

ACHARIYA

COLLEGE OF ENGINEERING TECHNOLOGY

AN AUTONOMOUS INSTITUTION

(Approved by AICTE, New Delhi, and affiliated to Pondicherry University)

Accredited by NAAC & ISO 9001:2008 Certified Institution

Puducherry – 605010



Curriculum and Syllabus

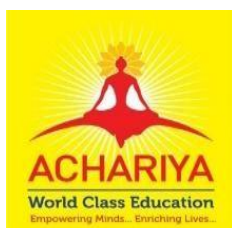
for

MBA

REGULATION - 2026

(Effective from Academic year 2026-27)

**(Subject to the Approval of the First Academic Council meeting of
Achariya College of Engineering Technology)**



**DEPARTMENT OF MANAGEMENT STUDIES
ACHARIYA COLLEGE OF ENGINEERING TECHNOLOGY**

COLLEGE VISION &MISSION

VISION:

To be a center of excellence in technical education, producing globally competent and ethically strong engineering professionals who contribute to the development of society and nation.

MISSION:

1. Provide high-quality engineering education through state of art infrastructure.
2. Foster innovation, research and Entrepreneurship among students.
3. Maintain lifelong connection with alumni and industry partners.
4. Inculcate moral values and psychological wellbeing.

VISION & MISSION OF THE DEPARTMENT

VISION

To be a Centre of excellence in management education by nurturing competent, ethical and innovative business leaders for global success.

MISSION

1. To provide quality management education through an industry-relevant curriculum and innovative teaching.
2. To develop leadership, entrepreneurial and problem-solving skills with ethical values.
3. To promote research, innovation and lifelong learning for sustainable business and societal development.

CURRICULUM AND SYLLABUS

The Curriculum of MBA is designed to fulfil the Program Educational Objectives (PEO) and the Program Outcomes (PO) listed below.

PROGRAM EDUCATIONAL OBJECTIVES (PEO)

PEO1	To produce competent management graduates with strong conceptual knowledge and analytical ability for business decisions
PEO2	To develop leadership, entrepreneurial and innovation skills with ethical values for sustainable business growth.
PEO3	To prepare graduates for successful career in industry, entrepreneurship and higher studies with lifelong learning attitude.

PROGRAM OUTCOMES (PO)

PO1	Management Knowledge	Apply knowledge of management theories and practices to solve business problems.
PO2	Critical Thinking and Problem Solving	Identify, analyze, and solve complex managerial issues using logical and analytical approaches.
PO3	Decision Making	Make informed and ethical business decisions based on data, research, and organizational objectives.
PO4	Leadership and Teamwork	Demonstrate leadership qualities and work effectively as an individual and as a member of diverse teams
PO5	Communication Skills	Communicate effectively through oral, written, and digital means in professional and business environments.
PO6	Entrepreneurial and Innovative Thinking	Develop entrepreneurial competencies and innovative solutions for business growth and sustainability.
PO7	Ethics and Social Responsibility	Apply ethical principles and demonstrate commitment to social, environmental, and corporate responsibilities.
PO8	Global and Cross-Cultural Competence	Understand global business environments and manage multicultural and diverse workplace situations.
PO9	Digital and Technological Competence	Utilize modern business technologies, analytics, and digital tools to enhance management practices.
PO10	Lifelong Learning	Recognize the need for continuous learning and professional development to adapt to changing business environments.

PROGRAM SPECIFIC OUTCOMES (PSO)

PSO1	Business Management Knowledge: Graduates will analyze and decide on the functional domains of Business management and entrepreneurship.
PSO2	Competency and Social Responsibility: Graduates will apply the management techniques as socially responsible managers observing ethical norms and codes in the Corporate and business Scenario.

SUSTAINABLE DEVELOPMENT GOALS

SDG01	No Poverty	End poverty in all its forms everywhere (eradicate extreme poverty currently measured as people living on less than \$1.25 a day.)
SDG02	Zero Hunger	End hunger, achieve food security and improved nutrition and promote sustainable agriculture
SDG03	Good Health and Well-being	Ensure healthy lives and promote well-being for all at all ages
SDG04	Quality Education	Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all
SDG05	Gender Equality	Achieve gender equality and empower all women and girls
SDG06	Clean Water and Sanitation	Ensure availability and sustainable management of water and sanitation for all
SDG07	Affordable and Clean Energy	Ensure access to affordable, reliable, sustainable and modern energy for all
SDG08	Decent Work and Economic Growth	Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

SDG09	Industry, Innovation, and Infrastructure	Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation
SDG10	Reduced Inequalities	Reduce inequality within and among countries
SDG11	Sustainable Cities and Communities	Make cities inclusive, safe, resilient, and sustainable.
SDG12	Responsible Consumption and Production	Ensure sustainable consumption and production patterns.
SDG13	Climate Action	Ensure sustainable consumption and production patterns.
SDG14	Life Below Water	Conserve and sustainably use marine resources.
SDG15	Life on Land	Protect ecosystems, manage forests, combat desertification, and halt biodiversity loss.
SDG16	Peace, Justice, and Strong Institutions	Promote peaceful societies, access to justice, and effective institutions.
SDG17	Partnerships for the Goals	Strengthen the global partnership for sustainable development.

SUSTAINABLE DEVELOPMENT GOALS (SDGS):

The MBA curriculum integrates relevant United Nations Sustainable Development Goals (SDGs) through courses, experiential learning, industry interaction, research, entrepreneurship, ethics, sustainability and community-oriented activities. The curriculum particularly addresses SDGs related to quality education, gender equality, decent work and economic growth, industry and innovation, responsible consumption and production, climate action, strong institutions and partnerships.

SUSTAINABLE DEVELOPMENT GOALS(SDGs) INTEGRATED IN THE MBA CURRICULUM

SDG	Sustainable Development Goal	Relevant MBA Areas
SDG 4	Quality Education	Management Education, lifelong learning, professional development
SDG 5	Gender Equality	HRM, Women Entrepreneurship, Leadership
SDG 8	Decent Work and Economic Growth	Entrepreneurship, HRM, MSMEs, Employment
SDG 9	Industry, Innovation and Infrastructure	Business Analytics, Digital Business, Innovation
SDG 10	Reduced Inequalities	Inclusive business, diversity and inclusion
SDG 12	Responsible Consumption and Production	Operations, Sustainability, ESG
SDG 13	Climate Action	Sustainable business, ESG, Environmental management
SDG 16	Peace, Justice and Strong Institutions	Corporate Governance, Ethics
SDG 17	Partnerships for the Goals	Industry-institution collaboration, stakeholder management

MBA CURRICULUM- SDG MAPPING

Course / Area	SDG 4	SDG 5	SDG 8	SDG 9	SDG 12	SDG 13	SDG 16	SDG 17
Organizational Behaviour	✓	✓	✓					
Accounting for Management	✓		✓					
Economics for Business Decisions	✓		✓					
Business Statistics and Research Methodology	✓		✓					
Corporate Ethics and social Responsibility							✓	✓
Financial Management			✓					
Marketing Management			✓	✓	✓			
Human Resource Management		✓	✓					
Operations Management			✓	✓	✓	✓		
Information Systems for Managers			✓	✓				
Strategic Management							✓	✓
Entrepreneurship Development		✓						
International Business Management			✓	✓	✓			✓

DEFINITION OF CREDIT

TEACHING ACTIVITY	CREDIT EQUIVALENT
1 Hour Lecture (L) per week per semester	1 Credit
1 Hour Tutorial (T) per week per semester	1 Credit
1 Hour Practical / Laboratory (P) per week per semester	0.5 Credit
2 Hours Practical / Laboratory (P) per week per semester	1 Credit

SCHEME OF CREDIT DISTRIBUTION-SUMMARY

Sl. No	Course Category	Sem I	Sem II	Sem III	Sem IV	Total
1	Foundation Core (FC)	19	-	-	-	19
2	Functional Core (FnC)	-	20	-	-	20
3	Applied Core (APC)	-	-	8	4	12
4	Functional Elective (FE)	-	-	9	9	18
5	Practical / Skill-Enhancement (PRAC)	3	3	2	-	8
6	Project (PROJ)	2	2	6	9	19
7	Ability Enhancement Course / NPTEL / Hackathon / Internship	1	1	1	-	3
8	Career Development Course	1	1	1	-	3
	Total Credits	26	27	27	22	102

ABBREVIATION

S.NO	ABBREVIATION	FULL FORM
1	FC	Foundation Core
2	FNC	Functional Core
3	APC	Applied Core
4	FE	Functional Elective
5	PRAC	Practical / Skill-Enhancement
6	PROJ	Project & Internship
7	AEC	Ability Enhancement Course

Program Offered

Name of the Programme	Programme Code
MASTER OF BUSINESS ADMINISTRATION (MBA)	MB

FUNCTIONAL ELECTIVES

S. No.		Course Code	Name of the Course	L	T	P	C
1	I	MBE26X01	Business Negotiation	3	0	0	3
2		MBE26X02	Entrepreneurial Finance	3	0	0	3
3		MBE26X03	Entrepreneurial Marketing	3	0	0	3
4		MBE26X04	Family Business Management	3	0	0	3
5		MBE26X05	Social Entrepreneurship	3	0	0	3
6	II	MBE26X06	Logistics Management	3	0	0	3
7		MBE26X07	Materials Management	3	0	0	3
8		MBE26X08	Product Design	3	0	0	3
9		MBE26X09	Quality Management	3	0	0	3
10		MBE26X10	Supply chain Management	3	0	0	3
11	III	MBE26X11	Data Mining for Business Intelligence	3	0	0	3
12		MBE26X12	Big Data Analytics	3	0	0	3
13		MBE26X13	Cloud Computing	3	0	0	3
14		MBE26X14	E-Business Management	3	0	0	3
15		MBE26X15	Social Media Web Analytics	3	0	0	3
16	IV	MBE26X16	Retail Marketing	3	0	0	3
17		MBE26X17	Consumer Behavior	3	0	0	3
18		MBE26X18	Integrated Marketing Communications	3	0	0	3
19		MBE26X19	Brand Management	3	0	0	3
20		MBE26X20	Services Marketing	3	0	0	3
21	V	MBE26X21	Security Analysis and Portfolio Management	3	0	0	3
22		MBE26X22	Financial Markets	3	0	0	3
23		MBE26X23	Banking and Financial Services	3	0	0	3
24		MBE26X24	International Finance	3	0	0	3
25		MBE26X25	Accounting Analytics	3	0	0	3
26	VI	MBE26X26	Strategic Human Resource Management	3	0	0	3
27		MBE26X27	Industrial Relations and Labour Welfare	3	0	0	3
28		MBE26X28	Social Psychology	3	0	0	3
29		MBE26X29	Management of Change and Development	3	0	0	3
30		MBE26X30	Stress Management	3	0	0	3

