

Scheme of Teaching and Examination

I Semester MBA

Course Code	Course Title	Teaching		Examination				
		L-T-P (Hrs/Week)	Credits	CIE Max. Marks	Thaory (SEE) *Max. Marks	Duration In hours	Practical (SEE) Max. Marks	Duration In hours
22PMBAC101	Management & Organizational Behavior	3-0-2	4	50	100	3	-	-
22PMBAC102	Managerial Economics	3-0-2	4	50	100	3	-	-
22PMBAC103	Business Statistics and Analytics for Decision making	3-0-2	4	50	100	3	-	-
22PMBAC104	Marketing Management	3-0-2	4	50	100	3	-	-
22PMBAC105	Accounting for Managers	3-0-2	4	50	100	3	-	-
22PMBAC106	Business Communication	3-0-2	4	50	100	3	-	-
Total		18-0-12	24	300	600			

CIE: Continuous Internal Evaluation

SEE: Semester End Examination

L: Lecture

T: Tutorials

P: Practical

*P- Practical /Field Work / Assignment are a part of contact hours for the faculty and must be considered in the workload.

SDMCET: Syllabus

II Semester MBA

Course Code	Course Title	Teaching		Examination				
		L-T-P (Hrs/Week)	Credits	CIE Max. Marks	Theory (SEE) Max. Marks	Theory (SEE) Duration in hours	Practical (SEE) Max. Marks	Practical (SEE) Duration in hours
22PMBAC201	Strategic Management	3-0-2	4	50	100	3	-	-
22PMBAC202	Research Methodology & IPR	3-0-2	4	50	100	3	-	-
22PMBAC203	Corporate Finance	3-0-2	4	50	100	3	-	-
22PMBAC204	Human Resource Management	3-0-2	4	50	100	3	-	-
22PMBAC205	Business Environment	3-0-2	4	50	100	3	-	-
22PMBAC206	Entrepreneurship Development	3-0-2	4	50	100	3	-	-
22PMBAL200	Societal Project	1 Week	Audit course without credit	50				
Total		18-0-12	24	300	600			

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BOS Meeting Agenda

Date: 30-07-2022 i.e. Saturday

Time: 10.00 am to 12.30 am

Venue: MBA Department, SDM College of Engineering & Technology

Agenda details:

1. Review and approval of Scheme and syllabus of I and II Semester for the academic year 2022-23
2. Review and approval of existing syllabus of III & IV semester with 10% changes
3. Course Objectives and Outcomes mapped to program outcomes to be reviewed of respective subjects.
4. Any other matter of discussion

Dr. Prakash H. S
Director & Chairman-BOS
Department of Management Studies,
SDMCET, Dharwad

Minutes of the Meeting

Date: 30-07-2022

Time: From 10.00 am.

Venue: MBA Department

Members Present/ Absent:

Sl. No.	Name of experts	Designated	Sign
1.	Dr. Prakash H. S.	Chairman-BOS	
2.	Dr. N. Ramanjaneyalu	VTU Representative	
3.	Dr. L Gandhi	External Academic Experts	
4.	Dr. Pralhad Rathod		
5.	Mr. Thangadurai.G,	Representative from industry	
6.	Mr. Sameer Gudi	Alumnus Representative	
7.	Prof. Bharathi V. Sunagar	Member Secretary-BOS	
8.	Dr. Prashantha C	Internal Members	
9.	Prof. Mahesh Vanjeri		
10.	Dr. Salim G. Sonekhan		
11.	Prof. Prashant U. Gujanal		

Minutes of the BOS meeting Approval;

The Board of Studies Meeting of the Department of Management Studies was held at 10.00 am on 30-7-2022 at the Department of Management Studies. The meeting started with a welcome note by Dr. Prakash H. S, Director –MBA, and an introduction of members of the BOS committee by Mrs. Bharathi Sunagar-Member Secretary.

