

SDM College of Engineering & Technology, Dharwad

It is certified that the scheme and syllabus for I & II semester Master of Business Administration is recommended by Board of Studies of MBA and approved by the Academic Council, SDM College of Engineering & Technology, Dharwad. This scheme and syllabi will be in force from the academic year 2016-17 till further revision.

Principal

Chairman BoS & HoD

SDM College of Engineering & Technology, Dharwad
Department of Management Studies
College Vision and Mission

VISION:

To be a **School of Dynamic Mindset** focusing on Research, Innovation and Development and emerge as **Central hub of Engineering Talents**.

MISSION:

- Committed towards continuous improvement in teaching & learning, Research in engineering and technology.
- Encouraging intellectual, quality, ethical and creative pursuits amongst teaching and students fraternity.
- Striving to be an enabler for reaching the unreached.

QUALITY POLICY:

In its quest to be a role model institution, committed to meet or exceed the utmost interest of all the stake holders.

CORE VALUES: Competency Commitment Equity Team work and Trust

Department Vision and Mission

Vision

- To achieve excellence and leadership position in management education and to become a major learning resource centre to nurture tomorrow's business leaders.

Mission

- The Institute seeks to inculcate a spirit of lifelong learning. It aspires to strengthen the capabilities of integrating concepts with applications and values. It aims to contribute towards the development of communities of dependable, capable, caring and fair-minded people.
- To promote interactive teaching practices in rejoicing learning ambience with state of the art technological resources and capabilities to provide an excellent learning opportunity for all.

- To imbibe research into teaching and make it an enabler to impart value based holistic and integrated management education of the highest quality.
- To pursue intensification of employability skills and reach out towards perfect personality through unique student centric activities.
- To enhance the decision-making skills and the administrative competence of practicing managers and assist organizations to solve their managerial problems by providing them with consulting services based on actual requirements.
- To promote knowledge through research, applied and conceptual, relevant to management, and to disseminate such knowledge through publications.

Programme Educational Objectives (PEO's):

1. To equip students with necessary knowledge and managerial skills to occupy positions of management and administration in business, industry, public system, and the government.
2. To inculcate appropriate ethical values and attitudes among students to function effectively in the work environment.
3. To provide a right mix of managerial and business exposure to functions effectively in various domains of management.

Programme Outcomes (POs):

1. Understand business management concepts and their applications to domestic and global business setting.
2. Familiarize themselves with financial concepts, analysis and reporting systems.
3. Identify customer needs and to participate in the process of developing products and services to meet their requirements.
4. Realize production models, distribution systems, and their role in the value creation process.
5. Understand the political, environmental, legal and regulatory settings of the organizations.

6. Appreciate the importance of multicultural, ethnic, ethical and gender issues in the organization.
7. Acquire leadership skills, understand group and individual dynamics, and be able to work in teams.
8. Enhance oral and written business communication skills.
9. Develop comprehensive problem solving and decision making skills.
10. Appreciate the interrelationships among functional areas of management.

Scheme of Teaching and Examination I Semester MBA

Course Code	Course Title	Teaching		Examination				
		L-T-P (Hrs/Week)	Credits	CIE	Theory (SEE)		Practical (SEE)	
				Max. Marks	*Max. Marks	Duration in hours	Max. Marks	Duration in hours
16PMBAC100	Management & Organizational Behavior	4-0-0	4	50	100	3	-	-
16PMBAC101	Managerial Economics	4-0-0	4	50	100	3	-	-
16PMBAC102	Accounting for Managers	4-0-0	4	50	100	3	-	-
16PMBAC103	Marketing Management	4-0-0	4	50	100	3	-	-
16PMBAC104	Business Analytics	4-0-0	4	50	100	3	-	-
16PMBAC105	Managerial Communication	4-0-0	4	50	100	3	-	-
16PMBAL106	**Seminar	0-0-3	1	50	-	-	-	-
Total		24-0-3	25	350	600			

CIE: Continuous Internal Evaluation Examination

SEE: Semester End Examination

L: Lecture

T: Tutorials

P: Practical

* SEE for theory courses is conducted for 100 marks and reduced to 50 marks.

** Seminar-I is to be conducted every week and 3-4 students/week will present a topic from emerging areas in Management preferably the contents not studied in their regular courses. The seminar shall be evaluated by a panel consisting of 2 faculty members.

II Semester MBA

Course Code	Course Title	Teaching		Examination				
		L-T-P (Hrs/Week)	Credits	CIE	Theory (SEE)		Practical (SEE)	
				Max. Marks	*Max. Marks	Duration in hours	Max. Marks	Duration In hours
16PMBAC200	Human Resource Management	4-0-0	4	50	100	3	-	-
16PMBAC201	Financial Management	4-0-0	4	50	100	3	-	-
16PMBAC202	Research Methods	4-0-0	4	50	100	3	-	-
16PMBAC203	Business, Government & Society	4-0-0	4	50	100	3	-	-
16PMBAC204	Entrepreneurial Development	4-0-0	4	50	100	3	-	-
16PMBAC205	Managerial Competence Building- I	4-0-0	4	50	100	3	-	-
16PMBAL206	**Seminar	0-0-3	1	50	-	-	-	-
Total		24-0-3	25	350	600			

CIE: Continuous Internal Evaluation Examination

SEE: Semester End Examination

L: Lecture

T: Tutorials

P: Practical

*SEE for theory courses is conducted for 100 marks and reduced to 50 marks.

** Seminar-II is to be conducted every week and 3-4 students/week will present a topic from emerging areas in Management preferably the contents not studied in their regular courses. The seminar shall be evaluated by panel of 2 faculty members.

I Semester

16PMBAC100 Management & Organizational Behavior (4-0-0) 4

Contact Hours: 52

Course Learning Objectives:

- To make students know fundamental concepts and principles of management, including the basic roles, skills, and functions of management
- To make students knowledgeable of historical development, theoretical aspects and practice applications of managerial process
- To make students know the basic concepts and theories underlying individual behavior besides developing better insights into one's own self
- To make students aware of Individual behavior in groups, dynamics of groups and team building besides developing a better awareness of how they can be better facilitators for building effective teams as leaders themselves

Course Outcomes:

Description of the Course Outcome: At the end of the course the student will be able to:		Mapping to POs(1,10)		
		Substantial Level (3)	Moderate Level (2)	Slight Level (1)
CO-1	Comprehend & correlate all the management activities which are happening around them with fundamental concepts and principles of management.	1,10	2,5	3,8
CO-2	Get an overview of management, theory of management and practical applications of the same.	1,9	10	2, 3, 5
CO-3	Effectively use their individual skill to work in groups to achieve organizational goals and ability to lead groups/teams.	1,7,9	6, 8	

CO-4	Demonstrate their acumen in applying managerial and behavioral concept in real world/situation.	1, 7, 9	10	
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POs	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10
Mapping Level	3	2	1		1.5	2	3	1.5	3	2.33

Contents:

Part - A - Principles of Management

Unit 1: (8 Hours)

Introduction to Management

Management: Concept, Definition of management, Levels and types of manager, Management Functions, Managerial Roles and skills, Evolution of management thought- Scientific management, General administrative theory, Hawthorne Studies, Systems Approach, Recent trends in management .

