

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

2023-2024

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	-	100	0	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	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

At the end of the course the student will

1. Understand basic concepts of Ratio Proportion and Set theory
2. Understand Profit & loss, Discounts happening in business transactions
3. Understand the calculation Simple and Compound Interest
4. Be able to calculate Permutations & Combinations
5. Understand basic of LPP and will be able to understand its business applications
6. 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 a 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 Hill

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

At the end of the course the student will

1. Understand the concept of Psychology.
2. Know the concept of Intelligence.
3. Understand concept attention and perception.
4. Know and recognize various types of personalities.
5. Better understand the concept of attitude.
6. Know the 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

At the end of the course the student will

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. Be able 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. Know 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. Understand 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

At the end of the course the student will

Course Outcomes:

1. Understand the basic concepts of Environment.
2. Know the effective ways of waste management and awareness about the relationship between environment and human health.
3. Be aware of the peculiarities of Environment clearance and environmental laws in India
4. Understand the social Issues of Environment.
5. Know all the public rights and access to justice
6. Understand the 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 CenturPublications, 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

At the end of the course the student will

1. Understand various management theories and their applications.
2. Know the role of planning in the success of the enterprise.
3. Be aware of the role of organizing and learn about different organization structures and their pros & cons
4. Learn various approaches to problem solving & decision making
5. Understand the concepts of coordination and directing and understand the different leadership types.
6. Know 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

At the end of the course the student will

1. Understand the application of basics of English Grammar
2. 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

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

Course: Communication Skills

Total Credits: 2

Course Outcomes

At the end of the course the student will

1. Know the fundamentals of Communication.
2. Learn ways to make Verbal communication effective.
3. Be aware of the mechanics of written communication.
4. Demonstrate enhanced 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

At the end of the course the student will

1. Develop critical thinking ability
2. Demonstrate analytical thinking

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

At the end of the course the student will

1. Get an insight regarding internal working of companies.
2. 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

At the end of the course the student will

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

At the end of the course the student will

1. Acquire knowledge of measures of central tendency like mean, mode, median, quartiles, Deciles and Percentiles etc.
2. Know about measures of dispersion like range, Quartile Deviation, Mean Deviation and Standard Deviation and Skewness.
3. Get acquainted with Correlation analysis and its applications.
4. Learn about Regression analysis and its application.
5. Understand the various probability distributions and its application in business decision-making.
6. Know 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

At the end of the course the student will

1. Understand and learn to speak German.
2. Construct sentences in German independently.
3. Be able to read texts in German language.
4. Apply the acquired German Language skills practically.
5. Know the facts of Germany.
6. Be 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:

At the end of the course the student will

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

At the end of the course the student will

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

At the end of the course the student will

1. Understand the basics of how business models work and will get an idea of the concept of Business Model Innovation.
2. Know various approaches to Business Model Innovation
3. 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

At the end of the course the student will

1. Have awareness about the Objectives and role of IS in Business Organization with particular reference to Management Levels.
2. Understand various Management support systems.
3. Get acquainted with Database
4. Get familiar with SDLC
5. Learn about E-Commerce
6. Know the 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), Cengage 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.
4. Computer Application in Business- By Dr. R. Parameswaran, S. Chand Publication, 2012

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

At the end of the course the student will

1. Know the fundamentals of Business Communication.
2. Understand how to make effective group communication.
3. Demonstrate interpersonal communications and interview skills.
4. Be able to write 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

In this course:

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

At the end of the course the student will

1. Develop the critical thinking ability
2. Inculcate analytical thinking skills

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 personality development of student and will imparts students with crucial life skills, problem-solving skills, leadership, cooperation and collaboration, resilience, conflict handling skills and adaptability.

In this course, students are expected to actively participate in any arts, culture like dance, drama, literary, music or sports events. The student will have to submit an appropriate evidence of participation at the end of the semester to the faculty coordinator.

Syllabus for Semester III, MBA(Integrated)

Course Code: MIT221

Course: Financial Accounting

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

Total Credits: 4

Course Outcomes

At the end of the course the student will

1. Gain an understanding of the Basic concepts, pillars & terms of accounting.
2. Learn the recording of transactions in books of accounts.
3. Understand Cash Book & importance of Bank Reconciliation Statements.
4. Gain an understanding of Depreciation.
5. Be able to prepare final accounts.
6. Know the vertical format of final accounts.