I. ENTREPRENEURSHIP

II. OPERATIONS MANAGEMENT

III. BUSINESS ANALYTICS

IV. MARKETING MANAGEMENT

V. FINANCIAL MANAGEMENT

VI. HUMAN RESOURCE MANAGEMENT

SEMESTER-WISE COURSES AND CREDITS

I SEMESTER

Sl.	Course Code	Course Title	Category	Periods						Max.Marks		
				L	T	P	Hrs/Wk	SL	C	CAT	ESE	Total
Theory												
1	MBT26101	Organizational Behaviour	FC	4	0	0	4	2	4	50	50	100
2	MBT26102	Accounting For Management	FC	3	1	0	4	3	4	50	50	100
3	MBT26103	Economics for Business Decisions	FC	4	0	0	4	1	4	50	50	100
4	MBT26104	Business Statistics & Research Methodology	FC	3	1	0	4	4	4	50	50	100
5	MBT26105	Corporate Ethics and Social Responsibility	FC	3	0	0	3	1	3	50	50	100
Practical												
6	MBL26106	Business Communication Lab	Practical	0	0	3	3	1	1.5	50	50	100
7	MBL26107	Data Analytics Lab	Practical	0	0	3	3	1	1.5	50	50	100
Project												
8	MBP26108	Social Immersion Project	Project	0	1	0	1	7	2	100	0	100
Ability Enhancement Course*												
9	NIH26001	NPTEL/Hackthon/Internship	AEC	0	0	2	2	7	1	100	0	100
10	CDC26101	Career Development Workshop-I	CDC	0	0	2	2	5	1	100	0	100
TOTAL				17	3	10	30	32	26	650	350	1000

II SEMESTER

Sl.	Course Code	Course Title	Category	Periods						Max.Marks		
				L	T	P	Hrs/Wk	SL	C	CAT	ESE	Total
Theory												
1	MBT26201	Financial Management	FnC	3	1	0	4	4	4	50	50	100
2	MBT26202	Marketing Management	FnC	4	0	0	4	3	4	50	50	100
3	MBT26203	Human Resource Management	FnC	4	0	0	4	3	4	50	50	100
4	MBT26204	Operations Management	FnC	4	0	0	4	3	4	50	50	100
5	MBT26205	Information Systems for Managers	FnC	4	0	0	4	3	4	50	50	100
Practical												
6	MBL26206	Career Planning	Practical	0	0	3	3	1	1.5	50	50	100
7	MBL26207	Python Programming Lab	Practical	0	0	3	3	1	1.5	50	50	100
Project												
8	MBP26208	Minor Project	Project	0	1	1	2	7	2	100	0	100
Ability Enhancement Course*												
9	NIH26002	NPTEL/Hackthon/Internship	AEC	0	0	1	1	7	1	100	0	100
10	CDC26201	Career Development Workshop-II	CDC	0	0	1	1	5	1	100	0	100
TOTAL				19	2	9	30	37	27	650	350	1000

III SEMESTER

Sl.	Course Code	Course Title	Category	Periods						Max.Marks		
				L	T	P	Hrs/Wk	SL	C	CAT	ESE	Total
Theory												
1	MBT26301	Strategic Management	APC	4	0	0	4	4	4	50	50	100
2	MBT26302	Entrepreneurship Development	APC	4	0	0	4	3	4	50	50	100
3	MBFE26XX	Functional Electives - 1	FE	3	0	0	3	3	3	50	50	100
4	MBE263XX	Functional Electives - 2	FE	3	0	0	3	3	3	50	50	100
5	MBE263XX	Functional Electives - 3	FE	3	0	0	3	3	3	50	50	100
Practical												
6	MBL26303	Career Readiness	Practical	0	0	3	3	1	2	50	50	100
Project												
7	MBP26304	Summer Internship	Project	0	0	2	6	6	6	100	0	100
Ability Enhancement Course*												
8	NIH26003	NPTEL/Hackthon/Internship	AEC	0	0	2	2	7	1	100	0	100
9	CDC26301	Career Development Skill-III	CDC	0	0	2	2	5	1	100	0	100
TOTAL				17	0	9	30	35	27	600	300	900

IV SEMESTER

Sl.	Course Code	Course Title	Category	Periods						Max.Marks		
				L	T	P	Hrs/Wk	SL	C	CAT	ESE	Total
Theory												
1	MBT26401	International Business Management	APC	4	0	0	4	4	4	50	50	100
2	MBE264XX	Functional Electives - 4	FE	3	0	0	3	3	3	50	50	100
3	MBE264XX	Functional Electives - 5	FE	3	0	0	3	3	3	50	50	100
4	MBE264XX	Functional Electives - 6	FE	3	0	0	3	3	3	50	50	100
Project												
5	MBP26402	Project	Project	0	0	17	17	10	9	50	50	100
TOTAL				13	0	17	30	23	22	250	250	500

SEMESTER - I

MBT26101	Organizational Behaviour	CATEGORY	L	T	P	C
		FC	4	0	0	4

Course Prerequisite / Preamble
• Basic understanding of management principles and organizational structures. • Knowledge of effective communication and interpersonal skills in a workplace environment. • Awareness of individual and group behaviour to understand workplace dynamics and organizational effectiveness.
Course Objective
• To understand the fundamental concepts and significance of organizational behaviour in organizations. • To analyze individual behaviour, personality, perception, and motivation at the workplace. • To examine group behaviour, leadership, communication, and team dynamics for organizational effectiveness. • To evaluate organizational culture, conflict, stress, and change management practices. • To apply organizational behaviour principles to enhance employee performance and organizational productivity.

Course Outcome		
CO	COURSE OUTCOME	K LEVEL
CO1	Understanding the relevance of OB and an evolution of organizational behaviour	K4
CO2	Infer the knowledge of individual behaviour and its influence on achieving organizational objectives	K4
CO3	Outline the importance of leadership and its effect on organizational outcomes	K3
CO4	Evaluating and considering the complexities of group behaviour in the workplace	K4
CO5	Assessing the significance of current behavioural patterns among employees and their connection to firm success.	K5

Syllabus		
Unit 1	PURPOSE OF ORGANISATIONAL BEHAVIOUR	(12)
Introduction to Organizational behaviour- Nature, and Scopes- Disciplines that contribute to OB Field - Models of organizational Behaviour. -Challenges and opportunities of OB.		
Unit 2	INDIVIDUAL BEHAVIOUR	(12)
Perception and Learning; Personality and Individual Differences; Motivation – Content & Process Theories of Work Motivation - Personal Values and Attitudes; Conflicts & Stress Management-Emotional Intelligence.		
Unit 3	LEADERSHIP AND GROUP BEHAVIOUR	(12)
Group Dynamics and Determinants of Group Culture; Group Decision Simulation; Team Orientation; Leadership-Roles-Traits Types – Communication-Power and Politics in Organizations.		
Unit 4	DYNAMICS OF ORGANISATIONAL BEHAVIOUR	(12)

Organizational Structure and its influence on personnel behaviour in organizations; organizational Climate and Culture; Factors affecting organizational climate -Organizational Change and Development.		
Unit 5	EMERGING TRENDS IN ORGANISATIONAL BEHAVIOUR	(12)
Trends in Organizational Behaviour- Organizational Citizenship Behaviour-Gender Sensitivity-Culture based influences in International OB and Communication in the global environment.		

Text Books:
1. Robbins, S. P., and Judge, T. A. Organizational behaviour. 18th edition. Pearson education limited, 2018. 2. Udai Pareek and Sushama Khanna. Understanding Organizational Behaviour. Oxford University Press, 2018. 3. John W. Newstrom, “Organizational Behaviour Human Behaviour at Work”, McGraw-Hill/Irwin, 2nd Edition, 2014
Reference:
1. Fred Luthans. Organizational Behaviour. 12th edition. McGraw-Hill Education, 2010 2. K. Aswathappa. Organizational Behaviour. 12th edition. Himalaya Publishing House, 2017. 3. Dr. S.S. Khanka. Organizational Behaviour. 4th edition. S. Chand & Company Ltd, 2013, 2015. 4. Joseph E. Champoux. Organizational Behavior. 2nd edition. South-Western College Pub. 5. Kaptan and Sanjay, Human Relations & Organizational Behaviour, 5th Edition, Everest Publishing House
Web / NPTEL Resources:
1. www.brandweek.com 2. www.obmnetwork.com 3. Academy of Management Journals 4. https://www.studocu.com/ 5. https://nptel.ac.in/

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	3	-	3	2	1	-	-	-	-	-	2	1
CO2	3	1	2	1	2	-	-	-	-	-	2	1
CO3	2	2	3	2	3	-	-	-	-	-	2	1
CO4	2	1	3	1	3	-	-	-	-	-	2	2
CO5	2	-	3	2	2	-	-	-	-	-	2	1

Assessment Methodology		
Assessment Methodology	Assessment Tools	Marks
CAT-I	Written Examination	10
CAT-II	Written Examination	10
CAT-III/MODEL	Written Examination	10
Assessment/Activities	Assignment	15
Attendance	Performance	05
Total		50

MBT26102	ACCOUNTING FOR MANAGEMENT	CATEGORY	L	T	P	C
		FC	3	1	0	4
Course Prerequisite / Preamble						
• Basic understanding of accounting principles and business transactions. • Knowledge of fundamental mathematics and financial calculations. • Awareness of business operations and managerial decision-making processes.						
Course Objective						
• To provide a comprehensive understanding of the fundamental principles and practices of financial, cost, and management accounting. • To develop the ability to prepare, analyse, and interpret financial statements for assessing business performance. • To equip students with analytical skills to apply management accounting tools for planning, control, and decision-making. • To enable students to evaluate cost structures and apply costing techniques for managerial efficiency and cost optimization. • To enhance practical competence through case studies, accounting software (Tally) training, and assignments on small business accounting.						