Unit 2: (12 Hours)

Planning and Organizing:

Planning: Meaning and purpose of Planning, Planning and performance, Goals -types of goals, Plans -types of plans, Management by Objectives, Strategies- levels of strategies, Decision making-types, decision making conditions and steps in decision making process.

Organizing: Organizing, Organization structure, Organizational Design, Formal and informal organizations, Principles of organizations-chain of command, span of control, delegation, centralization and decentralization, empowerment. Functional, divisional- geographical and customer based, matrix organizations, team based structures, boundary less organizations, virtual organizations.

Unit 3: (4 Hours)

Controlling

Controlling: Controlling, importance of controlling, controlling process, types of control, factors influencing control effectiveness.

Reference books:

1. Stephen P. Robbins, Mary Coulter, Neharika Vohra, "Management", 10th edition, Pearson.
2. Koontz, 8/e, "Essentials of Management", McGraw Hill
3. VSP Rao, "Management: Text and Cases", Excel Books
4. Chuck Williams, "MGMT- An Innovative approach to teaching and learning Principles of Management", Cengage Publications, 2010
5. Subba Rao P & Hima Bindu, "Management Theory & Practice Text & Cases", Himalaya Publication.

Part B - Organizational Behavior

Unit 4: (4 hours)

Introduction to Organizational Behavior

Organizational Behavior: Introduction, definition, fundamental principles of OB, contributing disciplines, challenges and opportunities.

Unit 5: (14 Hours)

Foundations of Individual Behavior

Ability: Intellectual abilities, Physical ability, the role of disabilities.

Personality: Meaning, determinants, traits of personality, big five and MBTI, personality attributes influencing OB.

Attitude: Formation, components of attitudes, relation between attitude and behavior.

Perception: Process of perception, factors influencing perception, link between perception and individual decision-making.

Emotions: Affect, mood and emotion and their significance, basic emotions, emotional intelligence, self-awareness, self-management, social awareness, relationship management.

Unit 6: (10 Hours)

Motivation and Leadership

Motivation: Meaning, theories of motivation-needs theory, two factor theory, Theory X and Y, application of motivational theories.

Leadership: Meaning, styles of leadership, leadership theories- trait theory, managerial grid, Fiedler Model.

Reference books:

1. Stephen P Robbins, Timothy A. Judge, Neharika Vohra, “Organizational behavior”, 14th Edition, Pearson, 2012.
2. Michael Butler, “Introduction to Organisational Behaviour”, Jaico Publishing House
3. Ashwathappa, “Organization Behaviour”, Himalaya Publication House

16PMBAC101	Managerial Economics	(4 - 0 - 0) 4
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Contact Hours: 52

Course Learning Objectives:

- To introduce the students to the fundamentals, tools and theories of managerial Economics.
- To orient the students with micro economic techniques as a decision making Process.
- To introduce the students to various industrial policies essential for business Managers.
- To introduce the vital characteristics of different market structures to students.

Course Outcomes:

Description of the Course Outcome: At the end of the course the student will be able to:		Mapping to POs(1,10)		
		Substantial Level (3)	Moderate Level (2)	Slight Level (1)
CO-1	Apply the theory of demand, theory of production and cost in decision making	10,1,4		
CO-2	Differentiate between various markets structure, functioning and Pricing decisions.	9		
CO-3	Discuss about the Indian Industrial Policies, its impact on industrial development so as to			5

	develop proper strategy in day to day management.									
CO-4	Explain the Macroeconomic concepts of the Indian economy.						2			
POs	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10
Mapping Level	3	2		3	1				3	3

Contents:

Unit- 1: (8 hours)

Managerial Economics: Meaning, Nature, Scope. & Significance, Uses of Managerial Economics, Objectives.

Law of Demand, Exceptions to the Law of Demand, Elasticity of Demand- Price, Income, Cross and Advertising Elasticities, Uses of Elasticity of Demand for Decision Making.

Demand Forecasting: Meaning and Significance.

Unit- 2: (8 hours)

Production Analysis: Concept, Production Function- Total, Average, & Marginal Product, –

Law of Variable Proportions & ISO-Quants & ISO Costs - Least cost factor combination-

Returns to Scale.

Economies and Diseconomies of Scale - Technological progress and Production function.

Unit- 3: (8 hours)

Cost Functions: Cost Concepts, Fixed and variable costs- Total Cost, Average Cost, Marginal Cost, Opportunity Cost. - Short-run and Long-run Cost Curves

Break Even Analysis- Meaning, Assumptions, Determination of BEA, Limitations and Uses of BEA in Managerial Economics.

Unit- 4: (10 hours)

Market Structure: Perfect Competition: Features, Determination of Price under Perfect

Competition - Monopoly: Features, Pricing under Monopoly, Price Discrimination - Oligopoly:

Features, Kinked Demand Curve, Cartel, Price Leadership - Monopolistic Competition: Features, Pricing under Monopolistic Competition, Product Differentiation.

Pricing - Descriptive Pricing- Price Skimming, Price Penetration.

Unit- 5: (10 hours)

Indian Economic Environment: Overview of Indian Economy, Recent changes in Indian Economy.

Primary, Secondary and Tertiary Sectors and their contribution to the Economy, SWOT Analysis of Indian Economy.

A brief Industry Analysis: Textiles, Electronics, Automobile, FMCG, Telecom, Pharma, Retailing, Infrastructure, Banking & Insurance

Measurement of National Income: Basic Concepts, Components of GDP- Measuring GDP and GNP, Difficulties in measuring National Income, Growth Rate.

Business Cycle – Features, Phases, Economic Indicators, Inflation: Types, causes, Measurement.

Unit- 6: (8 hours)

Economic Policies: Fiscal Policy: Objectives, Instruments, Union Budget,

Monetary Policy: Measures of Money Supply, Monetary Policy in India– objectives, tools for Credit Control.