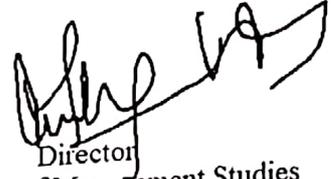
Detailed discussion of agenda in as follows;

Sl No	Agenda Items	Suggestions / Resolutions
1.	Review and approval of Scheme and syllabus of I and II Semester for the academic year 2022-23	<ul style="list-style-type: none">• The Member Secretary of the department presented the newly designed scheme and curriculum for semesters I and II for the academic year 2022-23. Respective faculty members presented the designed syllabus of their subjects.• A detailed discussion happened on all the points. By and large, the scheme was appreciated by the board and all the subjects were well accepted.• Course-specific suggestions were made which were noted for necessary modification.• Dr. Praladh Rathod suggested including the preparation of final accounts [Vertical method] as per the company's act 2013 and introducing Indian Accounting standards for the Subject: Accounting for Managers. It was also suggested to include the use of MS Excel for the practical component which is very much relevant.• Dr. Ramanjaneyalu sir suggested of including and mentioning practical components separately for each subject.• Dr. Praladh Rathod sir has said that bringing in emerging marketing concepts related to ethics in the subject of Marketing Management will be more relevant to the changing environment of the markets.• Dr. L Gandhi sir suggested including recent trends in HR especially the use of technology for Human resource management subject. Mr. Sameer Gudi also suggested including the Industrial relation topic but it was explained that, as there is a separate subject hence only few components of it were included in the syllabus• Dr. Praladh Rathod opined to remove corporate governance for the subject Business environment and also all members of the committee opined that unit 6 of the same can be relooked into and include the same in International Marketing course. It was suggested that the overall syllabus of the subject can be reduced in size to facilitate students.

		<ul style="list-style-type: none"> • Mr. Thangadurai sir posed a suggestion of including Operations Management subject for the first year, whereas, after discussion of the committee, it was suggested to retain it in semester III. • The committee had an opinion that organization structure of Unit 6 in Strategic Management can be relooked before including it in the syllabus. <p>Resolution: The scheme has been accepted and approved by the board of studies committee. Changes suggested by the committee are taken and considered. The minor necessary changes will be made in the syllabus of respective subjects.</p>
2.	Review and approval of Scheme and syllabus of III and IV Semester for the academic year 2022-23	<p>The syllabus for semesters III and IV was discussed and approval of the syllabus was sought by the committee with a window of 10% changes.</p> <p>Following were the points suggested by the committee:</p> <ul style="list-style-type: none"> • Inclusion of consumerism and consumer protection act in Consumer Behaviour subject. • Combining Unit 1 & 2 and inclusion of topic Negotiation during an interview for the subject Recruitment & Selection. • Inclusion of Pension act for Employee relations and legislation subject. • Change of title of unit-IV to performance linked incentives for Compensation Management Subject. • Reduction of syllabus contents and removing a few topics for Training & Development Subject. • The committee expressed a doubt, that finance subjects are heavy and need more time for syllabus completion. • Tax Management subject can be resized to lessen the burden on students. • The committee also expressed that, Internships and projects are being well designed. <p>Resolution: After a discussion, it was resolved to go ahead with the proposed syllabus after incorporating the feasible changes.</p>
3.	Course Objectives and Outcomes mapped to program outcomes to be reviewed of respective subjects.	<ul style="list-style-type: none"> • Course Objectives were reviewed by the committee. • Mapping of course outcomes to program outcomes was reviewed in respective subjects and the committee opined that they were as per Bloom's taxonomy. <p>Resolution: Course Objectives and Outcomes mapped to program outcomes have been reviewed in respective subjects and the committee has approved the same.</p>
4.	Any other matter of discussion	<ul style="list-style-type: none"> • It was suggested by the committee to include some programs or courses on digital marketing and event management which is the need of hour.

		Resolution: The suggestions will be discussed and will look into the feasibility of the same.
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The meeting ended with a vote of thanks by Dr. Prakash H.S to the panel members and the core team followed by lunch.



