

# ACADEMIC REGULATIONS (R25MBA) COURSE STRUCTURE AND SYLLABI

Effective for the students admitted into 1st year from the academic year 2025 -2026 onwards

# Master of Business Administration (MBA)

(Regular, Full-time)



### Kandula Srinivasa Reddy Memorial College of Engineering (Autonomous)

Kadapa – 516005, A.P.

(Approved by AICTE, Affiliated to JNTUA, Ananthapuramu, Accredited by NAAC)

(An ISO 9001-2008, ISO 14001:2015 Certified Institution)

#### **COURSE STRUCTURE**

#### I Year MBA I - SEMESTER

S.	Course			Hour	s per	week	
No.	Code	Course Title	Category	ш	Т	P	Credits
1.	251E00101	Management and Organizational Behaviour	CC	4	0	0	4
2.	251E00102	Business Environment and Law	CC	4	0	0	4
3.	251E00103	Managerial Economics	CC	4	0	0	4
4.	251E00104	Financial Accounting for Managers	CC	4	0	0	4
5.	251E00105	Statistics for Managers	CC	4	0	0	4
6.	251E00106	Management Information Systems	CC	4	0	0	4
7.	251E00107	Business Communication Lab	SC	0	1	2	2
8.	251E00108	Information Technology Lab	SC	0	1	2	2
			TOTAL	24	2	4	28

#### I Year MBA II - SEMESTER

S.	Course			Hours			
No.	Code	Course Title	Category	L	т	P	Credits
1.	251E00201	Financial Management	CC	4	0	0	4
2.	251E00202	Marketing Management	CC	4	0	0	4
3.	251E00203	Human Resource Management	CC	4	0	0	4
4.	251E00204	Business Research Methods	CC	4	0	0	4
5.	251E00205	Operations Research	CC	4	0	0	4
6.	251E00206	Operations Management	CC	4	0	0	4
	General Ele	ective – I					
7.	251E00207a	Advanced Communication	GE	2	0	0	2
′	251E00207b	E-Business			"		
	251E00207c	Industry 4.0 and Innovation					
8.	251E00208	Data Analytics Lab	SC	0	1	2	2
			TOTAL	26	1	2	28



#### 251E00101

#### **MBA I-SEMESTER**

### MANAGEMENT AND ORGANIZATIONAL BEHAVIOUR

L	Т	Р	С
4	0	0	4

Pre-Requisites: NIL

#### **Course Objectives:**

- CEO1. To impart basic conceptual knowledge on Management theories and Practices.
- CEO2. To comprehend and learn various management functions like planning, organizing, staffing, directing, and controlling for effective organizational goal accomplishment.
- CEO3. To understand various decision-making techniques for organizational effectiveness.
- CEO4. To examine and understand organizational behavior theories, attitudes, personality, and motivational concepts in organizations.
- CEO5. To equip students with the knowledge and skills to understand and influence organizational culture, lead change initiatives, and manage workplace stress effectively.

#### **Course Outcomes:**

On successful completion of the course, the student will be able to

- CO1. Understand Management concepts, theories, and practices.
- CO2. Develop skills to implement management functions and decision-making for organizational effectiveness.
- CO3. Apply theoretical knowledge in managing the organization and know the behavior of employee motivation at individual, group, and organizational levels at work workplace under different leadership styles.
- CO4. Knowledge and in-depth understanding of conflict and change management concepts contributing to organizational growth and survival.
- CO5. Examine organizational change and stress management strategies to foster a positive work culture.

#### **SYLLABUS**

#### **UNIT-I: FUNDAMENTALS OF MANAGEMENT**

(12 Periods)

Role of Management – Concept – Significance – Functions – Principles of Management - Managers at workplace, Roles, levels of management, Differences between Management & Administration- Patterns of Management: Scientific – Behavioral – Systems – Contingency. Corporate social responsibility.

#### **UNIT-II: MANAGEMENT FUNCTIONS**

(12 Periods)

Planning – Process – Problems– Making It Effective, Organizing Process – Departmentation Types – Making Organizing Effective – chain of command-Span of control, Organization structures -Modern organization designs, Staffing-Meaning, Importance, Process – Directing- Elements of directing, Decision Making -process, Types of decisions, process, problems- Controlling – Process – Techniques – Making Controlling Effective.

#### **UNIT-III: INDIVIDUAL BEHAVIOR & MOTIVATION**

(12 Periods)

Individual Behavior & Motivation – Understanding Individual Behavior – Perception - Process–Perceptual errors- Attitude – Three Components of an Attitude - Major Job Attitudes - Job Satisfaction - Job Involvement - Psychological Empowerment - Organizational Commitment -Perceived Organizational Support - Employee Engagement. Learning- Theories – Personality- Determinants Types – Role of Johari window and Transactional Analysis in interpersonal communication. -Motivation– Concept of Motivation - Motivational Theories of Maslow, Herzberg, David McClelland, and Porter and Lawler- Job characteristics model; Redesigning job and work arrangements; Employee involvement; Flexible benefits.

#### **UNIT-IV: GROUP DYNAMICS & LEADERSHIP**

(12 Periods)

Group Behavior & Leadership: Benefits of Groups – Types of Groups – Group Formation and Development. Leadership –Traits Theory – Managerial Grid – Transactional Vs Transformational Leadership – Qualities of a good leader- Women Leadership in India. Conflict – Traditional versus Interactionist view of Conflict - Types of Conflict - The Conflict Process-Conflict resolution strategies.

#### UNIT- V: CULTURE, CLIMATE & CHANGE MANAGEMENT

(12 Periods)

Organizational Culture & Change management - Organizational culture- Types of culture - Organizational Culture Vs Organizational climate - Change Management-Reasons for change- Types of Changes - Sources of Resistance to change- Managing organizational change process- Lewin's Three-Step Model - Kotter's Eight-Step Plan for Implementing Change-Change management strategies- Stress management- Sources of stress- Stress management strategies.

#### **Total Periods: 60**

#### **Textbooks:**

- T1. Principles of Management, Koonz, Weirich, and Aryasri, Tata McGraw-Hill. 2016, Second Edition.
- T2. Organizational Behavior: Design, Structure, and Culture, Gupta, Wiley, Second Edition
- T3. Management and Organizational Behavior, Subbarao P, Himalaya Publishing House, 2025, Second Edition.

#### **Reference Books:**

- R1. Organizational Behavior, S.S. Khanka, S. Chand, 2016, Fourth Edition.
- R2. Organizational Behavior, Stephen P. Robbins, Pearson Education, 2023, Nineteenth Edition.
- R3. Organizational Behavior, Mishra, and M. N. Vikas, 2001, First Edition.
- R4. Management and Organizational Behavior, Pierce Gordner, Cengage. 2022, Fifth Edition.
- R5. Behavior in Organizations, Hiriyappa, B., New Age Publications, First Edition.
- R6. Organizational Behavior, Sarma, Jaico Publications, 2009, First Edition.
- R7. Principles of Management, G. Murugesan, Laxmi Publications, 2017, First Edition.

- 1. https://onlinecourses.nptel.ac.in/noc20 mg51/preview
- 2. https://onlinecourses.swayam2.ac.in/cec20\_mg03/preview
- 3. https://onlinecourses.nptel.ac.in/noc20\_mg58/preview
- 4. <a href="https://onlinecourses.nptel.ac.in/noc21\_mg30/preview">https://onlinecourses.nptel.ac.in/noc21\_mg30/preview</a>

	MBA I-SEMESTER BUSINESS ENVIRONMENT AND LAW	L	Т	Р	С
251E00102	<b>BUSINESS ENVIRONMENT AND LAW</b>	4	0	0	4

Pre-Requisites: NIL

#### **Course Objectives:**

- **CEO1.** To understand the meaning and components of the business environment.
- **CEO2.** Examine monetary and fiscal policies, national income analysis, exportimport policy, and dumping/anti-dumping mechanisms in the economic context.
- **CEO3.** To introduce business law, its need, classification, and sources, learn about consideration, capacity to contract, free consent, and legality of object.
- **CEO4.** To study the types of companies and procedures, formation, and incorporation. examine the modes of winding up a company.
- **CEO5.** To understand the scope and application of the IT Act, 2000, RTI Act 2005, and GST Act, 2017, and to familiarize oneself with amendments to the IT Act, 2023.

#### **Course Outcomes:**

- **CO1.** To define and explain key components of the business environment, including political, economic, social, cultural, legal, and global factors.
- **CO2.** To comprehend the significance of national income, monetary and fiscal policies, and their components.
- **CO3.** To understand the importance and scope of business law in commercial activities.
- **CO4.** To distinguish various kinds of companies and comprehend the process of company incorporation.
- **CO5.** To gain knowledge about information technology and electronic governance, and related legal provisions, amendments to the IT Act, 2023.

#### **SYLLABUS:**

#### UNIT-I: INTRODUCTION TO BUSINESS ENVIRONMENT (08 Periods)

Introduction to Business Environment - Meaning, Components of Business Environment - Overview of Political, Cultural, Legal, Economic, Social, and Global Environments and their Impact on Business and Strategic Decisions. Industrial policy of 1991, Liberalization, Privatization, and Globalization.

#### UNIT-II: MONETARY, FISCAL AND TRADE POLICY (12 Periods)

Monetary, Fiscal and Trade Policy: Monetary & Fiscal Policy, National Income, EXIM Policy, Role of EXIM Bank. Balance of Payments: WTO: Role and functions of WTO in promoting world trade –TRIPS, TRIMS and GATS, - Dumping and Anti-dumping measures.

#### **UNIT-III: CONCEPT OF BUSINESS LAW**

(12 Periods)

Law-Definition -Need, classification, and sources of Business Law, Law of Contract -1872 (Part-I): Nature of Contract and essential elements of a valid Contract, Offer and Acceptance. Law of Contract – 1872 (part- II): Consideration, Capacity to Contract and free consent, Legality of the object.