Practical Components:

- Study of demand elasticity for a product when there is a price increase or price decrease.
- Demand forecasting – Mini project may be given to students to assess the demand for a product or a service using any method.
- A study on the effect of monetary policy on banking and NBFCs
- A futuristic study of leading Indian industries and observations of CAG on major issues.

Reference books:

1. Dr. D.M Mithani, Managerial Economics- Theory and Applications, Himalaya Publications.
2. Misra and Puri, Indian Economy, Himalaya Publications
3. D.N Dwivedi, Managerial Economics, 6th ed., Vikas Publication

16PMBAC102 Accounting for Managers (4-0-0) 4**Contact Hours: 52****Course Learning Objectives:**

- Provide insights to students on fundamental accounting concepts and conventions, basic accounting vocabulary and different branches of accounting
- Enable students to the use of the accounting equation in basic financial analysis and explain how the business transactions impact on assets, liabilities, capital and earnings position.
- Explain students to about accurate and meaningful manner of preparation of basic financial statements and explain the articulation between the basic statements.
- Make students to learn about analyzing company's financial statements and to draw conclusion about the financial situation of the company.
- Familiarize and orient students to the computerized accounting environment through Tally ERP 9.0 and SAP packages.

Course Outcomes:

Description of the Course Outcome: At the end of the course the student will be able to:		Mapping to POs(1,10)		
		Substantial Level (3)	Moderate Level (2)	Slight Level (1)
CO-1	Acquire the knowledge about the concepts and fundamental principles of accounting.	1		
CO-2	Demonstrate theoretical knowledge and its application in real time accounting.			2
CO-3	Capable of preparing financial statement of sole trading concerns and companies.	2		

CO-4	Independently undertake financial statement analysis and take decisions.	9	2	1
CO-5	Comprehend emerging trends in accounting and taxation.		1	

POs	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10
Mapping Level	2	2							3	

Contents:

Unit- 1: (8 Hours)

Introduction to Accounting: Need and Types of Accounts, Users of Accounting, concepts and conventions of Accounting, Indian GAAP, USGAAP and IFRS. Effect of business transactions on Accounting Equation.

Unit- 2: (10 Hours)

Preparation of books of Accounts: Journals, Subsidiary books, three column cash book, ledgers and trial balance. Depreciation- Straight line and Written down Value Methods.

Unit-3: (10 Hours)

Preparation of final accounts of sole traders and partnership firms. Trading & Profit and Loss account, Balance sheet.

Unit- 4: (12 Hours)

Ratio Analysis, Preparation of financial statements using ratios, Common size Statements and trend analysis, Preparation of Cash flow Statement as per AS-03. (Only indirect method).

Unit- 5: (6 Hours)

Understanding of Annual Reports of Companies – Contents, Treatment of special items like deferred revenue expenditures, tax liability, depreciation, EPS, Effect of significant events, etc in corporate financial statements, Special purpose Reports (Theory only)

Unit- 6: (6 Hours)

Overview, Heads of incomes, Deductions, Exemptions and rebates. Rates of income tax (Theory only)

Reference books:

1. Maheswari S. N. Maheswari Sharad K. Maheswari ,”A Text book of Accounting For Management” , 2/e, Vikas Publishing house (P) Ltd.
2. Jain S. P and Narang K L, “Financial Accounting”, Kalyani Publishers.
3. Akhileshwar Pathak and Savan Godiawala, “Business Taxation” , 2/e, McGraw Hill Education (India) Pvt. Ltd, 2013.
4. Ambrish Gupta, “Financial Accounting for Management: An Analytical Perspective”, 4/e, Pearson Education.
5. Ashish K Bhattacharya, “Introduction to Financial Statement Analysis”, Elsevier India.
6. Raman B. S, “Financial Accounting”, Vol I &Vol II, 1/e, United Publishers, 2009.
7. Arora M. N, “Accounting For Management” , Himalaya Publishing House.
8. Bhattacharya, “Essentials of Financial Accounting (Based on IFRS)”, 3/e, Prentice Hall India.
9. Jasmine Kaur, “IFRS: A Practical approach”, McGraw Hill.

16PMBAC103 Marketing Management (4-0-0) 4
Contact Hours: 52

Course Learning Objectives:

- To orient the students with basic concepts of marketing among students.
- To expose the students to marketing strategies of corporate.
- To enable students to apply marketing concepts into real-life situations through project assignments.

Course Outcomes:

Description of the Course Outcome: At the end of the course the student will be able to:		Mapping to POs(1,10)		
		Substantial Level (3)	Moderate Level (2)	Slight Level (1)
CO-1	Define the basic concepts of Marketing Management		4, 5	1

CO-2	Describe, discuss & explain the marketing strategies of corporate	3		9
CO-3	Demonstrate & examine the Marketing concepts & strategies	3	9	

POs	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10
Mapping Level	1		3	2	2				1.5	

Contents:

Unit- 1: (10 hours)

Introduction: Significance of marketing, scope of marketing, core concepts in marketing, marketing in 21st century. **Business unit strategic planning:** Product planning and marketing plan, contents of marketing plan. **Analyzing marketing environment:** Internal records, the order-to-payment cycle, sales information systems, databases, data warehousing, data mining, macro environment, demographic, economic, socio-cultural, natural, technological, political-legal environment.

Unit- 2: (8 hours)

Consumer Behavior: The model of consumer behavior, factors influencing consumer behavior, cultural, social, personal factors, key psychological processes, motivation, perception, learning, emotions and memory, stages of consumer buying decision process, problem recognition, information search, evaluation of alternatives, purchase decision and post-purchase behavior. **Market segmentation and targeting:** Bases of segmenting, geographic, demographic, psychographic and behavioral segmentation, target market selection patterns, full market coverage, multiple segment specialization, single segment concentration and individual marketing.

Unit- 3: (10 hours)

Managing competition: Competitive strategies for market leaders, expanding total market demand, protecting market share, increasing market share, other competitive strategies, market-challenger strategies, Product-Life Cycle marketing strategies in introduction, growth,

maturity and decline stages. **Positioning and differentiation:** Developing brand positioning, determining competitive frame of reference, identifying optimal Points-of-Difference and Points-of-Parity, choosing POPs and PODs, brand mantras, and establishing brand positioning, differentiation strategies, employee, channel, image and services differentiation. **Brand Equity:** Brand, role of brand, brand equity, branding strategies, branding decisions, brand portfolios, brand extensions.