Unit - I: Introduction: Book Keeping: definition & objectives. Financial Accounting: -definition and Scope, objectives, advantages & limitation. Accounting v/s Book Keeping, Branches of Accounting, users of accounting information, Terms used in accounting, Accounting Principles, Concepts and Conventions.

Unit - II: Recording of transactions: Accounting Process, Journals, Ledger and Preparation of Trial Balance.

Unit - III: Cash Book & Bank Reconciliation Statement: Cash Book, Meaning, need & importance of Bank Reconciliation Statement, Preparation of Bank Reconciliation Statement

Unit - IV: Depreciation: Meaning, need & importance of depreciation, methods of charging depreciation (WDV & SLM).

Unit - V: Preparation of final accounts of Sole Proprietor: Preparation of Trading and Profit & Loss Account and Balance Sheet of sole proprietary business

Unit - VI: Preparation of Company final accounts: Introduction to Company final accounts such as Profit & Loss Account and Balance Sheet (vertical format)

Text Books:

1. Book-Keeping & Accountancy, Dr. S. A. Naringrekar, Maharashtra state board of secondary and higher secondary Education (state board book of Standard XI of commerce faculty).
2. Double Entry Book-Keeping, V. Wason, S. Chand (CBSE board book of Standard XI of commerce faculty).

Reference Books:

1. Financial Accounting Monga, J.R. and Girish Ahuja; Eighteenth Edition, Mayoor Paper Backs, 2003.
2. Accounting for Manager Bhattacharya, S.K. and J. Dearden; - Text and Cases, Third Edition, Vikas Publishing House, 2003.
3. Financial Accounting: Fundamental Gupta, R.L. and V.K. Gupta; Sultan Chand Publishers, 2003
4. Fundamentals of Accounting & Financial Analysis: By Anil Chowdhry (Pearson Education)
5. Accounting Made Easy By Rajesh Agarwal & R Srinivasan (Tata McGraw -Hil

Syllabus for Semester III, MBA(Integrated)

Course Code: MIT222

Course: Principles of Economics

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

Total Credits: 4

Course Outcomes

At the end of the course the student will

1. Understand the basic theoretical framework of microeconomics.
2. Acquire knowledge of demand and consumer behaviour
3. Understand supply and supplier behaviour
4. Recognize various market structures & pricing policies
5. Know the Business Cycle concept
6. Learn about Monetary & Fiscal Policy

Unit - I: Nature and fundamental concepts: Analysis of Demand, Significance, estimation of Demand; Elasticity of Demand, Techniques and Importance of Demand forecasting; Basic Mathematical Problems related to demand estimation and elasticity of demand.

Unit - II: Consumer Function: Consumer Surplus, Cardinal & Ordinal Theory, Indifference Curve, Marginal Rate of Substitution.

Unit - III: Production & Production Function: Concept, Forms of production function, Law of variable Proportions, Returns to scale. Cost concept, Short term and long term cost output relationship, Cost curves, Economies of scale.

Unit - IV: Market Structures: Perfect Competition, Monopoly, Monopolistic Competition & Oligopoly - kinked demand curve and cartels.

Unit - V: Business cycles: Concept, Causes & Impact, And Measures to control Business cycles.

Pricing: Objectives of pricing, factors involved, Cost plus pricing, marginal cost pricing, price discrimination and pricing over Life Cycle of a Product.

Unit - VI: Monetary & Fiscal Policy: Monetary and fiscal- objectives and Instruments; Inflation and Deflation, types, causes and control of inflation, Exchange Rate: Fixed & Flexible.