Course Outcome		
On the successful completion of the course, students will be able to:		
CO1	Recall the accounting principles and prepare and interpret Final accounts of a Business Concern.	K3
CO2	Classify various categories of expenditure and analyze problems concerning different methods of Depreciation.	K3
CO3	Describe the various Techniques of Financial Analysis, classify different types of ratios and distinguish Fund Flow Analysis from Cash Flow.	K4
CO4	Analyze the problems related to Marginal Costing and Break-Even Analysis and choose the decisions from alternative choices pertaining to determination of sales mix, exploring new markets and analyze the cases related to make or buy decisions	K3
CO5	Classify in detail about the various elements of cost and define different methods and techniques of Costing and analyze the Cost Sheet of any firm.	K3

Syllabus		
Unit 1	FUNDAMENTALS OF FINANCIAL ACCOUNTING AND FINAL ACC	(12)
Book-keeping and Accounting – Meaning – Definition – Objectives of Financial Accounting – Branches of Accounting: Financial, Cost and Management Accounting – Accounting Concepts and conventions – journal – Ledger – Trial Balance – Preparation of Final Accounts: Trading, Profit and Loss Account and Balance Sheet (problems) – Accounting Standards – Groups interested in Accounting Information – An Introduction to Tally Package – salient features – types of vouchers – reports generated by Tally.		
Unit 2	CAPITAL REVENUE AND TRANSACTIONS DEPRECIATION	(12)
Capital and Revenue Expenditure – Deferred Revenue Expenditure – Capital and Revenue Receipts – Depreciation – Definition – Causes – Necessity of providing for depreciation – Methods of Calculating Depreciation: Straight Line Method and Written Down Value Method – Problems.		
Unit 3	FINANCIAL ANALYSIS & RATIO ANALYSIS	(12)
Financial Statements – Meaning – Types of financial Analysis – Techniques of Financial Analysis – Ratio Analysis – Profitability Ratios – Coverage Ratios – Turnover Ratios – Financial Ratios – Ratios to Financial Statement (problems) – uses and limitations of Ratio Analysis – Funds Flow Analysis (simple problems) – uses and limitations – Cash Flow Analysis (simple problems) – uses and limitations –		

Difference between funds flow and cash flow analysis.		
Unit 4	MARGINAL COSTING AND COST VOLUME PROFIT ANALYSIS	(12)
Marginal costing – assumptions – Cost Volume Profit Analysis – Breakeven Analysis – Key Factor – Profit Planning (problem) – Decisions involving Alternative Choices: Determination of sales mix, exploring new markets and Make or Buy decisions (Problem for case study)		
Unit 5	COST ACCOUNTING	(12)
Concept of cost – Elements of Cost – Cost Accounting – Objectives – Cost Sheet (Problems) – classification of cost – Cost UNIT and Cost Centre – Methods of Costing – Techniques of Costing.		

Text Books:
1. Vinayakam, N., & Charumathi, B. (2004). Financial accounting. S. Chand, Limited 2. S.N. Maheswari: Management Accounting. Maheshwari, S. N. (2021). Principles of management accounting (18th rev. ed.). Sultan Chand & Sons
Reference:
1. Narayanaswamy, R. (2022). Financial accounting: A managerial perspective (7th ed.). PHI Learning Private Limited. 2. Anthony, R. N. (1970). Management accounting: Text and cases. Richard D. Irwin, Inc. 3. Hingorani, N. L., Ramanathan, A.R., & Grewal, T.S. (1983). Management accounting (4th ed.). Sultan Chand & Sons.
Web / NPTEL Resources:
1. www.accountingformanagement.com 2. http://www.business.com/directory/accounting/software/ 3. www.icaai.org

COPPO Mapping												
Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	2	2	-	2	1	-	-	-	-	-	1	1
CO2	2	2	-	2	2	-	-	-	-	-	1	1
CO3	2	1	-	1	1	-	-	-	-	-	2	1
CO4	2	1	3	2	1	-	-	-	-	-	1	2
CO5	2	1	1	1	1	-	-	-	-	-	1	1

Assessment Methodology		
Assessment Methodology	Assessment Tools	Marks
CAT-I	Written Examination	10
CAT-II	Written Examination	10
CAT-III/MODEL	Written Examination	10
Assessment/Activities	Assignment	15
Attendance	Performance	05
Total		50

MBT26103	ECONOMICS FOR BUSINESS DECISIONS	CATEGORY	L	T	P	C
		FC	4	0	0	4

Course Prerequisite / Preamble
- Basic understanding of economic principles and business environments. - Knowledge of fundamental mathematics and analytical reasoning for economic analysis. - Awareness of market structures and business decision-making processes.
Course Objective
- To understand the fundamental concepts of microeconomics and macroeconomics in business decision-making. - To analyze demand, supply, cost, and market structures for effective managerial decisions. - To evaluate economic policies and their impact on business operations and performance. - To apply economic tools and techniques to solve business and managerial problems. - To develop analytical skills for making informed and strategic business decisions in a dynamic economic environment.

CO	COURSE OUTCOME	K LEVEL
CO1	Apply the economic way of thinking to individual decisions and business decisions	K2
CO2	Evaluate the different costs of production and how they affect short and long run decisions	K3
CO3	Interpret the four basic market models of perfect competition, monopoly, monopolistic competition and Oligopoly, and how price and quantity are determined in each model	K2
CO4	Compose the current economic phenomenon with existing theory and put their views on contemporary economic issues	K2
CO5	Apply the principle of Macroeconomics in explaining the behaviour of Macroeconomic variables at national as well as global level.	K2

Syllabus		
Unit 1	INTRODUCTION TO MANAGERIAL ECONOMICS	(12)
Introduction- Meaning- Scope of Managerial Economics- Importance - Major Functions of a Managerial Economist- Demand Analysis: Introduction- Meaning and Law of Demand- Elasticity of Demand- Meaning of Supply and Law of Supply- Market Equilibrium and Changes in Market Equilibrium-Demand Forecasting- Criteria for Good Demand Forecasting- Methods or Techniques of Demand Forecasting- Survey Methods- Statistical Methods.		
Unit 2	PRODUCTIONS FUNCTION AND COST CONCEPTS	(12)
Meaning and types of production function- application and importance of production function in Managerial decision making- Economies of scale & Scope-Producers surplus. Cost concepts cost-output relationships types of cost- Revenue concepts- TR- MR- AR.		
Unit 3	MARKET STRUCTURE	(12)
Market structure- meaning- types Perfect Competition- features- price and output determination with diagrams- Monopoly- features Price Discrimination Oligopoly: characteristics Monopolistic competition- definition and characteristics- price and output determination, Duopoly- Pricing policies and practices.		

Unit 4	MACRO ECONOMICS	(12)
Basic Concepts - Macroeconomic Ratios- National income concepts- circular flow of income- Consumption Function- Investment Function- Marginal efficiency of capital and business expectations-Multiplier- Accelerator.		
Unit 5	STABILIZATION POLICIES	(12)
Economic Stability- Instruments of economic Stability- Monetary Policy- Fiscal Policy- Business Cycle- Meaning and Features- Inflation - Meaning- Measures to Control Inflation- Deflation – FDI and FII.		

Text Books		
1. P.L Mehta, Managerial Economics, Sultan Chand and Sons, 2014, 4th edition. 2. Yogesh Maheswari, Managerial Economics, Phi Learning, New Delhi, 2005, 1st edition. 3. Dominick Salvatore and Siddhartha K. Rastogi, Managerial Economics: Principles and Worldwide Applications, Oxford University Press, 2020, 9th edition.		
Reference Books		
1. William F. Samuelson, Stephen G. Marks, and Jay L. Zagorsky, Managerial Economics, Wiley, 2021, 9th edition. 2. D.N. Dwivedi, Managerial Economics, Vikas Publishing House, 2016, 8th edition. 3. Barla C.S.- Managerial Economics- National Publishing House- Raipur. 4. Craig Petersen H.- W. Cris Lewis- Managerial Economics- Prentice-Hall of India- New Delhi 5. Dominick Salvatore- Theory and Problems of Micro Economic Theory.		
Web / NPTEL Resources		
1. References 1. https://journals.agh.edu.pl/manage 2. http://www.managerial.zarz.agh.edu.pl/ 3. https://www.iupindia.in/Managerial_Economics.asp 4. http://online.wsj.com/home-page 5. http://www.economist.com/		

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	3	2	-	3	1	-	-	-	-	-	-	-
CO2	3	3	-	3	2	-	-	-	-	-	-	-
CO3	2	2	-	3	1	-	-	-	-	-	-	-
CO4	3	3	1	2	1	-	-	-	-	-	-	-
CO5	3	3	-	2	2	-	-	-	-	-	-	-

Assessment Methodology		
Assessment Methodology	Assessment Tools	Marks
CAT-I	Written Examination	10
CAT-II	Written Examination	10
CAT-III/MODEL	Written Examination	10
Assessment/Activities	Assignment	15
Attendance	Performance	05
Total		50

MBT26104	BUSINESS STATISTICS & RESEARCH METHODOLOGY	CATEGORY	L	T	P	C
		FC	3	1	0	4

Course Prerequisite / Preamble
- Basic understanding of mathematics and numerical computations, research methodology - Knowledge of fundamental statistical concepts and research methodology concepts - Awareness of quantitative techniques used in business decision-making and software tools for data analysis such as SPSS, Excel, R.
Course Objective
- To develop analytical skills using statistical tools for effective business decision-making. - To enable students to understand and apply research methodology in solving business problems. - To familiarize students with data collection, analysis, and interpretation techniques. - To build competency in using statistical and research methods for empirical studies and managerial applications

Course Outcome		
On the successful completion of the course, students will be able to:		
CO1	Understand the fundamental concepts and tools of business statistics for managerial decision-making.	K4
CO2	Apply correlation, regression, and probability methods in real-world business scenarios.	K3
CO3	Formulate research problems, objectives, and hypotheses scientifically.	K2
CO4	Design and conduct business research using appropriate data collection and analysis methods.	K3
CO5	Prepare professional research reports and communicate findings effectively.	K2

Syllabus		
Unit 1	INTRODUCTION TO BUSINESS STATISTICS	(12)
Meaning & scope - Data Types - Frequency distribution - Diagrammatic presentation - Measures of central tendency (Mean, Median, Mode) - Measures of dispersion (Range, Standard Deviation) - Simple Practical with Excel.		
Unit 2	CORRELATION, REGRESSION & PROBABILITY	(12)
Correlation - Karl Pearson's & Spearman's Rank correlation - Regression - Simple regression only - Probability - Basics, Binomial and Normal distribution - Hypothesis testing: t-test, chi-square test.		
Unit 3	INTRODUCTION TO RESEARCH METHODOLOGY	(12)
Meaning, scope, and significance of research in business - Types of research - Research process - Identifying and defining research problems - Review of literature - Formulation of research objectives and hypotheses - Research design: exploratory, descriptive, causal.		
Unit 4	DATA COLLECTION AND ANALYSIS	(12)

Sampling methods - Primary and secondary data - Questionnaire design - Reliability and validity testing - Data tabulation and analysis - Tools and software for data analysis (Excel) - Interpretation of results and testing hypotheses.