#### **UNIT-IV: COMPANIES ACT 1956**

(12 Periods)

Companies Act, 1956 (Part-I): Kinds of Companies, Formulation of Companies, Incorporation, Company Documents. Company Act, 1956 (Part-II): Company Management, Directors, Company meetings, Resolutions, Auditors, Modes of Windingup of a company.

#### **UNIT-V: INFORMATION TECHNOLOGY ACT 2000**

(12 Periods)

Information Technology Act, 2000: Scope and Application of IT Act, 2000- Digital signature e-governance, penalties and adjudication, cyber regulations appellate, tribunals, duties of subscribers- Right to Information Act 2005 –GST Act 2017, Amendments in IT Act 2023.

**Total Periods: 56** 

#### **Textbooks:**

- T1. Essentials of Business Environment, K. Aswathappa, Himalaya Publishers, 2025, Seventeenth Edition.
- T2. Economic Environment of Business, 7th Edition, Ahuja H.L. S. Chand, 2010, Seventh Edition.
- T3. Mercantile Law- Garg, Sareen, Sharma, Chawla, Kalyani Publishers, 2014.

#### **Reference Books:**

- R1. Indian Economy, Dutt and Sundaram, S. Chand, New Delhi. 2024, 73rd Edition,
- R2. Business Environment Text and Cases, Justin Paul, TMH, 2010, 3rd Edition,
- R3. Indian Economy- Misra and Puri, Himalaya, 2024, 42<sup>nd</sup> Edition,
- R4. Legal Aspects of Business, Ravinder Kumar, Cengage, 2016, 4th Edition,
- R5. A Manual of Business Laws, S. N. Maheshwari & Maheshwari, Himalaya, 2024, 8<sup>th</sup> Edition,
- R6. Business law for management, K.R. Bulchandani, Himalaya Publishing, 2022, vol.1.
- R7. Business law, R.S.N. Pillai, Bhagavathi, S. Chand, 2010.

- 1. https://onlinecourses.swayam2.ac.in/imb22 mg02/preview
- 2. https://onlinecourses.nptel.ac.in/noc20 lw02/preview
- 3. https://onlinecourses.swayam2.ac.in/cec21 mg02/preview

	MBA I-SEMESTER	L	Т	Р	С
251E00103	MANAGERIAL ECONOMICS	4	0	0	4

Pre-Requisites: NIL

#### **Course Objectives:**

- CEO1. To make students understand and apply managerial economics theories, optimization techniques for better business decisions.
- CEO2. To analyze and apply concepts and forecasting techniques of demand to formulate solutions for real-world business issues.
- CEO3. To analyze production and cost concepts, considering the time factor, and apply to synthesize the strategies for addressing business complexities.
- CEO4. To analyze various market structures and price strategies applicable under different business scenarios for various products.
- CEO5. To assess the relation between inflation and business cycles.

#### **Course Outcomes:**

On successful completion of the course, the student will be able to

- **CO1.** Understand and apply the basics of managerial economics, economic theories, principles, and optimization techniques to enhance business decision-making.
- **CO2.** Analyze the logic of demand. Learn the techniques and methods to predict the demand scientifically.
- **CO3.** Ascertain production functions, economies of scale, cost-output relationships, and apply break-even analysis for effective production decisions.
- **CO4.** Compare the market structures of the economy and apply various suitable pricing strategies for various products in markets.
- **CO5.** Understand concepts and characteristics, effects of inflation and business cycles, and propose strategies to mitigate inflation and stabilize economic fluctuations.

#### **SYLLABUS:**

#### UNIT- I: INTRODUCTION TO MANAGERIAL ECONOMICS (12 Periods)

Introduction to Managerial Economics: Definition, Nature, Scope, and significance, Relationship with other areas in Economics, Production Management, Marketing, Finance and Personnel, Operations research - The role of the managerial economist in the present corporate world. Objectives of the firm: Managerial theories of the firm, Behavioural theories of the firm, optimization techniques, and New management tools of optimization. Economic Principles: Opportunity Cost, Incremental Concept, Scarcity, Marginalism, Equi-Marginalism, Time Perspective, Discounting Principle, Risk, and Uncertainty.

#### **UNIT-II: DEMAND AND SUPPLY**

(12 Periods)

Theory of Demand: Demand Analysis – Determinants, Demand function, Law of Demand - Elasticity of demand, Exceptions to the law of demand, types and significance of Elasticity of Demand. Demand estimation – Marketing research approaches to demand estimation. Need for Demand forecasting, forecasting techniques. Basics of Supply Analysis.

#### **UNIT-III: PRODUCTION ANALYSIS**

(12 Periods)

Production Analysis: Production function, Isoquants and Iso costs, Production function with one/two variables, Cobb-Douglas Production Function, Returns to Scale and Returns to Factors, Economies of scale- Cost concepts - cost-output relationship in the short run and long run, Average cost curves - Break Even Analysis.

#### UNIT-IV: MARKET STRUCTURE AND PRICING STRATEGIES (12 Periods)

Market Structure and Pricing practices: Features and Types of different competitive situations - Price- Output determination in Perfect competition, Monopoly, Monopolistic competition, and Oligopoly. Pricing philosophy – Pricing methods in practice: Price discrimination, product line pricing. Pricing strategies: skimming pricing, penetration pricing, and Loss Leader pricing. Pricing of multiple products.

#### **UNIT-V: INFLATION AND BUSINESS CYCLES**

(12 Periods)

Inflation and Business Cycles: - Definition and meaning-characteristics of Inflation-types of inflation - effects of inflation- Anti-Inflationary methods - Definition and characteristics of business cycles- phases of business cycle - steps to avoid business cycle.

**Total Periods: 60** 

#### **Textbooks:**

- T1. Managerial Economics, Dwivedi D.N., Vikas Publishers, 2024, 10<sup>th</sup> Edition.
- T2. Managerial Economics, G.S. Gupta, TMH, 2011, 2<sup>nd</sup> Edition.

#### **Reference Books:**

- **R1.** Managerial Economics, James L. Pappas and Eugene F. Brigham, Pearson Education, 2017, 7th Edition.
- **R2.** Managerial Economics, Suma Damodaran, Oxford, 2010, 2<sup>nd</sup> Edition.

- 1. https://onlinecourses.nptel.ac.in/noc21 mg90/preview
- 2. https://onlinecourses.nptel.ac.in/noc20\_mg67/preview

251E00104 MBA I-SEMESTER FINANCIAL ACCOUNTING FOR MANAGERS	L	Т	Р	С	
251E00104	FINANCIAL ACCOUNTING FOR MANAGERS	4	0	0	4

Pre-Requisites: NIL

#### **Course Objectives:**

- CEO1. To introduce accounting, accounting rules, and accounting processes, and to understand fundamental accounting concepts.
- CEO2. To apply accounting processes for the preparation of financial statements.
- CEO3. To evaluate asset valuation methods.
- CEO4. To explore the meaning and interpretation of financial statements through ratio analysis.
- CEO5. To comprehend cash and fund flow statements and the analytical implications of both fund flow and cash flow statements.

#### **Course Outcomes:**

On successful completion of the course, the student will be able to

- CO1. Demonstrate a foundational understanding of accounting principles.
- CO2. Prepare the financial statements with accounting knowledge.
- CO3. Value the assets of the business organizations under different methods.
- CO4. Analyze and interpret the financial performance of the business organization using ratio analysis.
- CO5. Differentiate and analyse cash and fund flow statements to extract key analytical implications for decision-making.

#### **SYLLABUS:**

#### **UNIT-I: INTRODUCTION TO ACCOUNTING**

(08 Periods)

Introduction to Accounting: Definition, Importance, Objectives and principles of accounting, uses of accounting and bookkeeping Vs Accounting, Single entry and Double entry systems, classification of accounts – rules of debit & credit. (Only theory)

#### **UNIT-II: ACCOUNTING PROCESS**

(12 Periods)

The Accounting Process: Overview, Books of Original Record, Journal and Subsidiary books, ledger, Trial Balance, Final accounts: Trading accounts- Profit & loss accounts-Balance sheets with adjustments. (Problems on Only Final Accounts)

#### **UNIT-III: ASSETS VALUATION**

(12 Periods)

Valuation of Assets: Introduction to Depreciation- Methods (Simple problems from Straight line method, Diminishing balance method, and Annuity method). Inventory Valuation: Methods of inventory valuation (Simple problems from LIFO, FIFO).

#### **UNIT-IV: FINANCIAL ANALYSIS USING RATIOS**

(12 Periods)

Financial Analysis -I: Meaning and definition of Ratios- Significance and limitations of Ratio Analysis - Analysis and interpretation of financial statements from the investor and company point of view, Liquidity, leverage, solvency, and profitability ratios – Du Pont Chart (A Case study on Ratio Analysis).

#### UNIT-V: FINANCIAL ANALYSIS USING FUND FLOW AND CASH FLOWS

(12 Periods)

Financial Analysis-II: Objectives and importance of fund flow statement - Steps in preparation of fund flow statement, Objectives of Cash flow statement- Steps in Preparation of Cash flow statement - Analysis of Cash flow and Funds flow statements - Funds flow statement Vs Cash flow statement. (Only theory).

**Total Periods: 56** 

#### Text books

- **T1.** Financial Accounting, Dr. S.N. Maheshwari and Dr. S.K. Maheshwari, Vikas Publishing House Pvt. Ltd., 2023, 6<sup>th</sup> Edition.
- T2. Accountancy, M.P. Gupta & Agarwal, S. Chand, 2024, 11th Edition,

#### **Reference Books:**

- R1. Financial Accounting, P.C. Tulisan, S. Chand Publications, 2023.
- R2. Financial Accounting for Business Managers, Asish K. Bhattacharyya, PHI, 2022, 6<sup>th</sup> Edition.
- R3. Financial Accounting Management: An Analytical Perspective, Ambrish Gupta, Pearson Education, 2025, 8<sup>th</sup> Edition.
- R4. Accounting and Financial Management, Thukaram Rao, New Age Internationals, 2022.
- R5. Financial Accounting Reporting & Analysis, Stice & Stice, Thomson, 2021, 7<sup>th</sup> Edition.
- R6. Accounting for Management, Vijaya Kumar, TMH, 2012.
- R7. Accounting for Managers, Made Gowda, Himalaya Publishers, 2021, 3<sup>rd</sup> Edition.
- R8. Accounting for Management, N.P. Srinivasan, & M. Shakthivel Murugan, S. Chand Publications, 2021.

