



You Choose, We Do It
St. JOSEPH'S COLLEGE OF ENGINEERING
(An Autonomous Institution)
St. Joseph's Group of Institutions
OMR, Chennai - 119.



DEPARTMENT OF MANAGEMENT STUDIES

MASTER OF BUSINESS ADMINISTRATION (INTEGRATED) 5 YEARS

CURRICULUM AND SYLLABUS REGULATION 2025

(Applicable to the students admitted in the AY 2025-2026)

**(Approved in the Fifth Board of Studies meeting held on 2nd December 2024
and Academic Council Meeting held on -----)**



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St. JOSEPH'S COLLEGE OF ENGINEERING
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FACULTY OF MANAGEMENT SCIENCES
MASTER OF BUSINESS ADMINISTRATION (INTEGRATED) – 5 YEARS COURSE
REGULATIONS - 2025
CURRICULUM & SYLLABUS FOR I TO II SEMESTERS

VISION

To prepare the aspiring managers with innovative skills and knowledge in a dynamic learning environment and strengthening institution's reputation through promoting entrepreneurship, research, social and ethical business practices.

MISSION

- M1:** To provide a transformative education that blends practical experiences and theoretical knowledge, to face the business challenges.
- M2:** To cultivate a collaborative research environment that promotes social responsibility and upholds ethical practices in business.
- M3:** To build a partnership with industries, ensuring the programs remain relevant and impactful in the global economy
- M4:** To inspire, educate, and empower students to become innovative thinkers and resilient entrepreneurs by providing a supportive environment

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

MBA programme curriculum is designed for the post graduate students to,

- I. gain a thorough understanding of the core aspects of the business.
- II. equip with tools to identify, analyze and create business opportunities, solve business problems, and foster entrepreneurial thinking
- III. enhance a holistic approach to management, encourage continuous learning, adaptability, innovation, and stay updated with emerging business trends
- IV. be socially responsible and ethically conscious citizens.

PROGRAMME OUTCOMES (POs)

On successful completion of the program,

- 1) **Knowledge and Application:** Ability to apply knowledge of management theories and practices.
- 2) **Problem-Solving:** To understand and create optimal solutions for complex business problems.
- 3) **Communication and Negotiation:** Ability to communicate and negotiate effectively, to achieve individual and organisational goals.

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- 4) **Leadership:** Ability to handle challenging assignments, exhibit leadership skills, creativity and innovation.
- 5) **Critical Thinking:** To analyse global, economic, and ethical aspects of business.
- 6) **Social Responsibility:** To evaluate and implement social outreach initiatives to meet community needs.

PROGRAMME SPECIFIC OUTCOMES (PSOs)

1. To cultivate the competencies required to become a successful manager.
2. To provide socially responsible solutions for managerial issues using modern techniques for sustainable development.
3. Ability to utilize entrepreneurial knowledge to identify and pursue business opportunities.

MAPPING OF PROGRAMME EDUCATIONAL OBJECTIVES (PEOs) WITH PROGRAMME SPECIFIC OUTCOMES (PSOs) and PROGRAMME OUTCOMES (POs)

| PEOs | POs | | | | | | PSOs | | |
|------|-----|---|---|---|---|---|------|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 | 1 | 2 | 3 |
| I | √ | √ | √ | √ | √ | √ | √ | √ | √ |
| II | √ | √ | √ | √ | √ | √ | √ | √ | √ |
| II | √ | √ | √ | √ | √ | √ | √ | √ | √ |
| IV | √ | √ | √ | √ | √ | √ | √ | √ | √ |
| V | √ | √ | √ | √ | √ | √ | √ | √ | √ |
| VI | √ | √ | √ | √ | √ | √ | √ | √ | √ |
| VII | √ | √ | √ | √ | √ | √ | √ | √ | √ |
| VIII | √ | √ | √ | √ | √ | √ | √ | √ | √ |
| IX | √ | √ | √ | √ | √ | √ | √ | √ | √ |
| X | √ | √ | √ | √ | √ | √ | √ | √ | √ |

MAPPING OF COURSE OUTCOMES (COs) WITH PROGRAMME OUTCOMES (POs)

| YEAR | SEM | COURSE TITLE | Programme Outcomes (POs) | | | | | |
|------|-----|-----------------------------|--------------------------|---|---|---|---|---|
| | | | 1 | 2 | 3 | 4 | 5 | 6 |
| 1 | 1 | Business Mathematics | | √ | | | | |
| | | English | | | √ | | | |
| | | Foundations of Management | √ | √ | √ | | | |
| | | Managerial Economics - I | √ | √ | √ | | √ | √ |
| | | Office Management | √ | | √ | √ | √ | |
| | | Principles of Accounting | √ | √ | | | | |
| | | English Language Laboratory | | | √ | √ | | |
| 1 | 2 | Business Communication | √ | | √ | √ | | |
| | | Business Organisation | √ | | √ | | | |
| | | Business Statistics-I | | √ | | | | |
| | | Cost Accounting | √ | √ | | | | |
| | | Fundamentals of Computers | √ | √ | √ | | | |

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| | | | | | | | | |
|----------|----------|--------------------------------------|---|---|---|---|---|---|
| | | Fundamentals of Sociology | √ | √ | √ | | | √ |
| | | Computer Skills- I | | | √ | √ | | |
| 2 | 3 | Business Law - I | √ | | √ | | | |
| | | Business Statistics-II | √ | √ | | | | |
| | | Management Accounting | √ | √ | | | | |
| | | Management Information System | √ | √ | √ | √ | | |
| | | Managerial Economics - II | √ | √ | √ | √ | | √ |
| | | Marketing Management - I | √ | √ | | √ | | |
| | | Computer Skills-II | | | √ | √ | | |
| | | Managerial Communication | | | √ | √ | | |
| 2 | 4 | Applied Operations Research I | | √ | | | | |
| | | Business Law - II | √ | | √ | | | |
| | | Corporate Accounting | √ | √ | | | | |
| | | Data Management | √ | √ | √ | √ | | |
| | | Indian Economy | √ | √ | | √ | | |
| | | Organisational Behaviour | √ | | | √ | | |
| | | Accounting Software | √ | | √ | √ | | |
| | | Seminar I | √ | √ | √ | √ | | |
| 3 | 5 | Applied Operations Research -II | | √ | √ | √ | | |
| | | Environmental Science and Management | √ | √ | √ | √ | | |
| | | Financial Management - I | √ | √ | | | | |
| | | Information Management | √ | √ | √ | √ | | |
| | | Human Resource Management | √ | √ | √ | √ | | |
| | | Marketing Management - II | √ | √ | √ | √ | | |
| | | Data Analysis Laboratory - I | √ | √ | √ | √ | | |
| | | Seminar II | √ | √ | √ | √ | | |
| 3 | 6 | Banking Theory and Practices | √ | √ | √ | | | √ |
| | | Business Policy | √ | √ | √ | √ | | |
| | | Enterprise Resource Planning | √ | √ | √ | √ | | |
| | | Operations Management - I | √ | √ | √ | √ | | |
| | | Principles of Insurance | √ | √ | √ | √ | | |
| | | Retail Management | √ | √ | √ | √ | | |
| | | Industrial Visit* | √ | √ | √ | √ | | |
| | | Seminar III | √ | √ | √ | √ | | |
| 4 | 7 | Financial Management - II | √ | √ | √ | √ | | |
| | | Income Tax | √ | √ | √ | √ | | |
| | | International Business Management | √ | √ | √ | √ | | |
| | | Operations Management - II | √ | √ | √ | √ | √ | √ |
| | | Research Methodology | √ | √ | √ | √ | | |
| | | Strategic Management | √ | √ | √ | √ | √ | √ |
| | | Data Analysis Laboratory - II | √ | √ | √ | √ | | |
| | | Seminar IV | √ | √ | √ | √ | | |
| 4 | 8 | Business Analytics | | √ | √ | | | |

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| | | | | | | | | |
|----------------------------------|-----------|--|---|---|---|---|---|---|
| | | Business Ethics and Corporate Governance | √ | √ | | | √ | √ |
| | | Creativity and Innovation | | | √ | √ | | |
| | | Entrepreneurship Development | √ | √ | √ | √ | | |
| | | Event Management | √ | √ | √ | √ | | |
| | | Quality Management | √ | √ | √ | √ | √ | |
| | | Soft Skills Laboratory | | | √ | √ | | |
| | | Seminar V | √ | √ | √ | √ | | |
| 5 | 9 | Professional Elective - I | * shown separately in this table | | | | | |
| | | Professional Elective - II | | | | | | |
| | | Professional Elective - III | | | | | | |
| | | Professional Elective - IV | | | | | | |
| | | Professional Elective - V | | | | | | |
| | | Professional Elective - VI | | | | | | |
| | | Summer Internship | √ | √ | √ | √ | √ | √ |
| | | Professional Skill Development Laboratory | | | √ | √ | | |
| | | Seminar VI | √ | √ | √ | √ | | |
| 5 | 10 | Project Work | √ | √ | √ | √ | √ | √ |
| PROFESSIONAL ELECTIVES | | | | | | | | |
| MARKETING MANAGEMENT | | | | | | | | |
| 2 | 3 | Brand Management | √ | √ | √ | √ | | |
| | | Consumer Behaviour | √ | √ | √ | √ | | |
| | | Customer Relationship Management | √ | √ | √ | √ | | |
| | | Digital Marketing | √ | √ | √ | √ | | |
| | | Integrated Marketing Communications | √ | √ | √ | √ | | |
| | | Marketing Analytics | √ | √ | √ | √ | | |
| | | Retail Marketing | √ | √ | √ | √ | | |
| | | Sales and Distribution Management | √ | √ | √ | √ | | |
| | | Services Marketing | √ | √ | √ | √ | | |
| FINANCIAL MANAGEMENT | | | | | | | | |
| 2 | 3 | Banking and Financial Services | √ | √ | √ | √ | | |
| | | Behavioural Finance | √ | √ | √ | √ | | |
| | | Financial Derivatives | √ | √ | √ | √ | | |
| | | Financial Modelling and Analytics | √ | √ | √ | √ | | |
| | | International Finance and Forex Management | √ | √ | √ | √ | | |
| | | Micro Finance and Financial Inclusion | √ | √ | √ | √ | | |
| | | Security Analysis and Portfolio Management | √ | √ | √ | √ | | |
| HUMAN RESOURCE MANAGEMENT | | | | | | | | |
| 2 | 3 | Digital Human Resource Management | √ | √ | √ | √ | | |
| | | Human Resource Analytics | √ | √ | √ | √ | | |
| | | Industrial Relations and Labour Legislations | √ | √ | √ | √ | | |
| | | Managerial Behaviour and Effectiveness | √ | √ | √ | √ | | |

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| | | | | | | | | |
|------------------------------|----------|--|---|---|---|---|--|--|
| | | Negotiation and conflict management | √ | √ | √ | √ | | |
| | | Organisational, Design, Change and Development | √ | √ | √ | √ | | |
| | | Reward and Compensation Management | √ | √ | √ | √ | | |
| | | Strategic Human Resource Management | √ | √ | √ | √ | | |
| | | Talent Acquisition and Management | √ | √ | √ | √ | | |
| BUSINESS ANALYTICS | | | | | | | | |
| 2 | 3 | Big Data Analytics | √ | √ | √ | √ | | |
| | | Business Analytics and Text Mining | √ | √ | √ | √ | | |
| | | Business tools for Predictive Analysis | √ | √ | √ | √ | | |
| | | Data Mining for Business Intelligence | √ | √ | √ | √ | | |
| | | Deep Learning and Artificial intelligence | √ | √ | √ | √ | | |
| | | Multivariate Data Analysis | √ | √ | √ | √ | | |
| | | Social Media and Web Analytics | √ | √ | √ | √ | | |
| | | Web and Text Analytics | √ | √ | √ | √ | | |
| OPERATIONS MANAGEMENT | | | | | | | | |
| 2 | 3 | Logistics Management | √ | √ | √ | √ | | |
| | | Materials Management | √ | √ | √ | √ | | |
| | | Product Design | √ | √ | √ | √ | | |
| | | Project Management | √ | √ | √ | √ | | |
| | | Quality Management | √ | √ | √ | √ | | |
| | | Supply Chain Analytics | √ | √ | √ | √ | | |
| | | Supply Chain Management | √ | √ | √ | √ | | |
| | | Service Operations Management | √ | √ | √ | √ | | |
| SYSTEMS MANAGEMENT | | | | | | | | |
| 2 | 3 | Advanced Database Management System | √ | √ | √ | √ | | |
| | | Data Mining For Business Analytics | √ | √ | √ | √ | | |
| | | E-Business | √ | √ | √ | √ | | |
| | | Enterprise Resource Planning | √ | √ | √ | √ | | |
| | | Internet of Things | √ | √ | √ | √ | | |
| | | Software Project and Quality Management | √ | √ | √ | √ | | |
| | | Creativity & Innovation | √ | √ | √ | √ | | |

ANNA UNIVERSITY, CHENNAI
AFFILIATED INSTITUTIONS
REGULATIONS -2025
CHOICE BASED CREDIT SYSTEM
MASTER OF BUSINESS ADMINISTRATION (INTEGRATED) – 5 YEARS COURSE
CURRICULA AND SYLLABI I TO II SEMESTERS

SEMESTER I

| Sl. No. | Course Code | Course Title | Category | L | T | P | C |
|-------------------|-------------|-----------------------------|----------|-----------|----------|----------|-----------|
| THEORY | | | | | | | |
| 1 | MI25101 | Business Mathematics | PCC | 3 | 1 | 0 | 3 |
| 2 | MI25102 | English | PCC | 3 | 0 | 0 | 3 |
| 3 | MI25103 | Foundations of Management | PCC | 3 | 0 | 0 | 3 |
| 4 | MI25104 | Managerial Economics - I | PCC | 3 | 0 | 0 | 3 |
| 5 | MI25105 | Office Management | PCC | 3 | 0 | 0 | 3 |
| 6 | MI25106 | Principles of Accounting | PCC | 3 | 0 | 0 | 3 |
| PRACTICALS | | | | | | | |
| 7 | MI25P11 | English Language Laboratory | EEC | 0 | 0 | 4 | 2 |
| TOTAL | | | | 18 | 1 | 4 | 20 |

SEMESTER II

| Sl. No. | Course Code | Course Title | Category | L | T | P | C |
|-------------------|-------------|---------------------------|----------|-----------|----------|----------|-----------|
| THEORY | | | | | | | |
| 1 | MI25201 | Business Communication | PCC | 3 | 0 | 0 | 3 |
| 2 | MI25202 | Business Organisation | PCC | 3 | 0 | 0 | 3 |
| 3 | MI25203 | Business Statistics-I | PCC | 3 | 1 | 0 | 3 |
| 4 | MI25204 | Cost Accounting | PCC | 3 | 0 | 0 | 3 |
| 5 | MI25205 | Fundamentals of Computers | PCC | 3 | 0 | 0 | 3 |
| 6 | MI25206 | Fundamentals of Sociology | PCC | 3 | 0 | 0 | 3 |
| PRACTICALS | | | | | | | |
| 7 | MI25P21 | Computer Skills- I | EEC | 0 | 0 | 4 | 2 |
| TOTAL | | | | 18 | 1 | 4 | 20 |

SEMESTER III

| Sl. No. | Course Code | Course Title | Category | L | T | P | C |
|-------------------|-------------|-------------------------------|----------|-----------|----------|----------|-----------|
| THEORY | | | | | | | |
| 1 | MI25301 | Business Law - I | PCC | 3 | 0 | 0 | 3 |
| 2 | MI25302 | Business Statistics-II | PCC | 3 | 1 | 0 | 3 |
| 3 | MI25303 | Management Accounting | PCC | 3 | 0 | 0 | 3 |
| 4 | MI25304 | Management Information System | PCC | 3 | 0 | 0 | 3 |
| 5 | MI25305 | Managerial Economics - II | PCC | 3 | 0 | 0 | 3 |
| 6 | MI25306 | Marketing Management - I | PCC | 3 | 0 | 0 | 3 |
| PRACTICALS | | | | | | | |
| 7 | MI25P31 | Computer Skills-II | EEC | 0 | 0 | 4 | 2 |
| 8 | MI25P32 | Managerial Communication | VAC | 0 | 0 | 2 | 0 |
| TOTAL | | | | 18 | 1 | 6 | 20 |

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SEMESTER IV

| Sl. No. | Course Code | Course Title | Category | L | T | P | C |
|-------------------|-------------|-------------------------------|----------|-----------|----------|----------|-----------|
| THEORY | | | | | | | |
| 1 | MI25401 | Applied Operations Research I | PCC | 3 | 0 | 0 | 3 |
| 2 | MI25402 | Business Law - II | PCC | 3 | 0 | 0 | 3 |
| 3 | MI25403 | Corporate Accounting | PCC | 3 | 0 | 0 | 3 |
| 4 | MI25404 | Data Management | PCC | 3 | 0 | 0 | 3 |
| 5 | MI25405 | Indian Economy | PCC | 3 | 0 | 0 | 3 |
| 6 | MI25406 | Organisational Behaviour | PCC | 3 | 0 | 0 | 3 |
| PRACTICALS | | | | | | | |
| 7 | MI25P41 | Accounting Software | EEC | 0 | 0 | 4 | 2 |
| 8 | MI25P42 | Seminar I | EEC | 0 | 0 | 2 | 1 |
| TOTAL | | | | 18 | 0 | 6 | 21 |

