

**Curriculum Book**  
and  
**Assessment and Evaluation Scheme**

based on

**Outcome Based Education (OBE)**

in

**Master of Business Administration**  
**MBA**

**2 Years Degree Program**

Revised as on 01 August 2023  
Applicable w.e.f. Academic Session 2023-24



**AKS University**

Satna 485001, Madhya Pradesh, India

**Faculty of Management Studies**  
**Department of Business Administration**

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Faculty of Management Studies  
AKS University, Satna (M.P.)

*H. S. Swarthy*  
Dean

Faculty of Management Studies  
AKS University  
Satna (M.P.) 485001

*B. A. Chopade*

**Professor B.A. Chopade**  
Vice - Chancellor  
AKS University  
Satna, 485001 (M.P.)

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## **A K S University**

*Faculty of Management Studies*

**Department of Business Administration**

**Curriculum of MBA Program**

**(Revised as on 01 August 2023)**

### **Forwarding**

I am delighted to observe the updated curriculum of the Department of Business Administration for MBA Program, which seamlessly integrates the most recent trends and corporate affairs in the field of business management and adheres to the guidelines set forth by AICTE and UGC. The revised curriculum also thoughtfully incorporates the directives of NEP-2020.

The alignment of course outcomes (COs), Programme Outcome (POs) and Programme specific outcomes (PSOs) has been intricately executed, aligning perfectly with the requisites of NEP-2020 and NAAC standards. I hold the belief that this revised syllabus will significantly enhance the skills and employability of our students.

With immense satisfaction, I hereby present the revised curriculum for the MBA program for implementation in the upcoming session.

01 August 2023

ER. Anant Soni  
Pro Chancellor & Chairman  
AKS University, Satna



## AKS University

Faculty of Management Studies

Department of Business Administration

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(Revised as on 01 August 2023)

### *From the Desk of the Vice-Chancellor*



*AKS University is currently undergoing a process to revamp its curriculum into an outcome-based approach, with the aim of enhancing the teaching and learning process. The foundation of quality of quality education lies in the implementation of a curriculum that aligns with both societal and industrial needs, focusing on relevant outcomes. This entails dedicated and inspired faculty members, as well as impactful industry internships.*

*Hence, it is of utmost importance to begin this endeavor by crafting an outcome-based curriculum in collaboration with academia and industry experts. This curriculum design should be informed by the latest technological advancements, market demands, the guidelines outlined in the National Education Policy (NEP) of 2020, and sustainable goals.*

*I'm delighted to learn that the revised curriculum has been meticulously crafted by the Department of Business Administration, in consultation with an array of experts from the industry, research institutes, and academia. This curriculum effectively integrates the principles outlined in the NEP-2020 guidelines, as well as sustainable goals. It also adeptly incorporates the latest advancements in the field of business management.*

*Furthermore, the curriculum takes into account the specific needs of the Indian Industries, focusing on the creation of effective and efficient managers as well as entrepreneurs. This curriculum will not only imparts knowledge but also encourages students' independent thinking for potential enhancements in the area of business management.*

*The curriculum goes beyond theoretical learning and embraces practical applications. To enhance students' skills, the curriculum integrates industrial visits, and On-Job Training experiences, research projects. This well-rounded approach ensures that students receive a comprehensive education, fostering their skill development and preparing them for success in the field of Business Management.*

*I am confident that the updated curriculum for Department of Business Administration will not only enhance students' managerial skills but also contribute significantly to their employability. During the process of revising the curriculum, I am pleased to observe that the Department of Business Administration has diligently adhered to the guidelines provided by the AICTE and UGC. Additionally, they have maintained a total credit requirement of 105 for the MBA program.*

*It's worth noting that curriculum revision is an ongoing and dynamic process, designed to address the continuous evolution of managerial and technological advancements and both local and global concerns. This ensures that the curriculum remains responsive and attuned to the changing landscape of education and industry.*

*AKS University warmly invites input and suggestions from industry experts and technocrats and Alumni students to enhance the curriculum and make it more student-centric. Your valuable insights will greatly contribute to shaping an education that best serves the needs and aspirations of our students.*

*Professor B. A. Chopade  
Vice- Chancellor  
AKS University, Satna*

01 August 2023



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### ***Preface***

As part of our commitment to ongoing enhancement, the Department of Business Administration consistently reviews and updates its MBA program curriculum every three years. Through this process, we ensure that the curriculum remains aligned with the latest managerial developments, as well as local and global industrial and social demands.

During this procedure, the existing curriculum for the MBA Program undergoes evaluation by a panel of industry specialists, and academicians. Following meticulous scrutiny, the revised curriculum has been formulated and is set to be implemented starting from August 01, 2023. This implementation is contingent upon the endorsement of the curriculum by the University's Board of Studies and Governing Body.

This curriculum closely adheres to the AICTE model syllabus distributed in May 2023. It seamlessly integrates the guidelines set forth by the Ministry of Higher Education, Government of India, through NEP-2020, as well as the principles of Sustainable Development Goals. In order to foster the holistic skill development of students, a range of practical activities, including Industrial Visits, Project planning and execution, Report Writing, Seminars, and Industrial On-Job Training, have been incorporated. Furthermore, in alignment with AICTE's directives, the total credit allocation for the MBA program is capped at 105 credits.

This curriculum is enriched with course components in alignment with AICTE guidelines, encompassing various disciplines such as Basic Science Course: 5 credits, Computer Science Courses: 7 credits, Management Core Courses: 38 credits, Finance Courses: 9 credits, Management Elective Courses: 24 credits, Economics Course: 4 Credits, Marketing Course: 4 Credits, Human Resources Courses: 8 Credits, Project and Practical Training: 8 credits.

To ensure a comprehensive learning experience, detailed evaluation schemes and rubrics have also been meticulously provided.

For each course, a thorough mapping of Course Outcomes, Program Outcomes, and Program Specific Outcomes has been undertaken. As the course syllabus is being meticulously developed, various elements such as session outcomes, laboratory instruction, classroom instruction, self-learning activities, assignments, and mini projects are meticulously outlined.

We hold the belief that this dynamic curriculum will undoubtedly enhance independent thinking, skills, and overall employability of the students.

Professor (Dr.) Harshwardhan Shrivastava  
Dean, Faculty of Management Studies  
AKS University, Satna

01 August 2023



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### **Introduction:**

The Faculty of Management Studies offers various courses for students to impart the key concepts of management and its applications in an organization. Apart from the basic courses of management like BBA and MBA, the department has also designed some major courses i.e. Ph.D. (Management), MBA in Logistics, and Supply Chain Management. Our professional courses emphasize on the combination of core business subjects and skill courses which lead to the holistic development of the students.

**VISION: Our** vision encompasses the overall development of the professionals who would become the torchbearer of the financial planning revolution. We strive to impart management education to prepare business leaders and entrepreneurs to stand up to the global competition.

### **MISSION**

**M 1:** The Faculty of Management Studies provides programs that meet educational needs required by industries and other institutions.

**M 2:** Our aim is to provide and maintain an emphasis on the continuous improvement of programs and services.

**M 3:** We believe in nurturing the young minds of students by effective training in the concerned subject and guiding them to lay the strong foundation for a successful career.

### **Program Educational Objectives (PEOs):**

**PEO 1:** To facilitate high-quality management education to the students of the management program and prepare them to meet the local & global challenges through their managerial competence.

**PEO 2:** To incorporate the spirit of learning and support the leaders with the recent managerial skills in the various dimensions of the business domain for attaining the organizational excellence.

**PEO 3:** To encourage the leaders, both in the field of business management and public administration to maintain human values in their leadership roles.

**PEO 4:** To motivate the students, researchers, and corporate participants in the management program for developing their entrepreneurial skills to bring positive changes for the development of the economy.

### **Program Outcomes (POs):**

**PO 1: Business Environment and Domain Knowledge:** Socio-economic, legal and technological environment of Indian business. Students are able to improve their awareness and knowledge about functioning of local and global business environment and society. This helps in recognizing the functioning of businesses, identifying potential business opportunities, evolution of business enterprises and exploring the entrepreneurial opportunities.

**PO 2: Critical & Analytical thinking, Business Analysis, Problem Solving and Logical Solutions:** Competencies in quantitative and qualitative techniques. Students are expected to develop skills on analyzing the business data,



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execution of relevant analysis, and problem solving in other functional areas such as marketing, business strategies.

**PO 3: International Exposure and Cross-Cultural Understanding:** Demonstrate a global outlook with the ability to identify aspects of the international business and Cross-Cultural Understanding.

**PO 4: Social Responsiveness and Ethos:** Developing responsiveness to contextual social issues/ problems and exploring solutions, understanding business ethos and resolving ethical dilemmas. Students are expected to identify the contemporary social problems, exploring the opportunities for social entrepreneurship, designing business solutions and demonstrate ethical standards in organizational decision making.

**PO 5: Effective Business Communication:** Usage of various forms of business communication, supported by effective use of appropriate technology, logical reasoning, articulation of ideas. Students are expected to develop effective oral and written communication especially in business applications, with the use of appropriate digital technologies.

**PO 6: Leadership Development and Synergy:** Understanding leadership roles at various levels of the organization and leading teams. Students are expected to collaborate and lead teams across organizational boundaries and demonstrate leadership qualities, maximize the usage of diverse skills of team members in the related context. Students are expected to work in different form of organizational groups.

**PO 7: R&D Aptitude:** Develop a Research Aptitude and learn hands-on practical experience with respect to critical business problems and challenges using Data Analysis Techniques, Case Studies, Summer Internship, and Major Project Works, ultimately learning to solve business problems in real-life situations.

**PO 8: Contemporary issues:** Learning and understanding the latest developments in the management field related to contemporary issues through an extensive review of literature and research work.

### **Program Specific Outcomes (PSOs):**

**PSOs 1: Theoretical as well as practical knowledge:** After studying for 2 years, the students get the theoretical as well as practical knowledge about the different aspects of the business perspectives which prepare them to work in the government and private organizations at executive, middle and top level posts.

**PSOs 2: Work in various functional areas:** Students can work in various functional areas like Marketing, Finance, Human Resource Management, Agri-business, and Operations Management.

**PSOs 3: Work in various industries:** Students will work in various industries like manufacturing, service, retail, telecommunication, automobile, banking and finance etc.

**PSOs 4: To set up business enterprise:** Program prepares the students to set up business enterprise and manage diversified growth of entrepreneurship.





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### Consistency / Mappings of PEOs with Mission of the Department

PEO	M 1	M 2	M 3
PEO 1	H	M	H
PEO 2	H	H	H
PEO 3	H	M	H
PEO 4	M	H	H

Correlation Indices: H=High, M=Medium, L=Low, N=Nil

### General Course Structure & Theme

#### 1. Definition of Credit

1 Hr. Lecture (L) per week	1 Credit
1 Hr. Tutorial (T) per week	1 Credit
2 Hours Practical (P) per week	1 Credit

#### 2. Range of Credits:

In the light of the fact that a typical Model Two-year Post Graduate degree program in Management has about 100 credits, the total number of credits proposed for the Two-year master of business administration is kept as 105 considering NEP-20 and NAAC guidelines.

#### 3. Structure of PG Program in master of business administration:

The structure of PG Program in master of business administration shall have essentially the following categories of courses with the breakup of credits as given:



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### Components of the Curriculum

(Program curriculum grouping based on course components)

Sl No	Course Component	% of total number of credits of the Program	Total number ofCredits
1	Management Core Course (MCC)	36.19	38
2	Finance (FIN)	8.57	09
3	Economics (ECO)	3.81	04
4	Basic Science (BSC)	4.76	05
5	Computer science course (CSC)	6.67	07
6	Marketing (MKT)	3.81	04
7	Human resource management (HRM)	7.62	08
8	Management electives course (MEC)	22.86	24
9	Projects (PJT)	5.71	06
	Total	100%	<b>105</b>



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# General Course Structure and Credit Distribution

## Curriculum of Master of business administration

Semester – I		Semester – II	
Course Title	Credit	Course Title	Credit
1. Concepts of Management	6:0:0 = 6	1. Financial Management	4:0:0 = 4
2. Business Environment	3:0:0 = 3	2. Marketing Management	4:0:0 = 4
3. Accounting for Managers	3:2:0 = 5	3. Human Resource Management	4:0:0 = 4
4. Managerial Economics	4:0:0 = 4	4. Corporate-Ethics, Social Responsibility & Governance	4:0:0 = 4
5. Business Statistics	3:2:0 = 5	5. Research Methodology	4:0:0 = 4
6. Computer Application in Management	2:0:0 = 2	6. Business Communication	4:0:0 = 4
7. Computer Application in Management (Lab)	0:0:2 = 2		
<b>Total Credit</b>	<b>27</b>	<b>Total Credit</b>	<b>24</b>
Semester –III		Semester – IV	
Course Title	Credit	Course Title	Credit
1. Operations Research	3:2:0 = 5	1. Strategic Management	3:1:0 = 4
2. Business Legislation	4:0:0 = 4	2. Management Information System	3:0:0 = 3
3. MSMEs & Entrepreneurial development	4:0:0 = 4	3. Major Research Project	0:0:6 = 6
4. HR Analytics	4:0:0 = 4	4. Elective-I-I	3:1:0 = 4
5. Elective-I	3:1:0 = 4	5. Elective-I-II	3:1:0 = 4
6. Elective-II	3:1:0 = 4	6. Elective-II-I	3:1:0 = 4
		7. Elective-II-II	3:1:0 = 4
<b>Total Credit</b>	<b>25</b>	<b>Total Credit</b>	<b>29</b>

- i. Major Research Project: major research project is compulsory for all 4<sup>th</sup> Semester students in a particular topic of management.



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### **Course code and definition:**

<b>L</b>	=	Lecture
<b>T</b>	=	Tutorial
<b>P</b>	=	Practical
<b>C</b>	=	Credit
<b>BSC</b>	=	Basic Science Courses
<b>ESC</b>	=	Engineering Science Courses
<b>HSM</b>	=	Humanities and Social Sciences including Management courses
<b>PCC</b>	=	Professional core courses
<b>PEC</b>	=	Professional Elective courses
<b>OEC</b>	=	Open Elective courses
<b>LC</b>	=	Laboratory course
<b>MC</b>	=	Mandatory courses
<b>IKS</b>	=	Indian Knowledge System
<b>SDGs</b>	=	Sustainable Development Goals

### **Course level coding scheme:**

Three-digit number (odd numbers are for the odd semester courses and even numbers are for even semester courses) used as suffix with the Course Code for identifying the level of the course. Digit at hundred's place signifies the year in which course is offered. e.g.

101, 102 ... etc. for first year.

201, 202 .... Etc. for second year.

301, 302 ... for third year.

401. 402--- for Fourth year



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## Category-wise Courses Management Core Course (MCC)

### (i) Number of Management Core Course (MCC): 09, Credits: 38

Sl.	Code No.	Subject	Semester	Credits
1	31MT101	Concepts of Management	1	6:0:0 = 6
2	31MT103	Business Environment	1	3:0:0 = 3
3	31MT204	Corporate-Ethics, Social Responsibility & Governance	2	4:0:0 = 4
4	31SO205	Research Methodology	2	4:0:0 = 4
5	31MT209	Business Communication	2	4:0:0 = 4
6	31MT302	Operations Research	3	3:2:0 = 5
7	31MT303	Business Legislation	3	4:0:0 = 4
8	31EN304	MSMEs & Entrepreneurial development	3	4:0:0 = 4
9	31MT401	Strategic Management	4	4:0:0 = 4
<b>Total Credits:</b>				<b>38</b>

### Finance (FIN)

#### (ii) Number of Finance (FIN): 02, Credits: 09

Sl.	Code No.	Subject	Semester	Credits
1	31AC104	Accounting for Managers	1	3:2:0 = 5
2	31FM201	Financial Management	2	4:0:0 = 4
<b>Total Credits:</b>				<b>9</b>

### Economics (ECO)

#### (iii) Number of Economics (ECO) : 01, Credits: 04

Sl.	Code No.	Subject	Semester	Credits
1	31EC105	Managerial Economics	1	4:0:0 = 4
<b>Total Credits:</b>				<b>4</b>



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### Basic Science (BSC)

(iv) Number of Basic Science (BSC) : 01, Credits: 05

Sl.	Code No.	Subject	Semester	Credits
1	31MS106	Business Statistics	1	3:2:0 = 5
<b>Total Credits:</b>				<b>5</b>

### Computer science course (CSC)

(v) Number of Computer science course (CSC) : 03, Credits: 07

Sl.	Code No.	Subject	Semester	Credits
1	31CA107	Computer Application in Management	1	2:0:0 = 2
2	31CA151	Computer application in Management (Lab)	1	0:0:2 = 2
3	31MT402	Management Information System	4	3:0:0 = 3
<b>Total Credits:</b>				<b>7</b>

### Marketing (MKT)

(vi) Number of Marketing (MKT): 01, Credits: 04

Sl.	Code No.	Subject	Semester	Credits
1	31MM202	Marketing Management	2	4:0:0 = 4
<b>Total Credits:</b>				

### Human resource management (HRM)

(vii) Number of Human resource management (HRM): 02, Credits: 08

Sl.	Code No.	Subject	Semester	Credits
1	31HR203	Human Resource Management	2	4:0:0 = 4
2	31MT305	HR Analytics	3	4:0:0 = 4
<b>Total Credits:</b>				<b>8</b>

### Management electives course (MEC) (24)

Total 6 to be taken from two groups (2 from 3<sup>rd</sup> semester and 4 from 4<sup>th</sup> semester), three from each group –



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Finance, Marketing, HRM, Banking & Insurance, IT and Agri-business based on Project type and individual interest. Illustrative courses are listed here

Sl.	Code No.	Subject	Semester	Credits
<b><i>FINANCE MANAGEMENT GROUP</i></b>				
1	31FM306	Corporate Taxation	3	3:1:0 = 4
2	31FM404	Security analysis & Portfolio Management	4	3:1:0 = 4
3	31FM406	Financial Services	4	3:1:0 = 4
<b><i>MARKETING MANAGEMENT GROUP</i></b>				
1	31MM307	Consumer Behavior	3	3:1:0 = 4
2	31MM405	Integrated Marketing Communication	4	3:1:0 = 4
3	31MM415	International Marketing	4	3:1:0 = 4
<b><i>HUMAN RESOURCE MANAGEMENT GROUP</i></b>				
1	31HR308	Organizational Development	3	3:1:0 = 4
2	31HR407	Strategic Human Resource Management	4	3:1:0 = 4
3	31HR416	Industrial Law	4	3:1:0 = 4
<b><i>BANKING &amp; INSURANCE MANAGEMENT GROUP</i></b>				
1	31BI309	Intro. To Banking & Insurance	3	3:1:0 = 4
2	31BI409	Insurance Management	4	3:1:0 = 4
3	31BI410	Banking Management	4	3:1:0 = 4
<b><i>IT MANAGEMENT GROUP</i></b>				
1	31IT310	Database Management System	3	3:1:0 = 4
2	31IT411	E-Commerce	4	3:1:0 = 4
3	31IT412	Cyber Security & Law	4	3:1:0 = 4
<b>Total Credit</b>				<b>24</b>



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### Projects (PJT) (6)

Sl.	Code No.	Subject	Semester	Credits
1	31MT451	Major Research Project	4	0:0:6 = 6
<b>Total Credits:</b>				<b>6</b>

### Induction Program

Induction program for students to be offered right at the start of the first year. It is mandatory. AKS University has designed an induction program for 1<sup>st</sup> year student, details are below:

- i. Physical activity
- ii. Creative Arts
- iii. Universal Human Values
- iv. Literary
- v. Proficiency Modules
- vi. Lectures by Eminent speakers
- vii. Visits to local Areas
- viii. Familiarization to Dept./Branch & Innovations

#### Mandatory Visits/ Workshop/Expert Lectures:

- i. It is mandatory to arrange one industrial visit every semester for the students.
- ii. It is mandatory to conduct a One-week workshop during the winter break after third semester on professional/ industry/ entrepreneurial orientation.
- iii. It is mandatory to organize at least one expert lecture per semester for each branch by expert resource persons from industry.

#### Evaluation Scheme:

##### 1. For Theory Courses:

- i. The weightage of Internal assessment is 50% and
- ii. End Semester Exam is 50%  
The student has to obtain at least 40% marks individually both in internal assessment and end semester exams to pass.

##### 2. For Practical Courses:

- i. The weightage of Internal assessment is 50% and
- ii. End Semester Exam is 50%  
The student has to obtain at least 40% marks individually both in internal assessment and end semester exams to pass.

##### 3. For Summer Internship / Projects / Seminar etc.

Evaluation is based on work done, quality of report, performance in viva-voce, presentation etc





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### Semester wise Course Structure

#### Semester wise Brief of total Credits and Teaching Hours

Semester	L	T	P	Total Hours Per Week	Total Hours	Total Credit
Semester –I	21	4	2	29	29 X 15 = 435	27
Semester –II	24	0	0	24	24 X 15 = 360	24
Semester –III	21	04	0	25	25 X 15 = 375	25
Semester – IV	18	05	6	35	35 X 15 = 525	29
<b>Total</b>	<b>84</b>	<b>13</b>	<b>8</b>	<b>113</b>	<b>113 X 15 =1695</b>	<b>105</b>

### Details of Semester Wise Course Structure

#### Semester – I

SN	Category	Code	Course Title	L	T	P	Total Hour	Credit
1	MCC	31MT101	Concepts of Management	6	0	0	6	6
2	MCC	31MT103	Business Environment	3	0	0	3	3
3	FIN	31AC104	Accounting for Managers	3	2	0	5	5
4	ECO	31EC105	Managerial Economics	4	0	0	4	4
5	BSC	31MS106	Business Statistics	3	2	0	5	5
6	CSC	31CA107	Computer Application in Management	2	0	0	2	2
7	CSC	31CA151	Computer application in Management (Lab)	0	0	2	4	2
<b>Total</b>				<b>21</b>	<b>4</b>	<b>2</b>	<b>29</b>	<b>27</b>

#### Semester – II

SN	Category	Code	Course Title	L	T	P	Total Hour	Credit
1	FIN	31FM201	Financial Management	4	0	0	4	4
2	MKT	31MM202	Marketing Management	4	0	0	4	4
3	HRM	31HR203	Human Resource Management	4	0	0	4	4



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4	MCC	31MT204	Corporate-Ethics, Social Responsibility & Governance	4	0	0	4	4
5	MCC	31SO205	Research Methodology	4	0	0	4	4
6	MCC	31MT209	Business Communication	4	0	0	4	4
<b>Total</b>				24	0	0	24	24

### Semester – III

SN	Category	Code	Course Title	L	T	P	Total Hour	Credit
1	MCC	31MT302	Operations Research	3	2	0	5	5
2	MCC	31MT303	Business Legislation	4	0	0	4	4
3	MCC	31EN304	MSMEs & Entrepreneurial development	4	0	0	4	4
4	HRM	31MT305	HR Analytics	4	0	0	4	4
5	MEC		Elective-I	3	1	0	4	4
6	MEC		Elective-II	3	1	0	4	4
<b>Total</b>				21	4	0	25	25

### Semester - VI

SN	Category	Code	Course Title	L	T	P	Total Hour	Credit
1	MCC	31MT401	Strategic Management	3	1	0	4	4
2	CSC	31MT402	Management Information System	3	0	0	3	3
3	PJT	31MT451	Major Project	0	0	6	12	6
4	MEC		Elective-I-I	3	1	0	4	4
5	MEC		Elective-I-II	3	1	0	4	4
6	MEC		Elective-II-I	3	1	0	4	4
7	MEC		Elective-II-II	3	1	0	4	4
<b>Total</b>				18	5	6	35	29

**Total Credit: 105**



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# MBA I Semester



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## Semester-I

**Course Code:** 31MT101  
**Course Title:** Concept of management  
**Pre- requisite:** Course assessment methods: CT & EA

**Rationale:** The students studying principles and practice of management will be able to understand the application of principles of management which makes the manager more realistic, thoughtful, justifiable and free from personal bias. The decisions taken on the basis of principles of management are subject to evaluation and objective assessment.

**Course Outcomes:**

**31MT101.1:** Define management and able to understand the management school thought.

**31MT101.2:** Explain the overview of planning in management.

**31MT101.3:** Illustrate the concept of organizing, staffing, directing and controlling

**31MT101.4:** Analyze the significance of organizational behavior.

**31MT101.5:** Evaluate the organizational power and politics.

### Scheme of Studies

CODE	Course Code	Course Title	Scheme of studies (Hours/Week)				Total Credits (C)	
			CI	LI	SW	SL		Total Study Hours (CI+LI+SW+SL)
MCC	<b>31MT101</b>	Concept of Management	6	0	1	1	8	6



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**Legend:** **CI:** Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial

(T) and others),

**LI:** Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)

**SW:** Sessional Work (includes assignment, seminar, mini project etc.),

**SL:** Self Learning,

**C:** Credits.

**Note:** SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.

### Scheme of Assessment

#### Theory

CODE	Course Code	Course Title	Scheme of Assessment (Marks)							End Semester Assessment	Total Marks
			Progressive Assessment (PRA)						Total Marks		
			Class/Home Assignment number 3 marks each (CA)	Class Test 2 (2 best out of 3) 10 marks each (CT)	Seminar one (SA)	Class Activity any one (CAT)	Class Attendance (AT)				
MCC	31MT101	Concept of Management	15	20	10	0	5	50	(ESA)	(PRA+ESA)	

**Course-Curriculum Detailing:** This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.



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**31MT101.1: Define management and able to understand the management school thought.**

**Approximate Hours**

Item	AppX Hrs
CI	15
LI	0
SW	1
SL	1
Total	17

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
<p><b>SO1.1</b> Understand management thought and managerial functions.</p> <p><b>SO1.2</b> Implement insights from Indian practices and ethos.</p> <p><b>SO1.3</b> Classify different types of strategies in corporate.</p> <p><b>SO1.4</b> Able to evaluate Corporate Expansion and basic forms of business ownership</p> <p><b>SO1.5</b> TOWS Matrix and generic competitive strategies practically applied.</p>		<p><b>Unit-1.0 Introduction of Organization and corporate strategy (15 Hours)</b></p> <ol style="list-style-type: none"> <li>1. Management school thought</li> <li>2. Managerial functions and Roles</li> <li>3. Insights from India practices and ethos</li> <li>4. Basic forms of Business Ownership</li> <li>5. Special forms of ownership</li> <li>6. Franchising, Licensing, Leasing; Choosing a form of Business ownership</li> <li>7. Corporate Expansion: mergers and acquisitions, diversification, forward and backward integration, joint ventures, Strategic Alliance.</li> <li>8. Concept of Corporate Strategy, Formulation of Strategy</li> <li>9. Types of Strategies and Strategic Planning Process</li> <li>10. The TOWS Matrix, The Portfolio Matrix, Three Generic Competitive, Strategies by Porter</li> <li>11. Effective Implementation of Strategies</li> <li>12. Types of Policies</li> <li>13. Principles of Formulation of Policies</li> <li>14. Decision Making Process</li> <li>15. Individual Decision Making Models</li> </ol>	<ul style="list-style-type: none"> <li>Principles of management by Henry Fayol.</li> <li>Techniques of Scientific Management.</li> <li>Basic forms of business ownership.</li> <li>Process of decision making.</li> <li>Practice of matrix diagram.</li> </ul>



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SW-1 Suggested Sessional Work (SW):

**a. Assignments:**

- i. Elaboration of 14 principles of management.
- ii. Explain techniques of scientific management.

**b. Mini Project:** Flow diagram of types of strategies.

**c. Other Activities (Specify):** Case study, presentation

**31MT101.2: Explain the overview of planning in management.**

**Approximate Hours**

Item	AppX Hrs
CI	06
LI	0
SW	1
SL	1
Total	08

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self Learning (SL)
<b>SO2.1</b> Understand types of Plans and planning process. <b>SO2.2</b> Interpret Decision making: Process, Types and Techniques. <b>SO2.3 Distinguish between</b> Delegation & Decentralization <b>SO2.4 Evaluate the</b> Factors affecting the extent of decentralization <b>SO2.5</b> Able to implement process and principles of delegation.		<b>Unit-2 Overview of Planning (6 Hours)</b> 1. Types of Plans & The planning process 2. Decision making: Process 3. Types and Techniques 4. Delegation & Decentralization 5. Factors affecting the extent of decentralization 6. Process and Principles of delegation.	1.Types of plans 2. planning process 3.decision making process 4.extent of decentralization 5.process of delegation

SW-2 Suggested Sessional Work (SW):

- a. Assignments:** Describe the process and principles of planning
- b. Mini Project:** framework of planning process
- c. Other Activities (Specify):** case analysis, presentation



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**31MT101.3: Illustrate the concept of organizing, staffing, directing and controlling.**

**Approximate Hours**

Item	App X Hrs.
CI	24
LI	0
SW	1
SL	1
Total	26

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
<p><b>SO3.1</b> Understand the Nature and Purpose of Organizing.</p> <p><b>SO3.2</b> Apply the Line and Staff Relationship.</p> <p><b>SO3.3</b> Able to describe about the methods of decentralization.</p> <p><b>SO3.4</b> Develop controlling techniques.</p> <p><b>SO3.5</b> Able to evaluate preventive control measures.</p>	.	<p><b>Unit-3 : Organizing and Staffing, Directing and Controlling (24 Hours)</b></p> <ol style="list-style-type: none"> <li>Nature and Purpose of Organizing</li> <li>Bases of Departmentation</li> <li>Span of Management</li> <li>Determinants of Span of Management</li> <li>Line and Staff Relationship</li> <li>Line-Staff Conflict</li> <li>Bases of Delegation</li> <li>Kinds of Delegation and Decentralization</li> <li>Methods of Decentralization</li> <li>Staffing: Meaning &amp; Importance</li> <li>concept of direction</li> <li>nature of direction</li> <li>principles of direction</li> <li>Controlling: Concept</li> <li>Process of Control</li> <li>Control Techniques</li> <li>Human Aspects of Control</li> <li>Control as a Feedback System</li> <li>Feed Forward Control</li> <li>Preventive Control</li> <li>Profit and Loss Control</li> <li>Control Through Return on Investment</li> <li>The Use of Computer for Controlling and Decision Making</li> <li>The Challenges Created by IT as a Control Tool.</li> </ol>	<ol style="list-style-type: none"> <li>Bases of departmentation.</li> <li>Span of management</li> <li>Line and staff relationship</li> <li>Bases of delegation</li> <li>Recruitment and its types</li> <li>controlling and its techniques</li> </ol>





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SW-3 Suggested Sessional Work (SW):

- a. **Assignments:** Explain the recruitment and its sources.
- b. **Mini Project:** controlling and its techniques.
- c. **Other Activities (Specify):** case analysis and presentation

**31MT101.4: Analyze the significance of organizational behavior.**

**Approximate Hours**

Item	App X Hrs
CI	22
LI	0
SW	1
SL	1
Total	24

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self Learning (SL)
<p><b>SO4.1</b> Understand the concept of perception and attribution.</p> <p><b>SO4.2</b> Able to evaluate the need of motivation.</p> <p><b>SO4.3</b> Distinguish between group and teams.</p> <p><b>SO4.4</b> Able to analyze the interpersonal relationship</p> <p><b>SO4.5</b> Able to interpret the significance of octapace profiling</p>	.	<p><b>Unit-4 : Importance of organizational Behavior and Emotional Intelligence (22 Hours)</b></p> <ol style="list-style-type: none"> <li>1. Concept of perception</li> <li>2. Nature of perception</li> <li>3. Process of perception</li> <li>4. Concept of attribute</li> <li>5. Nature of attribute</li> <li>6. Process of attribute</li> <li>7. Concept of personality</li> <li>8. Types of personality</li> <li>9. Theories of personality</li> <li>10. Concept of learning</li> <li>11. Theories of learning</li> <li>12. Reinforcement theory of learning</li> <li>13. Concept of motivation</li> <li>14. Application of motivation</li> <li>15. Theories of motivation</li> <li>16. Contemporary leadership issues</li> <li>17. Meaning and definition of groups and teams</li> <li>18. Stages of group development</li> <li>19. Analysis of interpersonal relationship</li> <li>20. Johari window</li> <li>21. Octapace profiling of organizational culture</li> <li>22. Five different models of organizational behavior</li> </ol>	<ol style="list-style-type: none"> <li>1.Perception concept with process</li> <li>2.Theories of learning</li> <li>3.Contemporary leadership issues</li> <li>4.Groups and teams</li> <li>5.johari window</li> <li>6.octaspace profiling</li> <li>7.models of organizational culture</li> </ol>



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SW-4 Suggested Sessional Work (SW):

- a. **Assignments:** Describe Octapace profiling of organizational culture
- b. **Mini Project:** flow diagram of five different models of organizational behavior (along with diagram and explanation)-Autocratic Model, custodial model, supportive model, collegial model, system model.
- c. **Other Activities (Specify):** Presentation, group discussion, case analysis

**31MT101.5: Evaluate the organizational power and politics.**

Item	AppX Hrs
CI	23
LI	0
SW	1
SL	1
Total	25

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self Learning (SL)
<p><b>SO5.1</b> Understand the nature of organizational politics.</p> <p><b>SO5.2</b> Identify various stages of Conflict</p> <p><b>SO5.3</b> Able to implement Organizational Change</p> <p><b>SO5.4</b> Application of Kurt Lewin Theory of Change in corporate</p> <p><b>SO5.5</b> Able to analyze Case Analysis-organizational culture of Tata Group, analyzing organizational climate of NTPC, management practices in BHEL and BIRLA</p>		<p><b>Unit 5: Organizational Power and Politics (23 Hours)</b></p> <ol style="list-style-type: none"> <li>1. Concept of organizational politics</li> <li>2. Nature of organizational politics</li> <li>3. Concept of conflict</li> <li>4. Sources of conflict</li> <li>5. Types of conflict</li> <li>6. Stages of conflict</li> <li>7. Overview of conflict management</li> <li>8. Concept of organizational change</li> <li>9. Resistance of change</li> <li>10. Managing resistance to change</li> <li>11. Implanting change</li> <li>12. Kurt lewin theory of change</li> </ol>	<ol style="list-style-type: none"> <li>1.Organisational politics</li> <li>2.concept and types of conflict</li> <li>3.concept and types of organizational change</li> <li>4. Kurt Lewin Theory of Change</li> <li>5.Organisational culture and climate</li> </ol>



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		<ol style="list-style-type: none"><li>13. Managing stress</li><li>14. Insights from Indian ethos</li><li>15. Organizational culture</li><li>16. Nature of organizational culture</li><li>17. Importance of organizational culture</li><li>18. Merits of organizational culture</li><li>19. Demerits of organizational culture</li><li>20. Organizational climate</li><li>21. Nature of Organizational climate</li><li>22. Importance if Organizational climate</li><li>23. Demerits and merits of Organizational climate</li></ol>	
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SW-5 Suggested Sessional Work (SW):

- a. **Assignments: Explain stages of conflict in organization.**
- b. Mini Project: Case analysis of organizational climate of NTPC,
- c. **Other Activities (Specify): Presentation, group discussion**



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### Brief of Hours suggested for the Course Outcome

Course Outcomes	Class Lecture (CI)	Sessional Work (SW)	Self-Learning (SI)	Total hour (CI+SW+SI)
<b>31MT101.1:</b> Define management and able to understand the management school thought.	15	1	1	17
<b>31MT101.2:</b> Explain the overview of planning in management.	6	1	1	8
<b>31MT101.3:</b> Illustrate the concept of organizing, staffing, directing and controlling	24	1	1	26
<b>31MT101.4:</b> Analyze the significance of organizational behavior.	22	1	1	24
<b>31MT101.5:</b> Evaluate the organizational power and politics.	23	1	1	25
Total Hours	<b>90</b>	<b>05</b>	<b>05</b>	<b>100</b>



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## Suggestion for End Semester Assessment

Suggested Specification Table (For ESA)

CO	Unit Titles	Marks Distribution				Total Marks
		Ap	An	Ev	Cr	
CO-1	Introduction of Organization and corporate strategy					
CO-2	Overview of Planning					
CO-3	Organizing and Staffing, Directing and Controlling					
CO-4	Importance of organizational Behavior and Emotional Intelligence					
CO-5	Organizational Power and Politics.					
Total						50

**Legend:** Ap: Apply, An: Analyze, Ev: Evaluate Cr: Create

**Note.** Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks.

Teachers can also design different tasks as per requirement, for end semester assessment.

### Suggested Instructional/Implementation Strategies:

1. Improved Lecture
2. Tutorial
3. Case Method
4. Group Discussion
5. Role Play
6. Visit to cement plant
7. Demonstration
8. ICT Based Teaching Learning (Video Demonstration/Tutorials CBT,Blog, Facebook, Twitter, WhatsApp, Mobile, Online sources)
9. Brainstorming



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### Suggested Learning Resources:

#### (a) Books:

S. No.	Title	Author	Publisher	Edition & Year
1	Fundamental of Management	Stephen P. Robbins, David A. Decenzo, Sanghmitra Bhattacharya	Pearson Education	2009
2	, Management Theory and Applications	Kreitner	Cengage Learning,India	2009
3	Management Principles and Applications	Griffin	Cengage Learning,India	First Edition
4	Essentials of Management	Harold Koontz, O'Donnell and Heinz Weihrich	New Delhi, TMHi	2006
5	Lecture note provided by Faculty of Management, AKS University, Satna .			

#### Curriculum Development Team

1. Professor (Dr.) Harshwardhan Shrivastava, Dean, Faculty of Management Studies, AKS University
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10. Mr. Anurag Singh Parihar, Teaching Associate, Dept. of Business Administration
11. Ms. Kiran Chhabariya, Assistant Professor, Dept. of Business Administration

## Cos, POs and PSOs Mapping

Programme Title: MBA

Course Code: 31MT101

Course Title: Concept of Management

Course Outcomes	Program Outcomes								Program Specific Outcome			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4
	Business Environment and Domain Knowledge	Critical & Analytical thinking, Business Analysis, Problem Solving and Logical Solutions	International Exposure and Cross-Cultural Understanding	Social Responsiveness and Ethos	Effective Business Communication	Leadership Development and Synergy	R&D Aptitude	Contemporary issues	Theoretical knowledge as well as practical knowledge	Working various functional area	Work in various industries	To set up business enterprise
<b>CO1: Define management and able to understand the management school thought.</b>	3	3	1	3	2	3	3	2	2	1	1	1
<b>CO-2: Explain the overview of planning in management</b>	3	3	3	3	2	2	1	3	1	1	1	1
<b>CO-3: Illustrate the concept of organizing, staffing, directing and controlling</b>	3	3	3	3	1	1	2	3	1	2	1	1
<b>CO-4: Analyze the significance of organizational behavior</b>	3	3	3	3	1	1	2	3	2	1	1	2
<b>CO-5: Evaluate the organizational power and politics</b>	3	1	1	1	1	1	1	1	3	1	2	1

Legend: 1 – Low, 2 – Medium, 3 – High

### Course Curriculum Map:

POs & PSOs No.	COs No.& Titles	SOs No.	Laboratory Instruction (LI)	Classroom Instruction(CI)	Self Learning (SL)
PO 1,2,3,4,5,6,7,8 PSO 1,2, 3, 4	CO-1: Define management and able to understand the management school thought	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5		Unit-1.0 Introduction of Organization and corporate strategy  1,2,3,4,5,6,7,8,9,10,11,12,13,14, 15	
PO 1,2,3,4,5,6,7,8 PSO 1,2, 3, 4	CO 2 : Explain the overview of planning in management.	SO2.1 SO2.2 SO2.3 SO2.4 SO2.5		Unit-2 Overview of Planning 1,2,3,4,5,6	
PO 1,2,3,4,5,6,7,8 PSO 1,2, 3, 4	CO3 : Illustrate the concept of organizing, staffing, directing and controlling	SO3.1 SO3.2 SO3.3 SO3.4 SO3.5		Unit-3 : Organizing and Staffing, Directing and Controlling  1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18, 19,20,21,22,23,24	
PO 1,2,3,4,5,6,7,8 PSO 1,2, 3, 4	CO 4: Analyze the significance of organizational behavior.	SO4.1 SO4.2 SO4.3 SO4.4 SO4.5		Unit-4: Importance of organizational Behavior and Emotional Intelligence  1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18, 19,20,21,22	
PO: 1,2,3,4,5,6,7,8 PSO 1,2, 3, 4	CO 5: Evaluate the organizational power and politics	SO5.1 SO5.2 SO5.3 SO5.4 SO5.5		Unit 5: Organizational Power and Politics. 1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17, 18,19,20,21,22,23	





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### MBA BE Semester-I

**Course Code:** 31MT103

**Course Title :** Business Environment

**Pre- requisite:** Student should have basic knowledge of businesses , forms of businesses, Elements and factors of business environment .

**Rationale:** The students studying should possess practical understanding about business elements. This encompasses familiarity with the invention and evolution of business environment. Additionally, students ought to acquire insights into various business types, their applications, as well as the Indian business regulatory authorities responsible for the same in India.

#### Course Outcomes:

**31MT103.1:** Implement the characters of businesses and its management.

**31MT103.2:** Test the knowledge of the types of elements affecting business environment nationally and globally.

**31MT103.3:** Detection of the various business policies and economic planning.

**31MT103.4:** Detection of the various business policies and economic planning.

**31MT103.5:** Review the functions of different regulatory bodies in India taking care of strategies for global trades.

#### Scheme of Studies:

CODE	Course Code	Course Title	Scheme of studies(Hours/Week)				Total Study Hours (CI+LI+SW+SL)	Total Credits (C)
			C I	LI	SW	SL		
MCC	31MT103	Business Environment	3	0	1	1	5	3

#### Legend:

**CI:** Classroom Instructions (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

**LI:** Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)

**SW:** Sessional Work (includes assignment, seminar, mini project etc.),

**SL:** Self Learning,

**C:** Credits.



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**Note:** SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.

**Scheme of Assessment:**

Theory

Board of Study	Course Code	Course Title	Scheme of Assessment ( Marks )							End Semester Assessment (ESA)	Total Marks (PRA+ESA)
			Progressive Assessment ( PRA )								
			Class/Home Assignment number 3 marks each ( CA )	Class Test 2 (2 best out of 3) 10 marks each (CT)	Seminar one ( SA )	Class Activity any one (CAT)	Class Attendance (AT)	Total Marks ( CA+CT+SA+CAT+AT )			
PCC	31MT103	Business Environment	15	20	10	0	5	50	50	100	

**Course-Curriculum Detailing:**

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.

**31MT103.1: Implement the characters of businesses and its management**

**Approximate Hours**

Item	AppX Hrs
CI	14
LI	0
SW	1
SL	1
Total	16



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Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
<p><b>SO1.1</b> Significance of Business Environment will be known</p> <p><b>SO1.2</b> Factors effecting environment of Business will be evaluated</p> <p><b>SO1.3</b> Sovereignty and its Impact on Business will be</p> <p><b>SO1.4</b> Internationalizing the business activities <b>will be detected</b></p> <p><b>SO1.5</b> International Business Environment will be analyzed</p>	.	<p><b>Unit-1.0 Understand the fundamentals of business environment. (14 Hours)</b></p> <p>1.1 Components</p> <p>1.2 Significance of Business Environment.</p> <p>1.3 Factors effecting environment of Business,</p> <p>1.4 Economic factors and its Components, 1.5 Cultural factors and its impact on business,</p> <p>1.6 Social Environment and its impact on Purchasing and Consumption,</p> <p>1.7 Political Stability</p> <p>1.8 Sovereignty and its Impact on Business,</p> <p>1.9 Technology and its impact on internationalizing the business activities,</p> <p>1.10 Legal environment and External Factors Influencing Business Environment,</p> <p>1.11 Dimensions of International Business Environment, Challenges</p>	<p>1. Analysis of local business environment</p> <p>2. Preparing of questionnaire of the same</p>

SW-1 Suggested Sessional Work (SW):

- a. **Assignments:** The problems of businesses in central India.
- b. **Mini Project:** Report on business environment in Urban Satna
- c. **Other Activities(Specify):** NO



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**31MT103.2 Test the knowledge of the types of elements affecting business environment nationally and globally**

**Approximate Hours**

Item	App X Hrs.
CI	08
LI	0
SW	2
SL	1
Tota 1	11

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self Learning (SL)
<p><b>SO2.1</b> Analysis of Indian Economic Systems</p> <p><b>SO2.2</b> Private joint and cooperative sectors evaluation for jobs</p> <p><b>SO2.3</b> Industrial Policy analysis</p> <p><b>SO2.4</b> Uses of Foreign Trade Policy</p> <p><b>SO2.5</b> Evaluate the Rural Development Efforts in India</p>		<p><b>Unit-2: Economic Planning &amp; Development (08 Hours)</b></p> <p>2.1 Indian Economic Systems</p> <p>2.2 Economic planning with special reference to last three plans, public.</p> <p>2.3 Private joint and cooperative sectors</p> <p>2.4 Industrial Policy of the Government Latest Industrial Policy.</p> <p>2.5 Foreign Trade Policy, Fiscal Policy and Tax System in India,</p> <p>2.6 Monetary Policy</p> <p>2.7 Banks Reforms in India, Challenges of Indian Economy.</p> <p>2.8 Rural Development Efforts, India as one of the most prominently emerging economies of world.</p>	<p>1. Evaluate the economic policies</p> <p>2. Analyse the BOP</p>

**SW-2 Suggested Sessional Work(SW):**

**a. Assignments:**

- i. Analysis of SEZs
- ii. Calculate costs of policy implementations

**b. Mini Project: Marking of major SEZs in India**

**c. Other Activities(Specify):**



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**31MT103: Detection of the various business policies and economic planning.**

Approximate Hours

Item	App X Hrs.
CI	08
LI	0
S W	2
SL	1
To tal	11

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
<p><b>SO3.1</b> Impact of Globalization in India.</p> <p><b>SO3.2</b> India's Export and Imports.</p> <p><b>SO3.3</b> Public Sector in India.</p> <p><b>SO3.4</b> FDI Analysis</p> <p><b>SO3.5</b> Understanding NGQ and their operations in India</p>	.	<p><b>Unit-3 : India and the world (08 Hours)</b></p> <p>3.1 Liberalization and Privatization in India, Impact of Globalization in India.</p> <p>3.2 India's Export and Imports,</p> <p>3.3 Private and Public Sector in India.</p> <p>3.4 Foreign Direct Investment in India</p> <p>3.5 Multinational enterprises in India, Impact of WTO in Indian Business</p> <p>3.6 NGO sector in India,</p> <p>3.7 Examples of NGO</p> <p>3.8 Revision</p>	<p>i. Understanding privatization</p> <p>ii. Marking the products CPSEs</p>

**SW-3 Suggested Sessional Work (SW):**

- a. **Assignments:** Calculate the profits of privatization in India in various sectors
- b. **Mini Project:** Report on Statistical representations of NGOs in MP
- c. **Other Activities (Specify):**



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**31MT103.4 : Detection of the various business policies and economic planning.**

**Approximate Hours**

Item	AppX Hrs
CI	07
LI	0
SW	01
SL	01
Total	09

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self Learning (SL)
<p><b>SO4.1 Understand balance of payments.</b></p> <p><b>SO4.2 Calculate BOP disequilibrium</b></p> <p><b>SO4.3 Apply trade barriers for practice in class</b></p> <p><b>SO4.4 Chart of foreign will be framed</b></p> <p><b>SO4.5 Currency rates will be estimated</b></p>		<p><b>Unit 4: - Balance of Payment (07 Hours)</b></p> <p>4.1 Balance of Payments, Concepts.</p> <p>4.2 Disequilibrium in BOP: Methods of Correction.</p> <p>4.3 Trade Barriers and Trade Strategy.</p> <p>4.4 Free Trade vs. Protection.</p> <p>4.5 Exchange World Financial Environment:</p> <p>4.6 Foreign Exchange Market Mechanism.</p> <p>4.7 Rate Determination, and Euro Currency.</p>	<p><b>i. Real parts of BOP with examples to be understood.</b></p> <p><b>ii. Trade barriers in India for foreign goods</b></p>

**SW-4 Suggested Sessional Work (SW):**

- a) Assignments:**
  - i) Analysis of FDI in MP
  - ii) Study of EUROs exchange behaviour.
- b) Mini Project:** A report on FDI in India
- c) Other Activities (Specify):**



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**31MT103.5: Review the functions of different regulatory bodies in India taking care of strategies for global trades.**

**Approximate Hours**

Item	AppX Hrs
CI	08
LI	0
SW	01
SL	01
Total	10

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self Learning (SL)
SO5.1 Measurements and parameters analysis of Indian international integration. SO5.2 Evaluate foreign market entry of India SO5.3 Apply methods to enter foreign markets. SO5.4 WTOs functioning to be applied for existing international trades. SO5.5 Mapping of WTO s effects in India		<b>Unit5: STRATEGIES FOR GOING GLOBAL (08 Hours)</b> 5.1 International Economic Integration. 5.2 Country Evaluation and Selection. 5.3 Foreign Market Entry Method. 5.4 International Trading Blocks. Overview 5.5 Objectives the above 5.6 WTO Origin, Objectives, Organization Structure and Functioning. 5.7 Importance of WTO 5.8 WTO and India.	i. Importance of FDI in economic growth ii. Future plans of WTO

**SW-5 Suggested Sessional Work (SW):**

- a) **Assignments:**
  - i. Comparative study of domestic and global trades.
  - ii. Marking FDI in the national map.
- b) **Mini Project:** A Descriptive survey of foreign goods used by households in Satna
- c) **Other Activities (Specify):** Visit to Walmart stores in MP and UP



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**Brief of Hours suggested for the Course Outcome**

Course Outcomes	Class Lecture (CI)	Sessional Work (SW)	Self Learning (SI)	Total hour (CI+SW+SI)
Implement the characters of businesses and its management	14	01	01	16
Test the knowledge of the types of elements affecting business environment nationally and globally	08	02	01	11
Detection of the various business policies and economic planning.	08	02	01	11
Formulate a concise overview of exports and imports in India.	07	01	01	09
Review the functions of different regulatory bodies in India taking care of strategies for global trades.	08	01	01	10
Total	45	07	05	57

**Suggestion for End Semester Assessment**

**Suggested Specification Table (For ESA)**

CO	Unit Titles	Marks Distribution				Total Marks
		Ap	An	Ev	Cr	
CO-1	Understand the fundamentals of business environment					
CO-2	Test the knowledge of the types of elements affecting business environment nationally and globally.					
CO-3	Economic Planning & Development					
CO-4	International Trade					
CO-5	<b>Strategies for going Global</b>					
Total						50

**Legend: Ap: Apply An: Analyze Ev: Evaluate Cr: Create**





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The end of semester assessment for **Business Environment** will be held with written examination of 50 marks

**Note.** Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.

### Suggested Instructional/Implementation Strategies:

1. Improved Lecture
2. Tutorial
3. Case Method
4. Group Discussion
5. Role Play
6. Visit to cement plant
7. Demonstration
8. ICT Based Teaching Learning (Video Demonstration/Tutorials CBT, Blog, Facebook, Twitter, WhatsApp, Mobile, Online sources)
9. Brainstorming

### Suggested Learning Resources:

(a) Books :

S. No.	Title	Author	Publisher	Edition & Year
1	Economics for Managers	Mark Hirschey	Cengage	2006
2	Economic Environment of Business	Palwar	PHI, New Delhi	2009
3	Business Environment: Text & Cases	Justin Paul	Tata McGraw Hill	2008
4	Managerial Economics	D.N. Dwivedi	Vikas Publishing House	2009
5	Shaikh Salim, Business Environment , Pearson Education, 2009			
6	Avid W. Conklin, Cases in Environment of Business, Sage Response Books. 2007			



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### **Curriculum Development Team**

1. Professor (Dr.) Harshwardhan Shrivastava, Dean, Faculty of Management Studies, AKS University
2. Dr. Kausik Mukherjee , Head of the Department, Dept. of Business Administration
3. Dr. Pradeep Chaurasia, Associate Professor , Dept. of Business Administration
4. Dr. Chandan Singh, Assistant Professor , Dept. of Business Administration
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6. Dr. Seema Dwivedi, Assistant Professor , Dept. of Business Administration
7. Mr. Pramod Kumar Dwivedi, Assistant Professor , Dept. of Business Administration
8. Mrs. Shinu Shukla, Assistant Professor , Dept. of Business Administration
9. Mr. Krishna Kumar Mishra, Assistant Professor , Dept. of Business Administration
10. Mr. Anurag Singh Parihar, Teaching Associate, Dept. of Business Administration
11. Ms. Kiran Chhabariya, Assistant Professor, Dept. of Business Administration

**Cos. POs and PSOs Mapping**

Course Title: MBA I SEM

Code : 31MT103

**Course Title: Business Environment**

Course Outcomes	Program Outcomes				Program Specific Outcomes							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4
	Business Environment and Domain Knowledge	Critical & Analytical thinking,	International Exposure and Cross-Cultural Understanding	Social Responsiveness and Ethos	Effective Business Communication	Leadership Development and Synergy	R&D Aptitude	Contemporary issues	Theoretical as well as practical knowledge	Work in various functional areas	Work in various industries	To set up business enterprise
<b>CO1 :</b> Implement the characters of businesses and its management.	1	1	2	2	3	2	3	2	2	3	3	1
<b>CO 2 :</b> Test the knowledge of the types of elements affecting business environment nationally and globally.	1	1	2	2	1	2	3	2	2	2	2	1
<b>CO3 :</b> Detection of the various business policies and economic planning	2	2	1	1	1	2	2	2	1	1	2	2
<b>CO 4</b> Detection of the various business policies and economic planning	3	2	2	2	3	2	3	2	3	3	3	2
<b>CO 5:</b> Review the functions of different regulatory bodies in India taking care of strategies for global trades.	2	1	2	1	1	3	3	3	3	3	1	3

**Legend: 1 – Low, 2 – Medium, 3 – High**

### Course Curriculum Map:

POs & PSOs No.	COs No.& Titles	SOs No.	Laboratory Instruction (L I)	Classroom Instruction(CI)	Self Learning(SL)
PO 1,2,3,4,5,6,7,8 PSO 1, 2, 3, 4	CO-1:. Implement the characters of businesses and its management.	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5		Unit-1.0 <b>Understand the fundamentals of business environment</b> 1.1,1.2,1.3,1.4,1.5,1.6,1.7,1.8,1.9,1.10,1.11,1.12,1.13,1.14	
PO 1,2,3,4,5,6,7,8 PSO 1, 2, 3, 4	CO 2 : Test the knowledge of the types of elements affecting business environment nationally and globally.	SO2.1 SO2.2 SO2.3 SO2.4 SO2.5		Unit-2 Test the knowledge of the types of elements affecting business environment nationally and globally. 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8	
PO 1,2,3,4,5,6,7,8 PSO 1, 2, 3, 4	CO3: Detection of the various business policies and economic planning	SO3.1 SO3.2 SO3.3 SO3.4 SO3.5		Unit-3 ::Economic Planning & Development  3.1, 3.2,3.3,3.4,3.5,3.6,3.7,3.8	
PO 1,2,3,4,5,6,7,8 PSO 1, 2, 3, 4	CO 4: Formulate a concise overview of exports and imports in India.	SO4.1 SO4.2 SO4.3 SO4.4 SO4.5		Unit-4: <b>International Trade</b>  4.1, 4.2,4.3,4.4,4.5,4.6,4.7	
PO 1,2,3,4,5,6,7,8 PSO 1, 2, 3, 4	CO 5: <b>Review</b> the functions of different regulatory bodies in India taking care of strategies for global trades.	SO5.1 SO5.2 SO5.3 SO5.4 SO5.5		Unit 5: <b>Strategies for going Global</b>  5.1,5.2,5.3,5.4,5.5,5.6,5.7,5.8	



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**Course Code : 31AC104**

**Course Title : Accounting for Managers**

**Pre- requisite :** Students should have knowledge of the word accounting and their use in the calculation of profit of the company.

**Rationale :** After passing out from MBA, students will join the business organizations and they will face several decision-making situations every day. In many cases, the accounting information that contains data has a direct effect on the decision making process in long term. By knowing how management accounting benefits MBA holders can benefit taking major decisions relevant to the context.

Managerial Accounting Information can be used into practice for areas in Manufacturing. Sometimes a decision has to be made whether to make a component or buy an existing one from the market for manufacturing an assembled product. By analyzing the economic factors one can conclude what decision needs to be taken to make the business more profitable.

### Course Outcomes:

**31AC104.1** Students will define the accounting with their concepts and conventions, journal, ledger and trial balance.

**31AC104.2** Students will analyze the final accounts with adjustment and depreciation.

**31AC104.3** Students will evaluate the financial statement with different techniques like ratio analysis, fund flow statement and common analysis.

**31AC104.4** Students will estimate the total cost of production, budget and standard cost with variances.

**31AC104.5** Students will formulate the financial software for analyzing the accounting data.

### Scheme of Studies:

CODE	Course Code	Course Title	Scheme of studies (Hours/Week)					Total Credits (C)
			CI	LI	SW	SL	Total Study Hours (CI+LI+SW+SL)	
FIN	31AC104	Accounting for managers	5	0	1	1	7	5

**Legend:** **CI:** Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

**LI:** Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)

**SW:** Sessional Work (includes assignment, seminar, mini project etc.),

**SL:** Self Learning,

**C:** Credits.

**Note:** SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.



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### Scheme of Assessment:

CODE	Course Code	Course Title	Scheme of Assessment ( Marks )							End Semester Assessment	Total Marks
			Progressive Assessment ( PRA )						Total Marks		
			Class/Home Assignment 5 number 3 marks each ( CA )	Class Test 2 (2 best out of 3) 10 marks each (CT)	Seminar one  ( SA )	Class Activity any one  (CA T)	Class Attendance  (AT)				
<b>FIN</b>	<b>31AC104</b>	<b>Accounting for managers</b>	15	20	10	0	5	50	(ES A)	(PRA+ESA)	

### Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.

**31AC104.1 Students will define the accounting with their concepts and conventions, journal, ledger and trial balance.**

Item	Approx Hrs
CI	20
LI	0
SW	2
SL	1
<b>Total</b>	<b>23</b>



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Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self Learning (SL)
SO1.1 Define the meanings of accounting with their concept and conventions.  SO1.2 Define the branches of accounting.  SO1.3 Define the term journal with their preparation.  SO1.4 Define the term ledger with their preparation.  SO1.5 Define the term trial balance with their preparation.	.	<b>Unit-1.0 Introduction to Financial Accounting (20 Hours)</b>  <b>1.1</b> Basic terms related to accounting <b>1.2</b> Meaning & definition of Accounting <b>1.3</b> Characteristics of account <b>1.4</b> Branches of Accounting <b>1.5</b> GAAP Concepts <b>1.6</b> GAAP Conventions <b>1.7</b> Accounting Cycle <b>1.8</b> Recording of transactions <b>1.9</b> Definition and meaning of journal <b>1.10</b> Ruling of journal <b>1.11</b> Meaning and types of accounts <b>1.12</b> Golden rules of accounting <b>1.13</b> Journalizing <b>1.14</b> Bank related journal entry <b>1.15</b> Discount related journal entry <b>1.16</b> Meaning an definitions of ledger <b>1.17</b> Ledger posting <b>1.18</b> Meaning and definition of trial balance <b>1.19</b> Preparation of Trial Balance. <b>1.20</b> Preparation of trial balance with wrong trial balance and missing figure	1. Difference between book keeping and accosting  2. Difference between journal and ledger  3. Important terms of accounting.

**SW-1 Suggested Sessional Work (SW):**

- a. Assignments:** “Accounting Principles play important role in the field of accounting” Explain.
- b. Mini Project:**
  - i. Write a short paragraph on double entry system
  - ii. Write a short paragraph on golden rules of accounting
- c. Other Activities (Specify):**



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**31AC104.2 Students will analyze the final accounts with adjustment and depreciation.**

### Approximate Hours

Item	Approx Hrs
CI	15
LI	0
SW	2
SL	1
<b>Total</b>	<b>18</b>

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self Learning (SL)
SO2.1 Analyze the income statement with adjustment. SO2.2 Analyze the Balance sheet with adjustment. SO2.3 Analyze the depreciation with fixed installment method. SO2.4 Analyze the depreciation with Diminishing balance method.		<b>Unit-2.0 Preparation of Financial Statements (15 Hours)</b>  2.1 reparation of Companies Financial Statements 2.2 as per Revised Schedule III Income Statement 2.3 financial statement definition and types 2.4 Trading accounts 2.5 Trading accounts numerical 2.6 Profit and loss account 2.7 Profit and loss account numerical 2.8 balance sheet 2.9 balance sheet numerical 2.10 Accounting for Depreciation 2.11 meaning of fixed installment method (FIM) 2.12 numerical in FIM 2.13 meaning of written down value method (WDVM) 2.14 numerical in WDVM 2.15 numerical of insurance material in depreciation	1. Calculation of gross profit & net profit. 2. Matching the balance sheet. 3. Difference between income statement and position statement.

SW-2 Suggested Sessional Work (SW):

**a. Assignments:**

Analyze the financial statement of a particular company with their results.

**b. Mini Project:**

- i. Write a short note on direct and indirect cost.
- ii. presentation

**c. Other Activities (Specify):**





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**31AC104.3 Students will evaluate the financial statement with different techniques like ratio analysis, fund flow statement and common analysis.**

### Approximate Hours

Item	Approx Hrs
CI	15
LI	0
SW	2
SL	1
<b>Total</b>	<b>18</b>

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self Learning (SL)
<b>SO3.1</b> Analyze the comparative financial statements. <b>SO3.2</b> Analyze the common financial statements <b>SO3.3</b> Analyze the trends analysis <b>SO3.4</b> Analyze the different accounting ratios <b>SO3.5</b> Analyze the fund flow statements.	.	<b>Unit-3.0 Analysis of Financial Statements (15 Hours)</b> <b>3.1</b> Comparative Financial Statement <b>3.2</b> Trend Analysis <b>3.3</b> Inter Firm Comparison Common Size <b>3.4</b> Meaning and types Ratio Analysis <b>3.5</b> Numerical related to profitability ratio <b>3.6</b> Numerical of operating ratio <b>3.7</b> Numerical related to turn over ratio <b>3.8</b> Numerical related to current ratio <b>3.9</b> Numerical related to financial ratio <b>3.10</b> Numerical related to debt equity ratio <b>3.11</b> Numerical related to earning per share ratio <b>3.12</b> Definition and meaning of fund flow statement <b>3.13</b> Numerical of working capital changes <b>3.14</b> Numerical of funds from operation <b>3.15</b> Numerical of fund flow statements	1.1 Use of financial statement analysis in business. 2.2 Sources of funds and uses of funds in business.

**SW-3 Suggested Sessional Work (SW):**

**a. Assignments:** Analyze the ratios of a particular company with their comparative study.

**b. Mini Project:**

- i. Write a short note on working capital
- ii. presentation

**c. Other Activities (Specify):**

**31AC104.4 Students will estimate the total cost of production, budget and standard cost with variances.**

### Approximate Hours

Item	Approx Hrs
CI	15
LI	0
SW	2
SL	1
<b>Total</b>	<b>18</b>



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Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
<p><b>SO4.1</b> Describe the cost classification.</p> <p><b>SO4.2</b> Evaluate the cost volume profit analysis</p> <p><b>SO4.3</b> calculates the material variances.</p> <p><b>SO4.4</b> calculate the labor variances</p>		<p><b>Unit-4.0 Introduction to Cost &amp; Management Accounting (15 Hours)</b></p> <p>4.1 Cost Classification</p> <p>4.2 Marginal Costing</p> <p>4.3 meanings of Cost Volume Profit Analysis</p> <p>4.4 meaning of profit volume ratio and breakeven point</p> <p>4.5 numerical of P/V Ratio</p> <p>4.6 numerical of BEP</p> <p>4.7 numerical of Margin of safety</p> <p>4.8 meaning of variance with their types.</p> <p>4.9 numerical of material variance</p> <p>4.10 material variance of two types material</p> <p>4.11 numerical of labor variance</p> <p>4.12 two types of labor variance</p> <p>4.13 meaning of budget and budgetary control</p> <p>4.14 type of budget.</p> <p>4.15 numerical of flexible budget</p>	<p>2 1. Direct and indirect material and labor.</p> <p>3 2. Break even analysis with BEP chart.</p> <p>4 3. Margin of safety chart.</p>

### SW-4 Suggested Sessional Work (SW):

#### a. Assignments:

Discuss the importance of breakeven point in a company with their practical examples

#### b. Mini Project:

- a. Prepare the chart of break even.
- b. presentation

#### c. Other Activities (Specify):



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**31AC104.5 Students will formulate the financial software for analyzing the accounting data.**

### Approximate Hours

Item	Approx Hrs
CI	10
LI	0
SW	2
SL	1
Total	13

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
<b>SO5.1</b> Analysis through financial software <b>SO5.2</b> Explaining human resource accounting <b>SO5.3</b> Explaining inflation accounting. <b>SO5.4</b> Uses of tally in accounting.	.	<b>Unit-5: Latest Development Trends &amp; Practices (10 Hours)</b>  <b>1.1</b> Introduction to financial Software for analysis <b>1.2</b> Excel and Prowess <b>1.3</b> Calculation coding in Excel <b>1.4</b> Human Resource Accounting <b>1.5</b> HRM accounting importance and limitations <b>1.6</b> Inflation Accounting <b>1.7</b> Inflation accounting numerical <b>1.8</b> Tally <b>1.9</b> Numerical in tally <b>1.10</b> Final account in tally	1.Tally uses. 2. uses of excel in accounting

### SW-5 Suggested Sessional Work (SW):

**a. Assignments:**

How human resource accounting become the important part of the business.

**b. Mini Project:**

- i. Small tally projects
- ii. Presentation of HR Accounting

**c. Other Activities (Specify):**



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### Brief of Hours suggested for the Course Outcome

Course Outcomes	Class Lecture (CI)	Sessional Work (SW)	Self Learning (SI)	Total hour (CI+SW+SI)
<b>31AC104.1</b> Students will define the accounting with their concepts and conventions, journal, ledger and trial balance.	20	2	1	23
<b>31AC104.2</b> Students will analyze the final accounts with adjustment and depreciation.	15	2	1	18
<b>31AC104.3</b> Students will evaluate the financial statement with different techniques like ratio analysis, fund flow statement and common analysis.	15	2	1	18
<b>31AC104.4</b> Students will estimate the total cost of production, budget and standard cost with variances.	15	2	1	18
<b>31AC104.5</b> Students will formulate the financial software for analyzing the accounting data.	10	2	1	13
<b>Total Hours</b>	<b>75</b>	<b>10</b>	<b>05</b>	<b>90</b>

### Suggestion for End Semester Assessment

#### Suggested Specification Table (For ESA)

CO	Unit Titles	Marks Distribution				Total Marks
		Ap	An	Ev	Cr	
CO-1	Introduction to Financial Accounting					
CO-2	Preparation of Financial Statements					
CO-3	Analysis of Financial Statements					
CO-4	Introduction to Cost & Management Accounting					
CO-5	Latest Development Trends & Practices					
<b>Total</b>						<b>50</b>

**Legend: Ap: Apply An: Analyze Ev: Evaluate Cr: Create**



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The end of semester assessment for accounting for managers will be held with written examination of 50 marks

**Note.** Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.

### Suggested Instructional/Implementation Strategies:

1. Improved Lecture
2. Tutorial
3. Case Method
4. Group Discussion
5. Role Play
6. Visit to industry plans
7. Demonstration
8. ICT Based Teaching Learning (Video Demonstration/Tutorials CBT, Blog, Facebook, Twitter, WhatsApp, Mobile, Online sources)
9. Brainstorming

### Suggested Learning Resources:

#### (a) Books:

S. No.	Title	Author	Publisher	Edition & Year
1	Higher Secondary Accountancy	M.C .Badjatya, Dr. Praveen Saxena	Shivlal Agarwal & Company	2017-18
2	Cost Accounting	M.L. Agarwal, Dr. K.L. Gupta	Sahitya Bhawan Publication	2017
3	Financial Accounting	Tulsian, P.C	Tata McGraw Hill	2013
4	Finanacial Accounting - - A Managerial Perspective	Narayanaswamy R	Prentice Hall of India	2014
5	Accounting for Management	Maheshwari S N and S K Maheshwari	Vikas Pub. House	2013
6	Introduction to Financial Accounting	Hornrgren T Charles	Pearsons Education	2012



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### **Curriculum Development Team**

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11. Ms. Kiran Chhabariya, Assistant Professor, Dept. of Business Administration

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**Cos. POs and PSOs Mapping**

**Course Title: MBA**

**Course Code: 31AC104**

**Course Title: Accounting for Managers**

Course Outcomes	Program Outcome								Program Specific Outcome			
	Business Environment and Domain Knowledge	Critical & Analytical thinking, Business Analysis, Problem Solving and Logical Solutions	International Exposure and Cross-Cultural Understanding	Social Responsiveness and Ethos	Effective Business Communication	Leadership Development and Synergy	R&D Aptitude	Contemporary issues	theoretical as well as practical knowledge	work in various functional areas	work in various industries	to set up business enterprise
CO-1 Students will define the accounting with their concepts and conventions, journal, ledger and trial balance.	3	3	1	1	2	1	2	1	3	3	3	3
CO-2 Students will analyze the final accounts with adjustment and depreciation.	3	3	3	1	2	1	3	1	3	3	3	3
CO-3 Students will evaluate the financial statement with different techniques like ratio analysis, fund flow statement and common analysis.	3	3	2	2	1	1	2	1	3	2	2	3
CO-4 Students will estimate the total cost of production, budget and standard cost with variances.	3	3	1	1	2	1	2	2	3	2	2	3
CO-5 Students will formulate the financial software for analyzing the accounting data.	3	2	3	1	1	1	3	3	2	2	3	3

**Legend: 1 – Low, 2 – Medium, 3 – High**

### Course Curriculum Map:

POs & PSOs No.	COs No.& Titles	SOs No.	Laboratory Instruction (LI)	Classroom Instruction(CI)	Self Learning(SL)
PO:1,2,3,4,5,6,7,8 PSO 1,2, 3, 4	<b>CO-1:</b> Students will define the accounting with their concepts and conventions, journal, ledger and trial balance.	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5		Unit-1.0 <b>Introduction to Financial Accounting</b> 1.1,1.2,1.3,1.4,1.5,1.6,1.7, 1.8, 1.9, 1.10,1.11, 1.12, 1.13,1.14,1.15,1.16,1.17,1.18,1.19,1.20	
PO:1,2,3,4,5,6,7,8 PSO 1,2, 3, 4	<b>CO 2 :</b> Students will analyze the final accounts with adjustment and depreciation.	SO2.1 SO2.2 SO2.3 SO2.4		Unit-2 <b>Preparation of Financial Statements</b>  2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8,2.9,2.10,2.11,2.12,2.13,2.14,2.15	
PO:1,2,3,4,5,6,7,8 PSO 1,2, 3, 4	<b>CO3 :</b> Students will evaluate the financial statement with different techniques like ratio analysis, fund flow statement and common analysis	SO3.1 SO3.2 SO3.3 SO3.4 SO3.5		Unit-3 : <b>Analysis of Financial Statements</b>  3.1,3.2,3.3,3.4,3.5,3.6,3.7,3.8,3.9,3.10, 3.11,3.12,3.13,3.14,3.15	
PO:1,2,3,4,5,6,7,8 PSO 1,2, 3, 4	<b>CO 4:</b> Students will estimate the total cost of production, budget and standard cost with variances.	SO4.1 SO4.2 SO4.3 SO4.4		Unit-4 : <b>Introduction to Cost &amp; Management Accounting</b>  4.1,4.2,4.3,4.4,4.5,4.6,4.7,4.8,4.9,4.10, 4.11,4.12,4.13,4.14,4.15	
PO:1,2,3,4,5,6,7,8 PSO 1,2, 3, 4	<b>CO 5:</b> Students will formulate the financial software for analyzing the accounting data.	SO5.1 SO5.2 SO5.3 SO5.4		Unit 5: <b>Latest Development Trends &amp; Practices</b>  5.1,5.2,5.3,5.4,5.5,5.6,5.7, 5.8, 5.9, 5.10	





**Course Code:** 31EC105

**Course Title:** Managerial Economics

**Pre- requisite:** Student should have basic knowledge of Micro Economics, Macro Economics and Business Practices.

**Rationale:** The course managerial economics is very important for management students because it encompasses the knowledge about Demand, Supply, Production Function, Cost Function, and Different types of markets, Pricing under different types of markets, Inflation, National Income, Business Cycle, Monetary Policy and Fiscal Policy etc. Knowledge of above mentioned concepts and issues will help the management students to work effectively and efficiently in their jobs and take prompt and correct decisions.

