

Principles of Management and Organisational Behavior			
Course Code	MLS101	CIE Marks	50
Teaching Hours/Week(L:P:SDA)	4:0:0	SEE Marks	50
Total Hours of Pedagogy	50	Total Marks	100
Credits	04	Exam Hours	03
<p>Course Objectives: This course will enable the students</p> <ul style="list-style-type: none"> • To understand theories and models of Management and OB. • To classify and differentiate between various methods of problem solving. • To compare the appropriate framework for solving the problems at the workplace. • To acquaint the students with industry relevant skill sets. 			
Module-1			8 Hours
Introduction: Meaning, Objectives, Differences between Administration and Management, Levels of Management, Kinds of Managers, Managerial roles, History of Management, Recent trends in Management.			
Module-2			9 Hours
Planning: Importance, Process, Benefits of Planning, Types of Plans, Planning tools and techniques. Organising: Meaning, Types of Organisation structures, Traditional structures, Directions in organisation structures. Leading: Meaning, Nature, Traits and Behaviour, Contingency approaches to Leadership, Transformational leadership. Controlling: Meaning, Importance, Steps in the control process, Types of Control.			
Module-3			9 Hours
Organisational Behaviour: Introduction, Meaning, History of Organisational Behaviour, Organisational effectiveness, Organisational learning process, Stakeholders, Contemporary challenges for Organisations.			
Module-4			9 Hours
Behavioural Dynamics: MARS Model of individual behaviour and performance, Types of Individual behaviour, Personality in Organisation, Values in the work place, Types of values, Perception , Meaning, Model of Perceptual process. Emotions in work place, Types of emotions, Circumflex Model of Emotion, Attitudes and Behaviour, Work-related stress and its management. Motivation , Meaning, Maslow's Hierarchy of Needs, Four Drive Theory of Motivation.			
Module-5			7 Hours
Teams: Advantages of Teams, Model of Team Effectiveness, Stages of Team Development. Power, Meaning, Sources, and Contingencies of Power, Consequences of Power.			
Module-6			8 Hours
Culture: Meaning, Elements of Organisational Culture, Importance of Organisational Culture. Organisational Change , Meaning, Resistance to change, Approaches to Organisational Culture, Action Research Approach, Appreciative Inquiry Approach, Large Group Intervention Approach, Parallel Learning Structure Approach, and Ethical issues of Organisational Behaviour.			

Assessment Details (both CIE and SEE)

The weight age of Continuous Internal Evaluation (CIE) is 50% and for Semester End Exam (SEE) is 50%. The minimum passing marks for the CIE is 50% of the maximum marks. Minimum passing marks in SEE is 40% of the maximum marks of SEE. A student shall be deemed to have satisfied the academic requirements (passed) and earned the credits allotted to each course if the student secures not less than 50% in the sum total of the CIE (Continuous Internal Evaluation) and SEE (Semester End Examination) taken together.

Continuous Internal Evaluation:

There shall be a maximum of 50 CIE Marks. A candidate shall obtain not less than 50% of the maximum marks prescribed for the CIE.

CIE Marks shall be based on:

- a) Tests (for 25 Marks) and
- b) Assignments, presentations, Quiz, Simulation, Experimentation, Mini project, oral examination, field work and class participation etc., (for 25 Marks) conducted in the respective course. Course instructors are given autonomy in choosing a few of the above based on the subject relevance and should maintain necessary supporting documents for same.

Semester End Examination:

The SEE question paper will beset for 100 marks and the marks scored will be proportionately reduced to 50.

- The question paper will have 8 full questions carrying equal marks.
- Each full question is for 20 marks with 3 subquestions.
- Each full question will have sub question covering all the topics.
- The students will have to answer five full questions; selecting four full questions from question number one to seven in the pattern of 3, 7 & 10 Marks and question number eight is compulsory.
- 100 Percent theory in SEE

Suggested Learning Resources:

Books

1. MGMT, Chuck Williams & Manas Ranjan Tripathy, 5/e, Cengage Learning, 2013.
2. Organizational Behavior, Steven L. McShane & Mary Ann VonGlinow, 6/e, Mc Graw Hill Education, 2015.
3. Management & Organisational Behaviour, Laurie J. Mullins, 7/e, Prentice Hall, 2005.
4. Essentials of Management, Koontz, Mc Graw Hill, 8/e, 2014.
5. Management, John R. Schermerhorn, Jr., 8/e, Wiley India, 2010.
6. Organizational Behaviour, Fred Luthans, 12/e, McGraw Hill International, 2011.