Text Books

1. Business Economics; Mishra & Puri, Himalaya Publishing House
2. Managerial Economics; D M Mithani, Himalaya Publishing House

Reference Books

1. Managerial Economics: P. L. Mehta, Sultan Chand & Sons, New Delhi
2. Managerial economics in a Global economy: Dominick Salvatore, 2006, Thomson learning Press
3. Managerial Economics: Suma Damodran, Oxford University Press, New Delhi
4. Indian Economy: Mishra & Puri, 2007, Himalaya Publishing House

Syllabus for Semester III, MBA(Integrated)

Course Code: MIT223

Course: Business Environment

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

Total Credits: 4

Course Outcomes

At the end of the course the student will

1. Understand the basics of the business environment
2. Know the economic aspects of the business environment
3. Learn the socio-cultural aspects of the business environment
4. Understand the political and legal environment of business
5. Know the financial aspects of the business environment
6. Learn the natural and technological business environment

Unit - I: Introduction to Business Environment

Business: Concept of Business, Scope, and Characteristics of Business, Types of Business Organisations, Business Environment: Levels of Business Environment- External- Macro, Micro, Internal. Competitive Structure of Industries, PESTLE, SWOT, Porter's Five Forces Model Environment Analysis, Changing dimensions of Business Environment

Unit - II: Economic Environment

Economic system: Planning and market, Economic system, Classification of the economic system, Planning process, Advantages and disadvantages of different types of economic systems, capitalism, planned system, Mixed economic system, Economic structure and stages of development, Structural shift in the Indian economy.

Unit - III: Socio-Cultural Environment

Nature of culture, characteristics of culture, Business and Society, Business values and Image, Business and Culture, Indian Culture and Values, Technical Development and Social Change, and Development of Business Entrepreneurship in India., Social responsibility of business, social justice in India, Population and demographic problems in India

Unit - IV: Political and Legal Environment

Economic aspects of the Indian constitution, Statutory state intervention in business activities, Regulatory authorities in India, Duties, powers, and functions of IRDA, Political Environment: Political Environment and Economic System, Types of Political Systems, Risks posed by Political Systems, Political Institutions- Legislature, Executive, Judiciary, Role of Government in business, Legal Environment: Major regulations pertaining to Business, Intellectual Property Rights.

Unit - V: Financial Environment

Financial System and its components, Financial Institutions in India and their role, Foreign Investments, Foreign Direct Investments, Need for FDI in developing countries, Factors influencing FDI, major development financial institutions in India, Constituents of Capital market, Types of flotations.

Unit - VI: Natural and Technological Environment

Natural resources and sustainability, Renewable and Non-renewable resources, Environmental issues related to Business Global Warming, Carbon credits, Industries, and Pollution. , Technology and Competitive Advantage, Innovation, Technology transfer, technology adaption, Digitalisation of Business, Economic Integration: Levels of Economic Integration, WTO- Objective and Evolution of GATT, Uruguay Round, GATT vs WTO, Settlement Mechanism, Dumping, and anti-dumping measures.

Text Book

1. Fundamentals of Business Environment: M.B.Shukla, Taxmann Publications(P) Ltd.

Reference Books

1. Business Environment: Veena Keshav Pailwar, PHI publications Pvt Ltd.
2. Business Environment Text & Cases: M.B.Shukla, Taxmann Publications(P) Ltd.

Syllabus for Semester III, MBA(Integrated)

Course Code: MIT224

Course: Business Law

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

Total Credits: 4

Course Outcomes

At the end of the course the student will

1. Be made aware of rights of citizens with respect to trade, profession & occupation.
2. Understand the legal aspects of formation and composition of company.
3. Be able to form and know the legal implications of partnership firm.
4. Know the essential elements of contract.
5. Acquire knowledge of intellectual properties and Right to Information Act.
6. Be aware as a consumer and know the legal process of filing a consumer complaint.

Unit - I: Administration of law & legal system in India: Introduction to legal aspects of Business in general; Components of Legal System, Freedom of Trade, Profession and Occupation (Constitutional Provisions).

Unit - II: The Companies Act (1956): Definition & characteristics of a company, Kinds of Companies, Provisions relating to Registration: Memorandum of Association, Articles of Association; Directors - Powers, position and duties. Winding Up of the Company

Unit - III: The Partnership Act, 1932: Nature, Different types of partner, Difference between Partnership & Company, Reconstitution of partnership firm, and Dissolution of partnership firm.