SEMESTER V

| Sl. No. | Course Code | Course Title | Category | L | T | P | C |
|-------------------|-------------|--------------------------------------|----------|-----------|----------|----------|-----------|
| THEORY | | | | | | | |
| 1 | MI25501 | Applied Operations Research -II | PCC | 3 | 0 | 0 | 3 |
| 2 | MI25502 | Environmental Science and Management | PCC | 3 | 0 | 0 | 3 |
| 3 | MI25503 | Financial Management - I | PCC | 3 | 0 | 0 | 3 |
| 4 | MI25504 | Information Management | PCC | 3 | 0 | 0 | 3 |
| 5 | MI25505 | Human Resource Management | PCC | 3 | 0 | 0 | 3 |
| 6 | MI25506 | Marketing Management - II | PCC | 3 | 0 | 0 | 3 |
| PRACTICALS | | | | | | | |
| 7 | MI25P51 | Data Analysis Laboratory - I | EEC | 0 | 0 | 4 | 2 |
| 8 | MI25P52 | Seminar II | EEC | 0 | 0 | 2 | 1 |
| TOTAL | | | | 18 | 0 | 6 | 21 |

SEMESTER VI

| Sl. No. | Course Code | Course Title | Category | L | T | P | C |
|-------------------|-------------|------------------------------|----------|-----------|----------|----------|-----------|
| THEORY | | | | | | | |
| 1 | MI25601 | Banking Theory and Practices | PCC | 3 | 0 | 0 | 3 |
| 2 | MI25602 | Business Policy | PCC | 3 | 0 | 0 | 3 |
| 3 | MI25603 | Enterprise Resource Planning | PCC | 3 | 0 | 0 | 3 |
| 4 | MI25604 | Operations Management - I | PCC | 3 | 0 | 0 | 3 |
| 5 | MI25605 | Principles of Insurance | PCC | 3 | 0 | 0 | 3 |
| 6 | MI25606 | Retail Management | PCC | 3 | 0 | 0 | 3 |
| PRACTICALS | | | | | | | |
| 7 | MI25P61 | Industrial Visit* | EEC | 0 | 0 | 4 | 2 |
| 8 | MI25P62 | Seminar III | EEC | 0 | 0 | 2 | 1 |
| TOTAL | | | | 18 | 0 | 6 | 21 |

*Students have to visit four organizations and submit individual reports

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SEMESTER VII

| Sl. No. | Course Code | Course Title | Category | L | T | P | C |
|-------------------|-------------|-----------------------------------|----------|-----------|----------|----------|-----------|
| THEORY | | | | | | | |
| 1 | MI25701 | Financial Management - II | PCC | 3 | 0 | 0 | 3 |
| 2 | MI25702 | Income Tax | PCC | 3 | 0 | 0 | 3 |
| 3 | MI25703 | International Business Management | PCC | 3 | 0 | 0 | 3 |
| 4 | MI25704 | Operations Management - II | PCC | 3 | 0 | 0 | 3 |
| 5 | MI25705 | Research Methodology | PCC | 3 | 0 | 0 | 3 |
| 6 | MI25706 | Strategic Management | PCC | 3 | 0 | 0 | 3 |
| PRACTICALS | | | | | | | |
| 7 | MI25P71 | Data Analysis Laboratory - II | EEC | 0 | 0 | 4 | 2 |
| 8 | MI25P72 | Seminar IV | EEC | 0 | 0 | 2 | 1 |
| TOTAL | | | | 18 | 0 | 6 | 21 |

SEMESTER VIII

| Sl. No. | Course Code | Course Title | Category | L | T | P | C |
|-------------------|-------------|--|----------|-----------|----------|----------|-----------|
| THEORY | | | | | | | |
| 1 | MI25801 | Business Analytics | PCC | 3 | 0 | 0 | 3 |
| 2 | MI25802 | Business Ethics and Corporate Governance | PCC | 3 | 0 | 0 | 3 |
| 3 | MI25803 | Creativity and Innovation | PCC | 3 | 0 | 0 | 3 |
| 4 | MI25804 | Entrepreneurship Development | PCC | 3 | 0 | 0 | 3 |
| 5 | MI25805 | Event Management | PCC | 3 | 0 | 0 | 3 |
| 6 | MI25806 | Quality Management | PCC | 3 | 0 | 0 | 3 |
| PRACTICALS | | | | | | | |
| 7 | MI25P81 | Soft Skills Laboratory | EEC | 0 | 0 | 4 | 2 |
| 8 | MI25P82 | Seminar V | EEC | 0 | 0 | 2 | 1 |
| TOTAL | | | | 18 | 0 | 6 | 21 |

Summer internship – minimum of 4 weeks of internship

The report along with the company certificate should be submitted within the two weeks of the reopening date of 9th semester. The report should be around 40 pages.

Creativity and Innovation:

It is activity based course. Students will undergo the programme with both theoretical and practical content. Each student will be required to come out with innovative products or services. This will be evaluated by the faculty member(s) handling the course and the consolidated marks can be taken as the final mark. No end semester examination is required for this course

SEMESTER IX

| Sl. No | Course Code | Course Title | Category | L | T | P | C |
|-------------------|-------------|-----------------------------|----------|---|---|---|---|
| THEORY | | | | | | | |
| 1 | | Professional Elective - I | PEC | 3 | 0 | 0 | 3 |
| 2 | | Professional Elective - II | PEC | 3 | 0 | 0 | 3 |
| 3 | | Professional Elective - III | PEC | 3 | 0 | 0 | 3 |
| 4 | | Professional Elective - IV | PEC | 3 | 0 | 0 | 3 |
| 5 | | Professional Elective - V | PEC | 3 | 0 | 0 | 3 |
| 6 | | Professional Elective - VI | PEC | 3 | 0 | 0 | 3 |
| PRACTICALS | | | | | | | |
| 7 | MI25P91 | Summer Internship | EEC | 0 | 0 | 4 | 2 |

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| | | | | | | | |
|--------------|---------|---|-----|-----------|----------|-----------|-----------|
| 8 | MI25P92 | Professional Skill Development Laboratory | EEC | 0 | 0 | 4 | 2 |
| 9 | MI25P93 | Seminar VI | EEC | 0 | 0 | 2 | 1 |
| TOTAL | | | | 18 | 0 | 10 | 23 |

SEMESTER X

| Sl. No. | Course Code | Course Title | Category | L | T | P | C |
|-------------------|-------------|--------------|----------|----------|----------|-----------|-----------|
| PRACTICALS | | | | | | | |
| 1 | MI25P10 | Project Work | EEC | 0 | 0 | 24 | 12 |
| TOTAL | | | | 0 | 0 | 24 | 12 |

**PROFESSIONAL ELECTIVES (PEC)
FUNCTIONAL SPECIALISATIONS**

Students can take three elective subjects from two functional specializations

| Sl. No. | Course Code | Course Title | Category | L | T | P | C |
|---|-------------|--|----------|---|---|---|---|
| Stream/ Specialization : Marketing Management | | | | | | | |
| 1 | MI25M01 | Brand Management | PEC | 3 | 0 | 0 | 3 |
| 2 | MI25M02 | Consumer Behaviour | PEC | 3 | 0 | 0 | 3 |
| 3 | MI25M03 | Customer Relationship Management | PEC | 3 | 0 | 0 | 3 |
| 4 | MI25M04 | Digital Marketing | PEC | 3 | 0 | 0 | 3 |
| 5 | MI25M05 | Integrated Marketing Communications | PEC | 3 | 0 | 0 | 3 |
| 6 | MI25M06 | Marketing Analytics | PEC | 3 | 0 | 0 | 3 |
| 7 | MI25M07 | Retail Marketing | PEC | 3 | 0 | 0 | 3 |
| 8 | MI25M08 | Sales and Distribution Management | PEC | 3 | 0 | 0 | 3 |
| 9 | MI25M09 | Services Marketing | PEC | 3 | 0 | 0 | 3 |
| Stream/ Specialization : Financial Management | | | | | | | |
| 1 | MI25F01 | Banking and Financial Services | PEC | 3 | 0 | 0 | 3 |
| 2 | MI25F02 | Behavioural Finance | PEC | 3 | 0 | 0 | 3 |
| 3 | MI25F03 | Financial Derivatives | PEC | 3 | 0 | 0 | 3 |
| 4 | MI25F04 | Financial Modelling and Analytics | PEC | 3 | 0 | 0 | 3 |
| 5 | MI25F05 | International Finance and Forex Management | PEC | 3 | 0 | 0 | 3 |
| 6 | MI25F06 | Micro Finance and Financial Inclusion | PEC | 3 | 0 | 0 | 3 |
| 7 | MI25F07 | Security Analysis and Portfolio Management | PEC | 3 | 0 | 0 | 3 |
| Stream/ Specialization : Human Resource Management | | | | | | | |
| 1 | MI25H01 | Digital Human Resource Management | PEC | 3 | 0 | 0 | 3 |
| 2 | MI25H02 | Human Resource Analytics | PEC | 3 | 0 | 0 | 3 |
| 3 | MI25H03 | Industrial Relations And Labour Legislations | PEC | 3 | 0 | 0 | 3 |
| 4 | MI25H04 | Managerial Behaviour and Effectiveness | PEC | 3 | 0 | 0 | 3 |
| 5 | MI25H05 | Organisational, Design, Change and Development | PEC | 3 | 0 | 0 | 3 |
| 6 | MI25H06 | Reward and Compensation Management | PEC | 3 | 0 | 0 | 3 |

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| | | | | | | | |
|---|---------|---|-----|---|---|---|---|
| 7 | MI25H07 | Strategic Human Resource Management | PEC | 3 | 0 | 0 | 3 |
| 8 | MI25H08 | Talent Acquisition And Management | PEC | 3 | 0 | 0 | 3 |
| Stream/ Specialization : Operations Management | | | | | | | |
| 1 | MI25O01 | Logistics Management | PEC | 3 | 0 | 0 | 3 |
| 2 | MI25O02 | Materials Management | PEC | 3 | 0 | 0 | 3 |
| 3 | MI25O03 | Product Design | PEC | 3 | 0 | 0 | 3 |
| 4 | MI25O04 | Project Management | PEC | 3 | 0 | 0 | 3 |
| 5 | MI25O05 | Quality Management | PEC | 3 | 0 | 0 | 3 |
| 6 | MI25O06 | Supply Chain Analytics | PEC | 3 | 0 | 0 | 3 |
| 7 | MI25O07 | Supply Chain Management | PEC | 3 | 0 | 0 | 3 |
| 8 | MI25O08 | Service Operations Management | PEC | 3 | 0 | 0 | 3 |
| Stream/ Specialization : Business Analytics | | | | | | | |
| 1 | MI25B01 | Big Data Analytics | PEC | 3 | 0 | 0 | 3 |
| 2 | MI25B02 | Business Analytics And Text Mining | PEC | 3 | 0 | 0 | 3 |
| 3 | MI25B03 | Business tools for Predictive Analysis | PEC | 3 | 0 | 0 | 3 |
| 4 | MI25B04 | Data Mining for Business Intelligence | PEC | 3 | 0 | 0 | 3 |
| 5 | MI25B05 | Deep Learning and Artificial intelligence | PEC | 3 | 0 | 0 | 3 |
| 6 | MI25B06 | Multivariate Data Analysis | PEC | 3 | 0 | 0 | 3 |
| 7 | MI25B07 | Social Media and Web Analytics | PEC | 3 | 0 | 0 | 3 |
| 8 | MI25B08 | Web and Text Analytics | PEC | 3 | 0 | 0 | 3 |

CATEGORY BASED CREDIT AND SPLIT-UP – SEMESTER WISE

| Semester | PCC | PEC | EEC | VAC | Total credit |
|---------------------|---------------------|----------------------------------|-----------|----------|--------------|
| I | 18 | | 2 | | 20 |
| 2 | 18 | | | | 20 |
| 3 | 18 | | 2 | 0 | 20 |
| 4 | 18 | | 3 | | 21 |
| 5 | 18 | | 3 | | 21 |
| 6 | 18 | | 3 | | 21 |
| 7 | 18 | | 3 | | 21 |
| 8 | 18 | | 3 | | 21 |
| 9 | | 18 | 5 | | 23 |
| 10 | | | 12 | | 12 |
| Total Credit | 144 | 18 | 38 | 0 | 200 |
| S.No. | Abbreviation | Detailed Description | | | |
| 1 | PCC | Professional Core Course | | | |
| 2 | PEC | Professional Elective Course | | | |
| 3 | EEC | Employability Enhancement Course | | | |
| 4 | VAC | Value added Course | | | |

SEMESTER I

| | | | | | |
|----------------|-----------------------------|----------|----------|----------|----------|
| MI25101 | BUSINESS MATHEMATICS | L | T | P | C |
| | | 3 | 1 | 0 | 3 |

OBJECTIVES

- The objective of this course is to teach the mathematical concepts and principles of calculus and basic probability etc. so that students will be able to apply their mathematical skills to various business problems

UNIT I MATRICES **9**

Matrices: Types of matrices - Matrices operations: Addition, Subtraction and Product of matrices- System of linear equations: Inverse of the matrix, Cramer's rule **CO1**

UNIT II ALGEBRA **9**

Permutation – Combination- Mathematical Induction-Partial fraction-. Progressions: **CO2**
Arithmetic and Geometric progressions - Means of two positive real numbers - Binomial expansion - Compound interest - Normal rate and effective rate.

UNIT III SETS, RELATION AND FUNCTIONS **9**

Sets: Set and sub-sets, Venn diagram and its applications - Operations on sets: Cartesian **CO3**
product of sets-Relation: Types of relation-Function: Types of function, representation of a function, composition of a function.

UNIT IV CALCULUS **9**

Differentiation: Limit of functions - Continuity of functions – Differentiation rules - **CO4**
Second order derivatives - Application of derivatives: Maxima and Minima.
Integration: Standard Integration - Integration using algebraic substitution - Integration by parts - Definite integral - Properties of definite integrals.

UNIT V PROBABILITY **9**

Probability: Basic concepts - axiomatic approach - classical definition - basic theorems - **CO5**
complements, union and intersection - venn diagrams - conditional probability, multiplicative law, independence event - total probability - Baye's theorem.

TOTAL: 45 PERIODS

TEXT BOOKS :

- John Bird "Higher Engineering Mathematics" Newnes (An Imprint of Elsevier), 4th Edition, 2006, Indian Edition, Noida.
- James Stewart "Calculus with Early Transcendental Functions", CENGAGE Learning 2008, Indian Edition, New Delhi.
- W. Mendenhall, R. Beaver and B.M. Beaver, 'Introduction to Probability and Statistics', Cengage Learning India Pvt. Ltd., 2016, New Delhi.

REFERENCE BOOKS:

- H. Anton, I. Bivens and S. Davis 'Calculus', John Wiley India Pvt. Ltd. 7th Edition, 2014, New Delhi.
- B.M. Aggarwal, 'Business Mathematics and Statistics' Ane Book Pvt. Ltd., 2015, Chennai.
- M. Raghavachari, 'A First Course in Mathematics for Management'. McGraw-Hill Education (India) Pvt. Ltd., 2015, New Delhi.

COURSE OUTCOMES

Upon completion of the course, students will be able to

- Students will be able to learn the basics of matrix and determinants to find the rank of the
- CO1** matrix. Characterize a linear system in terms of the number of leading entries, free variables, pivots, pivot columns, pivot positions.
- Students will understand the concepts of sets and perform operations and algebra on sets. To
- CO2** determine properties of relations, sketch relations and identify functions and determine their properties.

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- CO3** Students will understand the concepts of sets and perform operations and algebra on sets. To determine properties of relations, sketch relations and identify functions and determine their properties
- CO4** Students will be able to understand the concept of differentiation and integration. Also acquire skills to evaluate the integrals using the techniques of substitution, partial fraction and integration by parts
- CO5** Compute basic probabilities as used in statistical applications by comparing the concepts of probability. To demonstrate the elementary rules of probability and uses for Bayes' Theorem

MAPPING OF COs WITH POs AND PSOs

| COs | PROGRAMME OUTCOMES (POs) | | | | | | PROGRAMME SPECIFIC OUTCOMES (PSOs) | | |
|------------|--------------------------|-----|-----|-----|-----|-----|------------------------------------|-------|-------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO 1 | PSO 2 | PSO 3 |
| CO1 | - | 3 | - | - | - | - | 3 | 3 | - |
| CO2 | - | 3 | - | - | - | - | 3 | 3 | - |
| CO3 | - | 3 | - | - | - | - | 3 | 3 | - |
| CO4 | - | 3 | - | - | - | - | 3 | 3 | - |
| CO5 | - | 3 | - | - | - | - | 3 | 3 | - |

MI25102

ENGLISH

L T P C
3 0 0 3

OBJECTIVES

- To improve the communicative competence of learners
- To learn to use basic grammatic structures in suitable contexts
- To acquire lexical competence and use them appropriately in a sentence and understand their meaning in a text
- To help learners use language effectively in professional contexts
- To orient the learner **towards applied language skills**

UNIT I ORIENTATION TOWARDS APPLIED LANGUAGE SKILLS 9

LISTENING barriers, strategies for improving listening skills, listening to a story, short talk – **CO1**
 SPEAKING: the characteristics of effective speech, voice quality, rate of speaking, clear articulation, Introducing oneself, Speaking about past events, experiences, discussing music. -
 READING – Comprehension, developing reading skills, Reading articles
 WRITING the characteristics of effective writing, clear organization and structuring of ideas, summarizing, clarity of language, stylistic variation Grammar – Tense

UNIT II LSRW IN PROFESSIONAL CONTEXT 9

LISTENING – listening to short speeches, conversations, TED Talks, listening for information **CO2**
 – SPEAKING- Participating in informal discussions, expressing different points of view -
 READING – strategies, skimming and scanning; predicting, guessing, inferring; reading critically, Reading Articles, Taking notes. – WRITING – Short Article, blogging, Email Etiquette, Emails Grammar – Clauses, Comparison of Adjectives Vocabulary – Prefixes, Suffixes, Foreign words and phrases

UNIT III IMPROVE COMMUNICATIVE COMPETENCE OF STUDENTS 9

LISTENING – Telephonic Conversations, leaving a message– SPEAKING Exchanging **CO3**
 information, Discussing Future Plans, Conversational Skills, - READING – Brochures, Emails, Informative texts - WRITING – Business Letters – Quotation, Complaints, Grammar – Determiners, Relative Clauses, Conditionals, Vocabulary – Phrasal Verbs, Single word Substitution.

