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MBAIBM101 SOFTWARE, PROGRAMMING, AND DATABASES FUNDAMENTALS

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	T	P	CREDITS
MBAIBM101	CC	Software, Programming, and Databases Fundamentals	-	-	-	-	-	-	-	-	2

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **CC-** Core Course*
Teacher Assessment shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objective
1. To gain job-ready fundamental technical support skills for installing, configuring, and updating software applications and the technology that supports its infrastructure and development such as programming languages and databases.
2. To help students converse knowledgeably with development team peers regarding software, programming, and databases.
3. To make them understand about the operating system running on mobile phone to cloud computing technology underpinning enterprise software applications.
4. To help students learn about databases which fuel the flow of information in software, web browsers, software development processes, programming languages, and fundamental programming concepts.

Examination Scheme
The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

Course Outcomes
1. Classify, install, configure, and manages software including on mobile platforms
2. Discuss cloud computing, web browser concepts, and secure browsing
3. Explain programming concepts like branching, looping, data structures, and objects
4. Describe fundamental data base management concepts

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			TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL					
OURSE CODE	CATEGORY	COURSE NAME	END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	T	P	CREDITS
MBAIBM101	CC	Software, Programming, and Databases Fundamentals	-	-	-	-	-	-	-	-	2

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **CC-** Core Course
*Teacher Assessment shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

COURSE CONTENT

Module1: Computing Platforms and Software Applications
- Computing Platforms and Compatibility
- Commercial and Open Source Software
- Software Licenses
- Understanding Software Licenses, DRM, and EULAs
- Software Installation Management
- Software Versions
- Hands-on Lab: Install, Update C Remove Applications
- Mobile Applications C Stores
- Productivity, Business, and Collaboration Software
- Types of File Formats
- Activity: Recognizing File Formats

Module 2: Fundamentals of Web Browsers, Applications, and Cloud Computing
- Common Web Browsers
- Browser Installs and Updates
- Browser Plug-ins and Extensions
- Basic Browser Security Settings
- Browser Security Certificates and Pop-ups Settings
- Private Browsing and Client-side Scripting Settings
- Activity: Managing Browser Plug-ins and Extensions
- Hands-on Lab: Browser Pop-ups, Redirects, and Extensions
- Introduction to cloud computing and cloud deployment and service models
- Understanding the Differences Between Community Cloud, DaaS, and VDI
- Application Architecture and Delivery Methods
- Software Development Life Cycle

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COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								CREDITS
			THEORY			PRACTICAL		L	T	P	
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
MBAIBM101	CC	Software, Programming, and Databases Fundamentals	-	-	-	-	-	-	-	-	2

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **CC-** Core Course
*__Teacher Assessment__ shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Module 3: Basics of Programming
- Interpreted and Compiled Programming Languages
- Comparing Compiled and Interpreted Programming Languages
- Query and Assembly Programming Languages
- Hands-on Lab - Hello World in 11 Programming Languages
- Scripting Languages C Use Cases - Windows and Linux
- Hands-on Lab: Basic Script within Windows
- Understanding Code Organization Methods
- Branching and Looping Programming Logic
- Activity: Programming Logic and Organizational Methods
- Introduction to Programming Concepts
- Hands-on lab: Programming Fundamentals with Python

Module 4: Database Fundamentals
- Types of Data, Sources, and Uses
- Database Fundamentals and Constructs
- Database Roles and Permissions
- Database types
- Interfacing with Databases
- Hands-on Lab: Basic Database Operations
- Database Management
- Backing Up Databases

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I SEMESTER (2025-2027)

MBAIBM102 DATA ANALYTICS WIH PYTHON

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	T	P	CREDITS
MBAIBM102	CC	Data Analytics with Python	60	20	20	-	-	2	-	2	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **CC-** Core Course
***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objective
1. To introduce students to Python programming concepts and their relevance in business analytics.
2. To develop the ability to handle, manipulate, and analyze business data using Python libraries.
3. To enable students to perform descriptive and statistical analysis for business decision-making.
4. To familiarize students with data visualization techniques for deriving actionable insights.
5. To expose students to real-world use cases of Python in management, marketing, and business operations.

Examination Scheme
The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

Course Outcomes
1. Apply Python programming fundamentals to solve business problems.
2. Use data structures effectively for data storage and manipulation.
3. Perform data cleaning, analysis, and interpretation using Pandas and NumPy.
4. Create meaningful business visualizations using Matplotlib and Seaborn.
5. Demonstrate practical understanding of Python applications in business analytics and decision-making.