Web links and Video Lectures (e-Resources):

- https://onlinecourses.nptel.ac.in/noc22_mg104/preview
- https://onlinecourses.nptel.ac.in/noc22_mg78/preview
- https://learninglink.oup.com/access/king-lawley3e-student-resources#tag_all-chapters
- <https://openstax.org/details/books/organizational-behavior>
- <https://www.classcentral.com/course/introduction-organisational-behaviour-11892>

Skill Development Activities Suggested

- Visitant Organisation and note the various functions discharged in a day.
- Conduct a professional event in the department and try to understand the various roles played by students in relation to Team and Organisational environment.
- Develop questions, interact with people in the Organisation and try to observe personality traits.
- Meet any Leader/ HoD /Dean and observe the Management of various departments and record the changes in administrative pattern.

Course out come

At the end of the course the student will be able to:

Sl. No.	Description	Blooms Level
CO1	Gain practical experience in the field of Management and Organisational Behaviour.	L1
CO2	Acquire conceptual knowledge of management, various functions of Management and theories in OB.	L3
CO3	Comprehend and apply management and Behaviour. model store late Attitude, perception and personality.	L2
CO4	Analyse the recent trends in Management and OB models.	L4

Mapping of Cos and POs

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	1				2	3			
CO2		2	2				2		
CO3				3		3		2	
CO4		2		2			1		2

Account for Managers			
Course Code	MLS 102	CIE Marks	50
Teaching Hours/Week (L:P:SDA)	4:0:0	SEE Marks	50
Total Hours of Pedagogy	50	Total Marks	100
Credits	4	Exam Hours	3
Course Learning Objectives:			
<ul style="list-style-type: none"> • To enable the students to understand the conceptual framework of accounting, reporting and financial statements. • To enable the students in preparation of books of accounts and accounting records leading to final accounts and interpretation there-off. • To acquaint the students with interpretation of accounting information and analyses of financial statements for decision making. 			
MODUEL-1			7 Hours
Introduction to Accounting: Meaning and objectives, Need and Types of Accounting, Single Entry System, Double Entry System, Basics of Generally Accepted accounting Principles (GAAP), IFRS, Indian Accounting Standards. Concepts and Conventions of Accounting. (Theory only)			
MODULE-2			9 Hours
Accounting Cycle: Journal, Ledgers, Trial balance, Accounting equation, Users of Accounting information, subsidiary books including cash book with two and three column cashbook only. (Theory and Problems).			
MODUEL-3			8 Hours
Final Accounts of companies: Preparation of final accounts of companies in vertical form as per Companies Act of 2013 (Problems of Final Accounts with adjustments), Window dressing. Case Study problem on Final Accounts of Company-Appropriation accounts. (Theory and Problems).			
MODUEL-4			10 Hours
Analysis of Financial Statements: Meaning and Purpose of Financial Statement Analysis, Trend Analysis, Comparative Analysis, Financial Ratio Analysis, Preparation of Financial Statements using Financial Ratios, Case Study on Financial Ratio Analysis. Preparation of Cash flow Statement (indirect method). Lab compulsory for Financial Statement Analysis using Excel. (Theory and Problems).			
MODULE-5			8 Hours
Bank Reconciliation statement: Rules for recording Receipts and Payments in cash book and bank pass book, reasons for differences in the balances of cash book and bank pass book. Meaning and Preparation of Bank reconciliation statement with Tally. (Theory and Problems).			
MODULE-6			8 Hours
Depreciation and Emerging Issues in Accounting: Depreciation: Meaning, characteristics and causes of depreciation, Types of Depreciation. Tax implication of depreciation. (Problems only on straight line and WDV method). Direct Taxation: Basic Concepts and definitions, Capital and revenue – receipts, expenditures, Basis of charge and scope of total income, Tax Planning, Tax Evasion and Tax Management, (Theory Only). Emerging Issues in Accounting: Human Resource Accounting, Forensic Accounting, Green Accounting, Sustainability Reporting. (Theory only).			

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Continuous Internal Evaluation:

There shall be a maximum of 50 CIE Marks. A candidate shall obtain not less than 50% of the Maximum marks prescribed for the CIE.

CIE Marks shall be based on:

- a) Tests (for 25Marks) and
- b) Assignments, presentations, Quiz, Simulation, Experimentation, Mini project, oral examination, Field work and class participation etc., (for 25 Marks) conducted in the respective course. Course instructors are given autonomy in choosing a few of the above based on the subject relevance and Should maintain necessary supporting documents for same.

Semester End Examination:

The SEE question paper will be set for 100 marks and the marks scored will be proportionately Reduced to 50.