UNIT IV LEARNING BASIC GRAMMATICAL STRUCTURES 9

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LISTENING – Dialogues, Interviews. SPEAKING- Brief Presentations, Using Discourse Markers - READING – Newspaper Reports, Product Review WRITING – Essays –analytical and argumentative, Letters seeking permission, making enquiries. Grammar – Expressing causes and results, Modals, Vocabulary – Word Formation **CO4**

UNIT V USING LANGUAGE IN PROFESSIONAL CONTEXTS 9

LISTENING –Narratives, Conversations SPEAKING- Neutral and Gender-sensitive language, Interview role plays- READING – Jumbled Sentences WRITING-Recommendations, Short Reports, Writing notices, Grammar – Reported Speech, Vocabulary –Sequencing Words, Linkers **CO5**

TOTAL: 45 PERIODS

TEXT BOOKS :

1. Dr. Veena Selvam, Dr. Sujatha Priyadarshini, Dr. Deepa Mary Francis, Dr. KN. Shoba, and Dr. Lourdes Joevani, English for Science & Technology Cambridge University Press, 2021.
2. Herbert Puchta and Jeff Stranks, English in Mind, Second Edition-Student’s Book, Cambridge University Press, 2010.

REFERENCE BOOKS:

1. Wallace, Michael J., Study Skills in English Cambridge University Press, Cambridge, 1980
2. P. Kiranmai Dutt, Geetha Rajeevan, and C.L.N. Prakash, A Course in Communication Skills, Foundation Books, New Delhi, India, 2008.
3. Kulbhusan Kumar, RS Salaria, Effective Communication Skill, Khanna Publishing House.
4. Dr. V. Chellammal, Learning to Communicate –Allied Publishing House, New Delhi, 2003.

COURSE OUTCOMES

Upon completion of the course, students will be able to

- CO1** To understand the nuances of language, including grammar, vocabulary, and syntax, to improve their overall language proficiency.
- CO2** To acquire the ability to articulate their thoughts clearly and coherently in both written and spoken forms, tailored to various contexts such as personal, academic, and professional settings.
- CO3** To cultivate critical thinking skills that enable them to analyze texts and arguments, fostering a deeper comprehension of language use in different scenarios.
- CO4** To acquire the skills necessary to adapt their language usage according to different audiences and purposes, enhancing their versatility in communication.
- CO5** To build confidence in using the language effectively, preparing them for successful interactions in academic environments and future professional endeavors.

MAPPING OF COs WITH POs AND PSOs

| COs | PROGRAMME OUTCOMES (POs) | | | | | | PROGRAMME SPECIFIC OUTCOMES (PSOs) | | |
|------------|--------------------------|-----|-----|-----|-----|-----|------------------------------------|-------|-------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO 1 | PSO 2 | PSO 3 |
| CO1 | - | 3 | - | - | - | - | - | - | - |
| CO2 | - | 3 | - | - | - | - | - | - | - |
| CO3 | - | 3 | - | - | - | - | - | - | - |
| CO4 | - | 3 | - | - | - | - | - | - | - |
| CO5 | - | 3 | - | - | - | - | - | - | - |

| | | | | | |
|----------------|----------------------------------|----------|----------|----------|----------|
| MI25103 | FOUNDATIONS OF MANAGEMENT | L | T | P | C |
| | | 3 | 0 | 0 | 3 |

OBJECTIVES

- To expose the students to the basic concepts of management
- To enable the students to understand the management functions of organization.

UNIT I INTRODUCTION TO MANAGEMENT 9

Nature and process of management, managerial roles and skills; Management vs. Administration, Management as a Science or an art, Management as a Profession, Evolution and Development of Management thought: Henry Fayol, F W Taylor and Elton Mayo. **CO1**

UNIT II PLANNING 9

Planning– concept, purpose, process, plans - strategies, policies, goal setting, MBO - Decision making – nature, process and types. **CO2**

UNIT III ORGANIZING 9

Organizing–Concepts, Steps, elements and functions – Departmentation - Authority and Responsibility - Organization structure, Delegation and Decentralization. **CO3**

UNIT IV DIRECTION 9

Motivation – Maslow, Herzberg theories, techniques - Leadership – nature, styles and theories – Communication – Process and barriers. **CO4**

UNIT V CONTROL 9

Management Control; nature, purpose and process, budgetary and non-budgetary control techniques. **CO5**

TOTAL : 45 PERIODS

TEXT BOOKS

1. Koontz & Ramachandra, Essentials of Management, Tata Mc Graw Hill. 13th Edition 2021
2. Stoner, Freeman and Gilbert, Jr. Management, Pearson Education, New Delhi 10th Edition 2020

REFERENCE BOOKS

- Wehrich, Heinz and Harold Koontz, Management: A Global Perspective, Tata Mc GrawHill 15th Edition 2019
2. Dinhar Pagan, Chopra, Principles of Management. 11th Edition 2021

COURSE OUTCOMES

Upon completion of the course, students will be able to

- CO1 To understand basic terminology and concepts for Management theory.
 CO2 To understand how work is to be done, by planning and provides direction for action.
 CO3 To demonstrate the ability to apply selected Management frameworks to real world business situations for problem-solving purposes.
 CO4 To apply and evaluate the motivation theories, Leadership skills and Communication concepts.
 CO5 To apply various control techniques for the effectiveness of organisation.

MAPPING OF COs WITH POs AND PSOs

| COs | PROGRAMME OUTCOMES (POs) | | | | | | PROGRAMME SPECIFIC OUTCOMES (PSOs) | | |
|------------|--------------------------|-----|-----|-----|-----|-----|------------------------------------|-------|-------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO 1 | PSO 2 | PSO 3 |
| CO1 | 3 | 3 | 3 | 1 | - | - | 2 | 3 | 3 |
| CO2 | 3 | 2 | 2 | 1 | - | - | 2 | 3 | 3 |
| CO3 | 3 | 3 | 3 | 1 | - | - | 2 | 3 | 3 |
| CO4 | 3 | 3 | 3 | 2 | - | - | 2 | 3 | 3 |
| CO5 | 3 | 2 | 2 | 1 | - | - | 2 | 3 | 3 |

| | | | | | |
|----------------|---------------------------------|----------|----------|----------|----------|
| MI25104 | MANAGERIAL ECONOMICS - I | L | T | P | C |
| | | 3 | 0 | 0 | 3 |

OBJECTIVES

- To expose the basic principles of microeconomic theory.
- To illustrate how microeconomic concepts can be applied to analyze real-life situations.

UNIT I INTRODUCTION 9

Meaning, Nature, Scope and Limitations of Business Economics – Micro & Macro Economics. **CO1**
– Productive efficiency Vs. economic efficiency – Economic growth & stability.

UNIT II DEMAND AND SUPPLY 9

Concept of Demand- Elasticity of Demand - Types and Determinants - Concepts of Supply – **CO2**
Elasticity of Supply - Types and Determinants. Consumer behaviour – consumer equilibrium –
Approaches to consumer behaviour.

UNIT III PRODUCTION 9

Introduction to production process, Short run production function: law of variable **CO3**
Proportions- long run production – Returns to scale – economies Vs diseconomies of scale.

UNIT IV COST AND REVENUE 9

Cost Analysis: Fixed, Variable and Total Cost Curves, Average and Marginal Costs, Long **CO4**
Run Cost Analysis. Revenue Concepts – Total Revenue, Marginal Revenue, Average
Revenue and their relationship.

UNIT V MARKET STRUCTURE 9

Price and output decisions under perfect competition, monopoly and monopolistic **CO5**
competition - pricing under oligopoly.

TOTAL: 45 PERIODS

TEXT BOOKS :

1. D N Dwivedi, Managerial Economics, Vikas Publishing House PVT Ltd, Ninth Edition, 2023.
2. .Paul A. Samuelson, William D. Nordhaus, Sudip Chaudhuri, Anindya Sen, Economics, McGraw-Hill, Twentieth Edition, 2019
3. Maheshwari Y, Managerial Economics, Third Edition, Prentice Hall India Learning, New Delhi, 2012.

REFERENCE BOOKS:

1. Karl E. Case, Ray C. Fair, Sharon E. Oster, Principles of Macroeconomics, Pearson Education, Twelfth Edition, 2019.
2. Keat Paul, K Young Philip), Erfle Steve, College Dickinson, Banerjee Sreejatha, Managerial Economics, Pearson Education, Seventh Edition, 2017.
3. Froyen, Macroeconomics: Theories and Policies, Pearson Education India, 10th Edition, 2013.
4. Richard Lipsey and Alec Charystal, Economics, 12th edition, Oxford, University Press, New Delhi, 2011.

COURSE OUTCOMES

Upon completion of the course, students will be able to

- CO1** To understand the fundamental concept of Business Economics.
CO2 To apply the concept and determinant of demand and supply.
CO3 To understand production process and to analyses the short run and long run production function
CO4 To analyse cost and revenue concepts & economies and diseconomies of Scale.
CO5 To analyse the price output determination under different market structures & demand for and supply of different types of factor market.

MAPPING OF COs WITH POs AND PSOs

| COs | PROGRAMME OUTCOMES (POs) | | | | | | PROGRAMME SPECIFIC OUTCOMES (PSOs) | | |
|-----|--------------------------|-----|-----|-----|-----|-----|------------------------------------|-------|-------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO 1 | PSO 2 | PSO 3 |
| CO1 | - | 3 | 2 | 2 | 1 | - | 3 | 2 | - |
| CO2 | - | 3 | 3 | 3 | 3 | - | 3 | 2 | - |
| CO3 | - | 3 | 2 | 2 | 1 | - | 3 | 2 | - |
| CO4 | - | 3 | 3 | 3 | 2 | - | 3 | 3 | - |
| CO5 | - | 3 | 3 | 2 | 2 | - | 3 | 2 | - |

MI25105

OFFICE MANAGEMENT

L T P C
3 0 0 3

OBJECTIVES

- To understand the fundamental concepts and functions of office management.
- To provide an understanding of office environment to create efficient and comfortable work place.

UNIT I INTRODUCTION

9

Office management - meaning, Importance, Elements, Functions - Office Manager – Roles and Responsibilities, Qualities - Office Organization and its significance.

CO1

UNIT II OFFICE LAYOUT

9

Office accommodation- Principles, - Location layout- Open and private offices- Office environment- Office lighting, Ventilation, Interior decoration, Furniture-Noise and dust- Physical Hazards- Sanitary Requirements- Cleanliness.

CO2

UNIT III OFFICE SYSTEMS

9

Definitions- Characteristics - Functions and Responsibilities of systems - procedures of office security- office manual- office services - Work measurement and Control-Time and motion study.

CO3

UNIT IV OFFICE MAINTENANCE AND SUPERVISION

9

Office Machines and Equipments - Office Stationary and Supplies - Supervision – Characteristics of supervisor - Roles-Functions – Controlling- Tools & Techniques

CO4

UNIT V RECENT TRENDS IN FILING SYSTEM

9

Office mail service- Office record management – importance - Filing essentials – Classification and arrangement of files - Modern methods of filing-Modern filing devices – indexing - methods.

CO5

TOTAL: 45 PERIODS

TEXT BOOKS

- P.K. Gosh – Office Management, Sultan Chand & Sons,2010
- Chopra P.K - Office Management, Himalaya Publishing House; 17th edition 2017
- R.C.Bhatia-Modern Office Management And Commercial Correspondence, Sterling,2021
- Dr I.M Sahai-Office Management Paperback –SahityaBhawan Publications 12019
- R S N Pillai-Office Management, S Chand Publishing,2023

REFERENCE BOOKS

- J.C.Denyer - Office Management
- S.P.Arora - Office Management, Stosius Inc/Advent Books Division; Revised, Subsequent edition 1982
- Little Field CL and Peterson RL – Modern Office Management, 2007
- Dr. S.P. Saranya, Ms. N. Subashini, Mr. S. Mouleeshwaran, Ms. J. Christina Mary Office Management ,Prime International Publication,2021

COURSE OUTCOMES

Upon completion of the course, students will be able to

- CO 1** To provide insights on key office activities, functions, and the role of an office manager in an organization.
- CO 2** To apply principles of office accommodation, layout, and environmental planning to create well-organized and comfortable office spaces.
- CO 3** To develop and implement office systems and procedures that streamline work processes, improve security, and utilize work measurement and time studies.
- CO 4** To understand the office forms, stationary, and supplies, including procurement and usage control, for efficient resource management.
- CO 5** To handle office mail services, operate modern office appliances, and maintain records management through effective filing and indexing.

MAPPING OF COs WITH POs AND PSOs

| | PROGRAMME OUTCOMES (POs) | | | | | | PROGRAMME SPECIFIC OUTCOMES (PSOs) | | |
|-------------|--------------------------|------|------|------|------|------|------------------------------------|-------|-------|
| | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PSO 1 | PSO 2 | POS 3 |
| CO 1 | 1 | - | 1 | 1 | 1 | - | 1 | 1 | 1 |
| CO 2 | 2 | - | 2 | 2 | 1 | - | 2 | 1 | 2 |
| CO 3 | 1 | - | 2 | 2 | 1 | - | 1 | 2 | 2 |
| CO 4 | 1 | - | 2 | 2 | 1 | - | 2 | 1 | 1 |
| CO 5 | 2 | - | 1 | 2 | 1 | - | 1 | 1 | 1 |

MI25106

PRINCIPLES OF ACCOUNTING

L T P C
3 0 0 3

OBJECTIVES

To understand the basic accounting concepts.

UNIT I INTRODUCTION OF ACCOUNTING & RECORDING OF TRANSACTIONS **9**

Meaning of Accounting – Branches of Accounting. - Financial Accounting – Definition – scope, objectives of financial Accounting - Accounting Principles, Concepts and Conventions – Book keeping and Accounting – Accounting System – Preparation of Journal, ledger, Cash Book and Trial Balance. **CO1**

UNIT II FINAL ACCOUNTS **9**

Preparation of Final Accounts Introduction, Meaning,-Objectives and Characteristics of Final Accounts ,Preparation of Trading Account, Profit & Loss Account and Balance sheet , Treatment of Adjustments (Simple problems). **CO2**

UNIT III DEPRECIATION **9**

Depreciation–Meaning and Types Methods of Charging and Providing depreciation Straight Line and Written Down Value methods (Change in method excluded). **CO3**

UNIT IV BANK RECONCILIATION STATEMENT **9**

Bank Reconciliation Statement (simple problems only) – Insurance Claim – Average Clause (Loss of profit excluded). **CO4**

UNIT V ACCOUNTING FOR NON PROFIT ORGANIZATION **9**

Non-profit organization, Income and Expenditure Account & Receipts and Payments Account: – Nature – Preparation of Receipt and Payment Account and Income and Expenditure Account. **CO5**

TOTAL: 45 PERIODS

Master of Business Administration Integrated R 2025-CBCS

TEXT BOOKS :

1. Reddy and Murthy, Financial Accounting by Margham Publications, Margham Publication, Edition 2024.
2. Gupta R.L., Gupta VK, Principles & Practice of Accounting, Sultan Chand & Sons, 2013

REFERENCE BOOKS:

1. John J Wild, Fundamental Accounting Principles, 25th edition, Cengage Learning, 2021
2. Dr.S.M.Shukla Financial Accounting by Sahitya Bhawan,2021.
3. Ambrish Gupta, Financial Accounting for management by Pearson 6th Edition,2018.

COURSE OUTCOMES

Upon completion of the course, students will be able to

- CO1** Understand the concepts of basic financial accounting.
CO2 Analyze trading accounts, profit and loss account and balance sheet of the company.
CO3 Apply various depreciations methods used in accounting
CO4 Understand the reconciliation and insurance claims.
CO5 Know about the account of nonprofit organizations.

