credits: 4

Course Outcomes

1. Students will understand basic concepts of Ratio Proportion and Set theory
2. Students will understand Profit & loss, Discounts happening in business transactions
3. Understanding of calculation Simple and Compound Interest
4. Students will have understanding of Permutations & Combinations
5. Students will understand basic of LPP and will be able to understand its business applications
6. Students will be able to perform various operations on Matrices and understand its application

Unit - I : Ratio Proportion and Set theory: Set Theory- Introduction, Definition of Set, Representation of a Set, Types of Sets, Equality of Sets, Subset of a Set, Union of Sets, Intersection of Sets, Disjoint Sets, Universal Set, Complement of a Set, Difference of Sets, Venn Diagram, Application of Set. Ratio, Proportion and Percentage - Ratio- Definition, Continued Ratio, Inverse Ratio, Proportion, Continued Proportion, Direct Proportion, Inverse Proportion, Percentage- Meaning and Computations of Percentages.

Unit - II : Profit and Loss: Terms and Formulae, Trade discount, Cash discount, Problems involving cost price, Selling Price, Trade discount and Cash Discount, partnership

Unit - III : Simple and Compound Interest: Simple Interest, Compound interest (reducing balance & Flat Interest rate of interest), nominal and effective rate of interest, Problems, Introduction to concept of annuity, Basic numerical on annuity, present value, depreciation

Unit - IV: Permutation and Combination: Permutations of 'n' dissimilar objects taken 'r' at time (with or without repetition), Combinations of 'r' objects taken from 'n' objects, problems, Applications.

Unit - V: Linear Programming: Meaning of Linear Programming, Requirements for a Linear Programming Problem, Basic Assumptions of Linear Programming, Uses and Limitations of Linear Programming, Linear Functions and Linear Equations General Formulation of LPP, Mathematical Formulation of Linear Programming Problems, Solutions of LPP

Unit - VI : Matrices and Determinants (upto order 3 only): Types of Matrices, Equality of Matrices, Matrix Addition and Scalar Multiplication Matrix Multiplication, Matrix Multiplication and System of Linear Equations, Transpose of a Matrix, Adjoint of a Square Matrix, Inverse of a Square Matrix, Solutions of Linear Equation by Matrix Method Elementary Transformation, Rank of A Matrix.

Text Book:

Business Mathematics by Dr Padmalochan Hazarika, S.Chand Publications

Reference Books:

- 1) Business Mathematics by S P Rajagopalan, R Sattanathan, Tata McGraw Hill
- 2) Business Mathematics by Kashyap Trivedi and Chirag Trivedi, Pearson Publications
- 3) Business Mathematics & Statistics- By NG Das & JK Das, McGraw Hil

Syllabus for Semester I, MBA(Integrated)

Course Code: MIT122

Course: Human Psychology

L: 4 Hrs, T: 0 Hrs, P: 0 Hrs, per Week

Total Credits: 4

Course Outcomes

1. Basic understanding of the concept of Psychology.
2. Basic understanding of Intelligence.
3. Knowledge of concept attention and perception.
4. Understanding various types of personalities.
5. Better understanding of the concept of attitude.
6. Better understanding of concept of stress and anxiety

Unit-I: Introduction to Psychology: Definition of Psychology, Features and Evolution of Psychology, **Foundation of Individual Behaviour:** Personal factors, Psychological factors, Organizational systems and resources and environmental factors. Models of Individual Behaviour.

Unit-II: Intelligence: Nature and types of Intelligence, Theories of Intelligence, Measurement of intelligence, Factors influencing intelligence, Concept of emotional intelligence Dimensions of emotional intelligence

Unit-III: Perception: Tappers and Listeners Experiment, Attention, Meaning of perception, Perceptual process, Perception Biases, Stereotypes.

Unit-IV: Personality: Concept and nature of personality, Shaping of personality, Determinants of personality, Personality structure- Big five personality model & Myers-Briggs Indicator. Type A & Type B personality, Concept of Self Efficacy, Self Esteem, Self-Monitoring. Need for Achievement, Power and Affiliation.