- The question paper will have 8 full questions carrying equal marks.
- Each full question is for 20 marks with 3 sub questions.
- Each full question will have sub question covering all the topics.
- The students will have to answer five full questions; selecting four full questions from question number one to seven in the pattern of 3, 7 & 10 Marks and question number eight is Compulsory.
- The SEE Question paper should have the weightage of 80% theory and 20% problems

Suggested Learning Resources:**Books:**

1. Financial Accounting: A Managerial Perspective, Narayanaswamy R, 5/e, PHI, 2014.
2. A Text book of Accounting For Management, Maheswari S. N, Maheswari Sharad K. Maheswari , 2/e, Vikas Publishing house (P) Ltd.
3. Computerized Accounting, Neeraj Goyal, Rohit Sachdeva, Kalyani Publishers, 1e, 2018.
4. Accounting for Management-Text & Cases, S.K.Bhattacharya & John Dearden, Vikas Publishing House Pvt. Ltd., 3e, 2018.
5. Accounting and Finance for Non-finance Managers, Jai Kumar Batra, Sage Publications, 1e, 2018.
6. Financial Accounting, Jain S. P and Narang K L, Kalyani Publishers.
7. Direct Taxes Law and practice, Vinod Singhania and Kapil Singhania, Taxman Publications.

Web links and Video Lectures (e-Resources)

1. <https://icmai.in/upload/Students/Syllabus2016/Inter/Paper-5New.pdf>
2. <https://journals.sagepub.com/home/jaf> □ <https://icmai.in/upload/Students/Syllabus->

- 2012/Study_Material_New/Inter-Paper5Revised.pdf
3. <https://books.mec.biz/tmp/books/Y3BMTIHRR2UE7LMTZG3T.pdf>
 4. <https://drnishikantjha.com/booksCollection/Financial%20Accounting%20-%20BMS%20.pdf>
<https://www.pdfdrive.com/accountancy-books.html>
 5. https://onlinecourses.swayam2.ac.in/nou22_cm18/preview
 6. <https://www.coursera.org/lecture/uva-darden-financial-accounting/what-is-accounting-eXQEc>
 7. <https://www.youtube.com/watch?v=mq6KNVeTE3A>

Skill Development Activates Suggested

1. To collect Annual reports of the companies and analyze the financial statements using different techniques and presenting the same in the class.
2. To analyze the companies' cash flow statements and presenting the same in the class.
3. To get exposed to use of accounting software (preferably Tally or ERP).
4. To identify the sustainability report of a company and study the contents.

Course outcomes

At the end of the course the student will be able to:

S.No	Description	Blooms Level
CO1	Know what and how books of accounts and financial statements are prepared.	L1
CO2	How to interpret financial statements of companies for decision making.	L1
CO3	Independently undertake financial statement analysis and take decisions.	L4, L6

Mapping of COS and Pos

	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO 2	PSO 3	PSO 4
CO1	1				2	3			
CO2			2				2		
CO3				3				2	

MANAGERIAL ECONOMICS			
Course Code	MLS 103	CIE Marks	50
Teaching Hours/Week(L:P:SDA)	4:0:0	SEE Marks	50
Total Hours of Pedagogy	50	Total Marks	100
Credits	4	Exam Hours	3
Course Learning objectives:			
<ul style="list-style-type: none"> • To introduce the fundamentals, tools and theories of managerial economics. • To provide an understanding of the application of Economics in Business • To learn the basic Micro and Macro-economic concepts. • To understand Demand, Production, Cost, Profit and Market competitions with reference to firm and industry. 			
Module -1			7 Hours
<p>Introduction: Managerial Economics: Meaning, Nature, Scope Significance, Uses of Managerial Economics, Role and Responsibilities of Managerial Economist.</p> <p>Theory of the Firm: Firm and Industry, Objectives of the firm, alternate objectives of firm.</p> <p>Managerial theories: Baumol's Model, Marris's model of growth maximization, Williamson's model of managerial discretion.</p>			
Module-2			9 Hours
<p>Demand Analysis Law of Demand, Exceptions to the Law of Demand, Elasticity of Demand, Classification of Price, Income & Cross elasticity, Promotional elasticity of demand. Uses of elasticity of demand for Managerial decision making, Measurement of elasticity of demand. Law of supply, Elasticity of supply.</p> <p>Demand forecasting: Meaning & Significance, Methods of demand forecasting. (Problems on Price elasticity of demand, and demand forecasting using Time-series method).</p>			
Module-3			9 Hours
<p>Cost Analysis & Production Analysis Concepts of Production, production function with one variable input - Law of Variable Proportion, Laws of returns to scale, Indifference Curves, ISO-Quant's & ISO-Cost line, Economies of scale, Diseconomies of scale. Types of cost, Cost curves, Cost – Output Relationship in the short run and in the long run, Long- Run Average Cost (LAC) curve.</p> <p>Break Even Analysis–Meaning, Assumptions, Determination of BEA, Limitations, Margin of safety, Uses of BEA In Managerial decisions (Theory and simple Problems).</p>			
Module-4			9 Hours
<p>Market structure and Pricing Practices Perfect Competition: Features, Determination of price under perfect competition, Monopolistic Competition: Features, Pricing Under monopolistic competition, Product differentiation. Oligopoly: Features, Kinked demand Curve, Cartels, Price leadership. Monopoly: Features, Pricing under monopoly, Price Discrimination. Descriptive Pricing Approaches: Loss leader pricing, Peak Load pricing, Transfer pricing.</p>			
Module-5			9 Hours
<p>Indian Business Environment Nature, Scope, Structure of Indian Business Environment, Internal and External Environment. Political and Legal Environment, Economic Environment, Socio– Cultural Environment, Global Environment. Private Sector, Growth, Problems and Prospects, SMEs, Significance in Indian economy, challenges and prospects. Fiscal policy and Monetary Policy: Meaning of Fiscal policy, three main types of fiscal policy –neutral policy, expansionary, and contractionary. Monetary policy: Meaning, Objectives of monetary policies: Controlling inflation, Managing employment levels, and Maintaining long-term interest rates. (Theory only)</p>			
Module-6			7 Hours