Unit - IV : Indian Contract Act (1872) : What is a contract, Different types of contract, Essential elements of a valid contract, Competency to enter in contracts (Sec. 11 & 12), Consent - Free consent, Coercion, undue influence, fraud, misrepresentation, mistake (sec 13-23), Void Agreement (sec 24-30), Consequences of breach of contract (sec73-75).

Unit - V: Intellectual Property Rights: Scope, Provisions & overview. Right to Information Act 2005 - Scope, Provisions & overview.

Unit - VI: Consumer Protection Act: Scope, Provisions & overview. Definition of Consumer, Consumer Dispute & Consumer Complaint, Consumer Dispute Redressal machinery: Composition & jurisdiction.

Text Book: 1. A Manual of business Laws by: Dr. S. N. Maheshwari, Dr. S. K. Maheshwari, Himalaya Publishing House.

References Books:

1. Bare Acts: Govt. or Private publication
2. Mercantile Law 30th Ed.: M.C.Shukla, S. Chand & Co.
3. Business Law: N. D. Kapoor, S. Chand & Co.
4. Company Law 11th Ed.: Singh Avtar, Eastern Book Co., Lukhnow
5. Business Law 2nd Ed.: M. C. Kuchha, Vikas Publication House, New Delhi

Syllabus for Semester III, MBA(Integrated)

Course Code: MIT225

Course: Introduction to Industry 4.0 and IoT

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

Total Credits: 4

Course Outcomes

At the end of the course the student will

1. Become aware of the 4th Industrial Revolution
2. Learn and understand the components and applications of the 4th Industrial Revolution
3. Understand the hardware working of the components of Automation
4. Become familiar with the concept of Internet of things and 5G telecom
5. Be able to understand the importance of Optimum automation
6. Be able to present cases on Industrial and Business Automation

Unit I: Introduction Industry 4.0: Globalization and Emerging Issues, The Fourth Revolution, LEAN Production Systems, Smart and Connected Business Perspective, Smart Factories

Unit II: Constituents of Industry 4.0 Cyber-Physical Systems, Collaborative Platform and Product Lifecycle Management, Augmented Reality and Virtual Reality, Artificial Intelligence, Big Data and Advanced Analysis

Unit III: Hardware of Industry 4.0 Introduction to Mechatronics, Sensors, Controllers and Actuators. The system of PLCs and SCADA, Introduction to Robotics

Unit IV: Concept of IoT and & Industrial Internet of Things (IIoT) & Internet of Services, Smart Logistics, Smart Cities, Predictive Analytics

Unit V: Changing Scenario Internet of Things, Dealing with changes in the organization, Concept of Optimum Automation, Challenges for SMEs

Unit VI: Case Studies in Industrial and Business Automation

Text Book

1. Industry 4.0: The Industrial Internet of Things – Alasdair Gilchrist, Apress.
2. The Fourth Industrial Revolution – Klaus Schwab.

Syllabus for Semester III, MBA(Integrated)

Course Code: MIP221

Course: Personality Development

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

Total Credits: 2

Course Description:

This course provides the foundation for the students to understand themselves better and introspect on how they can develop themselves. It will include exercises on topics such as Personality tests, SWOT Analysis, Vision boarding etc.

Course Outcomes

At the end of the course the student will

1. Understand and analyse accurate sense of self.
2. Learn how to maximise their own potential for future growth

Exercise 1 – Big 5 Personality Test, Rosenberg Self Esteem Test

Exercise 2 – Understanding your Emotional Quotient, Improving Emotional Quotient

Exercise 3 – Locus of Control and Johari Window

Exercise 4 – SWOT Analysis

Exercise 5 – SMART Goal Setting

Exercise 6 – Creating a Vision Board

Exercise 7 – Improv and Team Building Activities

Syllabus for Semester III, MBA(Integrated)

Course Code: MIP222

Course: Spreadsheet

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

Total Credits: 2

Course Outcomes

At the end of the course the student will

1. Gain an understanding of basic excel functions.
2. Know advanced and complex excel functions.

Unit - I: Basic Excel Function

Basic time saving tips and tricks (Shortcut keys), Count Function, Basic Chart types, Creating charts, Hyperlinks, Sort & filter, Text to Columns, Logical functions, Conditional Formatting, Cell Referencing.

