

22MBA201	BUSINESS STATISTICS	L	T	P	C
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UNIT I

Introduction to Statistics-

Function of Statistics and Managerial Application of Statistics ,Relationship with other subjects .Measures of central Tendency- Mean, Median, Mode, Geometric Mean and Harmonic Mean.

Unit – II

Measures of Dispersion - Range, Quartile deviation, Mean Deviation, Standard deviation and co- efficient of variation. Skewness : Karl Pearson's co-efficient of skewness, Bowley's co-efficient of skewness, Kelleys co-efficient of skewness, Kurtosis.

Unit – III

- a) **Tabulation** of Univariate, Bivariate and multivariate data, Data classification and tabulation, Diagrammatic and graphical representation of data. One dimensional, Two dimensional and three dimensional diagrams and graphs
- b) **Small Sample Tests**- t-Distribution-properties and applications, testing for one and two means, paired t-test.

Unit – IV

- a) **Analysis of Variance** -One Way and Two Way ANOVA (with and without Interaction). Chi-Square distribution: Test for a specified Population variance, Test for Goodness of fit, Test for Independence of Attributes.
- b) **Correlation Analysis**-Scatter diagram, Positive and Negative correlation, limits for coefficient of Correlation, Karl Pearson's coefficient of correlation, Spearman's Rank correlation, concept of Multiple and partial Correlation, Regression Analysis-Concept, least square fit of a linear regression, two lines of regression, Properties of regression coefficients.

Unit – V

Time Series Analysis-Components, Models of Time Series-Additive, Multiplicative and Mixed models; Trend analysis-Free hand curve, Semi averages, moving averages, Least Square methods and Index numbers – introduction ,Characteristics and uses of index numbers, types of index numbers, unweighted price indexes, weighted price indexes, Tests of adequacy and consumer price indexes.

TEXTBOOKS:

1. P.C. Tulsian, Bharat Jhunjnuwala, Business Statistics, S. Chand, 2016.
2. Levin R.I., Rubin S. David, Statistics for Management, 7e Pearson, 2015.
3. Anderson, Sweeney, Williams, Camm, Cochran, Statistics for Business Economics, Cengage 12e, 2014.
4. J. K Sharma, Business Statistics, 4e, Vikas Publishing House, 2015.

22MBA202	MARKETING MANAGEMENT	L	T	P	C
		3	1	0	4

UNIT-I

Introduction: Concept, nature, scope and importance of marketing; Marketing concept and its evolution; Marketing mix; Marketing environment – macro and micro components and their impact on marketing decisions; Market segmentation and positioning; Buyer behavior; consumer versus organizational buyers; Consumer decision making process.

Unit-II

Product Decisions: Concept of a product; Classification of products; levels of product, Major product decisions; Product line strategies and product mix strategies; Product life cycle – strategic implications; New product development and consumer adoption process. Packaging and labeling. **Pricing Decisions:** Factors affecting price determination; Pricing policies and strategies

Unit-III:

Distribution Channels and Physical Distribution Decisions: Nature, functions, and types of distribution channels; Distribution channel intermediaries; Channel management decisions; Retailing and wholesaling.

Unit-IV

Promotion Decisions: Communication Process; Promotion mix – advertising, personal selling, sales promotion, publicity and public relations; Determining advertising budget; Copy designing and testing; Media selection; Advertising effectiveness; Sales promotion – tools and techniques.

Unit-V

Marketing Research: Meaning and scope of marketing research; Marketing research process. Issues and Developments in Marketing: Social, ethical and legal aspects of marketing; Marketing of services; International marketing; Green marketing; Cyber marketing; Relationship marketing and other developments of marketing.

TEXTBOOKS:

1. Rajan Saxena, "Marketing Management", - Tata McGraw-Hill.
2. Adrian Palmer, "Introduction to Marketing Management", – Oxford University Press.
3. William D Perreault R, "Basic Marketing", 15th edition - Tata McGraw-Hill.
4. P. Kotler, "Marketing Management", - Prentice Hall Inc.
5. V. S. Ramaswamy and S. Namakumari, "Marketing Management, Planning, Implementation and Control", – McMillan.

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22MBA203	FINANCIAL MANAGEMENT	L	T	P	C
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Course Objective: To understand the importance of Financial Management & its applications in Business.

