



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

Shri Vaishnav School of Management

MBA

Choice Based Credit System (CBCS) in Light of NEP-2020

MBA101 PRINCIPLES AND PRACTICE OF MANAGEMENT

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CR EDI TS
			END SEM Universi ty Exam	Two Ter m Exa m	Teach ers Asses ment *	END SEM Universi ty Exam	Teach ers Asse sme nt*				
MBAI101	MAJ	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 Objectives

1. Understand the meaning, nature, evolution, and significance of management along with the role and responsibilities of managers in organizations.
2. Explain the various functions of management such as planning, organizing, directing, and controlling in business organizations.
3. Develop knowledge of decision-making, leadership, delegation, decentralization, and coordination for effective managerial practices.
4. Analyze different management approaches, organizational structures, and controlling techniques used in modern organizations.
5. Apply managerial and analytical skills to solve organizational problems and improve managerial effectiveness in dynamic business environments.

Course Alignment with UNSDG:

The Course aims to fulfill the United Nations Sustainable Development Goals, **SDG 4 (Quality Education)**.

Course outcomes: After completion of the course, the student will be able to:

Cos	Course Outcomes
CO1	Understand the role of managers.
CO2	Understand the major functions of management viz. Planning, Organizing, Staffing, leading and controlling.
CO3	Describe the interrelationship among the various functions of Management.
CO4	Develop a general management perspective.
CO5	Use analytical skills for decision making.

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			THEORY			PRACTICAL		L	T	P	CR EDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment *	END SEM University Exam	Teachers Assessment*				
MBAI101	MAJ	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.

Teaching Pedagogy:

T1	Classroom teaching (white board), Power Point Presentations, Interactive lectures, Inquiry-based teaching
T2	ABL activities, Assignments, Flip Class/ Seminars, Quizzes, Case Study examination

Assessment Tools

ATL-1	Quiz
ATL -2	Activity Based Learning (Experiential Learning)
ATL -3	Midterm Exams
ATL -4	Flip Class
ATL -5	Seminar Presentation
ATL -6	Assignments
ATL -7	Role Plays (Experiential Learning)
ATL -8	Case Study (Experiential Learning)
ATL -9	Industrial Visit Report (Experiential Learning)

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***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	Descriptors/Topics	Hours	Assessment tools
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	9	ATL-1 ATL-3
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. Management by Objectives (MBO) 5. Decision Making and Process of Decision Making	9	ATL-2 ATL-4
Unit III: Organizing	1. Nature and Purpose of Organizing 2. Departmentation 3. Span of Control 4. Line and Staff Relationship 5. Delegation and Decentralization	9	ATL-5 ATL-6
Unit IV: Directing	1. Meaning and Characteristics of Direction 2. Elements of Direction	9	ATL-7 ATL-8

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	3. Principles of Effective Direction 4. Direction Process 5. Leadership		ATL-2
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	9	ATL-8 ATL-9 ATL-3
	Total	45	

Additional Resources

A. Value addition to course content/ Skill enhancement content:

https://onlinecourses.nptel.ac.in/e-learning/preview/noc26_mg72

B. Remedial classes for slow learners:

- Identification of slow learners through internal assessments, class performance, attendance, assignments, and teacher observations.
- Conduct of remedial classes to provide additional academic support in difficult subjects/topics.
- Maintenance of records related to attendance, performance, and progress of remedial classes.

S. No.	Suggested Readings
1	Koontz and Heinz Weihrich (2008). <i>Essentials of Management</i> . Tata McGraw-Hill Education, India, Latest Edition.
2	Robbins and Coulter (2007). <i>Management</i> . Prentice Hall of India, Latest Edition.
3	Hillier Frederick S. and Hillier Mark S. (2008). <i>Introduction to Management Science: A Modeling and Case Studies Approach with Spreadsheets</i> . McGraw Hill, India, Latest Edition.
4	Weihrich Heinz and Koontz Harold (2011). <i>Management: A Global and Entrepreneurial Perspective</i> . McGraw-Hill Education, New Delhi, India, Latest Edition.
5	Tripathi P.C. and Reddy P.N. (2012). <i>Principles of Management</i> . Tata McGraw Hill Education, New Delhi, India, Latest Edition.

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COURSE CODE	CATEGOR Y	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	C R E D I T S
			END SEM Unive rsity Exam	Tw o Ter m Exa m	Te ac he rs As ses sm ent *	END SEM Universit y Exam	Te ac he rs As ses sm ent *				
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 Articulation Matrix (Mapping of COs with POs)

Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	2	-	-	-	1	3
CO2	3	2	2	-	-	1	3
CO3	3	2	2	1	-	-	3
CO4	2	3	2	2	-	1	2
CO5	2	3	3	2	3	-	2

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Choice Based Credit System (CBCS) in Light of NEP-2020

MBAI102 MARKETING MANAGEMENT

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	C R E D I T S
			END SEM Unive rsity Exam	Two Term Exam	Tea che rs Ass ess me nt*	END SEM Unive rsity Exam	Teac hers Asse ssme nt*				
MBAI102	MAJ	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.

Course Alignment with UNSDG:

The Course aims to fulfill the United Nations Sustainable Development Goals, **SDG 4 (Quality Education)**.

Course outcomes: After completion of the course, the student will be able to:

COs	Course Outcomes
CO1	Understand the basic concepts, scope, functions, and environment of marketing in the modern business scenario.
CO2	Explain the concepts of market segmentation, targeting, positioning, and branding strategies used in marketing management.
CO3	Analyze product and pricing decisions including product life cycle, new product development, and pricing strategies.
CO4	Understand distribution channel decisions, channel management, and various distribution systems in marketing.
CO5	Apply integrated marketing communication tools such as advertising, sales promotion, personal selling, public relations, and digital marketing for effective marketing practices.

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			THEORY			PRACTICAL		L	T	P	C R E D I T S
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
MBAI102	MAJ	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.