Unit - II: Advance Excel Function

Lookup Functions, What if Analysis, Remove Duplicated, Data validation, PIVOT functions, Macro Recording.

Text Book

1. Microsoft Excel 2019 Data Analysis and Business Modeling by Winston Wayne L, PHI.

Reference Books

1. Financial Analysis with Microsoft Excel by Timothy R Mayes, Cengage India.
2. Financial Analysis and Modeling using Excel and VBA by Chandan Gupta, Wiley.

Syllabus for Semester III, MBA(Integrated)

Course Code: MIT228

Course: Enrichment Course

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

Total Credits: 2

In this course:

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 III, MBA(Integrated)

Course Code: MIT229

Course: Study of Cultures

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

Total Credits: 1

Course Outcomes

At the end of the course the student will

1. Get introduction to the field of Cultural Studies which has emerged as the most comprehensive and interdisciplinary field in the humanities and social sciences today.
2. Learn ways to incorporate the views of culture as a way of life and as a contested site for human discourse and action.

In this course, the student will give the presentation on following topics:

Various types of Cultures,

- i) Country Cultures (Hofstede model; Korea, India, Amreica, Japan, China, Germany etc.)
- ii) Workplace: Normative, Pragmatic, Academy, Baseball Team, Club, Foretess, Constructive, Purpose.
- iii) Cultures of Continent: African culture, Antarctic culture, Asian culture, European culture, North American culture, Oceanian culture, South American culture.

Syllabus for Semester III, MBA (Integrated)

Course Code: MIP223

Course: Art, Culture and Sports- II

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

Course Outcomes

1. The course will lead to personality development of student and will imparts students with crucial life skills, problem-solving skills, leadership, cooperation and collaboration, resilience, conflict handling skills and adaptability.

In this course, students are expected to actively participate in any arts, culture like dance, drama, literary, music or sports events. The student will have to submit an appropriate evidence of participation at the end of the semester to the faculty coordinator.

Syllabus for Semester IV, MBA(Integrated)

Course Code: MIT231

Course: Applied Operation Research

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

Total Credits: 4

Course Outcomes

At the end of the course the student will

1. Understand a business problem
2. Be able to formulate a solution model for the same
3. Be able to reach a Point of Decision
4. Help the management in making scientific and informed decisions

Unit 1: Introduction to Operations Research. Linear Programming, Formulation and graphical method

Unit 2: LP Simplex Method, Duality and Sensitivity Analysis

Unit 3: Transportation Model and Assignment Model, degenerative models and their solutions

Unit 4: Game Theory, Zero Sum Game, Maximin and Minimax, Dominance rule, Arithmetic and Algebraic method of solving games, Graphical method.

Unit 5: Sequencing Model, N jobs – 2 machine, N Jobs – M Machines, 2 jobs – M machines

Unit 6: Simulation, Monte Carlo Simulation technique, Simulation of Inventory, queuing and investment problems

Text Book: Operations Research – J. K. Sharma – Macmillan Publications

Reference Books:

1. Operations Research – Hamdy Taha, Pearson Publications
2. Introduction to Operations Research- Hillier & Liberman – McGraw Hill
3. Quantitative Techniques in Management by N. D. Vohra – Tata McGraw Hill
4. Operations Research - Paneersevam – Prentice Hall of India
5. Operations Research – Hira and Gupta – S. Chand & Co.

Syllabus for Semester IV, MBA(Integrated)

Course Code: MIT232

Course: Cost and Management Accounting

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

Total Credits: 4

Course Outcomes

At the end of the course the student will

1. Understand the importance of Cost and Management Accounting and preparation of Cost Sheet and Tenders/ Quotations
2. Be aware of service costing.
3. Know the applicability of Cash Flow statements in business.
4. Interpret the Financial ratios
5. Understand the Marginal costing, CVP analysis
6. Be able to analyse and present various budgets.

Unit I: Introduction: Meaning, Scope and importance of Management Accounting. Difference between Financial Accounting & Management Accounting, role of management accountant. Cost Determination Objectives, Classification of Cost, Preparation of statement of cost, Quotations.