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			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	T	P	CREDITS
MBAIBM102	CC	Data Analytics with Python	60	20	20	-	-	2	-	2	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **CC-** Core Course
***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

COURSE CONTENT

Unit I: Introduction to Python:
- Overview of Programming and Python Language
- Importance of Python in Business Analytics
- Installing Python, Jupyter Notebook / Google Colab
- Basic Syntax, Variables, and Data Types
- Input and Output Operations
- Writing and Executing Simple Python Script

Unit II: Data Structures:
- Lists, Tuples, Sets, and Dictionaries – Creation and Operations
- String Handling and Formatting
- Operations in all the data structures
- Operators and Expressions.

Unit III: Data Analysis:
- Introduction to Data Frames (Pandas) and Numpy
- Data Cleaning: Handling Missing Values and Duplicates
- Descriptive Statistics using Pandas
- Correlation and Trend Analysis
- Basic Business Data Interpretation

Unit IV: **Data Visualization for Business Insights**
- Importance of Visualization in Decision-Making
- Using Matplotlib and Seaborn for Visualization
- Line, Bar, and Pie Charts for Business Metrics
- Visualizing Customer Data and Market Trends
- Dashboard-style Business Reports

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COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	T	P	CREDITS
MBAIBM102	CC	Data Analytics with Python	60	20	20	-	-	2	-	2	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **CC-** Core Course
*__Teacher Assessment__ shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Unit V: Use Cases of Data Analysis with Python
- Financial Performance Analysis
- HR Analytics – Employee Performance and Retention
- Operations Efficiency and Supply Chain Optimization
- Customer Segmentation and Target Marketing
- Campaign Effectiveness Analysis
- Sales Prediction and Market Basket Analysis

Suggested Readings
1. Bishop, C. M., & Nasrabadi, N. M. (2006). *Pattern recognition and machine learning* (Vol. 4, No. 4, p. 738). New York: springer.
2. B Downey, A. (2012). Think Python: How to Think Like a Computer Scientist-2e.
3. Kamthane, A. N., & Kamthane, A. A. (2018). *Programming and Problem Solving with Python*. McGraw-Hill Education.
4. Lambert, K. A. (2018). *Fundamentals of Python: first programs*. Course Technology Press.

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MBAI101 PRINCIPLES AND PRACTICE OF MANAGEMENT

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	T	P	CREDITS
MBAI101	CC	**Principles and Practice of Management**	60	20	20	-	-	3	-	-	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **CC-** Core Course
*__Teacher Assessment__ shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objective
To understand the core management principles which applies to individuals, medium and large organizations. The students are expected to learn the basics of management functions and realize the ideal characteristics of a manager. The impetus of this subject is to make the students familiarize with the professional skills required to be an effective manager.

Examination Scheme
The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

Course Outcomes
1. Understand the role of managers.
2. Understand the major functions of management viz. Planning, Organizing, Staffing, leading and controlling.
3. Describe the interrelationship among the various functions of Management.
4. Develop a general management perspective.
5. Use analytical skills for decision making.

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COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	T	P	CREDITS
MBAI101	CC	Principles and Practice of Management	60	20	20	-	-	3	-	-	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **CC-** Core Course
*__Teacher Assessment__ shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

COURSE CONTENT

Unit I: Nature and Evolution of Management
1. Meaning, Nature and Concept of Management
2. Functions and Responsibilities of Managers
3. Evolution of Management Thoughts
4. Early Classical Approaches – Scientific Management, Administrative Management, Bureaucracy, Hawthorne study, Principles of Fayol
5. Neo-Classical Approaches – Human Relations Movement, Behavioral Approaches
6. Modern Approaches – Quantitative Approach; Systems Approach; Contingency Approach

Unit II: Planning
1. Planning: Nature and Purpose of Planning
2. Planning Process, Types of Planning and Objectives
3. Advantages and limitations of Planning
4. MBO
5. Decision Making, Process of Decision Making

Unit III: Organizing
1. Nature and Purpose of Organizing
2. Departmentation
3. Span of Control
4. Line and Staff Relationship
5. Delegation and Decentralization

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COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
MBAI101	CC	Principles and Practice of Management	60	20	20	-	-	3	-	-	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **CC-** Core Course
***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Unit IV: Directing
1. Meaning and Characteristics of Direction
2. Elements of Direction
3. Principles of effective Direction
4. Direction Process
5. Leadership

Unit V: Controlling
1. Concepts and Process of Controlling
2. Controlling Techniques
3. Feedback and Feed Forward Controls
4. Profit and Loss Control
5. Budgetary Control
6. Return on Investment Control
7. Managing in Virtual Environment
8. Managerial Skills