MAPPING OF COs WITH POs AND PSOs

| COs | PROGRAMME OUTCOMES (POs) | | | | | | PROGRAMME SPECIFIC OUTCOMES (PSOs) | | |
|-----|--------------------------|-----|-----|-----|-----|-----|------------------------------------|-------|-------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO 1 | PSO 2 | PSO 3 |
| CO1 | 3 | 2 | - | 2 | 1 | - | 3 | 3 | 1 |
| CO2 | 3 | 2 | - | 2 | 1 | - | 3 | 3 | 1 |
| CO3 | 3 | 2 | - | 2 | 1 | - | 3 | 3 | 1 |
| CO4 | 3 | 2 | - | 2 | 1 | - | 3 | 3 | 1 |
| CO5 | 3 | | - | 2 | 1 | - | 3 | 3 | 1 |

MI25P11

ENGLISH LANGUAGE LABORATORY

L T P C
0 0 4 2

OBJECTIVES

- To enable learners develop their communicative competence.
- To facilitate the process of acquiring and developing soft skills among the learners in a professional background.
- To enhance the employability skills of students to improve their prospects of placements.

MODULES

- Listening to academic and professional lectures and presentations. **20**
- Participating in group discussions – understanding group dynamics – brainstorming - expressing opinions, initiating and turn taking. Using appropriate body language in professional contexts – gestures, facial. **CO1**
 - Making presentations – introducing oneself – introducing a topic – answering questions – individual presentation practice
 - Creating effective PPTs – presenting the visuals effectively - designing slides. **20**
 - Reading reports in the newspaper, making a summary and presenting it.
 - Understanding graphical data – summarizing and interpreting it. **CO2**
 - Interview skills– dress code – body language – mock interview
 - Writing job applications - writing covering letters and résumé - Applying for jobs online - email etiquette. **20**
 - Writing for publications –conference papers, research reports **CO3**
 - Drafting memos in business context – writing for blogs.

TOTAL: 60 PERIODS

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TEXT BOOKS :

1. John Adair, Effective Communication. Pan Macmillan Publishing, Revised edition 2009
2. Krishna Mohan and Meenakshi Raman, Effective English Communication. 3rd Edition, Tata McGraw Hill, New Delhi, 2003.
3. Alok Jain, Pravin S., R.Bhatia, A.M. Sheikh, Professional Communication Skills. 3rd Edition, S Chand and Company, New Delhi, 2005.

COURSE OUTCOMES

Upon completion of the course, students will be able to

- CO1** Comprehend and critically analyze academic and professional lectures and presentations, actively participate in group discussions
- CO2** Develop & deliver effective presentations and exhibit professional interview skills
- CO3** Draft job applications, high-quality academic and professional documents.

MAPPING OF COs WITH POs AND PSOs

| COs | PROGRAMME OUTCOMES (POs) | | | | | | PROGRAMME SPECIFIC OUTCOMES (PSOs) | | |
|------------|--------------------------|-----|----------|-----|-----|-----|------------------------------------|-------|-------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO 1 | PSO 2 | PSO 3 |
| CO1 | - | - | 3 | - | - | - | - | - | - |
| CO2 | - | - | 3 | - | - | - | - | - | - |
| CO3 | - | - | 3 | - | - | - | - | - | - |

SEMESTER II

MI25201

BUSINESS COMMUNICATION

L T P C

3 0 0 3

OBJECTIVES

- To familiarize tertiary level grammatical usage in language
- To apply LSRW skills in a professional context
- To acquaint students with evolving trends in professional communication

UNIT I INTRODUCTION AND TYPES OF BUSINESS COMMUNICATION 9

Introduction to Business Communication: Principles of effective communication, Target group profile, Barriers of Communication, Reading Skills, Listening, Feedback. – Principles of Nonverbal Communication: Professional dressing and body language. Role Playing, Debates and Quiz. - Group communication: Meetings, group discussions. - Other Aspects of Communication: Cross Cultural Dimensions of Business Communication Technology and Communication **CO1**

UNIT II BUSINESS COMMUNICATION WRITING MODELS AND TOOLS 9

Business letters, Routine letters, Bad news and persuasion letters, sales letters, collection letters, , Resume/CV, job application letters, proposals. Internal communication through Email - notices, circulars, memos, agenda and minutes, Exercises on Corporate Writing, Executive Summary of Documents, Creative Writing, Poster Making, Framing Advertisements, Slogans and Captions. **CO2**

UNIT III EFFECTIVE PRESENTATIONS 9

Principles of Effective Presentations, Principles governing the use of audiovisual media. **CO3**
Types of managerial speeches - Presentations and Extempore - speech of introduction, speech of thanks, occasional speech, theme speech.

UNIT IV INTERVIEW SKILLS 9

Mastering the art of giving interviews in - selection or placement interviews, discipline interviews, appraisal interviews, exit interviews, web /video conferencing, tele-meeting. **CO4**

UNIT V REPORT WRITING 9

Master of Business Administration Integrated R 2025-CBCS

Objectives of report, types of report, Report Planning, Types of Reports, Developing an outline, Nature of Headings, Ordering of Points, Logical Sequencing, Graphs, Charts, Executive Summary, List of Illustration, Report Writing. **CO5**

TOTAL: 45 PERIODS

TEXT BOOKS :

1. Bovee, C. L., & Thill, J. V. *Business communication today*, Pearson Publication. 15th edition, 2023.
2. Cardon, P. W..*Business communication: Developing leaders for a networked world*, Tata McGraw Hill. 4th edition, 2022.

REFERENCE BOOKS

1. Guffey, M. E., & Loewy, D. *Essentials of business communication*, Cengage Learning publication, 12th edition, 2022.
2. Locker, K. O., & Kienzler, D. S..*Business and administrative communication*, Tata McGraw Hill, 12th edition, 2021.
3. R. C. Sharma , Krishna Mohan, *Business Correspondence & Report Writing* , Tata McGraw Hill, 6th edition, 2020.
4. Lehman, Dufrene, Sinha, *Business Communication – A South Asian Perspectives*, South-Western Cengage Learning India (P) Ltd, 2nd edition, 2016
5. Courtland L. Bovee, C. Allen Paul, John V. Thill, *Business Communication Today*, Pearson Publication, 13th edition, 2015.

COURSE OUTCOMES

Upon completion of the course, students will be able to

CO1 Understand the various types of business communication

CO2 Apply the business communication models and tools in business context.

CO3 Apply the presentation strategies to improve the effectiveness of communication

CO4 Apply professionalism, communication skills and critical thinking in interviews

CO5 Create various reports in business context

MAPPING OF COs WITH POs AND PSOs

| COs | PROGRAMME OUTCOMES (POs) | | | | | | PROGRAMME SPECIFIC OUTCOMES (PSOs) | | |
|------------|--------------------------|-----|-----|-----|-----|-----|------------------------------------|-------|-------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO 1 | PSO 2 | PSO 3 |
| CO1 | - | - | 3 | 1 | 1 | 2 | 2 | - | - |
| CO2 | - | - | 3 | 1 | 1 | 2 | 2 | - | - |
| CO3 | - | - | 3 | 1 | 1 | 2 | 2 | - | - |
| CO4 | - | - | 3 | 1 | 3 | 2 | 2 | - | - |
| CO5 | - | - | 3 | 1 | 1 | 2 | 2 | - | - |

MI25202

BUSINESS ORGANISATION

L T P C

3 0 0 3

OBJECTIVES

- The students will able to understand role and functions of modern business, develop right understanding regarding business environment and Prepare them to face emerging challenge managing business.

UNIT I INTRODUCTION

9

Meaning and definition of business, essentials & scope of business, business as a system. **CO1**
Business and profession. Classification of Business Activities, distinction between business, commerce and trade. Meaning, Definition, Characteristics and objectives of Business Organization, Evolution of Business Organization. Business and its Environment - Social Responsibility of a business firm.

| | | |
|-----------------|--|------------|
| UNIT II | LOCATION OF INDUSTRY | 9 |
| | Location of industry- Factors influencing location- Size and scale of operation- Optimum firms – Advantages &- Disadvantages of large scale operations - small scale operations- Industrial Estates and District Industries Centre. | CO2 |
| UNIT III | FORMS OF BUSINESS ORGANISATION | 9 |
| | Forms of Business Organization • Sole proprietorship - meaning, characteristics, advantages and limitations, • Partnership - meaning, characteristics, advantages and limitations, types of partners,. Joint Hindu family firm • Cooperative Society - meaning, characteristics, advantages and limitations, types of cooperative societies. | CO3 |
| UNIT IV | JOINT STOCK COMPANY | 9 |
| | Joint Stock Company - meaning, characteristics, advantages and limitations, suitability of company form of business organization. Types of Joint Stock Company - Public Limited Companies, Private Limited Companies, Government Companies, Multinational Companies - Public Utilities and Public Enterprises. | CO4 |
| UNIT V | BUSINESS COMBINATIONS | 9 |
| | Business Combination- Meaning, Causes, Objectives, Types and Forms. Advantages and disadvantages. Mergers, Takeovers and Acquisitions- Trade associations and chamber of commerce | CO5 |

TOTAL: 45 PERIODS

TEXT BOOKS

1. Y.K. Bhushan Fundamentals of Business Organisation and Management, Sultan Chand & Sons, 2019
2. Tulsian, P.C.; Business Organisation & Management, Pearson Education, New Delhi 2020

REFERENCE BOOKS

1. R.C Bhatia, Business Organisation & Management, ANB Books 2019
2. C.D.Balaji and G.Prasad - Business Organization, 2021, Margham Publications. 2022
3. R.C.Bhatia,Business Organisation & Management,2020,Tax Mann Publications Pvt Ltd 2019.

COURSE OUTCOMES

Upon completion of the course, students will be able to

- | | |
|------------|--|
| CO1 | To remember and understand the basic concepts of business and the various environmental factors effecting the business functions |
| CO2 | To analyse the location of industry and the factors to be considered during the selection of industry location. |
| CO3 | To understand the different forms of business organization and its merits and demerits |
| CO4 | To understand the characteristics of joint stock company and the difference between private and public limited companies. |
| CO5 | To evaluate the concepts of merger, acquisition and takeover |

MAPPING OF COs WITH POs AND PSOs

| COs | PROGRAMME OUTCOMES (POs) | | | | | | PROGRAMME SPECIFIC OUTCOMES (PSOs) | | |
|------------|--------------------------|-----|-----|-----|-----|-----|------------------------------------|-------|-------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO 1 | PSO 2 | PSO 3 |
| CO1 | 2 | 2 | 3 | 2 | - | - | 1 | 2 | 2 |
| CO2 | 3 | 2 | 1 | 2 | - | - | 1 | 3 | 3 |
| CO3 | 2 | 2 | 3 | 2 | - | - | 1 | 3 | 3 |
| CO4 | 3 | 1 | 3 | 2 | - | - | 1 | 2 | 1 |
| CO5 | 3 | 1 | 3 | 2 | - | - | 1 | 3 | 3 |

MI25203

BUSINESS STATISTICS-I

L T P C

3 1 0 3

OBJECTIVES

- To Provide with a working knowledge of how to apply statistics to business situation.
- To describe data and make evidence based decisions using inferential statistics that are based on well - reasoned statistical arguments.
- To provide basic knowledge to do estimation of population, test hypothesis

UNIT I DESCRIPTIVE AND INFERENTIAL STATISTICS 9

Fundamentals of statistics: - Data and information, Descriptive statistics: descriptive and inferential statistics - grouped and ungrouped data - measures of central tendency, variability, dispersion: arithmetic mean, median, mode, quartiles, percentiles, deciles, interquartile, range, standard deviation, variance - Application in business scenario. **CO1**

UNIT II SAMPLING DISTRIBUTION AND ESTIMATION 9

Sampling- sampling methods - sampling distribution - sampling and non-sampling errors - mean and standard deviation of sampling distribution-Estimation- Introduction- Estimators and properties – Point and Interval estimate - introduction to t-distribution- interval estimation of population mean: large and small samples- Interval estimation of population mean; finite and infinite population - Interval estimation for population proportion. **CO2**

UNIT III HYPOTHESIS TESTS - I 9

Introduction to hypotheses and testing hypotheses - significance level- one tail and two tail tests - region of rejection - hypothesis test about mean: large and small samples - hypothesis test about mean: known and unknown population standard deviation - Hypothesis test about mean : finite and infinite population - Hypothesis test about proportions. **CO3**

UNIT IV HYPOTHESIS TESTS - II 9

Hypothesis tests about difference between two sample means : large and small case- hypothesis tests about difference between two sample means for paired samples - hypothesis tests about difference between two sample proportions - F-test for two sample standard deviations. **CO4**

UNIT V DESIGN OF EXPERIMENTS 9

One way and Two way classifications – Completely randomized design – Randomized block design – Latin square design – 22 factorial design. **CO5**

TOTAL: 45 PERIODS

TEXT BOOKS :

1. S.C. Gupta and V.K. Kapoor, 'Elements of Mathematical Statistics', 3rd Edition, Sultan Chand & Sons, 2014, Chennai.
2. B.M. Aggarwal, 'Essential of Business Statistics', Ane Book Pvt. Ltd., 2016, Chennai.
2. Richard I. Levin, David S. Rubin, Sanjay Rastogi Masood Husain Siddiqui, Statistics for Management, Pearson Education, 7th Edition, 2016.
3. Prem.S.Mann, , Introductory Statistics, 7th Edition, Wiley India, 2016.

REFERENCE BOOKS:

1. Aczel A.D. and Sounderpandian J, Complete Business Statistics, 6th edition, Tata McGraw Hill Publishing Company Ltd., New Delhi, 2012.
2. Glyn Davis and Branko Pecar, Business Statistics using Excel - Oxford University Press.
4. Prem S. Mann, 'Introductory Statistics' Wiley Publications, 8th Edition, 2013, Singapore.
5. David M . Levine, 'Business Statistics - A first course' Person Publication, 7th Edition, 2015, Greater Noida.
6. Navai Bajpai, 'Business Statistics' Pearson Education, 2009, Greater Noida.
7. Sanjiv Jaggia and Alison Kelly, 'Business Statistics' - Communicating with numbers, Tata McGraw Hill, 2nd Edition, 2016, New Delhi.

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8. L.J. Kazmier, Business Statistics, Schaum's Outlines, 4th edition, Tata McGraw Hill Publishing Company Limited, 2004, New Delhi.

COURSE OUTCOMES

Upon completion of the course, students will be able to

- CO1** Understand the concepts of data and fundamentals of statistics. Demonstrate an understanding of descriptive statistics by Designing and formulating sources of business decision making data. To evaluate and analyze methods for examining central tendencies.
- CO2** To learn the types of sampling techniques and sampling errors. To obtain confidence interval of a parameter and its relation in the problems related with sampling
- CO3** To formulate null and alternative hypothesis and apply small, large sample in real life problems. To obtain confidence interval of a parameter and its relation with testing of hypothesis problem.
- CO4** To formulate null and alternative hypothesis and apply two samples in real life problems. Apply the appropriate test in the problems related with sampling.
- CO5** To explore small and large datasets to create testable hypotheses and identify appropriate Statistical tests. ANOVA statistical significance result is independent of constant bias and scaling errors as well as the units used in expressing observations.

MAPPING OF COs WITH POs AND PSOs

| COs | PROGRAMME OUTCOMES (POs) | | | | | | PROGRAMME SPECIFIC OUTCOMES (PSOs) | | |
|-----|--------------------------|-----|-----|-----|-----|-----|------------------------------------|-------|-------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO 1 | PSO 2 | PSO 3 |
| CO1 | - | 3 | - | - | - | - | 3 | 3 | - |
| CO2 | - | 3 | - | - | - | - | 3 | 3 | - |
| CO3 | - | 3 | - | - | - | - | 3 | 3 | - |
| CO4 | - | 3 | - | - | - | - | 3 | 3 | - |
| CO5 | - | 3 | - | - | - | - | 3 | 3 | - |

MI25204

COST ACCOUNTING

L T P C
3 0 0 3

OBJECTIVES

- To impart knowledge about cost accounting methodologies and techniques followed in the corporate world

UNIT I INTRODUCTION

9

Meaning, objectives and advantages of cost accounting, Difference between cost accounting and financial accounting, Cost concepts and classifications, Elements of cost, – Installation of Cost Accounting System – Cost and Profit Centers – Cost Sheets, Tenders and Quotations.

CO1

UNIT II MATERIAL COST

9

Material/inventory control: concept and techniques, Accounting and control of purchases, Storage and issue of materials, Methods of pricing of materials issued: FIFO, LIFO, Simple average, Weighted average, Replacement, Standard treatment of material losses.

CO2

UNIT III LABOUR COST

9

Accounting and control of labour cost, Time keeping and time booking, Concept and treatment of idle time, Over time, Labour turnover, Fringe benefits.

CO3

UNIT IV OVERHEADS

9

Overheads – Classification, Allocation, Apportionment – Primary and Secondary – Methods of Absorption of Overhead – Under and Over Absorption – Machine Hour Rate.

CO4

UNIT V PROCESS COSTING

9

Meaning, Nature of Process Costing – Process Costing and Job Costing – Costing Procedures under Process Costing – Preparation of Process Account – Normal, Abnormal loss/gain – Joint and By products **CO5**

TOTAL: 45 PERIODS

TEXT BOOKS :

1. S.P.Jain and K.L.Narang, Kalyani, Cost Accounting, Publications, 2014.
2. M.Y.Khan, P.K.Jain, Cost Accounting, JBA Publishers, 2015.
3. Ravi M Kishore, Cost & Management accounting, Taxmann’s , 6th Edition, 2021.