Unit 5	REPORT WRITING AND PRESENTATION	(12)
Steps in writing a research report - Layout of a research report - Bibliography and referencing (APA/MLA style) - Executive summary and abstract writing - Ethics in research - Plagiarism and tools for plagiarism checking - Presentation of research findings (tables, charts, and visuals).		

Text Books
1. Levin, R. I., & Rubin, D. S. (2017). Statistics for Management. Pearson Education. 2. Kothari, C. R. (2019). Research Methodology: Methods and Techniques. New Age International. 3. Anderson, D. R., Sweeney, D. J., & Williams, T. A. (2020). Statistics for Business and Economics. Cengage Learning.
Reference
1. Gupta, S. P. (2021). Statistical Methods. Sultan Chand & Sons. 2. Sekaran, U., & Bougie, R. (2019). Research Methods for Business: A Skill-Building Approach. Wiley. 3. Hair, J. F., Babin, B. J., & Page, M. (2020). Essentials of Business Research Methods. Routledge. 4. Field, A. (2018). Discovering Statistics Using SPSS. Sage Publications
Web / NPTEL Resources:
1. https://nptel.ac.in/courses/110/105/110105032/ 2. https://nptel.ac.in/courses/110/107/110107125/ 3. https://www.coursera.org/learn/data-analysis-statistical-inference 4. https://www.edx.org/course/research-methods-for-business

CO-PO Mapping

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	2	2	-	1	-	-	-	-	-	-	2	1
CO2	3	3	3	1	-	-	-	-	-	-	2	1
CO3	1	2	-	1	-	-	-	-	-	-	2	2
CO4	3	3	-	1	-	-	-	-	-	-	2	2
CO5	3	3	-	1	-	-	-	-	-	-	2	2

Assessment Methodology		
Assessment Methodology	Assessment Tools	Marks
CAT-I	Written Examination	10
CAT-II	Written Examination	10
CAT-III/MODEL	Written Examination	10
Assessment/Activities	Assignment	15
Attendance	Performance	05
Total		50

MBT26105	CORPORATE ETHICS AND SOCIAL RESPONSIBILITY	CATEGORY	L	T	P	C
		FC	3	0	0	3

Course Prerequisite / Preamble
• Basic understanding of business management principles and organizational practices. • Knowledge of ethical values, professional conduct, and corporate governance concepts. • Awareness of the social, legal, and environmental responsibilities of business organizations.
Course Objective
• To understand the concepts, principles, and importance of business ethics in organizations. • To examine ethical issues and decision-making processes in business environments. • To analyze the role of corporate governance and ethical leadership in organizational success. • To evaluate corporate social responsibility initiatives and their impact on society and the environment. • To apply ethical principles and socially responsible practices in business decision-making and management.

Course Outcome		
On the successful completion of the course, students will be able to:		
CO1	Analyze and assess various ethical situations in society	K4
CO2	Apply Ethical theories to manage the organizations	K3
CO3	Analyze and assess the various CSR issues in society	K4
CO4	Analyze whether resources are used judiciously to protect the environment	K4
CO5	Understand and create management strategies for facilitating ethical and socially responsible decision making	K2

Syllabus		
Unit 1	OVERVIEW OF BUSINESS ETHICS	(9)
Definition & Nature of Business Ethics and Sources of Business Ethics - Factors influencing Business Ethics - Causes of unethical behaviour - Management of Ethics - Ethical analysis [Hosmer model]		
Unit 2	ETHICAL THEORIES	(9)
Utilitarian Theory - Deontological Theory - Rights Theory - Egoism Theory - Divine command theory or Justice Theory - Social Contract Theory - Casuist Theory - Virtue Theory.		
Unit 3	SOCIAL RESPONSIBILITY OF BUSINESS	(9)
CSR Definition, Concepts - Responsibility towards Employees - Customers - Shareholders - Government and Society - CSR problems in India - CSR and Consumer Protection - Consumerism - Cost-benefit analysis of corporate social responsibility and good corporate citizenship.		
Unit 4	ENVIRONMENTAL AND SOCIAL ISSUES	(9)
Environmental issues - Pollution - Types - Kyoto Protocol of Global Warming - judicious use of natural resources. - Social issues - Labour and related issues - Ethics and human rights		
Unit 5	CASELETS IN BUSINESS ETHICS AND CSR	(9)

Apple vs. FBI Case Study - The CEO of Starbucks and the Practice of Ethical Leadership - Is the Customer Always Right? - BP: The Cost of Going Green - Carbon Credit Trading: Selling the Right to Pollute.												
Text Books												
1. C.S.V Murthy, "Business Ethics- Text and Cases", Himalayan Publishing House 2. R.V. Badi & N.V. Badi. (2007). Business Ethics 1st Edition, Vrinda Publications Pvt. Ltd. 3. Wayne Visser and Nick Tolhurst, The World Guide to CSR – Green leaf publishing.												
Reference												
1. DesJardins, J. R., & DesJardins, J. R. (2009). An introduction to business ethics. New York: McGraw-Hill Higher Education. 2. Crane, A., Matten, D., Glozer, S., & Spence, L. (2019). Business ethics: Managing corporate citizenship and sustainability in the age of globalization. Oxford University Press, USA. 3. Frederick, R. E. (Ed.). (2008). A companion to business ethics. John Wiley & Sons. 4. Shaw, W. H. (2016). Business ethics: A textbook with cases. Nelson Education. 5. Visser, W. (2011). The age of responsibility: CSR 2.0 and the new DNA of business. John Wiley & Sons.												
Web / NPTEL Resources:												
1. https://www.ethicssage.com/ethics-resources.html 2. https://managementhelp.org/businessethics/index.htm 3. https://study.sagepub.com/stanwick3e 4. https://guides.emich.edu/c.php?g=187879&p=1241872 5. https://josephsononbusinessethics.com/resources/links												

CO-PO Mapping

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	3	3	-	2	2	-	-	-	-	-	2	1
CO2	3	2	-	2	2	-	-	-	-	-	2	1
CO3	2	2	-	2	1	-	-	-	-	-	2	2
CO4	2	2	-	2	1	-	-	-	-	-	2	2
CO5	3	2	3	3	1	-	-	-	-	-	2	2

Assessment Methodology		
Assessment Methodology	Assessment Tools	Marks
CAT-I	Written Examination	10
CAT-II	Written Examination	10
CAT-III/MODEL	Written Examination	10
Assessment/Activities	Assignment	15
Attendance	Performance	05
Total		50

MBL26106	BUSINESS COMMUNICATION LAB	CATEGORY	L	T	P	C
		Practical	0	0	3	1.5

Course Prerequisite / Preamble
- Basic proficiency in English language and grammar for effective communication. - Knowledge of interpersonal communication and professional etiquette in workplace settings. - Willingness to participate in practical communication activities and collaborative learning.
Course Objective
- To develop effective verbal and non-verbal communication skills for professional environments. - To enhance business writing skills through practical exercises in letters, emails, reports, and resumes. - To improve presentation, public speaking, and group discussion skills with confidence. - To practice interview techniques, negotiation, and interpersonal communication in workplace scenarios. - To apply business communication strategies using modern communication tools and professional etiquette.

CO	COURSE OUTCOME	K LEVEL
CO1	Understand soft skills to be competent in global business environment	K2
CO2	Express the ideas coherently with assertiveness	K3
CO3	Use appropriate terminology and gain confidence to appear for competitive examinations	K3
CO4	Draft effective business writing with brevity and lucidity	K2
CO5	Articulate the language without any grammatical errors in all modes of communication.	K3

S.No	Topic	Hours
1	Listening a. Soft Skills b. Etiquettes	6
2	Speaking a. Team Presentation, Success Stories of Entrepreneurs b. Debate c. Product Description, Negotiation and Persuasions Skills	9
3	Reading a. Business Vocabulary Verbal Aptitude: Letter Series, Coding & Decoding, Blood Relations, One word Substitution, Verbal Analogies Writing	6

4	Official Letters - E-mail Writing - Business Proposals-Referencing Style (APA & MLA) Creating Slogans for Advertisement	6
5	Grammar a. Tense, Voice, Conditionals, Concord, Idioms and Phrases, Prepositions, Articles	3

Reference	
1. Raman, Meenakshi. and Singh, Prakash. Business Communication, Oxford, 2nd Edition, 2012.	
2. Sherfied, Robert, et.al. Developing Soft Skills. 4th Edition, Pearson Publication, 2010.	
3. Seely, John. Oxford A-Z of Grammar and Punctuation. Oxford Publication, 2011.	

CO PO Mapping													
Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2
CO1	3	3	2	3	3	-	-	-	-	-	-	3	2
CO2	3	3	2	3	3	-	-	-	-	-	-	3	2
CO3	3	3	2	3	3	-	-	-	-	-	-	3	2
CO4	3	3	2	3	3	-	-	-	-	-	-	3	3
CO5	3	3	2	3	3	-	-	-	-	-	-	3	3

Assessment Methodology

Assessment Methodology	Assessment Tools	Marks
Attendance	Based on laboratory attendance percentage	5
Record / Observation	Regular lab record writing and submission	10
Model/Mid Practical Test	Internal practical test/model examination	15
Continuous Performance	Lab performance, experiments completion, discipline	10
Viva-voce (Internal)	Oral questioning during lab sessions	10
Total		50

MBT26107	DATA ANALYTICS LAB	CATEGORY	L	T	P	C
		Practical	0	0	3	1.5

Course Prerequisite / Preamble
- Basic knowledge of statistics, mathematics, and data handling techniques. - Familiarity with spreadsheet tools and programming fundamentals for data analysis. - Understanding of database concepts and problem-solving skills for analytical applications.
Course Objective
- To develop practical skills in data collection, cleaning, and preprocessing using analytical tools. - To apply statistical and visualization techniques for interpreting and presenting data effectively. - To perform exploratory data analysis to identify patterns, trends, and insights from datasets. - To utilize data analytics software and programming tools for solving real-world business problems. - To enhance analytical thinking and decision-making skills through hands-on data analytics experiments.