- 1. <a href="https://onlinecourses.swayam2.ac.in/cec20\_mg02/preview">https://onlinecourses.swayam2.ac.in/cec20\_mg02/preview</a>
- 2. <a href="https://www.coursera.org/learn/wharton-accounting">https://www.coursera.org/learn/wharton-accounting</a>

	MBA I-SEMESTER	L	Т	Р	С
251E00105	STATISTICS FOR MANAGERS	4	0	0	4

Pre-Requisites: NIL Course Objectives:

- CEO1. To introduce students to the role of statistics in business and equip them with skills to calculate Descriptive statistics using manual formulas and MS Excel.
- CEO2. To enable students to Learn and apply correlation and regression concepts with both formulas and MS Excel.
- CEO3. Understand and apply basic probability concepts and distributions, including binomial, Poisson, and normal distributions.
- CEO4. To perform hypothesis testing, including z-tests, t-tests, and ANOVA, generate inferences using a manual procedure and Excel.
- CEO5. To introduce students to non-parametric tools, including the Chi-square test and Sign test, and their application in real-world scenarios with formulas and Microsoft Excel.

#### **Course Outcomes:**

On successful completion of the course, the student will be able to

- CO1. Apply descriptive statistical techniques using MS Excel to analyze data and support ethical managerial decision-making.
- CO2. Use correlation and regression analysis in MS Excel to solve business case studies, fostering critical thinking.
- CO3. Solve business problems using probability distributions in MS Excel,
- CO4. Conduct hypothesis tests (one-sample, two-sample, ANOVA) in MS Excel to make data-driven decisions, promoting leadership and ethical considerations.
- CO5. Perform Chi-square and Sign tests in MS Excel to address business and societal issues, incorporating sustainability and responsible decision-making.

#### **SYLLABUS:**

#### **UNIT-I: FUNDAMENTALS OF STATISTICS**

(12 Periods)

Introduction of statistics – Nature & Significance of Statistics to Business, Measures of Central Tendency: Mean, Median, Mode; Measures of Dispersion: range, quartile deviation, mean deviation, standard deviation, coefficient of variation – Performing Descriptives using MS Excel.

#### **UNIT-II: CORRELATION & REGRESSION**

(12 Periods)

Introduction, Significance, and types of correlation – Measures of correlation – Coefficient of correlation. Regression analysis – Meaning and utility of regression analysis – Comparison between correlation and regression – Properties of regression coefficients-Rank Correlation – work on case studies on correlation and Regression using MS Excel.

#### UNIT-III: PROBABILITY DISTRIBUTIONS

(12 Periods)

Probability – Meaning and definition of probability – Significance of probability in business application – Theory of probability: Addition and multiplication – Binomial distribution – Poisson distribution – Normal distribution – Carrying out probability distribution problems using MS Excel.

#### **UNIT-IV: HYPOTHESIS TESTING**

(12 Periods)

Testing of Hypothesis- Hypothesis testing: One-sample and Two-sample tests for means and proportions of large samples (z-test), One-sample and Two-sample tests for means of small samples (t-test), ANOVA Test: One-way and two-way ANOVA - Perform all ANOVA problems with MS Excel.

#### **UNIT-V: NON-PARAMETRIC TESTS**

(12 Periods)

Non-Parametric Methods: Importance of Non-Parametric Methods – difference between parametric and non-parametric methods; Chi-square test: Test of Goodness of fit - test for Independence of Attributes; Sign test: One-sample and paired samples data – use of MS Excel to perform non-parametric tests.

**Total Periods: 60** 

#### **Textbooks:**

- T1. Statistical Methods, Gupta S.P., S. Chand Publications, 2024, 46th Edition.
- T2. Business Statistics, J. K. Sharma, Vikas House Publications Pvt Ltd, 2019, 5<sup>th</sup> Edition.

#### **Reference Books:**

- R1. Statistics for Management, Richard I Levin, Pearson, David S. Rubin, 2022, 8<sup>th</sup> Edition.
- R2. Complete Business Statistics, Amir D. Aezel, Jayavel, TMH, 2014, 8<sup>th</sup> Edition.
- R3. Statistics for Management, P.N. Arora, S. Arora, S. Chand, 2018, 11<sup>th</sup> revised Edition.
- R4. Statistics for Management, Lerin, Pearson Company, New Delhi, 2022, 8th Edition.
- R5. Business Statistics for Contemporary Decision Making, Black Ken, New Age Publishers, 2023, 10<sup>th</sup> Edition,
- R6. Business Statistics, Gupta S.C. & Indra Gupta, Himalaya Publishing House, Mumbai, 2020, 5<sup>th</sup> Revised,

- 1. https://onlinecourses.swayam2.ac.in/cec20\_mg13/preview
- 2. <a href="https://onlinecourses.nptel.ac.in/noc20">https://onlinecourses.nptel.ac.in/noc20</a> <a href="mag23/preview">mg23/preview</a>
- 3. <a href="https://iimbx.iimb.ac.in/statistics-for-business-i/">https://iimbx.iimb.ac.in/statistics-for-business-i/</a>

	MBA I-SEMESTER	L	Т	Р	С
251E00106	MANAGEMENT INFORMATION SYSTEMS	4	0	0	4

Pre-Requisites: NIL

#### **Course Objectives:**

- CEO1. To develop a comprehensive understanding of the fundamental concepts of MIS and the principles of Information Technology.
- CEO2. To cover various components and types of DBMS, phases in database design, concepts of data warehousing, and data mining.
- CEO3. To explore the diverse business applications of IS and cultivate the skills necessary for managing information systems projects.
- CEO4. To develop an understanding of project Management, SDLC, software engineering qualities, and metrics.
- CEO5. To recognize and critically address the security, ethical, and social challenges associated with IS in an organizational context.

#### **Course Outcomes:**

On successful completion of the course, the student will be able to

- CO1. Demonstrate the significance of IS in decision-making processes within global business environments.
- CO2. Apply database management principles by categorizing various types of databases, comprehending the components of DBMS, and designing efficient and effective database solutions.
- CO3. Illustrate the use of enterprise systems and decision support techniques to support various organizational functions and types of decision-making.
- CO4. Effectively plan and implement information system development projects by utilizing SDLC and other project management frameworks.
- CO5. Identify potential security threats to information systems and implement appropriate protective measures while fostering an understanding of the ethical and societal issues of the use of information systems.

#### **SYLLABUS:**

#### UNIT- I: INTRODUCTION TO INFORMATION SYSTEMS (12 Periods)

MIS: An overview- Introduction, Need for MIS and IT, nature and scope of MIS, MIS characteristics, Structure of MIS, role of MIS in global business. Challenges of Managing MIS. MIS in functional areas.

#### UNIT- II: MANAGEMENT OF DATA RESOURCES (12 Periods)

Data resource management- Database concepts, the traditional & modern approaches, DBMS, Components of database system, Types of DBMS, Phases in Database designing, Data warehousing and mining.

#### UNIT-III: APPLICATIONS OF INFORMATION SYSTEMS (12 Periods)

Business application of IS- Enterprise systems, ERP, CRM, SCM, DSS, Types of decisions, Decision support techniques, Decision making, and Role of MIS, Business

intelligence, and Knowledge management systems.

#### **UNIT-IV: PROJECT MANAGEMENT**

(12 Periods)

Management of IS- Project planning, SDLC, System development models, Project management, system analysis, system design, Implementation process, Evaluation of MIS, System maintenance, Software engineering qualities – design, production, service, software specification, software metrics, software quality assurance.

#### **UNIT-V: IS SECURITY**

(12 Periods)

Security, Ethical & Social Issues: IS security threats, Protecting IS, IS Security Technologies, the disaster recovery plan, IS Ethical Issues, and social issues.

**Total Periods: 60** 

#### **Textbooks:**

- T1. MIS -Managerial Perspective, D.P. Goyal, Vikas Publications, 2014, 4th Edition.
- T2. Management Information Systems Text & Cases, W S Jawadekar, Tata McGraw-Hill, 2020, 6<sup>th</sup> Edition.

#### **Reference Books:**

- R1. Management Information Systems, C Laudon and Jane P. Laudon, et al, Pearson Education, 2022, 17<sup>th</sup> Edition.
- R2. MIS, Hossein Bidgoli, Nilanjan Chattopadhyay, Cengage Learning, 2023, 11<sup>th</sup> Edition.
- R3. Introduction to Information Systems, Rainer, Turban, Potter, Wiley-India, 2021, 9<sup>th</sup> Edition.
- R4. Management Information Systems, James A. Obrein, Tata McGraw-Hill, 2018, 11<sup>th</sup> Edition.
- R5. Cases in MIS, Mahapartra, PHI, 2<sup>nd</sup> Edition.
- R6. Management Information Systems, Gordon B. Davis & Margrethe H. Olson, Tata McGraw-Hill, 1985, 2<sup>nd</sup> Edition.
- R7. Software Engineering, A Practitioner's Approach, Roger S. Pressman, Bruce R. Maxim, McGraw-Hill, 2020, 9<sup>th</sup> Edition.

- 1. <a href="https://onlinecourses.nptel.ac.in/noc20\_mg60/preview">https://onlinecourses.nptel.ac.in/noc20\_mg60/preview</a>
- 2. <a href="https://nptel.ac.in/courses/110/105/110105148/">https://nptel.ac.in/courses/110/105/110105148/</a>
- 3. <a href="https://onlinecourses.swayam2.ac.in/cec21">https://onlinecourses.swayam2.ac.in/cec21</a> <a href="ge05/preview">ge05/preview</a>

251E00107

## MBA I-SEMESTER BUSINESS COMMUNICATION LAB

L T P C 0 1 2 2

Pre-Requisites: NIL

#### **Course Objectives:**

- CEO1. To explain communication concepts, processes, Types, and barriers
- CEO2. To develop the students' competence in communication at an advanced level.
- CEO3. To demonstrate communication skills, viz., listening, speaking, reading, and writing, with teaching aids.