Unit-4 (10 hours)

Marketing Mix (Product, Price, Place)

Product: Product, product levels, product mix, width, length, depth, consistency, product line analysis, sales and profits, product line length, line stretching, modernization, featuring and pruning, packaging, labelling, warranties and guarantees. **Price:** Forms of pricing, consumer psychology and pricing, steps in setting price, objectives, determining demand, estimating costs, analyzing competitor's costs, prices, offers, selecting a pricing method, selecting the final price, price adaptation strategies, geographical pricing, discounts & allowances, promotional pricing, differentiated pricing, initiating and responding to price changes, initiating price cuts, price increases, responding to competitor's price changes. **Place:** Consumer distribution channels/marketing channels, role of marketing channels, channel design decisions, analyzing customer needs & wants, establishing objectives & constraints, identifying major channel alternatives, evaluating major channel alternatives, conflict management in channels, types of conflicts, horizontal, vertical, multichannel, managing channel conflicts, super ordinate goals, employee exchange, diplomacy, mediation, arbitration, e-commerce marketing practices, m-commerce marketing practices.

Unit-5 (11 hours)

Marketing Mix (Promotion)

Promotion: Role of marketing communications, marketing communications mix, deciding on the marketing communications mix. **Mass Communications: Advertising:** Developing advertising program (5 Ms), setting objectives, advertising budget, developing advertising campaign (message generation & execution), deciding on media, and

measuring effectiveness. **Sales Promotions:** Objectives, major consumer and trade promotion tools. **Public Relations:** Functions of public relations, marketing public relations. **Personal Communications: Direct marketing:** Benefits of direct marketing, direct mail and telemarketing, interactive marketing, advantages and disadvantages, options, websites, email, mobile marketing. **Word-of-mouth and Social Media:** online communities, blogs and social networks. **Personal Selling:** Types of personal selling, the six steps in personal selling.

Unit -6 (3 hours)

Exploiting global market opportunities: Deciding whether to enter foreign markets, deciding which markets to enter, how many markets to enter, developed versus developing markets, evaluating potential markets, how to enter, indirect & direct export, licensing, joint ventures, direct investment, deciding on marketing program, global similarities & differences, marketing adaptation. Socially responsible marketing, the future of marketing.

Reference books:

1. Kotler, Keller, Koshi & Jha, “Marketing Management: A South Asian Perspective”, 14/e, Pearson Education, 2012
2. Ramaswamy V. S. & Namakumari, “Marketing Management”, 4/e, Tata McGraw Hill, 2014
3. Etzel M.J BJ Walker & William J. Stanton, “Fundamentals of Marketing Management”, 14/e, McGraw Hill, 2012
4. Tapan Panda, “Marketing Management”, 2/e, Excel Publication

16PMBAC104 Business Analytics (4 - 0 - 0) 4

Contact Hours: 52

Course Learning Objectives:

- The students will study business analytics as a tool for business decision making
- Students will use multivariate statistical methods to explain or predict the measured values
- Students will study and use project management techniques

- Orient the students to use analytics tools

Course Outcomes:

Description of the Course Outcome: At the end of the course the student will be able to:		Mapping to POs(1,10)		
		Substantial Level (3)	Moderate Level (2)	Slight Level (1)
CO-1	Know about the concept of business analytics	1		
CO-2	Apply the analytics tools to analyze data related to management decision making	1	9	
CO-3	Develop work breakdown structures and networks related to project management	1		
CO-4	Optimize the linear programming problems using transportation , assignment problems algorithms	1	9	10

POs	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10
Mapping Level	3								2	1

Contents:

Unit- 1: (10 Hours)

Foundations of Analytics & Descriptive Statistics

Introduction – Evolution – Scope – Data for Analytics – Decision models – Descriptive, Predictive, Prescriptive

Introduction to data warehousing – Dashboards and reporting – (only theory)

Descriptive Statistics: Measures of central tendency (mean, median, mode), Measures of dispersion (range, variance, standard deviation)

Activity 1 (1 hour-practical component): MS-Excel to calculate Measures of Central Tendency

Activity 2 (1 hour-practical component): MS-Excel to calculate Measures of Dispersion

Unit-2: (8 Hours)

Decision Theory & Probability Distributions

Introduction – Steps of decision-making process – types of decision-making environments – Decision-making under uncertainty – Decision-making under Risk – Decision tree analysis (only theory).

Probability Distribution: Concept and definition - Rules of probability – Random variables

Concept of probability distribution – Theoretical probability distributions: Normal distribution only

Unit-3: (8 Hours)

Predictive Statistics

Karl Pearson correlation, Spearman's Rank correlation, Regression analysis- simple and multiple regressions (problems on simple regression only)

Activity 3 (1 hour-practical component): MS-Excel Application to calculate Correlation

Activity 4 (1 hour-practical component): MS-Excel Application to calculate Regression coefficients and intercept

Unit-4: (8 Hours)

Prescriptive Statistics

Linear Programming: structure, advantages, disadvantages, formulation of LPP, solution using graphical method.

Unit-5: (10 Hours)

Transportation problem & Assignment Problems

Transportation Problems: Basic feasible solution using NWCM, LCM and VAM, Optimisation using MODI method.

Assignment Model: Hungarian method, Multiple solution problems ,Maximization case, Unbalanced case

Unit-6: (8 Hours)

Project Management

Introduction : Basic difference between PERT & CPM , Network components and precedence relationships (using AOA) , Critical path analysis using CPM , PERT networks (Calculation of probability of completion of projects)

Reference books:

1. James R. Evans , Business Analytics – Methods, Models and Decisions, 1st edition, Prentice Hall, 2013, ISBN – 978-0-13-295061-9
2. N D Vohra , Quantitative Methods, 4th Edition, Tata McGraw Hill, 2010, ISBN 978-0-07-014673-0
3. S.C Gupta , Fundamentals of Statistics, 6th edition, Himalaya Publishing House, 2007, ISBN978-81-8318-755-8

16PMBAC105 Managerial Communication (4-0-0) 4

Contact Hours: 52

Course Learning Objectives:

- To enhance student's communication skills through verbal, non-verbal skills
- Students will be able to make business correspondence.
- Students will demonstrate communication skills through effective presentations, interviews and negotiation.