CO	COURSE OUTCOME	K LEVEL
CO1	Understand the basic functions of MS-Excel.	K2
CO2	Apply the application knowledge of Mathematical functions in MS-Excel	K3
CO3	Outline the application knowledge of Logical functions in MS-Excel	K2
CO4	Apply the application knowledge of Statistical data Analysis by using SPSS.	K3
CO5	Evaluate the data's by using Non-Parametric Test Using SPSS	K5

Exp. No.	Title	Description / Problem Statements	Hours
Ex.1	BASICS OF EXCEL	Workbook, Worksheet, Manipulation of Cells, Editing Worksheet Data, Formatting and Proofing, Cell Reference, Basic functions: Sum, Max, Min, and Count	6
Ex.2	MATHEMATICAL FUNCTIONS	Mathematical functions: sumif, sumifs, Countif, Countifs, averageif, averageifs, Charts: (Bar charts / Pie Charts / Line Charts), Histograms Descriptive Statistics: Mean, Median, Mode, Standard Deviation, Variance, Kurtosis, Skewness, Range.	6
Ex.3	LOGICAL FUNCTIONS	Logical functions: IF functions If, nested Ifs, if and or functions, Lookup functions: Vlookup / Hlookup	6
Ex.4	DATA ANALYSIS USING SPSS	Introduction to SPSS, Parametric Tests: one sample t-test, independent sample t-test, Correlation, Paired Sample t-test, Correlation, Regression, One way ANOVA	6
Ex.5	NON-PARAMETRIC TEST USING SPSS	Non-parametric tests: Chi-Square, Wilcoxon signed-rank Test, Mann Whitney U Test, Spearman Correlation, Kruskal Wallis test	6

Total Hours: 30

Reference												
1. Lokesh Lalwani, “Excel 2019 All-in-One”, 1st ed, BPB, 2019 2. David M, “Statistics for Managers, Using Microsoft Excel”, Pearson Education India, 2017. 3. Meyers LS, Gamst GC, Guarino AJ, “Performing data analysis using IBM SPSS”, John Wiley & Sons, 2013. 4. George D, Mallery P, “IBM SPSS statistics 23 step by step: A simple guide and reference”, Routledge, 2016. 5. Hair JF, Black WC, Babin BJ, Anderson RE, Tatham RL, “Multivariate Data Analysis”, 8th ed, 6. Cengage Learning India Pvt. Ltd, 2018												
Web / NPTEL Resources												
1. https://swayam.gov.in/nd1_noc20_bt28/preview 2. https://www.coursera.org/courses?query=spss 3. https://www.lynda.com/SPSS-tutorials/SPSS-Statistics-Essential-Training/2822057-2.html 4. https://www.coursera.org/learn/business-statistics/ 5. https://www.udemy.com/course/data-statistics/												

CO PO Mapping

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	3	3	1	3	2	-	-	-	-	-	3	2
CO2	3	3	1	3	2	-	-	-	-	-	3	2
CO3	1	1	1	3	2	-	-	-	-	-	3	3
CO4	3	3	1	2	2	-	-	-	-	-	3	2
CO5	3	2	2	2	2	-	-	-	-	-	3	2

Assessment Methodology

Assessment Methodology	Assessment Tools	Marks
Attendance	Based on laboratory attendance percentage	5
Record / Observation	Regular lab record writing and submission	10
Model/Mid Practical Test	Internal practical test/model examination	15
Continuous Performance	Lab performance, experiments completion, discipline	10
Viva-voce (Internal)	Oral questioning during lab sessions	10
Total		50

CDC26101	CAREER DEVELOPMENT WORKSHOP-I (Leadership and Teamwork)	CATEGORY	L	T	P	CREDIT
		CDS	0	0	2	1

Course Prerequisite / Preamble

Basic knowledge of organizational behavior, interpersonal communication and professional skills is desirable. No specific prerequisite course is required.

Course Objective

- Develop essential leadership skills required for professional and managerial careers.
- Understand different leadership styles and their application in workplace situations.
- Develop effective teamwork, collaboration and team-building skills.
- Strengthen communication, conflict-management, negotiation and decision-making abilities.
- Enable students to develop personal leadership qualities for career growth.

Course Outcome

CO1	Explain the fundamental concepts, characteristics and competencies of effective leadership.	K2
CO2	Analyze and apply appropriate leadership styles in different organizational situations.	K3
CO3	Demonstrate effective teamwork, collaboration, trust building and team-building skills.	K3
CO4	Apply communication, conflict-management, negotiation and problem-solving skills in workplace situations.	K4
CO5	Develop personal leadership and career-development strategies for professional success.	K5

Syllabus

Unit 1	LEADERSHIP FUNDAMENTALS	(9)
Leadership – Meaning, importance and characteristics – Leadership competencies and skills – Leadership vs. management – Leadership power and influence – Emotional intelligence and self-awareness – Leadership ethics and values.		
Unit 2	LEADERSHIP STYLES	(9)
Trait and behavioral approaches – Situational and contingency leadership – Transactional and transformational leadership – Servant leadership – Autocratic, democratic and participative leadership – Leadership and change.		
Unit 3	TEAM BUILDING	(9)
Group and team – Importance of teamwork – Types of teams – Team formation and development – Stages of team development – Team roles and responsibilities – Team cohesion and trust – Diversity in teams – High-performance teams – Virtual teams.		
Unit 4	COMMUNICATION AND CONFLICT MANAGEMENT	(9)
Effective communication – Active listening – Feedback – Interpersonal skills – Collaboration – Workplace conflict – Conflict management – Negotiation – Problem solving – Team decision-making.		
Unit 5	CAREER LEADERSHIP	(9)

Motivation and employee engagement – Delegation and empowerment – Goal setting – Creativity and innovation – Ethical decision-making – Leadership in challenging situations – Professional networking – Personal leadership development and career growth.

Text Books:

- Uday Kumar Haldar, Leadership and Team Building, Oxford University Press, New Delhi.
- Stephen P. Robbins and Timothy A. Judge, Organizational Behavior, Pearson.
- Peter G. Northouse, Leadership: Theory and Practice, SAGE Publications.

Reference:

- Richard L. Daft, The Leadership Experience, Cengage Learning.
- Robert N. Lussier and Christopher F. Achua, Leadership: Theory, Application, & Skill Development, Cengage Learning.
- Daniel Goleman, Richard Boyatzis and Annie McKee, Primal Leadership: Unleashing the Power of Emotional Intelligence, Harvard Business Review Press.
- John C. Maxwell, The 21 Irrefutable Laws of Leadership, HarperCollins.
- Stephen P. Robbins and Mary Coulter, Management, Pearson.
- Ken Blanchard, Leading at a Higher Level, Pearson.

CO-PO Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	CO1	2	2	1	–	–	2	2	2	1	2	2
CO2	CO2	2	3	3	1	1	2	2	2	2	2	2
CO3	CO3	2	2	3	–	–	2	2	2	3	2	3
CO4	CO4	2	3	3	1	1	2	2	2	3	2	3
CO5	CO5	2	2	3	1	1	3	2	3	3	3	3

Assessment Component	Marks
Attendance	10
Report/Training Record	40
Presentation/Demo/Skill Test	50
Total	100

SEMESTER - II

MBT26201	FINANCIAL MANAGEMENT	CATEGORY	L	T	P	C
		FnC	3	1	0	4

Course Prerequisite / Preamble
• Basic understanding of accounting principles and financial statements. • Knowledge of business mathematics and quantitative techniques. • Awareness of business operations and financial decision-making processes.
Course Objective
• To understand the concepts and sources of finance. • To understand the various uses of finance. • To familiarize oneself with the techniques used in financial management.

Course Outcome		
CO	COURSE OUTCOME	K LEVEL
CO1	Define the term “Finance & Business Finance”, Describe objectives, scope, importance & methods of Financial Management, recognize the organization of Finance Function and the role of Financial Manager in Changing Scenario, demonstrates and apply the tools of Financial Management in analyzing and Interpreting Financial Statements.	K2
CO2	Demonstrates the term “Financial Planning”, recognize the pattern of financing and sources of Finance, generalize the concepts such as Security Financing, Convertible Debentures, Internal Financing, Loan Financing, Public Deposits, Bridge Financing, Loan Syndication and Finance Decision, classify the types of leverages and compute the problems related to Operating, Financial and Operating Leverage.	K3
CO3	Describe Capital Structure, Distinguish Capital Structure from Financial Structure, summarize Capital Structure Theories and apply it in determining capital structure of a Firm	K4
CO4	Define the Term “Inventory Management”, apply its tools and technique to determine average inventory utilized and required (It includes EOQ Analysis, ABC Analysis, VED analysis etc.	K5
CO5	Recognize and describe the concept of Capital Budgeting, Classify and apply tools and techniques of Capital Budgeting such as ARR (Payback Period Method, NPV (Net Present Value Method, ARR (Accounting Rate of Return ,(IRR).	K5

Syllabus		
Unit 1	FOUNDATIONS OF FINANCE	(12)
Importance of Finance; Meaning of Business Finance; Meaning of Financial Management; Objectives of Financial Management; Scope of Financial management, Role of Financial Manager in the Changing Scenario; Method of Financial Management; Organization of the Finance Function; Importance of Financial Management. Tools of Financial Management and Financial Forecasting, Financial Statement, Analysis and Interpretation; Practical Problems.		
Unit 2	FINANCING DECISIONS	(12)
Meaning of Financial Planning; Pattern of Financing; Source of Finance; Security Financing; Convertible Debentures; Internal Financing; Loan Financing; Public Deposits; Bridge Financing; Loan Syndication, & Finance Decision, Leverage; Types of Leverage; Significance of Operating Leverage, Financial Leverage and Composite Leverage; Practical Problems		
Unit 3	CAPITAL STRUCTURE	(12)

Meaning of Capital Structure; Capital Structure and Financial Structure; Pattern of Capital Structure; Optimum Capital Structure; Capital Structure Theories, Determination of Capital Structure; Financial Break Even Point and EPS Analysis, Capital Gearing and Trading on Equity, Cost of Capital, Importance of Cost of Capital; Classification of Cost of Capital; Determination of Cost of Capital, Capital Assets Pricing Model (CAPM) and Weighted Average Cost of Capital (WACC), Practical Problems.