Suggested Readings
1 Koontz and Heinz Weihrich (2008). *Essentials of Management.* Tata McGraw-Hill Education, India, Latest Edition.
2 Robbins and Coulter (2007). *Management.* Prentice Hall of India, Latest Edition.
3 Hillier Frederick S. and Hillier Mark S(2008). *Introduction to Management Science: A Modeling and Case Studies Approach with Spreadsheets.*McGraw Hill, India,Latest Edition.
4 Weihrich Heinz and Koontz Harold (2011). *Management: A Global and Entrepreneurial Perspective.* McGraw-Hill Education, New Delhi, India, Latest Edition.
5 Tripathi P.C. and Reddy P.N.(2012). *Principles of Management.* Tata McGraw Hill Education, New Delhi, India, Latest Edition.

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MBAI102 MARKETING MANAGEMENT

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	T	P	CREDITS
MBAI102	CC	Marketing Management	60	20	20	-	-	3	-	-	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **CC-** Core Course
*__Teacher Assessment__ shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objectives
1. The objective of the course is to provide the learners exposure to modern marketing concepts, tools, and techniques.
2. To help them develop abilities and skills required for the performance of marketing functions.

Examination Scheme
The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

Course Outcomes
1. Demonstrate understanding of marketing management.
2. Apply the concept of marketing in business operations.
3. Develop an understanding of the linkages of marketing management and other functions of an organization.

COURSE CONTENT

Unit I: Marketing Concepts
1. Introduction- Nature and scope of marketing, Evolution, Various marketing orientations
2. Marketing Vs Selling concepts
3. Consumer need, Want and Demand concepts
4. Marketing Environment
5. Marketing challenges in the globalized economic scenario

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			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	T	P	CREDITS
MBAI102	CC	Marketing Management	60	20	20	-	-	3	-	-	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **CC-** Core Course
*__Teacher Assessment__ shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Unit II: Market Segmentation, Targeting, Positioning and Branding
1. Segmentation-Meaning, Factors influencing segmentation, Basis for segmentation
2. Targeting-Meaning, Basis for identifying target customers, Target Market Strategies
3. Positioning-Meaning, Product differentiation strategies, Tasks involved in positioning
4. Branding- Concept of Branding, Brand Types, Brand equity, Branding Strategies

Unit III: Products and Pricing
1. Product Decisions- Concept and Objectives, Product mix
2. New product development process
3. Product Life cycle strategies
4. Pricing Decisions- Pricing concepts and Objectives
5. Pricing strategies-Value based, Cost based, Market based, Competitor based
6. New product pricing – Price Skimming and Penetration pricing

Unit IV: Distribution Decisions
1. Importance and Functions of Distribution Channel
2. Channel alternatives
3. Factors affecting channel choice
4. Channel design
5. Channel conflict and Channel management decisions, Distribution system
6. Multilevel Marketing (Network Marketing)

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			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
MBAI102	CC	Marketing Management	60	20	20	-	-	3	-	-	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **CC-** Core Course
***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Unit V: Integrated Marketing Communications
1. Concept of communication mix, Communication objectives
2. Advertising- Advertising Objectives, Advertising Budget, Advertising Copy
3. AIDA model, Advertising Agency Decisions
4. Sales Promotion: Sales Promotion Mix, Tools and Techniques of sales promotion, Push-pull strategies of promotion
5. Personal selling- Concept, Features, Functions, Steps/process involved in Personal selling
6. Publicity / Public Relation- Meaning, Objectives, Types, Functions of Public Relations
7. Digital Marketing- Basic concepts of E-Marketing

Suggested Readings
1. Kotler, Keller, Koshy and Jha (2009). *Marketing Management: A South Asian Perspective*. Pearson Education, Latest Edition.
2. Masterson Rosalind and Pickton David (2014). *Marketing: An Introduction*. Sage Publications, Latest Edition.
3. Panda Tapan (2008). *Marketing Management. Excel Books*. India Latest Edition.
4. Ramaswamy V. S. and Namakumar S. (2009). *Marketing Management*. Macmillan Publishers, Latest Edition.
5. Etzel M. J, Walker B J and Stanton William J. (1997). *Fundamentals of Marketing Management*. Tata McGraw Hill, Latest Edition.
6. Kumar Arun and N Meenakshi (2009). *Marketing Management*. Vikas Publications, Latest Edition.
7. Karunakaran K. (2009). *Marketing Management*. Himalaya Publishing House, Latest Edition.
8. SaxenaRajan (2009). *Marketing Management*. Cengage Learning, Latest Edition.
9. Lamb, Hair, Sharma, McDanniel (2012). *Marketing. Cengage Learning*. Latest Edition.