Teaching Pedagogy

T1	Classroom teaching (white board), Power Point Presentations, Interactive lectures, Inquiry-based teaching
T2	ABL activities, Assignments, Flip Class/ Seminars, Quizzes, Case Study examination

Assessment Tools

ATL-1	Quiz
ATL -2	Activity Based Learning
ATL -3	Midterm Exams
ATL -4	Flip Class
ATL -5	Seminar Presentation
ATL -6	Assignments
ATL -7	Role Plays
ATL -8	Case Study
ATL -9	Industrial Visit Report

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			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
MBAI102	MAJ	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.

Module	Descriptors/Topics	Hou rs	Assessment tools
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	9	ATL-3 ATL-1 ATL-6
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	9	ATL-3 ATL-8 ATL-5
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	9	ATL-1 ATL-6 ATL-5

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	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)	9	ATL-1 ATL-6 ATL-8
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 Relations – Meaning, Objectives, Types, Functions of Public Relations 7. Digital Marketing – Basic Concepts of E-Marketing	9	ATL-5 ATL-8
	Total	45	

Additional Resources

A. Value addition to course content/ Skill enhancement content:

https://onlinecourses.nptel.ac.in/e-learning/preview/noc26_mg72

B. Remedial classes for slow learners:

- Identification of slow learners through internal assessments, class performance, attendance, assignments, and teacher observations.
- Conduct of remedial classes to provide additional academic support in difficult subjects/topics.
- Maintenance of records related to attendance, performance, and progress of remedial classes.

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			END SEM University Exam	Two Term Exam	Teachers Assessment *	END SEM University Exam	Teachers Assessment*				
MBAI102	MAJ	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.

S. No.	Suggested Readings
1	Kotler, Keller, Koshy and Jha (2009). <i>Marketing Management: A South Asian Perspective</i> . Pearson Education, Latest Edition.
2	Masterson Rosalind and Pickton David (2014). <i>Marketing: An Introduction</i> . Sage Publications, Latest Edition.
3	Panda Tapan (2008). <i>Marketing Management</i> . Excel Books, India, Latest Edition.
4	Ramaswamy V. S. and Namakumar S. (2009). <i>Marketing Management</i> . Macmillan Publishers, Latest Edition.
5	Etzel M. J., Walker B. J. and Stanton William J. (1997). <i>Fundamentals of Marketing Management</i> . Tata McGraw Hill, Latest Edition.
6	Kumar Arun and N. Meenakshi (2009). <i>Marketing Management</i> . Vikas Publications, Latest Edition.
7	Karunakaran K. (2009). <i>Marketing Management</i> . Himalaya Publishing House, Latest Edition.
8	Saxena Rajan (2009). <i>Marketing Management</i> . Cengage Learning, Latest Edition.

Course Articulation Matrix (Mapping of COs with POs)

Course Outcomes							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	2	-	-	-	-	-
CO2	3	2	2	-	-	-	-
CO3	3	3	2	1	2	-	-
CO4	2	2	2	1	-	-	-
CO5	3	3	3	2	1	1	2

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Choice Based Credit System (CBCS) in Light of NEP-2020

MBAI108 FINANCIAL ACCOUNTING

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	C R E D I T S
			END SEM University Exam	Two Term Exam	Teachers Assessment *	END SEM University Exam	Teachers Assessment *				
MBAI108	MAJ	Financial Accounting	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. Understand the concepts, principles, and accounting standards governing financial accounting.
2. Develop the ability to record, classify, and summarize business transactions using the double-entry system.
3. Prepare and interpret financial statements for business organizations.
4. Analyze financial information for managerial and business decision-making.
5. Develop practical understanding of financial reporting in accordance with Schedule III of the Companies Act, 2013.

The Course aims to fulfill the United Nations Sustainable Development Goals, **SDG 4 (Quality Education)**.

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			END SEM University Exam	Two Term Exam	Teachers Assessment *	END SEM University Exam	Teachers Assessment *				
MBAI108	MAJ	Financial Accounting	60	20	20	-	-	3	-	-	3

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical: C - Credit; CC- Core Course

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Teaching Pedagogy:

T1	Classroom teaching (white board), Power Point Presentations, Interactive lectures, Inquiry-based teaching
T2	ABL activities, Assignments, Flip Class/ Seminars, Quizzes, Case Study examination

Assessment Tools

ATL-1	Quiz
ATL -2	Activity Based Learning
ATL -3	Midterm Exams
ATL -4	Flip Class
ATL -5	Seminar Presentation
ATL -6	Assignments
ATL -7	Role Plays
ATL -8	Case Study
ATL -9	Industrial Visit Report

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			THEORY			PRACTICAL		L	T	P	C R E D I T S
			END SEM Unive rsity Exam	Tw o Term Exam	Te ac he rs As ses sm ent *	END SEM Universit y Exam	Te ac he rs As ses sm ent*				
MBAI108	MAJ	Financial Accounting	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	Descriptors/Topics	Hours	Assessment Tools
UNIT I: Introduction to Financial Accounting	1. Meaning, Nature and Scope of Financial Accounting 2. Accounting Principles, Concepts and Conventions 3. Double Entry System	9	ATL4 ATL3 ATL6
UNIT II: Recording Business Transactions	1. Journal 2. Ledger 3. Trial Balance 4. Rectification of Errors	9	ATL1 ATL3 ATL6
UNIT III: Basics of Depreciation	1. Capital and Revenue Items 2. Depreciation – Meaning and Need 3. Methods of Deprecation 4. Straight line method 5. Written Down Value Method	9	ATL1 ATL5 ATL6
UNIT IV: Preparation of Financial Statements	1. Statement of Profit and Loss and Balance Sheet 2. Financial statements with adjustments	10	ATL1 ATL4 ATL6

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UNIT V: Financial Reporting and Contemporary Practices	1. Users of Financial Statements 2. Importance of Financial Reporting for Business Decision Making 3. Ethics in financial reporting	8	ATL4 ATL3 ATL6 ATL7
	Total Hours	45	

ADDITIONAL RESOURCES

A Value addition to course content/ Skill enhancement content:

Analysis of annual reports of listed companies.