Unit I:

Introduction - Concept of business finance, finance function, scope, Responsibilities of finance executive, Goals & objectives of financial management, **Sources of financing** - LONG TERM: shares, debentures, term loans, lease & hire purchase, retained earnings, public deposits, bonds (Types, features & utility); SHORT TERM: bank finance, commercial paper & trade credit & bills discounting.

Unit II:

Cost of Capital and Capital structure - Cost of capital, Cost of different sources of finance, Weighted average cost of capital, Over-capitalization and Under-capitalization – Concept, Symptoms, causes, consequences & remedies.

Unit-III:

Capital Structure -Concept, meaning, principles & importance of Capital Structure, Assumptions & definitions, NI approach, NOI approach, Traditional Position, MM position, Taxation & capital structure, Trade off theory, EBIT-EPS Analysis.

Unit – IV:

Capital budgeting - Concept of time value of money, Compounding & discounting; Future value of single amount & annuity, present value of single amount & annuity; Practical application of time value technique. Nature and significance & techniques of capital budgeting –Pay Back Method, Accounting rate of return, Net Present Value, IRR and profitability index.

Unit V:

Working Capital Management - Concept, significance, types. Adequacy of working capital, Factors affecting working capital needs, Financing approaches for working capital, Methods of forecasting working capital requirements. Estimate of working Capital requirement, Working capital finance from banks. Introduction to Management of Cash, Receivables and Inventory

TEXTBOOKS:

1. Financial Management by Ravi Kishore, Taxmann's.
2. Financial Management by S. M. Inamdar, Everest Publishing house, 12th Edition 2004.
3. Financial Management by Sharma & Gupta , Kalyani Publishers.
4. Financial Management by R.M. Srivastav, Kalyani Publishers.
5. Financial Accounting for Management by P. Shah- Pub, by Oxford
6. Financial Management by Dr. R. P. Rustagi.

22MBA204	STARTUP AND INNOVATION	L	T	P	C
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COURSE RATIONALE:

The course introduces students to areas of business management. It provides a wealth of creative and innovative ideas and resources for business owners and managers essential to keep business running smoothly and further take it to the next level.

COURSE OBJECTIVES:

The course aims at enabling students to:

- Learn a range of creative thinking tool and how to practically apply these to the innovation and entrepreneurial process.
- Develop an appreciation of the personal and organizational factors that influence organizational creativity and innovation, and how to influence them.
- Acquire innovation team leadership and facilitation skills that will prepare them to lead teams to achieve breakthrough creativity and problem solving.

UNIT I

Introduction to Creativity and Innovation- The process of Technological Innovation. Need for Creativity & Innovation. Organization and personal factors to promote creativity.

UNIT II

Creativity- Creativity and analytical skill-Difference between Creativity and Analytical skill-Creativity and Problem Solving – Obstacles- Brain storming – Different Techniques for Creative Intelligence.

UNIT III

Collection of Ideas for new products -Ideas to Projects. Purpose & Types. National Mission Projects. Selection Criteria for Projects.

UNIT IV

Analysis methods. - Project Evaluation Techniques. - Factors associated with evaluation.

UNIT V

Planning and Organization of National Projects. - Quality standards. - Marketing Research.

TUTORIAL

01: Creative designs.

02: Model preparation.

03: Testing of models and Cost evaluation. 04: Patent application & Patent evaluation.

INDICATIVE SOURCES

1. Buzan T. (2005). The ultimate Book of Mind Maps, Thorsons
2. de Bono E. (1999). Six Thinking Hearts Penguin Books
3. Harvard Business Press, (2003). Managing Creativity and Innovation

22MBA205	TOTAL QUALITY MANAGEMENT	L	T	P	C
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Course Objective: To understand the basics and importance of Quality Management.

Unit I:

Understanding Quality and Quality Philosophies - Definition of Quality, Dimensions of Quality, Quality Planning, Quality costs, Quality Philosophy of Deming, Joseph Juran, Philip Crosby, Genich Taguchi.

Unit II:

TQM Principles - What is TQM?, What Does TQM Cover?, Guiding Principles of TQM, Managerial Perspective to TQM

Unit III:

Statistical Process Control (SPC) and Other Quality Improvement Techniques – Process Control Charts, Control Charts for variables and attributes, Pareto Diagrams, Scatter Diagrams, Run Charts, Cause and Effect Diagrams, Concept of six sigma.