Indian Industrial Policy : New industrial policy 1991, **Production Linked Incentive(PLI)** scheme for Promoting manufacturing of Telecom & Networking Products in India, New economic initiatives proposed by Indian government for economic growth Private Sector-Growth-like Atma Nirbhar Bharath Abhiyan.

Assessment Details (both CIE and SEE)

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Continuous Internal Evaluation:

There shall be a maximum of 50 CIE Marks. A candidate shall obtain not less than 50% of the maximum marks prescribed for the CIE.

CIE Marks shall be based on:

- a) Tests(for 25 Marks) and
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Semester End Examination:

The SEE question paper will be set for 100 marks and the marks scored will be proportionately reduced to 50.

- The question paper will have 8 full questions carrying equal marks.
- Each full question is for 20 marks with 3 sub questions.
- Each full question will have sub question covering all the topics.
- The students will have to answer five full questions; selecting four full questions from question number one to seven in the pattern of 3, 7 & 10 Marks and question number eight is compulsory.
- The SEE question paper should have the weight age of 80% theory and 20% problems

Suggested Learning Resources:

Books

1. Managerial Economics by Geethika, Ghosh & Choudhury, Mc Graw Hill 2/e, 2011
2. Managerial Economics by Dominick Salvatore, Oxford Publishers, 2e, 2016
3. Managerial Economics by D.M Mithani, HPH publications, 2016
4. Managerial Economics by Samuelson & Marks, Wiley, 5/e, 2015
5. Managerial Economics by Maheshwari K.L., Varshney R.L., Sultan Chand & Sons.

Web links and Video Lectures(e-Resources):

- <https://www.edx.org/learn/managerial-economics>
- <https://www.indiabudget.gov.in/>
- https://onlinecourses.swayam2.ac.in/imb19_mg16/preview
- <https://www.youtube.com/watch?v=ZXDKdJO3V6Y>

	<p>Skill Development Activities Suggested</p> <ul style="list-style-type: none"> • Assessment of Demand Elasticity–Price, Income and Cross • Demand Forecasting: Application of qualitative and quantitative methods of demand Forecasting to various sectors (Automobile, Service, Pharmaceutical, Information Technology, FMCG, Hospitality etc.) In India. Students are expected to assess the Impact of advertisement or sales promotion on the demand of a product. • Anin-depth study of economic indicators on the growth rate and presentation on the same • Analyze the impact of the Union Budget on different sectors of the Indian economy, fiscal discipline and disinvestment proposals of the GOI and presentation on the same • A study on the effect of monetary policy on banking and NBFCs.A debate can be held on the pros and cons of the monetary policy. • Use of MS Excel in the above mentioned activities should be encouraged.
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Course out comes

At the end of the course the student will be able to:

Sl. No.	Description	Blooms Level
CO1	The student will understand the application of Economic Principles in Management decision making.	L2
CO2	The student will earn the micro economic concepts and apply them for effective functioning of a Firm and Industry.	L3
CO3	The Student will be able to understand, assess and forecast the demand.	L5
CO4	The student will apply the concepts of production and cost for optimization of production	L3
CO5	The student will design competitive strategies like pricing, product Differentiation etc. and marketing according to the market structure.	L6
CO6	The student will be able to understand the impact of macroeconomic concepts.	L2