Unit 4	WORKING CAPITAL DECISIONS	(12)
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Working Capital: Concepts, Need, and Types – Working Capital Financing – Estimating Working Capital Requirements of a Firm. Management of Cash – Tools – Cash Budget, Playing on Float, Lock Box system. Management of Inventory – Tools and Techniques of Inventory Management – ABC Analysis, VED Analysis, EOQ Analysis, Perpetual Inventory system, Maintenance of Stock Levels. Management of Receivables – Cost of maintaining receivables – Factors affecting size of receivables: Credit Policies, Credit Terms, Cash Discount, Collection Policies – Aging Schedule – Practical Problems.

Unit 5	CAPITAL BUDGETING AND DIVIDEND POLICY DECISIONS	(12)
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Concept of Capital Budgeting, Importance of Capital Budgeting, Characteristic of Capital Budgeting Decisions; Limitations of Capital Budgeting Decisions; Capital Budgeting Process; Capital Rationing. Capital Budgeting Techniques- Accounting Rate of Return- ARR Method of Evaluation & Its Analysis; Payback Method of Evaluation & Its Analysis; Internal Rate of Return- IRR Method of Evaluation & Its Analysis; Net Present Value- NPV Method of Evaluation & Its Analysis; Profitability Index- PI Method of Evaluation & Its Analysis, Dividend, Bonus, Right Shares, Theories of Dividend, Types of Dividend, Determination of Dividend, Inflation; Inflation Accounting; Capital Market and Money Market, Practical Problems.

Text Books:

1. Khan MN. and Jain P.K: FINANCIAL MANAGEMENT, Tata McGraw-Hill co. Ltd, New Delhi.
2. Pandey I.M.: FINANCIAL MANAGEMENT, Vikas Publishing House Pvt. Ltd, New Delhi.
3. Prasanna Chandra: FINANCIAL MANAGEMENT, The McGraw-Hill Education Ltd. New Delhi

Reference:

1. Bolten, S.E.: MANAGERIAL FINANCE, Boston, Houghton Mifflin co., 1976.
2. Abdelsamad, M.: A GUIDE TO CAPITAL EXPENDITURE ANALYSIS, New York, American Management Association, 1973.
3. Beranack, W.: WORKING CAPITAL MANAGEMENT, Belmont, Wadsworth, 1968.

Web / NPTEL Resources:

1. www.financialmanagement.in

CO PO Mapping

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	2	1	-	2	1	-	-	-	-	-	2	1
CO2	2	1	-	2	2	-	-	-	-	-	2	1
CO3	3	2	3	1	1	-	-	-	-	-	2	1
CO4	3	3	3	1	1	-	-	-	-	-	1	2
CO5	3	1	3	-	1	-	-	-	-	-	1	1

Assessment Methodology	Assessment Tools	Marks
CAT-I	Written Examination	10
CAT-II	Written Examination	10
CAT-III/MODEL	Written Examination	10
Assessment/Activities	Assignment	15
Attendance	Performance	05
Total		50

MBT26202	Marketing Management	CATEGORY	L	T	P	C
		FC	4	0	0	4

Course Prerequisite / Preamble
- Basic understanding of business, management, and market environments. - Knowledge of consumer behaviour and effective communication skills. - Awareness of fundamental marketing concepts and business operations.
Course Objective
- To understand the principles, concepts, and functions of marketing management. - To analyze consumer behaviour and market segmentation for effective marketing decisions. - To develop marketing strategies using product, pricing, promotion, and distribution concepts. - To evaluate digital marketing, branding, and customer relationship management practices. - To apply marketing tools and techniques to achieve organizational goals and customer satisfaction.

Course Outcome		
CO	COURSE OUTCOME	K LEVEL
CO1	Analyze the impact of the environment on marketing function.	K4
CO2	Build suitable marketing strategies in light of the marketing environment.	K4
CO3	Build a suitable Product and Pricing mix for an organisation.	K4
CO4	Identify a suitable strategy for Place and Promotional mix.	K4
CO5	Relate the latest trends in marketing and utilize it for the growth of the organisation.	K4

Syllabus		
Unit 1	INTRODUCTION	(12)
Introduction to Marketing Management - Core concepts of Marketing - Importance of Marketing Management -Marketing Environment - Ethical and Social Responsibility of Marketing Management.		
Unit 2	CONSUMER BEHAVIOUR AND MARKETING STRATEGY	(12)
Understanding Consumer behaviour and buying decision process – Online buyer behaviour – Strategic Marketing - Market Segmentation, Targeting, Positioning and Competitive Strategies. 4P's of Marketing		
Unit 3	PRODUCT AND PRICING MIX	(12)
Product classifications - Product Life cycle - Strategies for managing Product Life cycle – New Product Development – Packaging – Labelling – Pricing objectives – Pricing strategies		
Unit 4	PLACE AND PROMOTION MIX	(12)
Distribution Channel and Physical distribution - Channel design decisions – Classification of distribution Channels – Objectives of Promotion – Types of Promotion – Introduction to IMC -		
Unit 5	TRENDS IN MARKETING	(12)

Marketing Information Systems - Emerging trends in Marketing; Customer Relationship Management - Neuro Marketing - Experiential Marketing - Mobile Marketing - Digital Marketing – Inbound marketing - Marketing Analytics.

Text Books:

1. Keller & Kotler, Marketing Management, 15th Edition, Pearson Education Limited, 2017.
2. V. S. Ramaswamy and S. Namakumari, 06th Edition, Sage Publications India Pvt Ltd, 2018.

Reference:

1. Carl McDaniel, Charles W. Lamb, Dheeraj Sharma, Joe F, Marketing: A South-Asian Perspective with Course Mate - Published by Cengage Learning India, 2016.
2. R.L. Varshney , S.L. Gupta, Marketing Management: Text & Cases, Sultan Chand and Sons, 2014.
3. S.Kala, R.S.N.Pillai and Bagavathi, Modern Marketing, S.Chand, New Delhi.2016.
4. Pride and Ferrell: Marketing-Concepts and strategies, 7th Edn, Cengage learning; 2016
5. Ramesh Kumar. S: Case Studies in Marketing Management, Pearson Education Limited: 2012

Web / NPTEL Resources:

1. <http://www.aaa.org/>
2. <http://indianjournalofmarketing.com/>
3. <http://www.publishingindia.com/ijamm/>
4. https://swayam.gov.in/nd2_imb20_mg36/preview
5. https://swayam.gov.in/nd1_noc20_mg61/preview

CO PO Mapping

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	2	2	1	3	1	-	-	-	-	-	2	1
CO2	2	2	1	1	1	-	-	-	-	-	2	1
CO3	2	1	-	2	2	-	-	-	-	-	2	1
CO4	2	1	-	2	2	-	-	-	-	-	2	1
CO5	-	-	1	2	2	-	-	-	-	-	1	1

Assessment Methodology	Assessment Tools	Marks
CAT-I	Written Examination	10
CAT-II	Written Examination	10
CAT-III/MODEL	Written Examination	10
Assessment/Activities	Assignment	15
Attendance	Performance	05
Total		50

MBT26203	Human Resource Management	CATEGORY	L	T	P	C
		FC	4	0	0	4

Course Prerequisite / Preamble
• Basic understanding of management principles and organizational structure. • Knowledge of communication and interpersonal relationship skills. • Awareness of employee roles, workplace ethics, and organizational practices.
Course Objective
• To understand the principles, functions, and importance of human resource management in organizations. • To analyze recruitment, selection, training, and employee development processes. • To examine performance appraisal, compensation, and employee motivation techniques. • To evaluate industrial relations, labour welfare, and legal aspects of human resource management. • To apply HRM practices to enhance employee performance and achieve organizational goals.

Course Outcome		
CO	COURSE OUTCOME	K LEVEL
CO1	Understanding of the concept of human resource management and its relevance in organizations	K2
CO2	Analyze the strategic issues and strategies required to select the manpower resources	K4
CO3	Develop the strategy and address the issues in developing human resources	K4
CO4	Acquiring the knowledge of HR concepts concerning work quality	K4
CO5	Understand the components of HRM i.e., Industrial relations, employee grievance handling, etc.	K2

Syllabus		
Unit 1	INTRODUCTION	(12)
Human Resource Management: Environment - Concepts and perspectives. Human Resource Planning: Objectives - Process and Techniques - Job Analysis and Job Evaluation. Strategic HRM and Human resource information system. Recent trends in HR practices.		
Unit 2	ATTRACTING THE TALENTS	(12)
Recruitment: Concept - Process and Methods. Employee Selection: Selection process - basic testing concepts - selection tests and techniques. Job Interview: Designing and conducting an effective interview.		
Unit 3	TRAINING AND DEVELOPMENT	(12)
Training and Development: Concept – Methods - Process and Techniques. Career Planning - Coaching - Mentoring. Orienting the employees - Training via the internet. Management Development: Concept and methods. Performance and Potential Appraisal, Career planning and development		
Unit 4	COMPENSATION AND MANAGING WORK QUALITY	(12)
Wage and Salary Administration: Concept - Elements and Methods. Incentive Plans and Fringe Benefits. Quality of work-life – Health - Safety and Employee Welfare - Social Security - Work Stress - Counseling - Competency Mapping.		
Unit 5	EMPLOYEE RELATIONS	(12)

Industrial Relations and Trade Unions: Objectives - approaches and significance of Industrial Relations - Trade Union activities - Collective Bargaining: Issues and Strategies - Employee Grievances and their Resolution procedures- Employee relations from an international perspective.

Text Books:

1. Varkkey, B., & Dessler, G. Human Resource Management 15th Edition (Revision), P Prentice-Hall of India Pvt. Ltd. Pearson. 2018.
2. David A. DeCenzo, Stephen P. Robbins. Fundamentals of Human Resource Management. 13th Edition. John Wiley & Sons Inc, 2018.
3. Armstrong, M., & Taylor, S. Armstrong's handbook of human resource management practice. 15th Edition. Kogan Page Publishers, 2020

Reference:

1. Raymond A. Noe, John R. Hollenbeck, Gerhart, B., & Patrick M. Wright. Fundamentals of human resource management. 6th Edition, McGraw-Hill Higher Education, 2015
2. Rao, V. S. P., & Krishna, V. H. Human Resource Management: Text and cases. 3rd Edition. Excel Books India, 2010
3. Sparrow, P., Brewster, C., & Chung, C. Globalizing human resource management. Routledge, 2016
4. Uday Kumar Haldar and Juthika Sarkar. Human Resource management. Oxford Press. 2012
5. Gary Dessler, Biju Varrkey. Human Resource Management Fifteenth Edition, Pearson Education.2017.