**Course Outcomes:**

**31EC105.1:** The student will define the concepts of Managerial Economics, Demand and Elasticity of Demand and will list the factors affecting demand and will do demand forecasting.

**31EC105.2:** The student will demonstrate use of production function and cost function in short run as well as in long run and also the working of law of supply.

**31EC105.3:** The student will illustrate the price determination under different market conditions.

**31EC105.4:** Student will calculate GDP, GNP, NDP, NNP, Private Income, Personal Income and Per Capita Income by different methods.

**31EC105:** The student will critically evaluate the different theories of Business Cycle.

**Scheme of Studies:**

CODE	Course Code	Course Title	Scheme of studies (Hours per Week)					Total Credits(C)
			CI	LI	SW	SL	Total Study Hours (CI+LI+SW+SL)	
Program Eco. (ECO)	31EC105	Managerial Economics	4	0	1	1	6	4



**Legend:** **CI:** Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),  
**LI:** Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)  
**SW:** Sessional Work (includes assignment, seminar, mini project etc.),  
**SL:** Self Learning,  
**C:** Credits.

**Note:** SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.

### Scheme of Assessment:

#### Theory

COD E	Course Code	Course Title	Scheme of Assessment (Marks)						End Semester Assessment  (ESA)	Total Mark s  (PR A+ ESA )
			Progressive Assessment ( PRA )							
			Class/H ome Assign ment 5 Assignme nts 3 marks Each ( CA)	2 Class Test (best 2 out of 3) 10 marks each (CT)	One Semin ar  ( SA)	Class Attendan ce  (AT)	Total Marks  $CA+CT+SA+A$ T)			
ECO	31EC1 05	Managerial Economics	15	20	10	5	50	50	100	

### Course-Curriculum Detailing

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.



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**31EC105.1:** The student will define the concepts of Managerial Economics, Demand and Elasticity of Demand and will list the factors affecting demand and Elasticity of Demand and will do demand forecasting.

**Approximate Hours**

Item	AppX Hrs
CI	17
LI	0
SW	2
SL	2
Total	21

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
<p><b>SO1.1</b> Student will define the managerial Economics and will understand the subject matter of managerial economics.</p> <p><b>SO1.2</b> Student will explain about Demand, Determinants of Demand and Law of Demand.</p> <p><b>SO1.3</b> Student will Calculate The value of elasticity of Demand.</p> <p><b>SO1.4</b> Student will forecast the demand.</p>	.	<p><b>Unit-1.0 Introduction to Managerial Economics (17 Hours)</b></p> <p>1.1 Meaning and Definition of Managerial Economics.</p> <p>1.2 Nature of Managerial Economics.</p> <p>1.3 Scope of Managerial Economics.</p> <p>1.4 Concept and Determinants of Demand.</p> <p>1.5 Types of Demand.</p> <p>1.6 Individual and Market Demand Curve and Schedule.</p> <p>1.7 Demand Function and Changes in Demand.</p> <p>1.8 Law of Demand.</p> <p>1.9 Concept of Elasticity of Demand.</p> <p>1.10 Percentage Method of Measuring Elasticity of Demand.</p>	<p>1. Income and Cross Demand</p> <p>2. Types of Elasticity of Demand</p>



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		<p>1.11 Point and Arc Method of Measuring Elasticity of Demand.</p> <p>1.12 Total Expenditure Method of Measuring Elasticity of Demand.</p> <p>1.13 Factors Affecting Elasticity of Demand.</p> <p>1.14 Meaning of Demand forecasting, Steps involved in Demand Forecasting and Factors Affecting Demand Forecasting.</p> <p>1.15 Opinion Polling Methods.</p> <p>1.16 Statistical Methods: - Graphical Method and Least Square Method.</p> <p>1.17 Statistical Methods: - Overview of Barometric, Regression and Econometric Method.</p>	
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SW-1 Suggested Sessional Work (SW):

**a. Assignments:**

- i. Scope of Managerial Economics, Factors affecting Market Demand, Law of Demand, Price Demand. Methods of Demand Forecasting.

**b. Mini Project:**

- i. Explain Income Demand for normal goods and Inferior goods with the help of demand curve and schedule.

**c. Other Activities (Specify):** Write five-five examples of Necessity Goods, Comfort goods and Luxury goods on Chart Paper and also paste their pictures.



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**31EC105.2: The student will demonstrate use of production function and cost function in short run as well as in long run and also the working of law of supply.**

**Approximate Hours**

Item	Appx Hrs
CI	14
LI	0
SW	2
SL	1
Total	17

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self Learning (SL)
<p><b>SO2.1</b> Student will explain the concept of production, short run and long run production function.</p> <p><b>SO2.2</b> Student will demonstrate the working of law of variable proportions and law of return to scale.</p> <p><b>SO2.3</b> Student will explain the concept of ISO-QUANT with its properties.</p> <p><b>SO2.4</b> Student will explain the concepts of Costs like- Opportunity Cost, Historical Cost, Accounting Cost, Economic Cost, Total Cost, Fixed Cost, Variable Cost, Average Cost and Marginal Cost.</p> <p><b>SO2.5</b> Student Will Demonstrate the working of short run and long run cost function.</p> <p><b>SO2.6</b> Student will explain the concept of supply, Factors affecting supply and Law of supply.</p>	.	<p><b>Unit-2 PRODUCTION AND COST ANALYSIS (14 Hours)</b></p> <p>2.1 Production function and its determinants</p> <p>2.2 Concept of Short-run and long run production function.</p> <p>2.3 Law of Variable Proportions.</p> <p>2.4 Explanation of stages of law of variable proportions.</p> <p>2.5 Law of Return to Scale.</p> <p>2.6 Explanation of stages of law of return to scale.</p> <p>2.7 Meaning of ISO-QUANT, MRTS.</p> <p>2.8 Properties of ISO-QUANT.</p> <p>2.9 Concepts of Different Costs: Opportunity Cost, Historical Cost, Accounting Cost and Economic Cost.</p> <p>2.10 Short Run Cost Function</p> <p>2.11 Concepts of Total, Fixed, Variable, Average and Marginal Cost with their Curves.</p> <p>2.12 Long Run Cost Function</p> <p>2.13 Meaning and Factors affecting supply.</p> <p>2.14 Law of Supply with its assumptions and exceptions.</p>	<p>i. Differences and similarities between ISO-QUANT and Indifference MAP</p> <p>ii. Economies and Diseconomies of scale</p>



**SW-2 Suggested Sessional Work (SW):**

- a. Assignments:**
  - i. Law of Variable Proportions, Short run and Long run Cost Function
  - ii. Supply and Law of Supply, ISO-QUANT
- b. Mini Project:**  
 Make a labeled diagram of supply chain in chart paper
- c. Other Activities (Specify):**  
 Explain methods of production

**31EC105.3: The student will illustrate the price determination under different market conditions.**

**Approximate Hours**

Item	Appx Hrs
CI	13
LI	0
SW	2
SL	1
<b>Total</b>	<b>16</b>

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self Learning (SL)
<p><b>SO3.1</b> Student will be able to explain the price determination under perfect competition market.</p> <p><b>SO3.2</b> Student will be able to explain the price determination under monopoly market.</p> <p><b>SO3.3</b> Student will be able to explain the price determination under monopolistic market.</p> <p><b>SO3.4</b> Student will demonstrate the behaviour of demand curve under oligopoly market (Sweezy kinked demand curve).</p> <p><b>SO3.5</b> Student will be able to explain the price determination under Oligopoly market.</p>		<p><b>Unit-3: MARKET STRUCTURE &amp; PRICING AND INFLATION (13 Hours)</b></p> <p>3.1 Concept of market and its characteristics.</p> <p>3.2 Perfect competition market and its characteristics.</p> <p>3.3 Price Determination under perfect competition market in short run and long run</p> <p>3.4 Monopoly market and its characteristics.</p> <p>3.5 Price Determination under monopoly market in short run and long run</p> <p>3.6 Monopolistic market and its characteristics</p> <p>3.7 Price Determination under monopolistic market in short run and long run</p> <p>3.8 Oligopoly market and its characteristics</p> <p>3.9 Sweezy kinked demand curve</p> <p>3.10 Price determination in oligopoly market</p> <p>3.11 Introduction to inflation, Types of Inflation and Causes of Inflation.</p> <p>3.12 Effects of Inflation and Measures to Check Inflation.</p>	<p>i. Concept of Excess capacity in monopolistic Market</p> <p>ii. Difference among Perfect competition, Monopoly, Monopolistic and Oligopoly market</p>



**SW-3 Suggested Sessional Work (SW):**

**a. Assignments:**

- i. Cartels, Price Determination under perfect competition market
- ii. Measures to check inflation, Oligopoly Market

**b. Mini Project:** Develop a new product or service and determine its price. (Subject teacher will detail)

**c. Other Activities (Specify): Make a list of major monopolists of India**

**31EC105.4:** Student will calculate GDP, GNP, NDP, NNP, Private Income, Personal Income and Per Capita Income by different methods.

**Approximate Hours**

Item	Appx Hrs
CI	8
LI	0
SW	2
SL	1
<b>Total</b>	<b>11</b>

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self Learning (SL)
<p><b>SO4.1</b> Student will be able to define the national income</p> <p><b>SO4.2</b> Student will explain the GDP, GNP, NDP, NNP at market price and factor cost.</p> <p><b>SO4.3</b> Student will calculate the national income at factor cost and market price by product, income and expenditure methods.</p> <p><b>SO4.4</b> Student will calculate the Domestic Income, Private Income, Personal Income, Disposable Income, Real Income and Per Capita Income.</p> <p><b>SO4.5</b> Student will explain the difficulties of Product, Income and expenditure methods in the measurement of National Income.</p>	.	<p><b>Unit-4 : National Income (8 Hours)</b></p> <p>4.1 Definitions of national income</p> <p>4.2 Gross domestic product and Net domestic product at market price and factor cost.</p> <p>4.3 Gross national Product and Net national product at market price and factor cost.</p> <p>4.4 Concept and calculation of Domestic Income, Private Income, and Personal Income</p> <p>4.5 Concept and calculation of Disposable Income, Real Income and Per Capita Income.</p> <p>4.6 Measurement of National Income by Product method and its difficulties</p> <p>4.7 Measurement of National Income by Income method and its difficulties</p> <p>4.8 Measurement of National Income by Expenditure method and its difficulties</p>	<p>i. Calculate GDP, GNP, NDP and NNP at market price and factor cost.</p> <p>ii. Value Added Approach to calculate GDP.</p>



SW-4 Suggested Sessional Work (SW):

**a. Assignments:**

- i. Calculate GDP, GNP, NDP, NNP, Private Income and Personal Income (Data will be provided by subject teacher)
- ii. Product method, Income method, and Expenditure method of measuring nation income

**b. Mini Project:**

Make a comparative report about GDP of BRICS nations for last 5 years.

**c. Other Activities (Specify):**

Write a report on India's contribution in world GDP.

**31EC105.5: The student will critically evaluate the different theories of Business Cycle.**

**Approximate Hours**

Item	Appx Hrs
CI	8
LI	0
SW	2
SL	1
<b>Total</b>	<b>11</b>

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self Learning (SL)
<p><b>SO5.1</b> Student will explain the business cycle.</p> <p><b>SO5.2</b> Student will critically evaluate the mentioned theories of Business Cycle</p> <p><b>SO5.3</b> Student will Describe the Monetary Policy</p> <p><b>SO5.4</b> Student will describe the Fiscal Policy</p>		<p><b>Unit 5: BUSINESS CYCLE AND MONETARY &amp; FISCAL POLICY: (8 Hours)</b></p> <p>5.1 Meaning, phases and features of business cycle.</p> <p>5.2 Hawtrey's Monetary Theory of Business Cycle</p> <p>5.3 Hayek's Monetary Overinvestment Theory of Business Cycle</p> <p>5.4 Schumpeter's Innovation Theory of Business Cycle</p> <p>5.5 Pigou's Psychological Theory of Business Cycle</p> <p>5.6 Hicks's Theory of Business Cycle</p> <p>5.7 Overview of Monetary Policy</p> <p>5.8 Overview of Fiscal Policy</p>	<p>1. Instruments of fiscal policy and monetary policy</p>





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SW-5 Suggested Sessional Work (SW):

- a. Assignments:** Phases of Business Cycle, Schumpeter's Innovation Theory of Business Cycle and Hicks's theory of Business Cycle, Role of Fiscal Policy in checking the inflation
- b. Mini Project:** Make a report on current business cycle phase of Indian Economy and highlight the major macro economic variables current position.
- c. Other Activities (Specify):** Write a note on current monetary policy of India.

### Brief of Hours suggested for the Course Outcome

Course Outcomes	Class Lecture (CI)	Sessional Work (SW)	Self Learning (SI)	Total hour (CI+SW+SI)
<b>31EC105.1:</b> The student will define the concepts of Managerial Economics, Demand and Elasticity of Demand and will list the factors affecting demand and Elasticity of Demand and will do demand forecasting.	17	2	2	21
<b>31EC105.2:</b> The student will demonstrate use of production function and cost function in short run as well as in long run and also the working of law of supply.	14	2	1	17
<b>31EC105.3:</b> The student will illustrate the price determination under different market conditions.	13	2	1	16
<b>31EC105.4</b> Student will calculate GDP, GNP, NDP, NNP, Private Income, Personal Income and Per Capita Income by different methods.	8	2	1	11
<b>31EC105.5:</b> The student will critically evaluate the different theories of Business Cycle.	8	2	1	11
<b>Total Hours</b>	<b>60</b>	<b>10</b>	<b>6</b>	<b>76</b>



### Suggestion for End Semester Assessment

#### Suggested Specification Table (For ESA)

CO	Unit Titles	Marks Distribution				Total Marks
		Ap	An	Ev	Cr	
<b>CO-1</b>	INTRODUCTION TO MANAGERIAL ECONOMICS					
<b>CO-2</b>	PRODUCTION AND COST ANALYSIS					
<b>CO-3</b>	MARKET STRUCTURE & PRICING AND INFLATION					
<b>CO-4</b>	NATIONAL INCOME					
<b>CO-5</b>	BUSINESS CYCLE AND MONETARY & FISCAL POLICY					
Total						50

**Legend: Ap: Apply, An: Analyze, Ev: Evaluate Cr: Create**

The end of semester assessment for Managerial Economics will be held with written examination of 50 marks.

**Note.** Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.

#### **Suggested Instructional/Implementation Strategies:**

1. Improved Lecture
2. Tutorial
3. Case Method
4. Group Discussion
5. Role Play
6. Demonstration
7. ICT Based Teaching Learning (Video Demonstration/Tutorials CBT,Blog, Facebook, Twitter, WhatsApp, Mobile, Online sources)
8. Brainstorming



## Suggested Learning Resources

### (a) Books :

S. No.	Title	Author	Publisher	Edition & Year
1	Managerial Economics	Dr. H.L.Ahuja	S. Chand	Latest
2	Managerial Economics -- Theory and Application	D. M. Mithani		Latest
3	Managerial Economics	D. N. Dwivedi	Vikash Publications	Latest
4	Managerial Economics	M. L. Jhingan, J. K. Stephen	Vrinda Publisher	Latest

### Curriculum Development Team

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**Cos, POs and PSOs Mapping**

**Programme Title: MBA**

**Course Code: 31EC105**

**Course Title: Managerial Economics**

Course Outcomes	Program Outcome								Program Specific Outcome			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4
	Business Environment and Domain Knowledge	Critical & Analytical thinking, Business Analysis, Problem Solving and Logical Solutions	International Exposure and Cross-Cultural Understanding	Social Responsiveness and Ethos	Effective Business Communication	Leadership Development and Synergy	R&D Aptitude	Contemporary issues	Theoretical as well as practical knowledge	Work in various functional areas	Work in various industries	To Setup Business Enterprise
CO1: The student will define the concepts of Managerial Economics, Demand and Elasticity of Demand and will list the factors affecting demand and Elasticity of Demand and will do demand forecasting.	-	2	-	1	1	-	3	2	1	1	1	1
CO2: The student will demonstrate use of production function and cost function in short run as well as in long run and also the working of law of supply.	1	3	1	1	2	-	3	2	1	1	1	-
CO3 The student will illustrate the price determination under different market conditions.	2	3	1	-	1	-	3	1	2	1	1	-
CO 4: Student will calculate GDP, GNP, NDP, NNP, Private Income, Personal Income and Per Capita Income by different methods.	1	3	1	1	1	-	3	1	2	2	1	-
CO 5: The student will critically evaluate the different theories of Business Cycle.	1	3	-	1	2	1	3	1	2	2	1	-

**Legend: 1 – Low, 2 – Medium, 3 – High**

### Course Curriculum Map

POs & PSOs No.	COs No.& Titles	SOs No.	Laboratory Instruction (LI)	Classroom Instruction(CI)	Self Learning (SL)
PO 1,2,3,4,5,6, 7,8  PSO 1,2, 3, 4	CO-1: The student will define the concepts of Managerial Economics, Demand and Elasticity of Demand and will list the factors affecting demand and Elasticity of Demand and will do demand forecasting.	SO1.1 SO1.2 SO1.3 SO1.4		INTRODUCTION TO MANAGERIAL ECONOMICS 1.1, 1.2, 1.3, 1.4, 1.5,1.6,1.7, 1.8, 1.9, 1.10, 1.11, 1.12, 1.13, 1.4, 1.15, 1.16, 1.17	
PO 1,2,3,4,5,6, 7,8  PSO 1,2, 3, 4	CO 2 : The student will demonstrate use of production function and cost function in short run as well as in long run and also the working of law of supply.	SO2.1 SO2.2 SO2.3 SO2.4 SO2.5 SO2.6		Unit-2 PRODUCTION AND COST ANALYSIS 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8, 2.9, 2.10, 2.11, 2.12, 2.13, 2.14	
PO 1,2,3,4,5,6, 7,8  PSO 1,2, 3, 4	CO3 : The student will illustrate the price determination under different market conditions.	SO3.1 SO3.2 SO3.3 SO3.4 SO3.5		Unit-3 : MARKET STRUCTURE & PRICING AND INFLATION 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8, 3.9, 3.10, 3.11, 3.12, 3.13	
PO 1,2,3,4,5,6, 7,8  PSO 1,2, 3, 4	CO 4: Student will calculate GDP, GNP, NDP, NNP, Private Income, Personal Income and Per Capita Income by different methods.	SO4.1 SO4.2 SO4.3 SO4.4 SO4.5		Unit-4 : NATIONAL INCOME 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 4.8	
PO 1,2,3,4,5,6, 7,8  PSO 1,2, 3, 4	CO5: The student will critically evaluate the different theories of Business Cycle.	SO5.1 SO5.2 SO5.3 SO5.4		Unit 5: BUSINESS CYCLE AND MONETARY & FISCAL POLICY 5.1, 5.2, 5.3, 5.4, 5.5, 5.6, 5.7, 5.8	



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**Course code:** 31MS106  
**Course Title:** Business Statistics

**Pre-Requisite:** Calculus or Business Calculus is a required course for general education requirements in business schools, and it is a prerequisite for Business Statistics.

**Rationale:** This subject gives managers the ability to assess past performance, project future business practices, reasons to study statistics are to improve your ability to conduct research efficiently, read and analyze and critical thinking abilities, act as an informed consumer, and recognize when you need to bring in

**Course Outcomes:**

**31 MS 106.1:** student will understand importance and uses of statistics in business

**31 MS 106.2:** Student will determine calculate various statistical averages and dispersions.

**31 MS 106.3:** Student use the tools such as correlation and regression in estimating demand in highly competitive markets

**31 MS 106.4:** Student will solve the concepts of probability & Distribution.

**31 MS 106.5:** Student will validate the concepts of populations and samples also they will arrange descriptive statistical tools for population and sample description

**Scheme of Studies:**

CODE	Course Code	Course Title	Scheme of studies(Hours/Week)					Total Credits (C)
			CI	LI	SW	SL	Total Study Hours (CI+LI+SW+SL)	
BSC	31MS106	Business Statistics	5	0	1	1	7	5

**Legend:** **CI:** Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),  
**LI:** Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)  
**SW:** Sessional Work (includes assignment, seminar, mini project etc.),  
**SL:** Self Learning,  
**C:** Credits.

**Note:** SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.



### Scheme of Assessment:

**Theory**

CO DE	Course Code	Course Title	Scheme of Assessment (Marks)							End Semester Assessment	Total Marks  (PRA+ ESA)
			Progressive Assessment (PRA)						Total Marks		
			Class/Ho me Assignme nt 5 number 3 marks each (CA)	Class Test2 (2 best out of 3) 10 marks each (CT)	Semin ar one  (SA)	Class Activit y any one  (CAT)	Class Attendanc e  (AT)	(CA+CT+SA+CAT +AT)			
BS C	31MS106	Busine ss Statisti cs	15	20	10	0	5	50	50	100	

**Course-Curriculum Detailing:**

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.

**31 MS 106.1: student will understand importance and uses of statistics in business.**

**Approximate Hours**

Item	AppX Hrs
CI	05
LI	0
SW	1
SL	2
Total	8



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<b>Session Outcomes(SOs)</b>	<b>Laboratory Instruction (LI)</b>	<b>Class room Instruction (CI)</b>	<b>Self Learning(SL)</b>
SO1.1 Students will define scope and importance of business statistics SO1.2 students will understand role of statistics in business SO1.3 Students will compute frequency distribution and there types. SO1.4 justify that how primary and secondary data importance in business research. SO1.5 Conceptual and skill of statistics		<b>Unit 1.0- Introduction to Statistics (5 Hours)</b> 1.1 Meaning and definition of statistics 1.2. Scope of business statistics 1.3. Application and limitation of statistics 1.4. Nature of statistics 1.5.Types of data 1.6. Frequency of distribution 1.7.Types of distribution 1.8.Types of primary and secondary data	<b>1.</b> Limitation of statistics in business.  <b>2.</b> Relevant Examples of secondary and primary data types

**SW-1 Suggested Sessional Work (SW):**

**a. Assignments:**

1. Discuss about data collection method with relevant examples.
2. What do you understand by frequency distribution method?

**b. Mini Project:** not required

**c. Other Activities (Specify):** Students teach students

**31 MS 106.2: Student will determine calculate various statistical averages and dispersions.**

**Approximate Hours**

Item	AppX Hrs
CI	19
LI	0
SW	1
SL	3
Total	23





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Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self Learning (SL)
<p><b>SO2.1</b> Students will define about central tendency: mean median mode</p> <p><b>SO2.2</b> students will explain acquire and improve mathematical maturity by stressing on problem solving.</p> <p><b>SO2.3</b> Students will able to solve geometric and harmonic mean problems</p> <p><b>SO2.4</b> Students will able to distinguish mean, median and mode</p> <p><b>So2.5</b> construct about all parameters of measure of central tendency</p>		<p><b>Unit-2 Measure of Central Tendency (19 Hours)</b></p> <p>2.1. Measure of central tendency</p> <p>2.2. Mean direct method</p> <p>2.3. Mean shortcut method</p> <p>2.4. Mean step-deviation method</p> <p>2.5. mean more than and less than method</p> <p>2.6. mean missing frequency method</p> <p>2.7. Mean mid value method</p> <p>2.8. mean inclusive to exclusive series method</p> <p>2.9. Mean individual series method</p> <p>2.10. Mean discrete series method</p> <p>2.11. median class interval series method</p> <p>2.12. midian missing frequency</p> <p>2.13. median below and above method</p> <p>2.14. median inclusive and exclusive series method</p> <p>2.15. Mode inclusive and exclusive series method</p> <p>2.16. mode less than or more than method</p> <p>2.17. mode missing frequency</p> <p>2.18. mode individual series</p> <p>2.19. advantage and dis advantage of mean, median and mode</p> <p>2.20. Geometric mean individual and discrete series</p> <p>2.21. Geometric mean continuous series</p> <p>2.22. Harmonic mean</p> <p>2.23. Weight mean</p>	<p>1. Put examples of harmonic mean and geometric mean.</p> <p>2. Prepare theoretical part of merits and demerits of mean, median and mode</p>

**SW-2 Suggested Sessional Work (SW):**

- a. **Assignments:** Find arithmetic mean, median and mode from the following data:  
 Marks :(obtain below): 80,70,60,50,40,30,20,10  
 No. of students: 100,90,80,60,32,20,13,5
- b. **Mini Project:** Presentation
- c. **Other Activities (Specify):** Students solve numerical in board



**31 MS 106.3: Student use the tools such as correlation and regression in estimating demand in highly competitive markets**

**Approximate Hours**

Item	AppX Hrs
CI	12
LI	0
SW	1
SL	2
<b>Total</b>	<b>15</b>

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
<p><b>SO3.1</b> Define meaning and definition of dispersion</p> <p><b>SO3.2</b> Identify use of dispersion</p> <p><b>SO3.3</b> Students will solve Standard deviation</p> <p><b>SO3.4</b> Differentiate between correlation and regression.</p> <p><b>SO3.5</b> Construct about mean deviation and quartile deviation</p>		<p><b>Unit3: Measure of Dispersion (12 Hours)</b></p> <p>3.1 Meaning and definition of Dispersion</p> <p>3.2 method of measure of Dispersion</p> <p>3.3 quartile deviation</p> <p>3.4 mean deviation</p> <p>3.5 mean deviation discrete series</p> <p>3.6 mean deviation continuous series</p> <p>3.7 standard deviation direct method</p> <p>3.8 Mean deviation from median individual series</p> <p>3.9 Mean deviation from median discrete series</p> <p>3.10 Mean deviation from median continuous series</p> <p>3.11 introduction of correlation</p> <p>3.12 karl pearson's coefficient correlation</p> <p>3.13 karl pearson's coefficient correlation without deviation</p> <p>3.14 introduction of regression analysis</p> <p>3.15 regression analysis numerical</p>	<p><b>1. complete theory of measure of dispersion</b></p> <p><b>2. ut examples of correlation and regression in real life situation</b></p>

**SW-3 Suggested Sessional Work (SW):**

- a. **Assignments:** Discuss about correlation and regression with relevant example.  
 What do you understand by mean deviation? Explain with example.
- b. **Mini Project:** prepare presentation on correlation and regression.
- c. **Other Activities (Specify):** students teach weak students in the class to solve there doubts.



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**31MS106.4: Student will solve the concepts of probability & Distribution.**

**Approximate Hours**

Item	AppX Hrs
CI	13
LI	0
SW	1
SL	2
Total	13

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
<p><b>SO4.1</b> Identify the uses of probability in business.</p> <p><b>SO4.2</b> conceptual and skills of event in probability.</p> <p><b>SO4.3</b> Solve marginal and joint probability.</p> <p><b>SO4.4</b> Analyze and evaluate binomial distribution of probability</p> <p><b>SO4.5</b> constructs Poisson and Normal distribution of probability.</p>		<p><b>Unit4: Probability (13 Hours)</b></p> <p>4.1 Meaning and definition of probability.</p> <p>4.2 Events in Probability</p> <p>4.3 probability of coin</p> <p>4.4 probability of balls numerical</p> <p>4.5 probability of dice numerical</p> <p>4.6 Marginal probability Joint probability</p> <p>4.7 Normal distribution</p> <p>4.8 Binomial distribution</p> <p>4.9 Probability of cards</p> <p>4.10 Different Numerical of binomial distribution</p> <p>4.11 Different numerical of marginal probability</p> <p>4.12 Different numerical of joint probability</p> <p>4.13 Concept of probability</p>	<p>7. take live example and solve probability problems.</p> <p>8. earn theoretical part of probability.</p>

**SW-5 Suggested Sessional Work (SW):**

- a. **Assignments:** Explain binomial distribution with example.  
 Discuss the concept of probability. Quote with relevant example.
- b. **Mini Project:** solve live problems of probability
- c. **Other Activities (Specify):** Solve students doubts and revision of the unit



**31 MS 106.5: Student will validate the concepts of populations and samples also they will arrange descriptive statistical tools for population and sample description**

**Approximate Hours**

Item	AppX Hrs
CI	13
LI	0
SW	1
SL	2
Total	16

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
<p><b>SO5.1</b> Define hypothesis and there types.</p> <p><b>SO5.2</b> Explain hypothesis type I and type II error.</p> <p><b>SO5.3</b> conceptual and skills of time series analysis and uses.</p> <p><b>SO5.4</b> Evaluate various methods of time series analysis.</p> <p><b>SO5.5</b> Construct hypothesis testing and time series analysis</p>		<p><b>Unit 5- Hypothesis Testing ((13 Hours)</b></p> <p>5.1 Introduction Hypothesis Testing</p> <p>5.2 Concept and formulation of hypothesis</p> <p>5.3 Types of hypothesis</p> <p>5.4 T-test</p> <p>5.5 Z-test</p> <p>5.6 Chi-square test</p> <p>5.7 F-test</p> <p>5.8 Condition of parametric and non parametric test</p> <p>5.9 Types of error in hypothesis</p> <p>5.10 Introduction of time series method</p> <p>5.11 Concept of time series</p> <p>5.12 Types of time series method</p> <p>5.13 secular trend, seasonal variation, numerical</p> <p>5.14 cyclical variation, and irregular variation</p> <p>5.15 Various methods of time series analysis.</p> <p>5.16 Least square method</p>	<p>1. Learn Theoretical part of time series method.</p> <p>2. Learn hypothesis error.</p>

**SW-5 Suggested Sessional Work (SW):**

- a. **Assignments:** Write short note on hypothesis error and their types.  
 Explain ant two types of time series method.
- b. **Mini Project:** explain any organization cyclical trends last 5 years and mapping with freehand curve.
- c. **Other Activities (Specify):** Students solve doubts to other students.



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**Brief of Hours suggested for the Course Outcome**

Course Outcomes	Class Lecture (CI)	Sessional Work (SW)	Self-Learning (SI)	Total hour (CI+SW+SI)
31 MS 106.1: student will understand importance and uses of statistics in business.	8	1	1	10
31 MS 106.2: Student will determine calculate various statistical averages and dispersions.	23	1	2	26
31 MS 106.3 : Student use the tools such as correlation and regression in estimating demand in highly competitive markets	15	1	1	17
31 MS 106.4: Student will solve the concepts of probability & Distribution.	13	1	1	15
31 MS 106.5: Student will validate the concepts of populations and samples also thy will arrange descriptive statistical tools for population and sample description	16	1	1	18
<b>Total Hours</b>	<b>75</b>	<b>5</b>	<b>5</b>	<b>86</b>

**Suggestion for End Semester Assessment**

**Suggested Specification Table (For ESA)**

CO	Unit Titles	Marks Distribution				Total Marks
		AP	AN	EV	CR	
CO-1	Introduction to Statistics					
CO-2	Measure of Central Tendency					
CO-3	Measure of Dispersion					
CO-4	Probability	-				
CO-5	Hypothesis Testing			-		
Total						

**Legend: AP: Apply AN: Analysis EV: Evaluate CR: Create**



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The end of semester assessment for Business statistics will be held with written examination of 50 marks

**Note.** Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.

**Suggested Instructional/Implementation Strategies:**

1. Improved Lecture
2. Tutorial
3. Case Method
4. Group Discussion
5. Role Play
6. Visit to cement plant
7. Demonstration
8. ICT Based Teaching Learning (Video Demonstration/Tutorials  
CBT,Blog, Facebook, Twitter, WhatsApp, Mobile, Online sources)
9. Brainstorming

**Suggested Learning Resources**

**(a) Books:**

<b>S. No.</b>	<b>Title</b>	<b>Author</b>	<b>Publisher</b>	<b>Edition &amp; Year</b>
1	Statistics for Management	Levin Rubin	Pearson, New Delhi,	2000
2	Business Statistics	Ram Prasad & sons	RAM PRASAD PUBLICATIONS	20022-23
3	Business Statistics	Berenson, M.L., Levine, D.M., and Krehbiel	10th edition, Pearson,	2006



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**COs, POS and PSOs Mapping**  
**Program Title: MBA**  
**Course Code: 31MS106**  
**Course Title: Business Statistics**  
**CO-PO Mapping**

Cos	Description	Po1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
		Business Environment and Domain Knowledge	Critical & Analytical thinking, Business Analysis, Problem Solving and Logical Solutions	International Exposure and Cross-Cultural Understanding	Social Responsiveness and Ethos	Effective Business Communication	Leadership Development and Synergy	R&D Aptitude	Contemporary issues	Theoretical as well as practical knowledge	Work in various functional areas	Work in various industries	To Setup Business Enterprise
CO1	Student will Identify the importance and uses of statistics in business.	3	2	-	1	-	1	2	2	2	-	-	1
CO2	Student will determine calculate various statistical averages and dispersions.	1	3	1	1	2	2	1	3	1	-	1	1
CO3	Student use the tools such as correlation and regression in estimating demand in highly competitive markets	2	2	1	1	2	1	2	3	-	2	-	-
CO4	Student will solve the concepts of probability & Distribution.	1	3	1	1	2	1	1	1	1	-	1	1
CO5	Student will validate the concepts of populations and samples also they will arrange descriptive statistical tools for population and sample description	2	2	1	1	1	1	1	3	3	-	2	-

**Legend: 1 – Low, 2 – Medium, 3 – High**



### Course Curriculum Map:

POs & PSOs No.	COs No.& Titles	SOs No.	Laboratory Instruction (LI)	Classroom Instruction(CI)	Self Learning (SL)
PO: 1,2,3,4,5,6,7,8 PSO 1,2, 3, 4	CO-1: student will understand importance and uses of statistics in business.	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5		Unit-1.0 Introduction to statistics  1.1,1.2,1.3, 1.4, 1.5,1.6, 1.7, 1.8	
PO: 1,2,3,4,5,6,7,8 PSO 1,2, 3, 4	CO 2: Student will determine calculate various statistical averages and dispersions.	SO2.1 SO2.2 SO2.3 SO2.4 SO2.5		Unit-2 Measure of central tendency 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8, 2.9, 2.10, 2.11, 2.12, 2.13, 2.14, 2.15, 2.16, 2.17, 2.18, 2.19, 2.20, 2.21, 2.22, 2.23	
PO: 1,2,3,4,5,6,7,8 PSO 1,2, 3, 4	CO3 : Student use the tools such as correlation and regression in estimating demand in highly competitive markets	SO3.1 SO3.2 SO3.3 SO3.4 SO3.5		Unit-3 : Measure of dispersion 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8, 3.9, 3.10, 3.11, 3.12, 3.13, 3.14, 3.15	
PO: 1,2,3,4,5,6,7,8 PSO 1,2, 3, 4	CO 4: Student will solve the concepts of probability & Distribution.	SO4.1 SO4.2 SO4.3 SO4.4 SO4.5		Unit-4 : Probability 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 4.8, 4.9, 4.10, 4.11, 4.12, 4.13	
PO: 1,2,3,4,5,6,7,8 PSO 1,2, 3, 4	CO 5: Student will validate the concepts of populations and samples also thy will arrange descriptive statistical tools for population and sample description	SO5.1 SO5.2 SO5.3 SO5.4 SO5.5		Unit 5: Hypothesis testing. 5.1, 5.2, 5.3, 5.4, 5.5, 5.6, 5.7, 5.8, 5.9, 5.10, 5.11, 5.12, 5.13, 5.14, 5.15, 5.16	



**Code**                    **31CA107**

**Course Title:**        Computer Application in Management

**Pre-requisite:**        Student should have basic knowledge of computer such as Input devices, central processing unit and output devices. Student should aware of how to power on computer and how to shut down computer.

**Rationale:**            The subject of Computer Application in Management much like the suite of tools offered by Microsoft Office, is an in dispensable resource in today's digital era. Just as Microsoft Office applications streamline and enhance productivity in various office tasks, this subject empowers individuals and organizations to make informed decisions about their computing resources, resulting in increased productivity and cost-efficiency. Much like Word helps craft documents, Excel crunches numbers, and PowerPoint delivers impactful presentations, our subject equips students with the knowledge and skills needed to navigate the dynamic world of personal computing. It's a bit like having the right software for the job, where understanding the right PC package configuration and customization is key to achieving desired outcomes. HTML allows you to organize content on a webpage into various elements such as headings, paragraphs, lists, links, images, forms, and more. Web technology build the skills students will need as web designers

**Course Outcomes:**

**31CA107.1:** Student will explain about the basic concept of computer, Input and output devices, Memory, hardware and software.

**31CA107.2:** Student will develop a strong foundation in using Microsoft Word, including creating, editing, and formatting documents. Inserting and formatting tables, graphs, images. Acquire the basic and advance knowledge of MS Access and database system.

**31CA107.3:** Student will define the concept of features and functions of Microsoft Excel, including creating and formatting spreadsheets, inputting data, and basic calculations, how to create visually appealing slides by using themes, layouts, colours, fonts, and backgrounds effectively.

**31CA107.4:** Knowledge of World Wide Web (www) and internet, Merits and demerits of internet, Networking and data transmission

**31CA107.5:** Student will develop a website using HTML and CSS

**Scheme of Studies:**

CODE	Course Code	Course Title	Scheme of studies (Hours/Week)				Total Study Hours (CI+LI+SW+SL)	Total Credits (C)
			CI	LI	SW	SL		
CSC	31CA107	Computer Application in Management	2	0	0	0	2	2

**Legend:**            **CI:** Class room Instruction(Includes different instructional strategies i.e. Lecture(L) and Tutorial (T) and others).  
**LI:** Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)



**SW:** Sessional Work(includes assignment, seminar, mini project etc.),  
**SL:** Self Learning,  
**C:** Credits.

**Note:** SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.

**Scheme of Assessment:**

**Theory**

CODE	Course Code	Course Title	Scheme of Assessment ( Marks )							
			Progressive Assessment ( PRA )						End Semester Assessment	Total Marks
			Class / Home Assignment ( 5 number 3 marks each ( CA )	Class Test 2 (2 best out of 3) 10 marks each (CT)	Seminar one ( SA )	Class Activity any one (CAT)	Class Attendance (AT)	Total Marks (CA+CT+SA+CAT+AT)		
CSC	31CA107	Computer Application in Management	15	20	10	0	5	50	50	100

**Course-Curriculum Detailing**

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.

**31CA107.1: Student will explain about the basic concept of computer, Input and output devices, Memory, hardware and software**

**Approximate Hours**

Item	Appx Hrs.
CI	4
LI	0
SW	1
SL	0
Total	5



Session Outcomes (SOs)	(LI)	Class room Instruction (CI)	(SL)
<b>SO1.1</b> Introduction to Computer, Characteristics and Components of computer system  <b>SO1.2</b> Understanding <b>Computer</b> Hardware and Software  <b>SO1.3</b> Understanding <b>Input</b> / Output and storage devices		<b>Unit-1.0 Introduction to Computer (4 Hours)</b> 1.1. Understanding the digital computer and its characteristics and component. 1.2 Differentiation between hardware and software 1.3 Describing Input and output devices with example. 1.4. Describing Storage devices and memory of computer such as primary and secondary.	

**SW- 1 Suggested Sessional Work (SW):**

- a. Assignment:  
     Explain Input and Output devices.
- b. Other Activities  
     Presentation

**31CA107.2: MS Word & MS Access**

**31CA107.2: Student will develop a strong foundation in using Microsoft Word, including creating, editing, and formatting documents. Inserting and formatting tables, graphs, images. Acquire the basic and advance knowledge of MS Access and database system**

**Approximate Hours**

Item	Appx Hours
CI	7
LI	0
SW	1
SL	0
Total	8

Session Outcomes (SOs)	(LI)	Classroom Instruction (CI)	(SL)
<b>SO2.1</b> Introduction and Features of Ms Word and word processing  <b>SO2.2</b> Understanding Creating a New Document and Formatting text and mail merge  <b>SO2.3</b> Understanding Text Replacement and spelling and grammar Checking and Tables	.	<b>Unit 2. MS Word &amp; MS Access (7 Hours)</b> 2.1 Understand the Word window interface and its components. 2.2. Learn how to create Word documents, enter text, and apply basic text formatting and explaining mail merge. 2.3 Describing the template and wizard using mail merge. 2.4. Explore text editing techniques, including selecting text, copying, moving, and deleting text within a document. 2.5. Describe find and replace and spelling and	



<b>SO2.4</b> Introduction to Database and MS Access		grammar checking 2.6 Inserting page number, symbol and pictures etc  2.7. Understanding and demonstrating database and table creation and form creation.	
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**SW- 2 Suggested Sessional Work (SW):**

- a. Assignment:  
     Explain about Find and Replace
- b. Other Activities  
     Presentation

**31CA107.3: MS Excel & MS PowerPoint**

**31CA107.3: Student will define the concept of features and functions of Microsoft Excel, including creating and formatting spreadsheets, inputting data, and basic calculations, how to create visually appealing slides by using themes, layouts, colors, fonts, and backgrounds effectively.**

**Approximate Hours**

Item	Appx Hours
CI	6
LI	0
SW	1
SL	0
Total	7

Session Outcomes (SOs)	(LI)	Class room Instruction (CI)	(SL)
<b>SO3.1</b> Introduction and Area of use, Working with Ms Excel and concept of workbook and worksheet  <b>SO3.2</b> Understanding Formula & Functions and creation of Chart  <b>SO3.3</b> Introduction to PowerPoint and Creating Presentation using with graphics and animation	.	<b>Unit-3 : MS Excel &amp; MS PowerPoint (6 Hours)</b> 3.1 Understand the Excel window interface and worksheet and workbook. 3.2 Describing Function and Formula. 3.3 Describe chart and its type. 3.4 Understanding the PowerPoint window interface and features. 3.5 Learn how to create presentation and inserting graphics and images 3.6 Apply slide transitions and animation effects to make your presentation engaging and dynamic	

**SW-3 Suggested Sessional Work (SW):**

- a. **Assignment:** Explain about Ms PowerPoint
- b. **Other Activities:** Presentation



**31CA107.4: Concept of Data Communication and Networking**

**31CA107.4: Knowledge of World Wide Web (www) and internet, Merits and demerits of internet, Networking and data transmission**

**Approximate Hours**

Item	Appx Hours
CI	7
LI	0
SW	1
SL	0
<b>Total</b>	<b>8</b>

Session Outcomes (SOs)	(LI)	Classroom Instruction (CI)	(SL)
<p><b>SO4.1</b> Understanding network and its type.</p> <p><b>SO4.2</b> Understanding mode of transmission Simplex, Half Duplex, Full Duplex analog and digital</p> <p><b>SO4.3</b> Understanding concept of data Communication and using communication media for networking</p> <p><b>SO4.4</b> Introduction to internet and it's Merits and Demerits and Concept of www, email &amp; search engine</p>	.	<p><b>Unit-4: Concept of Data Communication and Networking (7 Hours)</b></p> <p>4.1 Describing networking and its types such as LAN, WAN and MAN</p> <p>4.2 Understanding the mode of transmission such as half and full duplex, digital and analog</p> <p>4.3 Understanding data communication and networking.</p> <p>4.4 Describing analog and digital transmission.</p> <p>4.5 Describing different types of topologies.</p> <p>4.6 Describing Internet, Intranet and WWW</p> <p>4.7 Describing search engine.</p>	

**SW- 4** Suggested Sessional Work (SW):

- a. **Assignment:** Explain Types of topologies
- b. **Other Activities:** Presentation

**31CA107.5: Web Development with HTML**

**31CA107.5:** Student will develop a website using HTML and CSS

Item	Appx Hours
CI	6
LI	0
SW	1
SL	0
<b>Total</b>	<b>7</b>



Session Outcomes (SOs)	(LI)	Classroom Instruction (CI)	(SL)
<b>SO5.1</b> Overview and Features of HTML5 and use of code editor  <b>SO5.2</b> Understanding Browser Architecture and Web Site Structure  <b>SO5.3</b> Introduction to CSS and its features and need		<b>Unit 5: Web Development with HTML (6 Hours)</b>  5.1 Understanding html and its function 5.2. Describing web site structure and using html tag for creation of web page 5.3 Understanding and demonstrating table creation and form creation. 5.4. Describing CSS and applying webpage. 5.5 Understanding CSS code and its need 5.6 Describe structure of CSS	

- SW- 5** Suggested Sessional Work (SW):
- a. **Assignment:** Explain HTML tags
  - b. **Other Activities:** Presentation

**Brief of Hours suggested for the Course Outcome**

Course Outcomes	Class Lecture (CI)	Sessional Work (SW)	Self-Learning (SI)	Total hour (CI+SW+SI)
<b>CA 107.1:</b> Student will explain about the concept of computer, Input and output devices, Memory, hardware and software.	4	1	0	5
<b>CA 107.2:</b> Student will develop a strong foundation in using Microsoft Word, including creating, editing, and formatting documents. Inserting and formatting tables, graphs, images. Acquire the basic and advance knowledge of MS Access and database system.	7	1	0	8
<b>CA 107.3:</b> Student will define the concept of features and functions of Microsoft Excel, including creating and formatting spreadsheets, inputting data, and basic calculations, how to create visually appealing slides by using themes, layouts, colors, fonts, and backgrounds effectively	6	1	0	7
<b>CA 107.4:</b> Knowledge of World Wide Web (www) and internet, Merits and demerits of internet, Networking and data transmission.	7	1	0	8
<b>CA 107.5:</b> Student will develop a website using HTML and CSS	6	1	0	7
Total Hours	30	05	00	35



### Suggestion for End Semester Assessment

#### Suggested Specification Table(For ESA)

CO	Unit Titles	Marks Distribution				Total Marks
		Ap	An	Ev	Cr	
CO-1	Student will explain about the concept of computer, Input and output devices, Memory, hardware and software.					
CO-2	Student will develop a strong foundation in using Microsoft Word, including creating, editing, and formatting documents. Inserting and formatting tables, graphs, images. Acquire the basic and advance knowledge of MS Access and database system.					
CO-3	Student will define the concept of features and functions of Microsoft Excel, including creating and formatting spreadsheets, inputting data, and basic calculations, how to create visually appealing slides by using themes, layouts, colors, fonts, and backgrounds effectively					
CO-4	Knowledge of World Wide Web (www) and internet ,Merits and demerits of internet, Networking and data transmission					
CO-5	Student will develop a website using HTML and CSS					
Total						50

**Legend:      Ap: Apply,                      An: Analyze,                      Ev: Evaluate                      Cr= Create**

Then do first semester assessment for Computer Application in Management will be held with written examination of 50 marks

**Note.** Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.

**Suggested Instructional/Implementation Strategies:**

1. Improved Lecture
2. Tutorial
3. Case Method
4. Group Discussion
5. Brainstorming





### Suggested Learning Resources

**(a) Books:**

S. No.	Title	Author	Publisher	Edition & Year
1	Balagurusamy Fundamentals of Computer	Tata MacGrawHill		
2	Fundamentals of Computer	P. K. Sinha	BPB Publication	
3	Fundamentals of Information Technology	Deepak Bharihoke		
4	Lecture note provided by Dept. of <b>Management Studies</b> AKS University, Satna .			

#### **Curriculum Development Team**

1. Professor (Dr.) Harshwardhan Shrivastava, Dean, Faculty of Management Studies, AKS University
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11. Ms. Kiran Chhabariya, Assistant Professor, Dept. of Business Administration

**Cos, POs and PSO Mapping**

Program Title: MBA

Course Code: 31CA107

Course Title: Computer Application in Management

Course Outcomes	Program Outcomes								Program Specific Outcome			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4
	Business Environment and Domain Knowledge	Critical & Analytical thinking, Business Analysis, Problem Solving and Logical Solutions	International Exposure and Cross-Cultural Understanding	Social Responsiveness and Ethos	Effective Business Communication	Leadership Development and Synergy	R&D Aptitude	Contemporary issues	Theoretical knowledge as well as practical knowledge	Work and various functional area	Work in various industries	To set up business enterprise
CO1: Student will explain about the concept of computer, Input and output devices, Memory, hardware and software.	1	1	1	-	2	2	2	2	3	2	2	1
CO-2 Student will develop a strong foundation in using Microsoft Word, including creating, editing, and formatting documents. Inserting and formatting tables, graphs, images. Acquire the basic and advance knowledge of MS Access and database system	3	2	1	-	2	2	3	2	3	2	3	2
CO-3: Student will define the concept of features and functions of Microsoft Excel, including creating and formatting spreadsheets, inputting data, and basic calculations, how to create visually appealing slides by using themes, layouts, colors, fonts, and backgrounds effectively	3	2	1	-	2	2	3	2	3	2	3	2
CO-4: Knowledge of World Wide Web (www) and internet ,Merits and demerits of internet, Networking and data transmission	3	2	1	1	2	2	3	2	3	2	3	2
CO-5: Student will develop a website using HTML and CSS	3	1	2	1	2	2	3	2	3	2	3	2

**Legend: 1 – Low, 2 – Medium, 3 – High**

### Course Curriculum Map

POs & PSOs No.	COs No.& Titles	SOs No.	Laboratory Instruction (L I)	Classroom Instruction(CI)	Self Learning (SL)
PO 1,2,3,4,5,6, 7,8 PSO 1,2, 3, 4	CO-1 Student will explain about the concept of computer, Input and output devices, Memory, hardware and software.	SO1.1 SO1.2 SO1.3		Unit-1 Introduction to computer  1,2,3,4,5	
PO 1,2,3,4,5,6, 7,8 PSO 1,2, 3, 4	CO-2 Student will develop a strong foundation in using Microsoft Word, including creating, editing, and formatting documents. Inserting and formatting tables, graphs, images. Acquire the basic and advance knowledge of MS Access and database system.	SO2.1 SO2.2 SO2.3 SO2.4		Unit-2 MS Word & MS Access  1,2,3,4,5,6,7	
PO 1,2,3,4,5,6, 7,8 PSO 1,2, 3, 4	CO3 : Student will define the concept of features and functions of Microsoft Excel, including creating and formatting spreadsheets, inputting data, and basic calculations, how to create visually appealing slides by using themes, layouts, colors, fonts, and backgrounds effectively.	SO3.1 SO3.2 SO3.3		Unit-3 : MS Excel & MS PowerPoint 1,2,3,4,5,6	
PO 1,2,3,4,5,6, 7,8 PSO 1,2, 3, 4	CO 4: Knowledge of World Wide Web (www) and internet ,Merits and demerits of internet, Networking and data transmission	SO4.1 SO4.2 SO4.3 SO4.4		Unit-4 Concept of Data Communication and Networking 1,2,3,4,5,7	
PO 1,2,3,4,5,6, 7,8 PSO 1,2, 3, 4	CO 5: Student will develop a website using HTML and CSS	SO5.1 SO5.2 SO5.3		Unit 5: <b>Web</b> Development with HTML. 1,2,3,4,5,6	



**Course Code:** 31CA151

**Course Title:** Computer Application in Management (LAB)

**Pre-requisite:** Student should have basic knowledge of computer such as Input devices, central processing unit and output devices. Student should aware of how to power on computer and how to shut down computer.

**Rationale:** The subject of Computer Application in Management much like the suite of tools offered by Microsoft Office, is an indispensable resource in today's digital era. Just as Microsoft Office applications streamline and enhance productivity in various office tasks, this subject empowers individuals and organizations to make informed decisions about their computing resources, resulting in increased productivity and cost-efficiency.

Much like Word helps craft documents, Excel crunches numbers, and PowerPoint delivers impactful presentations, our subject equips students with the knowledge and skills needed to navigate the dynamic world of personal computing. It's a bit like having the right software for the job, where understanding the right PC package configuration and customization is key to achieving desired outcomes. HTML allows you to organize content on a webpage into various elements such as headings, paragraphs, lists, links, images, forms, and more. Web technology build the skills students will need as web designers

**Course Outcomes:**

- 31CA151.1:** Acquire the basic and advance knowledge of MS Word.
- 31CA151.2:** Acquire the basic and advance knowledge of MS Access and database system.
- 31CA151.3:** Student will develop a strong foundation in using Microsoft Excel, including creating and formatting spreadsheets, inputting data, basic calculations and creation of chart.
- 31CA151.4:** Acquire the basic and advance knowledge of MS PowerPoint including visually appealing slides by using themes, layouts, colors, fonts, and backgrounds effectively.
- 31CA151.5:** Student will develop a website using HTML and CSS

**Scheme of Studies:**

CODE	Course Code	Course Title	Scheme of studies (Hours/Week)					Total Study Hours (CI+LI+SW+SL)	Total Credits (C)
			CI	LI	SW	SL			
CSC	31CA151	Computer Application in Management (LAB)	0	2	0	0	2	2	

- Legend:**
- CI:** Class room Instruction (Includes different instructional strategies i.e. Lecture(L) and Tutorial (T) and others).
  - LI:** Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)
  - SW:** Sessional Work (includes assignment, seminar, mini project etc.),
  - SL:** Self Learning,
  - C:** Credits.

**Note:** SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.



### Scheme of Assessment

**Theory**

COD E	Course Code	Course Title	Scheme of Assessment (Marks)							
			Progressive Assessment (PRA)						End Semester Assessment  (ESA)	Total Marks  (PRA+ESA)
			Class /Home Assignment 5 number 3 marks each ( CA)	Class Test 2 (2 best out of 3) 10 marks each (CT)	Seminar one  ( SA)	Class Activity any one  (CAT)	Class Attendance  (AT)	Total Marks  (CA + CT + SA + CAT + AT )		
CSC	31CA151	Computer Application in Management (Lab)	15	20	10	0	5	50	50	100

#### Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.

**31CA151.1: MS Word**

**31CA151.1: Acquire the basic and advance knowledge of MS Word.**

Approximate Hours	
Item	Appx Hrs.
CI	0
LI	7
SW	1
SL	0
Total	8



Session Outcomes (SOs)	(LI)	Class room Instruction (CI)	(SL)
<b>SO1.1</b> Understanding creating a table and applying sorting record.  <b>SO1.2</b> Understanding Creating a New Document and Formatting text and mail merge  <b>SO1.3</b> Understanding Text Replacement and spelling and grammar Checking and Tables	<b>Unit-1.0 MS Word (7 Hours)</b> 1.1 To Create a table and apply Sorting in table record. 1.2 To Create a document using mail merge by connecting data base. 1.3 To Create a document and insert header and footer, page title, page numbers 1.4 To find and replace any word or sentence in a document file. 1.5 To check the spelling and grammar in a document 1.6 To insert bullets and numbering in document 1.7 To design multiple columns in pages		

**SW- 1** Suggested Sessional Work (SW):

- a. **Assignment:** Explain about Mail Merge
- b. **Other Activities:** Presentation

**31CA151.2: MS Access**

**31CA1512: Acquire the basic and advance knowledge of MS Access and database system.**

**Approximate Hours**

Item	Appx Hours
CI	0
LI	4
SW	1
SL	0
Total	5

Session Outcomes (SOs)	(LI)	Classroom Instruction (CI)	(SL)
<b>SO2.1</b> Understanding database and table creation and form creation.  <b>SO2.2</b> Understanding generates and prints report.	<b>Unit 2. MS Access (4 Hours)</b> 2.1 To design a table in Ms Access 2.2 To design a form and generate report in Ms Access 2.3 To encrypt Data base with pass word in Access 2.4 To print the report in Ms Access.		



**SW- 2 Suggested Sessional Work (SW):**

- a. **Assignment:** Explain about create database
- b. **Other Activities:** Presentation

**31CA151.3: MS Excel**

**31CA151.3: Student will develop a strong foundation in using Microsoft Excel, including creating and formatting spreadsheets, inputting data, basic calculations and creation of chart.**

**Approximate Hours**

Item	Appx Hours
CI	0
LI	7
SW	1
SL	0
<b>Total</b>	<b>8</b>

Session Outcomes (SOs)	(LI)	Class room Instruction (CI)	(SL)
<p><b>SO3.1</b> Understanding Ms Excel and concept of workbook and worksheet</p> <p><b>SO3.2</b> Understanding Formula &amp; Functions and creation of Chart</p> <p><b>SO3.3</b> Understanding searching, Sorting and Filtering in Database</p>	<p><b>Unit-3 : MS Excel (7 Hours)</b></p> <p>3.1 Understand the Excel window interface and worksheet and workbook. Design a database and apply cell formatting including border and shading</p> <p>3.2 Inserting, Removing &amp; Resizing of Columns &amp; Rows, Rearranging worksheets</p> <p>3.3 To Searching, Sorting and Filtering in Database.</p> <p>3.4 To prepare different types of charts in Excel.</p> <p>3.5 To create Pivot Table using multiple sources of data in Excel.</p> <p>3.6 To prepare a Mark sheet of 10 students for any 5subjects of your syllabus. To calculate their total ,percentage and display the result</p> <p>3.7 Demonstrating Function and Formula.</p>		

**SW- 3 Suggested Sessional Work (SW):**

- a. **Assignment:** Explain about Filtering data in database
- b. **Other Activities:** Presentation

**31CA151.4: MS PowerPoint**

**31CA151.4: Acquire the basic and advance knowledge of MS PowerPoint including visually appealing slides by using themes, layouts, colors, fonts, and backgrounds effectively.**



**Approximate Hours**

Item	Appx Hours
CI	0
LI	4
SW	1
SL	0
<b>Total</b>	<b>5</b>

Session Outcomes (SOs)	(LI)	Class room Instruction (CI)	(SL)
<b>SO4.1</b> Understanding Creating Presentation using with graphics.  <b>SO4.2</b> Understanding animation scheme  <b>SO4.3</b> Concept of www, email & search engine	<b>Unit-4 : Ms PowerPoint (4 Hours)</b> 4.1 To create a professional presentation in Power point. 4.2 Applying themes and layouts to power point slides and inserting pictures, organization chart, audio and video into presentation. 4.3 To create power point slide make using transitions and animation effects in slide. 4.4 Describing Internet, WWW and search engine.		

**SW- 4** Suggested Sessional Work (SW):

- a. **Assignment:** Explain about Search engine
- b. **Other Activities:** Presentation

**31CA151.5: Web Development with HTML**

Item	Appx Hours
CI	0
LI	8
SW	1
SL	0
<b>Total</b>	<b>9</b>





Session Outcomes (SOs)	(LI)	Class room Instruction (CI)	(SL)
<b>SO5.1</b> Understanding HTML tag and use of code editor  <b>SO5.2</b> Understanding Browser Architecture and Web Site Structure  <b>SO5.3</b> Understanding CSS and applying webpage	<b>Unit 5: Web Development with HTML (8 Hours)</b> 5.1 To design a webpage using Head tag. 5.2 Applying background color and set font attribute in web page. 5.3 Applying background image in web page. 5.4 To create hyperlink in a webpage. 5.5 To Inserting different types of images in web page and their set the alignment. 5.6 To Design a table in a web page. 5.7 To create border and boxes in web page using CSS. 5.8 To design padding list in web page using CSS.		

**SW- 5** Suggested Sessional Work (SW):

- a. **Assignment:** Explain about List Tag
- b. **Other Activities:** Presentation

#### Brief of Hours suggested for the Course Outcome

Course Outcomes	Class Lecture (CI)	Sessional Work (SW)	Self Learning (SI)	Total hour (CI+SW+SI)
<b>CA 151.1:</b> Acquire the basic and advance knowledge of MS Word.	7	1	0	8
<b>CA 151.2:</b> Acquire the basic and advance knowledge of MS Access and database system.	4	1	0	5
<b>CA 151.3:</b> Student will develop a strong foundation in using Microsoft Excel, including creating and formatting spreadsheets, inputting data, basic calculations and creation of chart.	7	1	0	8
<b>CA 151.4:</b> Acquire the basic and advance knowledge of MS PowerPoint including visually appealing slides by using themes, layouts, colors, fonts, and backgrounds effectively.	4	1	0	5
<b>CA 151.5:</b> Student will develop a website using HTML and CSS	8	1	0	9
Total Hours	30	05	00	35



**Suggestion for End Semester Assessment**  
**Suggested Specification Table (For ESA)**

CO	Unit Titles	Marks Distribution				Total Marks
		Ap	An	Ev	Cr	
CO-1	Acquire the basic and advance knowledge of MS Word.					
CO-2	Acquire the basic and advance knowledge of MS Access and database system.					
CO-3	Student will develop a strong foundation in using Microsoft Excel, including creating and formatting spreadsheets, inputting data, basic calculations and creation of chart.					
CO-4	Acquire the basic and advance knowledge of MS PowerPoint including visually appealing slides by using themes, layouts, colors, fonts, and backgrounds effectively.					
CO-5	Student will develop a website using HTML and CSS					
Total						50

**Legend:**      **Ap: Apply,**                      **An: Analyze ,**                      **Ev: Evaluate,**                      **Cr: Create.**

Then do first semester assessment for Computer Application in management will be held with written examination of 50 marks

**Note.** Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.

**Suggested Instructional/Implementation Strategies:**

1. Improved Lecture
2. Tutorial
3. Case Method
4. Group Discussion
5. Brainstorming

**Suggested Learning Resources**

**(a) Books:**

S. No.	Title	Author	Publisher	Edition & Year
1	Balagurusamy Fundamentals of Computer	Tata MacGrawHill		
2	Fundamentals of Computer	P. K. Sinha	BPB Publication	
3	Fundamentals of Information Technology	Deepak Bharihoke		
4	Lecture note provided by Dept. of <b>Management Studies</b> AKS University, Satna .			



**A K S University**  
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**Department of Business Administration**  
**Curriculum of MBA Program**  
(Revised as on 01 August 2023)

### **Curriculum Development Team**

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9. Mr. Krishna Kumar Mishra, Assistant Professor , Dept. of Business Administration
10. Mr. Anurag Singh Parihar, Teaching Associate, Dept. of Business Administration
11. Ms. Kiran Chhabariya, Assistant Professor, Dept. of Business Administration

**Cos. POs and PSO Mapping**

**Course Title: MBA**

**Course Code: 31CA151**

**Course Title: Computer Application in Management (LAB)**

Course Outcomes	Program Outcomes								Program Specific Outcome			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4
	Business Environment and Domain Knowledge	Critical & Analytical thinking, Business Analysis, Problem Solving and Logical Solutions	International Exposure and Cross-Cultural Understanding	Social Responsiveness and Ethos	Effective Business Communication	Leadership Development and Synergy	R&D Aptitude	Contemporary issues	Theoretical knowledge as well as practical knowledge	Work and various functional area	Work in various industries	To set up business enterprise
CO1: Acquire the basic and advance knowledge of MS Word.	3	2	1	-	2	2	3	2	3	2	3	2
CO-2 Acquire the basic and advance knowledge of MS Access and database system.	3	2	1	-	2	2	3	2	3	2	3	2
CO-3: Student will develop a strong foundation in using Microsoft Excel, including creating and formatting spreadsheets, inputting data, basic calculations and creation of chart.	3	2	1	-	2	2	3	2	3	2	3	2
CO-4: Acquire the basic and advance knowledge of MS PowerPoint including visually appealing slides by using themes, layouts, colors, fonts, and backgrounds effectively.	3	2	1	-	2	2	3	2	3	2	3	2
CO-5: Student will develop a website using HTML and CSS	3	1	2	1	2	2	3	2	3	2	3	2

**Legend: 1 – Low, 2 – Medium, 3 – High**

### Course Curriculum Map

POs & PSOs No.	COs No.& Titles	SOs No.	Laboratory Instruction(LI)	Classroom Instruction (CI)	Self Learning (SL)
PO 1,2,3,4,5,6,7,8 PSO 1,2, 3, 4	CO-1 : Acquire the basic and advance knowledge of MS Word.	SO1.1 SO1.2 SO1.3	Unit-1 MS Word 1,2,3,4,5,6,7		
PO 1,2,3,4,5,6,7,8 PSO 1,2, 3, 4	CO-2 Acquire the basic and advance knowledge of MS Access and database system	SO2.1 SO2.2	Unit-2 MS Access 1,2,3,4		
PO 1,2,3,4,5,6,7,8 PSO 1,2, 3, 4	CO3 : Student will develop a strong foundation in using Microsoft Excel, including creating and formatting spreadsheets, inputting data, basic calculations and creation of chart	SO3.1 SO3.2 SO3.3	Unit-3 : MS Excel 1,2,3,4,5,6,7		
PO 1,2,3,4,5,6,7,8 PSO 1,2, 3, 4	CO 4: Acquire the basic and advance knowledge of MS PowerPoint including visually appealing slides by using themes, layouts, colors, fonts, and backgrounds effectively.	SO4.1 SO4.2 SO4.3	Unit-4 MS PowerPoint 1,2,3,4		
PO 1,2,3,4,5,6,7,8 PSO 1,2, 3, 4	CO 5: Student will develop a website using HTML and CSS	SO5.1 SO5.2 SO5.3	Unit 5: <b>Web</b> Development with HTML. 1,2,3,4,5,6,7,8		



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**Department of Business Administration**

**Curriculum of MBA Program**

( Revised as on 01 August 2023)

# MBA II Semester



## Semester - II

**Course Code:** 31FM201

**Course Title:** Financial Management

**Pre- requisite:** Student should have basic knowledge of difference sources of capital structure for an organization.

**Rationale:** The students studying financial management will take decisions related to capital structure, capital budgeting, cost of capital, leverage and dividend decision. They will understand the importance of debt and equity in any organization’s capital structure. Students will try to reduce the cost of capital after reading this subject.

**Course Outcomes:**

- 31FM201.1: Students will define the financial management with profit and wealth maximization concepts.
- 31FM201.2: Students will explain the financial planning and capital structure.
- 31FM201.3: Students will determine leverage and cost of capital.
- 31FM201.4: Students will calculate the capital budgeting with the difference techniques like discounted and non-discounted of capital budgeting.
- 31FM201.5: Students will synthesize the dividend and dividend policy with their theories.

**Scheme of Studies:**

Code	Course Code	Course Title	Scheme of studies(Hours/Week)					Total Credits (C)
			CI	LI	SW	SL	Total Study Hours (CI+LI+SW+S L)	
FIN	31FM201	Financial Management	4	0	1	1	6	4

**Legend:** **CI:** Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),  
**LI:** Laboratory Instruction  
**SW:** Session Work (includes assignment, seminar, mini project etc.),  
**SL:** Self Learning,  
**C:** Credits.

**Note:** SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.



**Scheme of Assessment:**

Code	Course Code	Course Title	Scheme of Assessment ( Marks )							End Semester Assessment	Total Marks
			Progressive Assessment ( PRA )								
			Class/Home Assignment 5 number 3 marks each ( CA )	Class Test 2 (2 best out of 3) 10 marks each (CT)	Seminar one ( SA )	Class Activity any one (CA T)	Class Attendance (AT)	Total Marks ( CA+CT+SA+CAT+AT )			
<b>FIN</b>	<b>31FM201</b>	Financial Management	15	20	10	0	5	50	50	100	

**Course-Curriculum Detailing**

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.

**31FM201.1: Students will define the financial management with profit and wealth maximization concepts.**

**Approximate Hours**

Item	Approx Hrs
CI	10
LI	0
SW	1
SL	1
Total	12





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Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self Learning (SL)
<p><b>SO1.1</b> students will define the financial management with their importance.</p> <p><b>SO1.2</b> students will describe the form of business organization.</p> <p><b>SO1.3</b> students will illustrate the role of managers in financial management.</p> <p><b>SO1.4</b> students will explain the concept of profit maximization.</p> <p><b>SO1.5</b> students will explain the concept of wealth maximization.</p>		<p><b>Unit –I - Introduction to Financial Management: (10 Hours)</b></p> <p><b>1.1</b> Concept of Business Finance</p> <p><b>1.2</b> Forms of business organization</p> <p><b>1.3</b> Financial Management - Meaning, definition, Nature, Scope, Objectives,</p> <p><b>1.4</b> Finance function in business organization - Financing, Investment, Dividend decisions</p> <p><b>1.5</b> Role of Finance in other functions in an organization</p> <p><b>1.6</b> Role of Finance Manager</p> <p><b>1.7</b> Profit Maximization</p> <p><b>1.8</b> Numerical in profit maximization.</p> <p><b>1.9</b> Wealth Maximization.</p> <p><b>1.10</b> Numerical in wealth maximization.</p>	<p>1. Example of different forms of organizations.</p> <p>2. Numerical problems in profit maximization.</p>

**SW-1 Suggested Sessional Work (SW):**

- a. Assignments:** Financial management is important for the development of any company, explain.
- b. Mini Project:** Write short note on wealth maximization.
- c. Other Activities (Specify):** Presentation on the importance of financial management



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**31FM201.2: Students will explain the financial planning and capital structure.**

**Approximate Hours**

Item	Approx Hrs
CI	15
LI	0
SW	1
SL	1
Total	17

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self Learning (SL)
<p><b>SO2.1</b> students will define the financial plan</p> <p><b>SO2.2</b> students will define the capitalization</p> <p><b>SO2.3</b> students will explain the capital structure</p> <p><b>SO2.4</b> students will explain the theories of capital structure</p> <p><b>SO2.5</b> students will solve the numerical of net income theories and net operating income theory.</p>	.	<p><b>Unit- II Financial planning &amp; Capital Structure: (15 Hours)</b></p> <p><b>2.1</b> definition, need, characteristics of financial plan.</p> <p><b>2.2</b> factors in drafting financial plan, limitations of financial plan.</p> <p><b>2.3</b> capitalization meaning, concept, theories, stages</p> <p><b>2.4</b> under &amp; over capitalization – meaning, causes, impact, remedies</p> <p><b>2.5</b> Capital Structure – Concept of Capital Structure Factors affecting capital structure planning</p> <p><b>2.6</b> Essentials of optimum Capital Structure</p> <p><b>2.7</b> Patterns of capital structure,</p> <p><b>2.8</b> Capital structure theories</p> <p><b>2.9</b> Net income approach</p> <p><b>2.10</b> Net operating income approach</p> <p><b>2.11</b> Traditional approach,</p> <p><b>2.12</b> Modigliani-Millar approach</p> <p><b>2.13</b> Numerical in NI approach</p> <p><b>2.14</b> Numerical in NOI approach.</p> <p><b>2.15</b> Numerical in Traditional approach</p>	<p>1. capital structure of different companies.</p> <p>2. numerical of net income and net operating income approach.</p>



**SW-2 Suggested Sessional Work (SW):**

**a. Assignments:**

- i. Make the pro-forma of a company capital structure.
- ii. How company create their financial plan in initial stage of product life cycle.

**b. Mini Project:**

Write short notes on MM approach of capital structure.