B Remedial classes for slow learners:

As per the SOP for slow and fast learners.

Guided numerical problem-solving sessions.

Suggested Readings:

S. No.	Suggested Readings
1	Tulsian, P. C. <i>Financial Accounting</i> . Pearson
2	Maheshwari, S. N. <i>Financial Accounting</i> . Vikas Publishing House.
3	Ramachandran, N., & Kakani, R. <i>Financial Accounting for Management</i> . McGraw-Hill.
4	Paresh Shah. <i>Basic Financial Accounting for Management</i> . Oxford University Press.
5	Gupta, R. L., & Radhaswamy. <i>Financial Accounting</i> . Sultan Chand.

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Choice Based Credit System (CBCS) in Light of NEP-2020

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	C R E D I T S
			END SEM Unive rsity Exam	Tw o Ter m Exa m	Te ac he rs As ses sm ent *	END SEM Universit y Exam	Te ac he rs As ses sm ent *				
MBAI108	MAJ	Financial Accounting	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.

Reference Books

- 1 Jain, S. P., & Narang, K. L. Financial Accounting. Kalyani Publishers.
- 2 International Financial Reporting Standards (IFRS) Foundation – Introductory Material.

Suggested- resources (Websites/e-books)

1. <https://onlinecourses.nptel.ac.in/e-learning>
2. https://onlinecourses.nptel.ac.in/noc26_mg52/preview?utm

COURSE ARTICULATION MATRIX (MAPPING OF COs WITH POs)

Course Outcomes	PO1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
CO1	3	1	2	2	2	-	1
CO2	3	-	2	2	3	-	1
CO3	2	-	2	2	3	-	1
CO4	3	1	3	2	3	-	1
CO5	2	2	2	3	3	1	2

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Choice Based Credit System (CBCS) in Light of NEP-2020

MBAI104 ORGANIZATIONAL BEHAVIOR

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	C R E D I T S
			END SEM Unive rsity Exam	Tw o Ter m Exa m	Teac hers Asse ssme nt*	END SEM Univer sity Exam	Teac hers Asse ssme nt*				
MBAI104	MAJ	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 Objectives

1. To familiarize students with the fundamentals of Organizational Behavior and its relevance in organizational settings.
2. To develop understanding of individual and group behavior within organizations.
3. To provide knowledge of motivation, leadership, team dynamics, and conflict management.
4. To enhance students' ability to manage organizational change, stress, and workplace relationships effectively.
5. To develop interpersonal, managerial, and behavioral skills required for effective organizational functioning.

Course Alignment with UNSDG:

The Course aims to fulfill the United Nations Sustainable Development Goals, **SDG 4 (Quality Education)**.

Course outcomes: After completion of the course, the student will be able to:

COs	Course Outcomes
CO1	Describe individual and group behavior in organizational settings and understand the fundamentals of Organizational Behavior.
CO2	Analyze personality, perception, attitude, and learning theories influencing individual behavior at the workplace.
CO3	Explain motivational and leadership theories and their application in organizational effectiveness.
CO4	Examine group dynamics, team building, conflict management, and interpersonal relationships in organizations.
CO5	Understand organizational culture, stress management, and change management practices in modern organizations.

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COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	C R E D I T S
			END SEM University Exam	Two Term Exam	Teachers Assessment *	END SEM University Exam	Teachers Assessment *				
MBAI104	MAJ	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.

Teaching Pedagogy:

T1	Classroom teaching (white board), Power Point Presentations, Interactive lectures, Inquiry-based teaching
T2	ABL activities, Assignments, Flip Class/ Seminars, Quizzes, Case Study examination

Assessment Tools

ATL-1	Quiz
ATL -2	Activity Based Learning
ATL -3	Midterm Exams
ATL -4	Flip Class
ATL -5	Seminar Presentation
ATL -6	Assignments
ATL -7	Role Plays
ATL -8	Case Study
ATL -9	Industrial Visit Report

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COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	C R E D I T S
			END SEM University Exam	Two Term Exam	Teachers Assessment *	END SEM University Exam	Teachers Assessment *				
MBAI104	MAJ	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.

Module	Descriptors/Topics	Hours	Assessment tools
Unit I: Introduction to Organizational Behavior (OB)	1. 1. Definition, Contributing Disciplines to the OB Field, Levels of OB 2. Models of Organizational Behavior 3. Challenges and Opportunities for OB 4. Organizational Behavior in Global Context	9	ATL-1 ATL-2
Unit II: Determinants of Individual Behavior	1. Personality – Concept, Determinants, Personality Traits (MBTI and Big Five Model), and Major Personality Attributes Influencing Organizational Behavior (OB). 2. Perception – Factors Affecting Perception, Attribution Theory, and Errors in Perception. 3. Attitude – Formation, Components, and Types of Attitudes. 4. Learning – Concept of Learning, Classical Learning Theory, Operant Learning Theory, Social Learning Theory, and their Managerial Implications.	9	ATL-3 ATL-4 ATL-8 ATL-9
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, Organizational Justice and Application of Motivational Theories 3. Leadership – Meaning and Styles	9	ATL-5 ATL-6

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	4. Leadership Theories – Trait Theory, Behavioral Theories (Managerial Grid), Situational Theories (Fiedler’s Model and Hersey-Blanchard Model)		
Unit IV: Group Behavior and Conflict Management	1. Groups and Team – Concept, Classification, Life Cycle of a Team, Building Effective Teams 2. Conflict – Meaning, Levels, Sources and Models of Conflict Resolution 3. Interpersonal Orientations – Transactional Analysis and Stroking	9	ATL-7 ATL-8 ATL-9
Unit V: Organization Culture, Stress and Change Management	1. Organizational 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 and Approaches to Stress Management 4. Issues between Organizations and Individuals	9	ATL-1 ATL-2 ATL-6
	Total	45	

Additional Resources

A. Value addition to course content/ Skill enhancement content:

<https://nptel.ac.in/courses/110107127>

B. Remedial classes for slow learners:

- Identification of slow learners through internal assessments, class performance, attendance, assignments, and teacher observations.
- Conduct of remedial classes to provide additional academic support in difficult subjects/topics.
- Maintenance of records related to attendance, performance, and progress of remedial classes.