Mapping of COS and Pos

	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO 2	PSO 3	PSO 4
CO1	3		1			3			
CO2	3	2		1			3		
CO3	2				1			1	
CO4	2		3		1				1
CO5	2			1	3		3		
CO6	3			1					2

Quantitative Techniques and Operation research			
Course Code	MLS 104	CIE Marks	50
Teaching Hours/Week (L:P:SDA)	4:0:0	SEE Marks	50
Total Hours of Pedagogy	50	Total Marks	100
Credits	4	Exam Hours	3
Course Learning Objectives:			
<ul style="list-style-type: none"> To facilitate the students to compute the various measures of central tendency and dispersion using descriptive statistics. To enhance the skills to visualize and estimate the relationship between variables using correlation and regression analysis. To empower with the knowledge of trend analysis The students gain knowledge of various Statistical and Operations research tools for data analysis. It helps to interpret the results and to take objective decision based on the models. 			
MODUEL-1			9 Hours
Introduction to Statistics: Meaning and Definition, Importance, Types, Measures of Central Tendency - Arithmetic mean, Geometric mean, Harmonic mean, Median, Quartiles, Deciles, Percentiles, Mode. Measures of Dispersion -Range, Quartile deviation, Mean deviation, Standard deviation, Variance, Coefficient of Variation. (Theory and Problem).			
MODULE-2			7 Hours
Correlation and Regression: Correlation - Significance, Types, and Methods, Scatter diagram, Karl Pearson correlation, Spearman's Rank correlation, Regression, Significance, Linear Regression Analysis, Types of regression models, Lines of Regression. (Theory and Problem).			
MODUEL-3			8 Hours
Time Series Analysis: Objectives, Variations in Time Series. Measurement of Trend, Graphic Method, Moving Average Method, Semi-Average Method, Least Square Method. Measurement of Seasonal Variations- Method of Simple Averages, Ratio to Trend Method-Ratio to Moving Average Method, Link Relative Method. (Theory and Problem).			
MODUEL-4			9 Hours
Probability Distribution: Concept of probability, Counting rules for determining number of outcomes - Permutation and Combination, Rules of probability- Addition and Multiplication, Baye's Theorem. Concept of Probability Distribution, Theoretical Probability Distributions - Binomial, Poisson, Normal (Problems only on Binomial, Poisson and Normal). (Theory and Problem).			
MODULE-5			10 Hours
Hypotheses Testing: Definition, Types, Procedure for testing, Errors in hypotheses testing. Parametric and Non-Parametric Tests -t-test, z-test, f-test, Chi-square test, u-test, K-W Test .Analysis of Variance (theory only).			
MODULE-6			7 Hours
MS Excel: Functions, Formulas, Types of errors in excel, Data analysis using MS-Excel- Mean, Median, Mode, Geometric Mean, Harmonic mean, Standard Deviation, Correlation			

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CIE Marks shall be based on:

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- b) Assignments, presentations, Quiz, Simulation, Experimentation, Mini project, oral examination, Field work and class participation etc., (for 25 Marks) conducted in the respective course. Course instructors are given autonomy in choosing a few of the above based on the subject relevance and Should maintain necessary supporting documents for same.

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- The question paper will have 8 full questions carrying equal marks.
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- Each full question will have sub question covering all the topics.
- The students will have to answer five full questions; selecting four full questions from question number one to seven in the pattern of 3, 7 & 10 Marks and question number eight is Compulsory.
- The SEE Question paper should have the weight age of 20% theory and 80% problems

Suggested Learning Resources:**Books:**

1. Sharma J. K, (2012) OPERATIONS RESEARCH: THEORY AND APPLICATION, Macin
2. Gupta S. P, (2006) STATISTICAL METHODS”, Sultan Chand & Co., New Delhi.
3. Research Methodology Ranjit Kumar Sage Publications

Web links and Video Lectures (e-Resources)

1. Students should opt Swayam NPTEL Course on Business Statistics offered by Prof. M.K. Barua Dept. of Management studies IIT Roorkee.
2. <https://www.youtube.com/watch?v=VDLyk6z8uCg> Swayam NPTEL Course on Business Statistics by Dr. P. M. Shiva Prasad, Department of Commerce, Teresian College, Mysuru.