**c. Other Activities (Specify):**

Find out the data of different company’s financial plans in Satna (MP)

**31FM201.3: Students will determine leverage and cost of capital.**

**Approximate Hours**

Item	App X Hrs
CI	15
LI	0
SW	1
SL	1
<b>Total</b>	<b>17</b>

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
<p><b>SO3.1</b> students will define the word leverage.</p> <p><b>SO3.2</b> students will explain the financial leverage.</p> <p><b>SO3.3</b> Students will explain the operating leverage</p> <p><b>SO3.4</b> Students will define the meaning of cost of capital</p> <p><b>SO3.5</b> Students will solve the numerical related to leverage and cost of capital.</p>	.	<p><b>Unit – III Leverage Analysis &amp; Cost of Capital: (15 Hours)</b></p> <p><b>3.1</b> Leverage analysis – meaning of leverage</p> <p><b>3.2</b> types of leverage – operating leverage, financial leverage &amp; combined leverage</p> <p><b>3.3</b> importance of leverage, limitations of leverage.</p> <p><b>3.4</b> Numerical of financial leverage.</p> <p><b>3.5</b> Numerical in operating leverage.</p> <p><b>3.6</b> Numerical in combined leverage.</p> <p><b>3.7</b> Cost of Capital – Concept of Cost of Capital, Importance of Cost</p>	<p>1. Meaning of levered and unlevered firms</p> <p>2. Objectives of leverage analysis.</p> <p>3. Meaning of EPS and DPS</p>



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		of Capital. 3.8 Types of Cost of Capital 3.9 cost of debt capital 3.10 cost of preference share capital 3.11 cost of equity share capital 3.12 cost of retained earnings 3.13 weighted average cost of capital (WACC) 3.14 Numerical WACC 3.15 EBIT-EPS analysis.	
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### SW-3 Suggested Sessional Work (SW):

#### a. Assignments:

- How company calculates their cost of capital, explain with a live example.
- Leverage analysis plays very important role in the development of a company's capital structure, how.

#### b. Mini Project:

Differentiate the financial leverage and operating leverage.

#### c. Other Activities (Specify):

Presentation on the topic of cost of capital

**31FM201.4: Students will calculate the capital budgeting with the difference techniques like discounted and non-discounted of capital budgeting.**

#### Approximate Hours

Item	AppX Hrs
CI	10
LI	0
SW	1
SL	1
Total	12



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Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
SO4.1 students will define the meanings of capital budgeting SO4.2 Students will explain the discounting methods of capital budgeting. SO4.3 Students will explain the non- discounting methods of capital budgeting. SO4.4 Students will solve the numerical of capital budgeting SO4.5 Students will explain the risk and uncertainty in capital budgeting.		<b>Unit– IV Capital Budgeting (10 Hours)</b> 4.1 Meaning of capital budgeting 4.2 Factors affecting capital expenditure decisions 4.3 Process of capital budgeting 4.4 Need & importance of capital expenditure budgeting 4.5 Methods of appraising capital expenditure proposals 4.6 Pay-back period 4.7 average rate of return 4.8 internal rate of return, net present value method, terminal value method 4.9 profitability index, capital rationing 4.10 risk & uncertainty in capital budgeting.	i. Meaning of fixed assets ii. Type of fixed assets.

**SW-4 Suggested Sessional Work (SW):**

- a. Assignments:** Give a brief example of a company that using net present value method of capital budgeting in project assessment.
- b. Mini Project:** Write short note on PBP and discounted PBP.
- c. Other Activities (Specify):**



**31FM201.5: Students will synthesize the dividend and dividend policy with their theories.**

Item	AppX Hrs
CI	10
LI	0
SW	2
SL	1
Total	13

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
<p><b>SO5.1</b> Students will define the dividend</p> <p><b>SO5.2</b> Students will explain the dividend policy</p> <p><b>SO5.3</b> Students will describe the different theories of dividend policy</p> <p><b>SO5.4</b> Students will solve the numerical of dividend theories.</p>		<p><b>Unit- V Dividend Decisions: (10 Hours)</b></p> <p>5.1 Dividend &amp; its various forms</p> <p>5.2 Dividend policies</p> <p>5.3 factors influencing dividend policy</p> <p>5.4 goals of dividend policy</p> <p>5.5 various dividend policies</p> <p>5.6 Dividend theories</p> <p>5.7 Walter’s model</p> <p>5.8 Gordon’s model</p> <p>5.9 Modigliani-Miller theory.</p> <p>5.10 Numerical in dividend theories.</p>	<p>1. Meaning of equity share and preferential share.</p> <p>2. Meaning of debentures.</p>

SW-5 Suggested Sessional Work (SW):

- a. **Assignments:** Which one in good for a new company, dividend distribution or retained earnings.
- b. **Mini Project:** Find the data about IPO in 2023.
- c. **Other Activities (Specify):** Presentation on why share market affected by dividend policy of an organization.



### Brief of Hours suggested for the Course Outcome

Course Outcomes	Class Lecture (CI)	Sessional Work (SW)	Self-Learning (SI)	Total hour (CI+SW+SI)
31FM201.1: Students will define the financial management with profit and wealth maximization concepts.	10	1	1	12
31FMCO 201.2: Students will explain the financial planning and capital structure.	15	1	1	17
31FMCO 201.3: Students will determine leverage and cost of capital.	15	1	1	17
31FMCO 201.4: Students will calculate the capital budgeting with the difference techniques like discounted and non-discounted of capital budgeting.	10	1	1	12
31FMCO 201.5: Students will synthesize the dividend and dividend policy with their theories.	10	2	1	13
<b>Total Hours</b>	<b>60</b>	<b>6</b>	<b>5</b>	<b>71</b>

### Suggestion for End Semester Assessment

Suggested Specification Table (For ESA)

CO	Unit Titles	Marks Distribution				Total Marks
		Ap	An	Ev	Cr	
CO-1	Introduction to Financial Management					
CO-2	Financial planning & Capital Structure					
CO-3	Leverage Analysis & Cost of Capital					
CO-4	Capital Budgeting					
CO-5	Dividend Decisions					
Total						50

**Legend:**      **Ap:** Apply,                      **An:** Analyze,                      **Ev:** Evaluate      **Cr:** Create



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The end of semester assessment for Financial Management will be held with written examination of 50 marks

**Note.** Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks.

Teachers can also design different tasks as per requirement, for end semester assessment.

### Suggested Instructional/Implementation Strategies:

1. Improved Lecture
2. Tutorial
3. Case Method
4. Group Discussion
5. Role Play
6. Visit to cement plant
7. Demonstration
8. ICT Based Teaching Learning (Video Demonstration/Tutorials CBT, Blog, Facebook, Twitter, Whatsapp, Mobile, Online sources)
9. Brainstorming

### Suggested Learning Resources

#### (a) Books :

S. No.	Title	Author	Publisher	Edition & Year
1	Financial Management	Dr. S.P. Gupta	Sahitya Bhawan Publication	2019
2	<i>Fundamentals of Financial Management</i>	Prasanna Chandra	Tata McGraw-Hill	2007
3	<i>Financial Management</i>	Pandey I.M.	Vikas Publications	2008
4	<i>Financial Management</i>	Khan and Jain	Tata McGraw-Hill	2007
5	Financial Management – S.M. Inamdar			
6	Financial Management – N.M. Wechlekar			
7	Financial Management – S.C. Kuchal			





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**Cos. POs and PSOs Mapping**

**Program Title: MBA**

**Course Code: 31FM201**

**Course Title: Financial Management**

Course Outcomes	Program Outcome								Program Specific Outcome			
	Business Environment and Domain Knowledge	Critical & Analytical thinking, Business Analysis, Problem Solving and Logical Solutions	International Exposure and Cross-Cultural Understanding	Social Responsiveness and Ethos	Effective Business Communication	Leadership Development and Synergy	R&D Aptitude	Contemporary issues	theoretical as well as practical knowledge	work in various functional areas	work in various industries	to set up business enterprise
CO 1: Students will define the financial management with profit and wealth maximization concepts.	3	2	3	1	3	2	2	2	3	3	3	3
CO 2: Students will explain the financial planning and capital structure.	3	3	3	1	3	3	3	3	3	3	3	3
CO 3: Students will determine leverage and cost of capital.	3	3	2	1	2	1	1	2	3	2	2	2
CO 4: Students will calculate the capital budgeting with the difference techniques like discounted and non-discounted of capital budgeting.	3	3	2	1	2	1	3	3	3	3	3	2
CO 5: Students will synthesize the dividend and dividend policy with their theories.	3	3	2	1	1	3	2	3	3	3	3	2

**Legend: 1 – Low, 2 – Medium, 3 – High**

### Course Curriculum Map

POs & PSOs No.	COs No.& Titles	SOs No.	Laboratory Instruction (L I)	Classroom Instruction(CI)	Self-Learning(SL)
PO 1,2,3,4,5,6,7,8 PSO 1,2, 3, 4	CO 1: Students will define the financial management with profit and wealth maximization concepts.	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5		Unit-1 : <b>Introduction to Financial Management</b> 1.1,1.2,1.3,1.4,1.5,1.6,1.7, 1.8, 1.9, 1.10	
PO 1,2,3,4,5,6,7,8 PSO 1,2, 3, 4	CO 2: Students will explain the financial planning and capital structure.	SO2.1 SO2.2 SO2.3 SO2.4 SO2.5		Unit-2 : <b>Financial planning &amp; Capital Structure</b> 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8,2.9,2.10,2.11, 2.12,2.13,2.14,2.15	
PO 1,2,3,4,5,6,7,8 PSO 1,2, 3, 4	CO 3: Students will determine leverage and cost of capital.	SO3.1 SO3.2 SO3.3 SO3.4 SO3.5		Unit-3 : <b>Leverage Analysis &amp; Cost of Capital</b> 3.1,3.2,3.3,3.4,3.5,3.6,3.7,3.8,3.9,3.10, 3.11,3.12,3.13,3.14,3.15	
PO 1,2,3,4,5,6,7,8 PSO 1,2, 3, 4	CO 4: Students will calculate the capital budgeting with the difference techniques like discounted and non-discounted of capital budgeting	SO4.1 SO4.2 SO4.3 SO4.4 SO4.5		Unit-4 : <b>Capital Budgeting</b> 4.1,4.2,4.3,4.4,4.5,4.6,4.7,4.8,4.9,4.10	
PO 1,2,3,4,5,6,7,8 PSO 1,2, 3, 4	CO 201.5: Students will synthesize the dividend and dividend policy with their theories.	SO5.1 SO5.2 SO5.3 SO5.4		Unit 5: <b>Dividend Decisions</b> 5.1,5.2,5.3,5.4,5.5,5.6,5.7,5.8,5.9, 5.10	



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**Course code:** 31MM202  
**Course Title:** Marketing Management

**Pre-Requisite:** Given the breadth of the marketing sector. Students can find employment in reputable organizations in a variety of areas, including banking, finance, FMCG, advertising, media, market research, and technology, after completing an MBA in marketing. We'll talk about the requirements for a marketing MBA in this piece, along with how it can improve your career and employment opportunities in the field.

**Rationale:** For many firms, marketing is an essential component. It is an essential technique for communicating to prospective clients the value and quality of a service. Having a marketing degree, especially from a students, will provide you a skill set that employers will always value.

### Course Outcomes:

**31MM202.1:** Students will get to identify about marketing and their strategies

**31MM202.2:** Students will recognize the impact of industrialization and economic activities on environment.

**31MM202.3:** Apply basic knowledge about issues and dimensions of Consumer Behaviour.

**31MM202.4:** Students categorize about segmentation and various brand techniques.

**31MM202.5:** Validate and synthesize the growing importance of advertising and pricing concept. Manage Ecommerce and M-commerce

### Scheme of Studies

Code	Course Code	Course Title	Scheme of studies(Hours/Week)					Total Credits (C)
			CI	LI	SW	SL	Total Study Hours (CI+LI+SW+SL)	
MKT	31MM202	Marketing Management	4	0	1	1	6	4

**Legend:** **CI:** Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

**LI:** Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)

**SW:** Sessional Work (includes assignment, seminar, mini project etc.),

**SL:** Self Learning,

**C:** Credits.

**Note:** SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.



### Scheme of Assessment:

**Theory**

Scheme of Assessment:

Code	Course Code	Course Title	Scheme of Assessment (Marks)							End Semester Assessment	Total Marks
			Progressive Assessment (PRA)						Total Marks		
			Class/Home Assignment number 3 marks each (CA)	Classes Test 2 (2 best out of 3) 10 marks each (CT)	Seminar one (SA)	Class Activity any one (CAT)	Class Attendance (AT)				
MKT	31MM202	Marketing Management	15	20	10	0	5	50	(ES A)	(PRA+ESA)	

**Course-Curriculum Detailing:**

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.

**31MM202.1: Students will get to identify about marketing and their strategies**

**Approximate Hours**

Item	AppX Hrs
CI	10
LI	0
SW	1
SL	2
Total	13



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Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
<p><b>SO1.1</b> Apply key marketing theories, frameworks and tools to solve Marketing problems.</p> <p><b>SO1.2</b> students will use holistic marketing dimensions.</p> <p><b>SO1.</b> Apply the viability of a concept, <i>product*</i>, good and/ or service in a local, national or international markets</p> <p><b>SO1.4</b> Students will apply 8p's of marketing and their different strategies.</p>		<p><b>Unit 1.0- Marketing (10 Hours)</b></p> <p><b>1.1</b> Marketing definition, scope</p> <p>1.2 What is marketed, who markets.</p> <p>1.3 Modern exchange economy</p> <p>1.4 types of market. Need, want &amp; demand – types.</p> <p>1.5 Societal forces influencing marketing.</p> <p>1.6 Marketing orientation types, holistic marketing dimensions.</p> <p>1.7 8 Ps of Marketing. 1.8 Value delivery process, value chain, product oriented</p> <p>1.10 definitions of a business, Nature &amp; contents of a marketing plan</p>	<p><b>1. Learn examples of 8 p's of marketing.</b></p> <p><b>2. Types of marketing</b></p>

**SW-1 Suggested Sessional Work (SW):**

- a. **Assignments:** Discuss about value delivery chain process and marketing concept with relevant examples.
- b. **Mini Project:** not required
- c. **Other Activities (Specify):** Students Presentation

**31MM202.2: Students will recognize the impact of industrialization and economic activities on environment.**

**Approximate Hours**

Item	App X Hrs
CI	10
LI	0
SW	2
SL	1
Total	13



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**31MM202.2: Students will recognize the impact of industrialization and economic activities on environment.**

**Approximate Hours**

Item	AppX Hrs
CI	10
LI	0
SW	2
SL	1
Total	13

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
<p><b>SO2.1</b> Students will analyze marketing environment and their importance.</p> <p><b>SO2.2</b> students will examine marketing research system.</p> <p><b>So2.3</b> Students will Analyze marketing matrix.</p> <p><b>SO2.4</b> students will examine management information system.</p>		<p><b>Unit-2 Components of marketing information system (10 Hours)</b></p> <p>2.1 Components of marketing information system</p> <p>2.2 internal record, marketing intelligence.</p> <p>2.3 Environmental Analysis: fad, trend, megatrend.</p> <p>2.4 Demographic environment, economic environment, socio cultural environment, 2.4 natural environment, technological environment, political legal environment.</p> <p>2.5 Marketing research process.</p> <p>2.6 Marketing: matrix 2.7 dashboards.</p> <p>2.8 Traditional organization versus modern customer oriented company organization.</p> <p>2.9 Determinants of customer – perceived value.</p> <p>2.10 Customer product profitability analysis,</p>	<p>3. Learn latest examples of internal and external marketing environment.</p>

**SW-2 Suggested Sessional Work (SW):**

- a. Assignments: 1.discuss environmental factors and their impact on marketing.*
- 2. Need of marketing research and their importance in organizations.
- b. Mini Project:** presentation on environment impact
- c. Other Activities (Specify): students solve case study*



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**31MM202.3: Apply basic knowledge about issues and dimensions of Consumer Behaviour.**

**Approximate Hours**

Item	App X Hrs
CI	8
LI	0
SW	2
SL	1
Total	11

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
<p><b>SO3.1</b> Students will assess the overview of consumer behaviour and process.</p> <p><b>SO3.2</b> justify buying decision behaviour of consumer.</p> <p><b>SO3.3</b> Students will evaluate and act upon consumer behaviour and environmental factors concern linked to marketing activities</p>		<p><b>Unit3: Factors influencing consumer behavior (8 Hours)</b></p> <p>3.1 introduction of consumer behaviour</p> <p>3.2 Factors influencing consumer behavior social, personal.</p> <p>3.3 Model of consumer behavior,</p> <p>3.4 types of consumer behaviour</p> <p>3.5 five stage model of the consumer buying process,</p> <p>3.6 steps between evaluation of alternatives and a purchase decision.</p> <p>3.7 Business market characteristics,</p> <p>3.8 participants in business buying process purchase decision making process</p>	<p><b>1. Explain relevant examples of internal and external factor of buying decision behaviour</b></p>

**SW-3 Suggested Sessional Work (SW):**

- a. **Assignments:** Discuss about buying behaviour of consumer with relevant example.  
What do you understand by decision making process? Explain with example.
- b. **Mini Project:** prepare presentation.
- c. **Other Activities (Specify):** students will act role play and understand consumer behaviour.





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**31MM202.4: Students categorize about segmentation and various brand techniques.**

**Approximate Hours**

Item	App X Hrs
CI	22
LI	0
SW	1
SL	2
Total	25

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
<p><b>SO4.1</b> Students will Assess the market segmentation and their need.</p> <p><b>SO4.2</b> Students will evaluate Proficiency in different strategies of brand.</p> <p><b>SO4.3</b> students will defend the Competitive strategies for market leaders</p>		<p><b>Unit4: Bases for segmenting consumer markets (22 Hours)</b></p> <p>4.1 Bases for segmenting consumer markets</p> <p>4.2 geographic, demographic, psychographic</p> <p>4.3 VALS Segmentation system, behavioral</p> <p>4.4 behavioral segmentation breakdowns.</p> <p>4.5 Bases for segmenting business markets.</p> <p>4.6 Steps &amp; levels of segmentation.</p> <p>4.7 Competitive strategies for market leaders</p> <p>4.8 six types of defense strategies</p> <p>4.9 general attack strategy market follower strategies,</p> <p>4.10. product life cycle strategies Positioning,</p> <p>4.11 value proposition, point of difference,</p> <p>4.12 point of parity,</p> <p>4.13 brand,</p> <p>4.14 Developing and establishing a brand positioning bull’s eye. 4.15 Differentiation strategies: competitive advantage, means of differentiation,</p> <p>4.16 emotional branding.</p> <p>4.17 Role of brands, scope of branding, 4.18 Brand equity: customer brand equity,</p> <p>4.19 brand equity models: BRANDASSET VALUATOR Model, Brand Z model, brand resonance model.</p> <p>4.20 Brand equity drivers, Measuring brand equity: brand audit,</p> <p>4.21 brand reinforcement, brand revitalization,</p> <p>4.22 brand portfolio, brand extension, brand extendibility scorecard.</p>	<p>1. Latest examples of PLC Cycle</p> <p>2. Latest examples of different strategies of brand</p>



**SW-4 Suggested Sessional Work (SW):**

- a. **Assignments:** Discuss the concept of VALS segment. Quote with relevant example.
- b. **Mini Project:**
- c. **Other Activities (Specify):** presentation

**31MM202.5: Validate and synthesize the growing importance of advertising and pricing concept. Manage Ecommerce and M-commerce**

**Approximate Hours**

Item	AppX Hrs
CI	10
LI	0
SW	1
SL	1
<b>Total</b>	<b>12</b>

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
<p><b>SO5.1</b> Critically evaluate the marketing segmentation and the role it plays in achieving organisational success.</p> <p><b>SO5.2</b> Students will design product mix variable as to what the situation required.</p> <p><b>So5.3</b> Create a marketing strategy that includes budgets, evaluation criteria, marketing mix techniques, and marketing objectives.</p> <p><b>SO5.4</b> Students will build brand strategies and their impact in marketing</p>		<p><b>Unit 5- Product classification (10 Hours)</b></p> <p>5.1 Product levels</p> <p>5.2 product classification, product and service differentiation,</p> <p>5.3 product hierarchy, product mix, width, line. Product mix</p> <p>5.4 pricing.</p> <p>5.5 Packaging, labeling,</p> <p>5.6 Nature of services, categories of services mix, service – quality model.</p> <p>5.7 Steps in setting a pricing policy, 3 Cs model of price setting, types of pricing,</p> <p>5.8 consumer and industrial marketing channels, channel – design and management decision, 5.9 e – commerce , m- commerce,</p> <p>5.10 types of retailers the communication process model, steps in developing effective communication,</p> <p>5Ms of Advertising</p>	<p><b>3. Different types of marketing</b></p>

**SW-5 Suggested Sessional Work (SW):**

- a. **Assignments:** e-commerce and m-commerce
- b. **Mini Project:**
- c. **Other Activities (Specify):** presentation



**Brief of Hours suggested for the Course Outcome**

Course Outcomes	Class Lecture (CI)	Sessional Work (SW)	Self-Learning (SI)	Total hour (CI+SW+SI)
31MM202.1: Students will get to identify about marketing and their strategies	10	1	2	13
31MM202.2: Students will recognize the impact of industrialization and economic activities on environment.	10	2	1	13
31MM202.3: Apply basic knowledge about issues and dimensions of Consumer Behaviour	8	2	1	11
31MM202.4: Students categorize about segmentation and various brand techniques.	22	1	2	25
31MM202.5: Validate and synthesize the growing importance of advertising and pricing concept. Manage Ecommerce and M-commerce	10	1	1	12
<b>Total Hours</b>	60	7	7	77

**Suggestion for End Semester Assessment**

**Suggested Specification Table (For ESA)**

CO	Unit Titles	Marks Distribution				Total Marks
		AP	AN	Ev	CR	
CO-1	Marketing					
CO-2	Components of marketing information system					
CO-3	Factors influencing consumer behavior					
CO-4	Bases for segmenting consumer markets					
CO-5	Product classification					
Total						

**Legend: AP: Apply AN: Analysis EV: Evaluate CR: Create**



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The end of semester assessment for Marketing Management will be held with written examination of 50 marks

**Note.** Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.

### Suggested Instructional/Implementation Strategies:

1. Improved Lecture
2. Tutorial
3. Case Method
4. Group Discussion
5. Role Play
6. Visit to cement plant
7. Demonstration
8. ICT Based Teaching Learning (Video Demonstration/Tutorials  
CBT,Blog, Facebook, Twitter, Whatsapp, Mobile, Online sources)
9. Brainstorming

### Suggested Learning Resources:

(a) Books :

S. No.	Title	Author	Publisher	Edition & Year
1	Marketing Management	Ramaswamy, V.S and Namakumari, S.	, 4th Edition, Macmillan Publishers India Ltd., New Delhi	2009
2	Marketing Planning, Implementation and Control,	Pride, William, M., and O.C. Ferrell	Cengage Learning, New Delhi.	2010
3	Marketing Management, 14 e	PHILIP KOTLER,	PEARSON Publication.	



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### **Curriculum Development Team**

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2. Dr. Kausik Mukherjee , Head of the Department, Dept. of Business Administration
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10. Mr. Anurag Singh Parihar, Teaching Associate, Dept. of Business Administration
11. Ms. Kiran Chhabariya, Assistant Professor, Dept. of Business Administration

**Cos. POs and PSOs Mapping**

**Course Title: MBA**

**Course Code: 31MM202**

**Course Title: Marketing Management**

Course Outcomes	Program Outcome								Program Specific Outcome			
	Business Environment and Domain Knowledge	Critical & Analytical thinking, Business Analysis, Problem Solving and Logical Solutions	International Exposure and Cross-Cultural Understanding	Social Responsibility and Ethos	Effective Business Communication	Leadership Development and Synergy	R&D Aptitude	Contemporary issues	theoretical as well as practical knowledge	work in various functional areas	work in various industries	to set up business enterprise
CO-1 Students will get to identify about marketing and their strategies	2	2	1	1	2	1	2	2	3	3	3	3
CO-2. Students will recognize the impact of industrialization and economic activities on environment.	3	3	3	2	3	2	3	2	3	3	3	3
CO-3. Apply basic knowledge about issues and dimensions of Consumer Behaviour	2	3	2	2	2	2	3	2	3	2	2	3
CO-4 Students categorize about segmentation and various brand techniques.	3	3	3	2	2	2	3	3	3	3	3	3
CO-5 Validate and synthesize the growing importance of advertising and pricing concept. Manage Ecommerce and M-commerce	3	2	3	2	2	3	2	2	3	3	3	3

**Legend: 1 – Low, 2 – Medium, 3 – High**

### Course Curriculum Map:

POs & PSOs No.	COs No.& Titles	SOs No.	Laboratory Instruction (LI)	Classroom Instruction(CI)	Self Learning (SL)
PO:1,2,3,4,5,6,7,8 PSO 1,2, 3, 4	<b>CO-1: Students will get to identify about marketing and their strategies</b>	SO1.1 SO1.2 SO1.3 SO1.4		<b>Unit-1.0 1 Introduction of Organizational Development</b> 1.1,1.2,1.3,1.4,1.5,1.6,1.7, 1.8, 1.9, 1.10	
PO:1,2,3,4,5,6,7,8 PSO 1,2, 3, 4	<b>CO-2: Students will recognize the impact of industrialization and economic activities on environment.</b>	SO2.1 SO2.2 SO2.3 SO2.4		<b>Unit-2 Diagnosing Organizations</b> 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8, 2.9, 2.10	
PO:1,2,3,4,5,6,7,8 PSO 1,2, 3, 4	<b>CO3 : Apply basic knowledge about issues and dimensions of Consumer Behaviour.</b>	SO3.1 SO3.2 SO3.3		<b>Unit-3 : OD Interventions</b> 3.1,3.2,3.3,3.4,3.5,3.6,3.7,3.8	
PO:1,2,3,4,5,6,7,8 PSO 1,2, 3, 4	<b>CO 4:. Students categorize about segmentation and various brand techniques.</b>	SO4.1 SO4.2 SO4.3		<b>Unit-4 : Change Management</b> 4.1,4.2,4.3,4.4,4.5,4.6,4.7,4.8,4.9,4.10, 4.11,4.12,4.13,4.14,4.15,4.16,4.17,4.18,4.19,4.20,4.21, 4.22	
PO:1,2,3,4,5,6,7,8 PSO 1,2, 3, 4	<b>CO 5: Validate and synthesize the growing importance of advertising and pricing concept.</b> <b>Manage Ecommerce and M-commerce</b>	SO5.1 SO5.2 SO5.3 So5.4		<b>Unit 5: OD applications</b> 5.1,5.2,5.3,5.4,5.5,5.6,5.7,5.8,5.9,5.10	



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**Course Code:** 31HR203

**Course Title:** HUMAN RESOURCES MANAGEMENT

**Pre-requisite:** Student should have basic knowledge of business management and will be able to interpret them as and when needed.

**Rationale:** This course will correlate concepts of HR with practical aspects. Measurement of the outcomes practically stage wise of people management and organizational importance.

### Course Outcomes:

**31HR 203.1:** Students will discover the basics of human resources management with its branches and uses.

**31HR 203.2:** It will devise the execution of manpower planning in different sectors.

**31HR 203.3:** Gaps of training and effectiveness of training will be practically tested by the students.

**31HR 203.4:** Students will reframe various parts of pay packages and their implementation.

**31HR 203.5:** Students will design practical aspects of various jobs

### Scheme of Studies:

Code	Course Code	Course Title	Scheme of studies(Hours/Week)				Total Credits (C)	
			CI	LI	SW	SL		Total Study Hours (CI+LI+SW+SL)
HRM	31HR203	HUMAN RESOURCES MANAGEMENT	4	0	1	1	6	4

### Legend:

CI: Class room Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

LI: Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)

SW: Sessional Work (includes assignment, seminar, mini project etc.),

SL: Self Learning,

C: Credits.

**Note:** SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.





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**Scheme of Assessment**

Theory

Code	Course Code	Course Title	Scheme of Assessment (Marks)							
			Progressive Assessment (PRA)						End Semester Assessment	Total Marks
			Class/Home Assignment 5 number 3 marks each (CA)	Class Test 2 (2 best out of 3) 10 marks each (CT)	Seminar one (SA)	Class Activity one (CA T)	Class Attendance (AT)	Total Marks (CA+CT+SA+CAT+AT)		
HRM	31HR203	HUMAN RESOURCES MANAGEMENT	15	20	5	5	5	50	50	100

**Course-Curriculum Detailing**

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.

**31HR203.1: Students will discover the basics of human resources management with its branches and uses.**

**Approximate Hours**

Item	AppXHrs
CI	10
LI	0
SW	2
SL	1
Total	13

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)



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<p>SO1.1The students will be able to Conceptual framework of HRM will be detected</p> <p>SO1.2The students will be able to Jobs of HRM will be known to learners</p> <p>SO1.3The students will be able to build score card</p> <p>SO1.4The students will be able to Ways to analyses case will be understood</p>	<p>.</p>	<p><b>Unit-1: HRM (10 Hours)</b></p> <p>1.1 Definition, meaning, challenges, Personnel Vs HRM</p> <p>1.2 Nature of HRM, scope of HRM</p> <p>1.3 functions of HRM</p> <p>1.4 Objectives of HRM, evolution of HRM</p> <p>1.5 why to study HRM, jobs in HRM</p> <p>1.6 HRM and environment &amp; what is strategic HRM</p> <p>1.7 HR profession, HR department</p> <p>1.8 Line management responsibility in HRM</p> <p>1.9 Functional areas in HRM</p> <p>1.10 HR score card – meaning, importance &amp; uses. Case –I</p>	<p>1. HR infographics and interpretations</p> <p>2. Practical HR roles in cement plants.</p>
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SW-1 Suggested Sessional Work (SW):

- a. Assignments: HR process and roles
- b. Mini Project:

**31 HR 203.2: It will devise the execution of manpower planning in different sectors**

**Approximate Hours**

Item	AppXHrs
CI	13
LI	0
SW	2
SL	1
Total	16

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
<p>SO2.1The students will be able to understand HRP</p> <p>SO2.2The students will be able to Job analysis will be known</p> <p>SO2.3The students will be able to Recruitment and selection process can be analyzed</p> <p>SO2.4The students will be able to Uses of HRIS will be understood</p>		<p><b>Unit-2: Meaning &amp; Nature of HRP (13 Hours)</b></p> <p>2.1 importance of HRP</p> <p>2.2 factors affecting HRP</p> <p>2.3 HRP and government &amp; barriers to HRP</p> <p>2.4 Nature of job analysis</p> <p>2.5 the process of job analysis, job design and factors affecting it</p> <p>2.6 Meaning &amp; Nature of recruitment—its purpose &amp; importance</p> <p>2.7 types of recruitment, factors governing recruitment</p> <p>2.8 recruitment process &amp; alternatives to recruitment</p> <p>2.9 Selection meaning, nature, sources</p> <p>2.10 process &amp; barriers to effective selection</p> <p>2.11 Induction – meaning &amp; induction</p>	<p>1. Practical methods of HRP</p> <p>2. Job Orientations</p>



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		training in India 2.12 Placement – meaning, purpose & problems in placement 2.13 HRIS -- meaning & steps. Case –II	
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**SW-2 Suggested Sessional Work(SW):**

- a. **Assignments:** Induction, Placement and recruitment
- b. **Mini Project:** Prepare a HRIS chart.

**31 HR 203.3:** Gaps of training and effectiveness of training will be practically tested by the students

Approximate Hours

Item	AppXHrs
CI	18
LI	0
SW	4
SL	2
Total	24

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
SO3.1The students will be able to understand training  SO3.2The students will be able to Job evaluation will be known  SO3.3The students will be able to Uses of career management will be understood		<b>Unit-3 :T &amp; D (18 Hours)</b> 3.1 T & D- Meaning 3.2 Nature, inputs, gaps in training 3.3 training needs 3.4 training process 3.5 evaluation of training 3.6 effective training 3.7 types of training and career development 3.8 job evaluation and process of job evaluation 3.9 Methods of job evaluation 3.10 Importance of job 3.11 PA-meaning, need, importance 3.12 challenges, legal issues 3.13 global & new trends 3.14 Techniques including 360 degree PA Meaning of evaluation 3.15 HRD – meaning & importance in the Indian context 3.16 Career management – meaning 3.17 use and importance 3.18 Professional Development Plan. Case –III	Training process in cement plants Costing of job evaluations



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**SW-3 Suggested Sessional Work (SW):**

- a. **Assignments:** HRD, Career management and PDP
- b. **Mini Project:** Survey of HRD data in secondary education.

**31HR203.4:** Students will reframe various parts of pay packages and their implementation.

Approximate Hours

Item	AppXHrs
CI	7
LI	0
SW	2
SL	1
<b>Total</b>	<b>10</b>

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
SO4.1The students will be able to understand wages  SO4.2The students will be able to Salary administration analysis will be known  SO4.3The students will be able to Employees morale will be analyzed		<b>Unit-4: Compensation Management (7 Hours)</b> 4.1 Wage 4.2 Salary Administration 4.3Incentives 4.4 Fringe Benefits 4.5Morale 4.6 Productivity Case1 4.7 Will understand HRP	

**SW-4 Suggested Sessional Work (SW):**

- a. **Assignments:**
- b. **Mini Project:**

31 HR 203.5: Students will design practical aspects of various jobs

Approximate Hours

Item	AppXHrs
CI	12
LI	0
SW	2
SL	1
<b>Total</b>	<b>15</b>

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
SO5.1The students will be able to understand job design  SO5.2The students will be able to HR audit will be known		<b>Unit 5: Job Design (12 Hours)</b> 5.1Job design- meaning, purpose and importance rewards 5.2 Participative management 5.3 quality of work life 5.4 Other motivational techniques, Importance	1,Flexi job design  2.HR branding in CPSEs



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<p>SO5.3 The students will be able to HR accounting process can be analyzed</p> <p>SO5.4 The students will be able to Uses of dismissal will be understood</p>		<p>and limitation of participation</p> <p>5.5 Safety and health of employees –meaning, importance and things done</p> <p>5.6 HR audit--- definitions</p> <p>5.7 meaning, nature, scope and approaches</p> <p>5.8 Meanings and uses of HR, accounting and HR branding</p> <p>5.9 Discipline and Grievance Procedures: Definition, Disciplinary Procedure, Grievance Handling Procedure</p> <p>5.10 Industrial Relations: Nature, importance and approaches of Industrial Relations</p> <p>5.11 Promotion, Transfer and Separation: Promotion – purpose, principles and types; Transfer – reason, principles and types</p> <p>5.12 Separation – lay-off, resignation, dismissal, retrenchment, Voluntary Retirement Scheme Case -V</p>	
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**SW-5 Suggested Sessional Work (SW):**

- a. **Assignments:** Lay off, HR branding
- b. **Mini Project:** Survey of HR branding in manufacturing sector

**Brief of Hours suggested for the Course Outcome**

Course Outcomes	Class Lecture (CI)	Sessional Work (SW)	Self-Learning (SI)	Total hour (CI+SW+SI)
<b>31HR203.1:</b> Students will discover the basics of human resources management with its branches and uses.	10	2	1	13
<b>31HR203.2:</b> It will devise the execution of manpower planning in different sectors.	13	2	1	16
<b>31HR203.3:</b> Gaps of training and effectiveness of training will be practically tested by the students.	18	4	2	24
<b>31HR203.4:</b> Students will reframe various parts of pay packages and their implementation.	7	2	1	10
<b>31HR203.5:</b> Students will design practical aspects of various jobs	12	2	1	15
<b>Total Hours</b>	60	12	6	78



### Suggestion for End Semester Assessment

#### Suggested Specification Table (For ESA)

CO	Unit Titles	Marks Distribution				Total Marks
		AP	AN	Ev	CR	
CO-1	HRM					
CO-2	Meaning & Nature of HRP					
CO-3	T & D					
CO-4	Compensation Management					
CO-5	Job design					
Total						50

**Legends: AP: Apply AN: Analysis EV: Evaluate CR: Create**

The end of semester assessment for HUMAN RESOURCES MANAGEMENT will be held with written examination of 50 marks

Note. Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.

Suggested Instructional/Implementation Strategies:

1. Improved Lecture
2. Tutorial
3. Case Method
4. Group Discussion
5. Role Play
6. Visits
7. Demonstration
8. ICTBasedTeachingLearning(VideoDemonstration/TutorialsCBT,Blog,Facebook,Twitter,Whatsapp,Mobile, Onlinesources)
9. Brainstorming

#### Suggested Learning Resources

**(a)Books:**

S. No.	Title	Author	Publisher	Edition & Year
1	Human Resource Management	John Ivancevich	Tata McGraw Hill Publication	10th edition
2	Strategic Human Resource Management	Tanuja Agarwala	Oxford Publication	
3	Human Resource Management Text and Cases	VSP Rao	Excel Publication	2nd edition
4	Strategic Human Resource Management and Development	Richard Regis	Excel Publication	
5	Human Resource Development	Halдар	Oxford Publication	



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### **Curriculum Development Team**

1. Professor (Dr.) Harshwardhan Shrivastava, Dean, Faculty of Management Studies, AKS University
2. Dr. Kausik Mukherjee , Head of the Department, Dept. of Business Administration
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10. Mr. Anurag Singh Parihar, Teaching Associate, Dept. of Business Administration
11. Ms. Kiran Chhabariya, Assistant Professor, Dept. of Business Administration

**Cos. Pos and PSOs Mapping**

**Course Title: MBA**

**Course Code: 31HR203**

**Course Title: HUMAN RESOURCES MANAGEMENT**

Course Outcomes	Program Outcomes								Program Specific Outcome			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4
	Business Environment and Domain Knowledge	Critical & Analytical thinking, Business Analysis, Problem Solving and Logical Solutions	International Exposure and Cross-Cultural Understanding	Social Responsiveness and Ethos	Effective Business Communication	Leadership Development and Synergy	R&D Aptitude	Contemporary issues	Theoretical knowledge as well as practical knowledge	Working various functional area	Work in various industries	To set up business enterprise
CO1: Students will discover the basics of human resources management with its branches and uses.	1	1	3	2	3	2	3	2	2	3	3	1
CO-2: It will devise the execution of manpower planning in different sectors.	1	1	2	2	1	2	3	1	2	2	2	1
CO-3: Gaps of training and effectiveness of training will be practically tested by the students.	2	2	1	2	1	2	2	2	1	1	2	2



CO-4: Students will reframe various parts of pay packages and their implementation.	3	2	2	2	3	2	3	2	3	2	3	2
CO-5: Students will design practical aspects of various jobs	2	1	2	1	1	3	3	3	3	2	1	3

**Legend: 1–Low, 2–Medium, 3–High**

### Course Curriculum Map

Pos & PSOs No.	Cos No. & Titles	SOs No.	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
PO1,2,3,4,5,6,7,8 PSO1,2,3,4	CO-1: Students will discover the basics of human resources management with its branches and uses.	SO1.1 SO1.2 SO1.3 SO1.4		Unit-1. HRM  1,2,3,4,5,6,7,8,9,10	
PO1,2,3,4,5,6,7,8 PSO1,2,3,4	CO 2: It will devise the execution of manpower planning in different sectors.	SO2.1 SO2.2 SO2.3 SO2.4		Unit-2 Meaning & Nature of HRP  1,2,3,4,5,6,7,8,9,10,11,12,13	
PO1,2,3,4,5,6,7,8 PSO1,2,3,4	CO3: Gaps of training and effectiveness of training will be practically tested by the students.	SO3.1 SO3.2 SO3.3		Unit-3 : T & D  1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18	
PO1,2,3,4,5,6,7,8 PSO1,2,3,4	CO 4: Students will reframe various parts of pay packages and their implementation.	SO4.1 SO4.2 SO4.3		Unit-4: Compensation Management 1,2,3,4,5,6,7	
PO:1,2,3,4,5,6,7,8 PSO1,2,3,4	CO 5: Students will design practical aspects of various jobs	SO5.1 SO5.2 SO5.3 SO5.4		Unit5: Job design  1,2,3,4,5,6,7,8,9,10,11,12	



**Course Code:** 31MT204  
**Course Title :** Corporate-Ethics, Social Responsibility & Governance  
**Pre- requisite:** Course assessment methods : CT & EA

**Rationale:** The rationale behind corporate ethics, social responsibility, and governance lies in fostering sustainable and responsible business practices. Ethics guide decision-making, ensuring fair and honest conduct. Social responsibility emphasizes a company's obligation to contribute positively to society, beyond profit motives. Governance establishes structures for effective management and accountability. Together, these principles promote long-term success, ethical behavior, and positive societal impact, aligning businesses with broader social and environmental goals.

**Course Outcomes:**

- 31MT204.1:** Define key terms related to corporate ethics, social responsibility, governance and major historical events that shaped corporate governance practices.
- 31MT204.2:** Understand the role of governance in organizational structure and decision-making.
- 31MT204.3:** Apply governance principles to real-world corporate scenarios.
- 31MT204.4:** Analyze the impact of ethical decision-making on corporate reputation.
- 31MT204.5:** Evaluate the effectiveness of corporate governance mechanisms.

**Scheme of Studies**

Code	Course Code	Course Title	Scheme of studies(Hours/Week)				Total Credits (C)	
			CI	LI	SW	SL		Total Study Hours (CI+LI+SW+SL)
MCC	31MT204	Corporate-Ethics, Social Responsibility & Governance	4	0	1	1	6	4

**Legend:** **CI:** Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),  
**LI:** Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)



**SW:** Sessional Work (includes assignment, seminar, mini project etc.),  
**SL:** Self Learning,  
**C:** Credits.

**Note:** SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.

### Scheme of Assessment

**Theory**

Code	Course Code	Course Title	Scheme of Assessment ( Marks )							End Semester Assessment  (ESA)	Total Marks  (PRA+ESA)
			Progressive Assessment ( PRA )						Total Marks  ( CA+CT+SA+CAT+AT)		
			Class/Ho me Assignme nt 5 number 3 marks each ( CA)	Class Test2 (2 best out of 3) 10 marks each (CT)	Seminar one  ( SA)	Class Activit y any one  (CAT)	Class Attendance  (AT)				
MCC	31MT204	Corporate-Ethics, Social Responsibility & Governance	15	20	10	0	5	50	50	100	

### Course-Curriculum Detailing

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.

**31MT204.1:** Define key terms related to corporate ethics, social responsibility, governance and major historical events that shaped corporate governance practices.



**Approximate Hours**

Item	AppX Hrs
CI	12
LI	0
SW	1
SL	1
<b>Total</b>	<b>14</b>

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
<p><b>SO1.1</b> Overview of key historical ethical theories and philosophers and identify significant events shaping ethical thought over time.</p> <p><b>SO1.2</b> Explain the core principles of major ethical frameworks and comprehend the historical context influencing ethical perspectives.</p> <p><b>SO1.3</b> Analyze historical ethical dilemmas and apply relevant ethical theories and relate past ethical challenges to contemporary issues.</p> <p><b>SO1.4</b> Evaluate the impact of historical ethical ideas on societal norms and compare and contrast different ethical theories within their historical contexts.</p> <p><b>SO1.5</b> Develop connections between historical ethical concepts and current ethical frameworks and construct arguments supporting the relevance of historical ethical insights in modern contexts.</p>		<p><b>Unit-1.0 History of ethics (12 Hours)</b></p> <p>1.1 Introduction of history of ethics</p> <p>1.2 Definition of ethics</p> <p>1.3 Business ethics – nature</p> <p>1.4 Objectives of ethics</p> <p>1.5 Importance of ethics</p> <p>1.6 Pros and cons of ethics</p> <p>1.7 Business ethics – characteristics</p> <p>1.8 Need of business ethics</p> <p>1.9 Business ethics</p> <p>1.10 Ethics in business and value system</p> <p>1.11 Ethics v/s morals and values.</p> <p>1.12 Ethical theories</p>	<p>1.Ethical theories</p> <p>2.Ethics v/s morals and values</p> <p>3.Ethics in business and value system</p>

**SW-1** Suggested Sessional Work (SW):

- a. Assignments:** Describe Ethical theories
- b. Mini Project:** Ethics v/s morals and values.
- c. Other Activities (Specify):** Case study, presentation



**31MT204.2:** Understand the role of governance in organizational structure and decision-making.

**Approximate Hours**

Item	AppX Hrs
CI	09
LI	0
SW	1
SL	1
<b>Total</b>	<b>11</b>

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
<p><b>SO2.1</b> Define key principles of corporate social responsibility and memorize environmental issues relevant to business practices.</p> <p><b>SO2.2</b> Explain the importance of CSR and its impact on business reputation and understand the ecological consequences of various business activities.</p> <p><b>SO2.3</b> Apply CSR concepts to real-world business scenarios and propose eco-friendly practices for specific industries.</p> <p><b>SO2.4</b> Analyze the potential benefits and risks associated with CSR initiatives and evaluate the environmental impact of different business models.</p> <p><b>SO2.5.</b> Develop a comprehensive CSR strategy for a hypothetical company and design initiatives that integrate environmental sustainability into business operations.</p>		<p><b>Unit-2 Promoting corporate social responsibility and the environment (9 Hours)</b></p> <p>2.1 Introduction</p> <p>2.2 need &amp; limits of corporate social responsibility</p> <p>2.3 Objectives of CSR</p> <p>2.4 Functions of CSR</p> <p>2.5 Benefits of CSR</p> <p>2.6 The role of the Board of Directors</p> <p>2.7 The role of the Board of Employees</p> <p>2.8 The role of the Board of shareholders and government</p> <p>2.9 Beyond Corporate social responsibility to corporate social engagement.</p>	<p>1.CSR strategy</p> <p>2.Role of Board of directors</p> <p>3.Business strategy</p>

**SW-2 Suggested Sessional Work (SW):**

- a. **Assignments:** Role of Board of directors
- b. **Mini Project:** Business strategy
- c. **Other Activities (Specify):** Case analysis, presentation



**31MT204.3:** Apply governance principles to real-world corporate scenarios.

**Approximate Hours**

Item	AppX Hrs
CI	12
LI	0
SW	1
SL	1
<b>Total</b>	<b>14</b>

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
<p><b>SO3.1</b> Define key terms and definitions related to corporate governance and memorize the basic principles of good governance.</p> <p><b>SO3.2</b> Explain the significance of corporate governance in organizational structures and understand the roles and responsibilities of boards of directors.</p> <p><b>SO3.3</b> Apply corporate governance principles to analyze case studies and propose governance practices suitable for specific business contexts.</p> <p><b>SO3.4</b> Analyze the impact of governance structures on decision-making and examine the relationship between corporate governance and organizational performance.</p> <p><b>SO3.5</b> Evaluate the effectiveness of different governance mechanisms and assess the ethical implications of governance decisions.</p>	.	<p><b>Unit-3 : Corporate Governance (12 Hours)</b></p> <p>3.1 Issues</p> <p>3.2 need of corporate governance code</p> <p>3.3 Objectives of Corporate Governance</p> <p>3.4 Functions of Corporate Governance</p> <p>3.5 Benefits of Corporate Governance</p> <p>3.6 code of corporate practices</p> <p>3.7 corporate social reporting</p> <p>3.8 corporate governance system world wide</p> <p>3.9 corporate disclosure and investor protection in India.</p> <p>3.10 Ethical issues: corruption and bribery</p> <p>3.11 cheating the shareholder</p> <p>3.12 string operation</p>	

**SW-3 Suggested Sessional Work (SW):**

- a. Assignments:** corporate disclosure and investor protection in India.
- b. Mini Project:** corporate governance system world wide
- c. Other Activities (Specify):** case analysis and presentation



**31MT204.4:** Analyze the impact of ethical decision-making on corporate reputation.

**Approximate Hours**

Item	AppX Hrs
CI	15
LI	0
SW	1
SL	1
<b>Total</b>	<b>17</b>

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self Learning (SL)
<p><b>SO4.1</b> Define fundamental ethical principles applicable to business and memorize key ethical considerations in corporate decision-making.</p> <p><b>SO4.2</b> Explain how ethical considerations influence business practices and understand the role of ethics in shaping corporate values and culture.</p> <p><b>SO4.3</b> Apply ethical frameworks to analyze business dilemmas and decision points and propose ethical strategies for specific business scenarios.</p> <p><b>SO4.4</b> Analyze the impact of ethical choices on organizational reputation and examine how ethical considerations intersect with corporate strategy.</p> <p><b>SO4.5</b> Evaluate the ethical dimensions of different business strategies and assess the effectiveness of ethical considerations in guiding corporate decision-making.</p>	.	<p><b>Unit-4 : Ethics impact in Business and Corporate Strategy (15 Hours)</b></p> <p>4.1 Ethical issues in capitalism</p> <p>4.2 market system – ethics</p> <p>4.3 ethics and social responsibility</p> <p>4.4 Objective s of ethics and social responsibility</p> <p>4.5 Functions of Social Responsibility</p> <p>4.6 Importance of Social Responsibility</p> <p>4.7 ethics and marketing</p> <p>4.8 ethics in finance</p> <p>4.9 ethics and human resources</p> <p>4.10 ethics and information technology</p> <p>4.11 Ethical theories and approaches</p> <p>4.12 Global industrial competition , Information technology, Competitive strategy</p> <p>4.13 Benchmarking total quality management</p> <p>4.14 Brand Building, Promotional strategies</p> <p>4.15 Corporate Restructuring Mergers and Acquisitions.</p>	<p>1. Ethical theories and approaches</p> <p>2. ethics and information technology</p> <p>3. ethics and social responsibility</p>

SW-4 Suggested Sessional Work (SW):

- a. Assignments:** Corporate Restructuring Mergers and Acquisitions.
- b. Mini Project:** Brand Building, Promotional strategies
- c. Other Activities (Specify):** Presentation, group discussion, case analysis





**31MT204.5: Evaluate the effectiveness of corporate governance mechanisms.**

Item	AppX Hrs
CI	12
LI	0
SW	1
SL	1
Total	14

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
<p><b>SO5.1</b> Define key concepts related to Indianism and Indian management philosophy and memorize significant figures and historical events shaping Indian management practices.</p> <p><b>SO5.2</b> Explain the foundational principles of Indian management and understand the cultural and historical context influencing Indian management approaches.</p> <p><b>SO5.3</b> Apply Indian management principles to analyze case studies within an Indian context and propose management strategies that align with Indian cultural values.</p> <p><b>SO5.4</b> Analyze the strengths and weaknesses of Indian management styles and examine how cultural factors impact decision-making in Indian organizations.</p> <p><b>SO5.5</b> Evaluate the effectiveness of Indian management practices in diverse business environments and assess the adaptability of Indian management approaches to global contexts.</p>		<p><b>Unit 5: Indianism and Indian management and Global Social Issues (12 Hours)</b></p> <p>5.1 Introduction of global and social issues</p> <p>5.2 core concept, development; Indianism as mantra of infinity and diversity</p> <p>5.3 ethical problems; moral principles for manager</p> <p>5.4 Sources of Indian ethos in management: Vedas,</p> <p>5.5 Sources of Indian ethos in management: shastras,</p> <p>5.6 Sources of Indian ethos in management: puranas.</p> <p>5.7 Environmental ethics : Discussion , environmental activism of India</p> <p>5.8 Economic justice and Business ethics</p> <p>5.9 Corporate and National problem . MNC and Indian Experience</p> <p>5.10 Working at cracks : Managers with a difference</p> <p>5.11 Marketing Ethics – discussion : bluffing in Indian marketing research.</p> <p>5.12 Ethical Issues in advertisement</p>	<p>1. core concept, development; Indianism as mantra of infinity and diversity</p> <p>2. Sources of Indian ethos in management: Vedas , shastras, puranas</p> <p>3. Marketing Ethics – discussion : bluffing in Indian marketing research.</p>



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SW-5 Suggested Sessional Work (SW):

- a. **Assignment- Ethical** issues in advertisement
- b. **Mini Project:** Sources of Indian ethos in management: Vedas, shastras, puranas
- c. **Other Activities (Specify):** Presentation, group discussion

**Brief of Hours suggested for the Course Outcome**

Course Outcomes	Class Lecture (CI)	Sessional Work (SW)	Self-Learning (SI)	Total hour (CI+SW+SI)
<b>31MT204.1:</b> Define key terms related to corporate ethics, social responsibility, governance and major historical events that shaped corporate governance practices.	12	1	1	<b>14</b>
<b>31MT204.2:</b> Understand the role of governance in organizational structure and decision-making	9	1	1	<b>11</b>
<b>31MT204.3:</b> Apply governance principles to real-world corporate scenarios.	12	1	1	14
<b>31MT204.4:</b> Analyze the impact of ethical decision-making on corporate reputation.	15	1	1	17
<b>31MT204.5:</b> Evaluate the effectiveness of corporate governance mechanisms.	12	1	1	<b>14</b>
<b>Total Hours</b>	<b>60</b>	<b>05</b>	<b>05</b>	<b>70</b>



### Suggestion for End Semester Assessment

**Suggested Specification Table (For ESA)**

CO	Unit Titles	Marks Distribution				Total Marks
		Ap	An	Ev	Cr.	
CO1	History of ethics					
CO2	Promoting corporate social responsibility and the environment					
CO3	Corporate Governance					
CO4	Ethics impact in Business and Corporate Strategy					
CO5	Indianism and Indian management					
Total						50

**Legend:** Ap.: Apply, An.: Analyze, Ev.: Evaluate Cr.: Create

**Note.** Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks.  
Teachers can also design different tasks as per requirement, for end semester assessment.

#### Suggested Instructional/Implementation Strategies:

1. Improved Lecture
2. Tutorial
3. Case Method
4. Group Discussion
5. Role Play
6. Visit to cement plant
7. Demonstration
8. ICT Based Teaching Learning (Video Demonstration/Tutorials CBT,Blog, Facebook, Twitter, WhatsApp, Mobile, Online sources)
9. Brainstorming



## Suggested Learning Resources

**(a) Books:**

S. No.	Title	Author	Publisher	Edition & Year
1	ETHICS IN MANAGEMENT	SHERELEKAR	HIMALAYA PUBLISHING, NEW DELHI	
2	STUDY IN BUSINESS ETHICS	RITYPARNA RAJ	HIMALAYA PUBLISHING, BOMBAY	
3	BUSINESS ETHICS	LAURA P HARTMAN ABHA CHATTERJEE	TATA Mc Graw hill	
4	Lecture note provided by Faculty of Management, AKS University, Satna.			

## Curriculum Development Team

1. Professor (Dr.) Harshwardhan Shrivastava, Dean, Faculty of Management Studies, AKS University
2. Dr. Kausik Mukherjee , Head of the Department, Dept. of Business Administration
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11. Ms. Kiran Chhabariya, Assistant Professor, Dept. of Business Administration

**Cos. POs and PSOs Mapping**

**Course Title: MBA**

**Course Code: 31MT204**

**Course Title: Corporate-Ethics, Social Responsibility & Governance**

Course Outcomes	Program Outcomes								Program Specific Outcome			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4
	Business Environment and Domain Knowledge	Critical & Analytical thinking, Business Analysis, Problem Solving and Logical Solutions	International Exposure and Cross-Cultural Understanding	Social Responsive ness and Ethos	Effective Business Communication	Leadership Development and Synergy	R&D Aptitude	Contemporary issues	Theoretical knowledge as well as practical knowledge	Work in various functional area	Work in various industries	To set up business enterprise
<b>CO1:</b> Define key terms related to corporate ethics, social responsibility, governance and major historical events that shaped corporate governance practices.	3	3	1	3	2	3	3	2	2	1	1	1
<b>CO-2:</b> Understand the role of governance in organizational structure and decision-making.	3	3	3	3	2	2	1	3	1	1	1	1
<b>CO-3:</b> Apply governance principles to real-world corporate scenarios.	3	3	3	3	1	1	2	3	1	2	1	1
<b>CO-4:</b> Analyze the impact of ethical decision-making on corporate reputation.	3	3	3	3	1	1	2	3	2	1	1	2
<b>CO-5:</b> Evaluate the effectiveness of corporate governance mechanisms.	3	1	1	1	1	1	1	1	3	1	2	1

**Legend: 1 – Low, 2 – Medium, 3 – High**

### Course Curriculum Map

POs & PSOs No.	COs No.& Titles	SOs No.	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
PO 1,2,3,4,5,6 7,8  PSO 1,2, 3, 4	CO-1: Define key terms related to corporate ethics, social responsibility, governance and major historical events that shaped corporate governance practices.	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5		Unit-1.0 <b>History of ethics</b>  1.1,1.2,1.3,1.4,1.5,1.6,1.7,1.8,1.9	
PO 1,2,3,4,5,6 7,8  PSO 1,2, 3, 4	CO 2 : Understand the role of governance in organizational structure and decision-making.	SO2.1 SO2.2 SO2.3 SO2.4 SO2.5		Unit-2 <b>Promoting corporate social responsibility and the environment</b> 2.1,2.2,2.3,2.4,2.5,2.6	
PO 1,2,3,4,5,6 7,8  PSO 1,2, 3, 4	CO3 : Apply governance principles to real-world corporate scenarios.	SO3.1 SO3.2 SO3.3 SO3.4 SO3.5		Unit-3 : <b>Corporate Governance</b>  3.1,3.2,3.3,3.4,3.5,3.6,3.7,3.8,3.9	
PO 1,2,3,4,5,6 7,8  PSO 1,2, 3, 4	CO 4: Analyze the impact of ethical decision-making on corporate reputation.	SO4.1 SO4.2 SO4.3 SO4.4 SO4.5		Unit-4 : <b>Ethics impact in Business and Corporate Strategy</b>  4.1,4.2,4.3,4.4,4.5,4.6,4.7,4.8,4.9,4.10,4.11,4.12,	
PO 1,2,3,4,5,6 7,8  PSO 1,2, 3, 4	CO 5: Evaluate the effectiveness of corporate governance mechanisms.	SO5.1 SO5.2 SO5.3 SO5.4 SO5.5		Unit 5: <b>Indianism and Indian management</b> 5.1,5.2,5.3,5.4,5.5,5.6,5.7,5.8,5.9,	



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**Course Code:** 31SO205

**Course Title:** Research Methodology

**Pre- requisite:** Student should have enquiring mind set and basic knowledge of Business Statistics and Computer.

**Rationale:** All the progress and development are the result of research, in today’s business world business environment is very dynamic, things are changing very quickly, there is throat-cut competition among the business firms, so those firms will only survive which will do research and development work and innovate new product, process and will have idea about consumer behaviour. Without having knowledge of research methodology any one cannot do research properly, so the study of research methodology is very important for management students.

### Course Outcomes:

**31SO205.1:** The student will define research, research problem, and hypothesis.

**31SO205.2:** The student will explain about the Research Design, Sampling Design and use of different sampling techniques.

**31SO205.3:** The student will illustrate the construction of scales, process of primary and secondary data collection with the help of, different data collection methods.

**31SO205.4:** The students will apply the descriptive statistics, z-test, t-test, f-test, chi square-test and ANOVA in the data analysis.

**31SO205.5:** Student will ethically prepare a research report.

### Scheme of Studies:

Code	Course Code	Course Title	Scheme of studies (Hours per Week)				Total Credits(C)	
			CI	LI	SW	SL		Total Study Hours (CI+LI+SW+SL)
Programme (MCC)	<b>31SO205</b>	Research Methodology	4	0	1	1	6	4



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- Legend:**
- CI:** Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),
  - LI:** Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)
  - SW:** Sessional Work (includes assignment, seminar, mini project etc.),
  - SL:** Self Learning,
  - C:** Credits.

**Note:** SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.

### Scheme of Assessment:

#### Theory

Code	Course Code	Course Title	Scheme of Assessment (Marks)					End Semester Assessment (ESA)	Total Marks (PRA+ESA)
			Progressive Assessment (PRA)						
			Class/Home Assignment 5 Assignments 3 marks Each (CA)	2 Class Test (Best 2 out of 3) 10 marks Each (CT)	One Seminar (SA)	Class Attendance (AT)	Total Marks  (CA+CT+SA+AT)		
MCC	31SO205	Research Methodology	15	20	10	5	50	100	

#### Course-Curriculum Detailing

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.





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**31SO205.1: The student will define research, research problem, and hypothesis.**

### Approximate Hours

Item	AppX Hrs
CI	09
LI	0
SW	1
SL	1
Total	11

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
<p><b>SO1.1</b> Student will Explain about Research and Types of research</p> <p><b>SO1.2</b> Student will describe the research process.</p> <p><b>SO1.3</b> Student will formulate the research problem</p> <p><b>SO1.4</b> Student will formulate the hypothesis.</p>	.	<p><b>Unit-1: Introduction to Research (9 Hours)</b></p> <p>1.11 Meaning and Purpose of research</p> <p>1.12 Types of Research.</p> <p>1.13 Significance of Research and Research Methods Vs Research Methodology.</p> <p>1.14 Research Process.</p> <p>1.15 Criteria of a good Research</p> <p>1.16 Problems Encountered by Researchers in India.</p> <p>1.17 Identification and Selection of a Research Problem</p> <p>1.18 Research problem formulation</p> <p>1.19 Research Question and Hypothesis formulation.</p>	3. Methods of qualitative and quantitative research.

**SW-1 Suggested Sessional Work (SW):**

**a. Assignments:**

- i. Process of research, Problems encountered by researchers in India
- ii. Purpose and Types of Research

**b. Mini Project:**

- i. Formulate the research problem related to general management, finance, HR , and marketing .

**c. Other Activities (Specify):** Student will formulate the hypothesis in the class room under the guidance of subject teacher.



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**31SO205.2: The student will explain about the Research Design, Sampling Design and use of different sampling techniques.**

**Approximate Hours**

Item	Appx Hrs
CI	18
LI	0
SW	2
SL	1
Total	21

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
<p><b>SO2.1</b> Student will explain about the research design.</p> <p><b>SO2.2</b> Student will Differentiate between Exploratory Research Design and Descriptive Research Design.</p> <p><b>SO2.3</b> Student will explain about the various experimental research designs.</p> <p><b>SO2.4</b> Student will explain about the process of Sample design.</p> <p><b>SO2.5</b> Student will demonstrate the use of various sampling techniques.</p>		<p><b>Unit- 2: Research Design and Sampling Design (18 Hours)</b></p> <p>2.1 Meaning and need of research design.</p> <p>2.2 Features of a Good Research Design.</p> <p>2.3 Exploratory Research Design</p> <p>2.4 Descriptive and Diagnostic Research Design</p> <p>2.5 Basic Principle of Experimental Designs</p> <p>2.6 Informal Experimental Research Designs.</p> <p>2.7 Formal Experimental Research Designs: - Completely Randomized Design.</p> <p>2.8 Formal Experimental Research Designs: - Randomized Block Design.</p> <p>2.9 Formal Experimental Research Designs: -Latin Square Design.</p> <p>2.10 <b>Sampling Design:</b> - Meaning of Sample, Census and Sampling Design.</p> <p>2.11 Steps of Sampling Design.</p> <p>2.12 Types of Sampling: Non-Probability Sampling Techniques.</p> <p>2.13 Types of Sampling: Probability</p>	<p>i. Factorial Design</p> <p>i. Advantages and Limitations of Sampling.</p>



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		<p>Sampling Techniques- Simple</p> <p>Random Techniques.</p> <p>2.14 Types of Sampling: Probability</p> <p>Sampling Techniques- Complex</p> <p>Random Techniques-Systematic</p> <p>Sampling, Stratified Sampling.</p> <p>2.15 Types of Sampling: Probability</p> <p>Sampling Techniques- Complex</p> <p>Random Techniques-Cluster Sampling,</p> <p>Multi-Stage Sampling.</p> <p>2.16 Types of Sampling: Probability</p> <p>Sampling Techniques- Complex</p> <p>Random Techniques-Sampling with</p> <p>probability proportional to size and</p> <p>Sequential Sampling.</p> <p>2.17 Sampling and Non-Sampling Errors.</p> <p>2.18 Determination of Sample Size.</p>	
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**SW-2 Suggested Sessional Work (SW):**

**a. Assignments:**

- I. Types of Research Designs
- II. Types of Sampling Designs

**b. Mini Project:**

- i. Make an appropriate sample design for a topic (Topic will be given by a subject teacher)

**c. Other Activities (Specify):** Determination of sample size in the class under the guidance of a subject teacher.

**31SO205.3: The student will illustrate the construction of scales, process of primary and secondary data collection with the help of, different data collection methods.**

**Approximate Hours**

Item	Appx Hrs
CI	13
LI	0
SW	2
SL	1
Total	16



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Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
<p><b>SO3.1</b> Student will be able to measure the data in appropriate measurement scale.</p> <p><b>SO3.2</b> Student will apply the appropriate scaling technique in his / her research work.</p> <p><b>SO3.3</b> Student will differentiate between primary and secondary data.</p> <p><b>SO3.4</b> Student will design the appropriate questionnaire and schedule.</p> <p><b>SO3.5</b> Student will be able to collect the primary and secondary data.</p>	.	<p><b>Unit- 3: Scaling Techniques and Data Collection (13 Hours)</b></p> <p>3.1 Meaning of Measurement scale and Classification of Measurement Scales – Nominal, Ordinal, Interval and Ratio Scales.</p> <p>3.2 Validity and Reliability of Scales.</p> <p>3.3 Scaling Techniques- Comparative Scaling Techniques.</p> <p>3.4 Scaling Techniques- Non-Comparative Scaling Techniques.</p> <p>3.5 Data Collection- Meaning of Primary Data and Observation method.</p> <p>3.6 Personal Interviews</p> <p>3.7 Telephonic Interviews</p> <p>3.8 Questionnaire Method.</p> <p>3.9 Main Aspects of a Questionnaire</p> <p>3.10 Schedule Method</p> <p>3.11 Difference between Questionnaire and Schedule</p> <p>3.12 Meaning and Sources of secondary data.</p> <p>3.13 Precautions while using secondary data.</p>	<p>i) Focus groups</p> <p>ii) Case Study</p> <p>iii) Content Analysis</p>

**SW-3 Suggested Sessional Work (SW):**

- a. Assignments:**
  - i. Application of comparative and non-comparative scaling techniques.
  - ii. Interview and Observation Methods.
- b. Mini Project:** Design a appropriate questionnaire for your research problem (topic will be given by a subject teacher)
- c. Other Activities (Specify):** Student will a collect secondary data from different government sources (Sources will be given by a subject teacher)



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**31SO205.4: The students will apply the descriptive statistics, z-test, t-test, f-test, chi square-test and ANOVA in the data analysis.**

**Approximate Hours**

Item	Appx Hrs
CI	13
LI	0
SW	2
SL	2
Total	17

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
<p><b>SO4.1</b> Student will be able to edit, code, and classify the collected data.</p> <p><b>SO4.2</b> Student will be able to tabulate the data.</p> <p><b>SO4.3</b> Student will be able to graphically represent the data.</p> <p><b>SO4.4</b> Student will be able to apply the z-test, t-test, f-test and chi square test in his / her research work.</p> <p><b>SO4.5</b> Student will use the SPSS for data feeding and analysis.</p>		<p><b>Unit- 4: Data Preparation and Hypothesis Testing (13 Hours)</b></p> <p>4.1 Concepts of Editing, Coding, and Classification.</p> <p>4.2 Tabulation and rules of tabulation.</p> <p>4.3 Graphical Representation of Data.</p> <p>4.4 Overview of Descriptive Statistics- Mean, Median and Mode.</p> <p>4.5 Overview of Descriptive Statistics- Mean Deviation and Standard Deviation.</p> <p>4.6 Z-test</p> <p>4.7 T-test</p> <p>4.8 Chi-square Test-Introduction and conditions to apply chi-square test.</p> <p>4.9 Chi-square test- Numerical.</p> <p>4.10 F-test</p> <p>4.11 One way ANOVA</p> <p>4.12 Two Way ANOVA</p> <p>4.13 Application of SPSS for Data Analysis.</p>	<p>i.Practice of z-test numerical questions</p> <p>ii.Practice of t-test numerical questions</p> <p>iii.Practice of Chi-Square test numerical questions</p>

SW-4 Suggested Sessional Work (SW):

**a. Assignments:**

- I. Calculation of Mean, Median, Mode, Mean deviation and Standard deviation.
- II. Application of z-test ANOVA and Chi-square test.

**b. Mini Project:** Do a market survey and apply Chi-square test to test your hypothesis. (Topic will be given by a subject teacher)

**c. Other Activities (Specify):** Analyze secondary data collected from RBI website. (Instructions will be given by subject teacher)



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**31SO205.5: Student will ethically prepare a research report.**

**Approximate Hours**

Item	Appx Hrs
CI	7
LI	0
SW	2
SL	1
Total	10

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
<p><b>SO5.1</b> Student will be able to explain the Significance of research report.</p> <p><b>SO5.2</b> Student will be able to write a research report.</p> <p><b>SO5.3</b> Student will describe the different styles of report writing.</p> <p><b>SO5.4</b> Student will apply the ethics in research.</p>		<p><b>Unit 5: Report Writing and Publication Ethics</b></p> <p>5.1 Meaning of research report and Significance of Report Writing.</p> <p>5.2 Different Steps in Writing Report.</p> <p>5.3 Structure or Layout of the Research Report.</p> <p>5.4 Types of Reports- Technical Report.</p> <p>5.5 Types of Reports –Popular Report and oral presentation.</p> <p>5.6 Styles of Report Writing.</p> <p>5.7 Overview of Research &amp; Publication Ethics.</p>	i. APA Style.

**SW-5 Suggested Sessional Work (SW):**

- a. Assignments:** Process of report writing and Structure or layout of Research Report.
- b. Mini Project:** Do a market survey and write a report for the same.
- c. Other Activities (Specify):** Write a note on referencing and citations.



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### Brief of Hours suggested for the Course Outcome

Course Outcomes	Class Lecture (CI)	Sessional Work (SW)	Self-Learning (SI)	Total hour (CI+SW+SI)
<b>31SO205.1:</b> The student will define research, research problem, and hypothesis.	9	1	1	11
<b>31SO205.2:</b> The student will explain about the Research Design, Sampling Design and use of different sampling techniques.	18	2	1	21
<b>31SO205.3:</b> The student will illustrate the construction of scales, process of primary and secondary data collection with the help of, different data collection methods.	13	2	1	16
<b>31SO205.4:</b> The students will apply the descriptive statistics, z-test, t-test, f-test, chi square-test and ANOVA in the data analysis.	13	2	2	17
<b>31SO205.5:</b> Student will ethically prepare a research report.	7	2	1	10
<b>Total Hours</b>	60	9	6	75

### Suggestion for End Semester Assessment

Suggested Specification Table (For ESA)

CO	Unit Titles	Marks Distribution				Total Marks
		Ap	An	Ev	Cr	
CO-1	INTRODUCTION TO RESEARCH					
CO-2	RESEARCH DESIGN AND SAMPLING DESIGN					
CO-3	SCALING TECHNIQUES AND DATA COLLECTION					
CO-4	DATA PREPARATION AND HYPOTHESIS TESTING					
CO-5	REPORT WRITING AND PUBLICATION ETHICS					
Total						50

**Legend:** Ap: Apply, An.: Analyze, Ev: Evaluate Cr: Create



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The end of semester assessment for Research Methodology will be held with written examination of 50 marks.