Director
Department of Management Studies

Chairman



Location: Director Chamber		Category:	Department -level
Members Present		Institution:	SDMCET, MBA Dept. Dharwad
	Designation	Signature	
Dr. Prakash H.S.	Chairman		
Dr. Mahesh M Vanjeri	Member Secretary		
Dr. Prashantha C.	Member		
Dr. Saleem G Sonnekhan	Member		
Mrs Bharathi V Sunagar	Member		
Mr. Prashant U. Gujanal	Member		

Agenda

Introducing new course & Redesigning a course & Equivalence

Matters Discussed: Introducing Societal Project

→ It was discussed to introduce a non Audit compulsory course named Societal project for Semester - II 2022 as per the VTU Guidelines. The DPGC approves the same (with IA+50 marks)

→ Redesigning Business Research Methods
 It was discussed in the DPGC meeting to rename Business research Methods subject of Semester II as Research Methodology & IPR and also introduce an unit on introduction to IPR in the subject, as per the VTU guideline.

(20PMBAG202)
 → Business Research Methods will be hence renamed as Research Methodology & IPR (22PMBAG202) from 2022-onwards till further change.

The DPGC approves the same.

22PMBAL200

Societal Project

Audit

Contact Hours: 1 Week

Course Learning Objectives (CLOs):

- To sensitize the students about the issues prevailing in the society.
- To make them realize their role in solving the societal issues.

Course Outcomes (COs):

Description of the Course Outcome: At the end of the course the student will be able to:		Mapping to POs(1 to 5)/PSOs (6 to 8)		
		Substantial Level (3)	Moderate Level (2)	Slight Level (1)
CO-1	Analyze and identify the relevant issues of society.	4	2	
CO-2	Design a plan and contribute to solving the issues of society.	4		5

POs/PSOs	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-6	PSO-7	PSO-8
Mapping Level		2		3	1			

Contents

Students should carry out the Societal project work for one week after the end of semester-I and before the commencement of semester II (during vocation). A detailed report must be submitted in the beginning of semester II. This will be evaluated in semester II for 50 Marks without any credits but as a compulsory Audit course.

The marks will be distributed as follows:

Components	Marks
Report	25 Marks
Presentation	25 Marks
Total	50 Marks

The above marks for report will be evaluated by internal guides and the presentation will be evaluated Jointly by the panel of two internal faculties, one being the internal guide of the student. PP is a must in this course for the award of the degree.

Report format guidelines: Report shall be prepared in word processor -MS Word, Times new roman, font of main headings 16, fonts of sub headings 14, text font 12, page layout of A4 size, margin of 1 inch on all sides except left margin of 1.5 inch for binding, Line spacing of 1.5.

Suggested Contents of the Report

1. Cover page
2. Certificate from the organization [If any]
3. Certificate of internal guide
4. Declaration of the student.

5. Acknowledgement
6. Table of contents
7. List of tables and graphs[If any]
8. Executive summary

PART-A

1. Introduction
2. Identification of the issue
 1. Objective
 2. Plan of action
 3. Methodology adopted
 4. Performance/achievements
 5. Learning experience

Annexure:

1. References
2. Certificate/Appreciation letter (if any)

Report Evaluation Scheme:

SI No	Report	Marks
1.	Introduction	5
2.	Identification of the issue and defining the objectives	5
3.	Plan of action and Methodology adopted	5
4.	Performance/Achievements	5
5.	Learning experience and Completeness of the report.	5
	TOTAL	25

Presentation Evaluation scheme:

SI No	Details	Marks
1.	Presentation & Communication [Style, Organization, time management]	5
2.	Content [Depth coverage]	5
3.	Visual Aids [Design and simplicity]	5
4.	Learning experience	5
5.	Question and Answer [Understanding of questions, clear answers]	5
	TOTAL	25

Course Learning Objectives (CLOs):

- To provide students with the necessary knowledge and skills to identify and address a research problem (basic or applied).
- The students will gain an understanding of applying various research methods and tools to provide insights for solving a relevant problem or making a decision.
- The students will develop competencies and skills required to conduct research in a business context.
- The students will gain knowledge of Intellectual property rights.