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COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	C R E D I T S
			END SEM University Exam	Two Term Exam	Teachers Assessment *	END SEM University Exam	Teachers Assessment *				
MBAI104	MAJ	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.

S. No.	Suggested Readings
1	Stephens, R., Judge, T. and Sanghi, S. (2011). <i>Organizational Behavior</i> . Pearson Education India, Latest Edition.
2	Newstorm, J. (2007). <i>Positive Organizational Behavior</i> . Sage Publications, 12th Edition.
3	Hitt, Millar and Colella (2006). <i>Organizational Behavior: A Strategic Approach</i> . John Wiley and Sons, Latest Edition.
4	Dwivedi R. S. (2001). <i>Human Relations and Organizational Behavior: A Global Perspective</i> . Macmillan, Latest Edition.
5	Greenberg, J. and Baron, R. (2008). <i>Behavior in Organizations</i> . Pearson Prentice Hall, Latest Edition.

Course Articulation Matrix (Mapping of COs with POs)

Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	2	-	-	-	1	-
CO2	2	3	-	1	-	1	-
CO3	2	3	2	1	1	2	1
CO4	2	3	2	2	1	2	3
CO5	2	3	2	2	-	2	3

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Choice Based Credit System (CBCS) in Light of NEP-2020

MBAI105 BUSINESS COMMUNICATION

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	C R E D I T S
			END SEM University Exam	Two Term Exam	Teachers Assessment *	END SEM University Exam	Teachers Assessment *				
MBAI105	MAJ	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

1. To develop effective written, verbal, and non-verbal communication skills required in business and professional environments.
2. To familiarize students with communication processes, communication networks, and barriers to effective communication.
3. To enhance business writing skills related to letters, reports, proposals, memos, resumes, and applications.
4. To develop presentation, interview, and group discussion skills for professional success.
5. To improve interpersonal communication and professional competency for organizational effectiveness

Course Alignment with UNSDG:

The Course aims to fulfill the United Nations Sustainable Development Goals, **SDG 4 (Quality Education)**.

Course outcomes: After completion of the course, the student will be able to:

COs	Course Outcomes
CO1	Understand the concepts, process, principles, and barriers of effective business communication.
CO2	Explain formal, informal, verbal, and non-verbal communication systems used in organizations.
CO3	Develop business writing skills for letters, reports, proposals, memos, resumes, and application letters.
CO4	Demonstrate effective presentation, interview, and group discussion skills in professional settings.
CO5	Apply communication skills for improving interpersonal relationships and organizational effectiveness.

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COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	C R E D I T S
			END SEM University Exam	Two Term Exam	Teachers Assessment *	END SEM University Exam	Teachers Assessment *				
MBAI105	MAJ	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.

Teaching Pedagogy:

T1	Classroom teaching (white board), Power Point Presentations, Interactive lectures, Inquiry-based teaching
T2	ABL activities, Assignments, Flip Class/ Seminars, Quizzes, Case Study examination

Assessment Tools

ATL-1	Quiz
ATL -2	Activity Based Learning
ATL -3	Midterm Exams
ATL -4	Flip Class
ATL -5	Seminar Presentation
ATL -6	Assignments
ATL -7	Role Plays
ATL -8	Case Study
ATL -9	Industrial Visit Report

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COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	C R E D I T S
			END SEM University Exam	Two Term Exam	Teachers Assessment *	END SEM University Exam	Teachers Assessment *				
MBAI105	MAJ	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.

Module	Descriptors/Topics	Hours	Assessment tools
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	9	ATL-3 ATL-1 ATL-6
Unit II: Communication Network	1. Formal Communication – Upward, Downward, and Lateral Communication 2. Informal Communication – Grapevine, Advantages and Disadvantages of Grapevine Verbal Communication 3. Non-Verbal Communication – Importance of Non-Verbal Communication, Kinesics, Proxemics, and Paralanguage	9	ATL-3 ATL-8 ATL-5
Unit III: Business Letters and Reports Writing	1. Introduction to Business Letters, Types of Business Letters, Writing Routine and Persuasive Letters, Positive and Negative Messages 2. Writing Reports – Purpose, Kinds and Objectives of Reports, Organization and Preparation of Reports, Short and Long Reports	9	ATL-1 ATL-6 ATL-5

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Unit IV: Writing Proposals, Memos, Resumes and Applications	1. Writing Proposals – Structure and Preparation 2. Writing Memos 3. Writing Resumes and Application Letters Analysis and Stroking	9	ATL-1 ATL-6 ATL-8
Unit V: Employment Communication	1. Interview Skills – Interviewing and Being Interviewed 2. Group Discussions 3. Presentation Skills	9	ATL-5 ATL-8
	Total	45	

Additional Resources

A. Value addition to course content/ Skill enhancement content

<https://nptel.ac.in/courses/110105052>

B. Remedial classes for slow learners:

- Identification of slow learners through internal assessments, class performance, attendance, assignments, and teacher observations.
- Conduct of remedial classes to provide additional academic support in difficult subjects/topics.
- Maintenance of records related to attendance, performance, and progress of remedial classes.
-

S. No.	Suggested Readings
1	Chaturvedi, P.D. (2004). <i>Business Communication: Concepts, Cases and Applications</i> . Pearson Education, India, Latest Edition.
2	Penrose (2003). <i>Business Communication for Managers</i> . Cengage Learning, India, Latest Edition.
3	Krizan (2008). <i>Effective Business Communication</i> . Cengage Learning, India, Latest Edition.
4	Courtland L. Bovee (1989). <i>Techniques of Writing Business Letters, Memos and Reports</i> . Jaico Publishing House, Latest Edition.
5	Kaul, A. (2015). <i>Business Communication</i> . PHI Learning, Latest Edition.