**Note.** Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.

### Suggested Instructional/Implementation Strategies:

1. Improved Lecture
2. Tutorial
3. Case Method
4. Group Discussion
5. Role Play
6. Demonstration
7. ICT Based Teaching Learning (Video Demonstration/Tutorials, CBT,Blog, Facebook, Twitter, WhatsApp, Mobile, Online sources)
8. Brainstorming

### Suggested Learning Resources

#### (a) Books:

S. No.	Title	Author	Publisher	Edition & Year
1	Research Methodology Methods & Techniques	Kothari C. R.	New Age International Publishers	Latest
2	Research Methods for Business students	Saunders	Prentice hall	Latest
3	Business Research Methods	Cooper and Schindler	Tata Mc Graw Hill	Latest
4	Research Methodology	C. Murthy	Vrinda Publications	Latest
5	Research Methodology	Panneer Selvam	Prentice Hall of India	Latest





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### **Curriculum Development Team**

1. Professor (Dr.) Harshwardhan Shrivastava, Dean, Faculty of Management Studies, AKS University
2. Dr. Kausik Mukherjee, Head of the Department, Dept. of Business Administration
3. Dr. Pradeep Chaurasia, Associate Professor, Dept. of Business Administration
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7. Mr. Pramod Kumar Dwivedi, Assistant Professor, Dept. of Business Administration
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10. Mr. Anurag Singh Parihar, Teaching Associate, Dept. of Business Administration
11. Ms. Kiran Chhabariya, Assistant Professor, Dept. of Business Administration

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**Cos, POs and PSOs Mapping**

**Program Title: MBA**

**Course Code: 31SO205**

**Course Title: Research Methodology**

Course Outcomes	Program Outcome								Program Specific Outcome			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4
	Business Environment and Domain Knowledge	Critical & Analytical thinking, Business Analysis, Problem Solving and Logical Solutions	International Exposure and Cross-Cultural Understanding	Social Responsiveness and Ethos	Effective Business Communication	Leadership Development and Synergy	R&D Aptitude	Contemporary issues	Theoretical as well as practical knowledge	Work in various functional areas	Work in various industries	To Setup Business Enterprise
CO1: The student will define research, research problem, and hypothesis.	-	2	-	1	1	-	3	2	1	1	1	1
CO2: The student will explain about the Research Design, Sampling Design and use of different sampling techniques.	1	3	1	1	2	-	3	2	1	1	1	-
CO3: The student will illustrate the construction of scales, process of primary and secondary data collection with the help of, different data collection methods.	2	3	1	-	1	-	3	1	2	1	1	-
CO4: The students will apply the descriptive statistics, z-test, t-test, f-test, chi square-test and ANOVA in the data analysis.	1	3	1	1	1	-	3	1	2	2	1	-
CO5: Student will ethically prepare a research report.	1	3	-	1	2	1	3	1	2	2	1	-

**Legend: 1 – Low, 2 – Medium, 3 – High**

### Course Curriculum Map

POs & PSOs No.	COs No.& Titles	SOs No.	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
PO 1,2,3,4,5,6, 7,8 PSO 1,2, 3, 4	CO1: The student will define research, research problem, and hypothesis.	SO1.1 SO1.2 SO1.3 SO1.4		Unit-1: INTRODUCTION TO RESEARCH 1.1, 1.2, 1.3, 1.4, 1.5,1.6,1.7, 1.8, 1.9	
PO 1,2,3,4,5,6, 7,8 PSO 1,2, 3, 4	CO2: The student will explain about the Research Design, Sampling Design and use of different sampling techniques.	SO2.1 SO2.2 SO2.3 SO2.4 SO2.5		Unit-2: RESEARCH DESIGN AND SAMPLING DESIGN 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8, 2.9, 2.10, 2.11, 2.12, 2.13, 2.14, 2.15, 2.16, 2.17, 2.18	
PO 1,2,3,4,5,6, 7,8 PSO 1,2, 3, 4	CO3: The student will illustrate the construction of scales, process of primary and secondary data collection with the help of, different data collection methods.	SO3.1 SO3.2 SO3.3 SO3.4 SO3.5		Unit-3: SCALING TECHNIQUES AND DATA COLLECTION 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8, 3.9, 3.10, 3.11, 3.12, 3.13	
PO 1,2,3,4,5,6, 7,8 PSO 1,2, 3, 4	CO4: The students will apply the descriptive statistics, z-test, t-test, f-test, chi square-test and ANOVA in the data analysis.	SO4.1 SO4.2 SO4.3 SO4.4 SO4.5		Unit-4: DATA PREPARATION AND HYPOTHESIS TESTING 4.1, 4.2, 4.3 4.4, 4.5, 4.6, 4.7, 4.8, 4.9, 4.10, 4.11, 4.12, 4.13	
PO 1,2,3,4,5,6, 7,8 PSO 1,2, 3, 4	CO5: Student will ethically prepare a research report.	SO5.1 SO5.2 SO5.3 SO5.4		Unit 5: REPORT WRITING AND PUBLICATION ETHICS 5.1, 5.2, 5.3, 5.4, 5.5, 5.6, 5.7	



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**Course Code:** 31MT209

**Course Title:** Business Communication

**Pre- requisite:** Students must have basic knowledge of English language

**Rationale:** In order to compete in this fast-growing world, LSWR skills of the students should be well developed and enhanced. Besides, they must have effective communication skills as it plays a vital role in shaping individuals personality and career. It also boots the confidence and prepares them to face the audience fearlessly.

### Course Outcomes:

**31MT209.1:** Students will be able to speak confidently in public as all the topics chosen emphasis on improving speaking skills and developing self confidence amongst them.

**31MT209.2:** Students will be able to interact properly with improved Leadership Skills, Problem Solving Skills, Social skills and Communication Skills. Students will also be able to understand the Importance of Team Work.

**31MT209.3:** Students will be able to communicate effectively in Hindi and English languages without hindrances.

**31MT209.4:** Students will be able to convey their messages accurately by understanding the significance of grammar as it plays a vital role in improving speaking and writing skills.

**31MT209.5:** The Understanding of Indian Culture and English Language will be developed through the study of Dramas and Poems written by Indian Writers.

### Scheme of Studies:

Code	Course Code	Course Title	Scheme of studies (Hours per Week)				Total Credits (C)	
			CI	LI	SW	SL		Total Study Hours (CI+LI+SW+SL)
Programme (MCC)	<b>31MT209</b>	Business Communication	4	0	1	1	6	4



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- Legend:**
- CI:** Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),
  - LI:** Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)
  - SW:** Sessional Work (includes assignment, seminar, mini project etc.),
  - SL:** Self Learning,
  - C:** Credits.

**Note:** SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.

### Scheme of Assessment

#### Theory

Code	Course Code	Course Title	Scheme of Assessment (Marks)						
			Progressive Assessment (PRA)					End Semester Assessment (ESA)	Total Marks (PRA+ESA)
			Class/Home Assignment 5 number 3 marks each (CA)	Class Test 2 (2 best out of 3) 10 marks each (CT)	Seminar one (SA)	Class Attendance (AT)	Total Marks (PRA)  (CA+CT+SA+CAT+AT)		
MCC	<b>31MT209</b>	Business Communication	15	20	10	5	50	50	100

### Course-Curriculum Detailing

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self-Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.



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**31MT209.1: Students will be able to speak confidently in public as all the topics chosen emphasis on improving speaking skills and developing self confidence amongst them.**

### Approximate Hours

Item	AppXHrs
CI	12
LI	0
SW	1
SL	1
Total	14

Session Outcomes (SOs)	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
SO1.1 Students will be able to introduce themselves SO1.2 Understand the concept of Oral Presentation SO1.3 Students will be able to dress and present effectively SO1.4 Understand the importance of Body Language SO1.5 Students will be able to influence mass through skit and dramas.		<b>Self-grooming, Basic Etiquettes and Presentation Skill (12 Hours)</b> 1.1 Self-introduction 1.2 Dummy sessions on professional introduction 1.3 Oral Presentation 1.4 Characteristics of presentation. 1.5 Presentation tips and techniques 1.6 The importance of Education 1.7 The importance of English in Today's World 1.8 Necessity of uniforms in a college 1.9 Professional dressing and grooming etiquettes. 1.10 Body Language tips and techniques. 1.11 Role play sessions on following topics: Classroom interaction, Hospital Scene and Scene at Railway station 1.12 Performance by Students	1) Prepare a presentation on the given topics.  2) Prepare a play on the given topics.

SW-1 Suggested Sessional Work (SW):

**a. Assignments:**

**b. Mini Project:**

**c. Other Activities (Specify):**



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**31MT209.2: Students will be able to interact properly with improved Leadership Skills, Problem Solving Skills, Social skills and Communication Skills. Students will also be able to understand the Importance of Team Work.**

**Approximate Hours**

Item	AppXHrs
CI	13
LI	0
SW	1
SL	1
Total	15

Session Outcomes (SOs)	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
<p><b>SO2.1</b> Understand the techniques of Group Discussion</p> <p><b>SO2.2</b> Understand the concept of Debate</p> <p><b>SO2.3</b> Students will be able to design a professional resume and crack interview</p> <p><b>SO2.4</b> Explain the concept of how to ace in an interview.</p>		<p><b>UNIT 2 – Confidence building skills, Interview Skills and Resume Writing (13 Hours)</b></p> <p>2.1 Group Discussion</p> <p>2.2 Do’s and Donts of GD</p> <p>2.3 Group Discussion session- impact of Covid 19 on mental health or similar topics.</p> <p>2.4 Group Discussion session- impact of social media on lives or related topics.</p> <p>2.5 Group Discussion session- pros and cons of technology or interrelated topics</p> <p>2.6 Debate</p> <p>2.7 Difference between GD and Debate</p> <p>2.8 Do’s and Don’ts of Debate</p> <p>2.9 Debate topics on Should the Use of Plastic Be Banned? Should Parents Decide Which Career Their Children Will Pursue?, Is Artificial Intelligence Useful or Dangerous?</p> <p>2.10 Interviews and their Kinds</p> <p>2.11 Mock Interview Session</p> <p>2.12 Discussion on difference among biodata, CV and Resume</p> <p>2.13 Resume Writing.</p>	<p>Prepare debate on given topics</p> <p>Prepare a Resume</p>

SW-2 Suggested Sessional Work (SW):

**a. Assignments:**

**b. Mini Project:**

**c. Other Activities (Specify):**



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**31MT209.3: Students will be able to communicate effectively in Hindi and English languages without hindrances.**

### Approximate Hours

Item	App X Hrs
CI	14
LI	0
SW	1
SL	1
<b>Total</b>	<b>16</b>

Session Outcomes (SOs)	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
<p><b>SO3.1</b> Students will be able to organize and prepare speeches.</p> <p><b>SO3.2</b> Students will be able to think and speak instantaneously.</p> <p><b>SO3.3</b> To make them understand the inquiry procedure at public places.</p> <p><b>SO3.4</b> To enable them to communicate effectively through phones.</p>	.	<p><b>Unit-3: Public Speaking Skills &amp; Conversational Skills (14 Hours)</b></p> <p>3.1 Speech</p> <p>3.2 Types of Speech</p> <p>3.3 Anchoring</p> <p>3.4 Speech / anchoring on National Science Day and similar topics</p> <p>3.5 Valedictory Speech,</p> <p>3.6 Patriotic speech</p> <p>3.7 Discussion of common management terminologies in the class.</p> <p>3.8 Extempore</p> <p>3.9 Extempore practice session- Pros and Cons of Online teaching,</p> <p>3.10 Extempore practice session-Environment Conservation</p> <p>3.11 Extempore practice session-Education of a Girl Child</p> <p>3.12 Conversational Topics (Inquiry at bank, Airport, Station and Hospitals).</p> <p>3.13 Telephonic Conversation Describing about Your College Day to Your Parents from Hostel, Talking with Customer Care Executive of Any E-Commerce company</p> <p>3.14 How to handle critics in public</p>	<p>1. Prepare a speech on the following topics.</p> <p>2. Prepare on the following conversational topics.</p>

SW-3 Suggested Sessional Work (SW):

**a. Assignments:**

**b. Mini Project:**

**c. Other Activities (Specify):**





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**31MT209.4:** Students will be able to convey their messages accurately by understanding the significance of grammar as it plays a vital role in improving speaking and writing skills.

### Approximate Hours

Item	AppXHrs
CI	10
LI	0
SW	1
SL	1
Total	12

Session Outcomes (SOs)	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
<b>SO4.1</b> Understanding about the use of Prepositions. <b>SO4.2</b> Students will be able to understand the usage of Tenses <b>SO4.3</b> Undersrtand the concept of Active and Passive Voice <b>SO4.4</b> To understand the usage of Modals		<b>Unit-4: Functional Grammar and Vocabulary Building (10 Hours)</b> 4.1 Prepositions (Place, Time and Direction) 4.2 MCQ based Questions on Prepositions. 4.3 Gap filling using prepositions. 4.4 Tenses 4.5 Present Tense 4.6 Past Tense 4.7 Future Tense 4.8 Voice (Active and Passive) 4.9 Modals. 4.10 Words games/ Words puzzle	Prepare the structure of Tenses and Active Passive.  Prepare 250 vocabularies.

SW-4 Suggested Sessional Work (SW):

**a. Assignments:**

**b. Mini Project:**

**c. Other Activities (Specify):**



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**31MT209.5: The Understanding of Indian Culture and English Language will be developed through the study of Dramas and Poems written by Indian Writers.**

### Approximate Hours

Item	AppXHrs
CI	11
LI	0
SW	1
SL	1
Total	13

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self- Learning (SL)
<p><b>SO5.1</b> Students will be able to understand the value of Indian Literature (R.K. Narayan)</p> <p><b>SO5.2</b> Students will be able to understand the value of Indian Literature (Nissim Ezekiel)</p> <p><b>SO5.3</b> Students will be able to understand the value of Indian Literature (Khushwant Singh)</p> <p><b>SO5.4</b> Students will be able to understand the value of Indian Literature (Mulk Raj Anand)</p> <p><b>SO5.5</b> Students will be able to understand the value of Indian Literature (Prem Chand)</p>		<p><b>Unit 5-Indian Writing in English&amp; Hindi (11 Hours)</b></p> <p>5.1 The Axe- R.K. Narayan</p> <p>5.2 About the Author - R.K. Narayan</p> <p>5.3 The Night of the Scorpion- Nissim Ezekiel</p> <p>5.4 About the Poet - Nissim Ezekiel</p> <p>5.5 The Portrait of a Lady – Khushwant Singh</p> <p>5.6 About the author- Khushwant Singh</p> <p>5.7 The Lost Child- Mulk Raj Anand</p> <p>5.8 The Shroud</p> <p>5.9 About the author- Prem Chand</p> <p>5.10 Overview of literary works in Madhya Pradesh</p> <p>5.11 Overview of poems written by the poets of Vidhya Region</p>	<p>Prepare the summary of all the topics (The Axe, The Night of the Scorpion, The Portrait of a Lady, The Lost Child he Shroud).</p>

SW-5 Suggested Sessional Work (SW):

**a. Assignments:**

**b. Mini Project:**

**c. Other Activities (Specify):**



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### Brief of Hours suggested for the Course Outcome

Course Outcomes	Class Lecture (CI)	Sessional Work (SW)	Self-Learning (SI)	Total hour (CI+SW+SI)
<b>CO209.1:</b> Students will be able to speak confidently in public as all the topics chosen emphasis on improving speaking skills and developing self confidence amongst them.	12	1	1	<b>14</b>
<b>CO209.2:</b> Students will be able to interact properly with improved Leadership Skills, Problem Solving Skills, Social skills and Communication Skills. Students will also be able to understand the Importance of Team Work.	13	1	1	<b>15</b>
<b>CO209.3:</b> Students will be able to communicate effectively in Hindi and English languages without hindrances.	14	1	1	<b>16</b>
<b>CO209.4:</b> Students will be able to convey their messages accurately by understanding the significance of grammar as it plays a vital role in improving speaking and writing skills.	10	1	1	<b>12</b>
<b>CO209.5:</b> The Understanding of Indian Culture and English Language will be developed through the study of Dramas and Poems written by Indian Writers.	<b>11</b>	<b>1</b>	<b>1</b>	<b>13</b>
<b>Total Hours</b>	<b>60</b>	<b>5</b>	<b>5</b>	<b>70</b>



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### Suggestion for End Semester Assessment

Suggested Specification Table (For ESA)

CO	Unit Titles	Marks Distribution				Total Marks
		Ap	An	Ev	Cr	
CO-1	Self-Grooming, Basic Etiquettes and Presentation.					
CO-2	Confidence Building and Interview Skills.					
CO-3	Public Speaking Skills and Conversational Skills					
CO-4	Functional Grammar and Vocabulary Building					
CO-5	Indian Writings in English and Hindi					
Total						50

**Legend:** Ap: Apply, An.: Analyze, Ev: Evaluate Cr: Create

The end of semester assessment for Business Communication will be held with written examination of 50 marks

#### Suggested Instructional/Implementation Strategies:

1. Improved Lecture
2. Tutorial
3. Group Discussion
4. Roleplay
5. Presentations
6. Extempore
7. Speeches
8. Brainstorming



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### Suggested Learning Resources:

#### (a)Books:

S. No.	Title	Author	Publisher	Edition & Year
1	Communication Skills	Dr. Meenu Pandey	Nirali Praksahan.	
2	A Practical Guide to English Grammar	K.P. Thakur	Bharti Bhawan Publishers & Distributors.	
3	Living English Structure	W. Stannard Allen	Dorling Kindersley India Pvt. Ltd.	Fifth Edition,
4	Communication Skills for Engineers	Muralikrishna C., Sunita Mishra	Pearson, New Delhi.	Second edition(2010)
5.	Advanced Language Practice,	Michael Vince	Macmillan Education, Oxford	2003.
6.	English Conversation Practise	Grant Taylor	Tata McGraw Hill Education Private Limited.	
7.	Six Weeks to Words of Power	Wilfred Funk	W.R. Goyal Publishers and Distributors.	

#### Curriculum Development Team

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3. Dr. Pradeep Chaurasia, Associate Professor, Dept. of Business Administration
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11. Ms. Kiran Chhabariya, Assistant Professor, Dept. of Business Administration

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**Cos. Pos and PSOs Mapping**

**Programme Title: MBA**

**Course Code:31MT209**

**Course Title: Business Communication**

Course Outcomes	Program Outcome								Program Specific Outcome			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4
	Business Environment and Domain Knowledge	Critical & Analytical thinking, Business Analysis, Problem Solving and Logical Solutions	International Exposure and Cross-Cultural Understanding	Social Responsiveness and Ethos	Effective Business Communication	Leadership Development and Synergy	R&D Aptitude	Contemporary issues	Theoretical as well as practical knowledge	Work in various functional areas	Work in various industries	To Setup Business Enterprise
CO1: Students will be able to speak confidently in public as all the topics chosen emphasis on improving speaking skills and developing self confidence amongst them.	1	2	3	1	3	2	2	3	3	3	3	2
CO2: Students will be able to interact properly with improved Leadership Skills, Problem Solving Skills, Social skills and Communication Skills. Students will also be able to understand the Importance of Team Work.	1	3	1	2	3	3	3	2	3	3	3	2
CO3: Students will be able to communicate effectively in Hindi and English languages without hindrances.	1	1	2	1	3	1	2	1	3	3	3	1
CO4: Students will be able to convey their messages accurately by understanding the significance of grammar as it plays a vital role in improving speaking and writing skills.	1	1	1	1	3	1	1	1	2	2	2	1
CO5: The Understanding of Indian Culture and English Language will be developed through the study of Dramas and Poems written by Indian Writers.	1	2	1	1	3	2	2	1	2	2	2	1

**Legend: 1 – Low, 2 – Medium, 3 – High**

Course Curriculum Map

POs & PSOs No.	COs No.& Titles	SOs No.	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
PO 1,2,3,4,5,6, 7,8 PSO 1,2, 3, 4	CO1: Students will be able to speak confidently in public as all the topics chosen emphasis on improving speaking skills and developing self confidence amongst them.	SO1.1 SO1.2 SO1.3 SO1.4		Unit-1: Self-Grooming, Basic Etiquettes and Presentation. 1.1, 1.2, 1.3, 1.4, 1.5,1.6, 1.7, 1.8, 1.9, 1.10, 1.11, 1.12	
PO 1,2,3,4,5,6, 7,8 PSO 1,2, 3, 4	CO2: Students will be able to interact properly with improved Leadership Skills, Problem Solving Skills, Social skills and Communication Skills. Students will also be able to understand the Importance of Team Work.	SO2.1 SO2.2 SO2.3 SO2.4 SO2.5		Unit-2: Confidence Building and Interview Skills. 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8, 2.9, 2.10, 2.11, 2.12, 2.13	
PO 1,2,3,4,5,6, 7,8 PSO 1,2, 3, 4	CO3: Students will be able to communicate effectively in Hindi and English languages without hindrances.	SO3.1 SO3.2 SO3.3 SO3.4 SO3.5		Unit-3: Public Speaking Skills and Conversational Skills 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8, 3.9, 3.10, 3.11, 3.12, 3.13, 3.14	
PO 1,2,3,4,5,6, 7,8 PSO 1,2, 3, 4	CO4: Students will be able to convey their messages accurately by understanding the significance of grammar as it plays a vital role in improving speaking and writing skills.	SO4.1 SO4.2 SO4.3 SO4.4 SO4.5		Unit-4: Functional Grammar and Vocabulary Building 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 4.8, 4.9, 4.10	
PO 1,2,3,4,5,6, 7,8 PSO 1,2, 3, 4	CO5: The Understanding of Indian Culture and English Language will be developed through the study of Dramas and Poems written by Indian Writers.	SO5.1 SO5.2 SO5.3 SO5.4		Unit 5: Indian Writings in English and Hindi 5.1, 5.2, 5.3, 5.4, 5.5, 5.6, 5.7, 5.8, 5.9, 5.10, 5.11	



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# **MBA III Semester**





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### III Semester

**Course Code:** 31MT302

**Course Title:** Operations Research

**Pre- requisite:** Student should have basic knowledge of mathematics and business operations.

**Rationale:** Executives are required to take prompt and accurate decisions, if decision is taken merely on the basis of experience and intuition that may not be fruitful and accurate, but decision taken on the basis of data is more accurate. Operation Research provides quantitative basis or data to take accurate decisions. The tools and models of operations research provide us optimal solutions of the business operations problems; hence the study of operations research is very important to management students.

#### Course Outcomes

**31MT302.1:** The student will demonstrate the process of problem solving in Operations Research.

**31MT302.2:** The student will apply the linear programming problem method to solve the various business management problems quantitatively.

**31MT302.3:** The student will use the transportation and assignment techniques to solve the transportation and assignment problems quantitatively.

**31MT302.4:** The student will apply network analysis techniques like PERT and CPM to solve the scheduling of activities and resource allocation related problems.

**31MT302.5:** The student will calculate the optimum value of game and optimum replacement period using game theory and replacement theory respectively.

#### Scheme of Studies

Code	Course Code	Course Title	Scheme of studies (Hours per Week)				Total Credits (C)	
			CI	LI	SW	SL		Total Study Hours (CI+LI+SW+SL)
Program (MCC)	31MT302	Operations Research	5	0	1	1	7	5



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- Legend:**
- CI:** Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),
  - LI:** Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)
  - SW:** Sessional Work (includes assignment, seminar, mini project etc.),
  - SL:** Self Learning,
  - C:** Credits.

**Note:** SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.

### Scheme of Assessment

Theory									
Scheme of Assessment (Marks)									
Code	Course Code	Course Title	Progressive Assessment (PRA)					End Semester Assessment (ESA)	Total Marks (PRA+ESA)
			Class/Home Assignment 5 Assignments 3 marks Each (CA)	2 Class Test (Best 2 out of 3) 10 marks Each (CT)	One Seminar (SA)	Class Attendance (AT)	Total Marks  (CA+CT+SA+AT)		
MCC	31MT302	Operations Research	15	20	10	5	50	50	100

### Course-Curriculum Detailing

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.



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**31MT302.1: The student will demonstrate the process of problem solving in Operations Research.**

**Approximate Hours**

Item	AppX Hrs
CI	09
LI	0
SW	1
SL	1
Total	11

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
<p><b>SO1.1</b> Student will explain about the development of Operations Research</p> <p><b>SO1.2</b> Student will explain about the characteristics and scope of Operations Research</p> <p><b>SO1.3</b> Student will demonstrate the process of operations research to problem solving.</p> <p><b>SO1.4</b> Student will classify different models of operations research.</p>	.	<p><b>Unit-1: Introduction to Operations Research (OR) (09 Hours)</b></p> <p>1.1 Meaning and Definitions of Operations Research.</p> <p>1.2 Historical Development of Operations Research.</p> <p>1.3 Development of Operations Research in India.</p> <p>1.4 Characteristics of Operations Research</p> <p>1.5 Scope of Operations Research.</p> <p>1.6 Scope of Operations Research in management.</p> <p>1.7 Operations Research Methodology.</p> <p>1.8 Operations Research Models.</p> <p>1.9 Advantages and Limitations of Operations Research.</p>	<p>i. Quantitative approach to decision making.</p> <p>ii. Quantitative Analysis and Computer-Based Information System</p>

SW-1 Suggested Sessional Work (SW):

**a. Assignments:**

- i. Definitions, Historical Development, and Characteristics of OR.
- ii. Process and Models of OR.

**b. Mini Project:** Prepare a flowchart of process of OR to problem solving in a chart paper.

**c. Other Activities (Specify):**



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**31MT302.2: The student will apply the linear programming problem method to solve the various business management problems quantitatively.**

**Approximate Hours**

Item	Appx Hrs
CI	20
LI	0
SW	2
SL	2
Total	24

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
<p><b>SO2.1</b> Student will explain about the Concept, Assumptions and Requirements of LPP.</p> <p><b>SO2.2</b> Students will formulate the LPP</p> <p><b>SO2.3</b> Student will solve the LPP by Graphical Method</p> <p><b>SO2.4</b> Student will Solve the LPP by Simplex Method.</p> <p><b>SO2.5</b> Student will solve the LPP by Big-M and Two-phase methods</p>		<p><b>Unit- 2: Linear Programming (20 Hours)</b></p> <p>2.1 Meaning and Requirements of Linear Programming.</p> <p>2.2 Assumptions of Linear Programming.</p> <p>2.3 Formulation of two variable Maximization type Linear Programming Problem</p> <p>2.4 Formulation of two variable Minimization type Linear Programming Problem</p> <p>2.5 Formulation of more than two variables Maximization type Linear Programming Problem.</p> <p>2.6 Formulation of more than two variables Minimization type Linear Programming Problem</p> <p>2.7 Formulation of Miscellaneous LPPS</p> <p>2.8 Solution of Maximization Type LPP by Graphical Method</p> <p>2.9 Solution of Minimization Type LPP by Graphical Method</p> <p>2.10 Solution of LPP by Graphical Method: Special Cases- Multiple Optimal Solutions.</p> <p>2.11 Solution of LPP by Graphical Method: Special Cases- Infeasibility, Unboundedness.</p> <p>2.12 Introduction to Simplex method of LPP</p>	<p>i. Practice: - Solution of LPP by Graphical Method</p> <p>ii. Practice: - Solution of LPP by Simplex Method.</p>



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		2.13 Solution of LPP by Simplex Method: Maximization Type Two Variable Problem 2.14 Solution of LPP by Simplex Method: Maximization Type more than two Variables Problem 2.15 Solution of LPP by Simplex Big-M Method: Minimization type two Variable Problem 2.16 Solution of LPP by Simplex Big-M Method: Minimization type More than two variables Problem 2.17 Solution of LPP by Simplex Method: Mixed Constraints Problem 2.18 Solution of LPP by Simplex Two- Phase Method 2.19 Solution of LPP by Simplex Method: Special Cases 2.20 Advantages and Limitations of LPP.	
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## SW-2 Suggested Sessional Work (SW):

### a. Assignments:

- i. Formulate the LPP (Problem will be given by the subject teacher)
- ii. Solve the LPP by Graphical and Simplex Methods (Problem will be given by the subject teacher)

### b. Mini Project:

### c. Other Activities (Specify):

**31MT302.3: The student will use the transportation and assignment techniques to solve the transportation and assignment problems quantitatively.**

### Approximate Hours

Item	Appx Hrs
CI	16
LI	0
SW	2
SL	2
Total	20



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Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
<p><b>SO3.1</b> Student will formulate the transportation problem</p> <p><b>SO3.2</b> Student will solve the transportation problem</p> <p><b>SO3.3</b> Student will formulate the assignment problem</p> <p><b>SO3.4</b> Student will solve the assignment problem.</p>	<p>.</p>	<p><b>Unit- 3: Transportation and Assignment Problem (16)</b></p> <p>3.1 Concept of Transportation Problem</p> <p>3.2 Mathematical Formulation of a Transportation Problem</p> <p>3.3 Initial Basic Feasible Solution by NWC Rule and LCM Method.</p> <p>3.4 Initial Basic Feasible Solution by Vogel's Approximation Method (VAM)</p> <p>3.5 Optimality Test: Minimization type problem stepping stone method</p> <p>3.6 Optimality Test: Minimization type problem by Modified Distribution Method (MODI)</p> <p>3.7 Optimality Test: maximization type problem stepping stone method</p> <p>3.8 Optimality Test: Maximization type problem by Modified Distribution Method (MODI)</p> <p>3.9 Transportation Problem: Special Cases (Unbalanced, Multiple Optimal Solution and Prohibited Route Problem)</p> <p>3.10 Transportation Problem: Special Cases - Degeneracy Case</p> <p>3.11 Assignment Problem: Introduction and as a particular case of transportation model, and solution by Complete Enumeration Method</p> <p>3.12 Assignment Problem: Problem Formulation</p> <p>3.13 Assignment Problem: Solution by Hungarian Assignment Method (HAM)</p> <p>3.14 Assignment Problem: Solution by Hungarian Assignment Method (HAM)-Miscellaneous Problems</p> <p>3.15 Assignment Problem: Solution by Hungarian Assignment Method (HAM)-Special Cases</p> <p>3.16 Assignment Problem: Solution by Hungarian Assignment Method (HAM)-Maximization type problem</p>	<p>i) Practice-Solution of transportation Problems</p> <p>ii) Practice-Solution of Assignment Problems.</p>



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**SW-3 Suggested Sessional Work (SW):**

- a. Assignments:**
  - i. Formulation and solution of the transportation problem
  - ii. Formulation and solution of the assignment problem
- b. Mini Project:** Make flowchart of the solution of a Transportation and Assignment Problems in a chart paper.
- c. Other Activities (Specify):**

**31MT302.4: The student will apply network analysis techniques like PERT and CPM to solve the scheduling of activities and resource allocation related problems.**

**Approximate Hours**

Item	Appx Hrs
CI	17
LI	0
SW	2
SL	2
Total	21

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
<p><b>SO4.1</b> Student will be able to describe the network construction rules.</p> <p><b>SO4.2</b> Student will be able to use the CPM in project management.</p> <p><b>SO4.3</b> Student will be able to use the PERT in project management.</p> <p><b>SO4.4</b> Student will find out the shortest route and longest routes by dynamic programming.</p> <p><b>SO4.5</b> Student will explain about the</p>	.	<p><b>Unit- 4: PERT and CPM, Dynamic Programming, and Simulation. (17 Hours)</b></p> <p>4.1 Introduction to Network Analysis</p> <p>4.2 Rules of Network Construction</p> <p>4.3 Redundancy in precedence relationship: Location and removal</p> <p>4.4 Network Construction</p> <p>4.5 Calculation of Earliest Start and Finish Times and Latest Start and Finish Times</p> <p>4.6 Determining the critical path and calculation of project completion time</p> <p>4.7 Calculation of Float Times</p> <p>4.8 Time-Cost Trade-off: Crashing</p> <p>4.9 Resource Leveling</p> <p>4.10 Resource Allocation</p> <p>4.11 PERT: Introduction</p>	<p>i. Practice: -</p> <p>Network construction and determination of critical path</p> <p>ii. Practice: -</p> <p>Calculation of Earliest start and Finish Times as well as Latest Starting and Finish time</p> <p>iii. Practice:-</p>



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simulation and process of simulation.		4.12 PERT: Network construction and critical path determination, Calculation of Expected time and Variances 4.13 Difference Between PERT and CPM 4.14 Dynamic Programming: Introduction and Dynamic Programming Vs Linear Programming, and Terminologies of Dynamic Programming 4.15 Dynamic Programming: Shortest and Longest Route Problems 4.16 Simulation: Introduction to Simulation and Process of Simulation 4.17 Monte Carlo Technique and its application	PERT- Calculation of Expected time and Variances.
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### SW-4 Suggested Sessional Work (SW):

#### a. Assignments:

- i) Network Construction, Critical Path Determination, Calculation of Earliest and Latest starting and finish times, Calculation of float times. Resource analysis and allocation.
- ii) PERT- Calculation of Expected time and Variances

**b. Mini Project:** Construction of a network and determination of critical path and project completion time for a real project (Project will be detailed by a subject teacher)

#### c. Other Activities (Specify):

**31MT302.5:** The student will calculate the optimum value of game and optimum replacement period using game theory and replacement theory respectively.

#### Approximate Hours

Item	Appx Hrs
CI	13
LI	0
SW	2
SL	2
Total	17





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Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
<p><b>SO5.1</b> Student will be able to apply the game theory in the competitive business world as a strategic tool.</p> <p><b>SO5.2</b> Student will be able to determine the optimal replacement time which will help in the formulation of replacement policy</p> <p><b>SO5.3</b> Student will describe the general structure of a queuing system.</p>		<p><b>Unit 5: Game Theory, Replacement Theory and Queuing Theory. (13 Hours)</b></p> <p>5.1 Meaning of a Two Person Game, N Person Game, Pure Strategy Game, Mixed Strategy Game, Zero Sum Game, Non-Zero-Sum Game, Fair Game.</p> <p>5.2 Solution of a game when saddle point exists.</p> <p>5.3 Solution of a 2x2 game when saddle point does not exist.</p> <p>5.4 Solution of a m x n game with dominance rule</p> <p>5.5 Solution of a m x n game with joint (proportional) dominance rule</p> <p>5.6 Solution of a 2 x n or m x 2 game with graphical method</p> <p>5.7 Solution of a m x n or m x n game with simplex method</p> <p>5.8 Introduction and Scope of Replacement Theory in Management.</p> <p>5.9 Replacement policy for equipment which deteriorates gradually</p> <p>5.10 Replacement policy for equipment which deteriorates gradually- When time value of money is considered</p> <p>5.11 Replacement of items that fail suddenly.</p> <p>5.12 Queuing Theory: Introduction, and General Structure of a queuing System</p> <p>5.13 Characteristics of a Queuing System.</p>	<p>i. Practice: - Formulation and solution of a game.</p> <p>ii. Practice: - Solution of a replacement problem.</p>

SW-5 Suggested Sessional Work (SW):

**a. Assignments:**

- i) Formulation and Solution of a game theory problems
- ii) Solution of replacement theory problems

**b. Mini Project:** i) Make a flowchart of a solution to a game theory problem.

**c. Other Activities (Specify):**



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### Brief of Hours suggested for the Course Outcome

Course Outcomes	Class Lecture (CI)	Sessional Work (SW)	Self-Learning (SI)	Total hour (CI+SW+SI)
<b>31MT302.1:</b> The student will demonstrate the process of problem solving in Operations Research.	9	1	1	11
<b>31MT302.2:</b> The student will apply the linear programming problem method to solve the various business management problems quantitatively.	20	2	2	24
<b>31MT302.3:</b> The student will use the transportation and assignment techniques to solve the transportation and assignment problems quantitatively.	16	2	2	20
<b>31MT302.4:</b> The student will apply network analysis techniques like PERT and CPM to solve the scheduling of activities and resource allocation related problems.	17	2	2	21
<b>31MT302.5:</b> The student will calculate the optimum value of game and optimum replacement period using game theory and replacement theory respectively.	13	2	2	17
<b>Total Hours</b>	75	9	9	93



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## Suggestion for End Semester Assessment

Suggested Specification Table (For ESA)

CO	Unit Titles	Marks Distribution				Total Marks
		Ap	An	Ev	Cr	
CO-1	INTRODUCTION TO OPERATIONS RESEARCH (OR)					
CO-2	LINEAR PROGRAMMING					
CO-3	TRANSPORTATION AND ASSIGNMENT PROBLEM					
CO-4	PERT AND CPM, DYNAMIC PROGRAMMING, AND SIMULATION.					
CO-5	GAME THEORY, REPLACEMENT THEORY AND QUEUING THEORY.					
Total						50

**Legend:** Ap: Apply, An.: Analyze, Ev: Evaluate Cr: Create

The end of semester assessment for Operations Research will be held with written examination of 50 marks.

**Note.** Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.

### Suggested Instructional/Implementation Strategies:

1. Improved Lecture
2. Tutorial
3. Case Method
4. Group Discussion
5. Role Play
6. Demonstration
7. ICT Based Teaching Learning (Video Demonstration/Tutorials CBT, Blog, Facebook, Twitter, WhatsApp, Mobile, Online sources)
8. Brainstorming



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### Suggested Learning Resources

#### (a) Books:

S. No.	Title	Author	Publisher	Edition & Year
1	Quantitative Techniques in Management	Vohra, N D	TMH, New Delhi	Latest
2	Problems and Solutions in Operations Research	V. K. Kapoor	Sultan Chand and Sons, New Delhi	Latest
3	Principles of Operations Research with Application to Managerial Decisions	H.M. Wagner	PHI Learning	Latest
4	Operations Research	Kanti Swarup, P K Gupta and Man Mohan	Sultan Chand & Sons, New Delhi	Latest
5	Operations Research	Heera & Gupta	S. Chand	Latest

#### Curriculum Development Team

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11. Ms. Kiran Chhabariya, Assistant Professor, Dept. of Business Administration

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**Cos, POs and PSOs Mapping**

**Program Title: MBA**

**Course Code: 31MT302**

**Course Title: Operations Research**

Course Outcomes	Program Outcome								Program Specific Outcome			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4
	Business Environment and Domain Knowledge	Critical & Analytical thinking, Business Analysis, Problem Solving and Logical Solutions	International Exposure and Cross-Cultural Understanding	Social Responsiveness and Ethos	Effective Business Communication	Leadership Development and Synergy	R&D Aptitude	Contemporary issues	Theoretical as well as practical knowledge	Work in various functional areas	Work in various industries	To Setup Business Enterprise
<b>Co1:</b> The student will demonstrate the process of problem solving in Operations Research.	2	3	-	1	1	1	2	1	1	1	1	-
<b>Co2:</b> The student will apply the linear programming problem method to solve the various business management problems quantitatively.	2	3	-	1	1	1	3	1	2	2	1	-
<b>Co3:</b> The student will use the transportation and assignment techniques to solve the transportation and assignment problems quantitatively.	2	3	-	1	1	1	3	1	2	2	1	-
<b>Co4:</b> The student will apply network analysis techniques like PERT and CPM to solve the scheduling of activities and resource allocation related problems.	2	3	-	1	1	1	3	1	2	2	1	-
<b>Co5:</b> The student will calculate the optimum value of game and optimum replacement period using game theory and replacement theory respectively.	2	3	-	1	1	1	3	1	2	2	1	-

**Legend: 1 – Low, 2 – Medium, 3 – High**

### Course Curriculum Map

POs & PSOs No.	COs No.& Titles	SOs No.	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
PO 1,2,3,4,5,6, 7,8 PSO 1,2, 3, 4	<b>Co1:</b> The student will demonstrate the process of problem solving in Operations Research.	SO1.1 SO1.2 SO1.3 SO1.4		Unit-1: INTRODUCTION TO OPERATIONS RESEARCH (OR) 1.1, 1.2, 1.3, 1.4, 1.5,1.6,1.7, 1.8, 1.9	
PO 1,2,3,4,5,6, 7,8 PSO 1,2, 3, 4	<b>Co2:</b> The student will apply the linear programming problem method to solve the various business management problems quantitatively.	SO2.1 SO2.2 SO2.3 SO2.4 SO2.5		Unit-2 LINEAR PROGRAMMING 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8, 2.9, 2.10, 2.11, 2.12, 2.13, 2.14, 2.15, 2.16, 2.17, 2.18, 2.19, 2.20	
PO 1,2,3,4,5,6, 7,8 PSO 1,2, 3, 4	<b>Co3:</b> The student will use the transportation and assignment techniques to solve the transportation and assignment problems quantitatively.	SO3.1 SO3.2 SO3.3 SO3.4		Unit-3 : TRANSPORTATION AND ASSIGNMENT PROBLEM 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8, 3.9, 3.10, 3.11, 3.12, 3.13, 3.14, 3.15, 3.16	
PO 1,2,3,4,5,6, 7,8 PSO 1,2, 3, 4	<b>Co4:</b> The student will apply network analysis techniques like PERT and CPM to solve the scheduling of activities and resource allocation related problems.	SO4.1 SO4.2 SO4.3 SO4.4 SO4.5		Unit-4 : PERT AND CPM, DYNAMIC PROGRAMMING, AND SIMULATION. 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 4.8, 4.9, 4.10, 4.11, 4.12, 4.13, 4.14, 4.15, 4.16, 4.17	
PO 1,2,3,4,5,6, 7,8 PSO 1,2, 3, 4	<b>Co5:</b> The student will calculate the optimum value of game and optimum replacement period using game theory and replacement theory respectively.	SO5.1 SO5.2 SO5.3		Unit 5: GAME THEORY, REPLACEMENT THEORY AND QUEUING THEORY. 5.1, 5.2, 5.3, 5.4, 5.5, 5.6, 5.7, 5.8, 5.9, 5.10, 5.11, 5.12, 5.13	





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**Course Code:** 31MT303

**Course Title:** BUSINESS LEGISLATION

**Pre-requisite:** Course assessment methods: CT & EA

**Rationale:** Business legislation aim to create a rationale framework for the operation of businesses. It provides a legal structure to ensure fair competition, protect consumers, and establish a level playing field. These regulations often seek to balance economic interest, environmental concerns and social considerations to promote a sustainable and ethical business environment.

### Course Outcomes:

- 31MT303.1** Define key legal terms related to business and recall specific statutes and regulations relevant to business operations.
- 31MT303.2** Explain the basic principles of contract law and their application in business and interpret the legal implications of different business structures.
- 31MT303.3** Analyze real-world business scenarios to identify potential legal issues and apply legal concepts to draft basic business contracts.
- 31MT303.4** Evaluate the impact of business legislation on corporate decision-making and analyze legal cases to understand precedent and its implications for future situations.
- 31MT303.5** Assess the ethical and legal consequences of various business actions and critique the effectiveness of existing business laws in addressing contemporary challenges.

### Scheme of Studies:

Code	Course Code	Course Title	Scheme of studies (Hours/Week)				Total Study Hours (CI+LI+SW+SL)	Total Credits (C)
			CI	LI	SW	SL		
MCC	31MT303	BUSINESS LEGISLATION	4	0	2	1	7	4

- Legend:**
- CI:** Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),
  - LI:** Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)
  - SW:** Sessional Work (includes assignment, seminar, mini project etc.),
  - SL:** Self Learning,
  - C:** Credits.

**Note:** SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.





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(Revised as on 01 August 2023)

### Scheme of Assessment

#### Theory

Code	Course Code	Course Title	Scheme of Assessment (Marks)						End Semester Assessment (ESA)	Total Marks (PRA+ESA)
			Progressive Assessment (PRA)				Total Marks (CA+CT+SA+AT)			
			Class/Home Assignment 5 Assignments 3 marks Each (CA)	2 Class Test (Best 2 out of 3) 10 marks Each (CT)	One Seminar (SA)	Class Attendance (AT)				
MCC	<b>31MT303</b>	Business Legislation	15	20	10	5	50	50	100	

#### Course-Curriculum Detailing:

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase the mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) up on the course's conclusion.

**31MT303.1 Define key legal terms related to business and recall specific statutes and regulations relevant to business operations.**

#### Approximate Hours

Item	AppxHrs.
CI	13
LI	0
SW	1
SL	1
Total	15



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Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
<p><b>SO1.1</b> Explaining the Indian contract act 1972 and its need.</p> <p><b>SO1.2</b> Summarize the main objectives and goals outlined in the agreement.</p> <p><b>SO1.3</b> Recall and list the essential elements of a contract.</p> <p><b>SO1.4</b> Understanding Contract of sales &amp; Essentials of a sales contract</p> <p><b>SO1.5</b> Illustrate the transfer of ownership &amp; property.</p>		<p><b>Unit 1- Contract Act, 1872 and Sales of Goods Act, 1930 (13 Hours)</b></p> <ol style="list-style-type: none"> <li>1. Introduction to Indian Contract Act, 1872 &amp; need of laws</li> <li>2. Characteristics of valid contract</li> <li>3. Agreement- definition &amp; classification</li> <li>4. Proposal, offer, and acceptance</li> <li>5. Free Consent</li> <li>6. Contract- definition, classification, essentials of a valid contract</li> <li>7. Performance, discharge &amp; breach of contract</li> <li>8. Remedies for breach of contract, Indemnity &amp; guarantee</li> <li>9. Sales of Goods Act, 1930- Contract of sales</li> <li>10. Essentials of a sales contract</li> <li>11. Conditions &amp; warranty</li> <li>12. transfer of ownership &amp; property</li> <li>13. rights of unpaid seller</li> </ol>	<ol style="list-style-type: none"> <li>1. Classification of contract</li> <li>2. Essentials of a valid contract</li> <li>3. Rights of unpaid seller</li> </ol>

### SW-1 Suggested Sessional Work (SW):

- a. Assignments:** Explain fundamental rule of law.
- b. Mini Project:** classification and essential of contract.
- c. Other Activities (Specify):** Group discussion, presentation

**31MT303.2 Explain the basic principles of contract law and their application in business and interpret the legal implications of different business structures.**



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## Approximate Hours

Item	AppXHrs
CI	12
LI	0
SW	1
SL	1
Total	14

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
<p><b>SO2.1.</b> Understanding the meaning and characteristics of negotiable instruments.</p> <p><b>SO2.2</b> Recall and list the types of negotiable instruments, such as promissory notes, bills of exchange, and checks.</p> <p><b>SO2.3</b> Describe the essential elements required for an instrument to be considered negotiable.</p> <p><b>SO2.4</b> Analyze scenarios to identify the rights and obligations of parties involved in negotiable instrument transactions.</p> <p><b>SO2.5.</b> understanding endorsement and its various types.</p>		<p><b>Unit 2- Negotiable Instrument Act,1881 (12 Hours)</b></p> <ol style="list-style-type: none"> <li>1. Introduction &amp; meaning of Negotiable instrument</li> <li>2. Characteristics of negotiable instrument</li> <li>3. Types of negotiable instrument - promissory note,</li> <li>4. Cheque,</li> <li>5. Bill of exchange, and</li> <li>6. Hundies</li> <li>7. Liabilities of parties</li> <li>8. Payment and interest</li> <li>9. Parties- holder &amp; holder in due course</li> <li>10. Discharge &amp; dishonor of negotiable instrument</li> <li>11. Endorsement</li> <li>12. Types of Endorsement</li> </ol>	<ol style="list-style-type: none"> <li>1. Parties involved in negotiable instruments</li> <li>2. Specimen of bills of exchange, promissory note, cheque.</li> </ol>

### SW-2 Suggested Sessional Work (SW):

- a. **Assignments:** Discuss about the meaning nature and essentials of negotiable instrument.
- b. **Mini Project:** Specimen of promissory notes, bills of exchange, cheque
- c. **Other Activities (Specify):** case analysis, presentation



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**31MT303.3 Analyze real-world business scenarios to identify potential legal issues and apply legal concepts to draft basic business contracts.**

**Approximate Hours**

Item	AppXHrs
CI	11
LI	0
SW	1
SL	1
Total	13

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
<p><b>SO3.1</b>Demonstrate the ability to analyze key provisions and implications of the Companies Act 1956.</p> <p><b>SO3.2</b>Identify and analyze the major sections and amendments within the Companies Act 1956.</p> <p><b>SO3.3</b>Understanding the incorporation of company</p> <p><b>SO3.4</b> Analyze the legal and regulatory framework governing various types of company meetings</p> <p><b>SO3.5</b>Assess the effectiveness and challenges associated with the winding-up process and propose strategies for mitigating risks.</p>		<p><b>Unit 3- Companies Act,1956 (11 Hours)</b></p> <ol style="list-style-type: none"> <li>1. Company- Definition, characteristics, formation &amp; types</li> <li>2. Features of company</li> <li>3. Objectives of company</li> <li>4. Incorporation of company</li> <li>5. Memorandum of association</li> <li>6. article of association</li> <li>7. Prospectus</li> <li>8. Share capital</li> <li>9. Management- appointment, powers, duties &amp; liabilities of directors</li> <li>10. Company meetings, Accounts &amp; audit.</li> <li>11. Winding up.</li> </ol>	<ol style="list-style-type: none"> <li>i. Difference between article of association and memorandum of association</li> <li>ii. Importance of prospectus</li> <li>iii. Types of company meetings</li> </ol>

**SW-3 Suggested Sessional Work (SW):**

- Assignments:** Difference between MOA and AOA.
- Mini Project:** Discuss types of Consumer forum.
- Other Activities (Specify):** Case analysis, presentation



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**31MT303.4 Evaluate the impact of business legislation on corporate decision-making and analyze legal cases to understand precedent and its implications for future situations.**

**Approximate Hours**

Item	AppXHrs
CI	13
LI	0
SW	1
SL	1
Total	15

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
<p><b>SO4.1</b> Understanding the consumer protection act and its importance</p> <p><b>SO4.2</b> Analyze the role of consumer forums and the redressal mechanisms available to consumers.</p> <p><b>SO4.3</b> Evaluating the effectiveness of the Consumer Protection Act in safeguarding consumer interests.</p> <p><b>SO4.4</b> Understanding the competition act, 2002</p> <p><b>SO4.5</b> Demonstrating the ability to identify potential anti-competitive practices in business scenarios.</p>		<p><b>Unit 4 - Consumer Protection Act, 1986 and Competition Act, 2002 (13 Hours)</b></p> <ol style="list-style-type: none"> <li>Consumer Protection Act, 1986- Introduction &amp; definitions</li> <li>General Rights of Consumer</li> <li>Need or Importance of consumer protection Act in India</li> <li>Objectives of the Acts.</li> <li>Aims of the Act</li> <li>MRTPs &amp; UTPs</li> <li>Consumer dispute. Dispute redressal mechanism</li> <li>Consumer forums &amp; Appeal against forums.</li> <li>Competition Act, 2002- Introduction &amp; objective</li> <li>Competition commission of India</li> <li>Penalty</li> <li>Competition advocacy</li> <li>Competition Appellate Tribunal</li> </ol>	<ol style="list-style-type: none"> <li>Importance of consumer protection act for an individual and business.</li> <li>Objectives of competition act, 2002</li> </ol>

**SW-4 Suggested Sessional Work (SW):**

- Assignments:** Describe about the competition act 2002 and its relevance int today’s business.
- Mini Project:** Discuss the need for the consumer protection act.
- Other Activities (Specify):** Case analysis and group discussion



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**31MT303.5 Assess the ethical and legal consequences of various business actions and critique the effectiveness of existing business laws in addressing contemporary challenges.**

Item	AppXHrs
CI	11
LI	0
SW	1
SL	1
<b>Total</b>	<b>13</b>

Session Outcomes (SOs)	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
<p><b>SO5.1</b> Explain the concept of a partnership act and the legal framework provided by the Act.</p> <p><b>SO5.2</b> learn about the essentials of partnership</p> <p><b>SO5.3</b> Evaluate the advantages and disadvantages of forming a partnership as a business structure.</p> <p><b>SO5.4</b> Understand Partner rights and liabilities</p> <p><b>SO5.5</b> Demonstrate the ability to apply the provisions of the Partnership Act to specific dissolution scenarios.</p>		<p><b>Unit 5- Indian Partnership Act, 1932 (11 Hours)</b></p> <ol style="list-style-type: none"> <li>1. Introduction to partnership act 1932</li> <li>2. definition &amp; characteristics of partnership</li> <li>3. General duties of partner</li> <li>4. Mutual rights and liabilities</li> <li>5. Formation of partnership firm</li> <li>6. Registration of partnership firm</li> <li>7. Partners- Rights, liabilities</li> <li>8. types of partners</li> <li>9. Relation &amp; rights of partners towards third party.</li> <li>10. Dissolution of partnership</li> <li>11. Dissolution by agreement</li> </ol>	<ol style="list-style-type: none"> <li>1. Minor as a partner</li> <li>2. Essential requirement of partnership</li> <li>3. Insolvency of a partner</li> </ol>

**SW-5 Suggested Sessional Work (SW):**

- a. **Assignments: Discuss the kinds of partnership.**
- b. **Mini Project:** Describe dissolution of partnership.
- c. **Other Activities (Specify):** Case analysis and group discussion



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### Brief of Hours suggested for the Course Outcome

Course Outcomes	Class Lecture (CI)	Sessional Work (SW)	Self-Learning (SL)	Total hour (CI+SW+SL)
<b>31MT303.1</b> Define key legal terms related to business and recall specific statutes and regulations relevant to business operations.	13	1	1	15
<b>31MT303.2</b> Explain the basic principles of contract law and their application in business and interpret the legal implications of different business structures.	12	1	1	14
<b>31MT303.3</b> Analyze real-world business scenarios to identify potential legal issues and apply legal concepts to draft basic business contracts.	11	1	1	13
<b>31MT303.4</b> Evaluate the impact of business legislation on corporate decision-making and analyze legal cases to understand precedent and its implications for future situations.	13	1	1	15
<b>31MT303.5</b> Assess the ethical and legal consequences of various business actions and critique the effectiveness of existing business laws in addressing contemporary challenges.	11	1	1	13
Total Hours	60	5	5	70



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### Suggestion for End Semester Assessment

Suggested Specification Table (For ESA)

CO	Unit Titles	Marks Distribution				Total Marks
		Ap	An	Ev	Cr	
CO-1	Contract Act,1872 and Sales of Goods Act, 1930					
CO-2	Negotiable Instrument Act,1881					
CO-3	Companies Act,1956					
CO-4	Consumer Protection Act, 1986 and Competition Act,2002					
CO-5	Indian Partnership Act, 1932					
Total						50

**Legend:**      **Ap: Apply,**      **An.: Analyze,**      **Ev: Evaluate**      **Cr: Create**

The end of semester assessment for Business Legislation will be held with written examination of 50 marks

**Note.**DetailedAssessmenttrubricneedtobepreparedbythecoursewiseteachersforabovetasks.

Teachers can also design different tasks as per requirement, for end semester assessment.

#### Suggested Instructional/Implementation Strategies:

1. Improved Lecture
2. Tutorial
3. Case Method
4. Group Discussion
5. Role Play
6. Visit to cement plant
7. Demonstration
8. ICT Based Teaching Learning (Video Demonstration/Tutorials CBT, Blog, Facebook, Twitter, WhatsApp, Mobile, Online sources)
9. Brainstorming





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### Suggested Learning Resources

#### Books:

S. No.	Title	Author	Publisher	Edition & Year
1	General & commercial laws.	Taxmann	Taxmann	
2	Legal Aspects of business	R.S.N Pillai & Bagavathi	S. Chand publications	
3	Business Law for Management	Bulchandani	Himalaya publishing House.	2009

#### Curriculum Development Team

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**Cos, Pos and PSOs Mapping**

**Course Title: MBA**

**Course Code: 31MT303**

**Course Title: Business Legislation**

Course Outcomes	Program outcomes								Program Specific Outcome			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO2	PSO3	PSO4
	Business Environment and Domain Knowledge	Critical & Analytical thinking, Business Analysis, Problem Solving and Logical Solutions	International Exposure and Cross-Cultural Understanding	Social Responsiveness and Ethos	Effective Business Communication	Leadership Development and Synergy	R&D Aptitude	Contemporary issues	Theoretical as well as practical knowledge	Work in various functional areas	Work in various industries	To set up business enterprise
<b>CO1:</b> Define key legal terms related to business and recall specific statutes and regulations relevant to business operations.	3	1	1	2	3	2	3	2	3	3	3	1
<b>CO 2:</b> Explain the basic principles of contract law and their application in business and interpret the legal implications of different business structures.	3	2	1	1	3	2	1	3	3	3	3	1
<b>CO3:</b> Analyze real-world business scenarios to identify potential legal issues and apply legal concepts to draft basic business contracts.	3	3	3	3	3	2	2	2	3	1	2	1
<b>CO 4:</b> Evaluate the impact of business legislation on corporate decision-making and analyze legal cases to understand precedent and its implications for future situations.	3	1	1	1	2	2	1	2	3	3	3	1
<b>CO 5:</b> Assess the ethical and legal consequences of various business actions and critique the effectiveness of existing business laws in addressing contemporary challenges.	3	2	1	2	3	3	3	2	2	3	3	1

**Legend:1–Low,2–Medium,3–High**

### Course Curriculum Map

Pos & PSOs No.	Cos No. & Titles	SOs No.	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
POs: 1,2,3,4,5,6,7,8 PSOs: 1,2,3,4	CO-1: Define key legal terms related to business and recall specific statutes and regulations relevant to business operations.	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5		Unit-1 Contract Act,1872 and Sales of Goods Act, 1930 1,2,3,4,5,6,7,8,9,10	
POs: 1,2,3,4,5,6,7,8 PSOs: 1,2,3,4	CO 2: Explain the basic principles of contract law and their application in business and interpret the legal implications of different business structures.	SO2.1 SO2.2 SO2.3 SO2.4 SO2.5		Unit-2 Negotiable Instrument Act,1881 1,2,3,4,5,6,7,8,9	
POs: 1,2,3,4,5,6,7,8 PSOs: 1,2,3,4	CO3: Analyze real-world business scenarios to identify potential legal issues and apply legal concepts to draft basic business contracts.	SO3.1 SO3.2 SO3.3 SO3.4 SO3.5		Unit-3: Companies Act,1956  1,2,3,4,5,6,7,8	
POs: 1,2,3,4,5,6,7,8 PSOs: 1,2,3,4	CO 4: Evaluate the impact of business legislation on corporate decision-making and analyze legal cases to understand precedent and its implications for future situations.	SO4.1 SO4.2 SO4.3 SO4.4 SO4.5		Unit-4: Consumer Protection Act, 1986 and Competition Act,2002 1,2,3,4,5,6,7,8,9,10	
POs: 1,2,3,4,5,6,7,8 PSOs: 1,2,3,4  PSO1,2,3,4	CO 5: Assess the ethical and legal consequences of various business actions and critique the effectiveness of existing business laws in addressing contemporary challenges.	SO5.1 SO5.2 SO5.3 SO5.4 SO5.5		Unit5: Indian Partnership Act, 1932 1,2,3,4,5,6,7,8	



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**Course Code:** 31EN304

**Course Title:** MSMEs & Entrepreneurial Development

**Pre- requisite:** Course assessment methods: CT & EA

**Rationale:** The rationale behind MSME (Micro, Small, and Medium Enterprises) and entrepreneurship development lies in fostering economic growth, generating employment, and promoting innovation. MSMEs play a vital role in economic development by contributing to GDP, exports, and industrial production. Entrepreneurship development encourages individuals to create and sustain businesses, fostering a culture of innovation and adaptability. Overall, these initiatives contribute to economic resilience, poverty reduction, and a more inclusive economic landscape.

### Course Outcomes:

**31EN304.1:** Recall the key features and classifications of MSMEs, demonstrating understanding of basic concepts and terminology.

**31EN304.2:** Explain the significance of MSMEs in the economy, interpreting the challenges and opportunities they face.

**31EN304.3:** Collaborate with peers to solve real-world MSME challenges, fostering teamwork and collective problem-solving.

**31EN304.4:** Critically evaluate the societal and environmental impact of MSME activities, considering ethical and sustainable business practices.

**31EN304.5:** Assess the effectiveness of different technological solutions for MSMEs, considering factors like cost, efficiency, and scalability.

### Scheme of Studies:

Code	Course Code	Course Title	Scheme of studies (Hours/Week)				Total Study Hours (CI+LI+SW+SL)	Total Credits (C)
			CI	LI	SW	SL		
MCC	31EN304	MSMEs & Entrepreneurial Development	4	0	2	1	7	4



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- Legend:**
- CI:** Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),
  - LI:** Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)
  - SW:** Sessional Work (includes assignment, seminar, mini project etc.),
  - SL:** Self Learning,
  - C:** Credits.

**Note:** SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.

### Scheme of Assessment:

#### Theory

Code	COURSE Code	Course Title	Scheme of Assessment (Marks)							End Semester Assessment	Total Marks
			Progressive Assessment (PRA)						Total Marks		
			Class/H ome Assign ment 5 number 3 mar ks each (CA)	Class Test 2 (2 best out of 3) 10 marks each (CT)	Semin ar one  (SA)	Class Activ ity any one  (CAT)	Class Attendan ce  (AT)	(CA+CT+S A+CAT+A T)			
MCC	31EN304	MSMs & Entrepreneurial development	15	20	10	0	5	50	50	100	

### Course-Curriculum Detailing

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.



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## 31EN304.1: Recall the key features and classifications of MSMEs, demonstrating understanding of basic concepts and terminology.

### Approximate Hours

Item	App X Hrs
CI	12
LI	0
SW	1
SL	1
Total	14

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self- Learning (SL)
<p><b>SO1.1</b> Recall and define the concept of entrepreneurship, outlining its key characteristics and components.</p> <p><b>SO1.2</b> Understand the personal characteristics and qualities commonly associated with successful entrepreneurs, such as risk-taking propensity and innovation.</p> <p><b>SO1.3</b> Analyze different entrepreneurial models, including start-ups, social entrepreneurship, and corporate entrepreneurship, identifying their distinctive features and applications.</p> <p><b>SO1.4</b> Assess and evaluate case studies of successful and unsuccessful entrepreneurial ventures, identifying key factors that contributed to their outcomes.</p> <p><b>SO1.5</b> Generate a basic business idea, demonstrating the ability to apply entrepreneurial thinking to identify opportunities and potential value in the market.</p>		<p><b>Unit-1.0 Definition of an entrepreneur &amp; charms of being an entrepreneur (12 Hours)</b></p> <p>1.1 Concept of Entrepreneur</p> <p>1.2 Charms of being an entrepreneur</p> <p>1.3 Qualities of entrepreneurs</p> <p>1.4 Bases of MSME types</p> <p>1.5 Schemes of assistance for MSMEs</p> <p>1.6 Schemes of assistance for MSMEs: NSIC</p> <p>1.7 Schemes of assistance for MSMEs: SIDBI</p> <p>1.8 Schemes of assistance for MSMEs: DIC</p> <p>1.9 Importance of technology and knowledge-based entrepreneurship</p> <p>1.10 Sources of funding</p> <p>1.11 Financial Institutions</p> <p>1.12 Case Study based on technology and knowledge-based entrepreneurship</p>	<ul style="list-style-type: none"> <li>• Charms of being an entrepreneur</li> <li>• Bases of MSME types</li> <li>• Schemes of assistance for MSMEs</li> </ul>

### SW-1 Suggested Sessional Work (SW):

- Assignments:** Explain the importance of knowledge-based entrepreneurship with proper example.
- Mini Project: Different schemes of DIC in MP.
- Other Activities (Specify): Case study, presentation



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**31EN304.2: Explain the significance of MSMEs in the economy, interpreting the challenges and opportunities they face.**

**Approximate Hours**

Item	App X Hrs
CI	12
LI	0
SW	1
SL	1
Total	14

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
<p><b>SO2.1</b> recall and articulate the definition of business opportunities, highlighting their significance in entrepreneurship.</p> <p><b>SO2.2</b> Understand how to analyze market trends and dynamics to identify potential gaps or niches where new business opportunities may arise.</p> <p><b>SO2.3</b> Analyze consumer needs and preferences to identify unmet demands in the market that could serve as opportunities for new businesses.</p> <p><b>SO2.4</b> Assess industry changes, technological advancements, or regulatory shifts that could create new business opportunities or disrupt existing markets.</p> <p><b>SO2.5</b> Generate creative and viable business ideas based on the identified opportunities, considering feasibility and market potential.</p>		<p><b>Unit-2.0 identify business opportunities tools for opportunity identification (12 Hours)</b></p> <p>2.1 Steps to identify business opportunities tools for opportunity identification</p> <p>2.2 criteria of selection &amp; sources of information</p> <p>2.3 market survey: process of conducting a market survey</p> <p>2.4 primary and secondary sources of information</p> <p>2.5 marketing research: tips to be more effective</p> <p>2.6 questionnaire preparation</p> <p>2.7 how to find out pre-feasibility of a project</p> <p>2.8 preparing preliminary project report (PPR)</p> <p>2.9 preparing Detail project report (DPR)</p> <p>2.10 Concept of creativity and innovation</p> <p>2.11 Creativity process</p> <p>2.12 Sources of innovation</p>	<ul style="list-style-type: none"> <li>preparing preliminary project report (PPR)</li> <li>preparing Detail project report (DPR)</li> </ul>

**SW-2: Suggested Sessional Work (SW):**

- a. **Assignments:** Describe the Steps to identify business opportunities tools for opportunity identification
- b. **Mini Project:** framework of preparing Detail project report (DPR)
- c. **Other Activities (Specify):** case analysis, presentation



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**31EN304.3: Collaborate with peers to solve real-world MSME challenges, fostering teamwork and collective problem-solving.**

**Approximate Hours**

Item	AppX Hrs
CI	12
LI	0
SW	1
SL	1
Total	14

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
<p><b>SO3.1</b> Recall and articulate the definition of soft skills, specifically in the context of entrepreneurship.</p> <p><b>SO3.2</b> Understand the key soft skills essential for entrepreneurs, including communication, leadership, adaptability, and emotional intelligence.</p> <p><b>SO3.3</b> Demonstrate effective verbal and written communication skills, vital for conveying ideas, building relationships, and negotiating in entrepreneurial settings.</p> <p><b>SO3.4</b> Exhibit leadership qualities by influencing and motivating others, fostering a positive and collaborative entrepreneurial environment.</p> <p><b>SO3.5</b> Demonstrate effective time management skills, emphasizing the ability to prioritize tasks and meet deadlines in the entrepreneurial context.</p>	.	<p><b>Unit-3.0 Soft skills for an entrepreneur (12 Hours)</b></p> <p>3.1 Soft skills for an entrepreneur</p> <p>3.2 communication channel</p> <p>3.3 major vehicles for communication</p> <p>3.4 creativity and problem-solving attitudes</p> <p>3.5 Project identification: requirements to start a business</p> <p>3.6 whom to contact for what information</p> <p>3.7 business opportunity identification based on different types of resources,</p> <p>3.9 Project variations</p> <p>3.10 Importance of business opportunity</p> <p>3.11 Characteristics of good business opportunity</p> <p>3.12 Types of business opportunity</p>	<ul style="list-style-type: none"> <li>• Project variations identification</li> <li>• Project identification: requirements to start a business</li> </ul>

**SW-3 Suggested Sessional Work (SW):**

- a. **Assignments:** Explain the creativity and problem-solving attitudes
- b. **Mini Project:** Project identification: requirements to start a business.
- c. **Other Activities (Specify):** case analysis and presentation





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**31EN304.4: Critically evaluate the societal and environmental impact of MSME activities, considering ethical and sustainable business practices.**

### Approximate Hours

Item	AppX Hrs
CI	12
LI	0
SW	1
SL	1
Total	11

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
<p><b>SO4.1</b> Demonstrate an understanding of the key principles of entrepreneurship, such as market dynamics and business models.</p> <p><b>SO4.2</b> Apply entrepreneurial skills to analyze and solve real-world business problems presented during the session.</p> <p><b>SO4.3</b> Break down complex entrepreneurial challenges, identify patterns, and assess potential risks and opportunities.</p> <p><b>SO4.4</b> Critically evaluate different business strategies and entrepreneurial approaches, considering their feasibility and potential impact</p> <p><b>SO4.5</b> Generate innovative business ideas, formulate a business plan, and design strategies for implementing entrepreneurial concepts.</p>	.	<p><b>Unit-4: Entrepreneurial competencies (12 Hours)</b></p> <p>4.1 Entrepreneurial competency definition</p> <p>4.2 Entrepreneurial competency and trades</p> <p>4.3 Developing&amp; recognizing entrepreneurial competencies</p> <p>4.4 Competency Assessment</p> <p>4.5 Return on investment</p> <p>4.6 Debt service coverage ratio (DSCR)</p> <p>4.7 Break-even point (BEP) and Debt-equity ratio</p> <p>4.8 Books of accounts: Double entry bookkeeping - rules of debit and credit, format of a purchase book, format of a sales book, format of a cash book, format of a bank book, format of stock register</p> <p>4.9 basics of financial statements - trial balance, profit and loss account, balance sheet</p> <p>4.10 Working capital assessment: component of working capital, consequences of under and over assessment of working capital, major sources of raising short-term&amp; Long term funds</p> <p>4.11 Product costing and cost consciousness - direct&amp; indirect cost</p> <p>4.12 pricing and costing: marginal cost based pricing and contribution analysis</p>	<p>• Books of accounts: Double entry bookkeeping - rules of debit and credit, format of a purchase book, format of a sales book, format of a cash book, format of a bank book, format of stock register</p>



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### SW-4 Suggested Sessional Work (SW):

- a. **Assignments:** Describe format of a purchase book.
- b. **Mini Project:** format of a sales book, format of a cash book, format of a bank book, format of stock register
- c. **Other Activities (Specify):** Presentation, group discussion, case analysis

**31EN304.5: Assess the effectiveness of different technological solutions for MSMEs, considering factors like cost, efficiency, and scalability.**

#### Approximate Hours

Item	AppX Hrs
CI	12
LI	0
SW	1
SL	1
<b>Total</b>	<b>14</b>

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
<p><b>SO5.1</b> Demonstrate an understanding of the principles underlying market dynamics, including the relationship between supply and demand.</p> <p><b>SO5.2</b> Apply market research skills to gather and analyze data, translating theoretical knowledge into practical use.</p> <p><b>SO5.3</b> Analyze market trends and interpret data to draw insights about consumer behavior, competitor strengths, and weaknesses.</p> <p><b>SO5.4</b> Evaluate the significance of market data, considering its implications for business decisions and strategies.</p> <p><b>SO5.5</b> Develop a market segmentation plan, identifying target audiences and creating strategies for effective market positioning.</p>		<p><b>Unit 5: Marketing management (12 Hours)</b></p> <p>5.1 Marketing management</p> <p>5.2 basics of market assessment</p> <p>5.3 market segmentation</p> <p>5.4 market targeting developing market mix</p> <p>5.5 promotion activities</p> <p>5.6 IPR and its management</p> <p>5.7 labor laws etc. taxation: various taxes applicable to MSME</p> <p>5.8 legal formalities for loan disbursement</p> <p>5.9 institutions for business plan appraisal.</p> <p>5.10 Strategic marketing decisions</p> <p>5.11 Elements of the marketing decisions</p> <p>5.12 Process of marketing decisions</p>	<ul style="list-style-type: none"> <li>• Basics of market assessment</li> <li>• IPR and its management</li> </ul>

### SW-5 Suggested Sessional Work (SW):

- a. **Assignments: Explain basics of market assessment.**
- b. **Mini Project:** IPR and its management
- c. **Other Activities (Specify):** Presentation, group discussion



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### Brief of Hours suggested for the Course Outcome

Course Outcomes	Class Lecture (CI)	Sessional Work (SW)	Self-Learning (SL)	Total hour (CI+SW+SL)
<b>31EN304.1:</b> Recall the key features and classifications of MSMEs, demonstrating understanding of basic concepts and terminology.	12	1	1	14
<b>31EN304.2:</b> Explain the significance of MSMEs in the economy, interpreting the challenges and opportunities they face.	12	1	1	14
<b>31131EN304.3:</b> Collaborate with peers to solve real-world MSME challenges, fostering teamwork and collective problem-solving.	12	1	1	14
<b>31EN304.4:</b> Critically evaluate the societal and environmental impact of MSME activities, considering ethical and sustainable business practices.	12	1	1	14
<b>31EN304.5:</b> Assess the effectiveness of different technological solutions for MSMEs, considering factors like cost, efficiency, and scalability.	12	1	1	14
<b>Total Hours</b>	<b>60</b>	<b>05</b>	<b>05</b>	<b>70</b>



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## Suggestion for End Semester Assessment

Suggested Specification Table (For ESA)

CO	Unit Titles	Marks Distribution				Total Marks
		Ap	An	Ev	Cr	
CO-1	Definition of an entrepreneur & charms of being an entrepreneur					
CO-2	Identify business opportunities tools for opportunity identification					
CO-3	Soft skills for an entrepreneur					
CO-4	Entrepreneurial competencies					
CO-5	Marketing management					
Total						50

**Legend:**      **Ap: Apply,    An.: Analyze,    Ev: Evaluate    Cr: Create**

The end of semester assessment for MSMEs & Entrepreneurial Development will be held with written examination of 50 marks

**Note.** Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.

### Suggested Instructional/Implementation Strategies:

1. Improved Lecture
2. Tutorial
3. Case Method
4. Group Discussion
5. Role Play
6. Visit to cement plant
7. Demonstration
8. ICT Based Teaching Learning (Video Demonstration/Tutorials  
CBT,Blog, Facebook, Twitter, WhatsApp, Mobile, Online sources)
9. Brainstorming



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### Suggested Learning Resources

**(a) Books:**

S. No.	Title	Author	Publisher	Edition & Year
1	Fundamentals of Entrepreneurship and Small Business Management	Desai Vasant	Himalaya Publishing House	
2	New Venture Creation: Entrepreneurship for the 21st Century	Jeffry Timmons, Stephen Spinelli	Tata McGraw Hill	8 <sup>th</sup> Edition
3	Entrepreneurship	S.S. Khanka	Himalaya Publishing House	First Edition
4	Essentials of Entrepreneurship	Sourab Aggarwal	Pearson	
5	Lecture note provided by Faculty of Management, AKS University, Satna .			