#### **Course Outcomes:**

On successful completion of the course, the student will be able to

- CO1. Understand and describe the process of communication, and develop practical communication skills.
- CO2. Identify and develop different types of verbal and non-verbal communication skills.
- CO3. Understand and regulate emotions in various communication styles to improve personal communication competencies.
- CO4. Develop and apply strategies to overcome communication barriers.
- CO5. Effective presentation of formal reports and different types of business letters.

#### **SYLLABUS:**

#### **UNIT-I: INTRODUCTION TO COMMUNICATION**

(08 Periods)

Concept of Communication – Significance, Scope – Communication Process – Essentials of good communication – Channels of Communication –Organisation Structure - Formal, Informal Communication – Upward, Downward, Horizontal Communication. Understanding the need of Communication Skills for Managers and the importance of effective communication, role play activities, and case study analysis.

#### UNIT-II: TYPES OF COMMUNICATION

(12 Periods)

Types of communication: Verbal – Oral Communication: Advantages and Limitations of Oral Communication, Written Communication – Characteristics, Advantages & Limitations, Nonverbal Communication: Sign language – Body language – Kinesics – Proxemics – Hepatics: Chronemics. Speaking Skills Exercises—Expressing opinions, Telephone conversations, PPT Presentations, Poster Presentations, Welcome Address (Inviting Dignitaries to department workshops, symposiums, and university functions), proposing a vote of thanks, and Mock Interviews. Interview techniques and etiquette, as well as Group discussion.

#### **UNIT-III: INTERPERSONAL COMMUNICATION**

(10 Periods)

Interpersonal Communication: Communication Styles, Managing Motivation to Influence Interpersonal Communication – Role of emotion in Interpersonal Communication – Leadership styles.

#### UNIT-IV: BARRIERS TO COMMUNICATION & LISTENING (08 Periods)

Barriers to Communication: Types of Barriers – Technological and Socio-Psychological

Barriers – Overcoming Barriers, Types of Listening. Listening exercises - listening to talks, lectures, conversations, discussions, jokes, riddles etc.

#### **UNIT-V: REPORT & LETTER WRITING**

(08 Periods)

Report writing – Formal reports – Writing effective letters – Different types of business letters – Interview techniques – Communication etiquette. Writing and Reading exercises: – Reading and writing comprehension, Note making after reading a text, showing the main idea and supporting ideas, and the relationships between them – Practice in writing paragraphs, short essays, and summaries, etc. Types of business letter writing.

**Total Periods: 46** 

#### **Textbooks:**

- T1. Business Communication: A Practical Approach, Naik, Wiley, 2015.
- T2. Business Communication, C.S. Rayudu, HPH, 2024, 9th Edition.
- T3. Business Communication, Meenakshi Raman, Oxford University Press, 2012, 2<sup>nd</sup> Edition.

#### **Reference Books:**

- R1. Business communication, Shalini Varma, Vikas Publishers. 2014, 2<sup>nd</sup> Edition.
- R1. Business Communication, Raymond V. Lesikar, Neeraja Pandit et al., TMH, 2023, 13<sup>th</sup> Edition.
- R2. Business Communications, Hudson, Jaico Publications, 2006, 1st Edition.
- R3. Business communication for managers, Penrose, Raspbery, Myers, Cengage, 2007, 5<sup>th</sup> Edition.
- **R4.** Effective Communication, Harvard Business School, Harvard Business Review No.1214.
- **R5.** Essentials of Business Communication, Rajendra Pal, JS. Korlahhi, S. Chand. 2017, 13<sup>th</sup> Edition.

- 1. <a href="https://onlinecourses.swayam2.ac.in/imb19">https://onlinecourses.swayam2.ac.in/imb19</a> mg14/preview
- 2. <a href="https://online-degree.swayam.gov.in/dyp20\_d02\_s1\_hs01/preview">https://online-degree.swayam.gov.in/dyp20\_d02\_s1\_hs01/preview</a>

	MBA I-SEMESTER	L	Т	Р	С
251E00108	INFORMATION TECHNOLOGY LAB	0	1	2	2

Pre-Requisites: NIL Course Objectives:

- CEO1. To gain foundational knowledge of computer systems architecture and functions in professional business settings.
- CEO2. To provide an overview of popular operating systems and to teach practical skills for capturing GPS-enabled images and using file-sharing tools.
- CEO3. To introduce the MS Word interface, keyboard shortcuts, and fundamental features, including various ribbons and formatting options.
- CEO4. To teach advanced MS Word features such as mail merge and macros.
- CEO5. To develop skills in creating and designing PowerPoint slides using templates, slide designs, and graphic tools.

#### **Course Outcomes:**

On successful completion of the course, the student will be able to

- CO1. To accurately identify and describe essential computer hardware components and understand their specific functions.
- CO2. To acquire practical skills in mobile photography with geotagging, cross-device file sharing, as well as software installation procedures.
- CO3. To demonstrate proficiency in navigating the Microsoft Word interface and utilizing the ribbon interface.
- CO4. To develop knowledge on advanced Microsoft Word features, such as mail merge and macros.
- CO5. To create visually compelling and professional PowerPoint presentations, utilizing design elements and shortcuts to maximize presentation impact.

#### **SYLLABUS:**

#### UNIT-I: INTRODUCTION TO HARDWARE COMPONENTS (08 Periods)

Introduction to Hardware Components: Introduction to Computers, Various I/O devices and their usage in the corporate world- Memories (RAM/ROM) and their types- Various types of processes- Storage devices, Internal vs External.

#### UNIT-II: INTRODUCTION TO OPERATING SYSTEM (10 Periods)

Introduction to Operating System (need to explain using videos) – overview of Windows 11, Server- Ubuntu – Linux- various versions of Android- iOS – Capturing GPS-enabled pictures- tools for file sharing to Mobile to Mobile- System to Mobile. Computer Software: Introduction, System Software, Application Software, Firmware, Software Installation, and Uninstalling.

#### UNIT-III: MS OFFICE-I

(08 Periods)

Introduction, keyboard shortcut keys, overviews of various Ribbons- paste special-formatting- usage of Font -Textbox-equations -line spacing - bullets-page layouts-styles- header and footers - watermark-margins- indent- print preview-split -views.

#### UNIT-IV: MS OFFICE-II

(08 Periods)

Mail Merge- Macros- Designing a company letter pad- Time table – letter writing-overview of PowerPoint -preparation of company presentation.

#### **UNIT-V: MS POWERPOINT**

(08 Periods)

MS PowerPoint-Creation of slides-Use of templates and slide designs for creating PowerPoint slides- use of drawings and graphics. Developing a Professional presentation on Business Plans, Institutions, and Products. PowerPoint shortcut keys. Apps for Designing.

**Total Periods: 42** 

#### **Reference Books:**

- R1. Microsoft Office System Step-by-Step, Cox et al., PHI, 2007, First Edition,
- R2. Enterprise Resource Planning, Alexis Leon, TMH, 2008, 2<sup>nd</sup> Edition
- R3. The Oxford Hand Book of Internet studies, William. H. Dulton, Oxford, 2013, 1<sup>st</sup> Edition.

- 1. Online learning resources/Virtual labs:
- 2. <a href="https://www.coursera.org/specializations/excel">https://www.coursera.org/specializations/excel</a>

	MBA II-SEMESTER	L	Т	Р	С
251E00201	FINANCIAL MANAGEMENT	4	0	0	4

Pre-Requisites: Financial Accounting for Managers (251E00104)

#### **Course Objectives:**

- CEO1. To explain the importance of the finance function and the goals of financial managers.
- CEO2. To impart the decision-making skills in acquiring, allocating, and utilizing the funds of a company.
- CEO3. To understand capital structure decisions through EBIT-EPS analysis, calculate the cost of capital.
- CEO4. Grasp working capital management concepts and an overview of managing current assets.
- CEO5. To educate on corporate restructures and corporate governance.

**Note:** Standard Discounting Table and Annuity tables shall be allowed in the examination

#### **Course Outcomes:**

On successful completion of the course, the student will be able to

- CO1. Learn the roles and goals of a finance manager in a corporate structure.
- CO2. Make informed financial decisions regarding financing and investing in the present competitive business environment.
- CO3. Analyze the impact of capital structure on the wealth maximization of owners and the value of the company.
- CO4. Manage current assets and current liabilities of the company in an effective and efficient way.
- CO5. Identify different corporate restructuring methods and governance principles.

#### **SYLLABUS:**

#### **UNIT-I: THE FINANCE FUNCTION**

(08 Periods)

The Finance function: Nature and Scope, Importance of Finance function – The role in the contemporary scenario – Goals of Finance function; Profit Vs Wealth maximization (Only theory).

#### UNIT-II: THE INVESTMENT DECISION

(12 Periods)

The Investment Decision: Investment decision process – Project generation, Project evaluation, Project selection, and Project implementation. Capital Budgeting methods—Traditional and DCF methods. The NPV Vs IRR Debate. (Simple Problems).

#### **UNIT-III: FINANCING AND DIVIDEND DECISIONS**

(12 Periods)

The Financing Decision: Sources of Finance – A brief survey of financial instruments. The Capital Structure Decision in practice: EBIT-EPS analysis. Cost of Capital: The concept, Measurement of cost of capital – Component Costs and Weighted Average Cost. The Dividend Decision: Major Forms of Dividends. (simple problems on only weighted average cost of capital).