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COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	C R E D I T S
			END SEM University Exam	Two Term Exam	Teachers Assessment *	END SEM University Exam	Teachers Assessment *				
MBAI105	MAJ	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 Articulation Matrix (Mapping of COs with POs)

Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2	3	-	-	-	1	1
CO2	2	3	1	-	-	1	-
CO3	2	3	2	1	-	1	-
CO4	2	3	2	2	1	2	2
CO5	2	3	2	2	1	2	3

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MBAI111 AI FOR BUSINESS MANAGERS

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	C R E D I T S
			END SEM University Exam	Two Term Exam	Teachers Assessment *	END SEM University Exam	Teachers Assessment *				
MBAI111	MAJ	AI for Business Managers	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

1. To provide students with a foundational understanding of Artificial Intelligence and its applications in business.
2. To familiarize students with Machine Learning, Deep Learning, Natural Language Processing, and Intelligent Systems.
3. To examine ethical, legal, and governance issues associated with AI adoption.

COURSE ALIGNMENT WITH UNSDG:

The Course aims to fulfil the United Nations Sustainable Development Goals, **SDG 4 (Quality Education)**.

Course outcomes: After completion of the course, the student will be able to:

COs	Course Outcomes
CO1	Explain the fundamental concepts, components, and evolution of Artificial Intelligence and its role in business and digital transformation.
CO2	Demonstrate an understanding of Machine Learning techniques and intelligent systems used for business decision-making and problem-solving.
CO3	Analyze the applications of Artificial Intelligence across various business functions, including marketing, finance, human resources, operations, and customer experience management.
CO4	Evaluate ethical, legal, governance, privacy, and security considerations associated with the responsible adoption of Artificial Intelligence in organizations
CO5	Develop strategic perspectives on AI-driven business transformation by assessing organizational readiness, human–AI collaboration, and emerging trends shaping the future of work.

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			THEORY			PRACTICAL		L	T	P	C R E D I T S
			END SEM University Exam	Two Term Exam	Teachers Assessment *	END SEM University Exam	Teachers Assessment *				
MBAI111	MAJ	AI for Business Managers	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.

Teaching Pedagogy:

T1	Classroom teaching (white board), Power Point Presentations, Interactive lectures, Inquiry-based teaching
T2	ABL activities, Assignments, Flip Class/ Seminars, Quizzes, Case Study examination

Assessment Tools

AT1-1	Quiz
AT1-2	Activity Based Learning
AT1-3	Midterm Exams
AT1-4	Flip Class
AT1-5	Seminar Presentation
AT1-6	Assignments
AT1-7	Role Plays
AT1-8	Case Study
AT1-9	Industrial Visit Report

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COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	C R E D I T S
			END SEM University Exam	Two Term Exam	Teachers Assessment *	END SEM University Exam	Teachers Assessment *				
MBAI111	MAJ	AI for Business Managers	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

Module	Descriptors/Topics	Hours	Assessment Tools
Unit I : Introduction to Artificial Intelligence	1. Evolution of Artificial Intelligence 2. AI, Machine Learning and Deep Learning 3. Types of Artificial Intelligence 4. Narrow AI, General AI and Super AI 5. Components of AI Systems 6. AI Ecosystem and Business Transformation 7. AI Adoption across Industries 8. Exploring AI-enabled business applications. 9. Identifying AI use cases across industries	9	ATL1 ATL3 ATL6
Unit II : Machine Learning Fundamentals	1. Types of Machine Learning: Supervised Learning, Unsupervised Learning, Reinforcement Learning 2. AI Models and Algorithms (Conceptual understanding) 3. Data Preparation for AI Systems 4. AI-driven Predictive Analytics 5. Business Intelligence and AI	9	ATL2 ATL3 ATL5
Unit III : Intelligent Technologies and Business Applications	1. Natural Language Processing (NLP) 2. Computer Vision 3. Intelligent Automation 4. AI-powered Decision Support Systems 5. AI Applications in: Marketing, Finance, Human Resource Management, Supply Chain Management, Healthcare, Education, AI-enabled Customer Experience Management	9	ATL5 ATL6 ATL7
Unit IV : Responsible	1. Ethical Issues in Artificial Intelligence 2. Bias, Fairness and Transparency	9	ATL4 ATL6

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AI and Governance	3. AI Governance Frameworks 4. Privacy and Data Security 5. Explainable AI (XAI) 6. Responsible and Sustainable AI 7. AI Regulations and Policy Landscape 8. Case studies on ethical dilemmas in AI.		ATL7
Unit V : AI Strategy and Future of Work	1. AI-driven Business Transformation 2. AI and Digital Leadership 3. AI Readiness Assessment for Organizations 4. Human-AI Collaboration 5. Future of Work and AI 6. Emerging Trends: Agentic AI, Autonomous Systems Industry 5.0, AI for Sustainability 7. Preparing Organizations for Generative AI Adoption	9	ATL2 ATL3 ATL8
	Total	45	

ADDITIONAL RESOURCES

A.Value addition to course content/ Skill enhancement content:

<https://www.youtube.com/watch?v=X8xfK2yKtCc>

B.Remedial classes for slow learners:

- Identification of slow learners through internal assessments, class performance, attendance, assignments, and teacher observations.
- Conduct of remedial classes to provide additional academic support in difficult subjects/topics.
- Maintenance of records related to attendance, performance, and progress of remedial classes.

S. No.	Suggested Readings
1	Dé, R. (2025). <i>AI for managers</i> . Cengage Learning India.
2	Upadhyay, M. A. (2024). <i>Artificial intelligence for managers</i> . BPB Publications.
3	Dandu, R. (2021). <i>Artificial intelligence for managers: For individuals aspiring to get into the AI domain</i> . Notion Press.
4	Rose, D. (2020). <i>Artificial intelligence for business: What you need to know about machine learning and neural networks</i> (2nd ed.). Pearson.
5	Iansiti, M., & Lakhani, K. R. (2020). <i>Competing in the age of AI: Strategy and leadership when algorithms and networks run the world</i> . Harvard Business Review Press.