Unit-V: Attitude: Concept and nature of Attitude, Components of Attitude, Formation of Attitude, Classical Conditioning, Operant conditioning & Reinforcement Theory , Changing Attitudes, Cognitive Dissonance & Functions of Attitude.

Unit-VI: Stress and Wellbeing: Concept of stress, Stress Experience, Sources of stress, Consequences of stress, Eustress, Anxiety, Rational Emotive Therapy, and Stress Management.

Text Book:

1. Organisational Behaviour: Text, Cases & Games, K. Aswathappa, Himalaya Publishing House

Reference Books:

1. Organisation Behaviour: Luthans8thTataMcGrawHill
2. Organisational Behaviour: Stephen B. Robbins, Pearson
3. ORGB, Nelson, Quick and Khandelwal, Cengage Learning

Syllabus for Semester I, MBA(Integrated)

Course Code: MIT123

Course: Business History

L: 4 Hrs, P: 0 Hrs, per Week

Total Credits: 4

Course Outcomes

1. Understand British modern history and the evolution of businesses.
2. Understand British industrial capitalism its evolution and impact
3. Understand the Indian subcontinent during the twentieth century.
4. To examine the history of Major Indian industrial houses as well as the use of financial diplomacy as an instrument of India foreign policy after 1947.
5. Highlight the multi-faceted history of entrepreneurship in India at the turn of the twentieth century ranging from post-Independence banking history to liberal reforms of the 1990s.
6. The course will highlight the historical nature of policies that shaped Indian business cultures in the wider socio-political landscape.

Unit - I: Business history: An Introduction --The emergence of modern business, 1720-1870 --The rise of big business abroad up to 1914 –

Unit –II: British industrial capitalism under pressure, 1870-1914 --Rationalization and corporatism, 1914-1945 -- Managerial capitalism: evolution and impact, 1945-1994

Unit - III: The arrival and Impact of the East India Company, 1700-1800. East India Company's early ventures in India. Rise of Indian Cities and Industrial Houses, 1750-1850. Emergence of Bombay & Cotton Trade, 1750-1850. Emergence of Calcutta: Impact on Industries.

Unit - IV: Swadeshi Movement and Indian entrepreneurs, 1850-1900. Swadeshi Movement: Impact on Indian Industries. Indian Business and Economy during the First and Second World Wars, 1914-1945, (HAL). Indian Economy and Business during WW I 222. Impact of the Second World War WW II. Planning, Statistics and Industrialization Policies

Unit - V: Independence & Industrial Planning, 1947-1960: Impact of Independence and Partition: Evolution of the Railways in India. Origin and evolution of PSUs. Nationalization of Banks and Key Energy Sector PSUs. Planning, Statistics and Industrialization Policies

Unit - VI: Liberalization and Contemporary Business Trends: Oil and Natural Gas Corporation Limited. Oil Diplomacy

Text Book

1. British business history, 1720-1994 Author- John F. Wilson.

Reference Books

1. The rise of Indian business in the global context in the twentieth century: A review and introduction -Swapnesh K. Masrani, C. Morelli, A. Bagchi
2. Medha Kudaisya (ed) The Oxford India anthology of business history (Oxford University Press: 2011)
3. Gita Piramal, Business Maharajas (Penguin: 1996)
4. Atul Kohli, Democracy and development in India: from socialism to pro-business (OUP: 2010)
5. D. Tripathi and J. Jumani, The concise Oxford history of Indian business (OUP: 2007)
6. Douglas Haynes, Small Town Capitalism in Western India: Artisans, Merchants and the Making of the Informal Economy (CUP: 2012)
7. Claude Markovits, Merchants, traders, entrepreneurs: Indian business in the colonial era (Palgrave Macmillan: 2008).