### Curriculum Development Team

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**Cos. POs and PSOs Mapping**

**Course Title: MBA**

**Course Code: 31EN304**

**Course Title: MSMEs & Entrepreneurial Development**

Course Outcomes	Program Outcomes								Program Specific Outcome			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4
	Business Environment and Domain Knowledge	Critical & Analytical thinking, Business Analysis, Problem Solving and Logical Solutions	International Exposure and Cross-Cultural Understanding	Social Responsiveness and Ethos	Effective Business Communication	Leadership Development and Synergy	R&D Aptitude	Contemporary issues	Theoretical knowledge as well as practical knowledge	Work in various functional area	Work in various industries	To set up business enterprise
<b>CO1:</b> Recall the key features and classifications of MSMEs, demonstrating understanding of basic concepts and terminology.	3	3	1	3	2	3	3	2	2	1	1	3
<b>CO-2:</b> Explain the significance of MSMEs in the economy, interpreting the challenges and opportunities they face.	3	3	3	3	2	2	1	3	1	1	1	3
<b>CO-3:</b> Collaborate with peers to solve real-world MSME challenges, fostering teamwork and collective problem-solving.	3	3	3	3	1	1	2	3	1	2	1	3
<b>CO-4:</b> Critically evaluate the societal and environmental impact of MSME activities, considering ethical and sustainable business practices.	3	3	3	3	1	1	2	3	2	1	1	3
<b>CO-5:</b> Assess the effectiveness of different technological solutions for MSMEs, considering factors like cost, efficiency, and scalability.	3	1	1	1	1	1	1	1	3	1	2	3

**Legend: 1 – Low, 2 – Medium, 3 – High**

### Course Curriculum Map

POs & PSOs No.	COs No.& Titles	SOs No.	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
PO 1,2,3,4,5,6,7, 8 PSO 1,2, 3, 4	CO-1: Recall the key features and classifications of MSMEs, demonstrating understanding of basic concepts and terminology.	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5		Unit-1.0 Definition of an entrepreneur & charms of being an entrepreneur 1.1,1.2,1.3,1.4,1.5,1.6,1.7,1.8,1.9	
PO 1,2,3,4,5,6,7, 8 PSO 1,2, 3, 4	CO 2 : Explain the significance of MSMEs in the economy, interpreting the challenges and opportunities they face.	SO2.1 SO2.2 SO2.3 SO2.4 SO2.5		Unit-2 identify business opportunities tools for opportunity identification 2.1,2.2,2.3,2.4,2.5,2.6,2.7,2.8,2.9	
PO 1,2,3,4,5,6,7, 8 PSO 1,2, 3, 4	CO3 : Collaborate with peers to solve real-world MSME challenges, fostering teamwork and collective problem-solving.	SO3.1 SO3.2 SO3.3 SO3.4 SO3.5		Unit-3 : Soft skills for an entrepreneur  3.1,3.2,3.3,3.4,3.5,3.6,3.7,3.8,3.9	
PO 1,2,3,4,5,6,7, 8 PSO 1,2, 3, 4	CO 4: Critically evaluate the societal and environmental impact of MSME activities, considering ethical and sustainable business practices.	SO4.1 SO4.2 SO4.3 SO4.4 SO4.5		Unit-4: Entrepreneurial competencies  4.1,4.2,4.3,4.4,4.5,4.5,4.6,4.7,4.8,4.9,	
PO 1,2,3,4,5,6,7, 8 PSO 1,2, 3, 4	CO 5: Assess the effectiveness of different technological solutions for MSMEs, considering factors like cost, efficiency, and scalability	SO5.1 SO5.2 SO5.3 SO5.4 SO5.5		Unit 5: Marketing management 5.1,5.2,5.3,5.4,5.5,5.6,5.7,5.8,5.9,	



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**Course Code:** 31MT305

**Course Title:** HUMAN RESOURCE ANALYTICS

**Pre-requisite:** Student should have basic knowledge of statistics and management.

### Rationale

### Course Outcomes:

**31MT305.1:** Optimize the problems and issues in HR and the logic to use the HR analytics

**31MT305.2:** Apply the tools, methods and techniques of HR analytics

**31MT305.3:** Analyze the examples and uses of HR analytics in various HR sub-systems

**31MT305.4:** HR balanced score cards to be evaluated

**31MT305.5:** Post analytics to create a HR dashboard

### Scheme of Studies:

Code	Course Code	Course Title	Scheme of studies (Hours/Week)				Total Study Hours (CI+LI+SW+SL)	Total Credits (C)
			CI	LI	SW	SL		
MCC	31MT305	HUMAN RESOURCE ANALYTICS	4	0	1	1	6	4

**Legend:** **CI:** Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),  
**LI:** Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)  
**SW:** Sessional Work (includes assignment, seminar, mini project etc.),  
**SL:** Self Learning,  
**C:** Credits.

**Note:** SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.





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### Scheme of Assessment:

#### Theory

Code	Course Code	Course Title	Scheme of Assessment (Marks)							
			Progressive Assessment (PRA)						End Semester Assessment	Total Marks
			Class / Home Assignment 5 number 3 marks each (CA)	Class Test 2 (2 best out of 3) 10 marks each (CT)	Seminar one  (SA)	Class Activity any one  (CAT)	Class Attendance  (AT)	Total Marks  (CA+CT+SA+CAT+AT)		
MCC	<b>31MT305</b>	HUMAN RESOURCE ANALYTICS	15	20	10	0	5	50	50	100

### Course-Curriculum Detailing

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.

**31MT305.1:** Optimize the problems and issues in HR and the logic to use the HR analytics

#### Approximate Hours

Item	AppX Hrs
CI	15
LI	0
SW	2
SL	1
<b>Total</b>	<b>18</b>



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Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
<p><b>SO1.1</b>The students will be able to Apply the HR Measurement</p> <p><b>SO1.2</b>The students will be able to HR Analytics and business linkages to be applied</p> <p><b>SO1.3</b>The students will be able to Apply the HR audits for organizations</p>	.	<p><b>Unit-1: Bases for HR Analytics (15 Hours)</b></p> <p>1.1 Need for HR Measurement</p> <p>1.2 types of HR</p> <p>1.3 Analytics</p> <p>1.4 importance</p> <p>1.5concept of HR</p> <p>1.6 Analytics</p> <p>1.7HR Analytics</p> <p>1.8business linkages</p> <p>1.9Pre requirements for HR Analytics</p> <p>1.10Models of HR Analytics</p> <p>1.11Measuring intellectual capital</p> <p>1.12concepts of HR Accounting</p> <p>1.13Audit</p> <p>1.14 Approaches and methods used in HR Accounting</p> <p>1.15 Audit in India</p>	<p>1. Practical uses of HR analytics in Banks</p> <p>2. Analytics tools</p>

SW-1 Suggested Sessional Work (SW):

- a. **Assignments: IPR and HR analytics**
- b. Mini Project: Survey of analytics tools for HR

**31MT305.2:** Apply the tools, methods and techniques of HR analytics

### Approximate Hours

Item	AppXHrs
CI	10
LI	0
SW	2
SL	1
Total	13



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Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
<p><b>SO2.1</b>The students will be able to Apply the HRIS</p> <p><b>SO2.2</b>The students will be able to HRIS and business linkages to be applied</p> <p><b>SO2.3</b>The students will be able to Apply the HRIS for micro-organizations</p>	.	<p><b>Unit-2: HRIS as the stepping stone of HR Analytics (10 Hours)</b></p> <p>2.1 Human Resource Information System 2.2 HR Analytics 2.3 Role of HRIS in analytics 2.4 HRIS development 2.5 Execution 2.6 development process- need analysis 2.7 Systems design 2.8 Structure and culture 2.9 HRIS uses 2.10 Making HRIS to work</p>	<p>1. HRIS in Schools 2. HRIS and HR analytics connections in IT firms</p>

**SW-2 Suggested Sessional Work (SW):**

- a. **Assignments:** HRIS in work
- b. **Mini Project:**

**31MT305.3:** Analyze the examples and uses of HR analytics in various HR sub-systems

**Approximate Hours**

Item	AppXHrs
CI	9
LI	0
SW	2
SL	1
Total	12

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class Room Instruction (CI)	Self-Learning (SL)
<p><b>SO3.1</b>The students will be able to Analyze the HR Analytics</p> <p><b>SO3.2</b>The students will be able to HR Analytics and business linkages to be analyzed</p>	.	<p><b>Unit-3: HR Analytics for various HR sub-systems (9 Hours)</b></p> <p>3.1 HR Analytics 3.2 various HR sub-systems 3.3 Staffing 3.4 Training &amp; Development</p>	<p>1. Career management in cement plants</p>



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		3.5 Performance Appraisals 3.6 Performance Management Systems 3.7 Career Management Systems 3.8 Rewards 3.9 Compensation Administration	
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SW-3 Suggested Sessional Work (SW):

a. **Assignments: Performance management and HR analytics**

b. Mini Project: Survey of staffing process in cement firms

**31MT305.4:** HR balanced score cards to be evaluated

### Approximate Hours

Item	AppXHrs
CI	9
LI	0
SW	2
SL	1
Total	12

Sessin Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
<p><b>SO4.1</b>The students will be able to Evaluate the HR climate</p> <p><b>SO4.2</b>The students will be able to Competency mapping and business linkages to be analyzed</p> <p><b>SO4.3</b>The students will be able to Competency mapping for organizations to be evaluated</p>	.	<p><b>Unit-4: HR Analytics for HR system (9 Hours)</b></p> <p>4.1. HR performance management</p> <p>4.2. measurement systems</p> <p>4.3. Measuring HR Climate</p> <p>4.4. Competency Management Frameworks</p> <p>4.5. Competency Mapping</p> <p>4.6. competency-based HR System</p> <p>4.7. Measuring HR Effectiveness</p> <p>4.8. HR Scorecards</p> <p>4.9. Examples of HR Scorecards</p>	<p>1. Creation of competency maps</p> <p>2. Organisational climate in cement sector</p>

SW-4 Suggested Sessional Work (SW):

a. **Assignments:** HR score cards of different sectors

b. **Mini Project:**



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## 31MT305.5: Post analytics to create a HR dashboard

### Approximate Hours

Item	AppXHrs
CI	17
LI	0
SW	2
SL	1
Total	20

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class Room Instruction (CI)	Self-Learning (SL)
<p><b>SO5.1</b>The students will be able to Create the HR Analytics post analysis displays</p> <p><b>SO5.2</b>The students will be able to HR info graphics to be framed</p>		<p><b>Unit 5: HR Analytics and its Future concerns (17 Hours)</b></p> <p>5.1 Digital Technology</p> <p>5.2 changes in HR Analytics</p> <p>5.3 Role of social media</p> <p>5.4 platforms in HR Analytics</p> <p>5.5 Digital technologies</p> <p>5.6 Predictive HR Analytics</p> <p>5.7 Assessing</p> <p>5.8 effectiveness of HR Analytics</p> <p>5.9 Post analysis steps</p> <p>5.10 Review in HR</p> <p>5.11 monitoring in HR</p> <p>5.12 Issues in HR</p> <p>5.13 valuation in HR</p> <p>5.14 measurement in HR</p> <p>5.15 Emerging challenges</p> <p>5.16 International perspective</p> <p>5.17 National perspective</p>	<p><b>1. Software for HR</b></p> <p><b>2. Payroll software</b></p>

SW-5 Suggested Sessional Work (SW):

- a. **Assignments: Types of HR analytics**
- b. Mini Project: Cost surveys for HR software



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## Brief of Hours suggested for the Course Outcome

Course Outcomes	Class Lecture (CI)	Sessional Work (SW)	Self-Learning (SL)	Total hour (CI+SW+SL)
<b>31MT305.1:</b> Optimize the problems and issues in HR and the logic to use the HR analytics	15	2	1	18
<b>31MT305.2:</b> Apply the tools, methods and techniques of HR analytics	10	2	1	13
<b>31MT305.3:</b> Analyze the examples and uses of HR analytics in various HR sub-systems	9	2	1	12
<b>31MT305.4:</b> HR balanced score cards to be evaluated	9	2	1	12
<b>31MT305.5:</b> Post analytics to create a HR dashboard	17	2	1	20
<b>Total Hours</b>	60	10	5	75

## Suggestion for End Semester Assessment

Suggested Specification Table (ForESA)

CO	Unit Titles	Marks Distribution				Total Marks
		Ap	An	Ev	Cr	
CO-1	Bases for HR Analytics					
CO-2	HRIS as the stepping stone of HR Analytics					
CO-3	HR Analytics for various HR sub-systems					
CO-4	HR Analytics for HR system					
CO-5	HR Analytics and its Future concerns					
Total						50

**Legend:** Ap: Apply, An.: Analyze, Ev: Evaluate Cr: Create

The end of semester assessment for HUMAN RESOURCE ANALYTICS will be held with written examination of 50 marks

**Note.** Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.



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## Suggested Instructional/Implementation Strategies

1. Improved Lecture
2. Tutorial
3. Case Method
4. Group Discussion
5. Role Play
6. Visits
7. Demonstration
8. ICT Based Teaching Learning (Video Demonstration/ Tutorials, CBT, Blog Facebook, Twitter, WhatsApp, Mobile, Online sources)
9. Brainstorming

## Suggested Learning Resources:

### Books:

S. No.	Title	Author	Publisher	Edition & Year
1	Making Human Capital Analytics Work: Measuring the ROI of Human Capital Processes and Outcomes	Phillips, J., & Phillips, P.P.	McGraw-Hill	2014
2	Financial Analysis for HR Managers: Tools for Linking HR Strategy to Business Strategy	Director, S.	Pearson FT Press	2014
3	The HR scorecard: Linking people, strategy, and performance	Becker, B. E., Huse lid, M. A., & Ulrich, D.	Harvard Business Press	2001

## Curriculum Development Team

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**Cos. Pos and PSOs Mapping**

**Course Title: MBA**

**Course Code: 31MT305**

**Course Title: HUMAN RESOURCE ANALYTICS**

Course Outcomes	Program Outcomes								Program Specific Outcome			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4
	Business Environment and Domain Knowledge	Critical & Analytical thinking, Business Analysis, Problem Solving and Logical Solutions	International Exposure and Cross-Cultural Understanding	Social Responsiveness and Ethos	Effective Business Communication	Leadership Development and Synergy	R&D Aptitude	Contemporary issues	Theoretical knowledge as well as practical knowledge	Working various functional area	Work in various industries	To set up business enterprise
CO1: Optimize the problems and issues in HR and the logic to use the HR analytics.	2	1	3	2	3	2	1	2	2	3	3	1
CO-2: Apply the tools, methods and techniques of HR analytics	3	1	2	2	1	2	3	1	2	2	2	1
CO-3: Analyze the examples and uses of HR analytics in various HR sub-systems	2	2	1	2	1	2	2	2	1	1	2	2
CO-4: HR balanced score cards to be evaluated	3	2	2	2	3	2	3	2	3	2	3	2
CO-5: Post analytics to create a HR dashboard	2	1	2	1	1	2	3	3	3	2	1	3

**Legend:1–Low,2–Medium,3–High**





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### Course Curriculum Map

Pos & PSOs No.	Cos No. & Titles	SOs No.	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
PO1,2,3,4,5,6,7,8 PSO1,2,3,4	CO-1: Optimize the problems and issues in HR and the logic to use the HR analytics	SO1.1 SO1.2 SO1.3		Unit-1: Bases for HR Analytics  1,2,3,4,5,6,7,8,9,10,11,12,13,14,15	
PO1,2,3,4,5,6,7,8 PSO1,2,3,4	CO 2: Apply the tools, methods and techniques of HR analytics	SO2.1 SO2.2 SO2.3		Unit-2: HRIS as the stepping stone of HR Analytics  1,2,3,4,5,6,7,8,9,10	
PO1,2,3,4,5,6,7,8 PSO1,2,3,4	CO3 : Analyze the examples and uses of HR analytics in various HR sub-systems	SO3.1 SO3.2		Unit-3: HR Analytics for various HR sub-systems  1,2,3,4,5,6,7,8,9	
PO1,2,3,4,5,6,7,8 PSO1,2,3,4	CO 4: HR balanced score cards to be evaluated	SO4.1 SO4.2 SO4.3		Unit-4: HR Analytics for HR system  1,2,3,4,5,6,7,8,9	
PO:1,2,3,4,5,6,7,8 PSO1,2,3,4	CO 5: Post analytics to create a HR dashboard	SO5.1 SO5.2		Unit5: HR Analytics and its Future concerns  1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17	



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**Electives:** In third semester student will choose any two electives out of five electives. Every elective has one course in the third semester and two courses in the fourth semester.

### (Finance)

**Course Code:** 31FM306

**Course Title:** Corporate Taxation

**Pre- requisite:** Students should have knowledge of tax slab of the assessment year and previous year.

**Rationale:** After reading these subject students will be able to know that how to do tax planning in a appropriate way as well they will be able to differentiate between the direct and indirect tax in India. They will pursue the companies to take decisions related to tax savings.

Students will be able to take decisions related to tax avoidance and tax evasion which one is legal and which one is illegal. Students will understand that how to fill income tax returns and how to utilize deductions coming under income tax act.

#### **Course Outcomes:**

31FM306 .1 Students will define the basic rules of income tax.

31FM306 .2 Students will calculate the income under different heads.

31FM306 .3 Students will estimate the total income and tax liability of companies.

31FM306 .4 Students will design the assessment procedure for taxation

31FM306 .5 Students will systematize the overall tax planning.

#### **Scheme of Studies:**

CODE	Course Code	Course Title	Scheme of studies (Hours/Week)					Total Credits (C)
			CI	LI	SW	SL	Total Study Hours (CI+LI+SW+SL)	
MEC	31FM306	Corporate Taxation	4	0	1	1	6	4

**Legend:** **CI:** Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

**LI:** Laboratory Instruction

**SW:** Session Work (includes assignment, seminar, mini project etc.),

**SL:** Self Learning,

**C:** Credits.

**Note:** SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.



## Scheme of Assessment

### Theory

COD E	Course Code	Course Title	Scheme of Assessment (Marks)							End Semester Assessment  (ES A)	Total Marks  (PRA+ES A)
			Progressive Assessment (PRA)					Total Marks  (CA+CT+SA+CAT+AT)			
			Class/Home Assignment number 3 marks each (CA)	Class Test 2 (2 best out of 3) 10 marks each (CT)	Seminar one (SA)	Class Activity any one (CAT)	Class Attendance (AT)				
MEC	<b>31FM306</b>	<b>Corporate Taxation</b>	15	20	10	0	5	50	50	100	

### Course-Curriculum Detailing

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.

#### 31FM306.1 Students will define the basic rules of income tax.

#### Approximate Hours

Item	Approx Hrs
CI	15
LI	0
SW	2
SL	1
Total	18



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Session Outcomes (SOs)	Laboratory Instruction (LI)	Class Room Instruction (CI)	Self-Learning (SL)
<p><b>SO1.1</b> students will define the word assessment and previous year.</p> <p><b>SO1.2</b> students will define the word person, assessee, income.</p> <p><b>SO1.3</b> students will elaborate the gross total income.</p> <p><b>SO1.4</b> students will explain the residence and non-residence</p> <p><b>SO1.5</b> students will evaluate the incidence of taxes.</p>	.	<p><b>Unit –I - Basic Rules of Income Tax (15 Hours)</b></p> <p>1.1 Meaning of Assessment Year</p> <p>1.2 Meaning of Previous Year</p> <p>1.3 Meanings of Person in income tax</p> <p>1.4 Meanings of Assessee</p> <p>1.5 Meaning of Income</p> <p>1.6 Heads of income</p> <p>1.7 Gross Total Income, Taxable Income</p> <p>1.8 Income Tax Rate</p> <p>1.9 Residential Status and tax incidence</p> <p>1.10 Meanings of ordinary and non-ordinary resident.</p> <p>1.11 Meanings of non residents</p> <p>1.12 Numerical related to residential status in India.</p> <p>1.13 Definition of incidence of taxes</p> <p>1.14 Incidence of taxes numerical.</p> <p>1.15 Income exempt from tax</p>	<p>1. Meaning of HUF, corporation</p>

### SW-1 Suggested Sessional Work (SW):

- a. Assignments:** Write the all condition coming under the residential status and tax incidence with an appropriate example.
- b. Mini Project:** Write short note on exceptions coming under the residence of India.
- c. Other Activities (Specify):** Make a list of tax slab applied by GOV in last 5 years.



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### 31FM306.2 Students will calculate the income under different heads.

#### Approximate Hours

Item	Approx Hrs
CI	17
LI	0
SW	2
SL	1
<b>Total</b>	<b>20</b>

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
<p><b>SO2.1</b> students will compute the income from salaries.</p> <p><b>SO2.2</b> students will compute the income from house property.</p> <p><b>SO2.3</b> students will compute the profit from business or profession.</p> <p><b>SO2.4</b> students will compute the income from capital gain.</p> <p><b>SO2.5</b> students will compute the income from other sources.</p>		<p><b>Unit –II - Computation of income under different heads (17 Hours)</b></p> <p>2.1 Income under the head salaries (only overview).</p> <p>2.2 Income from salary after retirement.</p> <p>2.3 Calculation of provident fund</p> <p>2.4 Meanings of profit in Liew of salary.</p> <p>2.5 Income from house property</p> <p>2.6 Determination of gross annual value of let out building.</p> <p>2.7 Computation of pre construction period</p> <p>2.8 Profit and gains from business and profession</p> <p>2.9 Computation of profit of business or profession</p> <p>2.10 Computation of Capital gains</p> <p>2.11 Computation of cost of acquisition</p> <p>2.12 Computation of cost of improvement.</p> <p>2.13 Computation of capital gain in special cases.</p> <p>2.14 Income from other sources</p> <p>2.15 Computation of Income from other sources</p> <p>2.16 Security and bond transaction calculation</p> <p>2.17 Deductions allowable in income from other sources.</p>	<p>1. Meanings of salaries, commission, bonus</p>

#### SW-2: Suggested Sessional Work (SW):

- a. Assignment:** Types of deduction coming under section 80, describe.
- b. Mini Project:** Write short note on income from other sources.
- c. Other Activities (Specify):**



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### 31FM306.3 Students will estimate the total income and tax liability of companies.

#### Approximate Hours

Item	Approx Hrs
CI	10
LI	0
SW	2
SL	1
<b>Total</b>	<b>13</b>

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
<p><b>SO3.1</b> students will explain the set off and carry forward of losses</p> <p><b>SO3.2</b> students will explain the deductions from gross total income</p> <p><b>SO3.3</b> students will compute the tax liability of company.</p> <p><b>SO3.4</b> students will compute the total income of company.</p>	.	<p><b>Unit – III Computation of total income and tax liability of companies (10 Hours)</b></p> <p>3.1 Set off and Carry Forward of Losses</p> <p>3.2 Treatment of carries forward losses of certain assesses</p> <p>3.3 Set off under the same head</p> <p>3.4 Set off under other heads</p> <p>3.5 Deductions from gross total income</p> <p>3.6 Deduction in respect of certain income.</p> <p>3.7 Deduction coming under section 80</p> <p>3.8 Numerical related to section 80C</p> <p>3.9 Meaning and definition of company.</p> <p>3.10 Computation of tax liability of companies.</p>	<p>1. Meaning of deduction</p> <p>2. Meaning of carry forward of losses</p>

#### SW-3: Suggested Sessional Work (SW):

- a. Assignments:** State the amount of deductions under section 80C to 80U.
- b. Mini Project:** Who can claim the deduction u/s 80D and how much?
- c. Other Activities (Specify):** Write four such donations for which 50% deduction are allowed.



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**31FM306.4 Students will design the assessment procedure for taxation**

**Approximate Hours**

Item	Approx Hrs
CI	10
LI	0
SW	2
SL	1
Total	13

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
<p><b>SO4.1</b> students will define the word tax payment</p> <p><b>SO4.2</b> students will compute the tax deductible at sources</p> <p><b>SO4.3</b> students will compute the advance tax</p> <p><b>SO4.4</b> students will compute the due dates and installment</p>	.	<p><b>Unit-IV Assessment procedure (10 Hours)</b></p> <p>4.1 Meanings of Tax Payments</p> <p>4.2 Meaning of Tax Deduction at source</p> <p>4.3 Details of payments subject to deduction of tax at sources.</p> <p>4.4 Detail of information coming under the form 26AS</p> <p>4.5 Requirement to furnish permanent account number</p> <p>4.6 Computation of tax deductible at sources</p> <p>4.7 Advance payment of Tax</p> <p>4.8 Computation of advance tax</p> <p>4.9 Calculation of Installments of advance tax and due date</p> <p>4.10 Computation of advance tax liability on dividend income</p>	<p>1. Meaning of advance payment of tax</p> <p>2. Meaning of TDS.</p>

**SW-4 Suggested Sessional Work (SW):**

- a. Assignments:** What are the payments on which tax is deducted at source?
- b. Mini Project:** When a person is liable to pay advance tax.
- c. Other Activities (Specify):**



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**31FM306.5** Students will systematize the overall tax planning.

Item	AppX Hrs
CI	8
LI	0
SW	2
SL	1
Total	11

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
<p><b>SO5.1</b> students will regulate the tax planning</p> <p><b>SO5.2</b> students will explain the word tax avoidance</p> <p><b>SO5.3</b> students will explain the word tax evasion</p>	.	<p><b>Unit- V Concept of Tax Planning (8 Hours)</b></p> <p>5.1 Meaning and definition of Tax Planning</p> <p>5.2 Importance of tax planning in a company.</p> <p>5.3 Tax planning and tax performance</p> <p>5.4 Meaning and definitions of Tax Avoidance</p> <p>5.5 Techniques of tax avoidance</p> <p>5.6 Meaning and definitions of Tax evasion</p> <p>5.7 Techniques of tax evasion</p> <p>5.8 Case study of tax avoidance and tax evasion</p>	<p>1. Meaning of avoidance and evasion, which one is legal.</p>

**SW-5 Suggested Sessional Work (SW):**

- a. Assignments:** Write at least three examples of both tax evasion and tax avoidance.
- b. Mini Project:** Write short note on tax planning
- c. Other Activities (Specify):** Case study discussion related to best tax planning by companies.





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## Brief of Hours suggested for the Course Outcome

Course Outcomes	Class Lecture (Cl)	Sessional Work (SW)	Self-Learning (SI)	Total hour (Cl+SW+SI)
<b>31FM306.1</b> Students will define the basic rules of income tax.	15	2	1	18
<b>31FM306.2</b> Students will calculate the income under different heads.	17	2	1	20
<b>31FM306.3</b> Students will estimate the total income and tax liability of companies.	10	2	1	13
<b>31FM306.4</b> Students will design the assessment procedure for taxation	10	2	1	13
<b>31FM306.5</b> Students will systematize the overall tax planning.	8	2	1	11
<b>Total Hours</b>	<b>60</b>	<b>10</b>	<b>5</b>	<b>75</b>

## Suggestion for End Semester Assessment

Suggested Specification Table (For ESA)

CO	Unit Titles	Marks Distribution				Total Marks
		Ap	An	Ev	Cr	
CO-1	Basic Rules of Income Tax					
CO-2	Computation of income under different heads					
CO-3	Computation of total income and tax liability of companies					
CO-4	Assessment procedure					
CO-5	Concept of Tax Planning					
Total						50

Legend: Ap: Apply, An: Analyze, Ev: Evaluate Cr: Create



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The end of semester assessment for Corporate Taxation will be held with written examination of 50 marks

**Note.** Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.

### Suggested Instructional/Implementation Strategies:

1. Improved Lecture
2. Tutorial
3. Case Method
4. Group Discussion
5. Role Play
6. Visit to cement plant
7. Demonstration
8. ICT Based Teaching Learning (Video Demonstration/Tutorials  
CBT,Blog, Facebook, Twitter, WhatsApp, Mobile, Online sources)
9. Brainstorming

### Suggested Learning Resources

#### (a) Books :

S. No.	Title	Author	Publisher	Edition & Year
1	Income Tax	Dr. H.C. Mehrotra, Dr. S.P. Goyal	Sahitya Bhawan Publicaiton	2023-24
2	Income Tax Law and Practice	Dr. Shripal Saklecha	Satish Printers, Indore	2022-23



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### **Curriculum Development Team**

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**Cos. POs and PSOs Mapping**

**Program Title: MBA**

**Course Code: 31FM306**

**Course Title: Corporate Taxation**

Course Outcomes	Program Outcome								Program Specific Outcome			
	Business Environment and Domain Knowledge	Critical & Analytical thinking, Business Analysis, Problem Solving and Logical Solutions	International Exposure and Cross-Cultural Understanding	Social Responsiveness and Ethos	Effective Business Communication	Leadership Development and Synergy	R&D Aptitude	Contemporary issues	theoretical as well as practical knowledge	work in various functional areas	work in various industries	To set up business enterprise
<b>CO 1</b> Students will define the basic rules of income tax.	3	3	3	3	3	2	1	2	3	3	3	2
<b>CO 2</b> Students will calculate the income under different heads.	3	3	2	3	3	2	1	3	3	3	3	2
<b>CO 3</b> Students will estimate the total income and tax liability of companies.	3	3	2	3	3	1	1	2	3	3	3	3
<b>CO 4</b> Students will design the assessment procedure for taxation	3	3	2	2	3	1	1	3	3	3	3	2
<b>CO 5</b> Students will systematize the overall tax planning.	3	1	2	3	3	1	2	3	1	3	3	3

**Legend: 1 – Low, 2 – Medium, 3 – High**

### Course Curriculum Map

POs & PSOs No.	COs No.& Titles	SOs No.	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self Learning (SL)
PO 1,2,3,4,5,6,7,8 PSO 1,2, 3, 4	CO 1 Students will define the basic rules of income tax.	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5		Unit-1 : Basic Rules of Income Tax 1.1,1.2,1.3,1.4,1.5,1.6,1.7, 1.8, 1.9, 1.10,1.11,1.12,1.13,1.14,1.15	
PO 1,2,3,4,5,6,7,8 PSO 1,2, 3, 4	CO 2 Students will calculate the income under different heads.	SO2.1 SO2.2 SO2.3 SO2.4 SO2.5		Unit-2: Computation of income under different heads 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8,2.9,2.10,2.11, 2.12,2.13,2.14,2.15,2.16,2.17	
PO 1,2,3,4,5,6,7,8 PSO 1,2, 3, 4	CO 3 Students will estimate the total income and tax liability of companies	SO3.1 SO3.2 SO3.3 SO3.4		Unit-3: Computation of total income and tax liability of companies 3.1,3.2,3.3,3.4,3.5,3.6,3.7,3.8,3.9,3.10	
PO 1,2,3,4,5,6,7,8 PSO 1,2, 3, 4	CO 4 Students will design the assessment procedure for taxation	SO4.1 SO4.2 SO4.3 SO4.4		Unit-4: Assessment procedure 4.1,4.2,4.3,4.4,4.5,4.6,4.7,4.8,4.9,4.10	
PO 1,2,3,4,5,6,7,8 PSO 1,2, 3, 4	CO 5 Students will systematize the overall tax planning.	SO5.1 SO5.2 SO5.3		Unit 5: Concept of Tax Planning 5.1,5.2,5.3,5.4,5.5,5.6,5.7,5.8	



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## Elective (Marketing)

**Course Code:** 31MM307

**Course Title:** Consumer Behavior

**Pre-requisite:** Course assessment methods: CT & EA

**Rationale:** Consumer Behaviour is often a rationale process where individual make choice on their needs, preference, and available information. Rationality involves when the pros and cons to maximize utility and make informed decisions.

### Course Outcomes:

- 31MM307.1** Define the basic objective and understand about the consumer decision making process and its applications in marketing function of firms.
- 31MM307.2** Demonstrate a thorough understanding of fundamental concepts and theories related to consumer behavior.
- 31MM307.3** Explore and analyze the psychological factors that influence consumer choices, including perception, motivation, and learning.
- 31MM307.4** Develop skills in conducting market research to gather and analyze data relevant to consumer behavior.
- 31MM307.5** Understand the concept of market segmentation and its application in targeting specific consumer groups.

### Scheme of Studies:

CODE	Course Code	Course Title	Scheme of studies (Hours/Week)				Total Study Hours (CI+LI+SW+SL)	Total Credits (C)
			CI	LI	SW	SL		
MEC	31MM307	Consumer Behavior	4	0	1	1	6	4



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- Legend:**
- CI:** Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),
  - LI:** Laboratory Instruction
  - SW:** Session Work (includes assignment, seminar, mini project etc.),
  - SL:** Self Learning,
  - C:** Credits.

**Note:** SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.

### Scheme of Assessment:

#### Theory

COD E	Course Code	Course Title	Scheme of Assessment ( Marks )							End Semester Assessment  (ES A)	Total Marks  (PRA+ESA)
			Progressive Assessment ( PRA )					Total Marks  ( CA+CT +SA+C AT+AT)			
			Class/Home Assignment number 3 marks each ( CA)	Class Test 2 (2 best out of 3) 10 marks each (CT)	Seminar one ( SA)	Class Activity any one (CA T)	Class Attendance (AT)				
MEC	31MM307	Consumer Behaviour	15	20	10	0	5	50	50	100	

### Course-Curriculum Detailing

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) up on the course's conclusion.



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**31MM307.1:** Define the basic objective and understand about the consumer decision making process and its applications in marketing function of firms.

### Approximate Hours

Item	AppxHrs.
CI	16
LI	0
SW	1
SL	1
<b>Total</b>	<b>18</b>

Session Outcomes (SOs)	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
<p><b>SO1.1</b> Define the key terms and concepts related to consumer behavior.</p> <p><b>SO1.2</b> Analysis consumer research process</p> <p><b>SO1.3</b> Implementation of market segmentation to attract target audience</p> <p><b>SO1.4.</b> Evolution of consumer decision making</p> <p><b>SO1.5</b> Compare and contrast different consumer behavior models.</p>		<p><b>Unit 1- Consumer Behavior and Evolution of Consumer Behaviour (16 Hours)</b></p> <ol style="list-style-type: none"> <li>1. Consumer Behavior:</li> <li>2. Scope &amp; importance of consumer behaviour</li> <li>3. interdisciplinary nature of consumer behaviour</li> <li>4. Consumer Research Process</li> <li>5. Qualitative</li> <li>6. Quantitative research</li> <li>7. Market Segmentation</li> <li>8. bases of segmentation</li> <li>9. Uses of segmentation</li> <li>10. Evolution of Consumer Behaviour</li> <li>11. Introduction to Consumer Decision Making</li> <li>12. Models of consumer behaviour</li> <li>13. Howard-Sheth model</li> <li>14. Engell Blackwell Kollat model</li> <li>15. Nicosia model</li> <li>16. Case study of ADIDAS</li> </ol>	<ol style="list-style-type: none"> <li>1. Influencing factor of consumer behaviour</li> <li>2. Consumer buying process.</li> <li>3. Bases of market segmentation.</li> </ol>

### SW-1 Suggested Sessional Work (SW):

**Assignments:** Discuss the use of market segmentation for targeting specific consumer groups with a real-life example.

**Mini Project:** Diagram of the Nicosia model.

**Other Activities (Specify):** case analysis, presentation





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**31MM307.2:** Demonstrate a thorough understanding of fundamental concepts and theories related to consumer behavior.

**Approximate Hours**

Item	AppXHrs
CI	18
LI	0
SW	1
SL	1
Total	20

Session Outcomes (SOs)	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
<p><b>SO2.1.</b> Define and recall key terms related to individual determinants of consumer behavior, such as personality, motivation, and perception.</p> <p><b>SO2.2</b> Explain how personal factors, like lifestyle and attitudes, impact purchasing decisions.</p> <p><b>SO2.3</b> Analyze the interplay between different individual determinants and their combined impact on consumer decision-making</p> <p><b>SO2.4</b> Evaluate the effectiveness of marketing strategies based on an understanding of individual determinants.</p> <p><b>SO2.5.</b> Apply knowledge of individual determinants to analyze real-world case studies in consumer behavior.</p>		<p><b>Unit 2- Individual Determinants of Consumer Behaviour (18 Hours)</b></p> <ol style="list-style-type: none"> <li>1. Motivation: Nature and Types of Motives</li> <li>2. Process of motivation</li> <li>3. Types of Needs</li> <li>4. Personality</li> <li>5. Personality Theories</li> <li>6. Product Personality</li> <li>7. Self-Concept</li> <li>8. Vanity Consumer</li> <li>9. Perception: Concept and Elements of Perception</li> <li>10. Consumer Imagery</li> <li>11. Perceived Risk</li> <li>12. Consumer Learning: Behavioural Theories</li> <li>13. Cognitive Learning Theories</li> <li>14. Consumer Attitude</li> <li>15. Functions of Consumer Attitude</li> <li>16. Sources of Attitude Development</li> <li>17. Attitude formation Theories</li> <li>18. Designing persuasive communications</li> </ol>	<ol style="list-style-type: none"> <li>1. Key determinants of consumer behaviour</li> <li>2. Importance of understanding consumer learning theories</li> <li>3. Personality Theories</li> </ol>

**SW-2 Suggested Sessional Work(SW):**

- a. **Assignments:** Discuss the different consumer learning theories.
- b. **Mini Project:** explain classical learning theory with diagram.
- c. **Other Activities (Specify):** case analysis, presentation



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**31MM307.3:** Explore and analyze the psychological factors that influence consumer choices, including perception, motivation, and learning.

**Approximate Hours**

Item	AppXHrs
CI	16
LI	0
SW	1
SL	1
Total	18

Session Outcomes (SOs)	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
<p><b>SO3.1</b> Define and recall key external influences on consumer behavior.</p> <p><b>SO3.2.</b> Demonstrating the psychological and social factors affecting consumer behavior.</p> <p><b>SO3.3</b> Explain the role of family in decision making</p> <p><b>SO3.4</b> Develop a marketing plan that strategically utilizes external influences to target a specific consumer group.</p> <p><b>SO3.5</b> Categorization, measurement and application of social class.</p>		<p><b>Unit 3- External Influences on Consumer Behaviour (16 Hours)</b></p> <ol style="list-style-type: none"> <li>1. Introduction to Culture: Values and Norms</li> <li>2. Characteristics and Effect on Consumer Behaviour</li> <li>3. Types of sub culture</li> <li>4. Cross cultural</li> <li>5. Group Dynamics</li> <li>6. Reference Groups</li> <li>7. Consumer relevant groups</li> <li>8. Types of Family</li> <li>9. Functions of family</li> <li>10. Family decision making</li> <li>11. Family Life Cycle</li> <li>12. Social Class:</li> <li>13. Categories of social class</li> <li>14. Measurement of Social Class</li> <li>15. Applications of Social Class</li> <li>16. Case study- the role of brand in consumer behaviour case: how sneakers have turned into status symbols</li> </ol>	

**SW-3 Suggested Sessional Work (SW):**

- Assignments:** Discuss the various psychological and social factors affecting consumer behavior.
- Mini Project:** Classification of family and their role in decision making.
- Other Activities (Specify):** case analysis, presentation



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**31MM307.4:** Develop skills in conducting market research to gather and analyze data relevant to consumer behavior.

**Approximate Hours**

Item	AppXHrs
CI	5
LI	0
SW	1
SL	1
Total	7

Session Outcomes (SOs)	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
<p><b>SO4.1</b> Recall the definition of personal influence and opinion leadership.</p> <p><b>SO4.2</b> Explain the role of opinion leaders in shaping consumer attitudes.</p> <p><b>SO4.3</b> Understand the psychological processes involved in personal influence.</p> <p><b>SO4.4</b> Examine the influence of opinion leaders on social media and other communication channels</p> <p><b>SO4.5</b> Evaluate the effectiveness of marketing strategies that leverage opinion leaders.</p>		<p><b>Unit 4- Personal Influence and Opinion Leadership (5 Hours)</b></p> <ol style="list-style-type: none"> <li>1. Introduction Personal Influence</li> <li>2. Opinion Leadership</li> <li>3. Process of Opinion Leadership</li> <li>4. Profile of Opinion Leader</li> <li>5. Firm’s Promotional Strategy</li> </ol>	<ol style="list-style-type: none"> <li>i. Process of Opinion Leadership</li> <li>ii. Personal Influence</li> </ol>

**SW-4 Suggested Sessional Work (SW):**

- Assignments:** Discuss about the opinion leadership and its process.
- Mini Project:** Explain firms’ promotional strategies
- Other Activities (Specify):** Case analysis and group discussion



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**31MM307.5: Understand the concept of market segmentation and its application in targeting specific consumer groups.**

Item	AppXHrs
CI	5
LI	0
SW	1
SL	1
Total	7

Session Outcomes (SOs)	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
<p><b>SO5.1</b> Explain the concept of diffusion of innovations.</p> <p><b>SO5.2</b> Explain the stages of the innovation-decision process.</p> <p><b>SO5.3</b> Demonstrate how different communication channels can be utilized to facilitate the diffusion process.</p> <p><b>SO5.4</b> Evaluate the impact of early adopters on the diffusion process.</p> <p><b>SO5.5</b> Propose strategies for overcoming barriers to adoption and accelerating the diffusion process</p>		<p><b>Unit 5- Diffusion of innovations (5 Hours)</b></p> <ol style="list-style-type: none"> <li>1. Introduction to Diffusion of innovations</li> <li>2. Diffusion Process</li> <li>3. Adoption Process</li> <li>4. Profile of Consumer Innovator</li> <li>5. Case study of Coca-Cola</li> </ol>	

**SW-5 Suggested Sessional Work (SW):**

- Assignments:** Discuss about the diffusion process and explain using a case study.
- Mini Project:** Describe dissolution of partnership.
- Other Activities (Specify):** Case analysis and group discussion



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### Brief of Hours suggested for the Course Outcome

Course Outcomes	Class Lecture (Cl)	Sessional Work (SW)	Self-Learning (Sl)	Total hour (Cl+SW+Sl)
<b>31MM307.1</b> Define the basic objective and understand about the consumer decision making process and its applications in marketing function of firms.	16	1	1	18
<b>31MM307.2</b> Demonstrate a thorough understanding of fundamental concepts and theories related to consumer behavior.	18	1	1	20
<b>31MM307.3</b> Explore and analyze the psychological factors that influence consumer choices, including perception, motivation, and learning	16	1	1	18
<b>31MM307.4</b> Develop skills in conducting market research to gather and analyze data relevant to consumer behavior.	5	1	1	7
<b>31MM307.5</b> Understand the concept of market segmentation and its application in targeting specific consumer groups	5	1	1	7
Total Hours	60	5	5	70

### Suggestion for End Semester Assessment

#### Suggested Specification Table (For ESA)

CO	Unit Titles	Marks Distribution				Total Marks
		Ap	An	Ev	Cr	
CO-1	Consumer Behavior and Evolution of Consumer Behavior					
CO-2	Individual Determinants of Consumer Behavior					
CO-3	External Influences on Consumer Behavior					
CO-4	Personal Influence and Opinion Leadership					
CO-5	Diffusion of Innovation					
Total						50

**Legend:      Ap: Apply,                  An: Analyze,                  Ev: Evaluate      Cr: Create**



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The end of semester assessment for CONSUMER BEHAVIOUR it will be held with written examination of 50 marks

**Note.** Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks.

Teachers can also design different tasks as per requirement, for end semester assessment.

### Suggested Instructional/Implementation Strategies

1. Improved Lecture
2. Tutorial
3. Case Method
4. Group Discussion
5. Role Play
6. Visit to cement plant
7. Demonstration
8. ICT Based Teaching Learning (Video Demonstration/Tutorials CBT, Blog, Facebook, Twitter, WhatsApp, Mobile, Online sources)
9. Brainstorming

### Suggested Learning Resources

#### Books

S. No.	Title	Author	Publisher	Edition & Year
1	Consumer Behavior	Schiffman, L.G. and Kanuk, L.L.,	Taxman	
2	Consumer Behavior	Loudon, D. and Bitta, D.,	Tata Mc Graw Hill	
3	Consumer Behavior in Action	K.R. Buchanan	Cengage Learning.	



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### **Curriculum Development Team**

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**Cos. Pos and PSOs Mapping**

**Course Title: MBA**

**Course Code: 31 MM 307**

**Course Title: Consumer Behavior**

Course Outcomes	Program outcomes									Program Specific Outcome		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO2	PSO3	PSO4
	Business Environment and Domain Knowledge	Critical & Analytical thinking, Business Analysis ,Problem Solving and Logical Solutions	International Exposure and Cross-Cultural Understanding	Social Responsiveness and Ethos	Effective Business Communication	Leadership Development and Synergy:	R&D Aptitude	Contemporary issues:	Theoretical as well as practical knowledge	Work in various functional areas	Work in various industries	To set up business enterprise
CO1: Define the basic objective and understand about the consumer decision making process and its applications in marketing function of firms.	3	1	1	2	3	2	3	2	3	3	3	1
CO 2 Demonstrate a thorough understanding of fundamental concepts and theories related to consumer behavior.	3	2	1	1	3	2	1	3	3	3	3	1
CO3:Explore and analyze the psychological factors that influence consumer choices, including perception, motivation, and learning	3	3	3	3	3	2	2	2	3	1	2	1
CO 4: Develop skills in conducting market research to gather and analyze data relevant to consumer behavior.	3	1	1	1	2	2	1	2	3	3	3	1
CO 5: Understand the concept of market segmentation and its application in targeting specific consumer groups.	3	2	1	2	3	3	3	2	2	3	3	1

**Legend:**1–Low,2–Medium,3–High



### Course Curriculum Map

Pos & PSOs No.	Cos No. & Titles	SOs No.	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
PO1,2,3,4,5,6,7,8 PSO1,2,3,4	CO-1: Define key legal terms related to business and recall specific statutes and regulations relevant to business operations.	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5		Unit-1 Consumer Behavior and Evolution of Consumer Behaviour 1,2,3,4,5,6,7,8,9,10	
PO1,2,3,4,5,6,7,8 PSO1,2,3,4	CO 2: Explain the basic principles of contract law and their application in business and interpret the legal implications of different business structures.	SO2.1 SO2.2 SO2.3 SO2.4 SO2.5		Unit-2 Individual Determinants of Consumer Behaviour 1,2,3,4,5,6,7,8,9	
PO1,2,3,4,5,6,7,8 PSO1,2,3,4	CO3: Analyze real-world business scenarios to identify potential legal issues and apply legal concepts to draft basic business contracts.	SO3.1 SO3.2 SO3.3 SO3.4 SO3.5		Unit-3: External Influences on Consumer Behaviour  1,2,3,4,5,6,7,8	
PO1,2,3,4,5,6,7,8 PSO1,2,3,4	CO 4: Evaluate the impact of business legislation on corporate decision-making and analyze legal cases to understand precedent and its implications for future situations.	SO4.1 SO4.2 SO4.3 SO4.4 SO4.5		Unit-4: Personal Influence and Opinion Leadership  1,2,3,4,5,6,7,8,9,10	
PO1,2,3,4,5,6,7,8 PSO1,2,3,4	CO 5: Assess the ethical and legal consequences of various business actions and critique the effectiveness of existing business laws in addressing contemporary challenges.	SO5.1 SO5.2 SO5.3 SO5.4 SO5.5		Unit 5: Diffusion of innovations 1,2,3,4,5,6,7,8	



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## Elective (Human Resource)

**Course code** : 31HR308

**Course Title** : Organizational Development

**Pre-Requisite** : Successful organization development tends to be a total effort. It is not a program with a temporary quality; it is rather aimed at developing the organization's internal resources for effective change.

**Rationale** : Organizational development makes use of the resources available for improving the efficiency of the organization and expanding its productivity. It is used for solving problems relating to the firm and gives a methodology for analyzing the processes that are a part of it.

### Course Outcomes:

**31HR308.1:** Identify the historical framework of organizational development.

**31HR308.2:** Describe change management and diagnosis process of organization.

**31HR308.3:** Analyze interventions designed for organizational development.

**31HR308.4:** Choose action research as a process and approach of organization development.

**31HR308.5:** Choose action research as a process and approach of organization development.

### Scheme of Studies

CODE	Course Code	Course Title	Scheme of studies (Hours/Week)				Total Study Hours (CI+LI+SW+SL)	Total Credits (C)
			CI	LI	SW	SL		
MEC	31HR308	Organization Development	4	0	1	1	6	4

**Legend:** **CI:** Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

**LI:** Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)

**SW:** Sessional Work (includes assignment, seminar, mini project etc.),

**SL:** Self Learning,

**C:** Credits.

**Note:** SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.



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**Scheme of Assessment:**

Scheme of Assessment:

**Theory**

CODE	Course Code	Course Title	Scheme of Assessment (Marks)							End Semester Assessment	Total Marks
			Progressive Assessment ( PRA )						Total Marks		
			Class/H ome Assign ment 5 number 3 mar ks each ( CA)	Class Test2 (2 best out of 3) 10 marks each (CT)	Semina r one  ( SA)	Class Activ ity any one  (CA T)	Class Attendan ce  (AT)	(CA+CT+SA+ CAT+AT)			
MEC	31HR308	Organizational development	15	20	10	0	5	50	50	100	

**Course-Curriculum Detailing**

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.

**31HR308.1 Identify the historical framework of organizational development**

**Approximate Hours**

Item	AppX Hrs
CI	15
LI	0
SW	1
SL	2
Total	18



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Session Outcomes (SOs)	Laboratory Instruction (LI)	Class Room Instruction (CI)	Self-Learning (SL)
SO1.1 Understanding the Foundations, Theories and Models of OD. SO1.2 students will understand role of OD and concept of planned change. SO1.3 Students will understand the use of different types of planned change. SO1.4 Students will apply survey research and feedback techniques.		<b>Unit 1.0- Introduction of Organizational Development (15 Hours)</b> <b>1.1</b> An Introduction Nature & Assumptions <b>1.2</b> Characteristics & Techniques, <b>1.3</b> Historical framework of Organizational Development, <b>1.5</b> The Lab training stem, <b>1.6</b> The survey research and <b>1.7</b> feedback stem, <b>1.8</b> The Action Research stem, <b>1.9</b> Steps involved in Organizational Development, <b>1.10</b> Role of Managers, Factors affecting Organizational Development. <b>1.11</b> Concept planned change, <b>1.12</b> the nature of planned change, <b>1.13</b> different types of planned change, <b>1.14</b> general model of planned change <b>1.15</b> case study	1. Overview of laboratory training.  2. General model of planned change

**SW-1 Suggested Sessional Work (SW):**

*a. Assignments:*

1. Discuss about planned change process with relevant examples.
2. What do you understand by organization development? Explain short history of OD.

**b. Mini Project: not required**

*c. Other Activities (Specify):* Students Presentation

31HR308.2: Describe change management and diagnosis process of organization.

**Approximate Hours**

Item	AppX Hrs
CI	12
LI	0
SW	2
SL	1
Total	15



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Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self Learning (SL)
<p><b>SO2.1</b> Students will analyze diagnosis system in the organization.</p> <p>SO2.2 students will classify open system model of diagnosis.</p> <p>So2.3 Analyze entering &amp; contracting process.</p> <p><b>SO2.4</b> Students will become analyze with the key concepts, research, theories and models in OD.</p>		<p><b>Unit-2- Diagnosing Organizations (12 Hours)</b></p> <p>2.1.Organization diagnosis meaning, 2.2 Needs and Cycle, 2.3Need for diagnostic models 2.4 organization level of diagnosis 2.5 group diagnosis 2.6 individual level diagnosis, 2.7 Collecting and analyzing the diagnostic information 2.8 Feeding Back of diagnostic information, 2.9 Challenges of diagnostic system. 2.10 Techniques of organizational diagnosis. 2.11 features of diagnostic system 2.12 case study</p>	<p>1. Diagnostic process of any industries.</p>

**SW-2 Suggested Sessional Work (SW):**

- a. *Assignments: 1. Impact of training in organization development.  
2. Need of diagnosis in OD.*
- b. **Mini Project:**
- c. *Other Activities (Specify): students solve case study*

**31 HR308.3: Analyze interventions designed for organizational development.**

**Approximate Hours**

Item	AppX Hrs
CI	17
LI	0
SW	2
SL	1
Total	20



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Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
<p><b>SO3.1</b> Students will assess the overview of intervention structure and process.</p> <p><b>SO3.2</b> justify HRM process in organization.</p> <p><b>SO3.3</b> Students will select the employee involvement in OD.</p> <p><b>SO3.4</b> Students will defend the restructuring organization.</p> <p><b>SO3.5</b> Select the work design of OD.</p>		<p><b>Unit3: OD Interventions (17 Hours)</b></p> <p>3.1 Human process interventions</p> <p>3.2 coaching, training and development</p> <p>3.3 process consultation</p> <p>3.4 third party intervention</p> <p>3.5 team building. Organization</p> <p>3.6 confrontation meeting,</p> <p>3.7 intergroup relations intervention,</p> <p>3.8 large group intervention,</p> <p>3.9 Techno structural interventions</p> <p>3.10 Structural design,</p> <p>3.11 downsizing</p> <p>3.12 reengineering, employee</p> <p>3.13 involvement,</p> <p>3.14 work design</p> <p>3.15 socio-technical</p> <p>3.16 systems approach.</p> <p>3.17 case study</p>	<p><b>1. Organizational process approaches.</b></p>

**SW-3 Suggested Sessional Work (SW):**

- a. *Assignments:* 1. Discuss about interventions with relevant example.  
2. What do you understand by interpersonal group process? Explain with example.
- b. **Mini Project:** prepare presentation.
- c. *Other Activities (Specify):* students teach latest topic regarding interventions.

**31 HR 308.4: Choose action research as a process and approach of organization development**

**Approximate Hours**

Item	AppX Hrs
CI	11
LI	0
SW	1
SL	2
Total	14



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<b>Session Outcomes (SOs)</b>	<b>Laboratory Instruction (LI)</b>	<b>Class room Instruction (CI)</b>	<b>Self-Learning (SL)</b>
<p><b>SO4.1</b> Students will Assess to Lead Change and Use Self-as-Instrument.</p> <p><b>SO4.2</b> Students will evaluate Proficiency in Organizational Inquiry, Research and Analysis.</p> <p><b>SO4.3</b> students will defend the Competence with Teams, Culture and Diversity.</p>		<p><b>Unit4: Change Management (11 Hours)</b></p> <p>4.1 Why Organization Change</p> <p>4.2 Need for change,</p> <p>4.3 Factors causing change-</p> <p>4.4 Environmental,</p> <p>4.5 Technological</p> <p>4.6 Legal, Political,</p> <p>4.7 Social, &amp;, Cultural factors of change,</p> <p>4.8 Models &amp; techniques involved in change management</p> <p>4.9 Total Quality Management</p> <p>4.10 Business Process Reengineering,</p> <p>4.11 organization restructuring.</p>	<p>1. Take live example of action research</p> <p>2. Career planning and development</p>

**SW-4 Suggested Sessional Work (SW):**

a. *Assignments:* Discuss the concept of performance management. Quote with relevant example.

**b. Mini Project:**

c. *Other Activities (Specify): presentation*

**31 HR 308.5: Synthesize on organization as learning system and its implications for future.**

**Approximate Hours**

Item	AppX Hrs
CI	07
LI	0
SW	1
SL	1
Total	9



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Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
<p><b>SO5.1</b> Students will develop the dynamics of entry, diagnosis, planning, intervention, and sustainability that occur during organization change efforts.</p> <p><b>SO5.2</b> Students will design OD Applications in different –different field.</p> <p><b>SO5.3</b> Students will build Facilitating team dynamics for high performance</p>		<p><b>Unit 5- OD applications (7 Hours)</b></p> <p>5.1 Recent development in industries</p> <p>5.2 OD Application in school system</p> <p>5.3 OD Application in family business</p> <p>5.4 OD Application in health care</p> <p>5.5 OD Application in public sectors</p> <p>5.6 OD Application in educational institute</p> <p>5.7 challenges and future of OD</p>	<p>1. OD application in healthcare and family business</p>

### SW-5 Suggested Sessional Work (SW):

a. **Assignments:** Write short note on OD Application.

b. **Mini Project:**

c. **Other Activities (Specify):** presentation





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**Brief of Hours suggested for the Course Outcome**

<b>Course Outcomes</b>	<b>Class Lecture (CI)</b>	<b>Sessional Work (SW)</b>	<b>Self-Learning (SI)</b>	<b>Total hour (CI+SW+SI)</b>
<b>31HR308.1</b> Identify the historical framework of organizational development	15	1	2	18
<b>31HR308.2:</b> Describe change management and diagnosis process of organization	12	2	1	15
<b>31HR308.3:</b> Analyze interventions designed for organizational development	17	2	1	21
<b>31HR308.4:</b> Choose action research as a process and approach of organization development.	11	1	2	14
<b>31HR308.5:</b> Synthesize on organization as learning system and its implications for future.	7	1	1	9
<b>Total Hours</b>	<b>62</b>	<b>7</b>	<b>7</b>	<b>76</b>

**Suggestion for End Semester Assessment**

**Suggested Specification Table (For ESA)**

<b>CO</b>	<b>Unit Titles</b>	<b>Marks Distribution</b>				<b>Total Marks</b>
		<b>AP</b>	<b>AN</b>	<b>EV</b>	<b>C R</b>	
CO-1	Introduction of Organizational Development					
CO-2	Diagnosing Organizations					
CO-3	OD Interventions					
CO-4	Change Management	-				
CO-5	OD applications			-		
Total						

**Legend:**    *AP: Apply*    *AN: Analysis*    *EV: Evaluate*    *CR: Create*



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The end of semester assessment for Organizational Development will be held with written examination of 50 marks

**Note.** Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.

### Suggested Instructional/Implementation Strategies:

1. Improved Lecture
2. Tutorial
3. Case Method
4. Group Discussion
5. Role Play
6. Visit to cement plant
7. Demonstration
8. ICT Based Teaching Learning (Video Demonstration/Tutorials CBT,Blog, Facebook, Twitter, WhatsApp, Mobile, Online sources)
9. Brainstorming

### Suggested Learning Resources

Books:

S. No.	Title	Author	Publisher	Edition & Year
1	Managing Organizational Change a multiple perspectives approach	Palmer I, Dunford R, Akin G	Tata McGraw Hill Publication, New Delhi	2010
2	Organizational Development and Change	Thomas G. Cummings and Christopher G. Worley	Thompson learning-India, New Delhi	2002
3	Organization Development Theory	French, Bell and Zawacki	Practice and Research, Universal Book Stall, Third edition.	



## **A K S University**

*Faculty of Management Studies*

**Department of Business Administration**

**Curriculum of MBA Program**

**(Revised as on 01 August 2023)**

### **Curriculum Development Team**

1. Professor (Dr.) Harshwardhan Shrivastava, Dean, Faculty of Management Studies, AKS University
2. Dr. Kausik Mukherjee , Head of the Department, Dept. of Business Administration
3. Dr. Pradeep Chaurasia, Associate Professor , Dept. of Business Administration
4. Dr. Chandan Singh, Assistant Professor , Dept. of Business Administration
5. Dr. Prakash Kumar Sen , Assistant Professor , Dept. of Business Administration
6. Dr. Seema Dwivedi, Assistant Professor , Dept. of Business Administration
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8. Mrs. Shinu Shukla, Assistant Professor , Dept. of Business Administration
9. Mr. Krishna Kumar Mishra, Assistant Professor , Dept. of Business Administration
10. Mr. Anurag Singh Parihar, Teaching Associate, Dept. of Business Administration
11. Ms. Kiran Chhabariya, Assistant Professor, Dept. of Business Administration

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**Cos. POs and PSOs Mapping**

**Course Title: MBA**

**Course Code: 31HR308**

**Course Title: Organizational Development**

Course Outcomes	Program Outcome								Program Specific Outcome			
	Business Environment and Domain Knowledge	Critical & Analytical thinking, Business Analysis, Problem Solving and Logical Solutions	International Exposure and Cross-Cultural Understanding	Social Responsiveness and Ethos	Effective Business Communication	Leadership Development and Synergy	R&D Aptitude	Contemporary issues	theoretical as well as practical knowledge	work in various functional areas	work in various industries	to set up business enterprise
CO-1 Identify the historical framework of organizational development	3	3	1	1	2	1	2	2	3	3	3	3
CO-2. Describe change management and diagnosis process of organization	3	3	3	1	3	2	3	2	3	3	3	3
CO-3. Analyze interventions designed for organizational development	3	3	2	2	3	2	3	2	3	2	2	3
CO-4 Choose action research as a process and approach of organization development	3	3	2	1	2	2	3	2	3	2	2	3
CO-5 Synthesize on organization as learning system and its implications for future.	3	2	3	1	2	2	2	3	2	2	3	3

**Legend: 1 – Low, 2 – Medium, 3 – High**

### Course Curriculum Map

POs & PSOs No.	COs No.& Titles	SOs No.	Laboratory Instruction (LI)	Classroom Instruction(CI)	Self Learning (SL)
PO:1,2,3,4,5,6,7,8 PSO 1,2, 3, 4	CO1: Identify the historical framework of organizational development	SO1.1 SO1.2 SO1.3 SO1.4		Unit-1.0 <b>1 Introduction of Organizational Development</b> 1.1,1.2,1.3,1.4,1.5,1.6,1.7, 1.8, 1.9, 1.10 1.11,1.12,1.13,1.14,1.15	
	CO2: Describe change management and diagnosis process of organization	SO2.1 SO2.2 SO2.3 SO2.4		Unit-2 <b>Diagnosing Organizations</b> 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8, 2.9, 2.10, 2.11,2.12	
	CO3: Analyze interventions designed for organizational development	SO3.1 SO3.2 SO3.3 SO3.4 SO3.5		Unit-3 : <b>OD Interventions</b> 3.1,3.2,3.3,3.4,3.5,3.6,3.7,3.8,3.9,3.10, 3.11,3.12,3.13,3.14,3.15,3.16,3.17	
	CO 4: Choose action research as a process and approach of organization development	SO4.1 SO4.2 SO4.3		Unit-4 : <b>Change Management</b> 4.1,4.2,4.3,4.4,4.5,4.6,4.7,4.8,4.9,4.10, 4.11	
	CO5: Synthesize on organization as learning system and its implications for future.	SO5.1 SO5.2 SO5.3		Unit 5: <b>OD applications</b> 5.1,5.2,5.3,5.4,5.5,5.6,5.7	



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### Elective (Banking and Insurance)

**Course Code:** 31BI309

**Course Title:** Introduction to Banking & Insurance

**Pre- requisite:** Student should be able to read properly and have little bit knowledge of finance.

**Rationale:** Banking system is a backbone of any economy; bank and insurance companies help industries by providing them fund at a cheaper rate. Insurance companies provide various types of insurance policies to business houses as well as individuals by which the risk of corporate houses and individuals is shifted to insurance companies and they distribute this risk among policy holders. On the one side bank help industries by opening their bank accounts, providing loan facilities and providing various banking services to them and on the other side insurance companies help them by insuring their properties. Thus study of banking and insurance is very important for management students.

#### **Course Outcomes:**

**31BI309.1:** The student will describe the Indian banking system.

**31BI309.2:** The student will explain about the functions of RBI, debtor- customer relationships and money laundering and anti-money laundering.

**31BI309.3:** The student will explain about different types of accounts and account opening process of these accounts, Cheques, DD and different types of Loans.

**31BI309.4:** The student will define the contract of insurance and different principles of insurance.

**31BI309.5:** The student will explain about different types of Life Insurance Plans like Term Life, Whole Life, Endowment, ULIP, Annuity and Bank assurance.

### **Scheme of Studies**

Code	Course Code	Course Title	Scheme of studies (Hours per Week)				Total Credits (C)	
			CI	LI	SW	SL		Total Study Hours (CI+LI+SW+SL)
Program (MEC)	31BI309	Introduction to Banking & Insurance	4	0	1	1	6	4



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- Legend:**
- CI:** Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),
  - LI:** Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)
  - SW:** Sessional Work (includes assignment, seminar, mini project etc.),
  - SL:** Self Learning,
  - C:** Credits.

**Note:** SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.

## Scheme of Assessment

### Theory

CODE	Course Code	Course Title	Scheme of Assessment (Marks)						End Semester Assessment (ESA)	Total Marks (PRA + ESA)
			Progressive Assessment (PRA)					Total Marks (CA+CT+SA+AT)		
			Class/Home Assignment 5 Assignments 3 marks Each (CA)	2 Class Test (best 2 out of 3) 10 marks Each (CT)	One Seminar (SA)	Class Attendance (AT)				
MEC	31BI309	Introduction to Banking & Insurance	15	20	10	5	50	50	100	

## Course-Curriculum Detailing

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.



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**31BI309.1:** The student will describe the Indian banking system.

### Approximate Hours

Item	AppX Hrs
CI	11
LI	0
SW	1
SL	1
<b>Total</b>	<b>13</b>

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
<p><b>SO1.1</b> Student will explain about the development of State Bank of India.</p> <p><b>SO1.2</b> Student will explain about the development of Nationalized Banks, Co-operative Banks, RRB's, and Private Sector Banks.</p> <p><b>SO1.3</b> Student will explain about the Retail Banking, Wholesale Banking and International Banking.</p> <p><b>SO1.4</b> Student will describe the commercial banking and its functions.</p>		<p><b>Unit-1: Introduction to Indian Banking System (11 Hours)</b></p> <p>1.1 Structure of Banking System in India</p> <p>1.2 Public Sector Banks: State Bank of India</p> <p>1.3 Public Sector Banks- Nationalized Banks and Co-operative Banks</p> <p>1.4 Private Sector Banks and Foreign Banks</p> <p>1.5 Regional Rural Banks</p> <p>1.6 Introduction to Retail Banking</p> <p>1.7 Introduction to Wholesale Banking</p> <p>1.8 Introduction to International Banking</p> <p>1.9 Commercial Banking:- Meaning, Definition and Features</p> <p>1.10 Commercial Banking- Primary and Secondary Functions</p> <p>1.11 Commercial Banking- Developmental and Modern Functions.</p>	<p>i. Origin of word 'Bank' and Modern Banking</p> <p>ii. Earliest forms of Banking in Different Countries</p> <p>iii. Evolution of Banking in India</p>

SW-1 Suggested Sessional Work (SW):

**a. Assignments:**

- i. Banking System in India- SBI, RRB's, and Cooperative Banks.
- ii. Commercial Banking, Retail Banking, Wholesale Banking.

**b. Mini Project:**

- i. Prepare a chart Showing Banking System in India in a chart paper.

**c. Other Activities (Specify):** Write a note on origin of modern banking.





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**31BI309.2:** The student will explain about the functions of RBI, debtor- customer relationships and money laundering and anti-money laundering.

**Approximate Hours**

Item	Appx Hrs
CI	8
LI	
SW	1
SL	1
Total	10

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
<p><b>SO2.1</b> Student will explain about the structure and functions of RBI</p> <p><b>SO2.2</b> Student will describe the relationship between banker and customer</p> <p><b>SO2.3</b> Student will explain about the money laundering and anti money laundering.</p>		<p><b>Unit- 2: Reserve Bank of India and Banker-Customer Relationship (8 Hours)</b></p> <p>2.1 Introduction to RBI</p> <p>2.2 Organizational structure and Internal Organization of RBI</p> <p>2.3 Functions of RBI: Central Banking and General Banking Functions of RBI</p> <p>2.4 Functions of RBI: Prohibitory and Developmental Functions of RBI</p> <p>2.5 Banker-Customer Relationship: General Relationship</p> <p>2.6 Banker-Customer Relationship: Specific Relationship</p> <p>2.7 Money Laundering</p> <p>2.8 Anti-Money Laundering</p>	<p>i. Monetary Policy of RBI</p> <p>ii. Achievements and Failures of the RBI</p>

**SW-2 Suggested Sessional Work (SW):**

**a. Assignments:**

- i. Reserve Bank of India
- ii. Banker- Customer Relationship

**b. Mini Project:** Make a report on changes in CRR, SLR, Repo Rate and Reverse Repo Rate during last 5 Years

**c. Other Activities (Specify):** Write a note on anti-money laundering.



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**31BI309.3:** The student will explain about different types of accounts and account opening process of these accounts, Cheques, DD and different types of Loans.

### Approximate Hours

Item	Appx Hrs
CI	16
LI	0
SW	2
SL	1
Total	19

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
<p><b>SO3.1</b> Student will explain Saving, Current, Fixed Deposit, and Recurring Deposit Accounts.</p> <p><b>SO3.2</b> Students will Explain about principles of lending and credit appraisal &amp; monitoring.</p> <p><b>SO3.3</b> Student will Explain about different types of lending and loans.</p> <p><b>SO3.4</b> Student will explain about the negotiable instruments like-Cheque, Bill of Exchange, Promissory Note, and Demand Draft.</p>		<p><b>Unit- 3: Traditional Bank products &amp; instruments (16 Hours)</b></p> <p>3.1 Type of Accounts:- Saving Account</p> <p>3.2 Type of Accounts:- Current Account</p> <p>3.3 Type of Accounts:- Recurring Deposit Account</p> <p>3.4 Type of Accounts:- Fixed Deposit Account</p> <p>3.5 Principles of Lending</p> <p>3.6 Types of Lending- Loans, Cash Credit, Overdraft, and Discounting of Bills</p> <p>3.7 Procedure for obtaining loan and advances.</p> <p>3.8 Classification of Loans- Personal Loan, Home Loan, Business Loan, Car Loan and Education Loan</p> <p>3.9 Credit Appraisal &amp; Monitoring</p> <p>3.10 Meaning of Negotiable Instruments</p> <p>3.11 Cheque- Meaning and Features</p> <p>3.12 Cheque- Types, Advantages and Disadvantages of using a cheque</p> <p>3.13 Bill of Exchange- Meaning, Some special Terms</p> <p>3.14 Bill of Exchange- Features, Advantages and Disadvantages</p> <p>3.15 Promissory Note- Meaning and Features of promissory note</p> <p>3.16 Demand Draft.</p>	<p>i. Difference between saving bank account and current bank account</p> <p>ii. Difference between fixed deposit account and recurring deposit account</p> <p>iii. Hundi</p>

### SW-3 Suggested Sessional Work (SW):

- a. Assignments:** i. Types of Bank Accounts, Loan and Advances  
 ii. Cheque, Bill of Exchange, Promissory Note and Demand Draft.