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MBAAI103 ACCOUNTING FOR MANAGERS

COURSE CODE	CATEGORY	COURSE NAME	THEORY END SEM University Exam	THEORY Two Term Exam	THEORY Teachers Assessment*	PRACTICAL END SEM University Exam	PRACTICAL Teachers Assessment*	L	T	P	CREDITS
MBAAI103	CC	Accounting for Managers	60	20	20	-	-	3	-	-	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **CC-** Core Course
***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objective
The objective of this course is to acquaint the students with the basic concept of Financial, Cost and Management Accounting and also to develop understanding of Accounting for Managers which helps them in decision making.

Examination Scheme
The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of three questions, out of which student will be required to attempt any two cases / problems worth 24 marks.

Course Outcomes
1. Understand the role of accounting in business.
2. Develop an understanding of the basic accounting framework.
3. Record basic business events culminating into a balance sheet.
4. Apply the financial accounting concepts using any standard accounting package.

COURSE CONTENT

Unit I: Introduction to Financial Accounting
1. Basic Accounting Concepts and Fundamental Conventions
2. Concept of Double Entry System
3. Basic knowledge of Accounting Process: Journal, Ledger, Trial Balance

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Shri Vaishnav Vidyapeeth	Shri Vaishnav Vidyapeeth	Vishwavidyalaya, Indore	Vishwavidyalaya, Indore
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COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
MBAAI103	CC	Accounting for Managers	60	20	20	-	-	3	-	-	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **CC-** Core Course
***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Unit II: Preparation of Final Accounts without Adjustments
Statement of Profit and Loss and Balance Sheet as per Schedule-III – Companies Act, 2013

Unit III: Basics of Depreciation
1. Depreciation and its importance in Decision Making
2. Methods of Depreciation i.e. Straight Line Method and Written Down Value Method

Unit IV: Cost Accounting
1. Concept
2. Elements of Cost
3. Classification of Costs
4. Cost Control and Cost Reduction

Unit V: Management Accounting
1. Basic Management Accounting Concepts
2. Relationship with Financial Accounting and Cost Accounting
3. Variance Analysis
4. Uses of Variance in decision making.

Suggested Readings
1. Tulsian P.C.(2002). *Financial Accounting*. Pearson Education, India, Latest Edition.
2. Maheshwari S.N.(2013)**. *Introduction to Accountancy*. Vikas Publishing House, New Delhi, Latest Edition.
3. Hansen (2002). *Management Accounting*. Cengage Learning, India, Latest Edition.
4. N. Ramchandran and Kakani Ramkumar(2005). *Financial Accounting for Management*. Tata- Mac Graw-Hill Education, New Delhi, Latest Edition.
5. Paresh Shah (2007). *Basic Financial Accounting for Management*. Oxford University, New Delhi, Latest edition.

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MBAI104 ORGANIZATIONAL BEHAVIOR

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	T	P	CREDITS
MBAI104	CC	Organizational Behavior	60	20	20	-	-	3	-	-	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **CC-** Core Course
***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objective
The objective of the course is to familiarize the students with Organisational, Group and Individual Behaviour. The course also educates the students the concept and theories of Motivation, Leadership and Teamwork.

Examination Scheme
The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

Course Outcomes
1. To describe human behavior and that of others in an organizational setting.
2. To examine important aspects of group/team processes and manage them.
3. To demonstrate ability to manage, lead and work with other people in the organization.

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COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	T	P	CREDITS
MBAI104	CC	Organizational Behavior	60	20	20	-	-	3	-	-	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **CC-** Core Course
*__Teacher Assessment__ shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

COURSE CONTENT

Unit I: Introduction to Organizational Behavior (OB)
1. Definition, Contributing Disciplines to the OB field, Levels of OB
2. Models of Organisational Behavior
3. Challenges and Opportunities for OB
4. Organisational Behaviour in Global Context

Unit II: Determinants of Individual Behavior
1. Personality - Concept, Determinants, Personality Traits (MBTI & Big Five); Major Personality Attributes Influencing OB.
2. Perception – Factors Affecting Perception, Attribution Theory, Errors in Perception
3. Attitude - Formation, Components of Attitudes, Types
4. Learning - Concept, Theories - Classical Learning, Operant Learning and Social Learning and Managerial Implications

Unit III: Motivation and Leadership
1. Motivation: Concept and Process
2. Theories of Motivation: Need Hierarchy Theory, Two Factor Theory, Victor Vroom Theory, Equity Theory, Organisational Justice, Application of Motivational Theories
3. Leadership: Meaning and Styles
4. Leadership Theories: Trait Theory, Behavioral Theories- Managerial Grid, Situational Theories-Fiedler's Model and Hersey-Blanchard Model