REFERENCE BOOKS:

1. Hasham Ali Khan, Cost Accounting, SIA Publishers, 2024.
2. T.S.Reddy. Y.Hari Prasad Reddy, Cost Accounting, MarghamPublications,2015.
3. M.C.Shukla,T.S.Grewal,M.P.Gupta, Cost Accounting, S.Chand, 2014

COURSE OUTCOMES

Upon completion of the course, students will be able to

- To familiarize the concept of cost accounting, relationship between cost, financial and management accounting, to find out the cost and profit centers and to analyze the classification of costs, cost sheet, tenders and quotations.
- CO1**
- To analyze material cost, material control, purchase control, inventory control and pricing material issues.
- CO2**
- To compute the Labor cost
- CO3**
- To understand the methods of absorption of overhead and calculate the Machine Hour Rate
- CO4**
- To analyze the Process costing, Job costing and Contract costing.
- CO5**

MAPPING OF COs WITH POs AND PSOs

| COs | PROGRAMME OUTCOMES (POs) | | | | | | PROGRAMME SPECIFIC OUTCOMES (PSOs) | | |
|------------|--------------------------|----------|----------|----------|----------|----------|------------------------------------|----------|----------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO 1 | PSO 2 | PSO 3 |
| CO1 | 3 | 3 | 2 | 2 | - | - | 3 | 3 | - |
| CO2 | 3 | 3 | 2 | 2 | - | - | 3 | 3 | - |
| CO3 | 3 | 3 | 2 | 2 | - | - | 3 | 3 | - |
| CO4 | 3 | 3 | 2 | 2 | - | - | 3 | 3 | - |
| CO5 | 3 | 3 | 2 | 2 | - | - | 3 | 3 | - |

MI25205

FUNDAMENTALS OF COMPUTERS

L T P C
3 0 0 3

OBJECTIVES

The course is aimed at imparting a basic level of computer knowledge and the application of computer skills for analysing the data, creating the presentations and preparing the reports.

UNIT I INTRODUCTION TO COMPUTERS

9

Meaning, objectives, and importance of computers. -Applications: In the world, for individual users, organizations, society, and AI systems. -Components: Hardware (CPU, memory, input/output devices, storage) and Software (system and application software). -Input devices: Keyboard, mouse, hand-based, optical, and audio-visual devices. -Output devices: Monitors, projectors, sound systems, printers, plotters. **CO1**

UNIT II DATA PROCESSING AND DATA STORAGE

9

Transforming data into information - difference between data and information - how computers process data using CPU - factors affecting processing speed - internal clock - cache **CO2**

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memory. Storage devices - primary and secondary storage - big data solutions - finding data on a disk - removable storage - smart cards.

UNIT III OPERATING SYSTEM 9

Operating systems basics - purpose, types, user interface, running programs, managing hardware, mobile OS (Android, iOS). Basics of GUI-based OS - user interface, task bar, icons, menus, running applications. OS settings - changing date and time, display properties, mouse properties, adding and removing printers. File management - creating and renaming files and directories. Common utilities. **CO3**

UNIT IV THE INTERNET AND ITS SERVICES 9

Introduction to internet and world wide web (www) - basics of computer networks - LAN, WAN, and internet - internet history - major services - using your browser - navigating the web - searching the web - e-mail and internet services - communicating through e-mail - stopping out spam - web-based email - IoT applications. **CO4**

UNIT V INTRODUCTION TO WORD PROCESSORS, SPREAD SHEETS & PRESENTATIONS 9

Introduction to word processors - creating and editing documents - formatting text and tables - inserting and formatting pictures, introduction to Google Workspace - creating and modifying spreadsheets - entering data, applying functions, formatting cells, saving and printing, introduction to presentations - creating and editing slides - using design templates - adding images and applying effects - saving and printing. **CO5**

TOTAL: 45 PERIODS

TEXT BOOKS :

1. Reema Thareja Fundamentals of Computers, 4th Edition (Oxford University Press, 2024).
2. Randy, Microsoft Office 365: In Practice Nordell (McGraw-Hill Education, latest edition)

REFERENCE BOOKS:

1. Rajaraman V and Adabala N, Fundamentals of Computers, 7th Edition: PHI, 2024.
2. Timothy O'Leary and Linda O'Leary Computing Essentials 2024" by (McGraw-Hill Education, 2024)

COURSE OUTCOMES

Upon completion of the course, students will be able to

- CO1** Ability to identify computer hardware and peripheral devices
- CO2** To be familiar with software applications and Understand file management
- CO3** To understand operating system concepts & the use of graphical user interface
- CO4** To explore the Web and to gain experience working with email
- CO5** Ability to use spreadsheets, word processors and presentations

MAPPING OF COs WITH POs AND PSOs

| COs | PROGRAMME OUTCOMES (POs) | | | | | | PROGRAMME SPECIFIC OUTCOMES (PSOs) | | |
|------------|--------------------------|-----|-----|-----|-----|-----|------------------------------------|-------|-------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO 1 | PSO 2 | PSO 3 |
| CO1 | 2 | 2 | 3 | 2 | - | - | 1 | 2 | 2 |
| CO2 | 3 | 2 | 1 | 2 | - | - | 1 | 3 | 3 |
| CO3 | 2 | 2 | 3 | 2 | - | - | 1 | 3 | 3 |
| CO4 | 3 | 1 | 3 | 2 | - | - | 1 | 2 | 1 |
| CO5 | 3 | 1 | 3 | 2 | - | - | 1 | 3 | 3 |

| | | | | | |
|----------------|----------------------------------|----------|----------|----------|----------|
| MI25206 | FUNDAMENTALS OF SOCIOLOGY | L | T | P | C |
| | | 3 | 0 | 0 | 3 |

OBJECTIVES

- To understand the basic concepts and the major concerns of sociology.
- To understand the relationship between culture, personality, and society.
- To identify the nature and characteristics of social processes.

UNIT I INTRODUCTION 9

Origin, Nature, Scope, and importance of Sociology; Methods of Sociology; Relationship with other social sciences **CO1**

UNIT II BASIC CONCEPTS 9

Society, community, Institution, Social structure, Social System, Social Groups, Social organization, Relationship between Individual and Society, Societal culture **CO2**

UNIT III SOCIALIZATION 9

Meaning of Socialization, Socialization as a Process of Learning, Stages, and Agencies of Socialization; Social Norms: Conformity, Deviance, Needs of Social Control **CO3**

UNIT IV SOCIAL PROCESS 9

Social Process in Social Institution: Meaning, Causes, and Remedies; Social Stratification in Marriage, Family, Peer group- Religion and Kinship **CO4**

UNIT V APPLIED SOCIOLOGY 9

Indian social problems- race, class, gender inequalities- Ecology and Environment: Pollution, Global warming, and the Greenhouse effect. Impact of Industrialization and Urbanization on Environment- Issues in sustainability **CO5**

TOTAL: 45 PERIODS

TEXT BOOKS :

1. Sankar Rao, C.N.: Principles of Sociology with an Introduction to Sociological Thought, 8th Edition, Sultan Chand and Sons, 2024
2. Dr. Shyam B. Choudhury: Fundamentals of Sociology, String productions, 1st Edition 2024.
3. Bhushan Vidya, D R, Sachdeva: Fundamentals of Sociology, Pearson Education India, 1st Edition, 2024.

REFERENCE BOOKS:

1. Anthony Giddens, Philip W. Sutton: Essential Concepts in Sociology 3rd Edition, Polity, 2021
2. Sarat C. Joshi: Fundamentals of Sociology, Akansha Publishing, 1 st Edition, 2022.
3. Abhijit Kundu, Nupurnima Yadav: Sociology Of India, Atlantic Publishers and Distributors (P) Ltd, 2023
4. Ajit K Singh: Fundamentals of Sociology, Anmol Publishers 2012.
5. Joan Ferrante: Sociology, **the United States in a global community, 1999.**

COURSE OUTCOMES

Upon completion of the course, students will be able to

- CO1** Understand the nature and scope of sociology.
- CO2** Analyse the Society, community, Institution, Social structure, Social System, Social Groups, and Social organization.
- CO3** Acquiring the knowledge about socialization, stages, and agencies of socialization.
- CO4** Analyze the social process and social stratification.
- CO5** Understand the application of sociology principles in Indian society.

MAPPING OF COs WITH POs AND PSOs

| COs | PROGRAMME OUTCOMES (POs) | | | | | | PROGRAMME SPECIFIC OUTCOMES (PSOs) | | |
|-----|--------------------------|-----|-----|-----|-----|-----|------------------------------------|-------|-------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO 1 | PSO 2 | PSO 3 |
| CO1 | 1 | 2 | 3 | - | - | 2 | - | - | 3 |
| CO2 | 1 | 2 | 2 | - | - | 3 | - | 2 | 2 |
| CO3 | 2 | 2 | 2 | -- | - | 3 | - | 1 | 3 |
| CO4 | 2 | 2 | 2 | - | - | 3 | - | 1 | 2 |
| CO5 | 1 | 2 | 1 | - | 2 | 3 | - | 1 | 3 |

MI25P21

COMPUTER SKILLS- I

L T P C

0 0 4 2

OBJECTIVES

- This course provides essential skills in Microsoft Office, focusing on Excel, Word, and PowerPoint for data management, document creation, and presentation design. It also covers internet services and email management for efficient communication and task execution.

UNIT I MICROSOFT EXCEL 12

Getting Started - Spreadsheet Formatting – Functions – Charts & Graphics – AI-Recommendations for Charts-Pivot Tables & Pivot Charts – Data Validation-Creating Daily and Monthly Sales Reports – Creating Cash Flow Statement – Creating Balance Sheet. **CO1**

UNIT II MICROSOFT WORD 12

Getting Started - Formatting Text and Documents - Tables & Graphics –Creating Business resume, AI-Assisted Resume Builder, Creating Business Letters – Creating Project Report. **CO2**

UNIT III MICROSOFT PRESENTATION 12

Getting Started -Graphics & Visual Effect-Creating company profile-presentation -Creating product presentation - Creating Project Report. **CO3**

UNIT IV PRACTICALS OF INTERNET SERVICES 12

WWW and Web Browser – Printing Web Pages **CO4**

UNIT V EMAIL+ 12

Basics of E-mail - Sorting and Searching emails. Mail Merger, Mails-inbox and outbox **CO5**

TOTAL: 60 PERIODS

TEXT BOOKS :

1. Humphrey, M. L. (2023). PowerPoint for beginners 2023. Create Space Independent Publishing Platform.
2. Nordell, R. (2022). Microsoft Office 365: In practice. McGraw-Hill Education.

REFERENCE BOOKS:

1. Lambert, J. (2019). Microsoft Word 2019 step by step. Microsoft Press.
2. Alexander, M., et al. (2019). Microsoft Excel 2019 bible. Wiley.

COURSE OUTCOMES

Upon completion of the course, students will be able to

- CO1** Utilize Microsoft Excel for advanced data management, reporting, and chart creation.
- CO2** Create and format professional documents, resumes, and reports using Microsoft Word.
- CO3** Design engaging presentations with graphics and effects in Microsoft PowerPoint.
- CO4** Efficiently browse the web and print web pages for research and content.
- CO5** Manage emails, use mail merge, and organize inbox and outbox effectively.

MAPPING OF COs WITH POs AND PSOs

| COs | PROGRAMME OUTCOMES (POs) | | | | | | PROGRAMME SPECIFIC OUTCOMES (PSOs) | | |
|------------|--------------------------|-----|-----|-----|-----|-----|------------------------------------|-------|-------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO 1 | PSO 2 | PSO 3 |
| CO1 | 3 | 2 | 2 | 1 | - | - | 3 | 2 | 1 |
| CO2 | 3 | 3 | 2 | 2 | - | - | 3 | 2 | 2 |
| CO3 | 3 | 3 | 3 | 2 | - | - | 3 | 2 | 2 |
| CO4 | 3 | 3 | 3 | 2 | - | - | 3 | 2 | 2 |
| CO5 | 3 | 3 | 3 | 2 | - | - | 3 | 2 | 2 |

SEMESTER III

MI25301

BUSINESS LAW-I

L T P C
3 0 0 3

OBJECTIVES:

- To provide students with a comprehensive understanding of key business laws in India including contract law, sale of goods, negotiable instruments, company law, and competition law; to ensure legal compliance and informed decision-making in business operations.

UNIT I THE INDIAN CONTRACT ACT 1872 **9**

Definition of contract, essential elements, types and characteristics of a contract, Formation of a contract, performance of contracts, breach of contract and its remedies, Quasi-contracts - Contract of Agency: Nature of agency, Creation, and types of agents, Authority and liability of Agent and principal: Rights and duties of principal and agents, termination of agency. **CO1**

UNIT II SALE OF GOODS ACT, 1930 **9**

Definition of Sales, essentials for the contract of sale, Documents of title, risk of loss, Guarantees, and Warranties, the performance sale of contracts, conditional sales, and rights of an unpaid seller **CO2**

UNIT III NEGOTIABLE INSTRUMENTS ACT, 1881 **9**

Negotiable Instruments Act 1881: Definitions, Nature, and requisites of negotiable instruments. Types of negotiable instruments, the liability of parties, holder in due course, special rules for Cheque and drafts, discharge of negotiable instruments. **CO3**

UNIT IV COMPANY LAW **9**

Definitions - Nature of a company, characteristics of a company, Types of companies, Formation of Company – Memorandum and Articles of Association, Prospectus, Power, Duties and liabilities of Directors, winding up of companies, Corporate Governance **CO4**

UNIT V THE COMPETITION ACT, 2002 **9**

Objectives of Competition Act, the features of Competition Act, Components of Competition Act, Competition Commission of India, Appellate Tribunal, offences and penalties under the Act. **CO5**

TOTAL : 45 PERIODS

TEXT BOOKS :

1. Maheshwari, S.N. and S.K. Maheshwari; A Manual of Business Law, 12th Edition, Himalaya Publishing House, 2024.
2. Kuchhal M.C., and Alok kuchaal: Modern Indian Company Law, 30th Revised edition 2018, A Mahavir Publications.
3. Kapoor, N. D.; Elements of Mercantile Law, 39th edition, Sultan Chand & Sons, New Delhi, 2024.

REFERENCE BOOKS

1. Gulshan S.S. and Kapoor G.K., “Business Law including Company Law”, 2018, New Age International Private Limited Publishers.
2. Tulsian’s “Business Law for CA foundations, 3rd edition, 2018”, McGraw Hill Education (India) Private Limited.

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3. Kuchhal, MC, Vivek Kuchhal, Business Law, 7th Edition, 2018, Vikas Publishing Ltd.
4. Avtar Singh; Company Law, 17th Edition, Eastern Book Co. Lucknow, Bharat Law House, Delhi, 2023

COURSE OUTCOMES

Upon completion of course students can able to

- CO1** To understand the provisions related to Contract & Agency.
- CO2** To understand the provisions related to the sale of goods.
- CO3** To understand the provisions related to the Negotiable Instruments.
- CO4** To understand the concept of legal provisions related to Company Law. To understand the provisions related to the memorandum and articles of associations, prospects, and winding up of the company.
- CO5** To understand the concept of legal provisions related to the Competition Act and the penalties therein.

MAPPING OF COs WITH PO AND PSO

| COs | PROGRAMME OUTCOMES (POs) | | | | | | PROGRAMME SPECIFIC OUTCOMES (PSOs) | | |
|------------|--------------------------|-----|-----|-----|-----|-----|------------------------------------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PS01 | PS02 | PS03 |
| CO1 | 3 | 1 | - | - | - | - | 2 | 1 | 2 |
| CO2 | 3 | 2 | - | - | - | - | 2 | 1 | 2 |
| CO3 | 3 | 2 | - | - | - | - | 1 | 1 | 3 |
| CO4 | 3 | 1 | - | - | - | - | 2 | 1 | 1 |
| CO5 | 3 | 1 | - | - | - | - | 1 | 1 | 3 |

MI25302

BUSINESS STATISTICS - II

L T P C
3 0 0 3

OBJECTIVES:

- To equip students with a foundational understanding of statistical inference and probability, including non-parametric tests, correlation and regression, and both discrete and continuous probability distributions, for effective data analysis and decision-making.

UNIT I NON-PARAMETRIC TESTS 9

Chi-square tests for independence of attributes and goodness of fit. Sign test for paired data - Rank sum test - Kolmogorov Smirnov: test for goodness of fit, comparing two populations - Mann – Whitney U test and Kruskal Wallis test - One sample run test. **CO1**

UNIT II CORRELATION AND REGRESSION 9

Correlation – Coefficient of Determination – Rank Correlation – Regression – Estimation of Regression line – Method of Least Squares – Standard Error of estimate. **CO2**

UNIT III PROBABILITY 9

Probability : Basic concepts - axiomatic approach - classical definition - basic theorems - complements, union and intersection - venn diagrams - conditional probability, multiplicative law, independence event - total probability - Baye's theorem. **CO3**

UNIT IV PROBABILITY DISTRIBUTION FOR DISCRETE RANDOM VARIABLES 9

Discrete random variable - Probability distribution for discrete random variable – Cumulative distribution function - Moments and variation - special distributions: Binomial, Poisson and geometric distributions. **CO4**

UNIT V PROBABILITY DISTRIBUTION FOR CONTINUOUS RANDOM VARIABLES 9

Continuous random variable - Probability density function for continuous random variable - Cumulative distribution function - moments and variation - Special distribution: uniform, Exponential and normal distribution. **CO5**

TOTAL : 45 PERIODS

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TEXT BOOKS :

1. Richard I. Levin, David S. Rubin, Masood H. Siddiqui, Sanjay Rastogi, Statistics for Management, Pearson Education, 8th Edition, 2017.
2. T N Srivastava and Shailaja Rego, Statistics for Management, Tata McGraw Hill, 3rd Edition 2017.
3. S.C. Gupta and V.K. Kapoor, 'Elements of Mathematical Statistics', 3rd Edition, Sultan Chand & Sons, 2014, Chennai.
4. Prem.S.Mann, Introductory Statistics, 7th Edition, Wiley India, 2016.