Unit II: Service Costing: Operating/ Service Costing.

Unit III: Cash flow Statement: Cash flow statement

Unit IV: Ratio Analysis: classification of various ratios, Reading the balance sheet and other financial data to comment on the financial soundness of the firm.

Unit V: Planning & Decision Making Techniques: Introduction to Marginal & Differential costing & Cost Volume Profit analysis and Break even analysis.

Unit VI: Budget and Budgetary control: Preparation of Fixed budget, flexible budget and cash budget.

Text Book

1. Management Accounting 10th Edition: M.N. Arora

Reference Books:

1. Financial Cost and Management Accounting 2nd Edition: Dr. P. Periasamy, Himalaya Publishing House.
2. Management Control System: Sekhar, TMH, New Delhi
3. Advanced Accounts Volume II: M.C. Shukla, T.S. Grewal, S.C. Gupta S. Chand and company, New Delhi,
4. Management Accounting Principles & Practice: Sharma R.K. & Gupta S.K.
5. Cost Accounting Principles& Practice: Jain Narang, PHI.

Syllabus for Semester IV, MBA(Integrated)

Course Code: MIT233

Course: Marketing Principles and Strategies

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

Total Credits: 4

Course Outcomes

At the end of the course the student will

1. Understand the basic concepts of marketing.
2. Be acquainted with consumer behavior and buying decision process.
3. Have knowledge of market segmentation and positioning strategies.
4. Acquire knowledge of basic product management.
5. Have knowledge of pricing, IMC, and distribution.
6. Learn marketing evaluation and control techniques.

Unit - I: Understanding Marketing Management: Core Concepts of Marketing, nature, and Concept of Marketing, Marketing Mix, Service Marketing Introduction and 7P's of service marketing, Steps in the Marketing Process, Nature and Contents of a marketing plan, scanning the Marketing Environment.

Unit - II: Consumer Behaviors: Consumer behavior, buying decision process, organizational buying, Customer Relationship Management, marketing research, and demand forecasting.

Unit - III: Market Positioning: Market Segmentation and Targeting, Positioning & Repositioning; Marketing Strategies - Market Leader and Market Challenger Strategies.

Unit - IV: Product Management: Meaning of product, product classification, product levels, product policies, Product life cycle and new product development, and Product differentiation.

Unit - V: Pricing, IMC & Distribution: Pricing objectives, methods, and pricing policies; Channel design and management, Understanding the communication process, managing advertising: Sales promotion

Unit - VI: Market Evaluation and Controls: Types, process, obstacles to marketing control - Marketing Audit, Social, Ethical and Legal Issues in Marketing.

Text Book

1. Marketing Management-A South Asian Perspective: Philip Kotler, Kevin Lane Keller, Prentice Hall

Reference Books

1. Marketing Management-Planning, Implementation & Control: V. S. Ramaswamy and S. Namakumari, McMillan
2. Marketing Management: Rajan Saxena, Tata McGraw-Hill
3. Introduction to Marketing Management: Adrian Palmer, Oxford University Press.
4. Basic Marketing 15th edition: William D Perreault R, Tata McGraw-Hill

Syllabus for Semester IV, MBA(Integrated)

Course Code: MIT234

Course: Research Methodology

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

Total Credits: 4

Course Outcomes

At the end of the course the student will

1. Understand the basic fundamentals of Research Methodology
2. Be able to conceptualize research design process
3. Be able to choose sampling technique for research
4. Understand the tools & techniques of data collection
5. Be able to design Questionnaire
6. Be able to write a Project report

Unit I: Research Methodology-Introduction: Meaning, Objectives & Types of Research, Research Process, Criteria of Good Research

Unit II: Research Problem & Design: Selection & Techniques involved in research problem, Features & important concepts related to Research Design, Types of Research Design.

Unit III: Sampling Design: Census & Sample Survey, Steps in Sample Design, Criteria & Characteristics of Good Sample Design, Probability & Non Probability Sampling Technique, Sampling Errors.

Unit IV: Measurement & Scaling Techniques: Measurement Scales, Sources of errors, Tests of sound measurement, Meaning of scaling, Important Scaling Techniques.