Course Outcomes:

Description of the Course Outcome: At the end of the course the student will be able to:		Mapping to POs(1,10)		
		Substantial Level (3)	Moderate Level (2)	Slight Level (1)
CO- 1	Describe and develop written and oral communications.	8		
CO- 2	Independently prepare business letters and reports.	8		
CO- 3	Exhibit, develop and apply negotiation strategies.	9	7	
CO- 4	Manage communication in organizations			7,1

POs	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10
Mapping Level	1						1.5	3	3	

Contents:

Unit -1:(8 Hours)

Communication: Defining communication, Role of communication, Importance of communication today, Classification of communication,

Purpose of communication, Communication Process – The Linear concept of communication, The Shannon Weaver model, the two way communication process, Elements in communication, The 7 C's for successful communication, Barriers to communication,

Unit -2 : (9 Hours)

Communication Skills:

Speaking Skills; Art of speaking, goals & styles of speaking, Oral communication, importance, principles, guidelines for effective communication, barriers to oral communication.

Conversation Skills: Meaning of conversation, conversation control

Listening skills: meaning, process, factors affecting listening

Writing Skills: Art of writing, purpose, principles of effective writing

Non Verbal Skills: meaning, classification, characteristics and guidelines to develop non verbal communication skills

Unit- 3: (9 Hours)

Written communication for Business:

Business letters: Introduction, types of letters, writing a persuasive letter

Writing Memos: meaning, how to write memo, use of a memo- Writing

E-Mails, Essentials of good business letter and memo

Role of Social media in communication: meaning, characteristics, classification, nature and scope of 6 social media

Unit-4: (12 Hours)

Business Reports: Meaning, purpose, kinds of reports, writing reports, long format reports. Effective Presentations: Meaning, characteristics of good presentation difference between presentation & lecture, preparing for presentation, delivering the presentation. Written analysis of cases: Meaning, process of a case analysis

Unit -5 : (9 Hours)

Business Etiquette: Self Introduction, introducing others, handshakes & gestures. Telephone Etiquette Dining Etiquette: host, the guest, table manners.

Cross cultural Communication: Business manners in different countries, Inter organizational etiquette

Meeting management (Text 2)

Communication for Conflict management: meaning, characteristics and management of conflict. Communication for effective negotiations: meaning, nature and need of negotiation, factors effecting negotiation, stages in negotiation process, strategies

Unit-6: (5 Hours)

Communication for Employment: Applying for jobs, writing a CV, resume, drafting an application letter, Interviews: types, What is assessed? Group discussions: GD protocol and listening

Scope for activities:

- Case study “Communication Failure”
- Extempore exercises and assessing their speaking and non verbal skills.
- Drafting a letter & memo
- Session on MS PowerPoint & MS Word. Assignment on preparation of report of Company analysis and Presentations of the reports, Case analysis
- 2 hours training on dining etiquettes
- Mock Exercises on Personal Interview & GD

Self-learning components:

- Learning of any industry popular tools through case studies.
- Presentations & class participation to improve communication skills
- Reading news papers to improve communication

Reference books:

1. Chaturvedi P. D, & Mukesh Chaturvedi , “Business Communication : Concepts, Cases And Applications”, 2/e, Pearson Education,2011
2. Mary Ellen Guffey, “Business Communication: Process and Product”, 3/e, Cengage Learning, 2002.
3. Lesikar, Flatley, Rentz & Pande “Business Communication”, 11/e, TMH, 2010

Course Learning Objectives:

The objective of the seminar is to inculcate students with self-learning, face audience confidently, enhance communication skill, involve in group discussion and present and exchange ideas and information about various industries.

Course Outcomes:

Description of the Course Outcome: At the end of the course the student will be able to:		Mapping to Pos (1,10)		
		Substantial Level (3)	Moderate Level (2)	Slight Level (1)
CO-1	Gain light on the economic health of the industry	5	4,1	
CO-2	Inculcate self-learning, face audience confidently.	8		
CO-3	Face and interact with class audience by presenting and exchanging ideas and information	8	10	

POs	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10
Mapping Level	2			2	3			3		2

Contents:

Team of students, under the guidance of a Faculty, is required to

- The student will study the industry in detail for the history, performance, Demand & supply scenario, Competitive scenario, recent developments and other important information related to the industry.
- The students have to prepare the report and present the seminar topic orally through power point slides. Answer the queries and involve in debate/discussion.
- Students should submit one copy of the typed report with a list of references.

- The Internal Assessment marks for the seminar shall be awarded by the committee constituted for the purpose by the Head of the Department. The committee shall consist of two faculties from the department. Report and presentation will be evaluated for 50 marks giving equal weight age to both.

Report contents:

1. Introduction to the Industry
2. Evolutionary Background
3. Milestones
4. Major products and Services
5. Top leading companies at present
6. Market Share
7. Porter's Five Force Model
8. Recent trends/ Latest Developments
9. Current News related to Industry
10. Learning outcomes and takeaways

II Semester

16PMBAC200 Human Resource Management (4-0-0) 4

Contact Hours: 52

Course Learning Objectives:

- To make students know the HRM concepts and theory.
- Students will be enabled to demonstrate the knowledge of various HRM functions and practices.
- The students have to interpret various statutory provisions.

Course Outcomes:

Description of the Course Outcome: At the end of the course the student will be able to:		Mapping to POs(1,10)		
		Substantial Level (3)	Moderate Level (2)	Slight Level (1)
CO-1	Synthesize information regarding the effectiveness of recruiting methods & selection procedures	1, 9	3,8	2,
CO-2	Identify the various training methods and design a training program	3,4	7,8,9	10
CO-3	Design a job description and job specification for various levels of employees.	3,4	7,8,9	10
CO-4	List out the regulations governing employee benefit practices.		5	

POs	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10
Mapping Level	3	1	2.67	3	2		2	2	2	1

Contents:

Unit- 1: (8 hours)

Human Resource Management: Introduction, meaning, nature, scope, objectives, importance of HRM, Evolution of the concept of HRM, Functions of HR Manager, Principles of HRM, Roles of HR Manager.

Unit- 2: (10 hours)

Job Analysis: Meaning, uses of job analysis, process of Job Analysis, methods of collecting job analysis data, Job Description and Job Specification, Role Analysis.

Human Resource Planning: Objectives, Importance and process of Human Resource Planning, Effective HRP.

Unit- 3: (10 hours)

Recruitment: Definition, Constraints and Challenges, Sources and Methods of Recruitment, New Approaches to recruitment.

Selection: Definition, process of Selection.

Placement: Meaning

Induction/Orientation: meaning, objectives

Internal Mobility: meaning, purposes, Types: Transfer, Promotion, Demotion

Employee Separation: Meaning, reasons for employee separation

Unit- 4: (6 hours)

Training and development: Training v/s development, Training v/s Education, Systematic Approach to Training, Training Methods.