REFERENCE BOOKS

1. Aczel A.D. and Sounderpandian J, Complete Business Statistics, 6th edition, Tata McGraw Hill Publishing Company Ltd., New Delhi, 2012.
2. David M . Levine, 'Business Statistics - A first course' Person Publication, 7th Edition, 2015, Greater Noida.
3. Sanjiv Jaggia and Alison Kelly, 'Business Statistics' - Communicating with numbers, Tata McGraw Hill, 2nd Edition, 2016, New Delhi.
4. L.J. Kazmier, Business Statistics, Schaum's Outlines, 4th edition, Tata McGraw Hill Publishing Company Limited, 2004, New Delhi.

COURSE OUTCOMES

Upon completion of course students can able to

- CO1** To learn the types of parametric and non-parametric tests for testing the hypothesis and make decisions.
- CO2** To calculate and interpret the correlation between two variables. To calculate the simple linear regression equation for a set of data. To employ the principles of linear regression and correlation, including least square method, predicting a particular value.
- CO3** Compute basic probabilities as used in statistical applications by comparing the concepts of probability. To demonstrate the elementary rules of probability and uses for Bayes' Theorem.
- CO4** Prove an understanding of discrete probability distributions by assembling a discrete probability distribution. Also acquire skills to solve binomial, Poisson, Geometric distribution problems.
- CO5** Apply continuous random variables by analyzing data that require uniform distributions. Also acquire skills to solve exponential and normal distribution problems.

MAPPING OF COs WITH PO AND PSO

| COs | PROGRAMME OUTCOMES (POs) | | | | | | PROGRAMME SPECIFIC OUTCOMES (PSOs) | | |
|------------|--------------------------|-----|-----|-----|-----|-----|------------------------------------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PS01 | PS02 | PS03 |
| CO1 | - | 3 | - | - | - | - | 3 | 3 | - |
| CO2 | - | 3 | - | - | - | - | 3 | 3 | - |
| CO3 | - | 3 | - | - | - | - | 3 | 3 | - |
| CO4 | - | 3 | - | - | - | - | 3 | 3 | - |
| CO5 | - | 3 | - | - | - | - | 3 | 3 | - |

MI25303

MANAGEMENT ACCOUNTING

L T P C
3 0 0 3

OBJECTIVES

- To provide students with the knowledge and tools of management accounting, including financial analysis, ratio analysis, fund and cash flow statements, budgeting, and marginal costing, to support effective planning, control, and decision-making in business.

UNIT I INTRODUCTION

9

Definition and scope of management Accounting – Objectives, Advantages and disadvantages – management Accounting Vs Financial Accounting – Analysis of Financial Statements – Meaning, Tools and Methods – Comparative, Common Size Statements, Trend Analysis. **CO1**

UNIT II RATIO ANALYSIS

9

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Meaning of ratio analysis – Classification of ratios – Advantages and Limitations of Ratio Analysis – Computation and Interpretation of different accounting Ratios – Liquidity, Profitability, Turnover ratios and Solvency ratios (simple problems only).

UNIT III FUND FLOW AND CASH FLOW STATEMENTS 9

Funds flow analysis – Meaning – Preparation of funds flow Statement – Difference between Funds Flow Statement and Balance Sheet – Cash Flow Analysis – Meaning – Preparation of cash Flow statement (simple problems only). **CO3**

UNIT IV BUDGETARY CONTROL 9

Concept of budget, Budgeting and budgetary control, Types of budget Preparation of cash budget, Sales budget, Production budget, Materials budget, Capital expenditure budget and master budget, Advantages and limitations of budgetary control. **CO4**

UNIT V MARGINAL COSTING 9

Marginal Costing and profit planning (excluding decision making) – Cost, Volume, Profit Analysis – Break Even Analysis **CO5**

TOTAL : 45 PERIODS

TEXT BOOKS :

1. M.Y.Khan & P.K.Jain, Management Accounting, Tata McGrawHill, 10th edition, 2021
2. Reddy and Hari Prasad Reddy, Management Accounting by Margham Publications, 2015, Chennai.
3. S.N.Maheswari, Management Accounting, Sultan Chand & Sons, 2014, NewDelhi
4. Sharma and Shashi Gupta, Management Accounting, Kalyani Publishers, 2014, NewDelhi.

REFERENCE BOOKS

1. Horngren, Sundem, Stratton, Burgstahler, Schatzberg, Introduction to Management Accounting, PHI Learning, 2015
2. Charles T. Horngren and Gary N.Sundem, Introduction to Management Accounting, Prentice Hall.
3. Chadwick, Essence of Management Accounting, 2014, Prentice Hall of India, Pvt. Ltd.

COURSE OUTCOMES

Upon completion of course students can able to

- CO1** To understand the basics of management accounting and work out problems is basic financial analysis tools
- CO2** To analyse the relationship between various items in the financial statement and measure the solvency, profitability, activity and leverage.
- CO3** To analyse the actual flow of fund and cash from the financial statements.
- CO4** To understand concept of budgeting and budgeting control and create the various type of Budgets.
- CO5** To evaluate the marginal costing involved in the production process.

MAPPING OF COs WITH PO AND PSO

| COs | PROGRAMME OUTCOMES (POs) | | | | | | PROGRAMME SPECIFIC OUTCOMES (PSOs) | | |
|------------|--------------------------|-----|-----|-----|-----|-----|------------------------------------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PS01 | PS02 | PS03 |
| CO1 | 3 | 3 | - | 2 | 1 | - | 3 | 3 | - |
| CO2 | 3 | 3 | - | 3 | 3 | - | 3 | 3 | - |
| CO3 | 3 | 3 | - | 2 | 1 | - | 3 | 3 | - |
| CO4 | 3 | 3 | - | 3 | 2 | - | 3 | 3 | - |
| CO5 | 3 | 3 | - | 2 | 2 | - | 3 | 3 | - |

MI25304

MANAGEMENT INFORMATION SYSTEM

L T P C
3 0 0 3

OBJECTIVES:

- To equip students with a comprehensive understanding of Management Information Systems (MIS), including its components, decision-making support, functional applications, system development

Master of Business Administration Integrated R 2025-CBCS

processes, and ethical and security challenges, to enhance organizational efficiency and strategic decision-making.

| | | |
|-----------------|--|---------------------------|
| UNIT I | INTRODUCTION TO MIS | 9 |
| | History and Introduction to MIS – Usage, Needs and Evolution of MIS – Management Process of MIS – Frame Work and Foundation of MIS – Role of Information System in Business Decision Making – Components of MIS - Development of MIS within the organization Strategy - Characteristics and Elements of Information System - Types of MIS. | CO1 |
| UNIT II | MANAGEMENT DECISIONS | 9 |
| | Simon’s Model of Decision Making - Concepts of Management Organization and Hierarchy of Management Activity - Structured Vs. Unstructured Decisions - Formal Vs. Informal Systems - Levels of Management - Introduction to different kinds of Information Systems and Concept - Characteristics and Components - ESS - EIS - DSS - MIS - KMS - TPS - OAD and EDP – GDSS. | CO2 |
| UNIT III | OPERATIONAL MANAGEMENT INFORMATION SYSTEM | 9 |
| | Introduction to Operational Management in MIS: Marketing IS - Manufacturing IS - Human Resource IS - Accounting IS and Financial IS - Transaction Processing Systems - Information Reporting System - Information for Strategic Advantage- Customer Relationship and Service Management - Technology and Innovation in Operational Management. | CO3 |
| UNIT IV | DEVELOPING INFORMATION SYSTEM | 9 |
| | Analysis & Design of Information Systems - Implementation & Evaluation - Pitfalls in MIS Development - SDLC - Functional MIS - A Study of Marketing – Personnel - Financial and Production MIS - Testing and Quality Assurance. | CO4 |
| UNIT V | SECURITY AND ETHICAL CHALLENGES | 9 |
| | Introduction to security and ethical challenges - Control Issues in Management Information Systems - Security Hazard - Emerging Ethical Issues - Ethics for IS professional - Technical Solutions for Privacy Protection – Societal challenges of Information Technology. | CO5 |
| | | TOTAL : 45 PERIODS |

TEXT BOOKS :

1. Schiller, D. (2024). How to think about Information Management Systems. University of Illinois Press.
2. L.M. Prasad, Usha Prasad, Management Information Systems, Publisher Sultan Chand & Sons - 2023.
3. Kenneth C. Laudon, Jane P Laudon, Management Information Systems - Publisher Pearson India, 7th edition - 2022.
4. Rajan Manro & Sunita Manro - Management Information Systems, Kalyani Publishers, Revised Edition - 2022.

REFERENCE BOOKS

1. Valacich, Joseph; Schneider, Christoph, Information Systems Today: Managing the Digital World, Pearson Publishers Ltd Global Edition 2022
2. Laudon, Jane P.; Laudon, Kenneth C. Management Information Systems: Managing the Digital Firm, Global Edition, Pearson Publishers Ltd 2022
3. Ralph M. Stair, George W. Reynolds, Principles of Information Systems with MindTap, 14e, Cengage Learning 2021

COURSE OUTCOMES

Upon completion of course students can able to

- CO1** To understand the basic concepts of a system, its impact on business process
- CO2** To understand the concept of decision making and the tools used for effective decision making.
- CO3** To understand the concept of computer-based information system in day-to-day activities in an organization
- CO4** To understand the steps involved in designing and developing information systems.
- CO5** To understand the importance of ethical issues in data access and the measures to maintain the data security.

MAPPING OF COs WITH PO AND PSO

Master of Business Administration Integrated R 2025-CBCS

| COs | PROGRAMME OUTCOMES (POs) | | | | | | PROGRAMME SPECIFIC OUTCOMES (PSOs) | | |
|-----|--------------------------|-----|-----|-----|-----|-----|------------------------------------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PS01 | PS02 | PS03 |
| CO1 | 3 | 3 | 1 | 2 | 2 | 2 | 3 | 2 | 3 |
| CO2 | 3 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 3 |
| CO3 | 3 | 3 | 2 | 1 | 2 | 2 | 3 | 2 | 1 |
| CO4 | 3 | 3 | 1 | 2 | 3 | 2 | 3 | 2 | 1 |
| CO5 | 3 | 3 | 1 | 2 | 2 | 2 | 3 | 2 | 3 |

MI25305

MANAGERIAL ECONOMICS - II

L T P C

3 0 0 3

OBJECTIVES

- To provide students with a foundational understanding of macroeconomic concepts such as national income, inflation, investment theories, money and monetary policy, and international trade, enabling them to analyze and interpret economic trends and policies affecting business and the economy.

UNIT I NATIONAL INCOME

9

Introduction to national income – circular flow of income, concept of national income, measurement, and determination of national income.

CO1

UNIT II INFLATION

9

Inflation: meaning, types of inflation, demand and cost push, stagflation, effects of inflation in economy and Philip’s curve. Unemployment, Okun’s law, business cycle.

CO2

UNIT III THEORY OF INVESTMENT

9

Meaning of investment, types of investment, determinants of investment. Multiplier: investment multiplier; static and dynamic, tax multiplier, foreign trade multiplier, balanced budget multiplier, leakages from multiplier, importance, and limitations.

CO3

UNIT IV MONEY

9

Definition of money, functions of money, concepts of money supply and money demand. Money market equilibrium, monetary policy.

CO4

UNIT V INTERNATIONAL TRADE

9

International trade - importance, advantages, and disadvantages. Trade balance, fiscal policy.

CO5

TOTAL: 45 PERIODS

TEXT BOOKS:

1. D N Dwivedi, Managerial Economics, Vikas Publishing House PVT Ltd, Ninth Edition, 2023.
2. Paul A. Samuelson, William D. Nordhaus, Sudip Chaudhuri, Anindya Sen, Economics, McGraw-Hill, Twentieth Edition, 2019.
3. Maheshwari Y, Managerial Economics, Third Edition, Prentice Hall India Learning, New Delhi, 2012.

REFERENCE BOOKS

1. Karl E. Case, Ray C. Fair, Sharon E. Oster, Principles of Macroeconomics, Pearson Education, Twelfth Edition, 2019.
2. Keat Paul, K Young Philip), Erfle Steve, College Dickinson, Banerjee Sreejatha, Managerial Economics, Pearson Education, Seventh Edition, 2017.
3. Froyen, Macroeconomics: Theories and Policies, Pearson Education India, 10th Edition, 2013.
4. Richard Lipsey and Alec Charystal, Economics, 12th edition, Oxford, University Press, New Delhi, 2011.
5. Karl E. Case and Ray C. fair, Principles of Economics, 8th edition, Pearson, Education Asia, New Delhi, 2002.

COURSE OUTCOMES

Upon completion of course students can able to

- CO1** To understand the concepts of macroeconomics and national income.
CO2 To explain the principles of inflation and unemployment.

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- CO3** To describe the principles of investment and multiplier effects.
CO4 To understand the concept of money and monetary policies.
CO5 To study about the policy of international trade and fiscal policy.

MAPPING OF COs WITH PO AND PSO

| COs | PROGRAMME OUTCOMES (POs) | | | | | | PROGRAMME SPECIFIC OUTCOMES (PSOs) | | |
|------------|--------------------------|-----|-----|-----|-----|-----|------------------------------------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PS01 | PS02 | PS03 |
| CO1 | 3 | 3 | 2 | 3 | 1 | 3 | 2 | 3 | 1 |
| CO2 | 3 | 2 | 2 | 3 | 2 | - | 2 | 2 | 2 |
| CO3 | 3 | 3 | - | 3 | - | 3 | 2 | 3 | 1 |
| CO4 | 3 | 2 | 1 | 3 | 2 | 2 | 2 | 2 | 2 |
| CO5 | 3 | 3 | 2 | 3 | 1 | 2 | 2 | 3 | 2 |

MI25306

MARKETING MANAGEMENT – I

L T P C
3 0 0 3

OBJECTIVES:

- To equip students with a comprehensive understanding of marketing management principles, including market analysis, consumer behavior, segmentation, targeting, positioning, and strategies for both domestic and international markets to effectively create and deliver customer value.

UNIT I INTRODUCTION TO MARKETING MANAGEMENT 9

Introduction - Market and Marketing - the Exchange Process- Core Concepts of Marketing - Functions of Marketing - Importance of Marketing - Marketing Orientations -Marketing mix-The Traditional 4Ps - The Modern Components of the mix - The Additional 3Ps - Developing an Effective Marketing mix. **CO1**

UNIT II MARKETING ENVIRONMENT 9

Introduction - Environmental Scanning - Analyzing the Organization’s micro-Environment - Company’s Macro Environment, Differences between micro and Macro Environment - Techniques of Environment Scanning - Marketing organization - Marketing Research and the Marketing Information System, Types and Components. **CO2**

UNIT III CONSUMER AND BUSINESS BUYER BEHAVIOUR 9

Introduction - Characteristics - Types of Buying Decision Behaviour - Consumer Buying Decision Process - - Buying Motives - Buyer Behaviour Models - Characteristics of Business Markets - Differences between Consumer and Business Buyer Behaviour - Buying Situations in Industrial/Business Market - Buying Roles in Industrial Marketing - Factors that Influence Business Buyers - Steps in Business Buying Process **CO3**

UNIT IV SEGMENTATION, TARGETING AND POSITIONING 9

Introduction - Concept of Market Segmentation - Benefits of Market Segmentation – Requisites of Effective Market Segmentation - The Process of Market Segmentation - Bases for Segmenting Consumer Markets - Targeting - Market Positioning - Segmentation and targeting in real-life marketing. **CO4**

UNIT V INTERNATIONAL MARKETING MANAGEMENT 9

Introduction - Nature of International Marketing - International Marketing Concept – International Market Entry Strategies - Approaches to International Marketing - International Product Policy. **CO5**

TOTAL : 45 PERIODS

TEXT BOOKS :

- Sherlekar S.A, Marketing Management, Himalaya Publishing House,17th edition 2022
- Philip Kotler and Kevin Lane Keller, Marketing Management , PHI 18th Edition, 2021

REFERENCE BOOKS:

1. V.S. Ramaswamy & S. Namakumari, Marketing Management Global Perspective, Indian Context, MacMillan Publishers India, 7th edition, 2021
2. S.H.H. Kazmi, Marketing Management Excel Books India, 2019.
3. Dr. C.B. Gupta & Dr. N. Rajan Nair, Marketing Management- text and Cases 18th edition, 2020.

COURSE OUTCOMES

Upon completion of course students can able to

- CO1** To understand the fundamentals in marketing.
- CO2** To analyse the marketing environment.
- CO3** To analyze the nature of Consumer and Industrial buying behaviour.
- CO4** To create market Segments, Targeting and Positioning.
- CO5** To create international market entry strategies.