Unit V: Data Collection: Collection Of Primary Data, Collection Of Secondary Data, And Selection Of Appropriate Method For Data Collection.

Unit VI: Processing, Interpretation And Report Writing: Processing Operations, Problems In Processing, Meaning Of Interpretation, Technique Of Interpretation, Different Steps In Writing Report, Layout Of The Research Report, Types Of Reports.

Text Book:

1. Research Methodology: Methods and Techniques by C. R. Kothari, New Age International Publishers.

Reference Books:

1. Research Methodology By P. Paneerselvam, Prentice Hall of India Pvt. Ltd.
2. Business Research Methods by Zikmund, Thomson Learning Books
3. Research Methodology by Dr. Deepak Chawla & Dr. Neena Sondhi, Vikas Publishing House Pvt. Ltd.

Syllabus for Semester IV, MBA(Integrated)

Course Code: MIT235

Course: Artificial Intelligence and Machine Learning in Business

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

Total Credits: 4

Course Outcomes

At the end of the course the student will

1. Learn the basic concepts of artificial intelligence and machine learning and how they are used in business.
2. Identify and distinguish between different types of machine learning algorithms such as supervised, unsupervised, and reinforcement learning.
3. Evaluate the value of analytics in retail and how it can be used to gain consumer insights, including the challenges and pitfalls associated with it.
4. Analyse the multi-agent paradigm for B2C e-commerce from both a business and computational perspective, and assess the role of machine learning functions and methods.
5. Describe the various applications of AI in the banking sector, including examples from selected Indian banks and its impact on banks' key performance indicators (KPIs).
6. Explore the potential of AI and machine learning in healthcare in India, including defined frameworks, opportunities, and strategies for population protection, screening, and marketing.

Unit-1: Introduction to Artificial Intelligence and Machine Learning, The Basic Elements and use of Artificial Intelligence and Machine Learning in Business.

Unit-2: Different types of algorithms, Examples of Supervised, Unsupervised and Reinforcement Learning algorithms

Unit-3: Consumer insights through retail analytics: Values Analytics bring to Retail, Consumer data used in retail, Metrics used and analytics in retail industry, Challenges and pitfalls.

Unit-4: Multi agent paradigm for B2C Ecommerce: Business Perspective, Computational Perspective, Machine Learning functions and Methods.

Unit-5: AI ML in Banking: AI in banking sector, Examples of application of AI in selected Indian Banks, AI and its Impact on Banks KPI's.

Unit-6: AIML and Healthcare: Healthcare in India, Defined frameworks, inclined opportunities, Population protection, screening and marketing strategy.

Text Book:

1. Artificial Intelligence and Machine learning in Business Management: Concepts, Challenges and Case study, Sandeep Kumar Panda, Vaibhav Mishra, R Balamurli, Ahmed Elnger, CRC Press, Taylor and Francis Group

Reference Books:

1. Artificial Intelligence and Machine Learning for Business, Steven Finlay, Third Edition, Relativistic Publisher, ISBN: 978-1-999-73034-5

Syllabus for Semester IV, MBA(Integrated)

Course Code: MIP224

Course: Life Skills Lab

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

Total Credits: 2

Course Outcomes

At the end of the course the student will

1. Acquire the skills necessary to succeed in a professional environment.
2. Acquire the knowledge and skills necessary to think critically, creatively, and strategically in various personal and professional contexts.
3. Have the knowledge of Time Management.
4. Develop moral and ethical reasoning of student and equip them with the knowledge and skills necessary to act with integrity, empathy, and compassion

Unit-1: Professional Skills: Introduction to Professional Skills, Body Language, Interview Skills, Group Discussion, Presentation Skills, Teamwork Skills, And Leadership Skills.

Unit-2: Thinking Skills: Critical Thinking, Creative Thinking, Lateral Thinking, Analytical Thinking, Decision Making, Problem Solving and Brainstorming.

Unit-3: Time Management: Time management in day to day Life, Importance and Benefits of Time Management, Preparing Schedules to achieve Efficiency and Productivity.

Unit-4: Universal Human Values: Introduction to Human Values, Understanding the Need, Self-Exploration, Anger Management, Stress Management. Professional Ethics.