Unit IV:

TQM Tools - Benchmarking – Reasons to Benchmark, Benchmarking Process, Quality Function Deployment (QFD), QFD Process, Benefits, Taguchi's Quality Loss Function, Total Productive Maintenance (TPM) – Concept, Improvement Needs, FMEA – Stages of FMEA.

Unit V:

Quality Improvement Systems - Kaizen, Lean, Poka-Yoke, 5S, 3M, Quality Circles, Value Analysis and Value Engineering.

TEXTBOOKS:

1. Dale H. Besterfield, et al., Total Quality Management, Pearson Education Asia, 1999. (Indian Reprint 2002).
2. James R. Evans & William M. Lindsay, The Management and Control of Quality, (5th Edition), South-Western (Thomson Learning), 2002
3. Oakland J.S. "Total Quality Management Butterworth – Heinemann Ltd., Oxford. 1989.

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22MBA206	BUSINESS LAW & ETHICS	L	T	P	C
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Course Objective: To understand the Legal and Regulatory Framework for doing business in India.

Unit – I:

Companies Act, 2013: Steps and procedure for incorporation of the company, Appointment of Directors, Powers, duties, & liabilities of Directors, Company Meetings, Resolutions, Winding-up of a Company.

Unit – II:

Law of Contract: Nature of Contract and Essential elements of valid contract, Offer and Acceptance, Consideration, Capacity to contract and Free Consent, Legality of Object. Unlawful and illegal agreements, Contingent Contracts, Performance and discharge of Contracts, Remedies for breach of contract. Contracts-II: Indemnity and guarantee, Contract of Agency, Sale of goods Act -1930: General Principles, Conditions & Warranties, Performance of Contract of Sale.

Unit – III:

Negotiable Instruments Act - 1881: Negotiable Instruments- Promissory Note, Bills of Exchange, & Cheque, and their definitions and characteristics, Types of endorsements, Holder- Holder in due course, Discharge of Parties. Introduction to Goods and Services Tax (GST).

Unit – IV:

Business Ethics: The Changing Environment: Business Ethics-why does it matter? ; Levels of Business Ethics-Five Myths about Business Ethics-can Business Ethics be taught and trained? stages of Moral development Kohlberg's study-carol Gilligan's Theory-Principles of Ethics.

Unit – V:

Cyber Crime: The Legal Landscape - Need for cyber laws in the Indian context - The Indian IT Act- challenges to Indian Law and cyber crime scenario in Indian – issues and Challenges in Cyber Crime.

TEXTBOOKS:

1. Ravinder Kumar, Legal Aspects of Business, 4e, Cengage Learning, 2016.
2. P.P.S.Gogna, Company Law, S.Chand, 2016.
3. RSN Pillai, Bagavathi, Legal Aspects of Business, S.Chand, 2016.
4. Akhileshwar Pathak, Legal Aspects of Business, Tata McGraw Hill, 3e, 2011.
5. Nina Godbole & Sunit Belapure, Cyber Security, Wiley India, 2012.

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22MBA207	BUSINESS ENVIROMENT	L	T	P	C
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COURSE RATIONALE-To provide the contemporary issues in the Business Environment and to facilitate a better-informed Economic System

UNIT I

Business Environment: Meaning – Various environments affecting business – Social Economic; Political and Legal; Culture; Competitive Demographic; Technological and International environments.

UNIT II

Business and culture: Culture – Elements of culture – Impact of foreign culture – Traditional values and its impact – Change and resistance to change - Caste and communities – Linguistic and Religious groups – Joint Family system.

UNIT III

Business and Society: Social responsibilities of Business – Responsibilities to shareholders; Responsibility to employees; Responsibility to customer; Responsibility to the community; Responsibility to the Government – Business Ethics – Population – Demographic pattern changes – Standard of living – Urbanization – Migration.

UNIT IV

Business and Government: State Regulations of business – Industrial Licensing policy – Technology – Indigenous Technology – Importance of Technology – Importance of Technological changes of business.

UNIT V

Economic system: socialism – Capitalism - Mixed Economy – Their impact of Business – Public sector, private sector, joint sector – objectives, growth, achievements and failures of Public sector in India.

TEXT BOOK

1. Francis Cherunilum -Business Environment

REFERENCES

1. K. Aswathappa, Himalaya Publishing House -Essentials of Business Environments -
2. Lokanathan and Lakshmi rajan, -Business and society-Emerald Publishers
3. M.Adikary - Economic Environment of Business - Sultan Chand & Sons.

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