Unit- 5: (10 hours)

Performance Appraisal: Concept of Performance Appraisal, the Performance Appraisal Process, Methods of Performance Appraisal.

Compensation: Objectives of Compensation Planning, Job Evaluation, Components of pay structure in India, factors influencing compensation levels, Executive compensation.

Unit- 6: (8 hours)

Employee Welfare: Introduction, Types of Welfare Facilities and Statutory Provisions.

Employee Grievances: Introduction, Employee Grievance procedure, Grievances Management in Indian Industry.

Discipline: Meaning approaches to discipline, essentials of a good disciplinary system, managing difficult employees.

Reference books:

1. Rao V. S. P, “Human Resource Management “, Excel Books, 2010
2. Denski / Griffin / Sarkar, “Human Resources Management: A South Asian Perspective, “, Cengage Learning, 2012.
3. Lawrence S. Kleeman, “Human Resource Management”, Biztantra, 2012.
4. Dr. T.P Renuka Murthy, “Human Resource Management“, HPH

16PMBAC201 Financial Management (4-0-0) 4

Contact Hours: 52

Course Learning Objectives:

- To familiarize the students with basic concepts of financial management.
- To convey the applications of time value of money and cost of capital concepts to the students.
- To enable the students to analyze capital structure, capital budgeting and dividend decisions.
- To enable the students to learn the management of short term and long term financing and working capital.

Course Outcomes:

Description of the Course Outcome: At the end of the course the student will be able to:		Mapping to POs(1,10)		
		Substantial Level (3)	Moderate Level (2)	Slight Level (1)
CO-1	Define the basic financial concepts	2	10	1
CO-2	Apply the concept of time value of money		1	9
CO-3	Evaluate the investment decisions	9		
CO-4	Analyze the capital structure and dividend decisions.		9	

CO-5	Estimate working capital requirements.			9
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POs	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10
Mapping Level	1.5	3							1.75	2

Contents:

Unit -1: (10 hours)

Introduction to financial management

Financial Management-An Overview: Finance and related disciplines, scope of financial management, objectives of financial management

Time Value of Money: Rationale, Techniques: 1) Compounding Technique: A) Future Value of a Single Cash flow: i) Annual Compounding ii) Semi-Annual Compounding, iii) Quarterly Compounding B) Compound Sum of an Annuity (Future Value of Annuity) 2) Discounting Technique (Present Value): i) Present Value of a Single Cash flow ii) Present Value of Annuity iii) Present Value of Perpetuity, Practical applications

Unit-2: (12 hours)

Long-term investment decision – capital budgeting

Capital Budgeting: Principles and Techniques: Determination of Relevant Cash flows; Categories of Capital Projects: 1) Single Proposal 2) Replacement Situation 3) Mutually Exclusive. Evaluation Techniques, 1) Traditional Techniques: i) Average Rate of Return ii) Pay-back Period 2) Time Adjusted (Discounted Cash flow): i) Net Present Value ii) Internal Rate of Return iii) Profitability Index

Unit-3: (10 hours)

Long-term investment decision – measurement of cost of capital

Concept and Measurement of Cost of Capital: Importance and concept, Measurement of Specific Costs: i) cost of debt ii) cost of preference shares iii) cost of equity capital: Dividend Approach and Capital Asset Pricing Model iv) cost of retained earnings. Computation of Overall Cost of Capital

Unit-4: (8 hours)

Current assets management

Working Capital Management – An overview: Nature of working capital, Planning of working capital: Need for working capital, Operating Cycle, Determinants of working capital, Computation of working capital

Unit-5: (8 hours)

Financing decision

Operating, Financial and Combined Leverage: Operating Leverage, Financial Leverage and Combined Leverage

Designing Capital Structure: Factors determining capital structure: Profitability aspect, liquidity aspect, control, leverage ratios for other firms in the industry, nature of industry, consultation with investment bankers and lenders, maintaining manoeuvrability for commercial strategy, timing of issue, characteristics of the company, tax planning

Unit-6: (4 hours)

Dividend decision

Determinants of Dividend Policy: Factors determining dividend policy: dividend payout ratio, stability of dividends, legal, contractual and internal constraints and restrictions, owner's considerations, clientele effect, capital market considerations and inflation.

Reference books:

1. Khan M. Y. & Jain P. K, "Financial Management-Text, Problems and Cases", 6/e, McGraw Hill Education, 2014
2. Prasanna Chandra, "Financial Management", 8/e, Tata McGraw Hill, 201
3. I M Pandey, "Financial Management", Vikas Publications -2013

16PMBAC202 Research Methods (4 - 0 - 0) 4

Contact Hours: 52

Course Learning Objectives:

- To provide students the required knowledge about Research Methods concept

- To enable the students opting to work in Research area about the various possible research designs that they would use
- To provide students adequate knowledge about the Research methods with which they are able to serve their stake holders efficiently

Course Outcomes:

Description of the Course Outcome: At the end of the course the student will be able to:		Mapping to POs(1,10)		
		Substantial Level (3)	Moderate Level (2)	Slight Level (1)
CO-1	Know the different types and the process of conducting a research study	1		
CO-2	Design : Sampling , data collection	1	3	
CO-3	Analyze data using statistical techniques leading to hypothesis test if required	1		
CO-4	Know the different types and contents of each type of report		8	

POs	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10
Mapping Level	3		2					2		

Contents:

Unit-1: (10 Hours)

Introduction to Business Research Methods:

Business Research: Meaning, types, Process of research- management problem, Defining the

Research problem, formulating the research Hypothesis, developing the research proposals, research design formulation, sampling design, planning and collecting the data for research, data analysis and

interpretation. Research Application in business decisions, Features of good research study.

Types of Business Research Design: Exploratory and Conclusive Research Design

Exploratory Research: Meaning, purpose, methods, secondary resource analysis, Comprehensive case methods, expert opinion survey, Focus group discussions.

Conclusive research design , Descriptive Research: Meaning, Types: cross sectional studies and longitudinal studies.

Observation Research, Meaning, Uses, Participation and Non-participation, Evaluation, Conducting an Observation study, Data collection

Unit-2: (8 Hours)

Sampling Design

Sampling Concepts: Types of Sampling

Probability Sampling: simple random sampling, systematic sampling, stratified random sampling, cluster sampling

Non Probability Sampling: convenience sampling, Judgmental sampling, snowball sampling, Quota sampling, Determination of sample size, Errors in sampling

Unit-3: (8 Hours)

Data Collection and Preparation:

Primary and Secondary data:

Primary data collection methods: Observations Survey, Interview and Questionnaire, Qualitative Techniques of data collection. Questionnaire design: Meaning, process of designing questionnaire.