#### **UNIT-IV: WORKING CAPITAL MANAGEMENT**

(12 Periods)

Introduction to Working Capital: Concepts and Characteristics of Working Capital, Need and Importance of Working Capital, Factors Determining the Working Capital, Working Capital Cycle- Management of Current Assets – Cash, Receivables, and Inventory, Financing Current Assets (Only Theory)

#### **UNIT-V: MERGERS & ACQUISITIONS**

(12 Periods)

Corporate Restructures: Corporate Mergers and Acquisitions and Take-overs-Types of Mergers, Motives for mergers, Recent trends in Mergers, Principles of Corporate Governance. (Only Theory)

**Total Periods: 56** 

#### **Textbooks:**

- T1. Financial management –V.K. Bhalla, S. Chand, 2014, 1st Edition.
- T2. Financial Management, I.M. Pandey, Vikas Publishers, 2021, 12<sup>th</sup> Edition.
- T3. Financial Management--Text and Problems, MY Khan and PK Jain, Tata McGraw-Hill, 2018, 8<sup>th</sup> Edition.

#### **Reference Books:**

- R1. Principles of Corporate Finance, Richard A Brealey et.al, Tata McGraw-Hill, 2022, 14<sup>th</sup> Edition.
- R2. Financial Management, Tulsian P.C. & Tulsian Bharat, S. Chand, 2022, 5<sup>th</sup> Edition.
- R3. Fundamentals of Financial Management, Chandra Bose. D, PHI. 2010, 2<sup>nd</sup> Revised Edition.
- R4. Financial Management, William R. Lasheir, Cengage Publishers, 2016, 8th Edition.
- R5. Financial Management Text and Cases, Brigham & Ehrhardt, Cengage, 2023, 17<sup>th</sup> Edition.
- R6. Case Studies in Finance, Bruner, R.F., Tata McGraw-Hill, New Delhi, 2017, 8<sup>th</sup> Edition.
- R7. Financial Management, Dr. M. K. Rastogi, Laxmi Publications, 2010, 1st Edition.

- 1. https://onlinecourses.swayam2.ac.in/cec20 mg05/preview
- 2. <a href="https://onlinecourses.swayam2.ac.in/cec20">https://onlinecourses.swayam2.ac.in/cec20</a> <a href="mg10/preview">mg10/preview</a>
- 3. <a href="https://onlinecourses.nptel.ac.in/noc20">https://onlinecourses.nptel.ac.in/noc20</a> <a href="mailto:mg31/preview">mg31/preview</a>
- 4. <a href="https://online-degree.swayam.gov.in/dyp20">https://online-degree.swayam.gov.in/dyp20</a> d01 s2 mg11/preview

	MBA II-SEMESTER	L	T	Р	С
251E00202	MARKETING MANAGEMENT	4	0	0	4

Pre-Requisites: Management and Organizational Behaviour (25E00101)

#### **Course Objectives:**

- CEO1. Make students have an understanding of the fundamental concepts of marketing & the environment in which the marketing system operates.
- CEO2. To analyze major bases for segment marketing, target marketing, and market positioning, and develop skills in creating compelling brand identities.
- CEO3. To develop skills in identifying customer needs and developing new products, and to communicate effectively with customers.
- CEO4. To develop a comprehensive understanding of the fundamental principles and practices of sales management.
- CEO5. To impart knowledge on creating and communicating values in the present digital marketing environment.

#### **Course Outcomes:**

On successful completion of the course, the student will be able to

- CO1. To enable students to comprehend the fundamental concepts of marketing.
- CO2. To analyze the major bases for market segmentation, target marketing, and positioning, thereby fostering skills in creating brand identities.
- CO3. To develop students' proficiency in identifying customer needs, designing new products, and communicating effectively with customers.
- CO4. To cultivate a comprehensive understanding of the fundamental principles and best practices of sales management.
- CO5. To impart knowledge and skills required to create and communicate value effectively within the contemporary digital marketing environment.

#### **SYLLABUS:**

#### UNIT-I: FUNDAMENTALS OF MARKETING MANAGEMENT: (08 Periods)

Understanding Marketing Management: Concepts of Marketing, Marketing Strategies & Plans, Creating long-term loyalty relationships, Marketing mix, PLC, Analysing Competitors, Conducting Marketing research.

#### **UNIT-II: BUILDING BRANDS:**

(13 Periods)

Connecting with Customers & Building Strong Brands: Analysing Consumer & Business Markets, tapping into global markets, Segmentation- Segmenting Consumer, Business Markets; Targeting-Evaluating, Selecting Target Market Segments. Differentiation & Positioning - Developing and communicating a Positioning Strategy, Creating Brand Equity- Addressing Competition and driving growth.

#### UNIT-III: CREATING AND COMMUNICATING VALUE:

(13 Periods)

Creating and Communicating Value: -Setting product strategy, Designing & managing services, New product development: Challenges in New Product Development, Managing the Development Process, The Consumer Adoption Process. Developing

pricing strategies & programmes. Designing & Managing Integrated Marketing Communications, Advertising & Sales Promotions, Events, and experiences.

#### **UNIT-IV: DELIVERING VALUE:**

(13 Periods)

Delivering Value: - Managing retailing, wholesaling, and logistics. Designing and Managing Integrated Marketing Channels, Sales Management: Nature & Importance of Sales Management, Skills of sales manager, Sales objectives, Concepts of sales organization, Types of sales organization.

#### **UNIT-V: EMERGING TRENDS IN MARKETING:**

(13 Periods)

Emerging Trends in Marketing: Digital and social media Marketing, Green Marketing, Event Marketing, Sponsorship, cause-related marketing, Marketing for Non-Profit Organizations, Relationship marketing, personalization, social media, artificial intelligence (AI), Influencer Marketing.

**Total Periods: 60** 

#### **Textbooks:**

- T1. Marketing Management, Phillip Kotler, Kevin Lane Keller, Pearson, 2025, 17<sup>th</sup> edition
- T2. Marketing Management, Rajan Saxena, TMH, 2019, 6<sup>th</sup> Edition.
- T3. Marketing Management, Pillai R.S.N. & Bagavathi, S. Chand, 2012.

#### **Reference Books:**

- R1. Marketing, A South Asian Prospective, Lamb, Hair, Sharma, McDaniel, Cengage Publishers, 2016, 1st Edition.
- R2. Marketing in India, Text and Cases, S. Neelamegham, Vikas Publishers, 2012, 4<sup>th</sup> Edition.
- R3. Case Studies in Marketing, The Indian Context, Srinivasan, PHI, 2018, 7<sup>th</sup> Edition.
- R4. Marketing Management, V.S. Ramaswamy and S. Namakumari, McGraw-Hill, 2018, 6<sup>th</sup> Edition.
- R5. Marketing Concepts and Cases, Etzel, Walker, Stanton, Pandit, TMH, 2004, 13<sup>th</sup> Edition.
- R6. Introduction to Marketing theory and practice, Adrian Palmer, Oxford University Press, 2009, 2<sup>nd</sup> Edition.

- 1. <a href="https://onlinecourses.nptel.ac.in/noc19\_mg48/preview">https://onlinecourses.nptel.ac.in/noc19\_mg48/preview</a>
- 2. <a href="https://onlinecourses.nptel.ac.in/noc21\_mg51/preview">https://onlinecourses.nptel.ac.in/noc21\_mg51/preview</a>
- 3. https://onlinecourses.swayam2.ac.in/cec20 mg06/preview

	MBA II-SEMESTER	L	Т	P C 0 4	
251E00203	<b>HUMAN RESOURCE MANAGEMENT</b>	4	0	0	4

Pre-Requisites: Management and Organizational Behaviour (251E00101)

#### **Course Objectives:**

- CEO1. To provide knowledge on the functions, roles, and objectives of HR managers and the policies, models, and strategies to be followed as an HR manager.
- CEO2. To explain concepts of HR planning and methods in selection, placement, promotion, and transfer of employees in an organization.
- CEO3. To impart basic knowledge of training & development, Performance appraisal, and career management.
- CEO4. To familiarize employees with the concept of wage and salary administration, including the influencing factors in determining and managing compensation.
- CEO5. To explain concepts of Industrial relations and educate on the recent trends in HR management

#### **Course Outcomes:**

On successful completion of the course, the student will be able to

- CO1. Know the nature, scope, functions, roles, goals, strategies, and policies of HR management.
- CO2. Learn to design and develop HR planning and acquisition-related aspects.
- CO3. Acquires knowledge on the administration of monetary and nonmonetary benefits for the employees in the organization.
- CO4. Knowledge and in-depth understanding of training & development, Performance appraisal, and career development for effective employee growth and development.
- CO5. Learn about the industrial relations concept and recent trends in the human resource function, and balance work-life in the present dynamic work environment.

#### **SYLLABUS:**

#### **UNIT-I: CONCEPT OF HRM:**

(08 Periods)

Introduction - Meaning of HR and HRM, Nature & Scope of HRM, Functions of HRM, Role of HRM Manager, Objectives of HRM, Difference between Personnel Management and Human Resource Management, HRM Models, Policies and Strategies of HRM.

#### UNIT-II: DESIGNING AND DEVELOPING HR SYSTEMS (12 Periods)

Designing and Developing HR systems: Human Resource Planning, Job Design- Job rotation, Job enlargement, Job Enrichment -Job Analysis- Job description- Job Specification, Job Evaluation-process- Techniques, Recruitment & Selection, Placement, Orientation, Promotion & Transfer.

#### **UNIT-III: COMPENSATION MANAGEMENT**

(12 Periods)

Compensation Management:- Introduction, objectives, and process of wages and salaries administration, influencing factors for determining compensation -Types of

compensation- Monetary and nonmonetary benefits-Welfare facilities, Employee safety and health measures.

#### **UNIT-IV: HUMAN RESOURCE DEVELOPMENT**

(12 Periods)

Human Resource Development: Concepts, Functions of HRD, Framework of HRD, Training and Development- Concept, objectives, process, Types- On the job -Off the job, Performance Management- Concept, Performance Appraisal- process, Methods-Traditional & Modern, Performance appraisal errors & Career Planning and Development, process.

#### UNIT-V: INDUSTRIAL RELATIONS & RECENT TRENDS IN HRM (12 Periods)

Industrial relations & Recent Trends in HRM:- Industrial relations, Concept, Approaches, Employee Discipline, Employee Grievance Handling, Trade Unionism, Collective Bargaining, Talent Management, HRIS, Outsourcing, Work Life Balance, Quality Circles and Total Quality Management, Fish Bone Diagram.