Syllabus for Semester I, MBA(Integrated)

Course Code: MIT124

Course: Environment Management

L: 4 Hrs, P: 0 Hrs, per Week

Total Credits: 4

Course Outcomes:

1. Basic understanding of the concepts of Environment.
2. Understanding effective ways of waste management and awareness about the relationship between environment and human health.
3. Understanding the peculiarities of Environment clearance and environmental laws in India
4. Understanding the social Issues of Environment.
5. Understanding of Public rights and access to justice
6. Understanding of real life Environmental concerns & Sustainability

Unit-I: Introduction to Ecosystem, Biodiversity and its conservation, Types of environmental pollution. Conservation of resources.

Unit -II: Waste Management in India; Ways of managing waste; usage of landfills ;Electronic waste; effective management of electronic waste; role of extended producer responsibility.

Unit -III: Industrial pollution and its impact on the environment; Environment Impact assessment; Environmental clearance in India; procedure & importance; difference between environment impact assessment and environmental audit; National Green Tribunal and its powers; Issues involved in enforcement of environmental legislation; (Posco steel plant case).

Unit-IV: Social Issues: Construction of dams & Industrial projects and displacement of people and its issues; Narmada dam case study. Environment and human health.

Unit-V: Public Rights: Right to information: Concept, Procedure, Rights & Cases; Public Interest Litigation: Concept, Procedure, Rights & Cases, Role of NGOs in Environmental Protection; (Cases)

Unit-VI: Concerns: Bhopal Gas Tragedy case study. Climate change, global warming, Consumerism and waste products. Public awareness (Plastic beads in Shampoos). Natural calamities and diseases. (Cases). Sustainable development. Triple Bottom Line

Text Book:

1. R. Rajagopalan , Environmental Studies.

Reference Books:

1. Environmental Law and Policy in India, Cases, materials and statutes, - By Divan, Shyam and Rosen Ceranz; Armin second edition, Oxford University Press, 2001.
2. Environmental Management -By Uberoi, N.K., Excel Books, New Delhi, 2000.
3. Environment management - By GN Pandey, Vikas Publishing House.
4. Gupta N.C. -By Social Auditing of Environmental Law in India, edited book, New Century Publications, Delhi- 2003.

Syllabus for Semester I, MBA(Integrated)

Course Code: MIT125

Course: Principles of Management

L: 4 Hrs, P: 0 Hrs, per Week

Total Credits: 4

Course Outcomes

1. It will provide understanding of various management theories and their applications.
2. Students will understand the role of planning in the success of the enterprise.
3. Students will understand the role of organizing and learn about different organization structures and their pros & cons
4. Student will learn various approaches to problem solving & decision making
5. Student will learn the concepts of coordination and directing and understand the different leadership types.
6. The students will learn the control processes and their importance.

Unit - I: Introduction to Management

Nature - Function - Definition - Importance of Management - Elements of Management-Scope of Management - Is management a science or art? - Management Functions and skills - Development of Management Thought (Contribution of Taylor, Fayol, Hawthorne experiments).

Unit - II: Planning

Concept - Nature - Importance - Types of Planning - Strategic and Operational Plans Policy, Procedures, Methods, Rules, Budget, Mission, Objectives - Process of Planning - Barriers to effective planning - Making Planning effective - Planning Premises (Concept & types).

Unit - III: Organizing

Concept - Principles involved - Types of organization structure - Combining Jobs: Departmentalization, Span of Control, Delegation of Authority, Centralization and decentralization of authority and the pros and cons of each - Span of control - Pros and cons of narrow and wide spans of control.

Unit - IV: Decision Making

Concept - Types - Approaches to Problem Solving - Steps involved - methods of decision making - Individual vs. Group Decision Making

Unit - V: Coordination & Directing

Importance and need for coordination - Principles of coordination - Methods of achieving effective coordination Concept of Direction - Importance - Principles - Effective supervision - Quality of work life - Morale Building - Concept of Leadership - Leadership Styles - Leadership development.