Course Outcomes (COs):

Description of the Course Outcome: At the end of the course the student will be able to:		Mapping to POs (1 to 5) / PSO (6 to 8)		
		Substantial Level (3)	Moderate Level (2)	Slight Level (1)
CO-1	Describe various research approaches, techniques and strategies appropriate in business research and various techniques of intellectual property rights.	1		6,4
CO-2	Apply different research techniques to identify a research problem for an appropriate solution.	1,2	6	3
CO-3	Examine various methods of collecting relevant data from sources and proper sampling tools available to conduct research.	1,2		
CO-4	Analyze and interpret the data to communicate the research findings.	1,2,8		

POs/PSOs	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-6	PSO-7	PSO-8
Mapping Level	3	3	1	1		1.5		3

Contents:

1. Introduction to Business Research Methods:

Meaning of Research, Objectives of Research, Significance of Research, Research Methods versus Methodology, Research and Scientific Method, Research Process, Criteria of Good Research, Problems Encountered by Researchers in India, Research applications in business decisions. **7L+0P=07 Hrs.**

2. Defining the Research Problem: What is a Research Problem? Literature review and its importance. Selecting the Problem, Necessity of Defining the Problem, Technique Involved in Defining a Problem, Variables in research

Types of Research: Exploratory, descriptive and causal. **8L+2P=10 Hrs.**

3. Sources for Data Collection:

Primary data: Observation method, Survey: Interview, schedules and Questionnaire, Questionnaire design: Meaning, process of designing questionnaire, Measurement and scaling: Nominal, Ordinal, Interval, Ratio scale, Attitude measurement, Questionnaire design. Secondary data: Published and unpublished data sources, advantages and disadvantages. **6L+3P=09 Hrs.**

4. Sampling design and sampling procedure: Need for sampling, Sample Design, Determination of sample size, Errors in sampling, Types of Sampling: Probability Sampling- Simple random sampling, systematic sampling, stratified sampling, cluster sampling, multistage sampling & Non-Probability Sampling- Convenience, Quota, Judgmental sampling, snowball sampling. **6L+1P= 07Hrs.**

5. Data Preparation and Analysis:
Data Preparation: Editing, Coding, Classification, Tabulation, Validation. Hypothesis Testing: Meaning, Types, characteristics, Formulation of Hypothesis, Errors in Hypothesis T-Test, Z-Test, One-way ANOVA, Chi-Square test, Correlation & Regression, Mann-Whitney U Test. Use of SPSS for Data preparation and analysis.
Report Writing & Presentation of Results: Importance of report writing, types of research report, report structure, guidelines for effective documentation. Referencing styles. **10L+5P=15 Hrs.**

6. Intellectual Property Rights: Concepts of Intellectual Property, Kinds of Intellectual Property, Intellectual Property System in India, Importance and Protection of Intellectual Property Rights (IPRs)- A brief summary of: Patents, Copyrights, Trademarks, TRIPS and TRIMS, Industrial Designs- Integrated Circuits-Geographical Indicators, WIPO. **4L+0P=04 Hrs.**

Note: L: Lecture Hours
P: Practical

Reference books:

- 1) C R. Kothari & Gaurav Garg, "Research Methodology methods & Techniques", New age international publishers.
- 2) William G Zikmund, "Business Research Methods", Cengage learning, 7th edition.
- 3) Deepak Chawla and Neena Sondhi, "Research Methodology – Concepts and Cases" Vikas Publication -2014
- 4) Donald R. Cooper & Pamela. S. Schindler, "Business Research Methods", 9th edition, TMH /2007.
- 5) Uma Sekaran, "Research methods for business" Wiley Publishers, 2008
- 6) Principles of Intellectual Property N.S. Gopalakrishnan & T.G. Ajitha, Eastern Book Company, 2nd Edition, 2014.