**Total Periods: 56** 

#### **Textbooks:**

- T1. Personnel and Human Resource Management Text and Cases, P. Subbarao, Himalaya, 2024, 6<sup>th</sup> Edition.
- T2. Human Resource Management, Noe A. Raymond, John Hollenbeck, Barry Gerhart, and Patrick Wright, Tata McGraw-Hill, 2025, 13<sup>th</sup> Edition.

#### **Reference Books:**

- R1. Human Resource Management, Aswathappa, TMH, 2023, Tenth Edition.
- R2. Human Resource Management: A Contemporary Approach, Ian Beardwell & Len Holden-Macmillan, India Ltd, 2009, 5<sup>th</sup> Edition.
- R3. Human Resource Management, Khanka S.S., S. Chand, 2019, 2<sup>nd</sup> Edition.
- R4. Human Resource Management, Text and Cases, VSP Rao, Excel Books 2017, 8<sup>th</sup> Edition.

- 1. <a href="https://onlinecourses.swayam2.ac.in/cec21">https://onlinecourses.swayam2.ac.in/cec21</a> <a href="mg06/preview">mg06/preview</a>
- 2. <a href="https://onlinecourses.swayam2.ac.in/nou21">https://onlinecourses.swayam2.ac.in/nou21</a> <a href="https://onlinecourses.swayam2.ac.in/nou21">https://onlinecourses.swayam2.a
- 3. https://onlinecourses.nptel.ac.in/noc20\_mg15/preview

	MBA II-SEMESTER	L	Т	Р	С
251E00204	BUSINESS RESEARCH METHODS	4	0	0	4

Pre-Requisites: Statistics for Managers (251E00105)

#### **Course Objectives:**

- CEO1. To familiarize students with the fundamentals of business research, types, key terminology, technologies used, and their role in managerial decision-making.
- CEO2. To explain the research process in detail, including research design, variable measurement, and sampling methods.
- CEO3. To discuss the type, sources of research data, and the research instruments used for collecting the data.
- CEO4. To provide students with the knowledge and skills to execute the data preparation process and understand the application of various statistical tools for data analysis.
- CEO5. To impart the competencies for conducting research, preparing the research report with the requisite key components.

#### NOTE: Standard Statistical tables shall be allowed in the examination

#### **Course Outcomes:**

On successful completion of the course, the student will be able to

- CO1. Identify types of business research, apply scientific investigation methods, utilize technologies like the Internet and email for research, and understand research terminology to support managerial decisions.
- CO2. Formulate research problems, develop and test hypotheses, design appropriate research studies, measure variables using scales, and apply reliable sampling methods.
- CO3. Collect and analyze data from different sources, with different instruments, and will also be able to design an effective questionnaire.
- CO4. Understand the prerequisites of data analysis and apply various statistical tools to analyze and interpret the data effectively.
- CO5. Create and present structured research reports with essential key components, apply guidelines for effective report preparation.

#### **SYLLABUS:**

#### UNIT-I: INTRODUCTION TO BUSINESS RESEARCH: (12 Periods)

Introduction to Business Research: Definition-Types of Business Research. Scientific Investigation, Technology and Business Research: Information needs of Business - Technologies used in Business Research: The Internet, E-mail, Browsers and Websites. Role of Business Research in Managerial Decisions – Language of Research: concepts, constructs, variables, items, scales.

#### **UNIT-II: THE RESEARCH PROCESS:**

(12 Periods)

The Research Process: Problem Identification: Broad Problem Area-Preliminary Data Gathering. Literature Survey - Hypothesis Development - Statement of Hypothesis-

Procedure for Testing of Hypothesis. The Research Design: Types of Research Designs: Exploratory, Descriptive, Experimental Designs, and Case Study -Measurement of Variables- Operational Definitions and Scales-Nominal and Ordinal Scales- Rating Scales- Ranking Scales- Reliability and Validity - Sampling and Methods of sampling.

#### UNIT-III: COLLECTION AND ANALYSIS OF DATA:

(12 Periods)

Collection and Analysis of Data Sources of Data-Primary and Secondary Sources of Data - Data Collection Methods- Interviews: Structured Interviews and Unstructured Interviews- Observational Surveys: Questionnaire Construction: Organizing Questions- Structured and Unstructured Questionnaires - Guidelines for Construction of Questionnaires.

#### **UNIT-IV: DATA PREPARATION AND ANALYSIS:**

(12 Periods)

Data Preparation and Analysis: Data preparation process, problems in preparation process - An overview of Descriptive, Associational, and Inferential- Statistical Measures.

#### **UNIT-V: THE RESEARCH REPORT:**

(12 Periods)

The Research Report: Research Reports-Components-The Title Page-Table of Contents-The Executive Summary-The Introductory Section-The Body of the Report-The Final Part of the Report- Acknowledgements – References-Appendix - Guidelines for Preparing a Good Research Report- Oral Presentation.

**Total Periods: 60** 

#### **Textbooks:**

- T1. Research Methodology Methods & Techniques, C.R. Kothari, Vishwa Prakashan, 2023, 5<sup>th</sup> Edition.
- T2. Research Methods for Business-A Skill Building Approach, Uma Sekaran, John Wiley & Sons (Asia) Pvt. Ltd, Singapore, 2016, 7<sup>th</sup> Edition.
- T3. Research Methodology (Concepts and cases), Deepak Chawla and Neena Sondhi, Vikas Publishing, 2015, 2<sup>nd</sup> Edition.

#### **Reference Books:**

- R1. Business Research Methods, Donald R Cooper and Pamela S Schindler, Tata McGraw-Hill Publishing Company Limited, 2006, 9<sup>th</sup> Edition.
- R2. Methodology and Techniques of Social Science Research, Wilkinson & Bhandarkar, Himalaya Publishing House, 2016, 24<sup>th</sup> Edition.
- R3. Business Research Methods, Zikmund, Babin, Carr, Adhikari, Griffin, Cengage learning, 2019, 9<sup>th</sup> Edition.
- R4. Business Research Methods- Alan Broman, Emma Bell, Oxford University, 2022, 6<sup>th</sup> Edition.

- 1. <a href="https://onlinecourses.swayam2.ac.in/cec20">https://onlinecourses.swayam2.ac.in/cec20</a> <a href="mailto:mq14/preview">mq14/preview</a>
- 2. https://onlinecourses.nptel.ac.in/noc20\_ge01/preview

	MBA II-SEMESTER	L	T	Р	С
251E00205	OPERATIONS RESEARCH	4	0	0	4

Pre-Requisites: Management and Organizational Behaviour (251E00101)

#### **Course Objectives:**

- CEO1. To equip students with foundational knowledge of Operations Research and diverse optimization techniques for enhancing business operations and decision making.
- CEO2. To impart knowledge of Transportation & Assignment models to solve typical business situations.
- CEO3. To enhance the competencies to apply job sequencing techniques, using Johnson's Algorithm, for optimizing scheduling problems.
- CEO4. To introduce students to the fundamental concepts, terminology, and strategies and principles of game theory, and their significance in managerial decision-making.
- CEO5. To master the skills of network analysis using PERT/CPM techniques for project planning and control.

#### **Course Outcomes:**

On successful completion of the course, the student will be able to

- CO1. Understand the principles and applications of Operations Research and be able to formulate and solve simplex problems using various methods.
- CO2. Formulate and solve Transportation and Assignment Problems using the Hungarian Algorithm, and address various scenarios effectively.
- CO3. Effectively apply Johnson's Algorithm to solve sequencing and scheduling problems for n jobs on two, three, or m machines, and two jobs on m machines.
- CO4. Analyze concepts of game theory, apply the principle of dominance, and evaluate the relevance of game theory in managerial applications.
- CO5. Construct network diagrams, determine critical paths, and effectively apply CPM and PERT techniques in project management.

#### **SYLLABUS:**

#### **UNIT-I: INTRODUCTION TO OR:**

(12 Periods)

Introduction to OR: Meaning, Nature, Scope & Significance of OR - Typical applications of Operations Research. The Linear Programming Problem – Introduction, Formulation of Linear Programming problem, Limitations of L.P.P, Graphical method, Simplex method: Maximization and Minimization model (exclude Duality problems), Big-M method, and Two-Phase method.

#### **UNIT-II: TRANSPORTATION & ASSIGNMENT:**

(12 Periods)

Transportation Problem: Introduction, Transportation Model, finding initial basic feasible solutions, Moving towards optimality, Unbalanced Transportation problems, Transportation problems with maximization, Degeneracy. Assignment Problem – Introduction, Mathematical formulation of the problem, Solution of an Assignment

problem, Hungarian Algorithm, Multiple Solution, Unbalanced Assignment problems, Maximization in Assignment Model – (exclude Travelling Salesman Problem).

#### **UNIT-III: SEQUENCING:**

(10 Periods)

Sequencing – Job sequencing, Johnson's Algorithm for n Jobs and Two machines, n Jobs and Three Machines, n jobs through m machines, Two jobs and m Machines Problems.

#### **UNIT-IV: GAME THEORY:**

(10 Periods)

Game Theory: Concepts, Definitions and Terminology, Two Person Zero Sum Games, Pure Strategy Games (with Saddle Point), Principle of Dominance, Mixed Strategy Games (Game without Saddle Point), Significance of Game Theory in Managerial Application.

#### UNIT-V: PERT & CPM:

(12 Periods)

Project Management: Network Analysis – Definition –objectives -Rules for constructing network diagram- Determining Critical Path – Earliest & Latest Times – Floats - Application of CPM and PERT techniques in Project Planning and Control – PERT Vs. CPM. (exclude Project Crashing).

**Total Periods: 56** 

#### **Textbooks:**

- T1. Operations Research, R. Pannerselvam, PHI Publications, 2023, 3<sup>rd</sup> Edition.
- T2. Operations Research, S.D. Sharma-Kedarnath, 2010, 15<sup>th</sup> Edition.
- T3. Operations Research, A.M. Natarajan, P. Balasubramani, A. Tamilarasi, Pearson Education, 2014, 2<sup>nd</sup> Edition.