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COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	C R E D I T S
			END SEM University Exam	Two Term Exam	Teachers Assessment *	END SEM University Exam	Teachers Assessment *				
MBAI111	MAJ	AI for Business Managers	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 Articulation Matrix (Mapping of COs with POs)

Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	-	3	-	-	-	2
CO2	3	-	3	-	3	2	-
CO3	3	-	3	-	3	2	-
CO4	-	1	2	3	2	-	2
CO5	2	3	3	2	2	3	3

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MBAI109 MANAGERIAL ECONOMICS

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	C R E D I T S
			END SEM University Exam	Two Term Exam	Teachers Assessment *	END SEM University Exam	Teachers Assessment *				
MBAI109	MAJ	Managerial Economics	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

1. To understand the concepts of economics and able to understand the various micro economic principles to make effective economic decisions under conditions of risk and uncertainty.
2. To understand the law of demand & supply & their elasticities, evaluate & analyse these concepts and apply them in various changing situations in industry. Students would be able to apply various techniques to forecast demand for better utilization of resources.
3. To enable students to understand the production concept and how the production output changes with the change in inputs and able to analyse the effect of cost to business and their relation to analyse the volatility in the business world.
4. To help students to evaluate the different market structure and their different equilibriums for industry as well as for consumers for the survival in the industry by the application of various pricing strategic.
5. To analyse the macroeconomic concepts & their relation to micro economic concept & how they affect the business & economy.

COURSE ALIGNMENT WITH UNSDG:

The Course aims to fulfil the United Nations Sustainable Development Goals, **SDG 4 (Quality Education)**.

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COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	C R E D I T S
			END SEM University Exam	Two Term Exam	Teachers Assessment *	END SEM University Exam	Teachers Assessment *				
MBAI109	MAJ	Managerial Economics	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 outcomes: After completion of the course, the student will be able to:

COs	Course Outcomes
CO1	Explain the concepts of economics and micro economic principles to make effective economic
CO2	decisions.
CO3	Understand law of demand & supply & their elasticities and demand forecasting.
CO4	Apply production concept and cost classification.
CO5	Evaluate the different market structure and their different equilibriums for industry.

Teaching Pedagogy:

T1	Classroom teaching (white board), Power Point Presentations, Interactive lectures, Inquiry-based teaching
T2	ABL activities, Assignments, Flip Class/ Seminars, Quizzes, Case Study examination

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COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	C R E D I T S
			END SEM University Exam	Two Term Exam	Teachers Assessment *	END SEM University Exam	Teachers Assessment *				
MBA1109	MAJ	Managerial Economics	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

Assessment Tools

AT1-1	Quiz
AT1-2	Activity Based Learning
AT1-3	Midterm Exams
AT1-4	Flip Class
AT1-5	Seminar Presentation
AT1-6	Assignments
AT1-7	Role Plays
AT1-8	Case Study
AT1-9	Industrial Visit Report

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COURSE CODE	CATEGOR Y	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	C R E D I T S
			END SEM Unive rsity Exam	Tw o Ter m Exa m	Te ac he rs As ses sm ent *	END SEM Universit y Exam	Te ac he rs As ses sm ent*				
MBAI109	MAJ	Managerial Economics	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	Descriptors/Topics	Hours	Assessment Tools
UNIT I: Nature and Scope of Managerial Economics	1. Nature of managerial economics 2. Scope of managerial economics 3. Significance of managerial economics, 4. Role and Responsibility of managerial economists.	9	ATL1 ATL3 ATL6
UNIT II: Utility and Indifference Curve Analysis	1. Utility analysis 2. Measurement of utility 3. Law of diminishing marginal utility 4. Indifference curve 5. Consumer's equilibrium - Budget line and Consumer surplus.	10	ATL2 ATL3 ATL5
UNIT III: Demand and Production Analysis	1. Law of demand 2. Factors affecting demand 3. Elasticity of demand 4. Techniques of forecasting demand - Survey and Statistical methods 5. Production function with one variable input or law of variable proportions, 6. Production function with two variable inputs or isoquant 7. Production function with all variable inputs or Return to scale	8	ATL5 ATL6 ATL7

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	8. Classification of cost.		
UNIT IV: Market Structure and Pricing	1. Different market structure 2. Price and output determination under perfect competition 3. Monopoly 4. Monopolistic competition 5. Oligopoly 6. Price Determination under Discriminating Monopoly	9	ATL4 ATL6 ATL7
UNIT V: Profit Management	1. Concept, Nature and Measurement of profit 2. Concept of risk and uncertainty 3. Risk uncertainty and innovations 4. Theories of profit, 5. Profit planning and forecasting 6. Profit policies 7. Business cycle - Causes and Control 8. National income (GDP, growth indicators) 9. Inflation, interest rates, purchasing power 10. Monetary policy and economic cycles	9	ATL2 ATL3 ATL8
	Total Hours	45	

ADDITIONAL RESOURCES

A. Value addition to course content/ Skill enhancement content:

<https://egyankosh.ac.in/handle/123456789/87076>

B. Remedial classes for slow learners:

As per the SOP for slow and fast learners.

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COURSE CODE	CATEGOR Y	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	C R E D I T S
			END SEM Unive rsity Exam	Tw o Ter m Exa m	Te ac he rs As ses sm ent *	END SEM Universit y Exam	Te ac he rs As ses sm ent *				
MBAI109	MAJ	Managerial Economics	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

S. No.	Text Readings
1	Dwivedi, D. N. (2015). <i>Managerial economics</i> (8th ed.). Vikas Publishing House.
2	Hague, D. C. (1976). <i>Managerial economics: Analysis for business decisions</i> . Longman Group Limited.
3	Maheshwari, R. P., & Varshney, R. L. (2014). <i>Managerial economics</i> (19th ed.). Sultan Chand & Sons.
4	Mote, V. L., Paul, S., & Gupta, G. S. (2004). <i>Managerial economics: Concepts and cases</i> . Tata McGraw-Hill Education.
5	Savage, C. I., & Small, J. R. (1970). <i>Introduction to managerial economics</i> . Hutchinson University Library.