Unit - VI: Control

Concept - Planning and Control relationship - Types of control ((a) Feed forward control (b) Concurrent Control (c) Feedback Control) - Process of Control - Problems of Control Process - Requirements of Effective control. A Comparative study of main features of Japanese Management and Z culture of American Companies. Introduction of Industry 4.0.

Text Book

1. Principles and Practice of Management: L M Prasad, Sultan Chand & Sons educational, New Delhi

Reference Books

1. Management Theory and Practice: P Subba Rao, Himalaya Publishing House.
2. Principles of Management: Dr. Neeru Vasishth, Taxmann's Publication.
3. Management Principles, Processes and Practices: Anil Bhat & Arya Kumar, Oxford Publications.

Syllabus for Semester I, MBA(Integrated)

Course Code: MIP121

Course: English Language Lab

L: 0 Hrs, P: 4 Hrs, per Week

Total Credits: 2

Course Outcomes

1. To understand the application of basics of English Grammar
2. To be able to comprehend and partake in oral English Communication

Unit - I: Usage of Words, Verbs and Tenses, Articles, Subject Verb Agreement, Active-Passive voice, Sentence Structures.

Unit - II: Listening for specific information, comprehending oral communication, summarizing oral communication, Pronunciations, non-verbal communication, oral communication

Text Book: High School English grammar and composition by H.Martin and P.C. Wren, S.Chand and Co.

Reference Book: A course in Phonetics and Spoken English by J. Sethi and P.V Dhamija, Prentice Hall India.

Syllabus for Semester I, MBA (Integrated)

Course Code: MIP122

Course: Communication Skills

L: 0 Hrs, P: 4 Hrs, per Week

Total Credits: 2

Course Outcomes

1. Knowledge of fundamentals of Communication.
2. Understanding of how to make Verbal communication effective.
3. Understanding the mechanics of written communication.
4. Understanding of how to enhance communication ability.

Unit-I: Fundamentals of Communication: Meaning and Definition, Characteristics of Communication, Importance of Communication, Process of Communication, Elements of communication process, **Forms of Communication-** Verbal and Non-verbal, Formal and informal, Intrapersonal and interpersonal, External and Internal, Vertical Communication, Methods of upward and downward communication. Advantages and limitations of upward and downward communication. Horizontal communication- Characteristics, advantages and limitations.

Unit-II Barriers to Communication- Linguistic, Physical, Cultural, Social, Psychological, and organizational barriers. Essentials of good communication, making communication effective, Perception and communication, how perception affects communication, Guidelines for improving perception and communication.

UNIT-III Verbal Communication- Presentation, public speaking, Debates, Speeches, listening skills, Process of listening, Importance, types of listening, advantages and benefits of listening at workplace. **Enhancing Communication-**Reading Skills, Benefits of reading, Different reading approaches, Strategies for reading,

UNIT-IV Written Communication- 7Cs of Effective written communication, Process of writing, writing styles, the style of writing- Choosing the right words, writing effective sentences, developing logical paragraphs, The tone of writing

Text Book:

1. Business Communication, by Sona Prasad, Sai Jyoti Publication

Reference Book:

1. Basic Business Communication – By Lesikar, R.V. and M.E. Flatley, New York. McGraw-Hill.
2. Business Communication –By Nawal, Cenage India Learning

Syllabus for Semester I, MBA(Integrated)

Course Code: MIT128

L: 1 Hrs, P: 0 Hrs, per Week

Course: Book Review

Total Credits: 1

Course Outcomes

1. To develop the critical thinking ability of the students
2. To develop the analytical thinking of the students

The students will need to choose 2 books, 1 each from a basket of fiction and non-fiction books. Each book will then be divided in 4 parts. Each part will be read in the given week which will be followed by a discussion and reflection on the ideas put forth in the book. In case of fiction books we will also be discussing the character development and character analysis as well.