#### **Reference Books:**

- R1. Introduction to Operations Research, Hiller & Libermann, TMH, 2021, 11<sup>th</sup> Edition.
- R2. Operations Research: Methods & Problems / Maurice Saseni, Arthur Yaspan & Lawrence Friedman. Pearson, 2017,
- R3. Quantitative Analysis for Management, Barry Render, Ralph M. Stair, Jr, and Michael E. Hanna, Pearson Education, 2022, 14<sup>th</sup> Edition.
- R4. Operations Research, Wagner, PHI Publications, 2015, 2<sup>nd</sup> Edition.

- 1. https://onlinecourses.swayam2.ac.in/cec20 ma10/preview
- 2. https://onlinecourses.nptel.ac.in/noc20 ma23/preview
- 3. <a href="https://onlinecourses.nptel.ac.in/noc19">https://onlinecourses.nptel.ac.in/noc19</a> <a href="mailto:ma29/preview">ma29/preview</a>

MBA II-SEMESTER	L	Т	Р	С	
251E00206	OPERATIONS MANAGEMENT	4	0	0	4

Pre-Requisites: NIL Course Objectives:

- CEO1. To introduce students to the fundamentals of operations management, the role and decision areas of operations managers. To introduce the fundamentals of Production and Operations Management.
- CEO2. To explore and impart knowledge on the elements of good control systems, the role of control charts, and statistical process control methods in helping managers to control variation.
- CEO3. To develop a strong knowledge of quality control systems
- CEO4. To facilitate the knowledge of real-time inventory control techniques
- CEO5. To offer learners an introduction to Industry 4.0, its applications in the business world.

#### **Course Outcomes:**

On successful completion of the course, the student will be able to

- CO1. Understand the core concepts of operations management, the role and decision areas of operations managers in facing future challenges.
- CO2. Construct and interpret simple control charts for both continuous and discrete data.
- CO3. Gain knowledge on the quality philosophies and principles of Deming, Juran, Six Sigma, and become acquainted with the International Organization for Standardization's ISO 9000:2000 requirements.
- CO4. Learn different types of inventories that firms use and their role in value analysis
- CO5. Familiarize with inventory concepts to support the development of useful quantitative models for inventory management. Understand the drivers and enablers of Industry 4.0

#### **SYLLABUS:**

#### UNIT-I: OVERVIEW OF OPERATIONS MANAGEMENT: (08 Periods)

Introduction and Overview of Operations Management: Definition of Operations Management – Nature and Scope of OM – Role & Decision areas of Operations Managerinterface of OM with other functions – Operations Management's future challenges.

#### **UNIT-II: CONTROLLING OPERATIONS:**

(12 Periods)

Operations Control: Managing of Work Environment–Automation—Technology Management- Waste Management-Quality Assurance and Quality Circles–Statistical Quality Control-Control Charts for Variables-Average-Range and Control Charts for Attributes. Acceptance Sampling Plans. Purchase functions and Procedure.

#### UNIT-III: QUALITY MANAGEMENT IN OPERATIONS: (12 Periods)

Managing for Quality: Basic concepts of quality, dimensions of quality, Juran's quality trilogy, Deming's 14 principles, Quality improvement and cost reduction, ISO 9000-

2000 clauses & coverage. Six Sigma, Productivity-factors affecting productivity - measurement & improvements in productivity, product development, and design stages.

#### **UNIT-IV: INVENTORY CONTROL:**

(12 Periods)

Inventory and Inventory Models: Inventory Control-Different Systems of Inventory Control, Costs & Types of Inventories – ABC, VED. Value Analysis – importance in cost reduction – concepts and procedures. Inventory control –Safety stock – Inventory Control Systems–JIT, VMI.

#### **UNIT-V: CONCEPT OF INDUSTRY 4.0:**

(12 Periods)

Introduction to Industry 4.0 - The Various Industrial Revolutions - Digitalization and the Networked Economy - Drivers, Enablers, Compelling Forces and Challenges for Industry 4.0 - Benefits of adopting an Industrial 4.0 model.

**Total Periods: 56** 

#### **Textbooks:**

- T1. Principles of Operations Management, Heizer, Render, Prentice Hall, 2020, 11<sup>th</sup> Edition
- T2. Operations Management Theory and Practice, Mahadevan, Pearson, 2015, 3rd Edition.
- T3. Operations Management and Control, Banerjee Biswajit, S. Chand, 2009, 2<sup>nd</sup> Edition.

#### **Reference Books:**

- R1. Production and Operations Management, R. Panner Selvem, Prentice Hall of India, New Delhi, 2012, 3<sup>rd</sup> Edition.
- R2. Production and Operations Management, S N Chary, Tata McGraw-Hill, New Delhi, 2019, 6<sup>th</sup> Edition.

- 1. https://onlinecourses.swayam2.ac.in/imb21 mg47/preview
- 2. https://onlinecourses.nptel.ac.in/noc21 me18/preview

# 251E00207a MBA II-SEMESTER ADVANCED COMMUNICATION L T P C

Pre-Requisites: Business Communication Lab (251E00107)

#### **Course Objectives:**

- CEO1. To explain communication concepts
- CEO2. To develop the students' competence in communication at an advanced level.
- CEO3. To demonstrate communication skills, viz., listening, speaking, reading, and writing, with teaching aids.

#### **Course Outcomes:**

On successful completion of the course, the student will be able to

- CO1. Understand the communication concept and
- CO2. Improve communication and competence skills
- CO3. Obtain and apply proficiency in business communication in the workplace and professional contexts.
- CO4. Apply conflict resolution strategies and learn interviewing skills
- CO5. Knowledge of computer-based technologies for communication.

#### **SYLLABUS:**

#### UNIT- I: INTRODUCTION TO MANAGERIAL COMMUNICATION: (05 Periods)

Concept of Managerial Communication – Effective Listening – Barriers, Steps for Active Listening – Effective Speaking – Body Language & Modulation, Informative, Persuasion Communications – Effective Reading – Obstacles, Effective Reading, Reading Comprehension – Effective Writing – Condensation, Note Making Methods, Executive Summary.

#### **UNIT-II: BUSINESS LETTERS AND REPORTS:**

(06 Periods)

Business Letters & Reports: Types of Business Letters – Elements; Types of Reports – Informal – Formal Reports – Elements; Annual Reports - Technical Proposals – Structure – Circulars - Notices – Memos.

#### **UNIT-III: MEETINGS AND ETIQUETTE:**

(03 Periods)

Meetings & Reports: Meeting Invitation - Notice - Agenda - Meeting Participants - Roles; Meeting Conduction & Etiquette - Minutes of the Meeting - Documentation - Filing.

#### **UNIT-IV: COMMUNICATION STRATEGIES:**

(03 Periods)

Communication Strategies: Conflict Resolution – Win-Win strategy; Managerial Negotiations – Bargaining, Distributive, Integrative Strategies; Interviews – Types – purpose, process.

#### **UNIT-V: TECHNOLOGY FOR COMMUNICATION:**

(06 Periods)

Technology for Communication: Conventional Modes Vs Computer-based Technologies – Email, social media, Microsoft & Google Tools – Data – Collection – Organizing – Analyzing - Presentations using Technology.

**Total Periods: 23** 

#### **Textbooks:**

- T1. Managerial Communication Strategies and Applications, Geraldine E. Hynes, McGraw-Hill.
- T2. Business Communication, C.S. Rayudu, HPH.
- T3. Business Communication, Meenakshi Raman, Oxford University Press

#### **Reference Books:**

- R1. Business communication, Shalini Varma, Vikas.
- R2. Business Communication, Raymond V. Lesikar, Neeraja Pandit et al., TMH.
- R3. Business Communications, Hudson, Jaico Publications
- R4. Business communication Sehgal, Khetarpal, Excel Books
- R5. Effective Communication, Harvard Business School, Harvard Business Review No.1214.
- R6. Communication skills, Sanjay Kumar, Pushpalata, Oxford

#### Web Resources:

1. <a href="https://onlinecourses.swayam2.ac.in/imb19">https://onlinecourses.swayam2.ac.in/imb19</a> <a href="mailto:mg14/preview">mg14/preview</a>

2. <a href="https://www.youtube.com/watch?v=ITHnugowcQ">https://www.youtube.com/watch?v=ITHnugowcQ</a>

25450222	MBA II-SEMESTER	L	Т	Р	С
251E00207b	E-BUSINESS	2	0	0	2

Pre-Requisites: Management Information Systems (251E00106)

#### **Course Objectives:**

- CEO1. To impart the concepts and various application issues of e-business and various online strategies for e-business.
- CEO2. To identify and assess common security threats in e-business and understand key security mechanisms.
- CEO3. To gain knowledge about different electronic payment systems, their types, infrastructure, and electronic fund transfer processes.
- CEO4. To analyze various e-business applications and strategies, emerging trends, e-governance, mobile commerce, and digital advertising.
- CEO5. To understand the e-business infrastructure and e-marketing concepts, including CRM, internet marketing, and management of hardware, software, and ISPs.

#### **Course Outcomes:**

On successful completion of the course, the student will be able to

- CO1. Understand fundamental concepts and application issues of e-business and various online strategies.
- CO2. Identify and evaluate common security threats in e-business and comprehend essential security mechanisms.
- CO3. Gain knowledge of electronic payment systems, their types, infrastructure, and electronic fund transfer processes.
- CO4. Analyze various strategies, emerging trends in e-governance, mobile commerce, and digital advertising.
- CO5. Understand e-business infrastructure, including CRM, internet marketing, and management of hardware, software, and ISPs.

#### **SYLLABUS:**

#### **UNIT-I: INTRODUCTION TO E-BUSINESS:**

(06 Periods)

Introduction to e-business: Electronic business, electronic commerce, difference between e-business & e-commerce, electronic commerce models, types of electronic commerce, value chains in electronic commerce, E-commerce in India, internet, web-based tools for electronic commerce. Electronic data, Interchange, components of electronic data interchange, electronic data interchange process.