Course Articulation Matrix (Mapping of COs with POs)

Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	3	2	-	-	3	-
CO2	3	3	2	3	2	-	-
CO3	3	3	2	-	2	-	-
CO4	3	3	3	3	-	3	3
CO5	3	2	3	3	-	3	2

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MBAI110 LEGAL ASPECTS OF BUSINESS

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	C R E D I T S
			END SEM University Exam	Two Term Exam	Teachers Assessment *	END SEM University Exam	Teachers Assessment *				
MBAI110	MAJ	Legal Aspects of Business	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

1. To develop an understanding of the fundamentals of business law, the Indian legal system in business.
2. To acquire knowledge of the legal principles governing contracts and the sale of goods to facilitate lawful and effective business transactions.
3. To understand the legal framework relating to different forms of business organizations.
4. To familiarize with the legal provisions concerning consumer protection and intellectual property rights.
5. To understand the legal aspects of cyber laws, environmental regulations, and emerging business legislations to ensure responsible and sustainable business decision-making.

COURSE ALIGNMENT WITH UNSDG:

The Course aims to fulfil the United Nations Sustainable Development Goals, **SDG 4 (Quality Education)**.

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COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	C R E D I T S
			END SEM University Exam	Two Term Exam	Teachers Assessment *	END SEM University Exam	Teachers Assessment *				
MBAI110	MAJ	Legal Aspects of Business	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 outcomes: After completion of the course, the student will be able to:

COs	Course Outcomes
CO1	Explain the concepts of business law and the structure of the Indian legal system.
CO2	Apply the provisions of the Indian Contract Act, 1872 and the Sale of Goods Act, 1930 to analyse and resolve legal issues arising in business transaction.
CO3	Examine the legal requirements for the management, and governance of business organizations, with reference to the Companies Act, 2013.
CO4	Evaluate the rights and obligations of businesses and consumers under the Consumer Protection Act, 2019.
CO5	Interpret the legal implications of cyber laws, environmental regulations, and emerging business legislations to recommend legally compliant and sustainable business practices

Teaching Pedagogy:

T1	Classroom teaching (white board), Power Point Presentations, Interactive lectures, Inquiry-based teaching
T2	ABL activities, Assignments, Flip Class/ Seminars, Quizzes, Case Study examination

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			END SEM University Exam	Two Term Exam	Teachers Assessment *	END SEM University Exam	Teachers Assessment *				
MBAI110	MAJ	Legal Aspects of Business	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

Assessment Tools

AT1-1	Quiz
AT1-2	Activity Based Learning
AT1-3	Midterm Exams
AT1-4	Flip Class
AT1-5	Seminar Presentation
AT1-6	Assignments
AT1-7	Role Plays
AT1-8	Case Study
AT1-9	Industrial Visit Report

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COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	C R E D I T S
			END SEM University Exam	Two Term Exam	Teachers Assessment *	END SEM University Exam	Teachers Assessment *				
MBAI110	MAJ	Legal Aspects of Business	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	Descriptors/Topics	Hours	Assessment Tools
UNIT I: The Indian Contract Act, 1872:	1. Essentials of a Valid Contract, Void and Voidable Agreements 2. Performance of Contracts, Breach of a Contract and Its Remedies, Quasi Contracts. 3. Indemnity and Guarantee 4. Bailment and Pledge, Contract of Agency.	9	ATL4 ATL3 ATL6
UNIT II: The Sale of Goods Act. 1930	1. Contract of Sale of Goods, Goods: Meaning and Classification 2. Essential elements of a Valid Contract of Sale of Goods 3. Sale & Agreement to sell 4. Condition and its types, Warranty and its types, Distinction between condition and Warranty 5. Doctrine of Caveat Emptor, Unpaid Seller and his rights	10	ATL1 ATL3 ATL6
UNIT III: Negotiable Instrument Act, 1881	1. Definition and Essential Features of Negotiable Instruments 2. Types of Instruments and Endorsement 3. Parties to Negotiable Instrument.	8	ATL1 ATL5 ATL6
UNIT IV: Indian Companies Act, 2013	1. The Companies Act, 2013 (amended): Types of Companies 2. Memorandum and Article of Association 3. Shareholders and Debenture Holders 4. Minority Protection, Winding-up.	9	ATL1 ATL4 ATL6

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UNIT V: Consumer Protection Act	1. Consumer Protection Act, 2019: Introduction, Definitions, Objects and Features 2. Rights of Consumer 3. Consumer Disputes Redressal Commission 4. Consumer Protection Councils, Central Consumer Protection Authority (CCPA) 5. The Consumer Protection Act, (1986 V. 2019)	9	ATL4 ATL3 ATL6 ATL7
	Total Hours	45	

ADDITIONAL RESOURCES

A. Value addition to course content/ Skill enhancement content:

Legal Sources (Bare Acts) of Government of India, and digital resources like India Code (official legislation), Ministry of Corporate Affairs (MCA), Supreme Court of India and eCourts, National Consumer Helpline.

B. Remedial classes for slow learners:

As per the SOP for slow and fast learners.

S. No.	Text Readings
1	Kapoor, N. D. (Latest ed.). <i>Elements of mercantile law</i> . Sultan Chand & Sons.
2	Kuchhal, M. C., & Kuchhal, V. (Latest ed.). <i>Business law</i> . Vikas Publishing House.
3	Pathak, A. (Latest ed.). <i>Legal aspects of business</i> . McGraw Hill Education.
4	Tulsian, P. C., & Tulsian, B. (Latest ed.). <i>Business law</i> . McGraw Hill Education.
5	Gulshan, S. S., & Kapoor, G. K. (Latest ed.). <i>Business law</i> . New Age International Publishers.

S. No.	Suggested Readings
1	Bangia, R. K. (Latest ed.). <i>Business and corporate laws</i> . Allahabad Law Agency.
2	Khergamwala, J. S. (Latest ed.). <i>The Negotiable Instruments Act</i> . N. M. Tripathi Pvt. Ltd.
3	Ramaswamy, V. S., & Namakumari, S. (Latest ed.). <i>Business law</i> . S. Chand Publishing.
4	Shukla, M. C. (Latest ed.). <i>Mercantile law</i> . S. Chand Publishing.