Syllabus for Semester I, MBA(Integrated)

Course Code: MIP123

L: 0 Hrs, P: 2 Hrs, per Week

Course: Industry Visit

Total Credits: 1

Course Outcomes

1. The students will get an insight regarding internal working of companies.
2. The students will acquire a practical perspective on the world of work.

In this semester, minimum two Industries will be identified where Industry visits will be organized for the students. Industrial visits will help students understand about the practical aspects of production, marketing, labor relations and other activities managed by industrial sectors. The students will have to prepare reports on each visit and the evaluation will be done on the class presentation of the report.

Syllabus for Semester I, MBA(Integrated)

Course Code: MIP124

L: 0 Hrs, P: 0 Hrs, per Week

Course: Sports and Yoga

Total Credits: 0

Course Outcomes

1. Understand the Fundamental rules & regulations & demonstrate the Fundamental skills of at least two games. (On basis of Available Choices)
2. Know the Individual role and Group dynamics in achieving the goal.
3. Know the Importance to maintain the Health Related Fitness in Whole Life.
4. Maintain Discipline, Social and Moral Values with Leadership Qualities.

To conduct sports / yoga classes with the objective of maintaining health, fitness and wellness of students as well as create awareness about need for good health and physical fitness. The objective would also be to develop team spirit, social skills as well as identify and develop leadership qualities in students through various sports group activities. Training of students to understand the Fundamental rules of various games would also be an important objective. Sport activities would also be conducted with the objective to provide recreation to the students which is an important neutralizer for stress. Additionally, the objective would be to evaluate fitness of students so as to recommend and conduct specific Yoga and Sport activities.

Course will cover the following

1. Fundamental Rules & Regulations of any Two Games (for Best Available Choices)
2. Practicing the Games
3. Practicing For Health Related Fitness Components.

Syllabus for Semester II, MBA(Integrated)

Course Code: MIT131

Course: Statistics for Management

L: 4 Hrs, P: 0 Hrs, per Week

Total Credits: 4

Course Outcomes

1. Students will acquire knowledge of measures of central tendency like mean, mode, median, quartiles, Deciles and Percentiles etc.
2. Students will know about measures of dispersion like range, Quartile Deviation, Mean Deviation and Standard Deviation and Skewness.
3. Students will get acquainted with Correlation analysis and its applications.
4. The course will also make students learn about Regression analysis and its application.
5. The students will understand the various probability distributions and its application in business decision-making.
6. The course will acquaint students with the concepts of simulation and its application in business forecasting.

Unit-I: Measures of Central Tendency Introduction, Mean-Mode-median-Quartiles-Decile- percentile for raw data, frequency table and frequency table with range.

Unit-II: Measures of Dispersion and Skewness Introduction, range, coefficient of range, inter-quartile range, quartile deviation, mean deviation, standard Deviation, variance.

Unit-III: Correlation Analysis Simple Correlation, Two-way Frequency distribution and Rank Correlation.

Unit-IV: Regression Analysis: Introduction & meaning, Basic linear regression, numerical on regression equation of X on Y and regression equation of X on Y. Method of Least Squares

Unit-V: Probability Distributions: Binomial, Poisson and Normal Distributions.

Unit-VI: Simulation: Monte Carlo Simulation Technique, Stochastic Simulation and Random Numbers, Types of Simulation Problems, Advantages and Disadvantages.

Text Book

1. Business Statistics - By Dr. S.K. Khandelwal, international Book House Pvt. Ltd.

Reference Books

1. Statistical Methods - By S. P. Gupta - S. Chand & CO.
2. J.K. Sharma - Business Statistics - Pearson Publications
3. Statistics, Theory, Methods & Applications - Sancheti & Kapoor
4. Statistical Methods - Digambarpatri
5. Business Mathematics & Statistics- By NG Das & JK Das, McGraw Hill

Syllabus for Semester II, MBA(Integrated)