#### **UNIT-II: SECURITY THREATS TO E-BUSINESS:**

(06 Periods)

Security threats to e-business: Security overview, electronic commerce threats, Encryption, Cryptography, public key and private key Cryptography, digital signatures, digital certificates, security protocols over public networks: HTTP, SSL, Firewall as security control, public key infrastructure (PKI) for Security.

#### **UNIT-III: ELECTRONIC PAYMENT SYSTEM:**

(06 Periods)

Electronic payment system: Concept of money, electronic payment systems, types of electronic payment systems, smart cards and electronic payment systems, infrastructure issues in EPS, Electronic fund transfer.

#### UNIT- IV: E-BUSINESS APPLICATIONS AND STRATEGIES: (06 Periods)

E-business applications and strategies: Business models & revenue models over the internet, emerging trends in e-business e-governance, digital commerce, mobile commerce, E-Advertising, Logistics and Supply Chain Management, strategies for business over the web, internet-based business models.

#### UNIT- V: E-BUSINESS INFRASTRUCTURE AND E-MARKETING: (06 Periods)

E-business infrastructure and e-marketing: CRM (customer relationship management), internet marketing, Hardware & software infrastructure, ISPs, managing e-business applications infrastructure, what is e-marketing, e-marketing planning, tactics, strategies.

#### **Total Periods: 30**

#### **Textbooks:**

- T1. E- Business & E-commerce management, Dave Chaffey, Tania Hemphill & David Edmundson-Bird, Pearson, 2024, 8<sup>th</sup> Edition.
- T2. E-Commerce E-business: Dr. C. S. Rayudu, Himalaya, 2022, 1st Edition.

#### **Reference Books:**

- R1. e-commerce strategy Technologies and applications, Whitley, David (2000), TMH, 2001, 1st Edition.
- R2. Electronic Commerce, Schneider, Gary P., and Perry, James T. Cengage Publishers, 2016, 12th edition.
- R3. E-commerce, The cutting edge of business, Bajaj, Kamlesh K, and Nag, Debjani, TMH, 2017, 2<sup>nd</sup> Edition.

- 1. <a href="https://onlinecourses.nptel.ac.in/noc19">https://onlinecourses.nptel.ac.in/noc19</a> <a href="mag54/preview">mg54/preview</a>
- 2. https://www.classcentral.com/course/swayam-e-business-14018

25	1EC	02	07c

## MBA II-SEMESTER INDUSTRY 4.0 AND INNOVATION

L	Т	Р	С
2	0	0	2

Pre-Requisites: NIL

#### **Course Objectives:**

- CEO1. To provide an overview of Industry 4.0 and technology-based innovations.
- CEO2. To align the theory and concepts with the Industrial application of computers.
- CEO3. To introduce the basic concepts of Industry 4.0, Artificial Intelligence, Big Data, and Internet of Things.
- CEO4. To discuss and demonstrate the applications and tools of Industry 4.0.
- CEO5. To impart knowledge on innovation types, stages of the innovation process, and competitive advantage.

#### **Course Outcomes:**

On successful completion of the course, the student will be able to

- CO1. Understand the basic concepts of Industry 4.0 and new technologies in decision-making.
- CO2. Outline the features of Artificial Intelligence and application domains.
- CO3. Summarize the Big Data domain stack and Internet of Things.
- CO4. Identify the applications and Tools of Industry 4.0 and Learn and think about innovative ideas based on technology.
- CO5. Apply the knowledge in various industries based on technology to make effective and efficient managerial decisions.

#### **SYLLABUS:**

#### **UNIT-I: INDUSTRY 4.0:**

(06 Periods)

Industry 4.0: Need – Reason for Adopting Industry 4.0 - Definition – Goals and Design Principles - Technologies of Industry 4.0 – Big Data – Artificial Intelligence (AI) – Industrial Internet of Things - Cyber Security – Cloud – Augmented Reality – Mixed Reality.

#### **UNIT-II: ARTIFICIAL INTELLIGENCE:**

(06 Periods)

Artificial Intelligence: Artificial Intelligence: Artificial Intelligence (AI) – What & Why? - History of AI - Foundations of AI - The AI - Environment - Societal Influences of AI - Application Domains and Tools - Associated Technologies of AI - Future Prospects of AI - Challenges of AI.

#### **UNIT-III: BIG DATA AND IOT:**

(06 Periods)

Big Data and IOT: Data: Terminologies - Big Data Definitions - Essential of Big Data in Industry 4.0 - Big Data Merits and Advantages - Big Data Components: Big Data Characteristics - Big Data Processing Frameworks - Big Data Applications - Big Data Tools - Big Data Roles - Learning Platforms; Internet of Things (IoT): Introduction to IoT - Architecture of IoT - Technologies for IoT - Security in IoT.

#### **UNIT-IV: APPLICATIONS OF IOT:**

(06 Periods)

Applications of IoT – Manufacturing – Healthcare – Education – Aerospace and Defense – Agriculture –Transportation and Logistics – Impact of Industry 4.0 on Society: Impact on Business, Government, People. Tools for Artificial Intelligence, Big Data and Data Analytics, Virtual Reality, Augmented Reality, IoT, Robotics.

#### **UNIT-V: INNOVATION:**

(04 Periods)

Innovation: Meaning - Stages of Innovation Life cycle - Types of Innovations - Innovation as a knowledge-based process - Innovation and competitive advantage.

**Total Periods: 28** 

#### **Textbooks:**

- T1. Managing Innovation Joe Tidd, John Bessant & et.al., Wiley India Publishers, New Delhi, 2024, 8<sup>th</sup> Edition.
- T2. Introduction to Industry 4.0 and Industrial Internet of Things, Prof. Sudip Misra, IIT Kharagpur, CRC Press, 2021, 1<sup>st</sup> Edition.

#### **Reference Books:**

R1. Alasdair Gilchrist. Industry 4.0: The Industrial Internet of Things, Apress Publications, 2016, 1<sup>st</sup> edition

- 1. <a href="http://assets.press.princeton.edu/chapters/s9221.pdf">http://assets.press.princeton.edu/chapters/s9221.pdf</a>
- 2. https://www.researchgate.net/profile/Joe-
- 3. Tidd/publication/285052130\_Managing\_Innovation/links/5662e4a508ae418a786b8 dd8/Managing-Innovation.pdf

	MBA II-SEMESTER	L	T	Р	С
251E00208	DATA ANALYTICS LAB	0	1	2	2

Pre-Requisites: NIL Course Objectives:

- CEO1. To explain the Basic Excel functions and instruct the procedure of macro creation.
- CEO2. To provide knowledge on the use of various simple Excel functions, creation of workbooks and worksheets, and other actions on worksheets.
- CEO3. To teach the students to refer to cells and names, and a few advanced Excel functions Text, Date.
- CEO4. To provide maximum knowledge on advanced Excel through lookup and pivot table functions, and also to make the students use Google Drive to conduct online surveys.

#### **Course Outcomes:**

On successful completion of the course, the student will be able to

- CO1. Understand the basic Excel functions and also macro creation
- CO2. Learn how to create, edit, protect, and name workbooks and worksheets.
- CO3. Application of referencing styles, basic formulas, Text, and Date functions while working with MS Excel.
- CO4. Present the data in the form of pivot tables, graphs, and charts effectively and efficiently, along with lookup functions
- CO5. Learn to conduct online surveys using Google Drive,

#### **SYLLABUS:**

#### **UNIT-I: INTRODUCTION TO EXCEL**

(05 Periods)

Introduction to Excel - Cells - name range - references - Creating and editing worksheets-Cell Formatting-Creating and using formulas and functions-Use of Macros -Sorting and querying data-Working with graphs and charts - usage of Paste special.

#### **UNIT-II: BASICS OF EXCEL**

(05 Periods)

Basics of Excel: Managing Worksheets and Workbooks. - Worksheet Vs. Workbook - Creating new worksheets and workbooks - Deleting worksheets and workbooks - Naming and renaming a worksheet - Toggling between worksheets and workbooks - Copy and Move Worksheets - Hide, Unhide, Group and Ungroup Cells - Hide and Unhide Worksheets - Save and Save As.

#### **UNIT-III: ADVANCED EXCEL**

(06 Periods)

Advanced Excel: Cell Referencing - Data Validation- Naming a Cell or Range of Cells (Name Manager) - Basic formulas (SUM, COUNTA, AVERAGE, MAX, MIN). Text Functions (RIGHT, LEFT, MID, SUBSTITUTE, FIND, LEN). Date Functions (TODAY, NOW, DAY, MONTH, YEAR, EDATE, EOMONTH, TEXT).

#### **UNIT-IV: ADVANCED EXCEL**

(06 Periods)

**Advanced Excel II:** Lookup Functions (VLOOKUP, HLOOKUP, MATCH, INDEX). Logical Functions (IF, AND, OR). -Data Analysis Functions (SUMIF, SUMIFS, COUNTIF, COUNTIFS)- Conditional Formatting, Filtering, and Sorting. - Graphs, Charts, and Pivot Tables remove duplicates.

#### **UNIT-V: CONDUCTING ONLINE SURVEYS**

(03 Periods)

Conducting Online surveys – Usage of Google Drive – Microsoft online surveys – sharing with the help of social media/ internet- getting responses from online surveys- sorting and filtering online surveys.

**Total Periods: 25** 

#### **Reference Books:**

- R1. MS Office Excel-Frye, PHI publications, 2019.
- R2. MS Office Access- Step by Step, PHI publications, 2013.
- R3. SPSS User Manual, IBM, 2025, version 31.

- 1. <a href="https://www.coursera.org/specializations/excel">https://www.coursera.org/specializations/excel</a>
- 2. <a href="https://www.coursera.org/specializations/everyday-excel">https://www.coursera.org/specializations/everyday-excel</a>
- 3. <a href="https://www.coursera.org/learn/excel-basics-data-analysis-ib">https://www.coursera.org/learn/excel-basics-data-analysis-ib</a>