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**b. Mini Project:** Make a report on digital banking system in India. (subject teacher will guide)

**c. Other Activities (Specify):** Make a report on NPA of SBI in last 5 years.

**31BI309.4:** The student will define the contract of insurance and different principles of insurance.

**Approximate Hours**

Item	Appx Hrs
CI	19
LI	0
SW	2
SL	1
Total	22

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
<p><b>SO4.1</b> Student will be able to Define the Insurance.</p> <p><b>SO4.2</b> Student will be able to Explain the nature and functions of insurance.</p> <p><b>SO4.3</b> Student will be able to explain the role of insurance in social security and economic development.</p> <p><b>SO4.4</b> Student will be able to differentiate between life and non-life insurance.</p> <p><b>SO4.5</b> Student will be able to explain the various principles of insurance.</p>		<p><b>Unit-4: Introduction to Insurance (19 Hours)</b></p> <p>4.1 Introduction to insurance-meaning and definition.</p> <p>4.2 Nature of Insurance</p> <p>4.3 Functions of Insurance- Primary Functions</p> <p>4.4 Functions of Insurance- Secondary Functions</p> <p>4.5 Functions of Insurance- Other Functions</p> <p>4.6 Insurance as a social security tool</p> <p>4.7 Insurance and Economic Development.</p> <p>4.8 Segments of insurance industry – life insurance-Meaning, Definition and Characteristics</p> <p>4.9 Segments of insurance industry – life insurance- Procedure for taking a life insurance policy.</p> <p>4.10 Segments of insurance industry- Non-life insurance- Meaning and features.</p> <p>4.11 Principles of Insurance- Principle of Utmost good faith</p> <p>4.12 Principles of Insurance- Principle of Insurable interest</p>	<p>i. Concept of Reinsurance</p> <p>ii. Concept of Double Insurance</p>



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		4.13 Principles of Insurance- Principle of Indemnity 4.14 Principle of Subrogation 4.15 Principle of contribution 4.16 Principle of Warranties 4.17 Principle of Proximate Cause 4.18 Principle of Mitigation of Loss 4.19 Miscellaneous Principles	
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SW-4 Suggested Sessional Work (SW):

**a. Assignments:**

- i) Insurance- meaning, definition, nature and functions of insurance
- ii) Principles of Insurance

**b. Mini Project:** Make a report and highlight, how many insurance firms are operating in India (Life and general Both.)

**c. Other Activities (Specify):** PPT Presentation (Topic will be given by subject teacher)

**31BI309.5:** The student will explain about different types of Life Insurance Plans like Term Life, Whole Life, Endowment, ULIP, Annuity and Bank assurance.

**Approximate Hours**

Item	Appx Hrs
CI	6
LI	0
SW	1
SL	1
Total	8

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
<p><b>SO5.1</b> Student will be able to describe the traditional life insurance plans like Term, Whole Life and Endowment</p> <p><b>SO5.2</b> Student will be able to describe the ULIP plan</p> <p><b>SO5.3</b> Student will be able to describe Annuity plan</p>		<p><b>Unit 5: Life Insurance Products (6 Hours)</b></p> <p>5.1 Traditional insurance products - Term Insurance.</p> <p>5.2 Traditional insurance products – Endowment Plan</p> <p>5.3 Traditional insurance products – Whole life insurance</p> <p>5.4 ULIPs</p> <p>5.5 Annuity Policy</p> <p>5.6 Bank Assurance</p>	<p>i. Group Insurance</p> <p>ii. Universal Life Insurance</p>



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SW-5 Suggested Sessional Work (SW):

**a. Assignments:**

- i. Term, Whole Life and Endowment plans
- ii. ULIP and Annuity policy

**b. Mini Project:** i) Do a survey to check the awareness level about life insurance among people of Satna City and make report of the same.

**c. Other Activities (Specify):** PPT Presentation (Topic will be given by the subject teacher)

### Brief of Hours suggested for the Course Outcome

Course Outcomes	Class Lecture (CI)	Sessional Work (SW)	Self-Learning (SI)	Total hour (CI+SW+SI)
<b>31BI309.1:</b> The student will describe the Indian banking system.	11	1	1	13
<b>31BI309.2:</b> The student will explain about the functions of RBI, debtor- customer relationships and money laundering and anti-money laundering.	8	1	1	10
<b>31BI309.3:</b> The student will explain about different types of accounts and account opening process of these accounts, Cheques, DD and different types of Loans.	16	2	1	19
<b>31BI309.4:</b> The student will define the contract of insurance and different principles of insurance.	19	2	1	22
<b>31BI309.5:</b> The student will explain about different types of Life Insurance Plans like Term Life, Whole Life, Endowment, ULIP, Annuity and Bank assurance.	6	1	1	8
<b>Total Hours</b>	60	7	5	72



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### Suggestion for End Semester Assessment

Suggested Specification Table (For ESA)

CO	Unit Titles	Marks Distribution				Total Marks
		Ap	An	Ev	Cr	
CO-1	INTRODUCTION TO INDIAN BANKING SYSTEM					
CO-2	RESERVE BANK OF INDIA AND BANKER-CUSTOMER RELATIONSHIP					
CO-3	TRADITIONAL BANK PRODUCTS & INSTRUMENTS					
CO-4	INTRODUCTION TO INSURANCE					
CO-5	LIFE INSURANCE PRODUCTS					
Total						50

**Legend:**      **Ap:** Apply,                      **An:** Analyze,                      **Ev:** Evaluate      **Cr:** Create

The end of semester assessment for Introduction to Banking & Insurance will be held with written examination of 50 marks.

**Note.** Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks.

Teachers can also design different tasks as per requirement, for end semester assessment.

#### Suggested Instructional/Implementation Strategies:

1. Improved Lecture
2. Tutorial
3. Case Method
4. Group Discussion
5. Role Play
6. Demonstration
7. ICT Based Teaching Learning (Video Demonstration/Tutorials CBT, Blog, Facebook, Twitter, Whatsapp, Mobile, Online sources)
8. Brainstorming



## AKS University

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### Suggested Learning Resources

#### Books

S. No.	Title	Author	Publisher	Edition & Year
1	Banking Theory, Law & Practice	Gordon Natrajan	HPH	Latest
2	Insurance Management	S.C.Sahoo & S.C.Das	HPH	Latest
3	Bank Management & Financial Services	Rose and Hudgins	McGraw Hill	Latest
4	Banking and Insurance	Mohapatra and Acharya	Pearson	Latest
5	Banking and Insurance	R. K. Sharma, Shashi K. Gupta, Jagwant Sing	Kalyani Publishers	Latest

#### Curriculum Development Team

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11. Ms. Kiran Chhabariya, Assistant Professor, Dept. of Business Administration

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**Cos. POs and PSOs Mapping**

**Program Title: MBA**

**Course Code: 31BI309**

**Course Title: Introduction to Banking & Insurance**

Course Outcomes	Program Outcome								Program Specific Outcome			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4
	Business Environment and Domain Knowledge	Critical & Analytical thinking, Business Analysis, Problem Solving and Logical Solutions	International Exposure and Cross-Cultural Understanding	Social Responsiveness and Ethos	Effective Business Communication	Leadership Development and Synergy	R&D Aptitude	Contemporary issues	Theoretical as well as practical knowledge	Work in various functional areas	Work in various industries	To Setup Business Enterprise
<b>CO1:</b> The student will describe the Indian banking system.	3	1	2	1	1	-	1	1	2	1	2	-
<b>CO2:</b> The student will explain about the functions of RBI, debtor- customer relationships and money laundering and anti-money laundering.	3	2	2	2	1	1	1	2	2	1	2	-
<b>CO3:</b> The student will explain about different types of accounts and account opening process of these accounts, Cheques, DD and different types of Loans.	3	2	1	1	1	1	1	2	2	2	3	1
<b>CO4:</b> The student will define the contract of insurance and different principles of insurance.	3	1	1	2	1	1	1	2	2	1	2	-
<b>CO5:</b> The student will explain about different types of Life Insurance Plans like Term Life, Whole Life, Endowment, ULIP, Annuity and Bank assurance.	3	2	1	1	2	1	1	2	2	1	2	-

**Legend: 1 – Low, 2 – Medium, 3 – High**



### Course Curriculum Map

POs & PSOs No.	COs No.& Titles	SOs No.	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self Learning (SL)
PO 1,2,3,4,5,6, 7,8  PSO 1,2, 3, 4	<b>CO1:</b> The student will describe the Indian banking system.	SO1.1 SO1.2 SO1.3 SO1.4		Unit-1: INTRODUCTION TO INDIAN BANKING SYSTEM 1.1, 1.2, 1.3, 1.4, 1.5,1.6,1.7, 1.8, 1.9, 1.10, 1.11	
PO 1,2,3,4,5,6, 7,8  PSO 1,2, 3, 4	<b>CO2:</b> The student will explain about the functions of RBI, debtor- customer relationships and money laundering and anti-money laundering.	SO2.1 SO2.2 SO2.3		Unit-2 RESERVE BANK OF INDIA AND BANKER-CUSTOMER RELATIONSHIP 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8	
PO 1,2,3,4,5,6, 7,8  PSO 1,2, 3, 4	<b>CO3:</b> The student will explain about different types of accounts and account opening process of these accounts, Cheques, DD and different types of Loans.	SO3.1 SO3.2 SO3.3 SO3.4		Unit-3 : TRADITIONAL BANK PRODUCTS & INSTRUMENTS 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8, 3.9, 3.10, 3.11, 3.12, 3.13, 3.14, 3.15, 3.16	
PO 1,2,3,4,5,6, 7,8  PSO 1,2, 3, 4	<b>CO4:</b> The student will define the contract of insurance and different principles of insurance.	SO4.1 SO4.2 SO4.3 SO4.4 SO4.5		Unit-4 : INTRODUCTION TO INSURANCE 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 4.8, 4.9, 4.10, 4.11, 4.12, 4.13, 4.14, 4.15, 4.16, 4.17, 4.18, 4.19	
PO 1,2,3,4,5,6, 7,8  PSO 1,2, 3, 4	<b>CO5:</b> The student will explain about different types of Life Insurance Plans like Term Life, Whole Life, Endowment, ULIP, Annuity and Bank assurance.	SO5.1 SO5.2 SO5.3		Unit 5: LIFE INSURANCE PRODUCTS 5.1, 5.2, 5.3, 5.4, 5.5, 5.6	



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## Elective (Information Technology)

**Course Code:** 31IT310

**Course Title:** Database Management System

**Pre-requisite:** Student should have basic knowledge of computer such as Input devices, central processing unit and output devices. Student should aware of how to power on computer and how to shut down computer.

**Rationale:** The subject of Database Management System helps users share data quickly, effectively, and securely across an organization.

### Course Outcomes:

**31IT310.1:** Acquire the basic knowledge of database management system

**31IT310.2:** Student will define the various data models.

**31IT310.3:** Student will define the relational and physical database design and normalization.

**31IT310.4:** Acquire the basic knowledge of data warehouse and data mining.

**31IT310.5:** Apply the concept of transaction and construct advance SQL queries on data and apply procedural abilities through SQL

### Scheme of Studies:

CODE	Course Code	Course Title	Scheme of Studies (Hours/Week)				Total Credits (C)	
			CI	LI	SW	SL		Total Study Hours (CI+LI+SW+SL)
MEC	31IT 310	Database Management System	4	0	6	1	11	4

**Legend:**

- CI:** Class room Instruction (Includes different instructional strategies i.e. Lecture(L) and Tutorial (T) and others).
- LI:** Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)
- SW:** Sessional Work (includes assignment, seminar, mini project etc.),
- SL:** Self Learning,
- C:** Credits.

**Note:** SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.



## A K S University

Faculty of Management Studies

Department of Business Administration

Curriculum of MBA Program

(Revised as on 01 August 2023)

### Scheme of Assessment

#### Theory

CODE	Course Code	Course Title	Scheme of Assessment (Marks)								
			Progressive Assessment (PRA)						Total Marks	End Semester Assessment	Total Marks  (PRA+ESA)
			Class/Home Assignment 5 number 3 marks each (CA)	Class Test 2 (2 best out of 3) 10 marks each (CT)	Seminar one  (SA)	Class Activity any one (CAT)	Class Attendance  (AT)				
MEC	31IT 310	Database Management System	15	20	10	0	5	50	50	100	

#### Course-Curriculum Detailing

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.

**IT 310.1: Introduction to Database** -Acquire the basic knowledge of database management system

#### Approximate Hours

Item	Appx Hrs.
CI	7
LI	0
SW	1
SL	0
Total	8

Session Outcomes (SOs)	(LI)	Class room Instruction (CI)	(SL)
<b>SO1.1</b> Introduction and Components of database system  <b>SO1.2</b> Understand the organization and advantages of database.		<b>Unit-1.0 Introduction to Database (7 (Hours))</b> 1.1 Describe the database and database software 1.2 Basic concept of database 1.3 Use of database in management. 1.4 Explain the Organization of Database 1.5 Describe the Components of Database Management Systems 1.6. Describing advantages of database 1.7 Describe disadvantage of database	



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**SW- 1 Suggested Sessional Work (SW):**

- a. Assignment:** Explain about the database management system
- b. Mini Project:**
- c. Other Activities:**

**31IT310.2: Data Models - Student will define the various data mode**

### Approximate Hours

Item	Appx Hours
CI	17
LI	0
SW	1
SL	1
<b>Total</b>	<b>19</b>

Session Outcomes (SOs)	(LI)	Classroom Instruction (CI)	(SL)
<b>SO2.1</b> Understanding data models  <b>SO2.2</b> Understanding various data models and relation ship	.	<b>Unit 2. Data Models (17 Hours)</b> 2.1 Understanding and demonstrating database and table creation 2.2 Describe the data models and its types. 2.3 Understanding relationship and its types. 2.4. Describe the Entity-Relationship Model 2.5. Understanding advantages of entity relationship model 2.6. Understanding Network Data Model 2.7. Describe the advantages of network data model 2.8 Describe the disadvantages of network data model 2.9 Describe the Hierarchy Data Model 2.10 Describe the advantages of Hierarchy Data Model 2.11 Describe the disadvantages of Hierarchy Data Model 2.12 Describe the Relational Data Model 2.13 Describe the advantages of Relational Data Model 2.14 Describe the disadvantages of Relational Data Model 2.15 Describe the Semantic Data Model 2.16 Describe the advantages of Semantic Data Model 2.17 Describe the disadvantages of Semantic Data Model	Explain about disadvantages of entity relationship model



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**SW- 2** Suggested Sessional Work (SW):

- a. **Assignment:** Explain about the different types of relationship
- b. **Mini project:**
- c. **Other Activities:**

**31IT310.3:** Student will define the relational and physical database design and normalization.

### Approximate Hours

Item	Appx Hours
CI	12
LI	0
SW	1
SL	0
<b>Total</b>	<b>13</b>

Session Outcomes (SOs)	(LI)	Classroom Instruction (CI)	(SL)
<b>SO3.1</b> Understanding Relational database designing  <b>SO3.2</b> Understanding Integrity Constraints; Functional Dependencies  <b>SO3.3</b> Understanding Normalization	.	<b>Unit-3 Relational Database Design (12 Hours)</b> 3.1 Understand the relational database design and its rules. 3.2 Describing Integrity and its rules. 3.3 Understand the Constraints. 3.4 Describe the functional dependencies. 3.5 Describe the normalization and its use. 3.6 Understand the steps of normalization. 3.7 Describing first Normal form. 3.8 Describing Second Normal form. 3.9 Describing third normal form. 3.10 Describing BCNF 3.11 Describing PJNF 3.12 Describing physical database designing	

**SW- 3** Suggested Sessional Work (SW):

- a. **Assignment:** Explain in details Normalization.
- b. **Mini Project:**
- c. **Other Activities:** Presentation

**31IT310.4:** Acquire the basic knowledge of data warehouse and data mining.

### Approximate Hours

Item	Appx Hours
CI	8
LI	0
SW	1
SL	0
<b>Total</b>	<b>9</b>



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Session Outcomes (SOs)	(LI)	Classroom Instruction (CI)	(SL)
<b>SO4.1</b> Understanding decomposition of relation scheme  <b>SO4.2</b> Understanding data warehouse  <b>SO4.3</b> Understanding data mining	.	<b>Unit-4 Decomposition of Relation Schemes (8 Hours)</b> 4.1 Describe the joint operation in database 4.2 Describe the decomposition of relation scheme 4.3 Describe the concept of data warehouse 4.4 Explain about the use of methods in data warehouse. 4.5 Understanding data mining 4.6 Describe the examples of data mining. 4.7 Understanding Knowledge Extraction through Data Mining 4.8 Explain about methods of data mining	

**SW- 4** Suggested Sessional Work (SW):

- a. **Assignment:** Explain about composition and Decomposition of relation scheme with examples.
- b. **Mini Project:**
- c. **Other Activities:**

**31IT310.5:** Apply the concept of transaction and construct advance SQL queries on data and apply procedural abilities through SQL

### Approximate Hours

Item	Appx Hours
CI	16
LI	0
SW	1
SL	0
Total	17

Session Outcomes (SOs)	(LI)	Classroom Instruction (CI)	(SL)
<b>SO5.1</b> Understanding SQL  <b>SO5.2</b> Understand the creation and manipulation of table in oracle  <b>SO5.3</b> Understanding different views of tables and index  <b>SO5.4</b> Understanding Transaction Management		<b>Unit 5: Structured Query Language (16 Hours)</b> 5.1 Explain about introduction to SQL 5.2. Describing oracle windows interface. 5.3 Describe the query and its type 5.4. Explain about run of query and detect errors. 5.5 Understanding languages in DBMS 5.6 Describing and demonstrating creation of table. 5.7 Inserting value in table. 5.8 Describing and demonstrating inserting columns and rows in a table 5.9 Describing and demonstrating display the value in a table. 5.10 Describing and demonstrating modify the table	



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		structure. 5.11 Describing and demonstrating update the table 5.12 Describing and demonstrating delete the row or record in table. 5.13 Describing and demonstrating delete the columns or field in table. 5.14 Describing and demonstrating delete the table. 5.15 Describe the creation of index in table 5.16 Explain about transaction management.	
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**SW- 5 Suggested Sessional Work (SW):**

- a. **Assignment:** Explain about Data definition language.
- b. **Mini Project:**
- c. **Other Activities:**

### Brief of Hours suggested for the Course Outcome

Course Outcomes	Class Lecture (Cl)	Sessional Work (SW)	Self-Learning (Sl)	Total hour (Cl+SW+Sl)
<b>31IT310.1:</b> Acquire the basic knowledge of database management system	7	1	0	8
<b>31IT310.2:</b> Student will define the various data models	17	1	1	19
<b>31IT310.3:</b> Student will define the relational and physical database design and normalization.	12	1	0	13
<b>31IT310.4:</b> Acquire the basic knowledge of data warehouse and data mining.	8	1	0	9
<b>31IT310.5:</b> Apply the concept of transaction and construct advance SQL queries on data and apply procedural abilities through SQL	16	1	0	17
Total Hours	60	05	01	60



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### Suggestion for End Semester Assessment

#### Suggested Specification Table (For ESA)

CO	Unit Titles	Marks Distribution				Total Marks
		Ap	An	Ev	Cr	
CO-1	Acquire the basic knowledge of database management system					
CO-2	Student will define the various data models.					
CO-3	Student will define the relational and physical database design and normalization.					
CO-4	Acquire the basic knowledge of data warehouse and data mining.					
CO-5	Apply the concept of transaction and construct advance SQL queries on data and apply procedural abilities through SQL					
Total						50

**Legend:**    **Ap: Apply,**                    **An: Analyze,**                    **Ev: Evaluate**    **Cr: Create**

Then do first semester assessment for Computer Application in management will be held with written examination of 50 marks

**Note.** Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.

#### Suggested Instructional/Implementation Strategies:

1. Improved Lecture
2. Tutorial
3. Case Method
4. Group Discussion
5. Brainstorming

#### Suggested Learning Resources

##### Books

S. No.	Title	Author	Publisher	Edition & Year
1	Database Management	Bipin Desai		
2	Database Management System	Majumdar and Bhattacharya	(Tata Mc Graw Hill,).	1996
3	Fundamentals of Relational Databases	Schaum's Outline	Tata McGraw Hill,	





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### **Curriculum Development Team**

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4. Dr. Chandan Singh, Assistant Professor , Dept. of Business Administration
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10. Mr. Anurag Singh Parihar, Teaching Associate, Dept. of Business Administration
11. Ms. Kiran Chhabariya, Assistant Professor, Dept. of Business Administration

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**Cos, POs and PSO Mapping**

**Course Title: MBA**

**Course Code: 31IT 310**

**Course Title: Database Management System**

Course Outcomes	Program Outcomes								Program Specific Outcome			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4
	Business Environment and Domain Knowledge	Critical & Analytical thinking, Business Analysis, Problem Solving and Logical Solutions	International Exposure and Cross-Cultural Understanding	Social Responsiveness and Ethos	Effective Business Communication	Leadership Development and Synergy	R&D Aptitude	Contemporary issues	Theoretical knowledge as well as practical knowledge	Work and various functional area	Work in various industries	To set up business enterprise
CO1: Acquire the basic knowledge of database management system	3	2	2	-	2	2	3	3	3	2	3	3
CO-2 Student will define the various data models	2	2	2	-	1	2	3	3	3	2	3	3
CO-3: Student will define the relational and physical database design and normalization.	2	2	2	-	2	2	3	2	3	2	3	3
CO-4: Acquire the basic knowledge of data warehouse and data mining.	3	3	2	-	3	2	3	3	3	2	3	3
CO-5: Apply the concept of transaction and construct advance SQL queries on data and apply procedural abilities through SQL	3	3	2	-	3	2	3	3	3	2	3	3

**Legend: 1 – Low, 2 – Medium, 3 – High**

### Course Curriculum Map

POs & PSOs No.	COs No.& Titles	SOs No.	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
PO 1,2,3,4,5,6 7,8 PSO 1,2, 3, 4	CO-1 Student will explain about the concept of computer, Input and output devices, Memory, hardware and software.	SO1.1 SO1.2 SO1.3		Unit-1 Introduction to computer	
				1,2,3,4,5	
PO 1,2,3,4,5,6 7,8 PSO 1,2, 3, 4	CO-2 Student will develop a strong foundation in using Microsoft Word, including creating, editing, and formatting documents. Inserting and formatting tables, graphs, images. Acquire the basic and advance knowledge of MS Access and database system.	SO2.1 SO2.2 SO2.3 SO2.4		Unit-2 MS Word & MS Access 1,2,3,4,5,6,7	
PO 1,2,3,4,5,6 7,8 PSO 1,2, 3, 4	CO3 : Student will define the concept of features and functions of Microsoft Excel, including creating and formatting spreadsheets, inputting data, and basic calculations, how to create visually appealing slides by using themes, layouts, colors, fonts, and backgrounds effectively.	SO3.1 SO3.2 SO3.3		Unit-3 : MS Excel & MS PowerPoint 1,2,3,4,5,6	
PO 1,2,3,4,5,6 7,8 PSO 1,2, 3, 4	CO 4: Knowledge of World Wide Web (www) and internet, Merits and demerits of internet, Networking and data transmission	SO4.1 SO4.2 SO4.3 SO4.4		Unit-4 Concept of Data Communication and Networking 1,2,3,4,5,7	
PO 1,2,3,4,5,6 7,8 PSO 1,2, 3, 4	CO 5: Student will develop a website using HTML and CSS	SO5.1 SO5.2 SO5.3		Unit 5: <b>Web</b> Development with HTML. 1,2,3,4,5,6	



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# MBA IV Semester



# A K S University

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## IV Semester

**Course Code:** 31MT401

**Course Title:** STRATEGIC MANAGEMENT

**Pre-requisite:** Student should have basic knowledge policy, mission of management.

**Rationale:** This course is important as it will correlate concepts with practical aspects. Measurement of the outcomes practically stage wise with the help of corporate mentors and the aligning of objectives are important.

### Course Outcomes:

**31MT401.1:** Students will identify various concepts of strategic management

**31MT401.2:** The strategic climate and its practical concepts will be determined by the students

**31MT401.3:** The students will relate various matrices and will pave paths to frame strategies

**31MT401.4:** Students will find the correlations between finance and organizational strategies

**31MT401.5:** IT needs and technology needs will be evaluated and costing will be estimated too

### Scheme of Studies:

CODE	Course Code	Course Title	Scheme of studies (Hours per Week)					Total Credits (C)
			CI	LI	SW	SL	Total Study Hours (CI+LI+SW+SL)	
MCC	31MT401	STRATEGIC MANAGEMENT	4	0	1	1	6	4

**Legend:** CI: Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial

(T) and others),

LI: Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)

SW: Sessional Work (includes assignment, seminar, mini project etc.),

SL: Self Learning,

C: Credits.

**Note:** SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.



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### Scheme of Assessment

#### Theory

CODE	Course Code	Course Title	Scheme of Assessment (Marks)							End Semester Assessment	Total Marks
			Progressive Assessment (PRA)								
			Class/Home Assignment 5 Assignments 3 marks Each (CA)	2 Class Test (Best 2 out of 3) 10 marks Each (CT)	One Seminar (SA)	Class Attendance (AT)	Total Marks  (CA+CT+SA+AT)	(ESA)	(PRA + ESA)		
MCC	31MT401	<b>STRATEGIC MANAGEMENT</b>	15	20	10	5	50	50	100		

#### Course-Curriculum Detailing

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.



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**31MT401.1:** Students will identify various concepts of strategic management

### Approximate Hours

Item	AppX Hrs
CI	13
LI	0
SW	2
SL	1
<b>Total</b>	<b>16</b>

Session Outcomes (SOs)	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
<p><b>SO1.1</b>The students will be able to understand strategy</p> <p><b>SO1.2</b>Strategic decisions will be known</p> <p><b>SO1.3</b>7-S will be analyzed</p> <p><b>SO1.4</b>Uses of growth vector will be understood</p>		<p><b>Unit-1: Strategy (13 Hours)</b></p> <p>1.1 Strategy: Definition</p> <p>1.2 levels</p> <p>1.3 components: purpose, mission</p> <p>1.4 objectives, goals</p> <p>1.5 polices, and Programme</p> <p>1.7Types of goal pyramid of business policy</p> <p>1.8strategic decision making: comparison of operating</p> <p>1.9strategic decision</p> <p>1.10Mintzberg’s model</p> <p>1.11strategic management process</p> <p>1.127 – S framework</p> <p>1.13 Ansoff’s growth vector</p>	<p>1.Strategic partners to be understood practically.</p> <p>2. 8 P frame work</p>

**SW-1 Suggested Sessional Work (SW):**

- a. **Assignments:** Mission, Vision and Strategy
- b. **Mini Project**
- c. **Other Activities**

**31MT401.2:** The strategic climate and its practical concepts will be determined by the students

### Approximate Hours

Item	AppX Hrs
CI	12
LI	0
SW	2
SL	1
<b>Total</b>	<b>15</b>



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Session Outcomes (SOs)	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
<b>SO2.1</b> The students will be able to understand external strategic environment  <b>SO2.2</b> Strategic macro decisions will be known  <b>SO2.3</b> VRIO will be analyzed  <b>SO2.4</b> Uses of grid approach will be understood	.	<b>Unit-2: External environmental analysis (12 Hours)</b> 2.1 External environmental analysis: taxonomy of the firm's 2.2 environment – Mega, Micro 2.3 Relevant environment 2.4 competition Analysis: porter's 2.5 approach 2.6 strategic groups 2.7 porter's generic strategies 2.8 Internal corporate analysis: Bates 2.9 Eldredge Approach 2.10 The Grid Approach 2.11 VRIO Framework of analysis 2.12 Value chain analysis	1. Strategic Analysis of cement plants 2. Taxonomic Analysis of agro-based firms

### SW-2 Suggested Sessional Work (SW):

- a. **Assignments:** VRIO, Strategic Groups
- b. **Mini Project:**

**31MT401.3: The students will relate various matrices and will pave paths to frame strategies**

#### Approximate Hours

Item	AppX Hrs
CI	14
LI	0
SW	2
SL	1
Total	17

Session Outcomes (SOs)	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
<b>SO3.1</b> The students will be able to understand SFAS  <b>SO3.2</b> Doom loop will be known  <b>SO3.3</b> BCG will be analyzed		<b>Unit-3: Strategic factors analysis (14 Hours)</b> 3.1 Strategic factors analysis summary (SFAS) Matrix 3.2 Risks of generic competitive strategies 3.3 The eight dimensions of quality 3.4 strategic alliance: Doom Loops 3.5 Directional strategy 3.6 diversification strategy: concentric	1. SFAS of MSMEs 2. IFAS of CPSEs





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<b>SO3.4</b> Uses of corporate parenting will be understood		3.7 conglomerate 3.8 portfolio analysis 3.9 Display matrices: BCG Growth share matrix 3.10 GE business screen 3.11 shell's directional policy matrix 3.12 Arthur D'Little company's Matrix 3.13 Hofer's Market Evolution Matrix 3.14 Corporate parenting	
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### SW-3 Suggested Sessional Work (SW):

- a. **Assignments:** Conglomerate, GE matrix and corporate parenting.
- b. **Mini Project:** Survey of strategies among MSMEs of MP

**31MT401.4:** Students will find the correlations between finance and organizational strategies

#### Approximate Hours

Item	AppX Hrs
CI	14
LI	0
SW	2
SL	1
Total	17

Session Outcomes (SOs)	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
<b>SO4.1</b> The students will be able to understand diversification  <b>SO4.2</b> Strategic merger decisions will be known  <b>SO4.3</b> MBO will be analyzed		<b>Unit-4: Corporate Development stages (14 Hours)</b>  4.1. Corporate Development stages 4.2. Diversification: related & unrelated 4.3. Merger & Acquisition: screening parameters and valuation 4.4. Re-engineering – 7 principals 4.5. Downsizing 4.6. M.B.O. 4.7. TQM: its objectives 4.8. essential ingredients 4.9. Measure of financial performance: profitability 4.10. liquidity 4.11. leverage 4.12. activity Ratios 4.13 Strategic Audit: components &	



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		sources of information 4.14. Balanced score card	
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**SW-4 Suggested Sessional Work (SW):**

- a. **Assignments:** MBO and TQM
- b. **Mini Project:**

**31MT401.5:** IT needs and technology needs will be evaluated and costing will be estimated too

**Approximate Hours**

Item	AppX Hrs
CI	7
LI	0
SW	2
SL	1
<b>Total</b>	<b>10</b>

Session Outcomes (SOs)	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
<b>SO5.1</b> The students will be able to analyses R&D  <b>SO5.2</b> Knowledge management process will be detected		<b>Unit 5: Characteristics of R&amp;D process (7 Hours)</b> 5.1 <b>Characteristics</b> of R&D process 5.2 co-operation strategies: technology strategy 5.3 Vicious circle of IT investment 5.4 Knowledge Management: definition 5.5 relationship among Knowledge management 5.6 New product development 5.7 Corporate entrepreneurship	

**SW-5 Suggested Sessional Work (SW):**

- a. **Assignments:** R and D for products and services
- b. **Mini Project:**

**Brief of Hours suggested for the Course Outcome**

Course Outcomes	Class Lecture (CI)	Sessional Work (SW)	Self Learning (SI)	Total hour (CI+SW+SI)
<b>31MT401.1:</b> Students will identify various concepts of strategic management.	13	2	1	13



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<b>31MT401.2:</b> The strategic climate and its practical concepts will be determined by the students	12	2	1	16
<b>31MT401.3:</b> The students will relate various matrices and will pave paths to frame strategies	14	2	1	24
<b>31MT401.4:</b> Students will find the correlations between finance and organizational strategies	14	2	1	10
<b>31MT401.5:</b> IT needs and technology needs will be evaluated and costing will be estimated too	7	2	1	15
<b>Total Hours</b>	60	10	5	75

### Suggestion for End Semester Assessment

#### Suggested Specification Table (For ESA)

CO	Unit Titles	Marks Distribution				Total Marks
		Ap	An	Ev	Cr	
CO-1	Strategy					
CO-2	External environmental analysis					
CO-3	Strategic factors analysis					
CO-4	Corporate Development stages					
CO-5	Characteristics of R&D process					
Total						50

**Legend:    Ap: Apply,                    An: Analyze,                    Ev: Evaluate    Cr: Create**

The end of semester assessment for Strategic Management will be held with written examination of 50 marks

**Note.** Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.

#### Suggested Instructional/Implementation Strategies

1. Improved Lecture
2. Tutorial
3. Case Method
4. Group Discussion



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5. Role Play
6. Demonstration
7. ICT Based Teaching Learning (Video Demonstration/Tutorials CBT,Blog, Facebook, Twitter, WhatsApp, Mobile, Online sources)
8. Brainstorming

### Suggested Learning Resources:

#### Books

S. No.	Title	Author	Publisher	Edition & Year
1	Strategic Management: Indian context	S. Srinivasan	PHI	
2	Case Studies in Marketing: Indian context	S. Srinivasan	PHI	
3	Business Policy and Strategic Management	Azhar Kazmi	Tata McGraw Hill, New Delhi	
4	Strategic Management: Competitiveness & Globalization, Concepts and Cases	Hitt Michael A., Ireland R.D. and Robert E Hoskisson	Addison Wesley	

#### Curriculum Development Team

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4. Dr. Chandan Singh, Assistant Professor , Dept. of Business Administration
5. Dr. Prakash Kumar Sen , Assistant Professor , Dept. of Business Administration
6. Dr. Seema Dwivedi, Assistant Professor , Dept. of Business Administration
7. Mr. Pramod Kumar Dwivedi, Assistant Professor , Dept. of Business Administration
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11. Ms. Kiran Chhabariya, Assistant Professor, Dept. of Business Administration

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**Cos. Pos and PSOs Mapping**

**Course Title: MBA**

**CourseCode:31MT401**

**Course Title: STRATEGIC MANAGEMENT**

Course Outcomes	Program Outcomes								Program Specific Outcome			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4
	Business Environment and Domain Knowledge	Critical & Analytical thinking, Business Analysis, Problem Solving and Logical Solutions	International Exposure and Cross-Cultural Understanding	Social Responsiveness and Ethos	Effective Business Communication	Leadership Development and Synergy	R&D Aptitude	Contemporary issues	Theoretical knowledge as well as practical knowledge	Working various functional area	Work in various industries	To set up business enterprise
CO1: Students will identify various concepts of strategic management	1	2	1	2	1	1	2	3	2	2	1	1
CO-2: The strategic climate and its practical concepts will be determined by the students	2	3	1	2	1	2	2	1	3	1	2	1
CO-3: The students will relate various matrices and will pave paths to frame strategies	1	2	2	1	3	3	2	1	3	2	1	1
CO-4: Students will find the correlations between finance and organizational strategies	1	3	2	1	1	2	3	2	3	2	1	2
CO-5: IT needs and technology needs will be evaluated and costing will be estimated too .	1	3	2	3	2	3	2	3	2	3	1	3

**Legend:1–Low, 2–Medium, 3–High**

### Course Curriculum Map

Pos & PSOs No.	Cos No. & Titles	SOs No.	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
PO1,2,3,4,5,6,7,8 PSO1,2,3,4	CO1: Students will identify various concepts of strategic management	SO1.1 SO1.2 SO1.3 SO1.4		Unit-1: Strategy  1,2,3,4,5,6,7,8,9,10,11,12,13	
PO1,2,3,4,5,6,7,8 PSO1,2,3,4	CO-2: The strategic climate and its practical concepts will be determined by the students	SO2.1 SO2.2 SO2.3 SO2.4		Unit-2: External environmental analysis  1,2,3,4,5,6,7,8,9,10,11,12	
PO1,2,3,4,5,6,7,8 PSO1,2,3,4	CO-3: The students will relate various matrices and will pave paths to frame strategies	SO3.1 SO3.2 SO3.3 SO3.4		Unit-3: Strategic factors analysis  1,2,3,4,5,6,7,8,9,10,11,12,13,14	
PO1,2,3,4,5,6,7,8 PSO1,2,3,4	CO-4: Students will find the correlations between finance and organizational strategies	SO4.1 SO4.2 SO4.3		Unit-4: Corporate Development stages  1,2,3,4,5,6,7,8,9,10,11,12,13,14	
PO:1,2,3,4,5,6,7,8 PSO1,2,3,4	CO-5: IT needs and technology needs will be evaluated and costing will be estimated too	SO5.1 SO5.2		Unit-5: Characteristics of R&D process  1,2,3,4,5,6,7	



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( Revised as on 01 August 2023)

**Course Code:** 31MT402

**Course Title:** Management Information System

**Pre- requisite:** Student should have the basic knowledge of computer and business operations.

**Rationale:** Prompt and accurate decisions are key to success for any business organizations. Business executives have to take different decisions at all the level of management and success of these decisions depends on timely availability of accurate information. Management information system is a integrated system of man and machine which collects, process and provide information to executives for decision making. So Study of MIS is very important for management students.

### Course Outcomes:

**31MT402.1:** The student will explain about the concept of Management, Information, System and their needs and also about MIS, its components and system view of business.

**31MT402.2:** The student will restate the MIS structure based on management activities and organizational functions and also student will relate the information required at particular level of the organization for decision making.

**31MT402.3:** The student will explain about different types of information systems like FAIS, HRIS, MKIS, TPS, ES, EIS and Office Automation System.

**31MT402.4:** The student will use DSS, Classical and Administrative decision making models to take appropriate decision.

**31MT402.5:** The student will explain about the emerging concepts of information system like ERP, SCM, CRM, Data Warehousing and Data Mining.

### Scheme of Studies:

CODE	Course Code	Course Title	Scheme of studies (Hours per Week)					Total Credits (C)
			CI	LI	SW	SL	Total Study Hours (CI+LI+SW+SL)	
MCC	31MT402	Management Information System	3	0	1	1	5	3



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- Legend:**
- CI:** Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),
  - LI:** Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)
  - SW:** Sessional Work (includes assignment, seminar, mini project etc.),
  - SL:** Self Learning,
  - C:** Credits.

**Note:** SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.

### Scheme of Assessment:

#### Theory

CODE	Course Code	Course Title	Scheme of Assessment (Marks)					End Semester Assessment (ESA)	Total Marks (PRA+ESA)
			Progressive Assessment (PRA)						
			Class/Home Assignment 5 Assignments 3 marks Each (CA)	2 Class Test (Best 2 out of 3) 10 marks Each (CT)	One Seminar (SA)	Class Attendance (AT)	Total Marks (CA+CT+SA+AT)		
MCC	31MT402	Management Information System	15	20	10	5	50	100	

### Course-Curriculum Detailing

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.





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**31MT402.1:** The student will explain about the concept of Management, Information, System and their needs and also about MIS, its components and system view of business.

### Approximate Hours

Item	AppX Hrs
CI	13
LI	0
SW	1
SL	1
Total	15

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
<p><b>SO1.1</b> Student will explain about the need of management, information and system.</p> <p><b>SO1.2</b> Student will explain about the MIS</p> <p><b>SO1.3</b> Student will explain about the system view of business and system approach and synergy</p> <p><b>SO1.4</b> Student will explain about the role of system approach in planning, organizing and controlling.</p>		<p><b>Unit-1: Introduction to MIS (13 Hours)</b></p> <p>1.1 Meaning and need of management</p> <p>1.2 Meaning, Need, and characteristics of information</p> <p>1.3 Concept, Characteristics, and Types of System</p> <p>1.4 System View of Business</p> <p>1.5 System Approach and synergy</p> <p>1.6 Meaning and Need of MIS</p> <p>1.7 Role and Components of MIS</p> <p>1.8 Prerequisites of effective MIS</p> <p>1.9 System Approach in Planning</p> <p>1.10 System Approach in Organizing</p> <p>1.11 System Approach in Controlling</p> <p>1.12 Applying System Approach to MIS</p> <p>1.13 Steps involved in System Approach for Problem Solving</p>	<p>1. Role of computer in MIS</p> <p>2. MIS Organization</p> <p>3. Limitations of MIS</p>

### SW-1 Suggested Sessional Work (SW):

#### a) Assignments:

- i. MIS, Information, System
- ii. System approach in planning, organizing and controlling

**b) Mini Project:** Make a write up and highlight that, how use of operations research and computer make MIS Effective.



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**Other Activities (Specify):** Write a note on Why MIS might fail?

**31MT402.2:** The student will restate the MIS structure based on management activities and organizational functions and also student will relate the information required at particular level of the organization for decision making.

**Approximate Hours**

Item	Appx Hrs
CI	9
LI	0
SW	1
SL	1
Total	11

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
<p><b>SO2.1</b> Student will design the MIS structure based on management activities.</p> <p><b>SO2.2</b> Student will design the MIS structure based on organizational function.</p> <p><b>SO2.3</b> Student will consider Formal Vs Informal Systems, Extent of integration, and Extent of user-machine interaction issues in the design of MIS structure.</p>		<p><b>Unit- 2 MIS Structure (9 Hours)</b></p> <p>2.1 MIS Structure based on Management Activity- Hierarchy of management activity</p> <p>2.2 MIS Structure based on Management Activity- Information Systems for Operational Control</p> <p>2.3 MIS Structure based on Management Activity- Information System for management control</p> <p>2.4 MIS Structure based on Management Activity- Information system for strategic planning</p> <p>2.5 MIS Structure based on Organizational Function- Sales and marketing subsystems, Production subsystem, Logistics subsystem, Personnel subsystem</p> <p>2.6 MIS Structure based on Organizational Function- Finance and accounting subsystem, Information processing subsystem, Top management subsystem</p> <p>2.7 Synthesis of a MIS Structure- Conceptual Structure and Physical Structure</p> <p>2.8 Some Issues of MIS Structure- Formal Vs Informal Systems, Extent of integration, and Extent of user-machine interaction</p> <p>2.9 Information required at various levels of management</p>	<p>i. Management Information System Support for Decision Making- Structured Programmable Decisions</p> <p>ii. Unstructured Non-Programmable Decisions</p>



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### SW-2 Suggested Sessional Work (SW):

- a. Assignments:**
  - i. MIS Structure based on Management Activity, MIS Structure based on Organizational Function
  - ii. Synthesis of a MIS Structure, Information required at various levels of management
- b. Mini Project:** Design a MIS structure for a University.
- c. Other Activities (Specify):** Group Discussion on Issues of MIS structure.

**31MT402.3:** The student will explain about different types of information systems like FAIS, HRIS, MKIS, TPS, ES, EIS and Office Automation System.

#### Approximate Hours

Item	Appx Hrs
CI	7
LI	0
SW	1
SL	1
Total	9

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
<p><b>SO3.1</b> Student will explain about Transaction Processing System and Office Automation System.</p> <p><b>SO3.2</b> Student will explain about Executive Information System and Expert System.</p> <p><b>SO3.3</b> Student will explain about Finance and Account Information System, Human Resource Information System, and Marketing Information System</p>	.	<p><b>Unit- 3: Types of Information System (7 Hours)</b></p> <p>3.1 Transaction Processing System</p> <p>3.2 Office Automation System- Concept, Advantages, Limitation and Components</p> <p>3.3 Executive Information System- Concept, Advantages, and Limitations</p> <p>3.4 Expert System- Concept, Advantages and Disadvantages</p> <p>3.5 Finance and Account Information System</p> <p>3.6 Human Resource Information System</p> <p>3.7 Marketing Information System</p>	<p>i. Advantages and Limitations of Transaction Processing System</p>



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## SW-3 Suggested Sessional Work (SW):

- a. Assignments:** i. Transaction Processing System, Office Automation System and Expert System.  
ii. Finance and Account Information System, Human Resource Information System, and Marketing Information System.
- b. Mini Project:** Write a note on the information required by production and operation information system of a cement plant.
- c. Other Activities (Specify):** Case Discussion (Case will be selected by a subject teacher)

**31MT402.4:** The student will use DSS, Classical and Administrative decision making models to take appropriate decision.

### Approximate Hours

Item	Appx Hrs
CI	10
LI	0
SW	1
SL	1
Total	12

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self Learning (SL)
<p><b>SO4.1</b> Student will demonstrate the use of Decision Support System</p> <p><b>SO4.2</b> Student will be able to describe the classical and administrative decision making models</p> <p><b>SO4.3</b> Student will explain the system development life cycle.</p> <p><b>SO4.4</b> Student will be able to Explain the System Analyses and Design</p>		<p><b>Unit- 4: Managerial Decision Making (10 Hours)</b></p> <p>4.1 Decision Support System- Concept, Characteristics and Components</p> <p>4.2 Decision Support System- Architecture, and Tools</p> <p>4.3 Models of Decision Making- Classical and Administrative Models</p> <p>4.4 Development Life Cycle</p> <p>4.5 System Analysis- Phases, Profile of people involved in system analysis, Academic and Personal Qualification</p> <p>4.6 System Analysis- Fact Finding Techniques</p> <p>4.7 System Analysis- Documentation, and Structure Analysis</p> <p>4.8 System Design- System Design and Consideration</p> <p>4.9 System Design- Input, Output, and Form Design.</p> <p>4.10 System Design- File, Database design</p>	<p>i. Post Audit</p> <p>ii. System Design- Coding System, Program Design and Control &amp; Security Design</p>



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## SW-4 Suggested Sessional Work (SW):

### a. Assignments:

- i) Decision Support System, and Decision-making models
- ii) System Analysis and Design

**b. Mini Project:** Analyze the AKS University Information System and make a report of it by highlighting the good aspects and bad aspects of it.

**c. Other Activities (Specify):** PPT Presentation (Topic will be given by the subject teacher)

**31MT402.5:** The student will explain about the emerging concepts of information system like ERP, SCM, CRM, Data Warehousing and Data Mining.

### Approximate Hours

Item	Appx Hrs
CI	6
LI	0
SW	1
SL	1
Total	8

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
<p><b>SO5.1</b> Student will be able to explain about ERP</p> <p><b>SO5.2</b> Student will be able to explain about CRM and SCM</p> <p><b>SO5.3</b> Student will be able to explain about Data warehousing and Data Mining</p>		<p><b>Unit 5: Emerging Concepts and Issues in Information Systems (6 Hours)</b></p> <p>5.1 Cross- Functional MIS, ERP- Definition, Evolution, and Enabling Technologies</p> <p>5.2 ERP- Characteristics, Benefits, and Implementation of ERP</p> <p>5.3 CRM (Overview)</p> <p>5.4 Supply Chain Management (Overview)</p> <p>5.5 Data Warehousing- Concept, Features, Application, Advantages and Limitations</p> <p>5.6 Data Mining – (Overview)</p>	<p>i. Why Companies Undertake ERP</p> <p>ii. Features of ERP</p>



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### SW-5 Suggested Sessional Work (SW):

- a. **Assignments:**
  - i. ERP, SCM, CRM
  - ii. Data Warehousing, Data Mining
- b. **Mini Project:** Make a working model of Supply Chain Management in Chart Paper
- c. **Other Activities (Specify):** Make a list of ERP systems implemented by cement factories in India.

### Brief of Hours suggested for the Course Outcome

Course Outcomes	Class Lecture (CI)	Sessional Work (SW)	Self-Learning (SI)	Total hour (CI+SW+SI)
<b>31MT402.1:</b> The student will explain about the concept of Management, Information, System and their needs and also about MIS, its components and system view of business.	13	1	1	15
<b>31MT402.2:</b> The student will restate the MIS structure based on management activities and organizational functions and also student will relate the information required at particular level of the organization for decision making.	9	1	1	11
<b>31MT402.3:</b> The student will explain about different types of information systems like FAIS, HRIS, MKIS, TPS, ES, EIS and Office Automation System.	7	1	1	9
<b>31MT402.4:</b> The student will use DSS, Classical and Administrative decision making models to take appropriate decision.	10	1	1	12
<b>31MT402.5:</b> The student will explain about the emerging concepts of information system like ERP, SCM, CRM, Data Warehousing and Data Mining.	6	1	1	8
<b>Total Hours</b>	45	5	5	55



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## Suggestion for End Semester Assessment

Suggested Specification Table (For ESA)

CO	Unit Titles	Marks Distribution				Total Marks
		Ap	An	Ev	Cr	
CO-1	INTRODUCTION TO MIS					
CO-2	MIS STRUCTURE					
CO-3	TYPES OF INFORMATION SYSTEM					
CO-4	MANAGERIAL DECISION MAKING					
CO-5	EMERGING CONCEPTS AND ISSUES IN INFORMATION SYSTEMS					
Total						50

**Legend:**      **Ap:** Apply,                      **An:** Analyze,                      **Ev:** Evaluate      **Cr:** Create

The end of semester assessment for Management Information System will be held with written examination of 50 marks.

**Note.** Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.

### Suggested Instructional/Implementation Strategies:

1. Improved Lecture
2. Tutorial
3. Case Method
4. Group Discussion
5. Role Play
6. Demonstration
7. ICT Based Teaching Learning (Video Demonstration/Tutorials CBT, Blog, Facebook, Twitter, WhatsApp, Mobile, Online sources)
8. Brainstorming



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### Suggested Learning Resources

#### Books

S. No.	Title	Author	Publisher	Edition & Year
1	Management Information Systems	Davis and Olson	Tata McGraw Hill	Latest
2	Management Information System	Khasgiwala V. and Roy R.	NPP, Indore	Latest
3	Management Information Systems- Managing the Digital Firm	Laudon	Pearson Education Asia	Latest
4	Management Information Systems	Jawadekar	Tata McGraw Hill	Latest
5	Decision Support Systems and Intelligent Systems	Turban and Aronson	Pearson Education Asia	Latest

#### Curriculum Development Team

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**Cos, POs and PSOs Mapping**

**Program Title: MBA**

**Course Code: 31MT402**

**Course Title: Management Information System**

Course Outcomes	Program Outcome								Program Specific Outcome			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4
	Business Environment and Domain Knowledge	Critical & Analytical thinking, Business Analysis, Problem Solving and Logical Solutions	International Exposure and Cross-Cultural Understanding	Social Responsibility and Ethos	Effective Business Communication	Leadership Development and Synergy	R&D Aptitude	Contemporary issues	Theoretical as well as practical knowledge	Work in various functional areas	Work in various industries	To Setup Business Enterprise
<b>CO1:</b> The student will explain about the concept of Management, Information, System and their needs and also about MIS, its components and system view of business.	3	2	-	-	1	2	1	1	2	2	2	-
<b>CO2:</b> The student will restate the MIS structure based on management activities and organizational functions and also student will relate the information required at particular level of the organization for decision making.	2	3	-	-	1	2	2	1	3	2	2	-
<b>CO3:</b> The student will explain about different types of information systems like FAIS, HRIS, MKIS, TPS, ES, EIS and Office Automation System.	3	2	-	-	2	1	2	3	3	2	3	-
<b>CO4:</b> The student will use DSS, Classical and Administrative decision-making models to take appropriate decision.	3	3	-	-	2	2	2	1	3	2	2	-
<b>CO5:</b> The student will explain about the emerging concepts of information system like ERP, SCM, CRM, Data Warehousing and Data Mining.	3	2	-	1	1	2	2	3	3	3	3	-

**Legend: 1 – Low, 2 – Medium, 3 – High**

### Course Curriculum Map

POs & PSOs No.	COs No.& Titles	SOs No.	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
PO 1,2,3,4,5,6, 7,8 PSO 1,2, 3, 4	<b>CO1:</b> The student will explain about the concept of Management, Information, System and their needs and also about MIS, its components and system view of business.	SO1.1 SO1.2 SO1.3 SO1.4		Unit-1: INTRODUCTION TO MIS  1.1, 1.2, 1.3, 1.4, 1.5,1.6,1.7, 1.8, 1.9, 1.10, 1.11, 1.12, 1.13	
PO 1,2,3,4,5,6, 7,8 PSO 1,2, 3, 4	<b>CO2:</b> The student will restate the MIS structure based on management activities and organizational functions and also student will relate the information required at particular level of the organization for decision making.	SO2.1 SO2.2 SO2.3		Unit-2: MIS STRUCTURE  2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8, 2.9	
PO 1,2,3,4,5,6, 7,8 PSO 1,2, 3, 4	<b>CO3:</b> The student will explain about different types of information systems like FAIS, HRIS, MKIS, TPS, ES, EIS and Office Automation System.	SO3.1 SO3.2 SO3.3		Unit-3: TYPES OF INFORMATION SYSTEM  3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7	
PO 1,2,3,4,5,6, 7,8 PSO 1,2, 3, 4	<b>CO4:</b> The student will use DSS, Classical and Administrative decision-making models to take appropriate decision.	SO4.1 SO4.2 SO4.3 SO4.4		Unit-4: MANAGERIAL DECISION MAKING  4.1, 4.2, 4.3 4.4, 4.5, 4.6, 4.7, 4.8, 4.9, 4.10	
PO 1,2,3,4,5,6, 7,8 PSO 1,2, 3, 4	<b>CO5:</b> The student will explain about the emerging concepts of information system like ERP, SCM, CRM, Data Warehousing and Data Mining.	SO5.1 SO5.2 SO5.3		Unit 5: EMERGING CONCEPTS AND ISSUES IN INFORMATION SYSTEMS  5.1, 5.2, 5.3, 5.4, 5.5, 5.6	

## **Project Work**

**Course Code: 31MT451**

**Course Title:** Research Project

**Pre- requisite:** Student should have knowledge of all the elective courses, research methodology, and computer tools specially MS-Word, MS-Excel and SPSS etc.

**Rationale:** All the development and prosperity are a result of research and innovation in almost every field. Once student will learn all the courses, they will undergo the compulsory research project of 6 credits and 12 hours per week so that they can apply their theoretical knowledge to come up with new methods / new process / description of prevailing market conditions/ new data. Student will have to do a research project on one of their chosen elective courses to find out something new in the respective fields.

## Electives

In MBA IV semester there will be two courses in each elective and electives will be same as chosen in III semester. Over all student will learn four courses under two electives in IV semester.

### Finance

**Course Code: 31FM404**

**Course Title:** Security Analysis & Portfolio Management

**Pre- requisite:** Student will be able to learn and Understands the Key concept of Security analysis & Portfolio Management.

**Rationale:** The student will study about a strong foundation in both Security & Portfolio Management as well as preparing them for leadership roles in a dynamic and competitive industry which help them to understand the application, tools and techniques of Security & Portfolio Management which makes the managers or students more realistic, justifiable and reasonable. They will learn logical thinking and about decisional steps required to do the investment through the understanding of security and Portfolio Management.

#### **Course Outcomes:**

**31FM404.1:** Define Capital Market, Its Functions and types of securities.

**31FM404.2:** Explain about different aspect of Risk and Return like- systematic and Unsystematic risk.

**31FM404.3:** To Illustrate and Understand various types of Security Analysis.

**31FM404.4:** Analyze the importance of Portfolio Analysis and Selection.

**31FM404.5:** Analyze and Understand Portfolio Investment Process.

#### **Scheme of Studies:**

Code	Course Code	Course Title	Scheme of studies (Hours per Week)				Total Credits (C)	
			CI	LI	SW	SL		Total Study Hours (CI+LI+SW+SL)
MEC	31FM404	Security Analysis & Portfolio Management	4	0	1	1	6	4

**Legend:**

- CI:** Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),
- LI:** Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)
- SW:** Sessional Work (includes assignment, seminar, mini project etc.),
- SL:** Self Learning,
- C:** Credits.

**Note:** SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.



### Scheme of Assessment

#### Theory

Code	Course Code	Course Title	Scheme of Assessment (Marks)						End Semester Assessment (ESA)	Total Marks (PRA+ESA)
			Progressive Assessment ( PRA )					Total Marks ( CA+CT+SA+AT)		
			Class/Home Assignment 5 Assignments 3 marks Each ( CA)	2 Class Test (best 2 out of 3) 10 marks Each (CT)	One Seminar ( SA)	Class Attendance (AT)				
MEC	31FM404	Security Analysis & Portfolio Management	15	20	10	5	50	50	100	

### Course-Curriculum Detailing

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.

**31FM404.1:** Define Capital Market, Its Functions and types of securities.

#### Approximate Hours

Item	AppX Hrs
CI	13
LI	0
SW	1
SL	1
Total	15



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Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
<p><b>SO1.1</b> Student will Learn and Explain about Capital Market.</p> <p><b>SO1.2</b> Student will describe the types and functions of Capital Market.</p> <p><b>SO1.3</b> To Understand Regulatory Framework-SEBI.</p> <p><b>SO1.4</b> To understand Dematerialization and Re-Materialization Process.</p> <p><b>SO1.5</b> Analyze NSDL AND CDSL.</p>	.	<p><b>Unit-1 : Introduction of Capital Market (13 Hours)</b></p> <p>1.1 Concept of Capital Market.</p> <p>1.2 Significance of Capital Market</p> <p>1.3 Types of capital market.</p> <p>1.4 Equity, Debenture and Bond</p> <p>1.5 IPO, Private Placement.</p> <p>1.6 Functions of stock exchanges.</p> <p>1.7 Share Group-Group A,B,C and Settlement cycle</p> <p>1.8 Carry Forward system</p> <p>1.9 OTCEI</p> <p>1.10 Listing of securities</p> <p>1.11 Regulatory Framework-SEBI.</p> <p>1.12 Dematerialization and Re-Materialization Process</p> <p>1.13 NSDL AND CDSL.</p>	<p>i. Regulatory Framework of Security Exchange Board of India</p>

SW-1 Suggested Sessional Work (SW):

**a. Assignments:**

- i. Define Capital market and its type
- ii. Explain about the Functions of Stock Exchange.

**b. Mini Project:**

- i. Explain about Initial Public Offerings.

**c. Other Activities (Specify):** Case study, presentation.



31FM404.2: Explain about different aspect of Risk and Return like- systematic and Unsystematic risk.

**Approximate Hours**

Item	Appx Hrs
CI	13
LI	0
SW	1
SL	1
Total	15

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
<p><b>SO2.1</b> Explain about Risk and Return Analysis and diagnosis.</p> <p><b>SO2.2</b> Understand different types of systematic Risk.</p> <p><b>SO2.3</b> Create Understanding about Unsystematic risk.</p> <p><b>SO2.4</b> To creates awareness about capital assets pricing model.</p> <p><b>SO2.5</b> To understand SML AND CML Theory.</p>		<p><b>Unit- 2: Risk and Return (13 Hours)</b></p> <p>2.1 Meaning and definition of risk.</p> <p>2.2 Return analysis.</p> <p>2.3 Need of Market risk</p> <p>2.4 Importance of interest rate risk</p> <p>2.5 Purchasing power risk</p> <p>2.6 Unsystematic Risk</p> <p>2.7 Business risk</p> <p>2.8 Financial risk</p> <p>2.9 Efficient Market Hypothesis Implication for investment decision</p> <p>2.10 Concept of Beta</p> <p>2.11 Capital assets pricing model</p> <p>2.12 SML and CML</p> <p>2.13 Need of SML AND CML</p>	<p>i. Risk and Return Analysis</p>

**SW-2 Suggested Sessional Work (SW):**

- a. **Assignments: Types of Risk in detail.**
- b. **Mini Project:** Explain SML and CML theory.
- c. **Other Activities (Specify):** Case study, presentation.



**31FM404.3: To Illustrate and Understand various types of Security Analysis.**

**Approximate Hours**

Item	Appx Hrs
CI	10
LI	0
SW	1
SL	1
Total	12

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
<p><b>SO3.1</b> Student will Understand about Security Analysis.</p> <p><b>SO3.2</b> Student will create the Understanding about Economic Analysis.</p> <p><b>SO3.3</b> Student will differentiate between Economic Analysis and Industry Analysis.</p> <p><b>SO3.4</b> Student will Identify appropriate factors of Fundamental Analysis.</p> <p><b>SO3.5</b> Student will be able to Analyze the different aspect of Technical Analysis.</p>		<p><b>Unit- 3: Security Analysis (10 Hours)</b></p> <p>3.1 Concept of Economic Analysis</p> <p>3.2 Need and importance of economic analysis</p> <p>3.3 Concept of Industry Analysis</p> <p>3.4 Importance of Industry Analysis</p> <p>3.5 Concept of Company Analysis</p> <p>3.6 Need and importance of Company Analysis.</p> <p>3.7 Concept of Fundamental Analysis</p> <p>3.8 Importance of Fundamental Analysis</p> <p>3.9 Define Technical Analysis</p> <p>3.10 Need and importance of Technical Analysis</p>	<p>i. Fundamental Analysis</p> <p>ii. Technical Analysis</p>

**SW-3 Suggested Sessional Work (SW):**

- a. Assignments:** Explain about Different Types of Security Analysis.
- b. Mini Project:** Design appropriate questionnaire for Economic Analysis.
- c. Other Activities (Specify):** Case study, presentation





31FM404.4: Analyze the importance of Portfolio Analysis and Selection.

**Approximate Hours**

Item	Appx Hrs
CI	13
LI	0
SW	1
SL	1
Total	15

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self Learning (SL)
<p><b>SO4.1</b> Student will be able to understand Portfolio Management.</p> <p><b>SO4.2</b> Student will be able to Analyze Portfolio Risk and Return.</p> <p><b>SO4.3</b> Student will be able to understand the selection of portfolio</p> <p><b>SO4.4</b> Understand about Markowitz's Theory, Capital Market theorem and single index model.</p> <p><b>SO4.5</b> Student will use CAPM and Arbitrage Pricing Theory.</p>	.	<p><b>Unit- 4 Portfolio Analysis and Selection. (13 Hours)</b></p> <p>4.1 Concept of Portfolio.</p> <p>4.2 Portfolio risk and return.</p> <p>4.3 Importance of Risk and Return.</p> <p>4.4 Beta as a measure of risk.</p> <p>4.5 Selection of Portfolio.</p> <p>4.6 Concept of Markowitz's Theory.</p> <p>4.7 Importance of Markowitz's Theory.</p> <p>4.8 Single Index Model.</p> <p>4.9 Capital Market theorem</p> <p>4.10 Capital Asset Pricing Model</p> <p>4.11 Arbitrage Pricing Theory</p> <p>4.12 Need of Arbitrage Pricing Theory</p> <p>4.13 Importance of Arbitrage Pricing.</p>	<p>i. About Risk and Return aspect of a business.</p>

**SW-4 Suggested Sessional Work (SW):**

- a. **Assignments:** Define Portfolio Management. Explain about Risk and Return.
- b. **Mini Project:** Explain about CAPM and Arbitrage Pricing theory.
- c. **Other Activities (Specify):** Case study, presentation



31FM404.5: Analyze and Understand Portfolio Investment Process.

**Approximate Hours**

Item	Appx Hrs
CI	11
LI	0
SW	1
SL	1
<b>Total</b>	<b>13</b>

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
<p><b>SO5.1</b> Student will be able to explain the Significance of Investment.</p> <p><b>SO5.2</b> Student will be able to Understand the Motive of Investment.</p> <p><b>SO5.3</b> Student will describe the different reason of diversification</p> <p><b>SO5.4</b> Student will analyze the element of Portfolio Management.</p> <p><b>SO5.5</b> Identify various stages in Portfolio investment Process.</p>		<p><b>Unit 5: Portfolio Investment Process (11 Hours)</b></p> <p>5.1 Concept of Investment</p> <p>5.2 Objective of Investor</p> <p>5.3 Motives for investment</p> <p>5.4 Need and Importance of Investment</p> <p>5.5 Market Efficiency Theorem</p> <p>5.6 Need and importance of Market Efficiency Theorem</p> <p>5.7 Diversification</p> <p>5.8 Need of Diversification</p> <p>5.9 Element of Portfolio Management</p> <p>5.10 Importance of Portfolio Management</p> <p>5.11 Stages in Portfolio Investment Process</p>	<p>i. Elements of diversification</p>

SW-5 Suggested Sessional Work (SW):

- a. Assignments:** Explain about various stages in Portfolio investment Process.
- b. Mini Project:** Diversification and its reason.
- c. Other Activities (Specify):** Case study, presentation



**Brief of Hours suggested for the Course Outcome**

Course Outcomes	Class Lecture (CI)	Sessional Work (SW)	Self-Learning (SI)	Total hour (CI+SW+SI)
31FM404.1: Define Capital Market, Its Functions and type's of securities.	13	1	1	15
31FM404.2: Explain about different aspect of Risk and Return like- systematic and Unsystematic risk.	13	1	1	15
31FM404.3: To Illustrate and Understand various types of Security Analysis.	10	1	1	12
31FM404.4: Analyze the importance of Portfolio Analysis and Selection.	13	1	1	15
31FM404.5: Analyze and Understand Portfolio Investment Process.	11	1	1	13
<b>Total Hours</b>	60	5	5	70

**Suggestion for End Semester Assessment**

Suggested Specification Table (For ESA)

CO	Unit Titles	Marks Distribution				Total Marks
		Ap	An	Ev	Cr	
CO-1	INTRODUCTION TO CAPITAL MARKET					
CO-2	RISK AND RETURN					
CO-3	SECURITY ANALYSIS					
CO-4	PORTFOLIO ANALYSIS AND SELECTION					
CO-5	PORTFOLIO INVESTMENT PROCESS					
Total						50

**Legend:**      **Ap:** Apply,                      **An:** Analyze,                      **Ev:** Evaluate      **Cr:** Create



The end of semester assessment for SAPM will be held with written examination of 50 marks.

**Note.** Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks.  
 Teachers can also design different tasks as per requirement, for end semester assessment.

**Suggested Instructional/Implementation Strategies**

1. Improved Lecture
2. Tutorial
3. Case Method
4. Group Discussion
5. Role Play
6. Demonstration
7. ICT Based Teaching Learning (Video Demonstration/Tutorials CBT,Blog, Facebook, Twitter, WhatsApp, Mobile, Online sources)
8. Brainstorming

**Suggested Learning Resources:**

**(a) Books**

<b>S. No.</b>	<b>Title</b>	<b>Author</b>	<b>Publisher</b>	<b>Edition &amp; Year</b>
1	Financial Management	Pandey I.M.	Vikash Publication	2008
2	Financial Management	Khan and Jain	Tata Mc Graw Hill	2007
3	Fundamental of Financial Management	Prasanna Chandra,	TMH	2007
4	Management of Working Capital	Smith K.V.	Harper Collins Publication	Latest
5	Working Capital Management	Agrawal J. D.	Tata Mc Graw Hill	Latest



**A K S university**

*Faculty of Management Studies*

**Department of Business Administration**

Curriculum of MBA Program

( Revised as on 01 August 2023)

### **Curriculum Development Team**

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**Cos. POs and PSOs Mapping**

**Programme Title: MBA**

**Course Code: 31FM404**

**Course Title: Security Analysis and Portfolio Management.**

Course Outcomes	Program Outcome								Program Specific Outcome			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4
	Business Environment and Domain Knowledge	Critical & Analytical thinking, Business Analysis, Problem Solving and Logical Solutions	International Exposure and Cross-Cultural Understanding	Social Responsiveness and Ethos	Effective Business Communication	Leadership Development and Synergy	R&D Aptitude	Contemporary issues	Theoretical as well as practical knowledge	Work in various functional areas	Work in various industries	To Setup Business Enterprise
CO1: Define Capital Market, Its Functions and type's of securities	2	2	1	1	1	1	3	2	1	1	1	1
CO2: Explain about different aspect of Risk and Return like-systematic and Unsystematic risk.	1	3	1	1	2	1	3	2	1	1	1	1
CO3: To Illustrate and Understand various types of Security Analysis	2	3	1	1	1	1	3	1	2	1	1	1
CO4: Analyze the importance of Portfolio Analysis and Selection	1	3	1	1	1	1	3	1	2	2	1	1
CO5: Analyze and Understand Portfolio Investment Process.	1	3	1	1	2	1	3	1	2	2	1	1

**Legend: 1 – Low, 2 – Medium, 3 – High**

### Course Curriculum Map

POs & PSOs No.	COs No.& Titles	SOs No.	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
PO 1,2,3,4,5,6, 7,8 PSO 1,2, 3, 4	CO1: Define Capital Market, Its Functions and type's of securities.	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5		Unit-1: INTRODUCTION TO CAPITAL MARKET 1.1, 1.2, 1.3, 1.4, 1.5,1.6,1.7, 1.8, 1.9,1.10,1.11,1.12,1.13	
PO 1,2,3,4,5,6, 7,8 PSO 1,2, 3, 4	CO2: Explain about different aspect of Risk and Return like- systematic and Unsystematic risk.	SO2.1 SO2.2 SO2.3 SO2.4 SO2.5		Unit-2 : RISK AND RETURN 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8, 2.9, 2.10, 2.11, 2.12, 2.13	
PO 1,2,3,4,5,6, 7,8 PSO 1,2, 3, 4	CO3: To Illustrate and Understand various types of Security Analysis	SO3.1 SO3.2 SO3.3 SO3.4 SO3.5		Unit-3 : SECURITY ANALYSIS  3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8, 3.9, 3.10	
PO 1,2,3,4,5,6, 7,8 PSO 1,2, 3, 4	CO4: Analyze the importance of Portfolio Analysis and Selection.	SO4.1 SO4.2 SO4.3 SO4.4 SO4.5		Unit-4 : PORTFOLIO ANALYSIS AND SELECTION  4.1, 4.2, 4.3 4.4, 4.5, 4.6, 4.7, 4.8, 4.9, 4.10, 4.11, 4.12, 4.13	
PO 1,2,3,4,5,6, 7,8 PSO 1,2, 3, 4	CO5: Analyze and Understand Portfolio Investment Process.	SO5.1 SO5.2 SO5.3 SO5.4 SO5.5		Unit 5: PORTFOLIO INVESTMENT PROCESS 5.1, 5.2, 5.3, 5.4, 5.5, 5.6, 5.7,5.8,5.9,5.10,5.11,5.12	



**Course Code:** 31FM406

**Course Title:** Financial Services

**Pre- requisite:** Student should have basic knowledge of Financial Concepts, markets, instruments and regulations.

**Rationale:** The course Financial Services is important for management studies because it addresses individuals’ and businesses’ diverse financial needs. In essence, financial services are the backbone of a functioning economic system. They provide the necessary tools and infrastructure for the allocation of resources, risk management, capital formation, and overall economic development. The sector's ability to adapt to technological advancements and changing economic conditions is key to its ongoing relevance and effectiveness.

**Course Outcomes:**

**31FM406.1:** The student will define knowledge regarding the components of Indian Financial System.

**31FM406.2:** The student will be able to explain in depth understanding of different avenue of financial system i.e. mutual funds and venture capital financing.

**31FM406.3:** The student will generalize and discuss various financial services such as Leasing and Hire Purchase service and critically differentiate between leasing & hire purchase.

**31FM406.4:** Student will analyze different types of financial products, and the growing popularity of Credit Rating.

**31FM406:** The student will appraise the concept of Factoring & Forfeiting and critically differentiate between factoring & forfeiting.