Course Code: MIT132

L: 4 Hrs, P: 0 Hrs, per Week

Course: Foreign Language

Total Credits: 4

Course Outcomes

1. Students understand and learn to speak German.
2. Students construct sentences in German independently.
3. Students are able to read texts in German language.
4. Students apply the acquired German Language skills practically.
5. Students update themselves of the facts of Germany.
6. Students are able to write essays and translate sentences of elementary level German Language

Unit-I: German alphabet, Numbers, Reading the Clock, Timings of the Day, Seasons, Days of the Week, Months, Nouns (Colours, Names of Fruits/Vegetables/Animals/Body Parts, etc.), Articles, Cases, Introducing oneself

Unit-II: Verbs, Modals, Pronouns, Prepositions, Expressions and Daily Conversations in German

Unit-III: Reading and comprehension, Introduction to Fiction in German Language

Unit-IV: Professions in German Language, Relations in German Language, At the Restaurant, At the Market, In the Classroom, At Home.

Unit-V: Facts about Germany, Vocabulary Building

Unit-VI: Essays, Translations.

Text Book

1. German Made Easy: Agundez Diego. A, Goodwill Publishing House, New Delhi

Reference Books

1. German Made Easy: Agundez Diego. A, Good will Publishing House, New Delhi
2. Better German: Otto Christian, Viva Study mates, New Delhi
3. Langenscheidt's Euro dictionary German: Goyal Publishers, New Delhi

Syllabus for Semester II, MBA(Integrated)

Course Code: MIT133

Course: Sociology

L: 4 Hrs, P: 0 Hrs, per Week

Total Credits: 4

Course Outcomes:

1. Understanding of the sociological perspective and the different visions of society
2. Understanding the process of socialization and its impact on our everyday life.
3. Knowledge about social groups and formal organizations.
4. Understanding of social and global stratification.
5. Understanding of Gender Stratification, Race and Ethnicity.
6. Knowledge about various social institutions.

Unit I: The Sociological Perspective and Society: The Sociological Perspective, the Importance of a Global Perspective, Applying the Sociological Perspective, Sociological Theory.

Society: Gerhard Lenski: Society and Technology, Karl Marx: Society and Conflict, Max Weber: The Rationalization of Society, Emile Durkheim: Society and Function, Critical Review: Four Visions of Society

Unit II: Socialization and Social Interaction in Everyday Life: Social Experience: The Key to Our Humanity, Understanding Socialization, Agents of Socialization, Socialization and the Life Course, Resocialization: Total Institutions.

Social Interaction in Everyday Life: Social Structure: A Guide to Everyday Living, Status, Role, The Social Construction of Reality, Dramaturgical Analysis: The "Presentation of Self", Interaction in Everyday Life: Three Applications.

Social Media and Sociology: The Effects of Social Media on the Individual, the Effect of Social Media on Society

Unit III: Groups and Organizations: Social Groups, Formal Organizations, And The Evolution of Formal Organizations

Unit IV: Social Inequality I: Social Stratification: What Is Social Stratification? Caste and Class Systems, Ideology: Supporting Stratification, Theories of Social Inequality, Social Stratification and Technology: A Global Perspective.

Global Stratification: Overview, Global Wealth and Poverty, Theories of Global Stratification.

Unit V: Social Inequality II: Gender Stratification, Gender and Inequality, Gender and Socialization, Gender and Social Stratification Theories of Gender, Feminism.

Race and Ethnicity: The Social Meaning of Race and Ethnicity, Prejudice and Stereotypes, Discrimination, Majority and Minority: Patterns of Interaction

Unit VI: Social Institutions: What are social institutions, Characteristics of social institutions, Importance of Social Institutions, Types of Social Institutions.