Course outcomes

At the end of the course the student will be able to:

S.No	Description	Blooms Level
CO1	Understand how to organize, manage, and present the data	L2
CO2	Use and apply a wide variety of specific statistical tools	L3
CO3	Understand the applications of probability in business	L4
CO4	Effectively interpret the results of statistical analysis	L5
CO5	Develop competence of using computer packages to solve the problems	L6

Mapping of COs and POs

	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO 2	POS 3	POS 4
CO1	1				2	3			
CO2		2	2				2		
CO3				3		3		2	
CO4		2		2			1		2
CO5	2	3							

MARKETING MANAGEMENT			
Course Code	MBA105	CIE Marks	50
Teaching Hours/Week (L:P:SDA)	4:0:0	SEE Marks	50
Total Hours of Pedagogy	50	Total Marks	100
Credits	04	Exam Hours	03
Course Learning objectives:			
<ul style="list-style-type: none"> • To make students understand the fundamental concepts of marketing and environment in which marketing system operates. • To gain knowledge on consumer buying behaviour and influencing factors • To describe major bases for segment marketing, target marketing, and market positioning. • To develop a Conceptual framework, covering basic elements of the marketing mix. • To understand fundamental premise underlying market driven strategies and hands on practical approach. 			
Module-1			7 Hours
Introduction to Marketing: Importance of marketing, Definitions of market and marketing, Types of Needs, Elements of Marketing Concept, Functions of Marketing, evolution of marketing, Marketing V/s Selling, Customer Value and Satisfaction, 4P's of Marketing, Marketing Environment, Techniques used in environment analysis, Characteristics (Micro and Macro), Marketing to the 21st century customer.			
Module-2			9 Hours
Analysing Consumer Behaviour: Meaning and Characteristics, Importance of consumer behaviour, Factors influencing Consumer Behaviour, Consumer characteristics influencing buying behaviour personal factors and cultural factors. Consumer Buying Decision Process, Buying Roles, Buying Motives. The black box model of consumer behaviour. Psychological factors consumer.			
Module-3			9 Hours
Product management and Pricing: Importance and primary objective of product management, product levels, product hierarchy, Classification of products, product mix, product mix strategies, Managing Product Life Cycle. New Product Development, packing as a marketing tool, Role of labeling in packing. Concept of Branding, Brand Equity, branding strategies, selecting logo, brand extension- effects. Introducing to pricing, Significance of pricing, factor influencing pricing (Internal factor and External factor), objectives, Pricing Strategies-Value based, Cost based, Market based, Competitor based, Pricing Procedure.			
Module-4			9 Hours
Distribution and Promotion: Roles and purpose of Marketing Channels, Factors Affecting Channel Choice, Channel Design, Channel Management Decision, Channel Conflict, Designing a physical Distribution System. Promotions- Marketing communications- Integrated Marketing Communications (IMC)-communication objectives, steps in developing effective communication. Advertising: Advertising Objectives, Advertising Budget, Advertising Copy, AIDA model, Traditional Vs Modern Media- Online and Mobile Advertising, social media for Advertising. Push-pull strategies of promotion.			
Module-5			7 Hours

Market segmentation, Targeting and Brand Positioning: Concept of Market Segmentation, Benefits, Requisites of Effective Segmentation, Bases for Segmenting Consumer Markets, Market Segmentation Strategies. Types of Segmentation. Targeting - Bases for identifying target Customer target Marketing strategies, Positioning - Meaning, Tasks involved in Positioning. Monitoring brands performance and positioning. Product Differentiation Strategies.

Module-6

9 Hours

Emerging Trends in Marketing: Marketing Planning. Concepts of B2B marketing, Service Marketing, Digital and social media Marketing, Green Marketing, Event Marketing, Marketing Audit, Sponsorship, Cause Related Marketing, Marketing for Non-Profit Organizations, Relationship marketing, Marketing Strategies for Leaders, Challengers, Followers and Startups. Social Responsibility of marketing, Neuro Marketing, Sensory Marketing, societal marketing concept, premiumization.

Assessment Details (both CIE and SEE)

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- Each full question will have sub question covering all the topics.
- The students will have to answer five full questions; selecting four full questions from question number one to seven in the pattern of 3, 7 & 10 Marks and question number eight is compulsory.
- 100 Percent theory in SEE

Suggested Learning Resources:**Books**

1. Marketing Management- Indian Context, Global Perspective by Ramaswamy & Namakumari by SAGE publication, 6th Edition.
2. Marketing Management: A South Asian Perspective by Kotler, Keller, Koshy & Jha by Pearson publication, Latest Edition.
3. New Product Management by Merle Crawford and Anthony Di Benedetto by McGraw-Hill, Latest Edition.
4. Advertisement Brands & Consumer Behaviour by Ramesh Kumar by Sage Publications, 2020.
5. Marketing in India: Text and Cases by Neelamegham S by Vikas publication, Latest edition.
6. Marketing by Lamb, Hair, Mc Danniel by Cengage Learning, Latest edition.
7. Fundamentals of Marketing Management, Etzel M J B J Walker & William J Stanton by Tata Macgraw Hill, Latest edition.