**Scheme of Studies**

Code	Course Code	Course Title	Scheme of studies (Hours per Week)					Total Credits (C)
			CI	LI	SW	SL	Total Study Hours (CI+LI+SW+SL)	
MEC	31FM406	Financial Services	4	0	1	1	6	4

**Legend: CI:** Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

**LI:** Laboratory Instruction (Includes Practical performances in laboratory workshop,field or other locations using different instructional strategies)





**SW:** Sessional Work (includes assignment, seminar, mini project etc.),  
**SL:** Self Learning,  
**C:** Credits.

**Note:** SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.

### Scheme of Assessment

#### Theory

Code	Course Code	Course Title	Scheme of Assessment (Marks)						End Semester Assessment (ESA)	Total Marks (PRA+ESA)
			Progressive Assessment (PRA)							
			Class/Home Assignment 5 Assignments 3 marks Each (CA)	2 Class Test (best 2 out of 3) 10 marks each (CT)	One Seminar (SA)	Class Attendance (AT)	Total Marks (CA+CT+SA+AT)			
MEC	31FM406	Financial Services	15	20	10	5	50	50	100	

#### Course-Curriculum Detailing

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.

**31FM406.1: The student will define knowledge regarding the components of Indian Financial System.**

#### Approximate Hours

Item	App X Hrs
CI	14
LI	0
SW	1
SL	1
<b>Total</b>	<b>16</b>



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Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self Learning (SL)
<p><b>SO1.1</b> Student will understand the concept of Financial Services.</p> <p><b>SO1.2</b> Student will analyze the scope of Financial Services.</p> <p><b>SO1.3</b> Student will evaluate the Regulatory Framework of Financial Services.</p> <p><b>SO1.4</b> Student will explain the concept of Merchant Banking.</p> <p><b>SO1.5</b> Students will apply the knowledge of working of Merchant Banking in practical aspects.</p>	.	<p><b>Unit-1 Introduction to Financial Services (14 Hours)</b></p> <p>1.1 Meaning and Definition of Financial Services.</p> <p>1.2 Nature of Financial Services.</p> <p>1.3 Scope of Financial Services.</p> <p>1.4 Types of Financial Services</p> <p>1.5 Regulatory Framework of Financial Services</p> <p>1.6 Merchant Banking</p> <p>1.7 Meaning and Definition</p> <p>1.8 Types</p> <p>1.9 Responsibilities of Merchant Bankers</p> <p>1.10 Role of Merchant Banking in Issue Management.</p> <p>1.11 Regulation of Merchant Banking in India</p> <p>1.12 Classification of Merchant Bankers</p> <p>1.13 Functions of Merchant Bankers</p> <p>1.14 Capital Adequacy Norms by SEBI</p>	<p>1. Merchant Bankers in India</p> <p>2. Government policy for Merchant Banking</p>

SW-1 Suggested Sessional Work (SW):

**a. Assignments:**

- i. Explain the various types of Financial Services which are used by Indian Companies.

**b. Mini Project:**

- i. Write a detail note on growth of Financial Services in India.

**c. Other Activities (Specify):** Presentation



**31FM406.2: The student will be able to explain in depth understanding of different avenue of financial system i.e.. mutual funds and venture capital financing.**

**Approximate Hours**

Item	Appx Hrs
CI	13
LI	0
SW	1
SL	1
<b>Total</b>	<b>15</b>

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
<p><b>SO2.1</b> Student will explain the concept of Mutual Funds</p> <p><b>SO2.2</b> Student will demonstrate the working of Mutual Funds with examples.</p> <p><b>SO2.3</b> Student will understand Regulatory Framework of Financial Services.</p> <p><b>SO2.4</b> Student will explain the concepts of Venture Capital Financing.</p> <p><b>SO2.5</b> Student Will analyze the significance of Venture Capital Financing.</p>	.	<p><b>Unit-2 Mutual Funds &amp; Venture Capital Financing. (13 Hours)</b></p> <p>2.1 Mutual Funds - Introduction</p> <p>2.2 Concept</p> <p>2.3 Types of Mutual Funds</p> <p>2.4 Parties involved in mutual funds</p> <p>2.5 Advantages of mutual funds</p> <p>2.6 Disadvantages of Mutual Funds</p> <p>2.7 Regulatory Framework of Mutual Fund</p> <p>2.8 Introduction of Venture Capital</p> <p>2.9 Concept of Venture Capital</p> <p>2.10 Stages of Financing</p> <p>2.11 Advantages of Venture Capital</p> <p>2.12 Disadvantages of Venture Capital</p> <p>2.13 Importance of Venture Capital</p>	<p>i. Differences and similarities between Mutual Funds and Venture Capital</p> <p>ii. Schemes of Mutual Funds</p>

**SW-2 Suggested Sessional Work (SW):**

- a. Assignments:** Describe any two mutual fund schemes which are used by Investors.
- b. Mini Project:** Make a diagram on working of Mutual Funds along with explanation.
- c. Other Activities (Specify):** Case study



**31FM406.3: The student will generalize and discuss various financial services such as Leasing and Hire Purchase service and critically differentiate between leasing & hire purchase.**

**Approximate Hours**

Item	Appx Hrs
CI	12
LI	0
SW	1
SL	1
<b>Total</b>	<b>14</b>

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
<p><b>SO3.1</b> Student will be able to explain the concept of Leasing.</p> <p><b>SO3.2</b> Student will understand types and parties involved in Leasing.</p> <p><b>SO3.3</b> Student will apply concept of Hire Purchase in practical aspects.</p> <p><b>SO3.4</b> Student will analyze the parties involved in Hire Purchase.</p> <p><b>SO3.5</b> Student will critically differentiate between Hire Purchase and Leasing.</p>	.	<p><b>Unit-3: Leasing and Hire Purchase (12 Hours)</b></p> <p>3.1 Leasing - Introduction</p> <p>3.2 Concept</p> <p>3.3 Parties Involved</p> <p>3.4 Types of Lease</p> <p>3.5 Advantages of Lease</p> <p>3.6 Disadvantages of Lease</p> <p>3.7 Hire Purchase - Introduction</p> <p>3.8 Concept of Hire Purchase</p> <p>3.9 Parties involved in Hire Purchase</p> <p>3.10 Modus operandi</p> <p>3.11 Characteristics</p> <p>3.12 Difference between HP &amp; Lease</p>	<p>i. Concept of Finance Lease Evaluation Problem.</p> <p>ii. Selecting between Leasing and Hire Purchase.</p>

**SW-3 Suggested Sessional Work (SW):**

- a. Assignments:** Explain the role of Leasing in Business Operations and Financing.
- b. Mini Project:** Numerical on calculation of Interest and installments in Hire Purchase.
- c. Other Activities (Specify):** Presentation



**31FM406.4: Student will analyze different types of Financial products, and the growing popularity of Credit Rating.**

**Approximate Hours**

Item	Appx Hrs
CI	15
LI	0
SW	1
SL	1
<b>Total</b>	<b>17</b>

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
<p><b>SO4.1</b> Student will understand the concept of Credit Rating.</p> <p><b>SO4.2</b> Student will analyze the various factors that determine credit rating of a company</p> <p><b>SO4.3</b> Student will learn knowledge about importance of Credit Rating.</p> <p><b>SO4.4</b> Student will evaluate the working of various Credit Rating Agencies.</p> <p><b>SO4.5</b> Student will gain knowledge about Regulatory Framework of Credit Rating</p>	.	<p><b>Unit-4: Credit Rating (15 Hours)</b></p> <p>4.1 Introduction</p> <p>4.2 Concept</p> <p>4.3 Factors that determine the rating of a company</p> <p>4.4 CAMEL Model</p> <p>4.5 Process of ascertaining credit rating</p> <p>4.6 Importance</p> <p>4.7 Advantages</p> <p>4.8 Disadvantages</p> <p>4.9 Regulatory Framework</p> <p>4.10 CRISIL Concept</p> <p>4.11 ICRA</p> <p>4.12 CARE</p> <p>4.13 S&amp;P</p> <p>4.14 Fitch</p> <p>4.15 Moody's ratings</p>	<p>i. Objectives of Credit Rating</p> <p>ii. Credit Rating Symbols.</p>

**SW-4 Suggested Sessional Work (SW):**

- a. **Assignments:** Describe the concept of CRISIL and ICRA with examples.
- b. **Mini Project:** Make a table on various Credit Rating Symbols
- c. **Other Activities (Specify):** Group Discussion



**31FM406.5: The student will appraise the concept of Factoring & Forfeiting and critically differentiate between factoring & forfeiting**

**Approximate Hours**

Item	Appx Hrs
CI	6
LI	0
SW	1
SL	1
Total	8

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
<p><b>SO5.1</b> Student will understand the concept of Factoring.</p> <p><b>SO5.2</b> Student will gain knowledge about Forfeiting.</p> <p><b>SO5.3</b> Student will analyze the importance of Factoring and Forfeiting.</p> <p><b>SO5.4</b> Student will critically differentiate between Factoring &amp; Forfeiting.</p>		<p><b>Unit 5: Factoring &amp; Forfeiting (6 Hours)</b></p> <p>5.1 Concept</p> <p>5.2 Types</p> <p>5.3 Modus Operandi</p> <p>5.4 Advantages</p> <p>5.5 Disadvantages</p> <p>5.6 Differences between factoring, forfeiting.</p>	<p>i. Functions of Factor.</p> <p>ii. Parties involved in Factoring.</p>

**SW-5 Suggested Sessional Work (SW):**

- a. Assignments:** Write a detail note on significance of Factoring and Forfeiting.
- b. Mini Project:** Explain the various roles and responsibilities of Factor and Forfeiter.
- c. Other Activities (Specify):** Presentation



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**Brief of Hours suggested for the Course Outcome**

<b>Course Outcomes</b>	<b>Class Lecture (Cl)</b>	<b>Sessional Work (SW)</b>	<b>Self-Learning (Sl)</b>	<b>Total hour (Cl+SW+Sl)</b>
<b>31FM406.1:</b> The student will define knowledge regarding the components of Indian Financial System.	14	1	1	16
<b>31FM406.2:</b> The student will be able to explain in depth understanding of different avenue of financial system i.e. mutual funds and venture capital financing.	13	1	1	15
<b>31FM406.3:</b> The student will generalize and discuss various financial services such as Leasing and Hire Purchase service and critically differentiate between leasing & hire purchase.	12	1	1	14
<b>31FM406.4</b> Student will analyze different types of financial products, and the growing popularity of Credit Rating.	15	1	1	17
<b>31FM406.5:</b> The student will appraise the concept of Factoring & Forfeiting and critically differentiate between factoring & forfeiting.	6	1	1	8
<b>Total Hours</b>	<b>60</b>	<b>5</b>	<b>5</b>	<b>70</b>



Suggestion for End Semester Assessment

Suggested Specification Table (For ESA)

CO	Unit Titles	Marks Distribution				Total Marks
		Ap	An	Ev	Cr	
CO-1	INTRODUCTION TO FINANCIAL SERVICES					
CO-2	MUTUAL FUNDS & VENTURE CAPITAL FINANCING					
CO-3	LEASING & HIRE PURCHASE					
CO-4	CREDIT RATING					
CO-5	FACTORING & FORFEITING					
Total						50

**Legend:**                    **Ap: Apply,**                    **An: Analyze,**                    **Ev: Evaluate**                    **Cr: Create**

The end of semester assessment for Financial Services will be held with written examination of 50 marks.

**Note.** Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.

**Suggested Instructional/Implementation Strategies:**

1. Improved Lecture
2. Tutorial
3. Case Method
4. Group Discussion
5. Role Play
6. Demonstration
7. ICT Based Teaching Learning (Video Demonstration/Tutorials CBT,Blog, Facebook, Twitter, WhatsApp, Mobile, Online sources)
8. Brainstorming





**Suggested Learning Resources:**

**(a) Books:**

S. No.	Title	Author	Publisher	Edition & Year
1	Financial Services	M Y Khan	Tata Mcgraw Hill Publication	2019
2	Management of Financial Services	Bhatia and Batra	Deep & Deep Publication	2002
3	Management of Banking and Financial Services	Padmalatha Suresh	Pearson	2018
4	Financial Services	Dr. S Guruswamy,	Tata McGraw Hill	2013

**Curriculum Development Team**

1. Professor (Dr.) Harshwardhan Shrivastava, Dean, Faculty of Management Studies, AKS University
2. Dr. Kausik Mukherjee , Head of the Department, Dept. of Business Administration
3. Dr. Pradeep Chaurasia, Associate Professor , Dept. of Business Administration
4. Dr. Chandan Singh, Assistant Professor , Dept. of Business Administration
5. Dr. Prakash Kumar Sen , Assistant Professor , Dept. of Business Administration
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**Cos, POs and PSOs Mapping**

**Program Title: MBA**

**Course Code: 31FM406**

**Course Title: Financial Services**

Course Outcomes	Program Outcome								Program Specific Outcome			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4
	Business Environment and Domain Knowledge	Critical & Analytical thinking, Business Analysis, Problem Solving and Logical Solutions	International Exposure and Cross-Cultural Understanding	Social Responsiveness and Ethos	Effective Business Communication	Leadership Development and Synergy	R&D Aptitude	Contemporary issues	Theoretical as well as practical knowledge	Work in various functional areas	Work in various industries	To Setup Business Enterprise
CO1: The student will define knowledge regarding the components of Indian Financial System.	2	2	1	1	1	1	2	2	1	1	1	1
CO2: The student will be able to explain in depth understanding of different avenue of financial system i.e. mutual funds and venture capital financing.	1	3	1	1	2	1	3	2	1	1	1	1
CO3 The student will generalize and discuss various financial services such as Leasing and Hire Purchase service and critically differentiate between leasing & hire purchase.	2	3	1	2	1	1	3	1	2	1	1	1
CO 4: Student will analyze different types of Financial products, and the growing popularity of Credit Rating.	2	3	1	1	1	1	2	1	2	2	1	1
CO 5: The student will appraise the concept of Factoring & Forfeiting and critically differentiate between factoring & forfeiting	1	3	2	1	2	1	3	1	2	2	1	1

**Legend: 1 – Low, 2 – Medium, 3 – High**



**A K S University**  
*Faculty of Management Studies*  
**Department of Business Administration**  
 Curriculum of MBA Program  
 (Revised as on Q1 August 2023)  
**Course Curriculum Map**

POs & PSOs No.	COs No.& Titles	SOs No.	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
PO 1,2,3,4,5,6, 7,8  PSO 1,2, 3, 4	CO-1: The student will define knowledge regarding the components of Indian Financial System.	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5		INTRODUCTION TO FINANCIAL SERVICES 1.1, 1.2, 1.3, 1.4, 1.5,1.6,1.7, 1.8, 1.9, 1.10, 1.11, 1.12, 1.13, 1.14	
PO 1,2,3,4,5,6, 7,8  PSO 1,2, 3, 4	CO 2 : The student will be able to explain in depth understanding of different avenue of financial system i.e. .mutual funds and venture capital financing.	SO2.1 SO2.2 SO2.3 SO2.4 SO2.5		Unit-2 MUTUAL FUNDS & VENTURE CAPITAL FINANCING 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8, 2.9, 2.10, 2.11, 2.12, 2.13	
PO 1,2,3,4,5,6, 7,8  PSO 1,2, 3, 4	CO3 : The student will generalize and discuss various financial services such as Leasing and Hire Purchase service and critically differentiate between leasing & hire purchase.	SO3.1 SO3.2 SO3.3 SO3.4 SO3.5		Unit-3 : LEASING 7 HIRE PURCHASE  3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8, 3.9, 3.10, 3.11, 3.12	
PO 1,2,3,4,5,6, 7,8  PSO 1,2, 3, 4	CO4: Student will analyze different types of Financial products, and the growing popularity of Credit Rating.	SO4.1 SO4.2 SO4.3 SO4.4 SO4.5		Unit-4: CREDIT RATING  4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 4.8, 4.9, 4.10, 4.11, 4.12, 4.13, 4.14, 4.15	
PO 1,2,3,4,5,6, 7,8  PSO 1,2, 3, 4	CO5: The student will appraise the concept of Factoring & Forfeiting and critically differentiate between factoring & forfeiting	SO5.1 SO5.2 SO5.3 SO5.4		Unit 5: FACTORING & FORFEITING  5.1, 5.2, 5.3, 5.4, 5.5, 5.6	



### Elective (Marketing)

**Course Code:** 31MM405

**Course Title:** **INTREGATED MARKETING COMMUNICATION**

**Pre-requisite:** Student should have the basic knowledge of marketing and industrial environment.

**Rationale:** The rationale behind integrated marketing communication (IMC) lies in the need for a cohesive and synchronized approach to marketing efforts by integrating various communication channels such as advertisement, public relation, direct-marketing and digital platform.

**Course Outcomes:**

- 31MM405.1:** Define and explain the concept of Integrated Marketing Communication.
- 31MM405.2:** Analyze target audiences and develop strategies to effectively communicate with them.
- 31MM405.3:** Understand how to allocate budgets across different media platforms for maximum impact.
- 31MM405.4:** Explore ethical issues related to marketing communication.
- 31MM405.5:** Develop skills in media planning and buying.

### Scheme of Studies

CODE	Course Code	Course Title	Scheme of studies (Hours per Week)				Total Credits (C)	
			CI	LI	SW	SL		Total Study Hours (CI+LI+SW+SL)
MEC	31MM405	INTREGATED MARKETING COMMUNICATION	4	0	1	1	6	4

**Legend:** **CI:** Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),  
**LI:** Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)  
**SW:** Sessional Work (includes assignment, seminar, mini project etc.),  
**SL:** Self Learning,  
**C:** Credits.

**Note:** SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.



### Scheme of Assessment

**Theory**

CODE	Course Code	Course Title	Scheme of Assessment (Marks)							End Semester Assessment (ESA)	Total Marks (PRA+ESA)
			Progressive Assessment (PRA)					Total Marks (CA+CT+SA+AT)			
			Class/Home Assignment 5 Assignments 3 marks Each (CA)	2 Class Test (Best 2 out of 3) 10 marks Each (CT)	One Seminar (SA)	Class Attendance (AT)	Total Marks				
MEC	31MM405	INTEGRATED MARKETING COMMUNICATION	15	20	10	5	50	50	100		

### Course-Curriculum Detailing

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.



**31MM405.1:** Define and explain the concept of Integrated Marketing Communication.

**Approximate Hours**

Item	AppxHrs.
CI	7
LI	0
SW	1
SL	1
Total	9

Session Outcomes (SOs)	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
<p><b>SO1.1</b> Define the concept of Integrated Marketing Communication.</p> <p><b>SO1.2</b> Develop a clear and persuasive marketing message for a given product or service</p> <p><b>SO1.3</b> Analyze the consistency of a brand across different communication channels</p> <p><b>SO1.4.</b> Evaluate the ethical considerations in a given IMC scenario and propose ethical solutions.</p> <p><b>SO1.5</b> Develop criteria for evaluating the success of an IMC campaign and analyze relevant metrics.</p>		<p><b>Unit 1: Introduction to integrated marketing communication (IMC) (7 Hours)</b></p> <ol style="list-style-type: none"> <li>1. Introduction to Integrated Marketing Communication</li> <li>2. Marketing Communication</li> <li>3. Objectives of Marketing Communication</li> <li>4. Factors contributing to IMC</li> <li>5. Participants in IMC</li> <li>6. IMC Promotion Mix</li> <li>7. IMC Management.</li> </ol>	<ol style="list-style-type: none"> <li>1. Objectives of Marketing Communication</li> <li>2. Factors contributing to IMC</li> <li>3. IMC Promotion Mix</li> </ol>

**SW-1 Suggested Sessional Work (SW):**

- a. **Assignments:** Analyze an existing marketing campaign and evaluate how well it integrates different communication channels.
- b. **Mini Project:** Discuss the strengths and weaknesses of the campaign in terms of IMC principles
- c. **Other Activities (Specify):** Case analysis, presentation



**31MM405.2:** Analyze target audiences and develop strategies to effectively communicate with them.

**Approximate Hours**

Item	AppXHrs
CI	31
LI	0
SW	1
SL	1
<b>Total</b>	<b>33</b>

Session Outcomes (SOs)	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
<p><b>SO2.1.</b> Define and recall key terms related to individual determinants of consumer behavior, such as personality, motivation, and perception.</p> <p><b>SO2.2</b> Explain how personal factors, like lifestyle and attitudes, impact purchasing decisions.</p> <p><b>SO2.3</b> Analyze the interplay between different individual determinants and their combined impact on consumer decision-making</p> <p><b>SO2.4</b> Evaluate the effectiveness of marketing strategies based on an understanding of individual determinants.</p> <p><b>SO2.5.</b> Apply knowledge of individual determinants to analyze real-world case studies in consumer behavior.</p>		<p><b>Unit 2: ADVERTISING MANAGEMENT AND ITS CONCEPTS (31 Hours)</b></p> <ol style="list-style-type: none"> <li>1. Meaning of Advertising Management</li> <li>2. Nature of advertising management</li> <li>3. Scope of Advertising</li> <li>4. Classification of advertising</li> <li>5. Advertising</li> <li>6. Types of advertising</li> <li>7. Advertising by Purpose</li> <li>8. Advertising by Media Channel</li> <li>9. Advertising by Geographic Scope</li> <li>10. Advertising by Target Audience</li> <li>11. Advertising by Timing</li> <li>12. Advertising by Advertising Appeal</li> <li>13. Advertising by Product Life Cycle</li> <li>14. Advertising by Advertising Medium</li> <li>15. advertising appropriation</li> <li>16. advertising campaigns Process</li> </ol>	<ol style="list-style-type: none"> <li>1. Functions of advertising agencies</li> <li>2. Role of Advertising in Natural Development</li> <li>3. Organization of advertising agencies</li> </ol>



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		of Advertising 17. Customer and Competitor Analysis 18. STP Strategies for Advertising 19. Advertising Agencies – role 20. Functions of advertising agencies 21. Organization of advertising agencies 22. Remuneration 23. Client agency relationship 24. account Planning 25. Hoarding Contractors 26. Management of Advertising Agencies 27. Role of Advertising in Natural Development 28. Testing of Advertising Effectiveness 29. Preparation and Choice of Methods of Advertising Budget 30. Ethical and Social Issues in Advertising 31. Advertising Management	
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### SW-2 Suggested Sessional Work (SW):

**Assignments:** Explain advertising management and its concepts

**Mini Project:** Consider the role of branding, positioning, and differentiation in each advertisement.

**Other Activities (Specify):** case analysis, presentation.

**31MM405.3:** Understand how to allocate budgets across different media platforms for maximum impact.

### Approximate Hours

Item	AppXHrs
CI	10
LI	0
SW	1
SL	1
Total	12





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Session Outcomes (SOs)	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
<p><b>SO3.1:</b> Explain the importance of effective media planning in achieving communication objectives.</p> <p><b>SO3.2:</b> Analyze the current media landscape, including traditional and digital channels.</p> <p><b>SO3.3:</b> Demonstrate the process of identifying and profiling target audience segments</p> <p><b>SO3.4:</b> Explore different media strategies such as reach vs. frequency, continuity, and flighting</p> <p><b>SO3.5:</b> Categorization, measurement and application of social class.</p>		<p><b>Unit 3: MEDIA PLANNING CONCEPTS (10 Hours)</b></p> <ol style="list-style-type: none"> <li>1. Media Concepts</li> <li>2. Characteristics</li> <li>3. Media planning</li> <li>4. Concept of media planning</li> <li>5. Key components of media planning</li> <li>6. Steps in media planning</li> <li>7. Issues in Media Planning</li> <li>8. Media Selection</li> <li>9. Planning and Scheduling</li> <li>10. internet as an advertising media</li> </ol>	<ol style="list-style-type: none"> <li>i. Issues in Media Planning</li> <li>ii. Planning and Scheduling</li> <li>iii. internet as an advertising media</li> </ol>

**SW-3 Suggested Sessional Work (SW):**

- a. **Assignments:** Choose a popular brand and analyze its current media plan and identify the target audience, media channels used, frequency of ads, and the overall strategy.
- b. **Mini Project:** Explore the concept of crisis management in media planning
- c. **Other Activities (Specify):** case analysis, presentation



**31MM405.4:** Explore ethical issues related to marketing communication.

**Approximate Hours**

Item	AppXHrs
CI	6
LI	0
SW	1
SL	1
<b>Total</b>	<b>8</b>

Session Outcomes (SOs)	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
<p><b>SO4.1</b> Define and explain the concept of marketing communication forms</p> <p><b>SO4.2</b> Explore traditional marketing communication forms such as print advertising, television, radio, and direct mail.</p> <p><b>SO4.3</b> Understand the concept of Integrated Marketing Communication (IMC) and its role in coordinating various communication forms for a unified brand message.</p> <p><b>SO4.4</b> Examine the role of events and experiential marketing in the overall marketing communication mix.</p> <p><b>SO4.5</b> Address ethical considerations related to different communication forms, including issues of transparency, truthfulness, and social responsibility.</p>		<p><b>Unit- 4 MARKETING COMMUNICATION FORM (6 Hours)</b></p> <ol style="list-style-type: none"> <li>1. Sales promotion</li> <li>2. Managing Sales Promotion</li> <li>3. Direct Marketing</li> <li>4. Publicity</li> <li>5. Public Relation</li> <li>6. Social Marketing Communication.</li> </ol>	<ol style="list-style-type: none"> <li>i. Process of Opinion Leadership</li> <li>ii. Personal Influence</li> </ol>

**SW-4 Suggested Sessional Work (SW):**

- a. Assignments:** Develop an IMC plan for a fictional product or service
- b. Mini Project:** Explore the importance of crisis communication in marketing
- c. Other Activities (Specify):** Case analysis and group discussion



**31MM405.5:** Develop skills in media planning and buying.

**Approximate Hours**

Item	AppXHrs
CI	6
LI	0
SW	1
SL	1
<b>Total</b>	<b>8</b>

Session Outcomes (SOs)	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
<p><b>SO5.1</b> Emphasize the importance of effective communication, transparency, and collaboration in fostering successful partnerships.</p> <p><b>SO5.2</b> Discuss the significance of market research and consumer insights in developing impactful advertising strategies.</p> <p><b>SO5.3</b> Explore methods for identifying and understanding the target audience for a specific product or service.</p> <p><b>SO5.4</b> Analyze different creative development approaches, including storytelling, emotional appeal, humor, and other techniques.</p> <p><b>SO5.5</b> Discuss how agencies navigate ethical dilemmas and maintain a positive industry reputation.</p>		<p><b>Unit 5: STRATEGIES FOR ADVERTISING AGENCIES</b></p> <ol style="list-style-type: none"> <li>1. Function of Ad agencies</li> <li>2. Structure of Ad Agencies</li> <li>3. Managing Client Agency Relationship</li> <li>4. Legal and Ethical Issues in Advertising</li> <li>5. Planning Model</li> <li>6. Challenges in IMC</li> </ol>	<ol style="list-style-type: none"> <li>1. Function of Ad agencies</li> <li>2. Structure of Ad Agencies</li> </ol>

**SW-5 Suggested Sessional Work (SW):**

- a. **Assignments:** Explain the functions and structure of ad. agencies
- b. **Mini Project:** Explain the legal and ethical issues in advertising.
- c. **Other Activities (Specify):** Case analysis and group discussion



### Brief of Hours suggested for the Course Outcome

Course Outcomes	Class Lecture (Cl)	Sessional Work (SW)	Self-Learning (Sl)	Total hour (Cl+SW+Sl)
<b>Co1:</b> Define and explain the concept of Integrated Marketing Communication.	7	1	1	9
<b>Co2:</b> Analyze target audiences and develop strategies to effectively communicate with them.	31	1	1	33
<b>Co3:</b> Understand how to allocate budgets across different media platforms for maximum impact.	10	1	1	12
<b>Co4:</b> Explore ethical issues related to marketing communication.	6	1	1	8
<b>Co5:</b> Develop skills in media planning and buying.	6	1	1	8
<b>Total Hours</b>	60	5	5	70

### Suggestion for End Semester Assessment

Suggested Specification Table (For ESA)

CO	Unit Titles	Marks Distribution				Total Marks
		Ap	An	Ev	Cr	
CO-1	introduction to integrated marketing communication (IMC)					
CO-2	advertising management and its concepts					
CO-3	media planning concepts					
CO-4	marketing communication form					
CO-5	strategies for advertising agencies					
Total						50

**Legend: Ap: Apply, An: Analyze, Ev: Evaluate Cr: Create**

The end of semester assessment for **Integrated Marketing Communication** will be held with written examination of 50 marks.



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**Note.** Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks.  
Teachers can also design different tasks as per requirement, for end semester assessment.

### Suggested Instructional/Implementation Strategies:

1. Improved Lecture
2. Tutorial
3. Case Method
4. Group Discussion
5. Role Play
6. Demonstration
7. ICT Based Teaching Learning (Video Demonstration/Tutorials CBT,Blog, Facebook, Twitter, WhatsApp, Mobile, Online sources)
8. Brainstorming

### Suggested Learning Resources

#### Books:

S. No.	Title	Author	Publisher	Edition & Year
1	Integrated Marketing Communication – A Strategic Approach	Siraj M Joseph & Rahtz Don R	Engage Learning	
2	Integrated Advertising, Promotion, and Marketing Communications	Kenneth Clow & Donald Baack	Pearson Education, Limited	
3	Advertising Management	Borden & Marshall	MV Taraporevala Sons' Co Pvt. Ltd,	



**A K S University**

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( Revised as on 01 August 2023)

### **Curriculum Development Team**

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## Cos, Pos and PSOs Mapping

Programme Title: MBA

Course Code: 31MM405

Course Title: INTREGATED MARKETING COMMUNICATION

Course Outcomes	Program outcomes								Program Specific Outcome			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO2	PSO3	PSO4
	Business Environment and Domain Knowledge	Critical & Analytical thinking, Business Analysis, Problem Solving and Logical Solutions	International Exposure and Cross-Cultural Understanding	Social Responsiveness and Ethos:	Effective Business Communication	Leadership Development and Synergy:	R&D Aptitude	Contemporary issues:	Theoretical as well as practical knowledge	Work in various functional areas	Work in various industries	To set up business enterprise
<b>CO1:</b> Define and explain the concept of Integrated Marketing Communication.	3	1	1	2	3	2	3	2	3	3	3	1
<b>CO 2</b> Analyze target audiences and develop strategies to effectively communicate with them.	3	2	1	1	3	2	1	3	3	3	3	1
<b>CO3:</b> Understand how to allocate budgets across different media platforms for maximum impact.	3	3	3	3	3	2	2	2	3	1	2	1
<b>CO 4:</b> Explore ethical issues related to marketing communication.	3	1	1	1	2	2	1	2	3	3	3	1
<b>CO 5:</b> Develop skills in media planning and buying.	3	2	1	2	3	3	3	2	2	3	3	1

**Legend:1–Low,2–Medium,3–High**

### Course Curriculum Map

Pos & PSOs No.	Cos No. & Titles	SOs No.	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
PO1,2,3,4,5,6,7,8 PSO1,2,3,4	CO-1: Define and explain the concept of Integrated Marketing Communication.	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5		Unit-1 introduction to integrated marketing communication (IMC) 1,2,3,4,5,6,7	
PO 1,2,3,4,5,6,7,8 PSO1,2,3,4	CO 2: Analyze target audiences and develop strategies to effectively communicate with them.	SO2.1 SO2.2 SO2.3 SO2.4 SO2.5		Unit-2 advertising management and its concepts 1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20,21,22,23,24,25,26,27,28,29,30,31	
PO1,2,3,4,5,6,7,8 PSO 1,2,3,4	CO3: Understand how to allocate budgets across different media platforms for maximum impact.	SO3.1 SO3.2 SO3.3 SO3.4 SO3.5		Unit-3: media planning concepts 1,2,3,4,5,6,7,8,9,10	
PO1,2,3,4,5,6,7,8 PSO1,2,3,4	CO 4: Explore ethical issues related to marketing communication.	SO4.1 SO4.2 SO4.3 SO4.4 SO4.5		Unit-4: marketing communication form  1,2,3,4,5,6	
PO 1,2,3,4,5,6,7,8 PSO1,2,3,4	CO 5: Develop skills in media planning and buying.	SO5.1 SO5.2 SO5.3 SO5.4 SO5.5		Unit 5: strategies for advertising agencies 1,2,3,4,5,6	





**Course Code: 31MM415**  
**Course Title: International Marketing**

**Pre- requisite:** International marketing is a specialized field that involves promoting and selling products or services in multiple countries. To succeed in international marketing, individuals or professionals typically benefit from a combination of education, skills, and experiences.

**Rationale:** The rationale for international marketing lies in the pursuit of growth, profitability, and strategic advantages in a globalized business environment. Companies that effectively navigate the complexities of international markets can position themselves for long-term success and sustainability.

**Course Outcomes:**

**31MM415.1:** Articulate the definition and basic concepts of international marketing, including terms such as global marketing, internationalization, and market entry strategies.

**31MM415.2:** Understand the impact of cultural differences on international marketing strategies, including consumer behaviour, communication, and market segmentation.

**31MM415.3:** Apply market research techniques to analyze international markets, identify opportunities, and assess potential risks.

**31MM415.4:** Analyze the competitive landscape in international markets, examining the strategies of global competitors and identifying competitive advantages.

**31MM415.5:** Synthesize knowledge from various aspects of international marketing, integrating concepts such as market segmentation, global branding, and entry mode selection.

**Scheme of Studies**

CODE	Course Code	Course Title	Scheme of studies (Hours/Week)					Total Credits (C)
			CI	LI	SW	SL	Total Study Hours (CI+LI+SW+SL)	
MEC	<b>31MM415</b>	<b>International Marketing</b>	4	0	1	1	6	4

**Legend:**

**CI:** Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),  
**LI:** Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)

**SW:** Sessional Work (includes assignment, seminar, mini project etc.),

**SL:** Self Learning,

**C:** Credits.



**Note:** SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.

### Scheme of Assessment

**Theory**

COD E	Course Code	Course Title	Scheme of Assessment (Marks)							
			Progressive Assessment (PRA)						End Semester Assessm ent	Total Marks
			Class/Ho me Assignm ent 5 number 3 mark seach (CA)	Clas s Test 2 (2 best out of 3) 10 mar ks eac h (CT )	Semi nar one  (SA )	Class Activi ty any one  (CA T)	Class Attendan ce  (AT)	Total Marks  (CA+CT+SA+CAT +AT)	(ES A)	(PR A+ ES A)
ME C	<b>31MM4 15</b>	Internatio nal Marketin g	15	20	10	0	5	50	50	100

### Course-Curriculum Detailing

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.



**31MM415.1 Articulate the definition and basic concepts of international marketing, including terms such as global marketing, internationalization, and market entry strategies.**

**Approximate Hours**

Item	AppX Hrs
CI	12
LI	0
SW	1
SL	1
Total	14

Session Outcomes (SOs)	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
<p><b>SO1.1</b> Define the basic concepts and terms related to international marketing.</p> <p><b>SO1.2</b> Assess the risks and opportunities associated with entering a particular foreign market.</p> <p><b>SO1.3.</b> Analyze the global competitive landscape in a specific industry.</p> <p><b>SO1.4</b> Evaluate the strengths and weaknesses of international marketing campaigns.</p> <p><b>SO1.5</b> Apply international marketing concepts to real-world scenarios.</p>		<p><b>Unit-1: Framework of international marketing (12 Hours)</b></p> <p>1.1 Introduction of international marketing</p> <p>1.2 Definition &amp; concept</p> <p>1.3 Intra firm</p> <p>1.4 environmental factors</p> <p>1.5 Social factors</p> <p>1.6 Economic factors</p> <p>1.7 Political factors</p> <p>1.8 Legal aspects</p> <p>1.9 Difference between domestic marketing and international marketing</p> <p>1.10 EPRG framework</p> <p>1.11 Nature of international Marketing</p> <p>1.12 Scope of international marketing</p>	<p>1. Components of international marketing</p> <p>2. Difference between domestic and international marketing</p> <p>3. Importance of International marketing</p> <p>4. Objectives of international marketing</p> <p>5. Product life cycle</p>

**SW-1 Suggested Sessional Work (SW):**

- a. **Assignments:** Components of international marketing
- b. **Mini Project:** Distinguish between domestic and international marketing
- c. **Other Activities (Specify):** PPT Presentation



**31MM415.2 Understand the impact of cultural differences on international marketing strategies, including consumer behavior, communication, and market segmentation.**

**Approximate Hours**

Item	AppXHrs
CI	12
LI	0
SW	1
SL	1
Total	14

Session Outcomes (SOs)	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
<p><b>SO2.1</b> Define key terms and concepts related to export business, such as export documentation, tariffs, and trade regulations.</p> <p><b>SO2.2</b> Summarize the factors that influence international trade and export success.</p> <p><b>SO2.3</b> Apply knowledge of export documentation by completing a sample set of export paperwork.</p> <p><b>SO2.4</b> Develop a comprehensive export strategy for a specific product or service, considering market trends and competitive analysis.</p> <p><b>SO2.5</b> Evaluate the ethical implications of various business practices within the global marketplace.</p>		<p><b>Unit-2: Export Business (12 Hours)</b></p> <p>2.1 Overview of export business</p> <p>2.2 Objectives of export business</p> <p>2.3 Scope of export business</p> <p>2.4 Nature of export business</p> <p>2.5 Importance of export business</p> <p>2.6 Policy framework</p> <p>2.7 Indian Trade Policy</p> <p>2.8 Objectives of foreign trade policy</p> <p>2.9 Recent trends in Indian foreign trade</p> <p>2.10 Basic steps in starting an export business</p> <p>2.11 An overview of licensing regulations &amp; Procedures.</p> <p>2.12 Procedure in export business</p>	<p>1. Importance of export business</p> <p>2. Basic steps in starting an export business</p> <p>3. Procedure in export business</p>

**SW-2 Suggested Sessional Work (SW):**

- a. **Assignments:** Reasons for India’s poor share in World trade
- b. **Mini Project:** Composition of India’s exports since 2000
- c. **Other Activities (Specify):** Class presentation



**31MM415.3 Apply market research techniques to analyze international markets, identify opportunities, and assess potential risks.**

**Approximate Hours**

Item	AppXHrs
CI	12
LI	0
SW	1
SL	1
Total	14

Session Outcomes (SOs)	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
<p><b>SO3.1</b> Define the key concepts of international marketing decisions, such as market entry strategies, global marketing mix (4Ps), and cultural considerations.</p> <p><b>SO3.2</b> Demonstrate an understanding of the fundamental principles of international marketing, including the importance of market research, global market segmentation, and the impact of cultural differences.</p> <p><b>SO3.3</b> Apply international marketing concepts to real-world scenarios, analyze case studies, and identify appropriate strategies for specific global markets.</p> <p><b>SO3.4</b> Break down complex international marketing problems, evaluate the effectiveness of global marketing strategies, and assess the impact of cultural, economic, and political factors on decision-making.</p> <p><b>SO3.5</b> Assess the ethical implications of international marketing decisions, compare alternative strategies, and make informed judgments about the effectiveness of global marketing initiatives.</p>		<p><b>Unit-3: International Marketing Decisions (12 Hours)</b></p> <p>3.1 overview of international marketing decisions</p> <p>3.2 criteria to assess international markets</p> <p>3.4 market entry decisions</p> <p>3.5 marketing mix decisions</p> <p>3.6 Product planning for export manufacturing Firms</p> <p>3.7 export houses</p> <p>3.8 Identifying foreign markets</p> <p>3.9 market research overseas</p> <p>3.10 Market Entry</p> <p>3.11 Export pricing</p> <p>3.12 methods of payment</p>	<p>1. Steps of international marketing decisions</p> <p>2. Marketing mix decisions</p> <p>3. Market Entry</p>

**SW-3 Suggested Sessional Work (SW):**

- a. **Assignments:** Factors and Challenges Driving Global Logistics and Distribution
- b. **Mini Project:** Elements of an Agency or Distributorship Contract
- c. **Other Activities (Specify):** Class presentation



**31MM415.4: Analyze the competitive landscape in international markets, examining the strategies of global competitors and identifying competitive advantages.**

**Approximate Hours**

Item	AppXHrs
CI	12
LI	0
SW	1
SL	1
Total	14

Session Outcomes (SOs)	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
<p><b>SO4.1.</b> Define key terms related to export assistance, such as export regulations, trade barriers, and documentation requirements.</p> <p><b>SO4.2</b> Explain the purpose and importance of export assistance in supporting businesses entering international markets.</p> <p><b>SO4.3</b> Apply knowledge of export regulations to assess the compliance of a sample export transaction.</p> <p><b>SO4.4</b> Analyze the impact of trade agreements and geopolitical factors on export opportunities and challenges.</p> <p><b>SO4.5</b> Evaluate the potential challenges and risks associated with exporting for a specific industry or business.</p>		<p><b>Unit-4: Export Assistance (12 Hours)</b></p> <p>4.1 Institutional infrastructure for export in India</p> <p>4.2 Export Assistance</p> <p>4.3 Introduction</p> <p>4.4 Objectives</p> <p>4.5 Main Export Incentives</p> <p>4.6 Duty Drawback (DBK)</p> <p>4.7 EPCG Scheme</p> <p>4.8 Marketing Development Assistance (MDA)</p> <p>4.9 Market Access Initiative (MAI)</p> <p>4.10 DEPB Scheme</p> <p>4.11 Deemed Exports</p> <p>4.12 ASIDE Scheme</p>	<p>1. Export Assistance</p> <p>2. EPCG Scheme</p> <p>3. Marketing Development Assistance</p>

**SW-4 Suggested Sessional Work (SW):**

- a. **Assignments:** Marketing Development Assistance (MDA)
- b. **Mini Project:** categories of deemed exporters
- c. **Other Activities (Specify):** Class presentation



**31MM415.5: Synthesize knowledge from various aspects of international marketing, integrating concepts such as market segmentation, global branding, and entry mode selection.**

**Approximate Hours**

Item	AppX Hrs
CI	12
LI	0
SW	1
SL	1
Total	14

Session Outcomes (SOs)	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
<p><b>SO5.1</b> Define key terms related to export documentation, such as commercial invoice, bill of lading, letter of credit, etc.</p> <p><b>SO5.2</b> Explain the purpose of different export documents and how they facilitate international trade</p> <p><b>SO5.3</b> Apply knowledge of export regulations to ensure compliance in documentation.</p> <p><b>SO5.4.</b> Analyze how changes in trade regulations may affect export documentation requirements.</p> <p><b>SO5.5</b> Assess the efficiency of different documentation strategies in ensuring smooth export operations.</p>		<p><b>Unit-5: Export documentation and procedures (12 Hours)</b></p> <p>5.1 Introduction to Export documentation and procedures</p> <p>5.2 Framework</p> <p>5.3 Preshipment documents</p> <p>5.4 postshipment documents</p> <p>5.5 Role of ITPO in export promotion</p> <p>5.6 quality control</p> <p>5.7 preshipment inspection</p> <p>5.8 Labelling</p> <p>5.9 Packing</p> <p>5.10 Marking of consignments</p> <p>5.11 Marine insurance</p> <p>5.12 Cargo insurance</p>	<p>1. Preshipment documents</p> <p>2. postshipment documents</p> <p>3. Role of ITPO in export promotion</p>

**SW-5 Suggested Sessional Work (SW):**

- a. **Assignments:** Role of ITPO in export promotion
- b. **Mini Project:** Preshipment documents
- c. **Other Activities (Specify):**PPT Presentation



**Brief of Hours suggested for the Course Outcome**

<b>Course Outcomes</b>	<b>Class Lecture (Cl)</b>	<b>Sessional Work (SW)</b>	<b>Self-Learning (Sl)</b>	<b>Total hour (Cl+SW+Sl)</b>
<b>31MM415.1:</b> Articulate the definition and basic concepts of international marketing, including terms such as global marketing, internationalization, and market entry strategies.	12	1	1	14
<b>31MM415.2:</b> Understand the impact of cultural differences on international marketing strategies, including consumer behaviour, communication, and market segmentation.	12	1	1	14
<b>31MM415.3:</b> Apply market research techniques to analyze international markets, identify opportunities, and assess potential risks.	12	1	1	14
<b>31MM415.4:</b> Analyze the competitive landscape in international markets, examining the strategies of global competitors and identifying competitive advantages.	12	1	1	14
<b>31MM415.5:</b> Synthesize knowledge from various aspects of international marketing, integrating concepts such as market segmentation, global branding, and entry mode selection.	12	1	1	14
<b>Total Hours</b>	<b>60</b>	<b>5</b>	<b>5</b>	<b>70</b>





### Suggestion for End Semester Assessment

#### Suggested Specification Table (For ESA)

CO	Unit Titles	Marks Distribution				Total Marks
		Ap	An	Ev	Cr	
CO-1	Framework of international marketing					
CO-2	Export Business					
CO-3	International Marketing Decisions					
CO-4	Export Assistance					
CO-5	Export documentation and procedures					
Total						50

**Legend:** Ap: Apply, An: Analyze, Ev: Evaluate Cr: Create

The end of semester assessment for **International Marketing** will be held with written examination of 50 marks.

**Note.** Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.

#### Suggested Instructional/Implementation Strategies

1. Improved Lecture
2. Tutorial
3. Case Method
4. Group Discussion
5. Role Play
6. Visit to cement plant
7. Demonstration
8. ICT Based Teaching Learning (Video Demonstration/Tutorials CBT,Blog, Facebook, Twitter, WhatsApp, Mobile, Online sources)
9. Brainstorming



### Suggested Learning Resources

**Books:**

S. No.	Title	Author	Publisher	Edition & Year
1	International marketing management	Varshney & Bhattacharya	Sultan Chand & Sons	
2	International marketing	P. Cateora & Graham	McGraw Hill.	
3	Lecture notes provided by Dept. of Management, AKS University, Satna			

### Curriculum Development Team

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## Cos, POs and PSOs Mapping

Course Title: MBA

Course Code: 31MM415

Course Title: International Marketing

Course Outcomes	Program Outcomes								Program Specific Outcome			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4
	Business Environment and Domain Knowledge	Critical & Analytical thinking, Business Analysis, Problem Solving and Logical Solutions	International Exposure and Cross-Cultural Understanding	Social Responsiveness and Ethos	Effective Business Communication	Leadership Development and Synergy	R&D Aptitude	Contemporary issues	Theoretical knowledge as well as practical knowledge	Work up various functional area	Work in various industries	To set up business enterprise
<b>CO1:</b> Articulate the definition and basic concepts of international marketing, including terms such as global marketing, internationalization, and market entry strategies.	3	3	1	3	2	3	3	2	2	1	1	1
<b>CO-2:</b> Understand the impact of cultural differences on international marketing strategies, including consumer behaviour, communication, and market segmentation.	3	3	3	3	2	2	1	3	1	1	1	1
<b>CO-3:</b> Apply market research techniques to analyze international markets, identify opportunities, and assess potential risks.	3	3	3	3	1	1	2	3	1	2	1	1
<b>CO-4:</b> Analyze the competitive landscape in international markets, examining the strategies of global competitors and identifying competitive advantages.	3	3	3	3	1	1	2	3	2	1	1	2
<b>CO-5:</b> Synthesize knowledge from various aspects of international marketing, integrating concepts such as market segmentation, global branding, and entry mode selection.	3	1	1	1	1	1	1	1	3	1	2	1

**Legend: 1 – Low, 2 – Medium, 3 – High**

### Course Curriculum Map

POs & PSOs No.	COs No.& Titles	SOs No.	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
PO 1,2,3,4,5,6,7,8 PSO 1,2, 3, 4	CO-1: Articulate the definition and basic concepts of international marketing, including terms such as global marketing, internationalization, and market entry strategies.	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5		Unit-1.0 <b>Framework of international marketing</b> 1.1,1.2,1.3,1.4,1.5,1.6,1.7,1.8,1.9,1.10,1.11,1.12	
PO 1,2,3,4,5,6,7,8 PSO 1,2, 3, 4	CO 2: Understand the impact of cultural differences on international marketing strategies, including consumer behaviour, communication, and market segmentation.	SO2.1 SO2.2 SO2.3 SO2.4 SO2.5		Unit-2 <b>Export Business</b> 2.1,2.2,2.3,2.4,2.5,2.6,2.7,2.8,2.9,2.10,2.11,2.12	
PO 1,2,3,4,5,6,7,8 PSO 1,2, 3, 4	CO3: Apply market research techniques to analyze international markets, identify opportunities, and assess potential risks.	SO3.1 SO3.2 SO3.3 SO3.4 SO3.5		Unit-3: <b>International Marketing Decisions</b> 3.1,3.2,3.3,3.4,3.5,3.6,3.7,3.8,3.9,3.10,3.11,3.12	
PO 1,2,3,4,5,6,7,8 PSO 1,2, 3, 4	CO 4: Analyze the competitive landscape in international markets, examining the strategies of global competitors and identifying competitive advantages.	SO4.1 SO4.2 SO4.3 SO4.4 SO4.5		Unit-4 <b>Export Assistance</b> 4.1,4.2,4.3,4.4,4.5,4.6,4.7,4.8,4.9,4.10,4.11,4.12,	
PO 1,2,3,4,5,6,7,8 PSO 1,2, 3, 4	CO 5: Synthesize knowledge from various aspects of international marketing, integrating concepts such as market segmentation, global branding, and entry mode selection.	SO5.1 SO5.2 SO5.3 SO5.4 SO5.5		Unit 5: <b>Export documentation and procedures</b> 5.1,5.2,5.3,5.4,5.5,5.6,5.7,5.8,5.9,5.10,5.11,5.12	



**Elective (Human Resource)**

**Course Code: 31HR407**

**Course Title: Strategic Human Resource Management**

**Pre- requisite:** Student should have basic knowledge of Human Resource Management, Strategy along with change management administrative functions, Interpersonal behaviours and role of HR managers in the context of human resources.

**Rationale:** The course Strategic Human Resource Management is important for management studies because it is aimed at providing the students the inputs on how to relate the HRM functions to the corporate strategies to understand HR as a strategic resource. The rationale behind Strategic Human Resource Management (SHRM) lies in recognizing the crucial role that human resources play in achieving organizational objectives and competitive advantage. SHRM goes beyond traditional human resource management by aligning HR practices with the strategic goals of the organization.

**Course Outcomes:**

**31HR407.1:** The student will be able to understand the key concepts of Strategic Human Resource Management along with emerging trends.

**31HR407.2:** The student will be able to explain in depth understanding of HRD Audit and Assessment.

**31HR407.3:** The student will be able to evaluate the concept of International HRM along with cross cultural issues.

**31HR407.4:** The Students will be able to analyze different types of business strategic alliances i.e. Mergers and Acquisitions.

**31HR407.5:** The student will apply the practical knowledge of concept of Human Resource Outsourcing along with outstanding issues in HRM.

**Scheme of Studies**

Code	Course Code	Course Title	Scheme of studies (Hours per Week)				Total Credits (C)	
			CI	LI	SW	SL		Total Study Hours (CI+LI+SW+SL)
MEC	31HR407	Strategic Human Resource Management	4	0	1	1	6	4



**Legend:**

- CI:** Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),
- LI:** Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)
- SW:** Sessional Work (includes assignment, seminar, mini project etc.),
- SL:** Self Learning,
- C:** Credits.

**Note:** SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.

**Scheme of Assessment:**

**Theory**

Code	Course Code	Course Title	Scheme of Assessment (Marks)						End Semester Assessment  (ESA)	Total Marks  (PRA+ESA)
			Progressive Assessment (PRA)					Total Marks  CA+CT+SA+A T		
			Class/Home Assignment 5 Assignments 3 marks Each (CA)	2 Class Test (best 2 out of 3) 10 marks each (CT)	One Seminar  (SA)	Class Attendance  (AT)				
MEC	31HR407	Strategic Human Resource Management	15	20	10	5	50	50	100	

**Course-Curriculum Detailing**

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self-Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.



**31HR407.1:** The student will be able to understand the key concepts of Strategic Human Resource Management along with emerging trends.

**Approximate Hours**

Item	AppX Hrs
CI	11
LI	0
SW	1
SL	1
<b>Total</b>	<b>13</b>

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
<p><b>SO1.1</b> Student will understand the concept of Strategic Human Resource Management.</p> <p><b>SO1.2</b> Student will analyze the concept of Integration of Strategic Human Resource Management.</p> <p><b>SO1.3</b> Student will evaluate the various HR strategies used in Indian Companies</p> <p><b>SO1.4</b> Student will apply the recent trends in HRD</p> <p><b>SO1.5</b> Students will apply the knowledge of business strategies in practical aspects.</p>	.	<p><b>Unit-1 Introduction to Strategic HRM &amp; Strategic HRD (11 Hours)</b></p> <p>1.1 Introduction to strategic management</p> <p>1.2 Integration of HRM</p> <p>1.3 Business strategies</p> <p>1.4 Change management</p> <p>1.5 Strategic HRM</p> <p>1.6 HR challenges for Indian companies</p> <p>1.7 HR strategies used in the Indian companies</p> <p>1.8 Next generation HR organization</p> <p>1.9 Recent trends in HRD</p> <p>1.10 Links of HR</p> <p>1.11 Strategy and business goals</p>	<p>1. Objectives of SHRM</p> <p>2. Importance of SHRM</p>



**SW-1 Suggested Sessional Work (SW):**

- a. **Assignments:** Discuss in detail the scope and functions of Strategic Human Resource Management.
- b. **Mini Project:** Write a detail note on growth of Strategic Human Resource Management in India.
- c. **Other Activities (Specify):** Case Study on Integration Strategy and HRM

**31HR407.2:** The student will be able to explain in depth understanding of HRD Audit and Assessment.

**Approximate Hours**

Item	Appx Hrs
CI	14
LI	0
SW	1
SL	1
<b>Total</b>	<b>16</b>

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
<b>SO2.1</b> Student will explain the concept of HRD Audit  <b>SO2.2</b> Student will understand the working of HRD Assessment  <b>SO2.3</b> Student will analyze the working of HRD System  <b>SO2.4</b> Student will evaluate the concept of Benchmarking  <b>SO2.5</b> Student will apply the knowledge of E-HRM in practical aspects		<b>Unit-2 HRD Audit &amp; Assessment And E-HRM (14 Hours)</b>  2.1 Meaning of HRD Audit 2.2 HRD Assessment 2.3 Need for HRD assessment 2.4 Measuring HRD performance 2.5 Strategic capability 2.6 Benchmarking 2.7 SHRD system 2.8 HRD audit 2.9 E - Hiring 2.10 E-recruitment agencies 2.11 E-training & development 2.12 E-performance 2.13 E-compensation 2.14 Virtual organization	i. HRD Audit Process  ii. Power of online recruitment

**SW-2: Suggested Sessional Work (SW):**

- a. **Assignments:** Describe the various components of HRD System and Assessment
- b. **Mini Project:** Write a detail note on significance of emerging trends of E-HRM
- c. **Other Activities (Specify):** Group Discussion





**31HR407.3:** The student will be able to evaluate the concept of International HRM along with cross cultural issues.

**Approximate Hours**

Item	Appx Hrs
CI	10
LI	0
SW	1
SL	1
<b>Total</b>	<b>12</b>

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
<p><b>SO3.1</b> Student will be able to explain the concept of International HRM</p> <p><b>SO3.2</b> Student will understand the variables moderating between International and Domestic HRM</p> <p><b>SO3.3</b> Student will analyze the various stages of Internationalization</p> <p><b>SO3.4</b> Student will evaluate the concept of Work culture and Cultural diversity</p> <p><b>SO3.5</b> Student will apply the knowledge of HRM in different regions of world.</p>		<p><b>Unit-3 : International HRM And Cross Cultural Issues (10 Hours)</b></p> <p>3.1 Concept of International HRM</p> <p>3.2 Variables that moderate between international and domestic HRM</p> <p>3.3 Stages of Internationalization</p> <p>3.4 International assignment</p> <p>3.5 International compensation</p> <p>3.6 Expatriate training</p> <p>3.7 Cultural diversity</p> <p>3.8 Work culture</p> <p>3.9 HRM in different regions of the world</p> <p>3.10 Cultural awareness training program</p>	<p>i. Importance of International HRM</p> <p>ii. Cross cultural Issues</p>

**SW-3: Suggested Sessional Work (SW):**

- a. **Assignments:** Explain the growth and scope of International HRM in detail
- b. **Mini Project:** Write a detail note on International Compensation and Assignment.
- c. **Other Activities (Specify):** Case Study



**31HR407.4:** Students will be able to analyze different types of business strategic alliances i.e. Mergers and Acquisitions.

**Approximate Hours**

Item	Appx Hrs
CI	10
LI	0
SW	1
SL	1
<b>Total</b>	<b>12</b>

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
<p><b>SO4.1</b> Student will understand the concept of Cross Border Mergers.</p> <p><b>SO4.2</b> Student will gain knowledge about the various types of Strategic Alliances.</p> <p><b>SO4.3</b> Student will evaluate the various HR issues in Mergers.</p> <p><b>SO4.4</b> Student will analyze the emerging trends in strategic alliances</p>	.	<p><b>Unit-4: Cross-Border Mergers and Other Alliances (10 Hours)</b></p> <p>4.1 Meaning</p> <p>4.2 Significance</p> <p>4.3 Types</p> <p>4.4 Mergers</p> <p>4.5 Acquisitions</p> <p>4.6 Take Over</p> <p>4.7 Joint Ventures</p> <p>4.8 HR issues in merger,</p> <p>4.9 HR issues in acquisition</p> <p>4.10 HR issues in take over and joint ventures</p>	<p>i. Importance of Strategic Alliances</p> <p>ii. Growth of Cross Border Mergers</p>

**SW-4 Suggested Sessional Work (SW):**

- a. **Assignments:** Write a detail note on the emerging trends in strategic alliances.
- b. **Mini Project:** Make a list on practical examples of Cross Border Mergers
- c. **Other Activities (Specify):** Presentation



**31HR407.5:** The student will apply the practical knowledge of concept of Human Resource Outsourcing along with outstanding issues in HRM.

**Approximate Hours**

Item	Appx Hrs
CI	15
LI	0
SW	1
SL	1
Total	17

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
<p><b>SO5.1</b> Student will understand the concept of Business Process Outsourcing</p> <p><b>SO5.2</b> Student will gain knowledge about Human Resource Outsourcing</p> <p><b>SO5.3</b> Student will analyze the factors influencing HRO</p> <p><b>SO5.4</b> Student will evaluate the various types of Outsourcing</p> <p><b>SO5.5</b> Student will evaluate the emerging issues in HRO</p>		<p><b>Unit 5: Outstanding Issues in HRM (15 Hours)</b></p> <p>5.1 Concept of Business Process Outsourcing</p> <p>5.2 Concept of Human Outsourcing</p> <p>5.3 HRO - reasons</p> <p>5.4 Types</p> <p>5.5 Benefits</p> <p>5.6 Advantages</p> <p>5.7 Disadvantages</p> <p>5.8 Factors influencing HRO</p> <p>5.9 Future of HRO</p> <p>5.10 BPO Companies</p> <p>5.11 Types of Outsourcing</p> <p>5.12 BPO Significance</p> <p>5.13 Need of BPO</p> <p>5.14 Issues in BPO</p> <p>5.15 Strategies in HRO</p>	<p>1. Significance of HRO</p> <p>2. Process of BPO</p>

**SW-5 Suggested Sessional Work (SW):**

- a. **Assignments:** Explain the growth and scope of Business Process Outsourcing.
- b. **Mini Project:** Write a detail note on strategies used in Human Resource Outsourcing
- c. **Other Activities (Specify):** Case Study



**Brief of Hours suggested for the Course Outcome**

Course Outcomes	Class Lecture (Cl)	Sessional Work (SW)	Self-Learning (Sl)	Total hour (Cl+SW+Sl)
<b>31HR407.1:</b> The student will be able to understand the key concepts of Strategic Human Resource Management along with emerging trends.	11	1	1	13
<b>31HR407.2:</b> The student will be able to explain in depth understanding of HRD Audit and Assessment.	14	1	1	16
<b>31HR407.3:</b> The student will be able to evaluate the concept of International HRM along with cross cultural issues.	10	1	1	12
<b>31HR407.4:</b> Students will be able to analyze different types of business strategic alliances i.e. Mergers and Acquisitions.	10	1	1	12
<b>31HR407.5:</b> The student will apply the practical knowledge of concept of Human Resource Outsourcing along with outstanding issues in HRM.	15	1	1	17
Total Hours	60	5	5	70

**Suggestion for End Semester Assessment**

Suggested Specification Table (For ESA)

CO	Unit Titles	Marks Distribution				Total Marks
		Ap	An	Ev	Cr	
CO-1	INTRODUCTION TO STRATEGIC HRM & STRATEGIC HRD					
CO-2	HRD AUDIT & ASSESSMENT AND E-HRM					
CO-3	INTERNATIONAL HRM AND CROSS CULTURAL ISSUES					
CO-4	CROSS-BORDER MERGERS AND OTHER ALLIANCES					
CO-5	OUTSTANDING ISSUES IN HRM					
Total						50

**Legend: Ap: Apply, An: Analyze, Ev: Evaluate Cr: Create**



## A K S University

Faculty of Management Studies

Department of Business Administration

Curriculum of MBA Program

(Revised as on 01 August 2023)

The end of semester assessment for Strategic Human Resource Management will be held with written examination of 50 marks.

**Note.** Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.

### Suggested Instructional/Implementation Strategies:

1. Improved Lecture
2. Tutorial
3. Case Method
4. Group Discussion
5. Role Play
6. Demonstration
7. ICT Based Teaching Learning (Video Demonstration/Tutorials CBT,Blog, Facebook, Twitter, WhatsApp, Mobile, Online sources)
8. Brainstorming

### Suggested Learning Resources:

#### Books

S. No.	Title	Author	Publisher	Edition & Year
1	Strategic HRM and Development	Richard Regis	Excel Books	2012
2	Strategic HRM	Jeffery Mello	Thomson Publication	2013
3	Strategic HRM	Charles Greer	Prentice Hall	2001
4	Strategic HRM	Agarwala Tanuja	Oxford university Press	2007



**A K S University**

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**Department of Business Administration**

**Curriculum of MBA Program**

**( Revised as on 01 August 2023)**

### **Curriculum Development Team**

1. Professor (Dr.) Harshwardhan Shrivastava, Dean, Faculty of Management Studies, AKS University
2. Dr. Kausik Mukherjee , Head of the Department, Dept. of Business Administration
3. Dr. Pradeep Chaurasia, Associate Professor , Dept. of Business Administration
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11. Ms. Kiran Chhabariya, Assistant Professor, Dept. of Business Administration

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**Cos, POs and PSOs Mapping****Programme Title: MBA****Course Code: 31HR407****Course Title: Strategic Human Resource Management**

Course Outcomes	Program Outcome								Program Specific Outcome			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4
	Business Environment and Domain Knowledge	Critical & Analytical thinking, Business Analysis, Problem Solving and Logical Solutions	International Exposure and Cross-Cultural Understanding	Social Responsiveness and Ethos	Effective Business Communication	Leadership Development and Synergy	R&D Aptitude	Contemporary issues	Theoretical as well as practical knowledge	Work in various functional areas	Work in various industries	To Setup Business Enterprise
CO1: The student will be able to understand the key concepts of Strategic Human Resource Management along with emerging trends.	2	2	1	1	1	1	2	2	1	1	1	1
CO2: The student will be able to explain in depth understanding of HRD Audit and Assessment.	1	3	1	1	2	1	3	2	1	1	1	1
CO3 The student will be able to evaluate the concept of International HRM along with cross cultural issues.	2	3	1	2	1	1	3	1	2	1	1	1
CO 4: The Students will be able to analyze different types of business strategic alliances i.e. Mergers and Acquisitions.	2	3	1	1	1	1	2	1	2	2	1	1
CO 5: The student will apply the practical knowledge of concept of Human Resource Outsourcing along with outstanding issues in HRM.	1	3	2	1	2	1	3	1	2	2	1	1

**Legend: 1 – Low, 2 – Medium, 3 – High**

### Course Curriculum Map

POs & PSOs No.	COs No.& Titles	SOs No.	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
PO 1,2,3,4,5,6, 7,8 PSO 1,2, 3, 4	CO-1: The student will be able to understand the key concepts of Strategic Human Resource Management along with emerging trends.	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5		Unit-1 INTRODUCTION TO STRATEGIC HRM & STRATEGIC HRD 1.1, 1.2, 1.3, 1.4, 1.5,1.6,1.7, 1.8, 1.9, 1.10, 1.11,	
PO 1,2,3,4,5,6, 7,8 PSO 1,2, 3, 4	CO 2 : The student will be able to explain in depth understanding of HRD Audit and Assessment.	SO2.1 SO2.2 SO2.3 SO2.4 SO2.5		Unit-2 HRD AUDIT & ASSESSMENT AND E-HRM 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8, 2.9, 2.10, 2.11, 2.12, 2.13,2.14	
PO 1,2,3,4,5,6, 7,8 PSO 1,2, 3, 4	CO3 :The student will be able to evaluate the concept of International HRM along with cross cultural issues.	SO3.1 SO3.2 SO3.3 SO3.4 SO3.5		Unit-3 : CROSS-BORDER MERGERS AND OTHER ALLIANCES 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8, 3.9, 3.10	
PO 1,2,3,4,5,6, 7,8 PSO 1,2, 3, 4	CO4: Students will be able to analyze different types of business strategic alliances i.e. Mergers and Acquisitions.	SO4.1 SO4.2 SO4.3 SO4.4		Unit-4 : CROSS-BORDER MERGERS AND OTHER ALLIANCES 4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 4.8, 4.9, 4.10	
PO 1,2,3,4,5,6, 7,8 PSO 1,2, 3, 4	CO5:The student will apply the practical knowledge of concept of Human Resource Outsourcing along with outstanding issues in HRM.	SO5.1 SO5.2 SO5.3 SO5.4		Unit 5: OUTSTANDING ISSUES IN HRM 5.1, 5.2, 5.3, 5.4, 5.5, 5.6,5.7,5.8,5.9,5.10,5.11,5.12,5.13, 5.14, 5.15, 5.16	





**Course code: 31HR416**

**Course Title: Industrial Law**

**Pre-Requisite:** The exchanges between management and employees are known as industrial relations. Healthy relationships are characterized by open communication, employee incentives and rewards, and support for your staff's work-life balance. Whereas understanding how employees are treated fairly and their rights are upheld in the workplace is made easier by taking a labor law course. Employers are guaranteed fair treatment and respect for their labor-by-labor law.

**Rationale:** This course in Industrial relation and Labor laws aims to provide understanding of industrial relation problems, labor laws and a framework for analysis of such problems.

**Course Outcomes:**

**31HR416.1:** Students will get to identify about Industrial relation and role trade union in the industrial setup.

**31HR416.2:** Students will recognize the impact of Collective bargaining and negotiation process.

**31HR416.3:** Apply basic knowledge about labour legislation.

**31HR416.4:** Students categorize about Protective Legislations and Wage Legislation.

**31HR416.5:** Validate and synthesize the Social Security Legislations.

**Scheme of Studies**

CODE	Course Code	Course Title	Scheme of studies (Hours/Week)					Total Credits (C)
			CI	LI	SW	SL	Total Study Hours (CI+LI+SW+SL)	
MEC	<b>31HR416</b>	Industrial law	4	0	1	1	6	4

**Legend:**

**CI:** Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

**LI:** Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)

**SW:** Sessional Work (includes assignment, seminar, mini project etc.),

**SL:** Self Learning,

**C:** Credits.

**Note:** SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.



### Scheme of Assessment:

#### Theory

CODE	Course Code	Course Title	Scheme of Assessment ( Marks )							End Semester Assessment	Total Marks	
			Progressive Assessment ( PRA )						(ESA)			(PRA + ESA)
			Class/Home Assignment 5 number 3 marks each ( CA )	Class Test2 (2 best out of 3) 10 marks each (CT)	Seminar one  ( SA )	Class Activity any one  (CAT )	Class Attendance  (AT)	Total Marks  ( CA+CT+SA+CAT+AT)				
MEC	<b>31HR416</b>	Industrial law	15	20	10	0	5	50	50	100		

### Course-Curriculum Detailing

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.