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			THEORY			PRACTICAL		L	T	P	C R E D I T S
			END SEM University Exam	Two Term Exam	Teachers Assessment *	END SEM University Exam	Teachers Assessment *				
MBAI110	MAJ	Legal Aspects of Business	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

Suggested- resources (Websites/e-books)

1. eCommittee, Supreme Court of India. (n.d.). *eCourts Services*.
<https://ecourts.gov.in/>
2. Government of India. (n.d.). *India Code*. <https://www.indiacode.nic.in/>
3. <https://nptel.ac.in/courses/110105159>

Course Articulation Matrix (Mapping of COs with POs)

Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	—	2	2	1	—	1
CO2	3	1	2	3	3	2	1
CO3	3	2	3	3	2	2	1
CO4	2	2	2	3	3	1	1
CO5	2	1	3	3	3	2	2

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Choice Based Credit System (CBCS) in Light of NEP-2020

MBAI112 CAREER ACCELERATION PROGRAM

COURSE CODE	CATEGOR Y	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	C R E D I T S
			END SEM Unive rsity Exam	Tw o Ter m Exa m	Te ac he rs As ses sm ent *	END SEM Universit y Exam	Te ac he rs As ses sm en t*				
MBAI112	MAJ	Career Acceleration Program	50			-	-	-	-	2	1

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	Descriptors/Topics	Hours	Assessment tools
Unit I: Foundations of Soft Skills & Communication	1.Introduction to Soft Skills and Employability Skills 2. Nuance of written communication 3. Nuances of Body language 4. Professional Speaking Skills 5. Verbal Aptitude	6	ATL-1 ATL-2
Unit II: Interpersonal Effectiveness & Emotional Intelligence	1. Emotional Intelligence 2. Confidence Building 3. Execution-Quotient 4.Spiritual Quotient 5.SWOT Analysis 6. Intelligence Quotient	6	ATL-2 ATL-4
Unit III: Corporate Communication	1.Email Etiquette 2.How to execute corporate meetings? 3.Case study & Group Discussions	6	ATL-2 ATL-5
Unit IV: Analytical Thinking & Career Readiness	1. Logical Reasoning 2. Quantitative Aptitude 3. Lateral Thinking 4. Professional & Ethical Dilemmas	6	ATL-1 ATL-3

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Unit V: Interview Preparation	1.Bird's eye & Worm'S eye view of Interviews 2.Answering Techniques in interviews 3.Entering, Greeting & Conversational Etiquette 4.Resume Building. 5.Customised Self Introductions 6.Personal Interviews	6	ATL6
	Total	30	

Additional Resources

- NPTEL – Soft Skills: A comprehensive online course designed to develop essential professional competencies such as communication, interpersonal skills, teamwork, presentation skills, and workplace etiquette. <https://nptel.ac.in/courses/109107121>
- NPTEL – Developing Soft Skills and Personality: An online certification course that focuses on personality development, self-confidence, emotional intelligence, leadership, time management, and professional communication. <https://nptel.ac.in/courses/109104107>
- AI-powered Communication and Interview Practice Platforms: These AI-enabled platforms help learners improve communication, public speaking, interview performance, and presentation skills through real-time feedback and personalized practice.
- Google Interview Warmup: <https://grow.google/certificates/interview-warmup/>
- Microsoft Speaker Coach: <https://support.microsoft.com/en-us/topic/speaker-coach>
- Yoodli AI: <https://www.yoodli.ai>
- Huru AI: <https://huru.ai>
- LinkedIn Learning Modules: LinkedIn Learning offers industry-relevant courses on communication, leadership, teamwork, emotional intelligence, business etiquette, negotiation, and career development taught by experienced professionals. <https://www.linkedin.com/learning/>
- Harvard Business Review Articles: Harvard Business Review provides evidence-based articles, case studies, and expert insights on leadership, communication, organizational behavior, decision-making, and professional effectiveness.
- Communication: <https://hbr.org/topic/communication>
- Leadership: <https://hbr.org/topic/leadership>

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- TED Talks on Leadership and Communication: TED Talks feature inspiring presentations by global thought leaders on leadership, communication, motivation, collaboration, innovation, and personal growth, making them valuable learning resources for management students.
- Leadership: <https://www.ted.com/topics/leadership>
- Communication: <https://www.ted.com/topics/communication>

B. Remedial Classes

- Identification of slow learners through quizzes, assignments, presentations, and aptitude tests.
- Special communication improvement sessions.
- Additional aptitude practice.
- Personalized interview coaching.
- Continuous progress monitoring.

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MBAI112	MAJ	Career Acceleration Program	50			-	-	-	-	2	1

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; CC- Core Course

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S. No.	Text Readings
1	Mitra, B. K. (2016). <i>Personality development and soft skills</i> . Oxford University Press.
2	Hariharan, S., Sundararajan, N., & Shanmugapriya, S. P. (2010). <i>Soft skills</i> . MJP Publishers.
3	Stephen R. Covey (2020). <i>The 7 habits of highly effective people</i> (30th anniversary ed.). Simon & Schuster. (Original work published 1989)
4	Daniel Goleman. (2006). <i>Emotional intelligence: Why it can matter more than IQ</i> (10th anniversary ed.). Bantam Books. (Original work published 1995)
5	Norman Lewis. (2014). <i>Word power made easy</i> . Goyal Publishers & Distributors. (Original work published 1949)
6	Murphy, H. A., Hildebrandt, H. W., & Thomas, J. P. (2017). <i>Effective business communication</i> (8th ed.). McGraw-Hill Education.
7	Ramos, R. (2018). <i>Interview questions & answers</i> . Independently Published.

Course Articulation Matrix (Mapping of COs with POs)

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CO2	2	3	2	2	-	1	2
CO3	2	2	3		3	1	2
CO4	2	2	2	3	-	-	2
CO5	2	3	2	2	-	1	3

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