Text Book:

1. Sociology, John Macionis and Reema Bhatia, Pearson

Reference Books:

1. Sociology: Principles of Sociology with an Introduction to Social Thoughts, C.N. Shankar Rao, S. Chand

2. Contemporary Sociology: An Introduction to Concepts and Theories Paperback, M. Francis Abraham, Oxford University Press
3. Indian Society, Institutions and Change, Rajendra Kumar Sharma, Atlantic

Syllabus for Semester II, MBA(Integrated)

Course Code: MIT134

L: 4 Hrs. P: 0 Hrs. Per week

Course: Indian Knowledge Systems

Total Credits: 4

Course Outcomes

1. Understanding of the Indian Knowledge System.
2. Understanding the evolution of wisdom through the ages
3. Understanding the Foundational Concepts for Science and Technology
4. Knowledge about Science, Engineering and Technology in IKS
5. Understanding of Engineering and Technology, Other Applications & Town Planning and Architecture
6. Understanding of Humanities and Social Sciences in IKS

Unit I: Indian Knowledge System: An Introduction & An Overview, The Vedic Corpus

Unit II: Philosophical Systems, Wisdom through the Ages.

Unit III: Foundational Concepts for Science and Technology, Linguistics, Number System and Units of Measurement, Knowledge: Framework and Classification.

Unit IV: Science, Engineering and Technology in IKS, Mathematics, Astronomy.

Unit V: Engineering and Technology: Metals and Metalworking, Engineering and Technology: Other Applications, Town Planning and Architecture.

Unit VI: Humanities and Social Sciences in IKS, Health, Wellness and Psychology, Governance and Public Administration.

Text Books: 1) Introduction to Indian Knowledge System: concepts and application, Mahadevan B, Bhat Vinayak Rajat, Nagendra Pavana R.N., PHI Publication

Reference Books: 1) Indian Knowledge Systems, Kapil Kapoor, Avadhesh Kumar Singh, D. K, Printworld.

Syllabus for Semester II, MBA(Integrated)

Course Code: MIT135

Course: Innovative business practices and models

L: 1 Hrs, P: 0 Hrs, per Week

Total Credits: 1

Course Outcomes

1. Understanding of the basics of how business models work and will get an idea of the concept of Business Model Innovation.
2. Knowledge of Approaches to Business Model Innovation
3. The student will be made aware about the concept of Value creation and will learn ways of capturing through innovative business models

In this course, the student will be taught the basics of how business models. Concept of Business Model Innovation. Knowledge of Approaches to Business Model Innovation – Reinvent, adapter, maverick, and adventure. Value proposition, value architecture, and profit equation. Concept of Value creation and ways of capturing through innovative business models. Key factors determining business model innovation success. Contemporary innovative business models.

Syllabus for Semester II, MBA(Integrated)

Course Code: MIP125

Course: Computer Application in Management

L: 0 Hrs. P: 4 Hrs, per Week

Total Credits: 2

Course Outcomes

1. Awareness about the Objectives and role of IS in Business Organization with particular reference to Management Levels.
2. Understanding various Management support systems.
3. Getting acquainted with Database
4. To get familiar with SDLC
5. Understanding about E-Commerce 6. To learn Emerging Technologies & Trends

Unit - I : Introduction : IS : Concepts & Definitions, Classification and types of IS, Definition, Purpose, IT support to Business Process & People, Using Information Technologies for a Competitive Advantage, Innovative & futuristic Information Systems.

Unit - II: Management Support Systems: Transaction Processing System, DSS, Executive Information system.

Unit - III: Managing Data: Databases & Database Management Systems, Database Models, Data Warehousing, Data Mining-Analysis and Data Marts.

Unit - IV: System Development: Concept of System, Types of Systems - Open, Closed, Deterministic, Probabilistic, etc., System Development Life Cycle - System Analysis, Design and Implementation, Need for System Analysis.

Unit - V : E-Commerce : Overview of E-Business & E-commerce, E-commerce Business Models, Major Categories of E- Commerce, E-C Mechanisms, E-Commerce Supporting Technologies: Electronic Payment System, Web Marketing & SEO, Ethical & Legal issues.

Unit - VI: Emerging Technologies & Trends: Business Intelligence, Artificial Intelligence, Use of Social Networks in Business, Business Analytics, Cloud Computing.