Secondary data: Sources, advantages and disadvantages

Attitude measurement scale: Likert Scale, Semantic Differential Scale

Data Preparation: Editing, Coding, Classification, Tabulation, Validation

Unit-4: (10 Hours)

Data Analysis: -

Hypothesis Testing: Meaning, Types, characteristics, Formulation of Hypothesis, Errors in Hypothesis

Parametric tests: T-Test, Z-Test, One- way ANOVA.

Unit-5: (10 Hours)

Data Analysis- Non Parametric Tests

Non Parametric Tests: Run test, Sign test, U-Test, K-W Test, Chi-Square test

Unit-6: (6 Hours)

Report Writing & Presentation of Results

Importance of report writing, types of research report, report structure, guidelines for effective documentation.

Reference books:

1. Deepak Chawla and Neena Sondhi “Research Methodology – concepts and cases” Vikas Publication -2014
2. C R Kothari, “Research Methodology”, Vishwa Prakashan, 2002
3. Donald R. Cooper & Pamela s Schindler, “Business Research Methods”, 9/e, TMH /2007

16PMBAC203 Business, Government and Society (4 - 0 - 0) 4

Contact Hours: 52

Course Learning Objectives:

- To introduce the students to the challenges and complexities faced by businesses and their leaders as they endeavor to maximize returns while responsibly managing their duties towards stakeholders and society.
- To make students aware of the intricacies of corporate governance and benefits to corporations of good governance.
- To introduce the students to the rationale behind the government interventions in market systems.
- To introduce the students to the concept of Social Responsibility and make their own judgment as to the proper balance of attention to multiple bottom lines.

Course Outcomes:

Description of the Course Outcome: At the end of the course the student will be able to:		Mapping to POs(1,10)		
		Substantial Level (3)	Moderate Level (2)	Slight Level (1)
CO-1	State the importance of Field of BG&S and discuss the models of BG&S relationship.	10		
CO-2	Recognize the significance of the theoretical and practical applications of corporate governance and Corporate social responsibility.	1	9	
CO-3	Recognize the importance of interdependence of environment and corporation.		5	
CO-4	Demonstrate awareness towards legal and regulatory context of business	5		

POs	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10
Mapping Level	3				2.5				2	3

Contents:

Unit-1: (6 Hours)

The Study of Business, Government and Society (BGS)

Importance of BGS to Managers – Models of BGS relationships – Market Capitalism Model, Dominance Model, Countervailing Forces Model and Stakeholder Model – Global perspective – Historical Perspective.

Unit-2: (12 Hours)

Corporate Governance: An overview:

Introduction, Definition, Market model and control model, OECD on corporate governance, A historical perspective of corporate governance, Issues in corporate governance, Relevance of corporate governance, Need and Importance of corporate governance, Benefits of good corporate governance.

Theory and Practice of Corporate Governance:

The concept of Corporate, the concept of Governance, theoretical basis for corporate governance, obligation to Society, obligation to Investors, obligation to Employees, obligation to Customers, Managerial obligations.

Landmarks in the emergence of Corporate Governance:

Introduction, World bank on Corporate governance, discussions on Sarbanes –Oxley Act,2002, SEBI initiatives-Kumarmangalam Birla Committee,1999, Naresh Chandra committee report,2002, Narayan Murthy committee report,2003.

Unit-3: (6 Hours)

Corporate Social Responsibility

Meaning of CSR, Types and nature of social responsibilities, CSR principles and strategies, Models of CSR, Best practices of CSR, Need of CSR, Arguments for and against CSR, Legislation regarding CSR in India. CSR in Indian perspective.

Unit -4: (12 Hours)

Environmental concerns and corporations

History of environmentalism, environmental preservation-role of stakeholders, international issues, sustainable development, costs and benefits of environmental regulation, industrial pollution, role of corporate in environmental management, waste management and pollution control, key strategies for prevention of pollution, environmental audit, Laws governing environment.

Unit-5: (6 Hours)

Public Policies

The role of Public policies in Governing business

The role of public policies in governing business, Government and public policy, classification of public policy, areas of public policy, need for public policy in business and levels of public policy. Elements of Public policy. the corporation and public policy, framing of public policy, Business and politics-Levels of involvement, Government regulations in business- Justification, types and problems.

Unit-6: (10 Hours)

Business Law

Law of contract - Meaning of contract, agreement, essential elements of a valid contract, Classification of contract.

Law of Agency- Meaning, types of Agents, Creation and Termination of Agency.

Bailment and Pledge -Meaning, Rights and Duties of Bailor and Bailee.

Sale of Goods Act 1930:

Definition of Sale, Sale v/s Agreement to Sell, Goods, Condition and Warranties, Express and Implied Condition, “Doctrine of Caveat Emptor”, Right and Duties of Unpaid Seller.

Practical components:

- Students are expected to study any five CSR initiatives by Indian organizations and submit a report for the same.
- A group assignment on “The relationship between Business, Government and Society in Indian Context
- Case studies on relevant topics related to business with respect to Indian context.

Reference books:

1. Fernando A. C, Corporate Governance: Principles, Policies and Practices, 2/e, Pearson Publications.
2. John F. Steiner, Business, Government, and Society: A Managerial Perspective, Text and Cases, 12/e, McGraw-Hill, 2011.
3. Fernando A.C, Business Ethics: An Indian Perspective, 2/e, Pearson Publications.

16PMBAC204 Entrepreneurial Development (4-0-0)4

Contact Hours: 52

Course Learning Objectives:

- Develop and strengthen entrepreneurial quality in students.
- Impart basic entrepreneurial skills in students to run a business efficiently and effectively.
- Provide insights to students on entrepreneurship opportunities

Course Outcomes:

Description of the Course Outcome: At the end of the course the student will be able to:		Mapping to POs(1,10)		
		Substantial Level (3)	Moderate Level (2)	Slight Level (1)
CO-1	Display keen interest and orientation towards entrepreneurship		1,4	
CO-2	Develop a business plan	4,5	3	
CO-3	Become aware about various sources of funding for an entrepreneur including financial institutions, venture capitalists and Angel Investors		5	2
CO-4	Gain consciousness towards social entrepreneurship and rural entrepreneurship			1

POs	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10
Mapping Level	1.5	1	2	2.5	2.5					

Contents:

Unit-1: (14 Hours)

Introduction to Entrepreneurship: Entrepreneur Entrepreneurship: Meaning and Definition, Functions of an Entrepreneur, Characteristics of successful entrepreneurs, Types of Entrepreneur, Manager & Entrepreneur, Importance of Entrepreneurship, Stages in entrepreneurial process, Problems faced by Entrepreneurs,

Profiles of successful Entrepreneurs: Dhirubhai Ambani, Karsanbhai Patel, Azim Premji, Ratan Tata, N. R. Narayana Murthy, New Age successful Indian Entrepreneurs: Sachin Bansal & Binny Bansal, Vijay Shekhar Sharma, Bhavish Aggarwal

Unit-2: (6 hours)

Family Business: Importance of family business, Types, History, Responsibilities and rights of shareholders of a family business, Advantages and Pitfalls of the family business, improving family business performance.