MAPPING OF COs WITH PO AND PSO

| COs | PROGRAMME OUTCOMES (POs) | | | | | | PROGRAMME SPECIFIC OUTCOMES (PSOs) | | |
|------------|--------------------------|-----|-----|-----|-----|-----|------------------------------------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PS01 | PS02 | PS03 |
| CO1 | 3 | - | 3 | - | - | - | 3 | 3 | - |
| CO2 | 3 | - | 3 | - | - | - | 3 | 3 | - |
| CO3 | 3 | - | 3 | - | - | - | 3 | 3 | - |
| CO4 | 3 | - | 3 | - | - | - | 3 | 3 | - |
| CO5 | 3 | - | 3 | - | - | - | 3 | 3 | - |

MI25P31

COMPUTER SKILLS-II

L T P C
0 0 4 2

OBJECTIVES:

- Upon completing this course, proficiency will be gained in utilizing advanced spreadsheet functions, word processing features, and presentation tools to create, manage, and deliver professional-quality documents and presentations.

UNIT I LOOK UP AND REFERENCE 12

- VLOOKUP
 - HLOOKUP
 - INDEX
 - MATCH
 - OFFSET
 - TRANSPOSE
- CO1**

UNIT II CONDITIONAL STATEMENTS 12

- If-else statement
 - AND
 - OR
 - NOT
 - TRUE
 - Nested If-else
- CO2**

UNIT III CONDITIONAL FORMATTING 12

- Conditional formatting with multiple cell rules
 - Colour scales and icon sets in conditional formatting
 - New rules and managing existing rules
- CO3**

UNIT IV WORD PROCESSORS 12

- **Tools for editing a document**
 - ✓ Auto-text
 - ✓ Autocorrect
- CO4**

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- ✓ Spelling & Grammar tool
- ✓ Document Dictionary
- ✓ Page formatting
- ✓ Bookmarking
- Mail Merge
- Macros
- Styles
- Linking and embedding objects
- Templates

UNIT V PRESENTATIONS

12

- Create a presentation with animation effects
- Create a looping introduction
- Loop a motion path animation
- Master slide
- Sound effects
- Videos
- Macros

CO5

TOTAL : 60 PERIODS

TEXT BOOKS :

1. M. L. Humphrey, Learning Microsoft Office Word 2021
2. Steven M. Freund, Corinne Hoisington, et al., Microsoft Office 365 & Office 2021: Comprehensive – Cengage Learning.

REFERENCE BOOKS

1. Joan Lambert, Microsoft Word 2019 Step by Step.
2. Taxali R.K., PC Software for Windows made simple
3. Michael Alexander, Richard Kusleika, and John Walkenback, Microsoft Excel 2019 Bible
4. Joan Lambert, Microsoft Word 2019 Step by Step by

COURSE OUTCOMES

Upon completion of course students can able to

- CO1** Apply advanced lookup and reference functions for efficient data manipulation in spreadsheets..
- CO2** Utilize conditional statements for complex data analysis and automated decision-making.
- CO3** Implement conditional formatting for enhanced data visualization and interpretation.
- CO4** Master word processing tools to create professional documents with advanced formatting and automation.
- CO5** Develop dynamic presentations using animations, multimedia elements, and automated macros.

MAPPING OF COs WITH PO AND PSO

| COs | PROGRAMME OUTCOMES (POs) | | | | | | PROGRAMME SPECIFIC OUTCOMES (PSOs) | | |
|------------|--------------------------|-----|-----|-----|-----|-----|------------------------------------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PS01 | PS02 | PS03 |
| CO1 | 0 | 0 | 2 | 1 | 0 | 0 | 1 | 0 | 0 |
| CO2 | 0 | 0 | 2 | 1 | 0 | 0 | 1 | 0 | 0 |
| CO3 | 0 | 0 | 2 | 1 | 0 | 0 | 1 | 0 | 0 |
| CO4 | 0 | 0 | 2 | 1 | 0 | 0 | 1 | 0 | 0 |
| CO5 | 0 | 0 | 2 | 1 | 0 | 0 | 1 | 0 | 0 |

MI25P32

MANAGERIAL COMMUNICATION

L T P C
0 0 4 2

OBJECTIVES:

- To develop effective communication skills essential for professional success by enhancing students' proficiency in business writing, oral communication, interpersonal interactions, and modern communication tools in a global and technological business environment.

EXERCISE – I BASIS OF COMMUNICATION

12

Communication Barriers, Communication Media Choices, Inter-cultural and Team Communication, Interpersonal Communication: Respecting Social Protocol, Networking and Socializing Professionally, Non-Verbal Communication, Listening, Communication through social media, Business Meetings.

CO1

EXERCISE – II DEVELOPING BUSINESS WRITING SKILLS

12

Process of Writing, Drafting, Revising Visuals, Editing, Proofreading and Formatting, Writing Positive and Neutral Messages, Persuasive Messages, Bad News Messages, Business Letter Writing, Kinds of Business Letters, Communicating with E-Mail and Memos.

CO2

EXERCISE – III BUSINESS REPORTS AND PROPOSALS

12

Writing the Report, Planning the Report, Steps in Writing Business Reports, Parts of a Report, Corporate Report and Business Proposal, Citing Sources.

CO3

EXERCISE – IV ORAL AND EMPLOYMENT COMMUNICATION

12

The Role of Business Presentations, Planning and Organizing Presentations, Team Presentations, Online Presentations. Understanding Yourself, Career, Goal Setting, Preparing Resume, Resume Formats, Writing Covering Letters, and Enquiry Mails, Preparing for the Job Interview.

CO4

EXERCISE – V MODERN ASPECTS IN COMMUNICATION

12

Business Etiquette, Developing Professional Telephone Skills, Mass Media, Public Relations Management, Cross Cultural and Global Communication, Communication in Information Technology, e-Business related Operations.

CO5

TOTAL PERIODS: 60

TEXT BOOKS :

1. Kelly M. Quintanilla and Shawn T. Wahl, Business and Professional Communication, Sage Publications, 4e, 2020.
2. Mallika Nawal, Business Communication, Cengage Learning, 2e, 2020.
3. Varinder Kumar, Bodh Raj, Business Communication, Kalyani Publishers, 6e, 2019.

REFERENCE BOOKS:

1. Ober Newman, Communicating in Business, Cengage Learning, 2015.
2. Rebecca Moore Howard, Writing Matters, 3e, Mc Graw Hill Education, 2018.
3. Jeff Butterfield, Soft Skills for Everyone, Cengage Learning, 2017.
4. Rajendra Pal, J S Korlahahi, Essentials of Business Communication, Sultan Chand & Sons, New Delhi, 2013.
5. Elevate English, Mc Graw Hill, and www.ellevateenglish.com.

COURSE OUTCOMES:

Upon completion of the course, students will be able to

- CO1** Appreciate the importance and influence of Business Communication and learn its applications for the purpose of self-development.
- CO2** Learn by practice of writing a variety of formal and informal letters & e-mails and reports and improve the readability of written documents
- CO3** Identify the intricacies of writing Business Reports and Proposals
- CO4** Develop verbal (oral) skills by giving presentations and participating in group discussions; appreciate the impact of body language in the process of communication

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CO5 Polish their etiquette, improve telephonic skills and appreciate the need for culture in maintenance of public relations.

MAPPING OF COs WITH POs AND PSOs

| COs | PROGRAMME OUTCOMES (POs) | | | | | | PROGRAMME SPECIFIC OUTCOMES (PSOs) | | |
|-----|--------------------------|-----|-----|-----|-----|-----|------------------------------------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 |
| CO1 | 3 | 2 | - | - | - | - | 1 | 2 | - |
| CO2 | 3 | 2 | - | - | - | - | 1 | 2 | - |
| CO3 | 3 | 2 | - | - | - | - | 1 | 2 | - |
| CO4 | 3 | 2 | - | - | - | - | 1 | 2 | - |
| CO5 | 3 | 2 | - | - | - | - | 1 | 2 | - |

FOURTH SEMESTER

MI25401

APPLIED OPERATIONS RESEARCH I

L T P C
3 0 0 3

OBJECTIVES:

- To equip students with analytical and problem-solving skills through the application of operations research techniques such as linear programming, transportation and assignment models, inventory control, and game theory for effective managerial decision-making.

UNIT I INTRODUCTION TO LINEAR PROGRAMMING (LP) 9

Introduction to applications of operations research in functional areas of management. Linear programming - formulation, solution by graphical and simplex methods (primal & penalty) **CO1**

UNIT II TRANSPORTATION MODELS 9

Transportation models (Minimizing and Maximizing problems) – balanced and unbalanced problems – initial basic feasible solution by n-w corner rule, least cost and Vogel’s approximation methods. Check for optimality. Solution by MODI. Case of degeneracy. **CO2**

UNIT III ASSIGNMENT MODELS 9

Assignment models (Minimizing and Maximizing problems) – balanced and unbalanced problems. Solution by Hungarian and Branch and Bound Algorithms. Travelling salesman problem. **CO3**

UNIT IV INVENTORY MODELS 9

Inventory models – EOQ and EBQ models (with and without shortages), quantity discount models. **CO4**

UNIT V GAME THEORY 9

Game theory – Two - person zero sum games - Saddle point, Dominance rule, Convex linear combination (averages), Methods of matrices, Graphical solutions. **CO5**

TOTAL: 45 PERIODS

TEXT BOOKS:

1. P K Gupta, D S Hira, Operations Research, S. Chand, 8th Edition, 2023
2. R. Paneerselvam, Operations Research, PHI, 5th Edition, 2023
3. N. D Vohra, Quantitative Techniques in Management, Tata Mc Graw Hill, 7th Edition, 2023

REFERENCE BOOKS

1. Hiller, Liebermann, Nag and Basu, Introduction to Operations Research, Tata Mc Graw-Hill, 11th Edition, 2021
2. David R. Anderson, Dennis J. Sweeney, Thomas A. Williams, and Kathryn A. Martin, An Introduction to Management Science: A Quantitative Approach to Decision Making, Cengage Learning India Pvt. Ltd, 15th Edition, 2022

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3. Hamdy A Taha, Operations Research: An Introduction, Pearson Education, 10th Edition, 2021

COURSE OUTCOMES

Upon completion of course students can able to

- CO1** To understand the applications of operations research in management decision-making
- CO2** To analyze and solve transportation problems
- CO3** To evaluate assignment problems to optimize routing and scheduling decisions
- CO4** To apply inventory management techniques to optimize inventory levels
- CO5** To analyze strategic decision-making scenarios using Game Theory

MAPPING OF COs WITH PO AND PSO

| COs | PROGRAMME OUTCOMES (POs) | | | | | | PROGRAMME SPECIFIC OUTCOMES (PSOs) | | |
|------------|--------------------------|-----|-----|-----|-----|-----|------------------------------------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PS01 | PS02 | PS03 |
| CO1 | 3 | 3 | 1 | 3 | - | 1 | 3 | 3 | - |
| CO2 | 3 | 3 | 1 | 3 | - | 2 | 3 | 3 | - |
| CO3 | 3 | 3 | 1 | 3 | - | 1 | 3 | 3 | - |
| CO4 | 3 | 3 | 1 | 3 | - | 1 | 3 | 3 | - |
| CO5 | 3 | 3 | 1 | 3 | - | 2 | 3 | 3 | - |

MI25402

BUSINESS LAW-II

L T P C
3 0 0 3

OBJECTIVES:

- To provide students with a comprehensive understanding of legal and regulatory frameworks relevant to business, including GST, consumer protection, cyber laws, digital signatures, and intellectual property rights, enabling them to navigate legal compliance and protect organizational interests effectively

UNIT I INTRODUCTION TO GST

9

Constitutional frame work of taxation, direct and indirect tax. Elementary knowledge of central sales tax. Goods and Service Tax – Concepts, Scope, Methods of GST Calculation, Practical Implications of GST.

CO1

UNIT II THE CONSUMER PROTECTION ACT 1986

9

Definition – consumer – complainant – goods – service – complaint – unfair trade practices – restrictive trade practices – rights and remedies for consumers - consumer protection council – consumer disputes redressal agencies

CO2

UNIT III THE INFORMATION TECHNOLOGY ACT, 2000

9

Definitions, Cyber Laws in India, Rationale and need of information technology act Objectives of Information Technology ACT- Changes in Information Technology Act. Electronic records and governance. Cybercrimes – offences and penalties under IT Act, 2000.

CO3

UNIT IV DIGITAL SIGNATURE

9

Definitions, Legal recognition of Digital signature, Regulation of certifying authorities, Appointment of certifying authorities to issue digital signature certificates, Procedure, Duties of subscribers, Cyber regulations appellate tribunal, Computer crimes

CO4

UNIT V INTELLECTUAL PROPERTY RIGHTS

9

Meaning of IPR, objectives and types of IPR. Copy rights: Meaning and purpose of copyright, procedure for Registration of Copyrights, Right of owner of copyrights Patent Act: Meaning and Advantages of patent, Procedure for Registration of patents

CO5

TOTAL : 45 PERIODS

TEXT BOOKS :

1. Maheshwari, S.N. and S.K. Maheshwari; A Manual of Business Law, 7th Edition, Himalaya Publishing House, 2020.
2. Rama Gopal, C., Business Legislation, New Age International Publisher, New Delhi, 5th edition 2021

REFERENCE BOOKS

1. Kapoor, N. D.; Elements of Mercantile Law, 31th edition, Sultan Chand & Sons, New Delhi, 2021
2. Kuchhal, M. C.; Business Law, Vikas Publishing House, New Delhi, 8th edition, 2022.

COURSE OUTCOMES

Upon completion of course students can able to

- CO1** To Understand the concepts of Taxations and GST
CO2 To Remember and apply the provisions under Consumer protection act.
CO3 To Apply the concept of IT act 2000.
CO4 To Analyse the concept of digital signature and to understand the nature and duty of certifying authority.
CO5 To Apply and Evaluate the concept of intellectual property and procedures for registration.

MAPPING OF COs WITH PO AND PSO

| COs | PROGRAMME OUTCOMES (POs) | | | | | | PROGRAMME SPECIFIC OUTCOMES (PSOs) | | |
|------------|--------------------------|-----|-----|-----|-----|-----|------------------------------------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PS01 | PS02 | PS03 |
| CO1 | 3 | - | 3 | - | - | - | 2 | 3 | 1 |
| CO2 | 2 | - | 3 | - | - | - | 2 | 3 | 2 |
| CO3 | 3 | - | 2 | - | - | - | 2 | 3 | 1 |
| CO4 | 3 | - | 3 | - | - | - | 2 | 3 | 1 |
| CO5 | 3 | - | 3 | - | - | - | 2 | 3 | 1 |

MI25403

CORPORATE ACCOUNTING

L T P C
3 0 0 3

OBJECTIVES:

- To enable students to understand and apply advanced accounting principles related to shares, debentures, preference shares, goodwill, and company final accounts, while gaining foundational knowledge of modern accounting concepts and regulatory frameworks.

UNIT I SHARES

9

Shares – Definition –Types of shares – Accounting treatment for various modes of issue of Shares – Full consideration, installment, Bonus shares, Rights issue, Employee Stock Option, Sweat Equity, Private Placement, Buy Back of Shares – Forfeiture and Re-issue of Shares.

CO1

UNIT II DEBENTURES

9

Definition – Classification - Accounting treatment for issue of Debentures – for cash and non-cash consideration - Accounting treatment for Redemption of Debentures –in lump sum, in installments, by conversion, Insurance Policy and Sinking Fund methods.

CO2

UNIT III PREFERENCE SHARES

9

Redemption of Preference Shares – Meaning and relevant provisions of Companies Act - Accounting treatment for redemption of Preference Shares – out of profit, fresh issue of shares, by conversion – Minimum fresh issue of shares – Profit Prior to Incorporation – Meaning - Method and procedure for ascertaining and accounting treatment of Profit or Loss Prior to Incorporation.

CO3

UNIT IV GOODWILL AND SHARES

9

Factors affecting valuation of Goodwill and Shares – Methods of valuing Goodwill – Average Profit, Super Profit, Capitalization methods – Methods of valuation of shares – Net Asset, Yield and Fair Value methods.

CO4

UNIT V FINAL ACCOUNTS

9

Form of Statement of Profit and Loss and Account and Balance Sheet - Preparation of Company Final Accounts with adjustments - Basics (theory only) of Human Resource Accounting, Inflation Accounting, Accounting Standards, Social Responsibility Accounting

CO5

TOTAL : 45 PERIODS

TEXT BOOKS :

Master of Business Administration Integrated R 2025-CBCS

1. S.N.Maheswari and S.K.Maheswari, Corporate Accounting, Vikas Publishing, 6th edition, 2018.
2. V.K.Goyal, Corporate Accounting, Prentice Hall India Learning Pvt. Ltd, 3rd edition, 2012.

REFERENCE BOOKS:

1. V.Rajasekaran,R.Lalitha, Corporate Accounting, Pearson India, 2013.
2. T.S.Reddy & Dr.A.Murthy, Corporate Accounting, Margham Publication, 6th Edition, 2009.

COURSE OUTCOMES

Upon completion of course students can able to

- CO1** To understand the accounting treatment for the issue of Shares
CO2 To apply accounting treatment for the Redemption of Debentures.
CO3 To analyse accounting treatment for Redemption of preference shares & Profit prior to incorporation
CO4 To assess the valuation of Goodwill & Shares
CO5 To evaluate the statement of Profit & Loss Account & Balance Sheet.