Text Books

1. Information Technology for Management, 7th Edition, Efraim Turban, Linda Volonino, Wiley India.

Reference Books

1. Management Information System (South-Asian Perspective), Cenage Learning, Nilanjan Chattopadhyay, CENGAGE Learning.
2. Management Information System- By Javadekar, W.S.,Tata MacGraw Hill Publication, 2003.
3. Management Information System- By CSV Murthy, Himalaya Publication.

Syllabus for Semester II, MBA(Integrated)

Course Code: MIP126

Course: Business Communication

L: 0 Hrs, P: 4 Hrs, per Week

Total Credits: 2

Course Outcomes

1. Knowledge of fundamentals of Business Communication.
2. Understanding of how to make effective group communication.
3. Understanding of Interpersonal communications and interview skills.
4. Understanding of writing business letters.

Unit I: Fundamentals of Business Communication: Meaning and Definition, Characteristics of business communication, Importance of business Communication, Communication and its role in business, **Media and modes of business communication-** Types of mass media, traditional and modern medias, advantages and disadvantages of different types of media, Traditional and modern modes of business communication.

Unit-II Group Communication- Importance, advantages and limitations of group communication, Difference between group and teams, Group discussions, Meetings, types of meetings, advantages and limitations of meeting, Conferences, seminars, workshops, ways of conducting effective meetings, Meeting documents- Notice, agenda, minutes.

UNIT-III Interpersonal Communication and interview skills—Interpersonal communication and its importance, Principals of Interpersonal skills, Different styles of Interpersonal communication, Effective interpersonal skills, what is an Interviews, types of interviews, Styles of Interviewing, preparing for a job interview, Conduct during an interview,

UNIT-IV Effective Business Correspondence- Business Letters, Components of business Letters, Format or layout of business letters, essentials of a good business letter, e-mails, types of business letters, Business report writing, types of reports, Internal communication-Memos and circulars.

Text Book:

1. Business Communication, by Sona Prasad, Sai Jyoti Publication

Reference Book:

1. Basic Business Communication – By Lesikar, R.V. and M.E. Flatley, New York. McGraw-Hill.
2. Business Communication –By Nawal, Cenage India Learning

Syllabus for Semester II, MBA(Integrated)

Course Code: MIT138

Course: Holistic Development

L: 0 Hrs, P: 0 Hrs, per Week

Total Credits: 2

Course Outcomes

1. The course will ensure student's Holistic Development
2. The course aims to make students acquainted with online mode of education
3. This course aims to promote self-learning.

A basket of Online Distance Learning (ODL) courses will be offered to the students for selection. Each student has to select an ODL course of at least 8 weeks.

Syllabus for Semester II, MBA(Integrated)

Course Code: MIT139

Course: Media Review

L: 1 Hrs, P: 0 Hrs, per Week

Total Credits: 1

Course Outcomes

1. To develop the critical thinking ability of the students
2. To develop the analytical thinking of the students

UNIT I:

Movie Analysis: Spread over 4 weeks 2 movies will be viewed and discussion will be undertaken with respect to the management lessons that can be learnt from the movie. 1 week would be screening of the movie followed by the discussion on the movie next week.

UNIT II:

Discussion on various advertisements will be moderated on topics to discuss the impact of the advertisement etc.

UNIT III:

Discussion on various videos will be moderated on topics including leadership, change management, dealing with adversities etc.

Syllabus for Semester II, MBA(Integrated)

Course Code: MIP127

Course: Art, Culture and Sports- I

L: 0 Hrs, P: 0 Hrs, per Week

Total Credits: 0

Course Outcomes

1. The course will lead to holistic learning, accelerates personality development and imparts students with crucial life skills, problem-solving skills, leadership, cooperation and collaboration.

In this course, students are expected to join any one club of the college. The college at present has the following clubs Drama, Dance, Music, Literary, Photography and Sports. The students will have to actively participate in all the activities of the club and will be awarded a certificate of completion at the end of the semester by the club In-charge, if the participation is satisfactory.