Text Book:

1. Soft Skills: Dr. K. ALEX, S. CHAND

Reference Books:

1. Basic Managerial Skills for All: E. H. McGrath, S. J.
2. Skills Development for Business and Management Students: Kevin Gallagher, OXFORD.
3. Essentials of Management: Harold Koontz, Heinz Weihrich, TATA McGraw-Hill.
4. Personality Development and Career Management: R. M. Onkar, S. CHAND.

Syllabus for Semester IV, MBA(Integrated)

Course Code: MIP225

Course: Effective Public Speaking

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

Total Credits: 2

Course Outcomes

At the end of the course the student will

1. Develop public speaking skills, learn techniques to lessen speaker anxiety, and be able to use visual aids for enhanced presentations.
2. Be prepared for success in typical public speaking situations and will learn the basic principles of organization and research needed for effective speeches.

Tests and speaking assignments in this course are designed to assess student learning in the areas listed below:

1. Plan and prepare speeches that inform, persuade, or fulfill the needs of a special occasion;
2. Use presentation aids to enhance your speeches;
3. Outline your speeches in a logical and thorough fashion;
4. Conduct meaningful research on a variety of topics;
5. Analyze your audience and design speeches to reflect your analysis;
6. Evaluate speeches based on a variety of verbal and non-verbal criteria;
7. Listen effectively, regardless of your interest in the subject matter;
8. Understand and explain the communication process.

This is a performance-based course, with the primary emphasis on the ability to deliver an effective speech. Students are required to deliver five speeches in a public setting to fulfill course requirements. These speech exercises will serve to demonstrate a student's understanding of theory and the speech communication learning outcomes. The instructor will use a variety of methods in this course, including but not limited to, in-class activities, lectures, skill building exercises, small group activities, assessments of outside speakers, and oral presentations

Five Speeches which the students will have to complete are:

1. **Introductory Speech:** This is a speech of Self-Introduction. Select an item to speak about which relates to your life in some way.
2. **Informative Speech:** The purpose of this extemporaneous speech is to inform the audience about some person, object, process, concept or event.
3. **Persuasive Speech:** This extemporaneous speech assignment is to persuade the audience for or against a question of policy.
4. **Special Occasion Speech:** A speech designed to fulfill the objectives of a designated special occasion.

Final Speech: The student may choose either a speech to inform or to persuade

Syllabus for Semester IV, MBA(Integrated)

Course Code: MIT238

Course: Vocational Development

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

Total Credits: 2

In this course:

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 IV, MBA(Integrated)

Course Code: MIP226
training

Course: Outbound leadership development

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

Total Credits: 1

Course Outcomes

At the end of the course the student will

1. Develop Personal mastery: developing self-awareness and personal effectiveness
2. Develop interpersonal mastery: building relationships and effective communication skills
3. Acquire team mastery: developing effective team-building and collaboration skills

Conduction

10 hours leadership Training Programme will be conducted in outbound training camp.

Syllabus for Semester IV, MBA(Integrated)

Course Code: MIT240

Course: General Studies

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

Total Credits: 0

Course Outcomes

Upon completion of the course, students will gain understanding and knowledge towards the business practices in current scenario.

The course will comprise of 30 sessions on the below mentioned topics.

1. Newspaper readings
2. Business Magazine
3. Business articles
4. Business quiz
5. Discussions on
 - Effects of globalisation on Indian society
 - Social empowerment, communalism, regionalism & secularism
 - Urbanization, their problems and their remedies
 - Population and associated issues
 - Poverty and developmental issues
 - Political philosophies like communism, capitalism, socialism etc. - their forms and effect on the society
 - Distribution of key natural resources across the world
 - Role of women and women's organization
 - Learning Management lessons from historical leaders
 - World History: colonization and de-colonization
 - World History: Industrial revolution from 18th century
 - Indian culture: the salient aspects of Art Forms, Literature and Architecture from ancient to modern times
6. Other relevant topics

References:

- 1) Business Books suggested by Course Teacher.
- 2) Economic Times, Brand Equity, Business Standard
- 3) Hard Business Review, Business Today, India Today, Competition success review etc.