Unit-3:(10 Hours)

Creativity and Business Ideas: Creativity, Process of creativity, Source of New Idea, Ideas into Opportunities, Methods of Generating New Ideas, Focus Groups, Brainstorming, Problem inventory analysis; Creative problem solving, new industrial policy, Open general license,

Unit- 4: (8 Hours)

Business Planning Process: Meaning of business plan, Business plan process, Importance of business planning, Marketing plan, Production/operations plan, Organization plan, and financial plan and preparing a model project report for starting a new Business venture.

Unit- 5: (8 Hours)

Financing for entrepreneurs, Informal risk, capital market, venture capital, Angel investment, seed capital by banks and financial institutions, NRI Financing

Institutions supporting Entrepreneurs: Central level and state level institutions, SIDBI, IDBI, SIDO, DIC, KVIC and Single Window.

Unit- 6 (6 Hours)

Social entrepreneurship, Teckprenuership, Intrapreneur, Rural entrepreneurship, Government initiatives for SME Sector and entrepreneurship

Scope for Self-Learning activities:

Self-learning components may be based on the following but not limited to the topics listed below:

- Case studies on real-life problem/issues.
- Make a business plan for your intended business
- Interview a local entrepreneur to find out his/her major motivations to start a business, which of the skills and characteristics do you find in the entrepreneur?
- Lessons from success stories of Indian and International entrepreneurs (case studies)

Reference books:

1. Poornima Charantimath ,”Entrepreneurship Development-Small Business Enterprise”, Pearson Education
2. Rober D Hisrich, Michael P Peters ,“Entrepreneurship”, Dean A Shepherd, 6/e, The McGraw-Hill companies,
3. Khanka “Entrepreneurship Development”, S Chand Publications
4. Vasant Desai ,”Entrepreneurship Development and Management”, Himalaya Publishing House
5. Kurakto ,”Entrepreneurship-Principles and Practices”,7/e, Thomson Publication

16PMBAC205 Managerial Competence Building –I (4-0-0) 4

Contact Hours: 52

Course Learning Objectives:

- Enhance professional skills in students to work in competitive environment and get a challenging and stimulating job in an organization.
- Help students in growth and development of their career.
- Assist students to grow professionally and personally.

Course Outcomes:

Description of the Course Outcome: At the end of the course the student will be able to:		Mapping to POs(1,10)		
		Substantial Level (3)	Moderate Level (2)	Slight Level (1)
CO-1	Help students to occupy positions of management and administration in business,	9	9	7

	industry, public system and the government									
CO-2	Building self-confidence, enhance self-esteem and improve overall personality of students		7				8			9
CO-3	Enhance the skills of the students thereby increasing their employability quotient						7			8
POs	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10
Mapping Level							2	1.5	2	

Contents:

Unit-1: (7 Hours)

Understanding your- self: Self introduction, Building **Self Confidence, Self Esteem.** Managing Stress, Positive **thinking**, Causes of Stress, Impact of Stress

Unit-2: (9 Hours)

Aptitude building-I: Reasoning, English grammar and comprehension

Unit-3: (9 Hours)

Presentation Skills: Tips for effective presentations, using visual aids in presentations, Process for preparing and creating presentations, Delivering Presentations Successfully - body language tips including eye contact & hand gestures, Public speaking

Unit-4: (9 Hours)

Aptitude building: Quantitative & General Business Knowledge.

Unit-5: (10 Hours)

Grooming & Etiquettes: personal grooming and hygiene, dressing skills, Art of greeting Art of introductions, Art of sitting, standing, walking (Role play), Art of conversations- topics to avoid, small talk, Art of being firm, polite Interacting with a difficult client (Role Play), How to leave a lasting impression, Telephone Etiquette, Cell phone

Etiquette, Board Room etiquette, Interview etiquette (Role Play), Anger Management.

Unit-6: (8 Hours)

Group Discussion: Introduction & Meaning of Group Discussion, How to Prepare for GD, Guidelines for Effective GD, Basic skills required for GD, Do's and don'ts in GD.

Personal Interviews: Making of CV, How to face PI, Preparation for PI, PI - Tips and Tricks.

Reference book:

1. Soft copy of ‘CAMPUS RECRUITMENT’ book will be given to all the students

16PMBAL206	Seminar	(0-0-3) 1
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Contact Hours: 36

Course Learning Objectives:

- The objective of the seminar is to inculcate self-learning, face audience confidently, enhance communication skill, involve in group discussion and present information about a company in detail.
- To induct the students towards a company’s various processes and systems.
- Induct students to the external environment of the company.

Course Outcomes:

Description of the Course Outcome: At the end of the course the student will be able to:		Mapping to POs(1,10)		
		Substantial Level (3)	Moderate Level (2)	Slight Level (1)
CO-1	Describe the working of a company’s processes and systems	10,1		
CO-2	Communicate effectively on a given topic.	8		
CO-3	Involve in discussion actively by facing and interacting with class audience.	8		

POs	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10
Mapping Level	3							3		3

Contents:

Students as teams, under the guidance of a Faculty, is required to

- Identify a company and conduct a detailed study on it.
- Prepare the report and present the seminar topic orally and/or through power point slides.
- Answer the queries and involve in debate/discussion.

Students have to prepare a report and present the same on:

Report contents:

1. Introduction to the Company
2. History and Milestones
3. Vision, Mission, Quality policy
4. Promoters/ Ownership pattern
5. Products/ service profile
6. Areas of operation
7. Infrastructure facilities
8. Competitor's information
9. SWOT Analysis
10. Future strategies and growth prospects
11. Latest Financial Statements
12. Learning Outcomes and Conclusion