Web links and Video Lectures (e-Resources):

- <https://youtu.be/5fdx5Laavkc>
- <https://youtu.be/Ule8n6GgE1g>
- <https://youtu.be/ob5KWs3I3aY?t=131>
- <https://youtu.be/U1VWUHLhmdk>
- <https://youtu.be/iWuYUhSHXHg>
- https://youtu.be/IErR_YYfP3Y
- <https://youtu.be/mL7MASrDIQ>

Skill Development Activities Suggested

- Sensitize the students to the market dynamics by visiting super markets and regulatory markets like APMC, etc.
- Students to study the buying pattern based on demographics of consumers.
- Students to draft advertising copy.
- Students to take any FMCG product and study the PCL of that product.

Course outcome

At the end of the course the student will be able to:

Sl. No.	Description	Blooms Level
CO1	Comprehend the concepts of Marketing Management.	L1
CO2	Gain knowledge on consumer behaviour and buying process	L3
CO3	Understand concept of Product and Brand Management, Branding and Pricing strategies	L2
CO4	Identify marketing channels and the concept of product distribution, techniques of sales promotion	L4
CO5	Simply ideas into a viable marketing plan for various modes of marketing	L4

Mapping of COS and POs

	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO 2	PSO 3	PSO 4
CO1	1				2	3			
CO2	1		2				2		
CO3				3				2	
CO4		2		2					3
CO5		2			2				

Business Communication

Course Code	MLS 106	CIE Marks	50
Teaching Hours/Week (L:P:SDA)	4:0:0	SEE Marks	50
Total Hours of Pedagogy	50	Total Marks	100
Credits	4	Exam Hours	3
Course Learning Objectives:			
<ul style="list-style-type: none"> • To enable the students to become aware of their communication skills and sensitize them to their potential to become successful managers. • To enable learners with the mechanics of writing and also help them to draft business letters in English precisely and effectively. • To introduce the students to some of the practices in communication those are in vogue. • To prepare students to develop the art of business communication with emphasis on analysing business situations. • To train Students towards drafting business proposals. 			
MODUEL-1			6 Hours
Introduction: Meaning & Definition, Role, Classification, Purpose of communication, Communication Process, Characteristics of successful communication, Importance of communication in management, Communication structure in organization, Communication in conflict resolution, Communication in crisis. Communication and negotiation, Communication in a cross-cultural setting, Barriers to communication.			
MODULE-2			8 Hours
Oral Communication: Meaning, Principles of successful oral communication, Barriers to oral communication, Conversation control, Reflection and Empathy: two sides of effective oral communication. Modes of Oral Communication, Effectiveness of oral communication. Listening as a Communication Skill: Approaches to listening, how to be a better listener, Process of listening, Nonverbal communication: Meaning, classification.			
MODUEL-3			10 Hours
Written Communication: Purpose of writing, Clarity in writing, Principles of effective writing, Approaching the writing process systematically: The 3X3 writing process for business communication Pre writing, Writing, Revising. Audience analysis, Writing Positive, Neutral, Persuasive and Bad-news Messages. Types of Written Communication In Business: Business Letters: Introduction To Business Letters, Types of Business Letters, Writing Routine And Persuasive Letters, Positive And Negative Messages Writing, Employee Reviews, Recommendation Letters, Thank You Letters.			
MODUEL-4			8 Hours
Business Reports: Purpose, Kinds and Objectives of reports , Organization & Preparing reports, short and long reports Writing Proposals: Structure & preparation , Writing memos, Media Management: The press release, Press conference, Media interviews. Group Communication: Meetings, Planning meetings, objectives , participants , timing , venue of meetings. Meeting Documentation: Notice, Agenda and Resolution & Minutes.			
MODULE-5			10 Hours
Case method of learning: Understanding the case method of learning , different types of cases , overcoming the difficulties of the case method , reading a case properly , case analysis approaches , analyzing the case , dos and don'ts for case preparation. Employment Communication: Introduction, Writing CVs, Group discussion, Interview skills.			

Impact of Technological Advancement on Business Communication Technology-enabled Communication-Communication networks, Intranet, Internet, E-Mails, SMS, teleconferencing, videoconferencing.