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1. https://swayam.gov.in/nd1_noc20_mg15/preview
2. <http://www.sciencepublishinggroup.com/j/jhrm>
3. <https://journals.sagepub.com/home/hrm>
4. <https://www.hrdguru.com/>
5. <https://www.citehr.com/>

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	2	2	3	3	1	-	-	-	-	-	1	1
CO2	3	3	2	3	2	-	-	-	-	-	2	1
CO3	2	2	3	3	1	-	-	-	-	-	1	1
CO4	3	3	3	2	1	-	-	-	-	-	2	1
CO5	2	2	3	2	2	-	-	-	-	-	2	1

Assessment Methodology

Assessment Methodology	Assessment Tools	Marks
CAT-I	Written Examination	10
CAT-II	Written Examination	10
CAT-III/MODEL	Written Examination	10
Assessment/Activities	Assignment	15
Attendance	Performance	5
Total		50

MBT26204	OPERATIONS MANAGEMENT	CATEGORY	L	T	P	C
		FC	4	0	0	4

Course Prerequisite / Preamble
• Basic understanding of management principles and business operations. • Knowledge of production processes and organizational functions. • Awareness of quantitative techniques and problem-solving methods for operational decision-making
Course Objective
• To understand the principles and functions of operations management in manufacturing and service organizations. • To analyze production planning, facility layout, capacity planning, and process design for operational efficiency. • To apply inventory, quality, and supply chain management techniques to improve organizational performance. • To evaluate forecasting, scheduling, and maintenance strategies for effective resource utilization. • To develop decision-making skills for enhancing productivity, quality, and continuous operational improvement.

Course Outcome		
CO	COURSE OUTCOME	K LEVEL
CO1	Apply the facility location and layout analysis techniques in modern operations processes	K3
CO2	Understand the basic models of Inventory and apply them in Industry to solve the Inventory problems.	K2
CO3	Apply the scheduling techniques and strategies in the significant industrial flow shop scheduling process.	K3
CO4	Understand the concepts involved in quality control and its techniques to maintain standard quality in the organization.	K2
CO5	Associate the importance of operational paradigms and how they are integrated together in managing operations including TQM, and Lean.	K3

Syllabus		
Unit 1	INTRODUCTION TO OPERATIONS MANAGEMENT	(12)
Operations Management- Nature, Scope - A Systems Perspective- Manufacturing Trends in India-Production Design and Process Planning-Types of Production Processes- Capacity Planning- Make or Buy Decisions, Plant Location: Factors to be considered in Plant Location- Location Analysis Techniques, Layout of Manufacturing Facilities: Principles of a Good Layout, Layout Factors- Basic Types of Layouts- Principles of Materials Handling.		
Unit 2	INVENTORY CONTROL AND MAINTENANCE	(12)

Basic Inventory Models - Economic Order Quantity- Economic Batch Quantity- Reorder Point-Safety Stock- Inventory Costs- Classification and Codification of Stock- ABC Classification. Material Requirement Planning: Product Structure/Bill of Materials (BOM), MRP-II. - Maintenance: Objectives-Types- Procedure for Maintenance. Basic Concept of Supply Chain Management.		
Unit 3	AGGREGATE PLANNING	(12)
Line Balancing: Concept of Mass Production System, Objective of Assembly Line Balancing, Rank Positional Weight Method. Nature of Aggregate Planning Decisions, Aggregate Planning Strategies- Master Production Schedule/Plan, Scheduling; Loading - Sequencing – Monitoring, Flow Shop Scheduling: Introduction, Johnson’s Problem, and Extension of Johnson’s Rule.		
Unit 4	DESIGN OF WORK SYSTEMS AND QUALITY CONTROL	(12)
Work Study: Objectives- Procedure- Method Study and Motion Study- Work Measurement -Time Study - Performance Rating- Allowance Factors - Standard Time- Work Sampling Techniques. Quality Control: Importance-Classification- -Acceptance Sampling-Six Sigma. Quality Circle. Benchmarking. Control Charts for Variables and Attributes.		
Unit 5	MODERN PRODUCTION TOOLS	(12)
Just In Time. Total Quality management. Lean Manufacturing’s 9000 Series. Basic Concepts of Kaizen, Poka Yoke and KANBAN. ERP: Modules – Implementation.		

Text Books:
1. B Mahadevan, Operations Management: Theory and Practices, 2nd Edition, Pearson. 2. Panneerselvam,R., Production and Operations Management, 2nd Edition, PH Learning Pvt Ltd., New Delhi
Reference:
1. William J. Stevenson, Operations Management Eight,2018, Tata - McGraw Hill 2. J.R. Tony Arnold, Introduction to Materials Management, Sixth edition,2008, Pearson 3. An Introduction to Management Science: Quantitative Approaches to Decision Making,David R. Anderson,14th edition ,2019, ENGAGE
Web / NPTEL Resources:
1. https://www.coursera.org/learn/operations-management. 2. https://www.smartsheet.com/operations-management 3. https://global.oup.com/uk/orc/busecon/business/jones_robinson/ 4. https://onlinelibrary.wiley.com/journal/18731317 5. https://onlinecourses.swayam2.ac.in/imb21_mg23/preview

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	3	3	-	1	1	-	-	-	-	-	2	1
CO2	2	3	-	3	3	-	-	-	-	-	2	1
CO3	3	3	-	3	1	-	-	-	-	-	1	1
CO4	2	2	-	2	3	-	-	-	-	-	1	1
CO5	3	2	-	3	3	-	-	-	-	-	1	1

Assessment Methodology	Assessment Tools	Marks
CAT-I	Written Examination	10
CAT-II	Written Examination	10
CAT-III/MODEL	Written Examination	10
Assessment/Activities	Assignment	15
Attendance	Performance	05
Total		50

MBT26205	Information Systems for Managers	CATEGORY	L	T	P	C
		FC	4	0	0	4

Course Prerequisite / Preamble
• Basic understanding of management concepts and organizational functions. • Knowledge of computer fundamentals and information technology applications. • Awareness of business processes and decision-making in organizations.
Course Objective
• To understand the role of information systems in supporting managerial decision-making and organizational performance. • To examine the components, types, and applications of information systems in business organizations. • To analyze the use of information technology for improving business processes and competitive advantage. • To evaluate data management, information security, and emerging digital technologies in organizations. • To apply information systems concepts to solve managerial problems and support strategic decision-making.

Course Outcome		
On the successful completion of the course, students will be able to:		
CO1	Analyze and model the flow of information through business processes	K4
CO2	Identifying Opportunities for Strategic Information System.	K3
CO3	Apply networking concepts and technologies to support business needs	K2
CO4	Evaluate Security Software tools.	K3
CO5	Understand the importance of IT in digital environment and how it impacts businesses	K2

Syllabus		
Unit 1	INFORMATION SYSTEM AND GLOBAL E-BUSINESS	(12)
Information System transforming business-New in Information System-Globalization Challenges and Opportunities-Strategic Business Objectives of Information Systems-Dimensions of Information Systems-Business Process- Collaboration and Social Business		
Unit 2	STRATEGY, ETHICAL AND SOCIAL ISSUES	(12)
Economic Impact-Organizational and Behavioral Impacts-Information System for dealing with Competitive Forces-Sustaining Competitive Advantage-Model for thinking about Ethical and Social Issues-Moral dimensions of Information Age-Ethical Analysis-Computer related liability problem		
Unit 3	IT INFRASTRUCTURE, DATABASE AND NETWORKING	(12)
IT Infrastructure-Evolution- Components-Current trends in Hardware and Software Platforms-DBMS-Designing Database-Non relational Databases-Cloud Databases and Blockchain-Computer Network-Types of Networks-Internets - Wireless networking, communication and Internet Access.		
Unit 4	SECURING INFORMATION SYSTEMS AND E-COMMERCE	(12)
Malicious Software-Information Systems Controls-Risk Assessment-Security Policy-Disaster recovery Planning-role of auditing- tools and technologies for safeguarding Information Resources- E-commerce-New E-commerce- Types- Ecommerce transformed marketing		
Unit 5	MANAGING KNOWLEDGE AND DECISION MAKING	(12)

Text Books

1. KC. Laudon, JC Laudon, "Management Information Systems: Managing the Digital Firm" 17th Edition Pearson, 2021
2. O'Brien, James A., George M. Marakas, and Ramesh Behl, "Management Information Systems", 11th Edition, New Delhi: McGraw Hill Education, 2019.

Reference

1. Turban, Efraim, Linda Volonino and Wood, R., Gregory, "Information Technology for Management - Advancing Sustainable, Profitable Business Growth", New Delhi: Wiley India, 2017.
2. Sharma, Sourabh, and K. S. Thakur, eds, "Management information system", Horizon Books, 2015.
3. Jawadekar, Waman S, "Management Information Systems: Text and Cases: A Global Digital Enterprise Perspective", Tata McGraw-Hill Education, 2013.
4. Jaiswal, Mahadeo, and Monika Mital, "Management information systems", Oxford University Press, 2006.
5. Curtis, Graham, and David Cobham, "Business information systems: Analysis, design and practice", Pearson Education, 2008.