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COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME					L	T	P	CREDITS
			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
MBAI104	CC	Organizational Behavior	60	20	20	-	-	3	-	-	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **CC-** Core Course
***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Unit IV: Group Behavior and Conflict Management
1. Groups and Team: Concept, Classification, Life Cycle of a Team, Building effective Teams
2. Conflict: Meaning, Level, Sources, Model of Conflict Resolution.
3. Interpersonal Orientations: Transactional Analysis, Stroking

Unit V: Organisation Culture, Stress and Change Management
1. Organisational Culture: Concept, Creating and Sustaining Culture, OB Across Cultures
2. Change : Concept, Forces for Change, Resistance to Change, Approaches to Managing Change
3. Stress: Concept, Causes, Approaches to Stress Management
4. Issues between Organisations and Individuals.

Suggested Readings
1. Stephens, R., Judge, T. and Sanghi, S. (2011).*Organizational Behavior*. Pearson Education India, Latest Edition.
2. Newstorm, J. (2007). ***Positive Organizational Behavior.*** Sage Publications, 12 Edition.
3. Hitt, Millar, Colella (2006). ***Organizational Behavior: A Strategic Approach***. John Wiley and Sons, Latest Edition.
4. Dwivedi R. S. (2001). ***Human Relations and Organizational Behavior: A Global Perspective.*** Macmillan, Latest Edition.
5. Greenberg, J. and Baron, R. (2008). ***Behavior in Organizations.*** Pearson Prentice Hall, Latest Edition.

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Vishwavidyalaya, Indore	Vishwavidyalaya, Indore		

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MBAI105 BUSINESS COMMUNICATION

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	T	P	CREDITS
MBAI105	SEC	Business Communication	60	20	20	-	-	3	-	-	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **SEC-**Skill Enhancement Course

***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objectives
The objective of this course is to develop communication skills, discover what business communication is all about and to learn how to adapt communication experiences in life and college to the business world.

Examination Scheme
The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

Course Outcomes
1. To have proficiency in written and verbal communication.
2. To understand the dynamics of communication and correspondence.
3. To have the ability to recognize and appreciate quality written pieces.

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			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	T	P	CREDITS
MBAI105	SEC	Business Communication	60	20	20	-	-	3	-	-	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **SEC**- Skill Enhancement Course

****Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

COURSE CONTENT

Unit I: Introduction
1. Defining Communication
2. Process of communication
3. Principles of effective communication
4. Importance of business communication and Importance of feedback
5. Barriers to communication

Unit II: Communication Networks
1. Formal : Upward, Downward, Lateral
2. Informal : Grapevine; Advantages and Disadvantages of the grapevine
3. Verbal Communication
4. Non-Verbal Communication: Importance of non-verbal communication, Kinesics, Proxemics, Paralanguage

Unit III: Business Letters and Reports Writing:
1. Introduction to business letter, Types of Business Letters , Writing routine and persuasive letters: Positive and Negative messages
2. Writing Reports: Purpose, Kinds and Objectives of reports: Organization and Preparing reports
3. Short and Long reports

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COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
MBAI105	SEC	Business Communication	60	20	20	-	-	3	-	-	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical: **C** - Credit; **SEC-** Skill Enhancement Course

*Teacher Assessment shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Unit IV: Writing Proposals, Memos, Resumes and Applications
1. Writing Proposals: Structure and preparation
2. Writing Memos
3. Writing Resumes, Application letters

Unit V: Employment Communication
1. Interview skills: Interviewing and being interviewed
2. Group Discussions
3. Presentation Skills

Suggested Readings
1. Chaturvedi, P.D. (2004). *Business Communication Concepts Cases and Applications.* Pearson Education, India, Latest Edition.
2. Penrose (2003). *Business Communication for Managers.* Cengage Learning, India, Latest Edition.
3. Krizan (2008). *Effective Business Communication.* Cengage Learning, India, Latest Edition.
4. Courtland L. Bovee (1989). *Techniques of Writing Business Letters, Memos and Reports.* JaicoPublishing House, Latest Edition.
5. Kaul,A.(2015). *Business Communication.* PHI Learning, Latest Edition.
6. Loudon, Kenneth C. and LoudonJane P. (2013). *Management Information Systems.* Pearson Education Limited, Latest Edition.
7. Jawadekar, W. S. (2009). *Management Information Systems: Text and Cases.* Tata McGraw Hill,Latest Edition.

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