**31HR416.1:** Students will get to identify about Industrial relation and role trade union in the industrial setup.

#### Approximate Hours

Item	AppX Hrs
CI	11
LI	0
SW	1
SL	1
<b>Total</b>	<b>13</b>



Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
<p><b>SO1.1</b> Students will Apply elaborate the concept of Industrial relation.</p> <p><b>SO1.2</b> students will apply the role of trade union in the industrial setup</p>		<p><b>Unit 1- Industrial Relation and Trade Union (11 Hours)</b></p> <p>1.1 <b>Industrial Relation</b>-Background of Industrial Relations</p> <p>1.2 Definition, scope,</p> <p>1.3 objectives, factors affecting IR,</p> <p>1.4 participants of IR,</p> <p>1.5 importance of IR.</p> <p>1.6 Approaches to Industrial relations,</p> <p>1.7 Industrial Relation System.</p> <p>1.8 <b>Trade Union</b>- Needs and Importance of Trade Union,</p> <p>1.9 Functions of Trade Unions, 1.10 Procedure for Registration,</p> <p>1.11 Types of union, Rights and Liabilities of Registered Trade unions</p>	1. Approaches of IR

**SW-1 Suggested Sessional Work (SW):**

- a. **Assignments:** Discuss about industrial relation and their importance with relevant examples.
- b. **Mini Project: not required**
- c. **Other Activities (Specify):** Students Presentation

**31HR416.2** Students will recognize the impact of Collective bargaining and negotiation process.

**Approximate Hours**

Item	AppX Hrs
CI	12
LI	0
SW	1
SL	1
Total	14



Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
<p><b>SO2.1</b>To understand the discipline of collective bargaining</p> <p><b>SO2.2</b> Apply the process of collective bargaining in a given situation</p> <p><b>SO2.3</b> Apply the process of collective bargaining in a given situation.</p> <p><b>SO2.4</b> Students will apply the role of all parties involved in negotiation and their implications for the manager.</p>		<p><b>Unit-2 Collective Bargaining and Negotiation (12 Hours)</b></p> <p>2.1 Collective Bargaining Definition, Meaning,</p> <p>2.2 Nature, essential conditions for the success of collective bargaining,</p> <p>2.3 functions of collective bargaining,</p> <p>2.4 importance of Collective Bargaining, collective</p> <p>2.5 bargaining process,</p> <p>2.6 prerequisites for collective bargaining,</p> <p>2.7 implementation and administration of agreements.</p> <p>2.8 Negotiations-Types of Negotiations</p> <p>2.9 Problem solving attitude, Techniques of negotiation,</p> <p>2.10 negotiation process,</p> <p>2.11 essential skills for negotiation,</p> <p>2.12 Workers Participation in Management</p>	<p>1. Worker participation and their importance</p>

**SW-2 Suggested Sessional Work (SW):**

*Assignments: Discuss about negotiation process and their essential skills.*

**Mini Project:** presentation

*Other Activities (Specify): students solve case study*

**31HR416.3:** Apply basic knowledge about labour legislation.

**Approximate Hours**

Item	AppX Hrs
CI	4
LI	0
SW	1
SL	1
Total	6



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Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning(SL)
<p><b>SO3.1</b> Students will examine the overview of labour legislation</p> <p><b>SO3.2</b> Students will analyze the development and the judicial setup of Labour Laws.</p> <p><b>SO3.3</b> Students will analyze Legal provisions of Labour Laws in India.</p>		<p><b>Unit3- Labour Legislation (4 Hours)</b></p> <p>3.1 Definition and meaning of Labour, 3.2 Need, Importance and scope of labour 3.3 laws in India, principles of Labour Legislation, 3.4 Classification of Labour Legislation</p>	<p><b>1.</b> Agencies of labour welfare</p>

**SW-3 Suggested Sessional Work (SW):**

- a. *Assignments: write short notes on labour legislation.*
- b. **Mini Project:** prepare presentation.
- c. *Other Activities (Specify): solve case study.*

**31HR416.4** Students categorize about Protective Legislations and Wage Legislation.

**Approximate Hours**

Item	AppX Hrs
CI	15
LI	0
SW	1
SL	1
Total	17



Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
<p><b>SO4.1</b> Students will Assess working conditions in factories, to regulate health, safety welfare, and annual leave and enact special provision in respect of young persons, women and children who work in the factories.</p> <p><b>SO4.2</b> Students will judge to protect employees from unlawful employer deductions and/or unjustifiable salary delays.</p> <p><b>SO4.3</b> students will assess that, This law guarantees their right to be eligible for a surplus from the profits earned by the business and applies to all of India.</p>		<p><b>Unit4: Protective Legislations and Wage Legislation (15 Hours)</b></p> <p>4.1 <b>Protective Legislations</b> Factories Act, 1948- Objective &amp; Scope,            4.2 Definitions of Factory, Worker &amp; Manufacturing Process,            4.3 Provisions related to Health, Welfare &amp; Safety.            4.4 important provisions of the act  <b>4.5</b> Introduction of Wage Legislations            4.6 Payment of Wages Act, 1936- Objective &amp; Scope            4.7 rules and regulation of act            4.8 Deduction made from wage &amp; fines            4.9 Claims &amp; appeal            4.10 Minimum Wages Act, 1948- Objective &amp; Scope,            4.11 Procedure and Norms for fixation/Revision            4.12 Payment of Bonus Act, 1965- Objective &amp; Scope.            4.13 eligibility and disqualification for bonus            4.14 set-on and set-off of allocable surplus.            4.15 Deduction and penalty and power to make rule            4.15 recovery of bonus and Act not to apply to certain classes of employees, rights of employees</p>	<p><b>1.</b> Latest amendment of payment of wages act            Payment of bonus act</p>

**SW-4 Suggested Sessional Work (SW):**

- a. **Assignments:** Discuss the concept of bonus act and explain set-off and set-on condition.
- b. **Mini Project:**
- c. **Other Activities (Specify):** presentation



**31HR416.5:** Validate and synthesize the Social Security Legislations

**Approximate Hours**

Item	AppX Hrs
CI	18
LI	0
SW	1
SL	1
<b>Total</b>	<b>20</b>

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
<p><b>SO5.1</b> Critically evaluate the Employees State Insurance Act, 1948 provides provisions for a worker's immediate dependents.</p> <p><b>SO5.2</b> Students will evaluate that maternity benefit act will not only ensure that her wellbeing and her baby's are secured, but also that she is able to return to a workplace that supports and assists her on this big transition..</p> <p><b>So5.3</b> Student will evaluate how workmen and/or their dependents some relief in case of accidents arising out of and in the course of employment and causing either death or disablement of workmen</p> <p><b>SO5.4</b> Students will evaluate that financial security to employees who have completed a minimum service period in an organization.</p> <p><b>SO5.5</b> students will evaluate the social security to the industrial workers.</p>		<p><b>Unit 5- Social Security Legislations (18 Hours)</b></p> <p>5.1 Introduction of Employees’ State Insurance Act, 1948</p> <p>5.2 employer and employee under ESI Act</p> <p>5.3 coverage and contribution</p> <p>5.4 Introduction of Maternity Benefit Act, 1961</p> <p>5.5 persons entitled to maternity benefit, dismissal and deduction</p> <p>5.6 notice of claim for maternity benefit</p> <p>5.8 The Workmen’s Compensation Act, 1923,</p> <p>5.9 types of disablement,</p> <p>5.10 liability and compensation</p> <p>5.11 Definition of Payment of Gratuity Act, 1972,</p> <p>5.12 Continuous service and controlling authority</p> <p>5.13 power exempt and nomination</p> <p>5.14 Employees’ provident Funds and Miscellaneous Provisions Act, 1952</p> <p>5.16 Eligibility Interest and calculation</p> <p>5.17 EPF forms and how to transfer money</p> <p>5.18 benefits and withdrawal rule</p>	<p>1. Latest amendment of gratuity act, EPFO and compensation act</p>

**SW-5 Suggested Sessional Work (SW):**

- a. *Assignments: withdrawal schemes of EPFO and their benefits.*
- b. **Mini Project:**
- c. **Other Activities (Specify): presentation**



**Brief of Hours suggested for the Course Outcome**

Course Outcomes	Class Lecture (CI)	Sessional Work (SW)	Self-Learning (SI)	Total hour (CI+SW+SI)
<b>31HR416.1</b> Students will get to identify about Industrial relation and role trade union in the industrial setup.	11	1	1	13
<b>31HR416.2:</b> Students will recognize the impact of Collective bargaining and negotiation process	12	1	1	13
<b>31HR416.3:</b> Apply basic knowledge about labour legislation.	4	1	1	11
<b>31HR416.4:</b> Students categorize about Protective Legislations and Wage Legislation.	15	1	1	25
<b>31HR416.5:</b> Validate and synthesize the Social Security Legislations	18	1	1	12
Total Hours	60	5	5	70

**Suggestion for End Semester Assessment**

**Suggested Specification Table (For ESA)**

CO	Unit Titles	Marks Distribution				Total Marks
		AP	AN	Ev	CR	
CO-1	Industrial Relation and Trade Union					
CO-2	Collective Bargaining and Negotiation					
CO-3	Labour Legislation					
CO-4	Protective Legislations and Wage Legislation	-				
CO-5	Social Security Legislations			-		
Total						

**Legend:**                      **AP: Apply**    **AN: Analysis**    **EV: Evaluate**                      **CR: Create**





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The end of semester assessment for Industrial law will be held with written examination of 50 marks

**Note.** Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks.

Teachers can also design different tasks as per requirement, for end semester assessment.

**Suggested Instructional/Implementation Strategies:**

1. Improved Lecture
2. Tutorial
3. Case Method
4. Group Discussion
5. Role Play
6. Visit to cement plant
7. Demonstration
8. ICT Based Teaching Learning (Video Demonstration/Tutorials CBT,Blog, Facebook, Twitter, WhatsApp, Mobile, Online sources)
9. Brainstorming

**Suggested Learning Resources:**

(a) Books :

S. No.	Title	Author	Publisher	Edition & Year
1	Industrial Law	N.D. Kapoor	Sultan chand and sons	
2	Labour law	Tax Mann		2008
3	Labour law	H.L. Kumar	Universal Laws Publishing Co. Pvt. Ltd	



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**Cos. POs and PSOs Mapping**

**Course Title: MBA**

**Course Code: 31HR416**

**Course Title: Industrial law**

Course Outcomes	Program Outcome								Program Specific Outcome			
	Business Environment and Domain Knowledge	Critical & Analytical thinking, Business Analysis, Problem Solving and Logical Solutions	International Exposure and Cross-Cultural Understanding	Social Responsiveness and Ethos	Effective Business Communication	Leadership Development and Synergy	R&D Aptitude	Contemporary issues	theoretical as well as practical knowledge	work in various functional areas	work in various industries	to set up business enterprise
CO-1 Students will get to identify about Industrial relation and role trade union in the industrial setup	2	2	1	2	3	1	2	2	3	3	3	3
CO-2. Students will recognize the impact of Collective bargaining and negotiation process	3	3	2	3	3	2	2	2	3	3	3	3
CO-3. Apply basic knowledge about labour legislation	2	3	2	3	2	2	2	2	3	2	2	3
CO-4 Students categorize about Protective Legislations and Wage Legislation	3	3	2	3	2	2	2	2	3	3	3	3
CO-5 Validate and synthesize the Social Security Legislations.	3	3	2	3	2	2	2	2	3	3	3	3

**Legend: 1 – Low, 2 – Medium, 3 – High**

### Course Curriculum Map

POs & PSOs No.	COs No.& Titles	SOs No.	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
PO:1,2,3,4,5,6,7,8 PSO 1,2, 3, 4	<b>CO-1:</b> Students will get to identify about Industrial relation and role trade union in the industrial setup	SO1.1 SO1.2		Unit-1.0 <b>1 Introduction of Organizational Development</b> 1.1,1.2,1.3,1.4,1.5,1.6,1.7, 1.8, 1.9, 1.10,1.11	
PO:1,2,3,4,5,6,7,8 PSO 1,2, 3, 4	<b>CO-2:</b> Students will recognize the impact of Collective bargaining and negotiation process	SO2.1 SO2.2 SO2.3 SO2.4		Unit-2 <b>Diagnosing Organizations</b> 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8, 2.9, 2.10,2.11,2.12	
PO:1,2,3,4,5,6,7,8 PSO 1,2, 3, 4	<b>CO3 :</b> Apply basic knowledge about labour legislation.	SO3.1 SO3.2 SO3.3		Unit-3 : <b>OD Interventions</b> 3.1,3.2,3.3,3.4	
PO:1,2,3,4,5,6,7,8 PSO 1,2, 3, 4	<b>CO 4:</b> Students categorize about Protective Legislations and Wage Legislation.	SO4.1 SO4.2 SO4.3		Unit-4 : <b>Change Management</b> 4.1,4.2,4.3,4.4,4.5,4.6,4.7,4.8,4.9,4.10, 4.11,4.12,4.13,4.14,4.15	
PO:1,2,3,4,5,6,7,8 PSO 1,2, 3, 4	<b>CO 5:</b> Validate and synthesize the Social Security Legislations	SO5.1 SO5.2 SO5.3 So5.4 S05.5		Unit 5: <b>OD applications</b> 5.1,5.2,5.3,5.4,5.5,5.6,5.7,5.8,5.9,5.10,5.11,5.12,5.13,5.14,5.16,5.17,5.18	



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## Elective (Banking and Insurance)

**Course Code:** 31BI409

**Course Title:** Insurance Management

**Pre- requisite:** Student should have a basic knowledge of insurance and its important terms.

**Rationale:** Insurance plays an important role in economic development and in providing safety and security to individuals as well as to industries. It provide safety and security to the properties of industries like Building, Machine, Goods, Furniture , Ship, Cargo, Freight, etc. and at the same time it provides fund to the industries through loan, underwriting and investing in the shares of companies. It also helps industries by insuring the lives of employees and key decision makers. Insurance also provide safety and security to the individual persons as well as to the society in many ways. To manage insurance companies, executives should have the knowledge of insurance operations; therefore management student should study the subject insurance management.

### Course Outcomes:

**31BI409.1:** Student will recall the concept and need of insurance, role of insurance in social security and economic development.

**31BI409.2:** The student will describe the concepts of life insurance like nomination, assignment, claim settlement, revival of the lapsed policies and surrender value.

**31BI409.3:** The student will explain about the general insurance and different types of general insurance.

**31BI409.4:** The student will illustrate the functioning of IRDA and Insurance Ombudsman.

**31BI409.5:** The student will distinguish different risks and calculate insurance premium.

### Scheme of Studies

CODE	Course Code	Course Title	Scheme of studies (Hours per Week)				Total Credits (C)	
			CI	LI	SW	SL		Total Study Hours (CI+LI+SW+SL)
Program (MEC)	31BI409	Insurance Management	4	0	1	1	6	4



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**Legend:**

**CI:** Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

**LI:** Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)

**SW:** Sessional Work (includes assignment, seminar, mini project etc.),

**SL:** Self Learning,

**C:** Credits.

**Note:** SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.

### Scheme of Assessment:

**Theory**

CODE	Course Code	Course Title	Scheme of Assessment (Marks)						End Semester Assessment  (ESA)	Total Marks  (PRA+ESA)
			Progressive Assessment ( PRA )				Total Marks  ( CA+CT+SA+AT)			
			Class/Home Assignment 5 Assignments 3 marks Each  ( CA)	2 Class Test (best 2 out of 3) 10 marks Each  (CT)	One Seminar  ( SA)	Class Attendance  (AT)				
MEC	31BI409	Insurance Management	15	20	10	5	50	50	100	

### Course-Curriculum Detailing

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self-Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.



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**31BI409.1:** Student will recall the concept and need of insurance, role of insurance in social security and economic development.

**Approximate Hours**

Item	AppX Hrs
CI	10
LI	0
SW	1
SL	1
Total	12

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
<p><b>SO1.1</b> Student will differentiate between insurance and assurance</p> <p><b>SO1.2</b> Student will explain the role of insurance</p> <p><b>SO1.3</b> Student will explain about different types of insurers</p> <p><b>SO1.4</b> Student will explain about structure of insurers</p> <p><b>SO1.5</b> Student will explain about functions of insurers</p>		<p><b>Unit-1: Introduction and Organizational Structure of Insurance. (10 Hours)</b></p> <p>1.1 Meaning of Insurance and Important terms used in insurance</p> <p>1.2 Difference between insurance and assurance</p> <p>1.3 Contract of Insurance: Meaning, types and Main Features.</p> <p>1.4 Role and importance / relevance of insurance- for individuals</p> <p>1.5 Role and importance / relevance of insurance- for Business and Society</p> <p>1.6 Type of Insurance Organizations – on the basis of Registration</p> <p>1.7 Type of Insurance Organizations- Stock Companies and Mutual Companies</p> <p>1.8 Type of Insurance Organizations- Reciprocals and Lloyd’s of London</p> <p>1.9 Organizational structure of insurance companies</p> <p>1.10 Functions of Insurers</p>	<p>i. Selecting the form of organization.</p> <p>ii. Demutualization</p>

SW-1 Suggested Sessional Work (SW):

**a. Assignments:**

- i. Insurance Contract, Types of Insurers
- ii. Role and importance of insurers, functions of insurers

**b. Mini Project:** Make a list of insurance companies operating in India.

**c. Other Activities (Specify):** Write a note on History of Insurance



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**31BI409.2:** The student will describe the concepts of life insurance like nomination, assignment, claim settlement, revival of the lapsed policies and surrender value.

### Approximate Hours

Item	Appx Hrs
CI	13
LI	0
SW	1
SL	1
Total	15

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self Learning (SL)
<p><b>SO2.1</b> Student will explain the procedure of taking life insurance policy</p> <p><b>SO2.2</b> Student will be able to explain the types of life insurance policies</p> <p><b>SO2.3</b> Student will explain about the Nomination, Assignment, Surrender value, Revival of lapsed policy, and Settlement of claims at death and maturity.</p> <p><b>SO2.4</b> Student will explain about the LIC.</p>		<p><b>Unit- 2: Life Insurance: (13 Hours)</b></p> <p>2.1 Life Insurance: Meaning &amp; definition</p> <p>2.2 Characteristics, Procedure for taking life insurance policy</p> <p>2.3 Kinds of life insurance policy- Term Insurance</p> <p>2.4 Kinds of life insurance policy- Whole Life Insurance</p> <p>2.5 Kinds of life insurance policy- Endowment Plans</p> <p>2.6 Kinds of life insurance policy- ULIP plan</p> <p>2.7 Nomination</p> <p>2.8 Assignment</p> <p>2.9 Surrender Value</p> <p>2.10 Revival of lapsed policy</p> <p>2.11 Settlement of claims at death and maturity</p> <p>2.12 Items of revenue heads in life insurance company</p> <p>2.13 Introduction to LIC</p>	<p>i. Annuity Plan</p> <p>ii. Bank-Assurance</p>

### SW-2 Suggested Sessional Work (SW):

- Assignments:** Types of Life insurance, Nomination, Assignment, Surrender value, Revival of lapsed policy, and Settlement of claims at death and maturity.
- Mini Project:** Do a survey on the preferences of customers towards different types of life insurance products
- Other Activities (Specify):** Quiz (question will be asked from the 2<sup>nd</sup> unit)





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**31BI409.3:** The student will explain about the general insurance and different types of general insurance.

### Approximate Hours

Item	Appx Hrs
CI	10
LI	0
SW	1
SL	1
Total	12

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
<p><b>SO3.1</b> Student will explain about general insurance.</p> <p><b>SO3.2</b> Students will Explain about types of general insurance</p> <p><b>SO3.3</b> Student will Explain about GIC</p>		<p><b>Unit- 3: General Insurance (10 Hours)</b></p> <p>3.1 Meaning, Definition and Characteristics of general insurance</p> <p>3.2 Type of General Insurance:- Fire Insurance</p> <p>3.3 Type of General Insurance:- Marine Insurance</p> <p>3.4 Type of General Insurance:- Motor/Automobile Insurance</p> <p>3.5 Type of General Insurance:- Social Insurance</p> <p>3.6 Type of General Insurance:- Health Insurance</p> <p>3.7 Type of General Insurance:- Rural Insurance</p> <p>3.8 Type of General Insurance:- Liability Insurance</p> <p>3.9 Type of General Insurance:- Miscellaneous Insurance</p> <p>3.10 Introduction to GIC</p>	<p>i. Crop Insurance</p> <p>ii. Live Stock Insurance</p>

### SW-3 Suggested Sessional Work (SW):

**a. Assignments:** Types of General Insurance

**b. Mini Project:** Make a report on changes in number of general insurance companies operating in India in last 5 years

**c. Other Activities (Specify):** Write a note on Ayushman Bharat Yojna



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**31BI409.4:** The student will illustrate the functioning of IRDA and Insurance Ombudsman.

### Approximate Hours

Item	Appx Hrs
CI	14
LI	0
SW	1
SL	1
Total	16

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self Learning (SL)
<p><b>SO4.1</b> Student will explain about Establishment, Composition, Tenure of chair person and other members, Removal from office, Salary and allowances of chairperson and members of the authority</p> <p><b>SO4.2</b> Student will be able to Explain about the Administrative powers of chairperson, Meetings of authority, Vacancies, etc., not to invalidate proceedings of authority, Officers and employees of authority</p> <p><b>SO4.3</b> Student will be able to explain about the Transfer of assets, liabilities, etc., of interim insurance regulatory authority, Duties, powers and functions of authority, Finance, Accounts and Audit of authority.</p> <p><b>SO4.4</b> Student will be able to explain about Insurance Ombudsman Appointment, Term of Office, Removal from office, Remuneration etc.</p> <p><b>SO4.5</b> Student will be able to</p>	.	<p><b>Unit- 4: IRDA Act, 1999 and Insurance Ombudsman (14 Hours)</b></p> <p><b>4.1 PRELIMINARY:</b> - short title, extent and commencement, Definitions</p> <p><b>4.2 INSURANCE REGULATORY AND DEVELOPMENT AUTHORITY OF INDIA-</b> Establishment and incorporation of authority, Composition of authority, Tenure of office of chairperson and other members, Removal from office, Salary and allowances of chairperson and members,</p> <p><b>4.3 INSURANCE REGULATORY AND DEVELOPMENT AUTHORITY OF INDIA-</b> Bar on future employment of members, Administrative powers of chairperson, Meetings of authority, Vacancies, etc., not to invalidate proceedings of authority, Officers and employees of authority</p> <p><b>4.4</b> Transfer of assets, liabilities, etc., of interim insurance regulatory authority</p> <p><b>4.5</b> Duties, powers and</p>	<p>i. Power of central government to issue directions</p> <p>ii. Power of central government to supersede authority</p> <p>ii. Furnishing of returns, etc., to central government</p>



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<p>explain about Powers of Insurance Ombudsman, Manner in which complaint is to be made</p>		<p>functions of authority <b>4.6</b> Finance, Accounts and Audit- Grants by central government, Constitution of funds, and Accounts and audit <b>4.7</b> Delegation of Powers, Power to make rules, Establishment of insurance advisory committee <b>4.8</b> Power to make regulations, Rules and regulations to be laid before parliament <b>4.9</b> Insurance Ombudsman: Introduction, Public Grievances Rules, Concerning Insurance Ombudsman Scheme. <b>4.10</b> Insurance Ombudsman: Appointment, Term of Office, Removal from office, Remuneration etc., <b>4.11</b> Territorial Jurisdiction and Staff. <b>4.12</b> Powers of Insurance Ombudsman. <b>4.13</b> Manner in which complaint is to be made, Ombudsman to act fairly and equitably <b>4.14</b> Recommendations made by the Ombudsman, Award, and Consequences of non-Acceptance of award.</p>	
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### SW-4 Suggested Sessional Work (SW):

**a. Assignments:**

- i) INSURANCE REGULATORY AND DEVELOPMENT AUTHORITY OF INDIA
- ii) INSURANCE OMBUDSMAN

**b. Mini Project:** do a survey and make a report on awareness level of the customers about IRDA and Insurance Ombudsman in, Satna City.

**c. Other Activities (Specify):** PPT Presentation (Topic will be given by subject teacher)



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**31BI409.5:** The student will distinguish different risks and calculate insurance premium.

**Approximate Hours**

Item	Appx Hrs
CI	13
LI	0
SW	1
SL	1
Total	15

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self Learning (SL)
<p><b>SO5.1</b> Student will be able to calculate the premium</p> <p><b>SO5.2</b> Student will be able to explain the different types of risks and risk management strategies</p> <p><b>SO5.3</b> Student will be able to manage the risks of auto owners, and homeowners.</p>		<p><b>Unit 5: Calculation of Life Premium and Risk Management (13 Hours)</b></p> <p>5.1 Premium calculation- Overview</p> <p>5.2 Calculation of Gross Premium</p> <p>5.3 Calculation of NET Premium</p> <p>5.4 Concept of risk</p> <p>5.5 Risk Vs. Uncertainty</p> <p>5.6 Types of Risks</p> <p>5.7 Pure risk and its management</p> <p>5.8 Financial risk and its management</p> <p>5.9 Rational for risk management</p> <p>5.10 Risk Management Process</p> <p>5.11 Personal risk management strategies</p> <p>5.12 Risk management for auto owners</p> <p>5.13 Risk management for homeowners.</p>	<p>i. Practice of Premium Calculation</p>

**SW-5 Suggested Sessional Work (SW):**

- a. Assignments:**
  - i. Types of risks and their risk management
  - ii. Risk management process and strategies.
- b. Mini Project:** i) Make a write up about how one can minimize the risk of home and auto.
- c. Other Activities (Specify):** PPT Presentation (Topic will be given by the subject teacher)



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### Brief of Hours suggested for the Course Outcome

Course Outcomes	Class Lecture (CI)	Sessional Work (SW)	Self-Learning (SI)	Total hour (CI+SW+SI)
<b>31BI409.1:</b> Student will recall the concept and need of insurance, role of insurance in social security and economic development.	10	1	1	12
<b>31BI409.2:</b> The student will describe the concepts of life insurance like nomination, assignment, claim settlement, revival of the lapsed policies and surrender value.	13	1	1	15
<b>31BI409.3:</b> The student will explain about the general insurance and different types of general insurance.	10	1	1	12
<b>31BI409.4:</b> The student will illustrate the functioning of IRDA and Insurance Ombudsman.	14	1	1	16
<b>31BI409.5:</b> The student will distinguish different risks and calculate insurance premium.	13	1	1	15
<b>Total Hours</b>	60	5	5	70

### Suggestion for End Semester Assessment

Suggested Specification Table (For ESA)

CO	Unit Titles	Marks Distribution				Total Marks
		Ap	An	Ev	Cr	
CO-1	Introduction and Organizational Structure of Insurance					
CO-2	Life Insurance					
CO-3	General Insurance					
CO-4	IRDA Act, 1999 and Insurance Ombudsman					
CO-5	Calculation of Life Premium and Risk Management					
Total						50

**Legend:      Ap: Apply,                      An: Analyze,                      Ev: Evaluate      Cr: Create**



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The end of semester assessment for Insurance Management will be held with written examination of 50 marks.

**Note.** Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.

### Suggested Instructional/Implementation Strategies:

1. Improved Lecture
2. Tutorial
3. Case Method
4. Group Discussion
5. Role Play
6. Demonstration
7. ICT Based Teaching Learning (Video Demonstration/Tutorials CBT,Blog, Facebook, Twitter, WhatsApp, Mobile, Online sources)
8. Brainstorming

### Suggested Learning Resources:

#### (a) Books:

S. No.	Title	Author	Publisher	Edition & Year
1	Insurance Law & Accounts (Hindi & English)	S.K. Shukla & Ram Milan	Sahitya Bhawan Publication, New Delhi	Latest
2	Principles and Practices of Fire Insurance	Godwin	Sir Isaac Pitman And Sons Limited	Latest
3	Insurance and Risk Management	Dr. P.K. Gupta	Himalaya Publishing House	Latest
4	Principles of Insurance and Risk Management	Alka mittal, S.I. Gupta	Sultan Chand & Sons.	Latest



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### **Curriculum Development Team**

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10. Mr. Anurag Singh Parihar, Teaching Associate, Dept. of Business Administration
11. Ms. Kiran Chhabariya, Assistant Professor, Dept. of Business Administration

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## Cos, POs and PSOs Mapping

**Program Title: MBA**

**Course Code: 31BI409**

**Course Title: Insurance Management**

Course Outcomes	Program Outcome								Program Specific Outcome			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4
	Business Environment and Domain Knowledge	Critical & Analytical thinking, Business Analysis, Problem Solving and Logical Solutions	International Exposure and Cross-Cultural Understanding	Social Responsiveness and Ethos	Effective Business Communication	Leadership Development and Synergy	R&D Aptitude	Contemporary issues	Theoretical as well as practical knowledge	Work in various functional areas	Work in various industries	To Setup Business Enterprise
<b>CO1:</b> Student will recall the concept and need of insurance, role of insurance in social security and economic development.	2	1	-	2	1	-	1	1	2	2	2	-
<b>CO2:</b> The student will describe the concepts of life insurance like nomination, assignment, claim settlement, revival of the lapsed policies and surrender value.	3	3	-	1	2	1	1	1	3	2	2	-
<b>CO3:</b> The student will explain about the general insurance and different types of general insurance.	3	2	2	2	2	1	1	2	3	2	3	-
<b>CO4:</b> The student will illustrate the functioning of IRDA and Insurance Ombudsman.	2	3	-	2	2	1	1	1	3	2	2	-
<b>CO5:</b> The student will distinguish different risks and calculate insurance premium.	2	3	1	2	2	1	1	1	2	2	2	-

**Legend: 1 – Low, 2 – Medium, 3 – High**



### Course Curriculum Map

POs & PSOs No.	COs No.& Titles	SOs No.	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self Learning (SL)
PO 1,2,3,4,5,6, 7,8 PSO 1,2, 3, 4	<b>CO1:</b> Student will recall the concept and need of insurance, role of insurance in social security and economic development.	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5		Unit-1: INTRODUCTION AND ORGANIZATIONAL STRUCTURE OF INSURANCE 1.1, 1.2, 1.3, 1.4, 1.5,1.6,1.7, 1.8, 1.9, 1.10	
PO 1,2,3,4,5,6, 7,8 PSO 1,2, 3, 4	<b>CO2:</b> The student will describe the concepts of life insurance like nomination, assignment, claim settlement, revival of the lapsed policies and surrender value.	SO2.1 SO2.2 SO2.3 SO2.4		Unit-2 LIFE INSURANCE  2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8, 2.9, 2.10, 2.11, 2.12, 2.13	
PO 1,2,3,4,5,6, 7,8 PSO 1,2, 3, 4	<b>CO3:</b> The student will explain about the general insurance and different types of general insurance.	SO3.1 SO3.2 SO3.3		Unit-3 : GENERAL INSURANCE 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.7, 3.8, 3.9, 3.10	
PO 1,2,3,4,5,6, 7,8 PSO 1,2, 3, 4	<b>CO4:</b> The student will illustrate the functioning of IRDA and Insurance Ombudsman.	SO4.1 SO4.2 SO4.3 SO4.4 SO4.5		Unit-4 : IRDA ACT, 1999 AND INSURANCE OMBUDSMAN  4.1, 4.2, 4.3, 4.4, 4.5, 4.6, 4.7, 4.8, 4.9, 4.10, 4.11, 4.12, 4.13, 4.14	
PO 1,2,3,4,5,6, 7,8 PSO 1,2, 3, 4	<b>CO5:</b> The student will distinguish different risks and calculate insurance premium.	SO5.1 SO5.2 SO5.3		Unit 5: CALCULATION OF LIFE PREMIUM AND RISK MANAGEMENT  5.1, 5.2, 5.3, 5.4, 5.5, 5.6, 5.7, 5.8, 5.9, 5.10, 5.11, 5.12, 5.13	



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**Course Code:** 31BI410

**Course Title:** Banking Management

**Pre- requisite:** Students will have to know about the basic functions banks and banking system in India.

**Rationale:** Students studying banking management will work in the field of banking operation and management. They will take decisions related to capital management in banking sectors. They will enhance the banking operation in other field like insurance, mutual fund, systematic investment plan, underwriting etc.

Students studying this subject will also differentiate the non performing assets in different groups. They will also perform the different functions in banking line assets liability management.

**Course Outcomes:**

**31BI410.1:** Students will list the recommendations of Narasimham committee & Basel norms.

**31BI 10.2:** Students will interpret the concept of NPA & ALM.

**31BI410.3:** Students will evaluate the performance of banks.

**31BI410.4:** Students will judge the high-tech electronic banking system.

**31BI410.5:** Students will develop the marketing strategy for banks and concept of demonetization

**Scheme of Studies:**

CODE	Course Code	Course Title	Scheme of studies(Hours/Week)				Total Credits (C)	
			CI	LI	SW	SL		Total Study Hours (CI+LI+SW+SL)
MEC	<b>31BI410</b>	<b>Banking Management</b>	4	0	2	1	7	4

**Legend:**

**CI:** Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

**LI:** Laboratory Instruction

**SW:** Session Work (includes assignment, seminar, mini project etc.),

**SL:** Self Learning,

**C:** Credits.

**Note:** SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.



## Scheme of Assessment

### Theory

CODE	Course Code	Course Title	Scheme of Assessment (Marks)							End Semester Assessment  (ESA)	Total Marks  (PRA+ ESA)
			Progressive Assessment (PRA)						Total Marks  ( CA+CT+SA+CAT+AT)		
			Class/Home Assignment 5 number 3 marks each ( CA)	Class Test2 (2 best out of 3) 10 marks each (CT)	Seminar one  ( SA)	Class Activity any one  (CAT)	Class Attendance  (AT)				
MEC	31BI410	Banking Management	15	20	10	0	5	50	50	100	

### Course-Curriculum Detailing

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.

**31BI410.1** Students will list the recommendations of Narasimham committee & Basel norms.

#### Approximate Hours

Item	Approx Hrs
CI	12
LI	0
SW	2
SL	2
<b>Total</b>	<b>16</b>



Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
<p><b>SO1.1</b> students will define the structure of banking system in India.</p> <p><b>SO1.2</b> students will elaborate the recommendations of Narasimham Committee in 1991.</p> <p><b>SO1.3</b> students will elaborate the recommendations of Narasimham Committee in 1998.</p> <p><b>SO1.4</b> Students will explain the basel norms in banking system.</p> <p><b>SO1.5</b> students will describe the Challenges and opportunity before Indian commercial banks.</p>		<p><b>Unit – I : Recommendations Of Narasimham Committee &amp; Basel Norms (12 Hours)</b></p> <p><b>1.1</b> Introduction of banking systems</p> <p><b>1.2</b> Banking structure</p> <p><b>1.3</b> Recommendations of Narasimham Committee in 1991</p> <p><b>1.4</b> Recommendations of Narasimham Committee in 1998</p> <p><b>1.5</b> Basel norms I</p> <p><b>1.6</b> Basel norms II</p> <p><b>1.7</b> Basel norms III</p> <p><b>1.8</b> Strengths and weaknesses of Basel Norm I</p> <p><b>1.9</b> Strengths and weaknesses of Basel Norm II</p> <p><b>1.10</b> Strengths and weaknesses of Basel Norm III</p> <p><b>1.11</b> Challenges before Indian commercial banks.</p> <p><b>1.12</b> Opportunities before Indian commercial banks.</p>	<p>1. Meaning of CRR, SLR, Bank Rate</p> <p>2. Meanings of Capital adequacy ratio</p>

**SW-1 Suggested Sessional Work (SW):**

- a. **Assignments:** How the recommendations of Narasimham Committee strengthen the overall functioning of banking system in India in the year 1991.
- b. **Mini Project:** Write short note on Cash reserve ratio and bank rate.
- c. **Other Activities (Specify):**



**31BI410.2:** Students will interpret the concept of NPA & ALM.

**Approximate Hours**

Item	Approx Hrs
CI	10
LI	0
SW	02
SL	01
<b>Total</b>	<b>13</b>

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
<b>SO2.1</b> students will explain the word assets liability management. <b>SO2.2</b> students will measure the risk associated with ALM. <b>SO2.3</b> students will define nonperforming assets. <b>SO2.4</b> students will describe the steps in NPA.		<b>UNIT 2: NPA &amp; ALM in banks (10 Hours)</b>  2.1 Concept of ALM 2.2 Objectives of ALM 2.3 Functions 2.4 Process OF ALM 2.5 Measurement and Management of risk 2.6 NPA in banks 2.7 Concept of NPAs 2.8 Causes of NPA 2.9 Suggestions various NPA 2.10 Steps for containing NPAs.	1. Case study of Neerav Modi

**SW-2 Suggested Sessional Work (SW):**

- a. Assignments:** Write down the reason behind Non Performing Assets in India.
- b. Mini Project:** How banks minimizes the risk in assets liability management.
- c. Other Activities (Specify):**

**31BI410.3:** Students will evaluate the performance of banks.

**Approximate Hours**

Item	Approx Hrs
CI	13
LI	0
SW	2
SL	1
<b>Total</b>	<b>16</b>



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Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
<p><b>SO3.1</b> students will explain the merger in banking sector in India,  <b>SO3.2</b> students will explain the diversification of banking in different sectors.  <b>SO3.3</b> students will analyze the bank performance.  <b>SO3.4</b> students will prepare balance sheet and income statement.  <b>SO3.5</b> students will create relationship between balance sheet and income statement.</p>		<p><b>Unit-3: Mergers, Diversification and Performance Evaluation (13 Hours)</b></p> <p>3.1 Merger of banking sector in India            3.2 Diversification of banks into securities market            3.3 Diversification of banks into underwriting,            3.4 Diversification of banks into Mutual funds and            3.5 Diversification of banks into Insurance business            3.6 Analyzing Bank Performance            3.7 Commercial banks Balance Sheet            3.8 Items coming under Balance sheet            3.9 Commercial banks Income Statement            3.10 Items coming under Income Statement            3.11 Relationship between B/S and Income Statement            3.12 ratio analysis            3.13 CAMELS.</p>	<p>3. Meaning of capital and interest</p>

**SW-3 Suggested Sessional Work (SW):**

- a. Assignments:** How commercial banks prepare their final accounts, explain with each item.
- b. Mini Project:** Prepare a list of merger and acquisition taken place in banking system.
- c. Other Activities (Specify):**



**31BI410.4:** Students will judge the high tech electronic banking system.

**Approximate Hours**

Item	Approx Hrs
CI	14
LI	0
SW	2
SL	1
<b>Total</b>	<b>17</b>

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
<p><b>SO4.1</b> students will elaborate the payment system in India.</p> <p><b>SO4.2</b> students will explain the electronic banking system</p> <p><b>SO4.3</b> students will explain the plastic money</p> <p><b>SO4.4</b> students will explain the forecasting system of cash demand at ATMs</p> <p><b>SO4.5</b> students will explain the security threats in e banking.</p>		<p><b>UNIT 4 High Tech E-Banking (14 Hours)</b></p> <p>4.1 Payment system in India</p> <p>4.2 Paper based Payment system</p> <p>4.3 Meaning of e-payments</p> <p>4.4 Electronic banking (Ancillary services provided by bank)</p> <p>4.5 Meaning and types of ECS</p> <p>4.6 Charges of ECS</p> <p>4.7 Meaning of RBI EFT</p> <p>4.8 Meaning of NEFT</p> <p>4.9 Meaning of RTGS</p> <p>4.10 Meaning of IMPS</p> <p>4.11 Charges of RTGS, IMPS.</p> <p>4.12 Meaning of Plastic Money.</p> <p>4.13 Forecasting of cash demand at ATMs</p> <p>4.14 Security threats in e-banking and RBI's Initiatives</p>	<p>1. Meanings of debit card and credit card</p>

**SW-4 Suggested Sessional Work (SW):**

- a. Assignments:** Which system of electronic banking is more use full for businessmen?
- b. Mini Project:** Write down the short note on security threats in banking system
- c. Other Activities (Specify):**



**31BI410.5: Students will develop the marketing strategy for banks and concept of demonetization.**

Item	AppX Hrs
CI	11
LI	0
SW	2
SL	1
Total	14

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
<p><b>SO5.1</b> students will define bank marketing.</p> <p><b>SO5.2</b> students will formulate the bank marketing.</p> <p><b>SO5.3</b> students will explain the strategies of commercial bank.</p> <p><b>SO5.4</b> students will describe the concept of demonetization.</p>		<p><b>UNIT 5: Bank Marketing &amp; Demonetization (11 Hours)</b></p> <p>5.1 Introduction of Bank marketing</p> <p>5.2 Concept of bank marketing</p> <p>5.3 Formulation of bank marketing</p> <p>5.4 Implementation of bank marketing</p> <p>5.5 7 Ps of bank Marketing</p> <p>5.6 Segmentation in banking</p> <p>5.7 strategies for a commercial bank</p> <p>5.8 Demonetization concept</p> <p>5.9 History of demonetization in India</p> <p>5.10 Causes of demonetization</p> <p>5.11 Features of demonetization</p>	<p>1. Meanings of demonetization.</p>

**SW-5 Suggested Sessional Work (SW):**

- a. **Assignments:** Write down the marketing strategy used by Axis Bank in Satna (MP)
- b. **Mini Project:** Presentation on bank marketing.
- c. **Other Activities (Specify):** List the period of demonetization happened in India.





**Brief of Hours suggested for the Course Outcome**

Course Outcomes	Class Lecture (CI)	Sessional Work (SW)	Self-Learning (SI)	Total hour (CI+SW+SI)
<b>31BI410.1</b> Students will list the recommendations of narasimham committee & basel norms	12	2	2	15
<b>31BI410.2:</b> Students will interpret the concept of NPA & ALM.	10	2	1	13
<b>31BI410.3:</b> Students will evaluate the performance of banks.	13	2	1	16
<b>31BI410.4:</b> Students will judge the high tech electronic banking system.	14	2	1	17
<b>31BI410.5:</b> Students will develop the marketing strategy for banks and concept of demonetization.	11	2	1	14
<b>Total Hours</b>	60	10	6	76

**Suggestion for End Semester Assessment**

Suggested Specification Table (For ESA)

CO	Unit Titles	Marks Distribution				Total Marks
		Ap	An	Ev	Cr	
<b>CO-1</b>	Recommendations Of Narasimham Committee & Basel Norms					
<b>CO-2</b>	NPA & ALM in banks					
<b>CO-3</b>	Mergers, Diversification And Performance Evaluation					
<b>CO-4</b>	High Tech E-Banking					
<b>CO-5</b>	Bank Marketing & Demonetization					
Total						50

**Legend: Ap: Apply, An: Analyze, Ev: Evaluate Cr: Create**



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The end of semester assessment for Banking Management will be held with written examination of 50 marks

**Note.** Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks. Teachers can also design different tasks as per requirement, for end semester assessment.

### Suggested Instructional/Implementation Strategies:

1. Improved Lecture
2. Tutorial
3. Case Method
4. Group Discussion
5. Role Play
6. Visit to cement plant
7. Demonstration
8. ICT Based Teaching Learning (Video Demonstration/Tutorials CBT,Blog, Facebook, Twitter, WhatsApp, Mobile, Online sources)
9. Brainstorming

### Suggested Learning Resources

#### Books :

S. No.	Title	Author	Publisher	Edition & Year
1	Money and Banking	Dudley Lockett	Mac Graw Hill	
2	Managing Indian Banks- Challenges Ahead	Vasant Joshi, Vinay Joshi	Response Books	
3	Bank Investments and Funds Management	Gerald Hatler	Macmillan	



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**Cos, POs and PSOs Mapping**

**Course Title: MBA**

**Course Code: 31BI410**

**Course Title: Banking Management**

Course Outcomes	Program Outcome								Program Specific Outcome			
	Business Environment and Domain Knowledge	Critical & Analytical thinking, Business Analysis, Problem Solving and Logical Solutions	International Exposure and Cross-Cultural Understanding	Social Responsiveness and Ethos	Effective Business Communication	Leadership Development and Synergy	R&D Aptitude	Contemporary issues	theoretical as well as practical knowledge	work in various functional areas	work in various industries	to set up business enterprise
CO 1: Students will list the recommendations of narasimham committee & basel norms	3	1	1	2	2	2	1	3	2	3	3	1
CO 2: Students will interpret the concept of NPA & ALM.	3	3	2	3	2	2	3	3	3	3	3	1
CO 3: Students will evaluate the performance of banks.	3	3	2	1	2	2	13	2	3	3	3	1
CO .4: Students will judge the high tech electronic banking system.	3	2	3	2	3	1	2	3	2	3	3	2
CO.5: Students will develop the marketing strategy for banks and concept of demonetization.	3	2	2	2	3	2	2	3	2	3	3	2

**Legend: 1 – Low, 2 – Medium, 3 – High**

### Course Curriculum Map

POs & PSOs No.	COs No.& Titles	SOs No.	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
PO 1,2,3,4,5,6, 7, 8 PSO 1,2, 3, 4	<b>CO 1:</b> Students will list the recommendations of narasimham committee & basel norms	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5		<b>Unit – I : Recommendations Of Narasimham Committee &amp; Basel Norms</b> 1.1,1.2,1.3,1.4,1.5,1.6,1.7, 1.8, 1.9, 1.10,1.11,1.12	
PO 1,2,3,4,5,6, 7, 8 PSO 1,2, 3, 4	<b>CO 2:</b> Students will interpret the concept of NPA & ALM.	SO2.1 SO2.2 SO2.3 SO2.4		<b>UNIT -2: NPA &amp; ALM in banks</b> 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8,2.9,2.10	
PO 1,2,3,4,5,6, 7, 8 PSO 1,2, 3, 4	<b>CO 3:</b> Students will evaluate the performance of banks.	SO3.1 SO3.2 SO3.3 SO3.4 SO3.5		<b>Unit -3: Mergers, Diversification And Performance Evaluation</b> 3.1,3.2,3.3,3.4,3.5,3.6,3.7,3.8,3.9,3.10, 3.11.3.12,3.13	
PO 1,2,3,4,5,6, 7, 8 PSO 1,2, 3, 4	<b>CO 4:</b> Students will judge the high tech electronic banking system.	SO4.1 SO4.2 SO4.3 SO4.4 SO4.5		<b>UNIT- 4: High Tech E-Banking</b> 4.1,4.2,4.3,4.4,4.5,4.6,4.7,4.8,4.9,4.10,4.11, 4.12,4.13,4.14	
PO 1,2,3,4,5,6, 7, 8 PSO 1,2, 3, 4	<b>CO 5:</b> Students will develop the marketing strategy for banks and concept of demonetization.	SO5.1 SO5.2 SO5.3 SO5.4		<b>UNIT- 5: Bank Marketing &amp; Demonetization</b> 5.1,5.2,5.3,5.4,5.5,5.6,5.7,5.8,5.9,5.10,5.11	



**Elective (Information Technology)**

**Course code:** 31IT411

**Course Title:** E-COMMERCE

**Pre-Requisite:** A student should become familiar with mechanism for conducting business transactions through internet and appreciate the internet technology and its infrastructure and understand the methodology for online business dealings using E-Commerce infrastructure.

**Rationale:** With the recent surge in e-commerce, the concept of setting up an online business is projected to be more manageable. The shift away from physical stores to digital shopping by roughly five years. However, this shift also shows an increase in market players and tougher competition ahead. For a newly established online retail business, it is crucial to determine growth opportunities and immediately address challenges to survive and thrive. E-commerce is a growing part of not just retail, but the economy as a whole.

**Course Outcomes:**

**31IT411.1:** Acquire the knowledge of the E-commerce, Evolution of e-commerce, Role of e-commerce and framework.

**31IT411.2:** Acquire the basic and advances knowledge of evolution of internet, How to internet work and Internet services, Concept of www.

**31IT411.3:** Acquire the basic and advances knowledge of Introduction to EPS (Electronic Payment system), EFS (Electronic fund system), SET (Secure Electronic System), SITA and SWIFT.

**31IT411.4:** Acquire the basic and advances knowledge of Introduction E-Governance, E-governance model G2B, G2C and C2G.

**31IT411.5:** Acquire the basic and advances knowledge of Firewalls, Types of security, Security tools and network security.

**Scheme of Studies**

Code	Course Code	Course Title	Scheme of studies (Hours/Week)				Total Study Hours (CI+LI+SW+SL)	Total Credits (C)
			CI	LI	SW	SL		
MEC	31IT411	E-COMMERCE	4		1	1	6	4



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**Legend:**

**CI:** Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) **And others**),

**LI:** Laboratory Instruction (Includes Practical performances in laboratory workshop, field or other locations using different instructional strategies)

**SW:** Sessional Work (includes assignment, seminar, mini project etc.),

**SL:** Self Learning,

**C:** Credits.

Note: SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.

**Course-Curriculum Detailing**

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Sessional Work (SW), and Self-Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) upon the course's conclusion.

**31IT411.1:** Acquire the knowledge of the E-commerce, Evolution of e-commerce, Role of e-commerce and framework.

**Approximate Hour**

Item	AppX Hrs
CI	12
LI	-
SW	1
SL	1
Total	14



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Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning SL
SO1.1 understanding e-commerce, evolution of e-commerce  SO1.2 understanding Role of e-commerce and framework  SO1.3 understanding e-commerce strategies.		<b>Unit-1: E-commerce (12 Hours)</b> 1.1. Introduction to E-commerce 1.2. Definition of e –commerce 1.3. Evolution of e-commerce 1.4. Role of e-commerce 1.5. Frameworks of e-commerce 1.6. Advantages of e-commerce 1.7. E-commerce categories. 1.8 E-commerce strategies. 1.9 Growth of e-commerce 1.10 e-commerce model 1.11. framework concepts 1.12 role of IT	<b>E-COMMERCE MODEL</b>

**SW-1:** Suggested Sessional Work (SW):

**a. Assignments:** Elaboration of principles of e-commerce.

**31IT411.2:** Acquire the basic and advances knowledge of evolution of internet, how to internet work and Internet services, Concept of www.

Approximate hours

Item	AppX Hrs.
CI	12
LI	0
SW	1
SL	1
Total	14

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
SO2.1 understanding internet, and its services  SO2.2 understanding www, search engine, email SO2.3 Understanding internet		<b>Unit-2: INTERNET and EMAIL (12 Hours)</b> 2.1 Introduction of internet 2.2. evolution of internet 2.3. growth and development of e-commerce 2.4., How to internet work, how to connect network 2.5. Internet services, types of internet services 2.6. Concept of WWW and search engine 2.7. e-mail, message sent, inbox, compose e mail	<b>INTERNET TECHNOLOGY TOOLS</b>





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technology		2.8 download files, file attachments 2.9 internet services 2.10 internet benefits. 2.11 internet uses. 2.12 e-commerce and internet model.	
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**SW-2:** Suggested Sessional Work (SW):

**a. Assignments:** Explain internet and types of services.

**31IT411.3:** Acquire the basic and advances knowledge of Introduction to EPS (Electronic Payment system), EFS (Electronic fund system), SET (Secure Electronic System), SITA and SWIFT.

**Approximate Hours**

Item	AppX Hrs
CI	12
LI	0
SW	1
SL	1
Total	14

Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning
SO3.1 Understanding ELECTRONIC PAYMENT SYSTEM  SO3.2 Understanding SET, SITA, SWIFT  SO3.3. Understanding electronic fund transfer		<b>UNIT-3: EPS (12 Hours)</b> 3.1 Introduction to EPS 3.2 Electronic payment system behaviour 3.3 Introduction to EFS 3.4 ELECTRONIC FUND TRANSFER FEATURES 3.5 Understanding SET 3.6 Concepts of secure electronic system 3.7 Understanding SITA. 3.8. Understanding SWIFT. 3.9 Using EPS. 3.10 Concepts of SET. 3.11 SECURITY concepts in fund transfer. 3.12 advantages of EPS	LEARNING EPS

**SW-3:** Suggested Sessional Work (SW):

**a. Assignments:** Explain EPS.



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**31IT411.4:** Acquire the basic and advances knowledge of Introduction E-Governance, E-governance model G2B, G2C and C2G.

**Approximate Hours**

Item	AppX Hrs
CI	12
LI	0
SW	1
SL	1
Total	14

Session Outcomes (SOs)	Laboratory Instruction LI	Class room Instruction (CI)	Self-Learning SL
<p><b>SO4.1</b> Understanding e-governance</p> <p><b>SO4.2</b> Understanding E-governance model, implementation of e-governance.</p> <p><b>SO4.3</b> Understanding Strategy of e-governance.</p>		<p><b>Unit-4: E-GOVERNANCE (12 Hours)</b></p> <p>4.1. Introduction E-Governance</p> <p>4.2. E-governance model G2B</p> <p>4.3 E-governance model G2C</p> <p>4.4 E-governance model C2G</p> <p>4.5 E-governance model Implementation</p> <p>4.6 Strategies for e-governance</p> <p>4.7 implementation of e-governance.</p> <p>4.8 e-governance administration.</p> <p>4.9 Government to business Strategy</p> <p>4.10 Government to business consumer MODEL.</p> <p>4.11 E-GOVERNANCE C2G concepts</p> <p>4.12. Development of e-governance policy</p>	E-governance

**SW-4:** Suggested Sessional Work (SW):

**a. Assignments:** Explain E-governance model G2B.

**31IT411.5:** Acquire the basic and advances knowledge of Firewalls, Types of security, Security tools and network security

**Approximate Hours**

Item	AppX Hrs
CI	12
LI	0
SW	1
SL	1
Total	14



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Session Outcomes (SOs)	Laboratory Instruction (LI)	Class room Instruction (CI)	Self-Learning (SL)
SO5.1 Understanding security issues, types of security  SO5.2 understanding security tools, and network security  SO5.3 Understanding firewalls, security tools		<b>Unit-5: SECURITY (12 Hours)</b> 5.1 concepts of security. 5.2 concepts of firewall 5.3 types of security 5.4 security tools. 5.5 how security provided to computing. 5.6, features of good secure system 5.7 concepts of network security 5.8 applying security features 5.9 firewall security features 5.10 security parameters 5.11 security for e-commerce 5.12 good secure system	Security tools

**SW-5 Suggested Sessional Work (SW):**

- a. **Assignments:** Explain concepts of security.

**Brief of Hours suggested for the Course Outcome**

Course Outcomes	Class Lecture (CI)	Sessional Work (SW)	Self-Learning (SI)	Total hour (CI+SW+SI)
<b>CO.1:</b> Acquire the knowledge of the E-commerce, Evolution of e-commerce, Role of e-commerce and framework.	12	1	1	14
<b>CO.2:</b> Acquire the basic and advances knowledge of evolution of internet, How to internet work and Internet services, Concept of www.	12	1	1	14
<b>CO.3:</b> Acquire the basic and advances knowledge of Introduction to EPS (Electronic Payment system), EFS (Electronic fund system), SET (Secure Electronic System), SITA and SWIFT.	12	1	1	14
<b>CO.4:</b> Acquire the basic and advances knowledge of Introduction E-Governance, E-governance model G2B, G2C and C2G.	12	1	1	14
<b>CO.5:</b> Acquire the basic and advances knowledge of Firewalls, Types of security, Security tools and network security.	12	1	1	14
Total Hours	60	5	5	70



### Suggestion for End Semester Assessment

#### Suggested Specification Table (For ESA)

CO	Unit Titles	Marks Distribution				Total Marks
		Ap	An	Ev	Cr	
CO-1	E-COMMERCE	01	03	5	-	9
CO-2	INTERNET, EMAIL	01	03	5	5	14
CO-3	EPS	01	03	5	-	9
CO-4	E-GOVERNANCE	01	03	5	-	9
CO-5	SECURITY.	01	03	5	-	9
Total		5	15	25	5	50

The end of semester assessment for **E-Commerce** will be held with written examination of 50 marks

**Note.** Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks.  
 Teachers can also design different tasks as per requirement, for end semester assessment.

#### Suggested Instructional/Implementation Strategies:

1. Improved Lecture
2. Tutorial
3. Case Method
4. Group Discussion
5. Role Play
6. Industry Visit
7. Demonstration
8. ICT Based Teaching Learning (Video Demonstration/Tutorials CBT,Blog, Facebook, Twitter, WhatsApp, Mobile, Online sources)
9. Brainstorming

#### Suggested Learning Resources:

##### (a) Books:

S. No.	Title	Author	Publisher	Edition & Year
1	E-Commerce Concepts, Models, Strategies	G.S.V. Murthy	Himalaya Publishing	
2	E- Commerce	Kamlesh K Bajaj and Debjani Nag		



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6. Dr. Seema Dwivedi, Assistant Professor , Dept. of Business Administration
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**Cos, POs and PSOs Mapping**

**Program Title: MBA**

**Course Title: 31IT411**

**Course Title: E-COMMERCE**

<b>Course Outcomes</b>	<b>Program Outcome</b>								<b>Program Specific Outcome</b>			
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4
	Business Environment and Domain Knowledge	Critical & Analytical thinking, Business Analysis, Problem Solving and Logical Solutions	International Exposure and Cross-Cultural Understanding	Social Responsiveness and Ethos	Effective Business Communication	Leadership Development and Synergy	R&D Aptitude	Contemporary issues	Theoretical knowledge as well as practical knowledge	Work and various functional area	Work in various industries	To set up business enterprise
<b>CO1:</b> Acquire the knowledge of the E-commerce, Evolution of e-commerce, Role of e-commerce and framework.	3	2	2	3	3	2	1	2	3	2	2	2
<b>CO2:</b> Acquire the basic and advances knowledge of evolution of internet, How to internet work and Internet services, Concept of www.	3	2	3	2	2	2	3	2	3	2	2	2
<b>CO3:</b> Acquire the basic and advances knowledge of Introduction to EPS (Electronic Payment system), EFS (Electronic fund system), SET (Secure Electronic System), SITA and SWIFT.	3	2	2	2	2	2	2	2	2	3	2	2
<b>CO4:</b> Acquire the basic and advances knowledge of Introduction E-Governance, E-governance model G2B, G2C and C2G.	3	2	2	2	3	2	3	2	3	3	3	2
<b>CO5:</b> Acquire the basic and advances knowledge of Firewalls, Types of security, Security tools and network security.	3	2	2	2	2	3	3	3	2	3	1	3

**Legend:1–Low,2–Medium,3– High**



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**Course Curriculum Map**

<b>POs &amp; PSOs No.</b>	<b>Cos No. &amp; Titles</b>	<b>SOs No.</b>	<b>Laboratory Instruction (LI)</b>	<b>Classroom Instruction (CI)</b>	<b>Self-Learning (SL)</b>
PO1,2,3,4,5,6,7,8 PSO1,2,3,4	<b>CO-1:</b> Acquire the knowledge of the E-commerce, Evolution of e-commerce, Role of e-commerce and framework.	SO1.1 SO1.2		Unit-1: <b>E-COMMERCE</b>  1.1,1.2,1.3,1.4,1.5,1.6,1.7, 1.8,	
PO1,2,3,4,5,6,7,8 PSO1,2,3,4	<b>CO-2:</b> Acquire the basic and advances knowledge of evolution of internet, how to internet work and Internet services, Concept of www.	SO2.1 SO2.2		Unit-2: <b>Internet &amp; Email</b> 2.1,2.2,2.3,2.4,2.5,2.6,2.7,2.8,	
PO1,2,3,4,5,6,7,8 PSO1,2,3,4	<b>CO3:</b> Acquire the basic and advances knowledge of Introduction to EPS (Electronic Payment system), EFS (Electronic fund system), SET (Secure Electronic System), SITA and SWIFT.	SO3.1 SO3.2		Unit-3: <b>EPS</b>  3.1, 3.2,3.3,3.4,3.5,3.6,3.7,3.8	
PO1,2,3,4,5,6,7,8 PSO1,2,3,4	<b>CO4:</b> Acquire the basic and advances knowledge of Introduction E-Governance, E-governance model G2B	SO4.1 SO4.2		Unit-4 : <b>E-GOVERNANCE</b>  4.1, 4.2,4.3,4.4,4.5,4.6,4.7,4.8	
PO1,2,3,4,5,6,7,8 PSO1,2,3,4	<b>CO5:</b> Acquire the basic and advances knowledge of Firewalls, Types of security, Security tools and network security.	SO5.1 SO5.2		Unit5: <b>SECURITY</b> 5.1,5.2,5.3,5.4,5.5, 5.6, 5.7	



## Information Technology

**Course code:**31IT412

**Course Title:** CYBER SECURITY AND LAWS

**Prerequisite:** Student should have basic knowledge of computer Network and security

**Rationale:** The importance of cybersecurity in the digital world is immense. It is because the volume and sophistication of cyberattacks are constantly increasing. As our dependence on technology grows, so does our vulnerability to these attacks. Cybersecurity helps to protect our data and systems from these threats

**Course Outcomes:**

**31IT412.1:** Student will understand Computer security concepts and IT ACT2000

**31IT412.2:** Student will understand secure system planning

**31IT412.3:** Student will Understand Information security policies and procedures

**31IT412.4:** Student will Understand the Functions of Information security

**31IT412.5:** Student will Understand Ethical Issues in intellectual property right.

**Scheme of Studies:**

CODE	Course Code	Course Title	Scheme of studies (Hours per Week)				Total Credits (C)	
			CI	LI	SW	SL		Total Study Hours (CI+LI+SW+SL)
Program (MEC)	31IT412	CYBER SECURITY AND LAWS	3	1	0	0	5	4

**Legend:**

**CI:** Classroom Instruction (Includes different instructional strategies i.e. Lecture (L) and Tutorial (T) and others),

**LI:** Laboratory Instruction (Includes Practical performances in laboratory workshop,field or other locations using different instructional strategies)

**SW:** Sessional Work (includes assignment, seminar, mini project etc.),

**SL:** Self Learning,

**C:** Credits.

**Note:** SW & SL has to be planned and performed under the continuous guidance and feedback of teacher to ensure outcome of Learning.





## Scheme of Assessment

### Theory

CODE	Course Code	Course Title	Scheme of Assessment (Marks)						End Semester Assessment (ESA)	Total Marks (PRA + ESA)
			Progressive Assessment (PRA)				Total Marks (CA+CT+SA+AT)			
			Class/Home Assignment 5 Assignments 3 marks Each (CA)	2 Class Test (Best 2 out of 3) 10 marks Each (CT)	One Seminar (SA)	Class Attendance (AT)				
MEC	31IT412	CYBER SECURITY AND LAWS	15	20	10	5	50	50	100	

### Course-Curriculum Detailing

This course syllabus illustrates the expected learning achievements, both at the course and session levels, which students are anticipated to accomplish through various modes of instruction including Classroom Instruction (CI), Laboratory Instruction (LI), Seasonal Work (SW), and Self Learning (SL). As the course progresses, students should showcase their mastery of Session Outcomes (SOs), culminating in the overall achievement of Course Outcomes (COs) up on the course's conclusion.

**31IT412.1:** Student will understand Computer security concepts and IT ACT2000

#### Approximate Hours

Item	AppX Hrs
CI	12
LI	0
SW	2
SL	1
Total	15



Session Outcomes (SOs)	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
<b>SO1.1</b> To understand the computer security <b>SO1.2</b> To understand the information protection  <b>SO1.3</b> To understand the information system threats and attacks  <b>SO1.4</b> To understand international security activity <b>SO1.5</b> To understand IT ACT		<b>Unit-1 Computer security concepts and IT ACT2 (12 Hours)</b> 1. Introduction to computer security, 2. security implication, threats and security, 3. information system threats and attacks, 4. classification of threats, government requirement 5. information protection, 6. access control, 7. computer security efforts, 8. security mandates and legislation, 9. privacy consideration, 10. international security activity, assessing damages, 11. authentication service, E-governance 12. IT ACT	Learn authentication service, E-governance

**SW-1 Suggested Sessional Work (SW):**

**Assignments:**

- (i) Discuss about NIC, Hub, Switch (Managed and Unmanaged), Routers and Gateways, Network standardization
- (ii) Pictorial representation of classification of threats

**31IT412.2:** Student will understand secure system planning

**Approximate Hours**

Item	AppX Hrs
CI	12
LI	0
SW	2
SL	1
Total	15



Session Outcomes (SOs)	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
<b>SO2.1</b> To Understand the Secure System Planning and administration  <b>SO2.2</b> To understand security policy requirement  <b>SO2.3</b> To understand network security  <b>SO2.4</b> To understand certifying authorities and power  <b>SO2.5</b> To know digital signature certification		<b>Unit-2 Secure System (12 Hours)</b>  1. Secure System Planning and administration 2. Introduction to orange book, 3. security policy requirement, accountability 4. assurance and documentation requirement, 5. network security, 6. the red book, 7. government network evaluations, 8. certifying authorities and power, 9. function of controller, 10. digital signature certification, 11. suspension and revocation of 12. digital signature certificate	learn about certifying authorities and power

**SW-2 Suggested Seasonal Work (SW):**

**Assignments:**

- (i) Discuss digital signature certification function of controller
- (ii) Pictorial representation function of controller?

**31IT412.3** Student will Understand Information security policies and procedures

**Approximate Hours**

Item	AppXHrs
CI	12
LI	0
SW	2
SL	1
Total	15



Session Outcomes (SOs)	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
<p><b>SO3.1</b> To understand Routing</p> <p><b>SO3.2</b> know Routing algorithms- adaptive and non-adaptive</p> <p><b>SO3.3</b> IP protocol and IP address,</p> <p><b>SO3.4</b> To understand The Internet Architecture.</p> <p><b>SO3.5</b> To understand SMTP protocol</p>		<p><b>Unit-3: Information security policies and procedures (12 Hours)</b></p> <ol style="list-style-type: none"> <li>1. Information security policies and procedures</li> <li>2. corporate policies tier -1, tier -2, tier -3,</li> <li>3. process management, planning and preparation,</li> <li>4. developing policies,</li> <li>5. asset classification</li> <li>6. policy, developing standards,</li> <li>7. concept of domain names,</li> <li>8. new concept in trademark and dispute,</li> <li>9. cybersquatting,</li> <li>10. reverse hijacking,</li> <li>11. spamming, framing</li> </ol>	<p>Learn process management, planning</p>

**SW-2 Suggested Seasonal Work (SW):**

- **Assignments:**
  - Explain cybersquatting?
- **Presentation on** Information security policies

**31IT412.4:** Student will Understand the Functions of Information security

**Approximate Hours**

Item	App X Hrs
CI	12
LI	0
SW	2
SL	1
Total	15



Session Out comes (SOs)	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
<p><b>SO4.1</b> To Understand Information Security functions</p> <p><b>SO4.2</b> To understand Basics tools of information security</p> <p><b>SO4.3</b> To understand cybercrime S-65 to S-74</p> <p><b>SO4.4</b> To understand hacking</p> <p><b>SO4.5</b> To understand the breach of privacy and confidentiality</p>		<p><b>Unit-4: Information Security (12 Hours)</b></p> <ol style="list-style-type: none"> <li>1. Information Security functions,</li> <li>2. employee responsibilities,</li> <li>3. information classification,</li> <li>4. information handling,</li> <li>5. tools of information security,</li> <li>6. information processing,</li> <li>7. secure program administration,</li> <li>8. cybercrime S-65 to S-74,</li> <li>9. tampering with computer source document,</li> <li>10. hacking with computer system,</li> <li>11. publishing of information in obscene form,</li> <li>12. offences: breach of privacy and confidentiality,</li> <li>13. offences: related to digital signature certificate</li> </ol>	<ul style="list-style-type: none"> <li>• Learn about secure program administration</li> </ul>

**SW-4 Suggested Seasonal Work (SW):**

- **Assignments:**
  - (i) Discuss about offences: related to digital signature certificate
- **Pictorial representation of process of information security**

**31IT412.5:** Student will Understand Ethical Issues in intellectual property right.

**Approximate Hours**

Item	AppXHrs
CI	12
LI	0
SW	2
SL	1
Total	15



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Session Outcomes (SOs)	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
<p><b>SO5.1</b> To understand Organizational and human security</p> <p><b>SO5.2</b> To understand role of information security professional</p> <p><b>SO5.3</b> To understand Indian IT ACT</p> <p><b>SO5.4 To</b> Understand IT Act</p> <p><b>SO5.4 To</b> Understand Copyright Act, Patent Law.</p>		<p><b>Unit5: Ethical issues and intellectual property right (12 Hours)</b></p> <ol style="list-style-type: none"> <li>1. Organizational and human security,</li> <li>2. adoption of information security management standard,</li> <li>3. human factors in security,</li> <li>4. role of information security professional</li> <li>5. overview of Indian IT ACT,</li> <li>6. Ethical Issues in intellectual property right,</li> <li>7. copy right, patent,</li> <li>8. data privacy and protection,</li> <li>9. DNS,</li> <li>10. software piracy,</li> <li>11. plagiarism,</li> <li>12. Ethical hacking.</li> </ol>	<p>Learn the role of information security professional</p>

**SW-5 Suggested Seasonal Work (SW):**

- **Assignments:**
  - Explain in detail about E-mail Security Policies
- **Other Activities (Specify):**
  - Group discussion of important topics.



**Brief of Hours suggested for the Cours Outcome**

Course Outcomes	Class Lecture (Cl)	Sessional Work (SW)	Self-Learning (Sl)	Total hour (Cl+SW+Sl)
<b>CT101:</b> Student will understand Computer security concepts and IT ACT2000	12	2	1	<b>15</b>
<b>CT102:</b> Student will understand secure system planning	12	2	1	<b>15</b>
<b>CT103:</b> Student will Understand Information security policies and procedures	12	2	1	<b>15</b>
<b>CT104:</b> Student will Understand the Functions of Information security	12	2	1	<b>15</b>
<b>CT105:</b> Student will Understand Ethical Issues in intellectual property right.	12	2	1	<b>15</b>
<b>Total Hours</b>	60	10	5	75

**Suggestion for End Semester Assessment**

Suggested Specification Table (ForESA)

CO	Unit Titles	Marks Distribution				Total Marks
		Ap	An	Ev	Cr	
CO-1	<b>Computer security concepts and IT ACT2000</b>					
CO-2	<b>Secure System</b>					
CO-3	<b>Information security policies</b>					
CO-4	<b>Information security</b>					
CO-5	<b>Ethical Issues and Property Right</b>					
Total						50

**Legend: Ap: Apply, An: Analyze, Ev: Evaluate Cr: Create**



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The end of semester assessment for **Cyber Security and Laws** will be held with written examination of 50 marks

**Note.** Detailed Assessment rubric need to be prepared by the course wise teachers for above tasks.  
Teachers can also design different tasks as per requirement, for end semester assessment.

**Suggested Instructional/Implementation Strategies:**

1. Improved Lecture
2. Tutorial
3. Case Method
4. Group Discussion
5. Role Play
6. Visit to cement plant
7. Demonstration
8. ICT Based Teaching Learning (Video Demonstration/Tutorials CBT,Blog, Facebook, Twitter, WhatsApp, Mobile, Online sources)
9. Brainstorming

**Suggested Learning Resources:**

**(a) Books**

<b>S. No.</b>	<b>Title</b>	<b>Author</b>	<b>Publisher</b>	<b>Edition &amp; Year</b>
1	<b>Cyber Security And Laws</b>	<b>Nilakshi Jain</b>	<b>Wiley</b>	<b>1,2020</b>
2	<b>Cyber Security Fundamentals</b>	<b>Anand Sinde</b>	<b>Notion Press</b>	<b>1,2021</b>
3	<b>Information Technology &amp; Cyber Law</b>	<b>Krishna Pal Malik</b>	<b>Allahabad Law Agency</b>	<b>2023</b>





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**Cos. POs and PSOs Mapping**

**Course Title: MBA**

**Course Code: 31IT412**

**Course Title: CYBER SECURITY AND LAWS**

Course Outcomes	Program Outcomes					Program Specific Outcome						
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4
	Business Environment and Domain Knowledge	Critical & Analytical thinking, Business Analysis, Problem Solving and Logical Solutions	International Exposure and Cross-Cultural Understanding	Social Responsiveness and Ethos	Effective Business Communication	Leadership Development and Synergy	R & D Aptitude	Contemporary issues	Theoretical knowledge as well as practical knowledge	Working various functional area	Work in various industries	To set up business enterprise
<b>CO1:</b> Student will understand Computer security concepts and IT ACT2000	3	3	1	3	2	3	3	2	2	1	1	1
<b>CO2:</b> Student will understand secure system planning	3	3	3	3	2	2	1	3	1	1	1	1
<b>CO3:</b> Student will Understand Information security policies and procedures	3	3	3	3	1	1	2	3	1	2	1	1
<b>CO4:</b> Student will Understand the Functions of Information security	3	3	3	3	1	1	2	3	2	1	1	2
<b>CO5:</b> Student will Understand Ethical Issues in intellectual property right.	3	1	1	1	1	1	1	1	3	1	2	1

**Legend: 1 – Low, 2 – Medium, 3 – High**

### Course Curriculum Map

POs & PSOs No.	COs No.& Titles	SOs No.	Laboratory Instruction (LI)	Classroom Instruction (CI)	Self-Learning (SL)
PO 1,2,3,4,5,6, 7, 8 PSO 1,2, 3, 4	<b>CO1:</b> Student will understand Computer security concepts and IT ACT2000	SO1.1 SO1.2 SO1.3 SO1.4 SO1.5		<b>Unit -I: Computer security concepts and IT ACT2000</b>  1.1,1.2,1.3,1.4,1.5,1.6,1.7, 1.8, 1.9, 1.10,1.11,1.12	
PO 1,2,3,4,5,6, 7, 8 PSO 1,2, 3, 4	<b>CO2:</b> Student will understand secure system planning	SO2.1 SO2.2 SO2.3 SO2.4		<b>UNIT -2: secure system</b> 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8,2.9,2.10	
PO 1,2,3,4,5,6, 7, 8 PSO 1,2, 3, 4	<b>CO3:</b> Student will Understand Information security policies and procedures	SO3.1 SO3.2 SO3.3 SO3.4 SO3.5		<b>Unit -3: Information security policies</b> 3.1,3.2,3.3,3.4,3.5,3.6,3.7,3.8,3.9,3.10, 3.11.3.12,3.13	
PO 1,2,3,4,5,6, 7, 8 PSO 1,2, 3, 4	<b>CO4:</b> Student will Understand the Functions of Information security	SO4.1 SO4.2 SO4.3 SO4.4 SO4.5		<b>UNIT- 4: Information security</b>  4.1,4.2,4.3,4.4,4.5,4.6,4.7,4.8,4.9,4.10,4.11,4.12,4.13	
PO 1,2,3,4,5,6, 7, 8 PSO 1,2, 3, 4	<b>CO5:</b> Student will Understand Ethical Issues in intellectual property right.	SO5.1 SO5.2 SO5.3 SO5.4		<b>UNIT- 5: Ethical Issues and property right.</b> 5.1,5.2,5.3,5.4,5.5,5.6,5.7,5.8,5.9, 5.10,5.11	