MODULE-6

8 Hours

Presentation and Negotiation skills: Presentation: What is a presentation, Elements of presentation, Designing & Delivering Business Presentations, Advanced Visual Support for managers. Negotiation skills: Definition of negotiation, Nature and need for negotiation, Factors affecting negotiation, Stages of negotiation process, Negotiation strategies. Etiquette Advantage in Managerial Communication: Meaning, types and advantages of Etiquette.

Assessment Details (both CIE and SEE)

The weight age of Continuous Internal Evaluation (CIE) is 50% and for Semester End Exam (SEE) is 50%. The minimum passing marks for the CIE is 50% of the maximum marks. Minimum passing Marks in SEE is 40% of the maximum marks of SEE. A student shall be deemed to have satisfied the academic requirements (passed) and earned the credits allotted to each course if the student secures not less than 50% in the sum total of the CIE (Continuous Internal Evaluation) and SEE (Semester End Examination) taken together.

Continuous Internal Evaluation:

There shall be a maximum of 50 CIE Marks. A candidate shall obtain not less than 50% of the Maximum marks prescribed for the CIE.

CIE Marks shall be based on:

- a) Tests (for 25Marks) and
- b) Assignments, presentations, Quiz, Simulation, Experimentation, Mini project, oral examination, Field work and class participation etc., (for 25 Marks) conducted in the respective course. Course instructors are given autonomy in choosing a few of the above based on the subject relevance and Should maintain necessary supporting documents for same.

Semester End Examination:

The SEE question paper will be set for 100 marks and the marks scored will be proportionately Reduced to 50.

- The question paper will have 8 full questions carrying equal marks.
 - Each full question is for 20 marks with 3 sub questions.
 - Each full question will have sub question covering all the topics.
 - The students will have to answer five full questions; selecting four full questions from question number one to seven in the pattern of 3, 7 & 10 Marks and question number eight is Compulsory.
- 100 Percent theory in SEE

Suggested Learning Resources:

Books:

1. Business Communication: Concepts, Cases and Applications- Chaturvedi P. D, & Mukesh Chaturvedi, 4/e, Pearson Education, 2020.
2. Communicating in Business: Ober and Newman, Cengage learning, 8th Edition, 2018.

3. Business Communication: Process and Product, Mary Ellen Guffey, 3/e, Cengage Learning, 2002.
4. Business and Professional Communication: Kelly M, Quintanilla, Shawn T and Wahl, SAGE South Asia Edition, 2017.
5. Business Communication: Lesikar, Flatley, Rentz & Pande, 12/e, TMH, 2014.
6. Communicating in Business: Williams, Krizan, Logan and Merrier, Cengage Learning, 8/e, 2017.
7. Contemporary Business Communication - Scot Ober-Biztantra, 5/e, 2015.
8. Advanced Business Communication, Penrose, Rasberry, Myers, 5/e, Cengage Learning, 2004.

Web links and Video Lectures (e-Resources)

1. <https://www.youtube.com/watch?v=5NhOVyjNnTk>
2. <https://www.youtube.com/watch?v=BitO6ccFPws&list=PLsh2FvSr3n7eovNQqZ90abqSJyqYGs-GT>
3. https://www.youtube.com/watch?v=6Y0HljvRajg&list=PL_JQUKZbOIhHSMG3XWC4NKe9dRvZfB4ao
4. <https://www.youtube.com/watch?v=DyDJ313cVh0&list=PLim9gWjsjN-OaZojlggkt7zHcc6c3Cs2a>
5. <https://www.youtube.com/watch?v=z-JSQg6YM48>

Skill Development Activates Suggested

- Students enact and analyze the non-verbal cues.
- Demonstrating using Communication Equipments like Fax, Telex, Intercoms, etc.
- Demonstrating Video conferencing & teleconferencing in the class.
- Conduct a mock meeting of students in the class identifying an issue of their concern. The students should prepare notice, agenda and minutes of the meeting.
- Each student to give presentation of 5 minutes (this can be spread throughout the semester) and to be evaluated by the faculty.
- Organize a mock press conference addressing to the launch of new product by an organization.
- Students should be given an assignment to draft a proposal to undertake research project.

Course outcomes

At the end of the course the student will be able to:

S.No	Description	Blooms Level
CO1	The students will be aware of their communication skills and know their potential to become successful managers.	L1
CO2	The students will get enabled with the mechanics of writing and can compose the business letters in English precisely and effectively.	L3
CO3	The students will be introduced to the managerial communication practices in business those are in vogue.	L2
CO4	Students will get trained in the art of drafting business proposals and business communication with emphasis on analyzing business situations.	L4

Mapping of COS and Pos

	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO 2	PSO 3	PSO 4
CO1	1				2	3			
CO2			2				2		
CO3				3				2	
CO4		2		2					3