Web / NPTEL Resources:

1. https://swayam.gov.in/nd1_noc20_mg59/preview
2. <https://www.coursera.org/articles/management-information-system>
3. <https://www.shiksha.com/online-courses/articles/management-information-systems/>
4. International Journal of Information Management – Elsevier
5. Journal of Enterprise Information Management - Emerald Insight

CO-PO Mapping

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	2	2	1	2	2	-	-	-	-	-	2	1
CO2	2	2	1	1	2	-	-	-	-	-	2	1
CO3	2	2	2	1	2	-	-	-	-	-	2	2
CO4	2	3	2	2	2	-	-	-	-	-	2	2
CO5	2	2	2	2	2	-	-	-	-	-	2	2

Assessment Methodology

Assessment Methodology	Assessment Tools	Marks
CAT-I	Written Examination	10
CAT-II	Written Examination	10
CAT-III/MODEL	Written Examination	10
Assessment/Activities	Assignment	15
Attendance	Performance	05
Total		50

MBL26207	CAREER PLANNING	CATEGORY	L	T	P	C
		PRACTICAL	0	0	3	1.5

Course Prerequisite / Preamble
• Basic understanding of personal strengths, interests, and career aspirations. • Knowledge of communication, interpersonal, and employability skills. • Awareness of career opportunities and professional development pathways.
Course Objective
• To understand the concepts and importance of career planning and professional growth. • To identify individual strengths, skills, values, and career interests for informed career choices. • To develop effective communication, resume writing, interview, and networking skills for employment. • To explore career opportunities, higher education options, and emerging industry trends. • To prepare a structured career development plan for achieving personal and professional goals

CO	COURSE OUTCOME	K LEVEL
CO1	Obtain the skillsets required in industries and gain self-confidence to attend interview	K2
CO2	Excel in language fluency and attend the interview with self-reliance	K3
CO3	Answer the verbal questions confidently in multitude of exams	K2
CO4	Identify self-potentials and groom themselves to the expectations of corporate sectors	K2
CO5	Construct error free sentences in written and oral communication	K3

Exp. No.	Title	Description / Problem Statements	Hours
Ex.1	LISTENING	1. Body Language 2. Interview Videos	6
Ex.2	SPEAKING	Group Discussion- Extempore - Theme based Conversation- Mock Interview 2. Video Resume'- Video Presentation	6
Ex.3	READING	1. Reading Comprehension 2. Verbal Aptitude: - Verbal Reasoning - Cloze Test- Para Jumbles- One Word Substitution- Ordering of Sentences- Synonyms and Antonyms	6
Ex.4	WRITING	1. SWOT Analysis 2. Resume' Writing and Job Application Letter 3. Writing Social Blogs	6
Ex.5	GRAMMAR	1. Error Detection	6

Total Hours: 30

Reference
1. Raman, Meenakshi. and Singh, Prakash. Business Communication, Oxford, 2nd Edition, 2012. 2. Sherfied, Robert, et.al. Developing Soft Skills. 4th Edition, Pearson Publication, 2010. 3. Seely, John. Oxford A-Z of Grammar and Punctuation. Oxford Publication, 2011.
Web / NPTEL Resources
1. https://www.geektonight.com/flow-of-communication/ 2. https://www.aplustopper.com/email-writing-format/ 3. https://novoresume.com/career-blog/soft-skills 4. https://venngage.com/blog/business-proposal/

CO PO Mapping

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	3	2	2	3	3	-	-	-	-	-	3	2
CO2	3	3	2	3	3	-	-	-	-	-	3	2
CO3	3	3	2	3	3	-	-	-	-	-	3	3
CO4	3	3	2	3	3	-	-	-	-	-	3	2
CO5	3	3	2	3	3	-	-	-	-	-	3	2

Assessment Methodology

Assessment Methodology	Assessment Tools	Marks
Attendance	Based on laboratory attendance percentage	5
Record / Observation	Regular lab record writing and submission	10
Model/Mid Practical Test	Internal practical test/model examination	15
Continuous Performance	Lab performance, experiments completion, discipline	10
Viva-voce (Internal)	Oral questioning during lab sessions	10
Total		50

MBL26208	PYTHON PROGRAMMING LAB	CATEGORY	L	T	P	C
		PRACTICAL	0	0	3	1.5

Course Prerequisite / Preamble
- Basic understanding of computer fundamentals and programming concepts. - Knowledge of logical thinking and problem-solving techniques. - Familiarity with basic mathematical operations and algorithmic reasoning.
Course Objective
- To understand the fundamentals of Python programming through hands-on laboratory exercises. - To develop Python programs using variables, operators, control structures, and functions. - To implement programs using strings, lists, tuples, dictionaries, and file handling techniques. - To apply object-oriented programming concepts and exception handling in Python applications. - To design and test Python-based solutions for real-world computational and data-processing problems

CO	COURSE OUTCOME	K LEVEL
CO1	Implement a given algorithm as a computer program (in Python)	K5
CO2	Adapt and combine standard algorithms to solve a given problem (includes numerical as well as non-numerical algorithms)	K5
CO3	Adequately use standard programming constructs: repetition, selection, functions, composition, modules, aggregated data (arrays, lists, etc.)	K3
CO4	Explain what a given program (in Python) does	K2
CO5	Identify and repair coding errors in a program	K5
Syllabus		
Unit 1	FOUNDATION OF ANALYTICS & MACHINE LEARNING	6
Introduction to Python - Variables - Data types - Operators - Input and Output - Simple programs		
Unit 2	UNDERSTANDING SUPERVISED LEARNING ALGORITHMS: CLASSIFICATION PROBLEMS	6
If – else, for, while, break, continue – pattern, simple business logic.		
Unit 3	ADVANCED MACHINE LEARNING	6
Functions, arguments, recursion basics, string operations.		
Unit 4	INTRODUCTION, SENTIMENT CLASSIFICATION	6
Lists, tuples, dict, file read/write – students marks, sales data file.		
Unit 5	TIME SERIES FORECASTING	6
Basics of Numpy, Pandas, Matplotlib – Reading Excel/CSV, mean, sum, simple charts.		

Total Hours : 30

Reference
1. Martin C. Brown, Python: The Complete Reference, McGraw Hill Education, 2018. 2. U Dinesh Kumar, Manaranjan Pradhan, Machine Learning using Python, Wiley, 2019.
Web / NPTEL Resources
1. https://examupdates.in/python-programming/#Python-Programming-Notes-Pdf-Download 2. https://lecturenotes.in/notes/30074-note-for-python-programming-py-by-shekharesh-barik 3. https://lecturenotes.in/download/note/31671-note-for-python-programming-py-by-palak-goel 4. https://nptel.ac.in/courses/106/106/106106182/ 5. https://nptel.ac.in/courses/106/106/106106212/

CO PO Mapping

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	3	2	-	1	2	-	-	-	-	-	1	1
CO2	3	2	-	2	2	-	-	-	-	-	1	1
CO3	1	1	-	2	1	-	-	-	-	-	1	1
CO4	2	2	-	2	1	-	-	-	-	-	1	1
CO5	2	2	-	1	2	-	-	-	-	-	1	-

Assessment Methodology

Assessment Methodology	Assessment Tools	Marks
Attendance	Based on laboratory attendance percentage	5
Record / Observation	Regular lab record writing and submission	10
Model/Mid Practical Test	Internal practical test/model examination	15
Continuous Performance	Lab performance, experiments completion, discipline	10
Viva-voce (Internal)	Oral questioning during lab sessions	10
Total		50

CDC26201	CAREER DEVELOPMENT SKILL-II (AI tools for Management)	CATEGORY	L	T	P	CREDIT
		CDS	0	0	2	1

Course Prerequisite / Preamble

Basic knowledge of management concepts, business communication and computer applications. No programming knowledge is required.

Course Objective

- Introduce students to Artificial Intelligence and Generative AI from a managerial perspective.
- Develop practical skills in using AI tools for business and management tasks.
- Enable students to use prompt engineering techniques for effective AI interaction.
- Apply AI tools to marketing, finance, human resources, operations and decision-making.
- Develop awareness of responsible, ethical and secure use of AI in organizations.

Course Outcome

CO1	Explain the fundamentals, capabilities and limitations of AI and Generative AI in management.	K2
CO2	Apply prompt engineering techniques to effectively interact with Generative AI tools.	K3
CO3	Use AI tools to address business problems across marketing, finance, HR and operations.	K3
CO4	Apply AI tools for managerial productivity, business analysis, communication and decision-making.	K4
CO5	Evaluate AI applications considering ethics, privacy, security, reliability and responsible AI practices.	K5

Syllabus

Unit 1	AI FUNDAMENTALS FOR MANAGERS	(9)
Artificial Intelligence – Meaning, types and evolution – Machine Learning and Generative AI – AI capabilities and limitations – Applications of AI in business – AI-enabled managerial decision-making – Opportunities and challenges of AI adoption.		
Unit 2	GENERATIVE AI AND PROMPT ENGINEERING	(9)
Generative AI – Large Language Models – AI assistants and chatbots – Introduction to popular AI tools – Prompt engineering – Zero-shot and few-shot prompting – Role and context-based prompting – Prompt refinement – AI-assisted content generation, summarization and business communication.		
Unit 3	AI FOR BUSINESS FUNCTIONS	(9)
AI applications in Marketing, Finance, Human Resources and Operations – Market research – Customer analysis – Financial analysis and forecasting – Recruitment and employee support – Demand forecasting – Customer service – AI-assisted business problem solving.		
Unit 4	AI FOR MANAGERIAL PRODUCTIVITY	(9)
AI-assisted data analysis – Business reports and presentations – Professional emails and communication – Research and information synthesis – Data visualization – SWOT and competitor analysis – Business idea generation – AI-assisted decision support and workflow automation.		
Unit 5	RESPONSIBLE AI AND FUTURE OF MANAGEMENT	(9)

Responsible AI – AI ethics – Bias and fairness – Privacy and data security – Intellectual property – AI hallucinations and reliability – Human-AI collaboration – Evaluating AI outputs – AI implementation in organizations – Future of AI in management and careers.

Text Books:

- Nitin Mittal & Thomas H. Davenport, All-in On: How Smart Companies Win Big with Artificial Intelligence, Harvard Business Review Press.
- Pavan Kumar Gurazada & Seema Gupta, Artificial Intelligence in Business, Vikas Publishing House.
- Thomas H. Davenport & Nitin Mittal, All-in on AI: How Smart Companies Win Big with Artificial Intelligence, Harvard Business Review Press.
- Peter G. Northouse, Leadership: Theory and Practice, SAGE Publications — for managerial leadership context.

Reference:

- Ajay Agrawal, Joshua Gans & Avi Goldfarb, Prediction Machines: The Simple Economics of Artificial Intelligence, Harvard Business Review Press.
- Erik Brynjolfsson & Andrew McAfee, Machine, Platform, Crowd, W.W. Norton.
- Melanie Mitchell, Artificial Intelligence: A Guide for Thinking Humans, Farrar, Straus and Giroux.
- Iansiti, M. & Lakhani, K. R., Competing in the Age of AI, Harvard Business Review Press.
- Richard S. Sutton & Andrew G. Barto, Reinforcement Learning: An Introduction, MIT Press.

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	3	2	1	1	2	2	2	1	1	1	2	2
CO2	2	2	3	1	3	1	2	2	2	3	3	3
CO3	3	3	3	2	3	2	2	2	2	2	3	3
CO4	3	3	3	3	3	2	2	2	3	3	3	3
CO5	2	3	2	2	3	3	3	2	2	2	3	3

Assessment Component	Marks
Attendance	10
Report/Training Record	40
Presentation/Demo/Skill Test	50
Total	100