MAPPING OF COs WITH PO AND PSO

| COs | PROGRAMME OUTCOMES (POs) | | | | | | PROGRAMME SPECIFIC OUTCOMES (PSOs) | | |
|------------|--------------------------|-----|-----|-----|-----|-----|------------------------------------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PS01 | PS02 | PS03 |
| CO1 | 3 | - | 3 | - | - | - | 2 | 3 | 1 |
| CO2 | 2 | - | 3 | - | - | - | 2 | 3 | 2 |
| CO3 | 3 | - | 2 | - | - | - | 2 | 3 | 1 |
| CO4 | 3 | - | 3 | - | - | - | 2 | 3 | 1 |
| CO5 | 3 | - | 3 | - | - | - | 2 | 3 | 1 |

MI25404

DATA MANAGEMENT

L T P C
3 0 0 3

OBJECTIVES:

- To equip students with a comprehensive understanding of database management systems, including relational and NoSQL models, and to develop practical skills in SQL and emerging database technologies for effective data storage, retrieval, and analysis in modern business environments.

| | | |
|--|--|------------|
| UNIT I | DATABASE MANAGEMENT SYSTEMS | 9 |
| Data, Database, Database Management Systems, Types of Database Management Systems – Relational, Hierarchical, Network, and Object-oriented database management systems, EntityRelationship Model (E-R Model). | | CO1 |
| UNIT II | RELATIONAL DATABASE MANAGEMENT SYSTEMS (RDBMS) | 9 |
| Relational Model - Relations, Tuples, domains and type of keys, Boyce – Codd Normal Form, normalization of databases – The first and second normal form of databases – Data Warehousing and OLAP- Data Mart and Data Mining. | | CO2 |
| UNIT III | INTRODUCTION TO SQL | 9 |
| Data Definition Language (DDL) - Data Manipulation Language (DML) - Data Control Language, Cartesian Product and Joins, Use of Union, Intersection, Minus, SQL operators and functions, SQL select statement and type of queries, In, Exists, Group by Having and Like clause in SQL | | CO3 |
| UNIT IV | RELATIONAL QUERY LANGUAGES, RELATIONAL OPERATIONS | 9 |
| Relational Algebra – Selection and projection set operations – renaming – Joins – Division Introduction to views, Destroying/altering tables and views- sub-queries- cursors, stored procedures, Triggers | | CO4 |
| UNIT V | EMERGING DATABASE TECHNOLOGIES – NOSQL | 9 |
| NoSQL - NoSQL Data Models – Key- Value, Document, Column -Family Stores and Graph - Limitations of NoSQL - CAP Theorem in NoSQL- NoSQL in Big Data and | | CO5 |

Analytics.

TOTAL : 45 PERIODS

TEXT BOOKS:

1. Abraham Silberschatz, Henry F. Korth and S. Sudarshan, Database System Concepts, Sixth Edition, Tata McGraw-Hill, 2013
2. Ramez Elmasri and Shamkant B. Navathe; Fundamentals of Database Systems, Pearson, Seventh Edition, Global Edition, 2010

REFERENCE BOOKS

1. Tariq, M. U. Revolutionizing health data management with block chain technology: Enhancing security and efficiency in a digital era. In Emerging Technologies for Health Literacy and Medical Practice (pp. 153-175). IGI Global, 2024.
2. Pramod J. Sadalage and Martin Fowler, NoSQL Distilled: A Brief Guide to the Emerging World of Polyglot Persistence 1st Edition, Addison-Wesley Professional, 2012.
3. Guy Harrison, Next Generation Databases: NoSQL, NewSQL, and Big Data, Apress, 2015.

COURSE OUTCOMES

Upon completion of course students can able to

- CO1** Develop entity-relationship diagrams and relational schemas for a database using a given set of business rules
- CO2** Understand the concept of Normalization
- CO3** Understand the concepts of SQL with queries.
- CO4** Apply the concept of Relational Algebra operations
- CO5** Handle unstructured data using NoSQL.

MAPPING OF COs WITH PO AND PSO

| COs | PROGRAMME OUTCOMES (POs) | | | | | | PROGRAMME SPECIFIC OUTCOMES (PSOs) | | |
|------------|--------------------------|-----|-----|-----|-----|-----|------------------------------------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PS01 | PS02 | PS03 |
| CO1 | 3 | 2 | 1 | - | 1 | 1 | 1 | 3 | 1 |
| CO2 | 2 | 3 | 1 | - | 2 | 1 | 2 | 1 | 1 |
| CO3 | 2 | 3 | 1 | - | - | 2 | 2 | 1 | 1 |
| CO4 | 1 | 3 | 1 | - | 1 | 1 | 2 | 2 | - |
| CO5 | 2 | 3 | 1 | 2 | 1 | 2 | 1 | 1 | 1 |

MI25405

INDIAN ECONOMY

**L T P C
3 0 0 3**

OBJECTIVES

- To provide students with an in-depth understanding of the structure, characteristics, and dynamics of the Indian economy, including **demographic** trends, planning processes, sectoral developments, industrial reforms, and foreign trade, to enable informed analysis of contemporary economic issues and policies.

UNIT I MEANING AND CHARACTERISTICS 9

Economy – definition – classification of economy – developing and developed economy. Indian economy – structure of the economy – agricultural, industrial, and service sectors. Sectoral contribution to the national income of Indian economy. Characteristics of Indian economy in terms of demographic, economic and social indicators. Major development issues in India. **CO1**

UNIT II INDIAN DEMOGRAPHY 9

Population – size and growth of population. Features of Indian population – sex ratio, rural and urban distribution, age distribution, density of population, occupational distribution. Causes for population growth – natural growth rate of population. Problems of higher population – poverty: definitions of poverty – measures to eradicate poverty. **CO2**

UNIT III ECONOMIC PLANNING AND AGRICULTURAL SECTOR 9

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Planning in India – five-year planning. Evolution of Indian planning. Major achievements and failures of Indian planning since first five-year planning. Objectives of 12th five-year plan. Allocation of resources for agricultural, industrial, and service sectors of the economy. Agricultural growth during the post reform period – achievements and failures. **CO3**

UNIT IV INDUSTRIAL SECTOR **9**

Industrial policy, 1991 – Liberalization, Privatization and Globalization of Industrial sector - industrial growth since economic reform. Growth and problems of SMEs. **CO4**

UNIT V FOREIGN TRADE **9**

India’s balance of trade and payment since 2007. Exports and Imports – pattern of trade. Trade policy of India, 1991. BOT and exchange rate. Government of India’s measures to manage exchange rate fluctuations. **CO5**

TOTAL: 45 PERIODS

TEXT BOOKS:

1. Kapila, U. Indian economy: Performance and policies, (26th Edition), Academic Foundation, 2025.
2. Singhanian, N. Indian economy, (6th Edition), McGraw Hill, 2025.
3. Kumar, S. N. V. S., & Prasuna, A, Macroeconomics and policy for managers: An Indian perspective, (2nd Edition), Cengage Learning, 2021.
4. Salvatore, D., & Rastogi, S. K., Managerial economics: Principles and worldwide applications, (10th Edition), Oxford University Press, 2022.

REFERENCE BOOKS

1. Dutt, R., & Sundharam, K. P. M, Indian economy. S. Chand Publishing, 2021.
2. Misra, S. K., & Puri, V. K. Indian economy: Its development experience. Himalaya Publishing House. 2022.
3. Agarwal, A. N. Indian economy: Problems of development and planning. New Age International Publishers, 2020.
4. Misra S.K. & V. K. Puri, Indian Economy, 32nd Edition, Himalaya Publication house, Mumbai.2014.
5. Gopal Ji, Suman Bhakri & Anisha Bhakri, Indian Economy - Performance and Policies, 2nd Edition, Vikas Publishing, New Delhi, 2015.

COURSE OUTCOMES

Upon completion of course students can able to

- CO1** To understand the economic issues in range of economic activities in the Indian Economy.
CO2 To apply the demographic features of Indian Economy to solve economic issues.
CO3 To understand the features of Indian economy and known the five year plan.
CO4 To identify the economic factors contributing to industrial growth.
CO5 To analyze the role of Indian Economy in global context and how different factors affect them.

MAPPING OF COs WITH PO AND PSO

| COs | PROGRAMME OUTCOMES (POs) | | | | | | PROGRAMME SPECIFIC OUTCOMES (PSOs) | | |
|------------|--------------------------|-----|-----|-----|-----|-----|------------------------------------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PS01 | PS02 | PS03 |
| CO1 | 3 | 2 | 2 | 2 | 2 | - | 3 | 3 | - |
| CO2 | 3 | 2 | 2 | 2 | 2 | - | 3 | 3 | - |
| CO3 | 3 | 2 | 2 | 2 | 2 | - | 3 | 3 | - |
| CO4 | 3 | 2 | 2 | 2 | 2 | - | 3 | 3 | - |
| CO5 | 3 | 2 | 2 | 2 | 2 | - | 3 | 3 | - |

MI25406

ORGANISATIONAL BEHAVIOUR

L T P C
3 0 0 3

OBJECTIVES

- This course aims to provide students with a comprehensive understanding of Organizational Behaviour, focusing on individual, group, and organizational processes that influence workplace dynamics. It equips learners with the knowledge and skills to analyze human behavior in organizations, enhance team performance, and effectively manage change, diversity, and conflict.

UNIT I INTRODUCTION TO ORGANIZATIONAL BEHAVIOUR - I 9

Definition, need and importance of organizational behaviour – Nature and scope – Frame work **CO1**
– Organizational behaviour models- Diversity in work place- Organization structure – Formation - Types.

UNIT II INDIVIDUAL PROCESSES I 9

Personality – Types – Factors Affecting Personality –Theories– Emotional Intelligence- Learning **CO2**
– Types of learners – The learning process -- Types of Learning Styles

UNIT III UNIT III INDIVIDUAL PROCESSES II 9

Perceptions – Importance – Factors influencing perception. Attitudes – Characteristics – **CO3**
Components – Motivation – Importance – Types – Theories - Effects on work behavior- Work Stress – Causes - Managing stress

UNIT IV GROUP DYNAMICS 9

Groups in organizations – types- Group dynamics –Team and team building – Developing high **CO4**
performance teams - Communication in teams and organizations – Control. Leader Vs Managers- Power and influence in work place- Organizational Politics.

UNIT V ORGANIZATIONAL PROCESSES 9

Organizational culture and climate – Factors affecting organizational climate – Organizational **CO5**
change – Importance – the change process – Resistance to change – Managing change- Conflict- Conflict resolution.

TOTAL: 45 PERIODS

TEXT BOOKS:

1. L.M.Prasad, Organisational Behaviour, Sultan Chand & Sons, 2019
2. Fred Luthans, Organisational Behaviour- McGraw Hill Book Co

REFERENCE BOOKS

1. Bhattacharya, Organization Behavior-Oxford University Press, 2013.
2. Mc Shane, Steven L, Mary Von Glinow and Radha R. Sharma, Organizational Behaviour, Tata McGraw Hill, New Delhi

COURSE OUTCOMES

Upon completion of course students can able to

- CO1** To understand the fundamentals of organizational behavior.
CO2 To understand the different types of personality.
CO3 To understand the fundamentals of motivation.
CO4 To understand group dynamics, various ways to resolve
CO5 To study the different styles of leadership, power and politics

MAPPING OF COs WITH PO AND PSO

| COs | PROGRAMME OUTCOMES (POs) | | | | | | PROGRAMME SPECIFIC OUTCOMES (PSOs) | | |
|------------|--------------------------|-----|-----|-----|-----|-----|------------------------------------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PS01 | PS02 | PS03 |
| CO1 | 3 | - | 3 | 2 | - | - | 2 | 2 | 3 |
| CO2 | 2 | - | 2 | 1 | - | - | 3 | 3 | 3 |
| CO3 | 3 | - | 3 | 2 | - | - | 3 | 3 | 3 |

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| | | | | | | | | | |
|------------|---|---|---|---|---|---|---|---|---|
| CO4 | 3 | - | 3 | 1 | - | - | 2 | 3 | 2 |
| CO5 | 3 | - | 3 | 3 | - | - | 3 | 2 | 2 |

MI25P41

ACCOUNTING SOFTWARE

L T P C
0 0 4 2

OBJECTIVES

- Understand the techniques of using accounting software package for recording accounts.

UNIT I INTRODUCTION TO ACCOUNTING SOFTWARE 12

Introduction of Tally – Terminology of Accounting – Company Creation: Create company, Alter and Delete Company. **CO1**

UNIT II ACCOUNTING GROUP AND LEDGER MANAGEMENT 12

Group Introduction – Create Groups – Display, Alter and Delete Groups – Charts of Accounts **CO2**
Groups – Ledger Creation – Display, Alter and Delete Ledger exercise.

UNIT III STOCK AND INVENTORY MANAGEMENT 12

Creation of Stock Groups – Stock Categories - Godown / Location - Unit of Measures - Stock **CO3**
Items – Inventory Masters – Inventory Voucher Creation – Purchase order – Sales Order – Rejections – Stock Journal – Delivery Notes -Receipt Voucher – Inventory Management exercise.

UNIT IV ACCOUNTING VOUCHER MANAGEMENT 12

Journal Voucher - Sales Voucher – Purchase Voucher – Contra Voucher - Receipt and Payment **CO4**
Voucher – Debit note and Credit Note – Voucher exercise.

UNIT V TRANSACTIONS AND DISPLAY REPORTS 12

Trial Balance – Final Accounts: without adjustments, with adjustments, Profit and Loss Account **CO5**
– Balance Sheet – Export and Import of Data – Data Security – Printing of Reports.

TOTAL: 60 PERIODS

TEXT BOOKS :

1. Comprehensive Computer Learning GST Tally ERP 9, Navneet Mehra, V&S Publishers, 2025.
2. Tally ERP 9 plus GST Implementation, Akshay Rajgaria, BPB Publications, 2023.
3. Mastering Tally ERP 9, Ashok K. Nadhani, BPB Publications, 2016.
4. Accounting with Tally 9, Dinesh Maidasani, Laxmi Publications, 2014.

REFERENCE BOOKS:

1. Tally ERP 9 Book Advanced Usages, Sanjay Kumar Satapathy, Notion Press, Third edition, 2021
2. Official guide to Financial Accounting Using Tally ERP 9.

COURSE OUTCOMES

Upon completion of the course, students will be able to

- CO1** Understand the basics of Computer based accounting procedures.
CO2 Create, modify, and manage accounting groups and ledgers.
CO3 Apply inventory and stock management features.
CO4 Record and manage different types of accounting vouchers.
CO5 Generate, analyze, and interpret accounting reports.

MAPPING OF COs WITH POs AND PSOs

| COs | PROGRAMME OUTCOMES (POs) | | | | | | PROGRAMME SPECIFIC OUTCOMES (PSOs) | | |
|------------|--------------------------|-----|-----|-----|-----|-----|------------------------------------|-------|-------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO 1 | PSO 2 | PSO 3 |
| CO1 | - | - | - | - | - | - | 3 | 1 | - |
| CO2 | - | - | - | - | - | - | 3 | 1 | - |
| CO3 | - | - | - | - | - | - | 3 | 1 | - |
| CO4 | - | - | - | - | - | - | 3 | 1 | - |
| CO5 | - | - | - | - | - | - | 3 | 1 | - |

MI25P42

SEMINAR I

L T P C
0 0 2 1

OBJECTIVES:

- To expose the students to the basics of business etiquette.

Topics :

| | |
|-------------------------------------|------------|
| 1. Business Communication Etiquette | 6 |
| 2. Professional Image | CO1 |
| 3. Body language and Gestures | 6 |
| 4. Impression management | CO2 |
| 5. Networking | 6 |
| 6. Restaurant Etiquette | CO3 |
| 7. Business travel planning | 6 |
| 8. Hosting and attending Events | CO4 |
| 9. Business meetings | 6 |
| 10. Time Management | CO5 |

TOTAL : 30 PERIODS

REFERENCE BOOKS

1. Barbara Pachter , The Essentials of Business Etiquette: How to Greet, Eat, and Tweet Your Way to Success, McGraw - Hill Professional, 2013
2. Shital Kakkar Mehra Business Etiquette: A Guide for The Indian Professional Paperback, HarperCollins, 2012
3. Cyrus M. Gonda, Master of Business Etiquette Paperback, Embassy Books; First Edition, 2017

COURSE OUTCOMES

Upon completion of course students can able to

- CO1 To understand the importance of business communication etiquette and maintaining a professional image.**
- CO2 To interpret various forms of body language and gestures, and apply the principles of impression management.**
- CO3 To demonstrate networking skills and apply appropriate restaurant etiquette in professional contexts.**
- CO4 To apply the concepts of business travel planning to effectively host and attend professional events.**
- CO5 To demonstrate the application of business meeting techniques and time management skills in organizational settings.**

MAPPING OF COs WITH PO AND PSO

| COs | PROGRAMME OUTCOMES (POs) | | | | | | PROGRAMME SPECIFIC OUTCOMES (PSOs) | | |
|------------|--------------------------|-----|-----|-----|-----|-----|------------------------------------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PS01 | PS02 | PS03 |
| CO1 | - | - | - | 3 | - | - | 2 | 3 | 1 |
| CO2 | - | - | - | 2 | - | - | 2 | 3 | 2 |
| CO3 | - | - | - | 3 | - | - | 2 | 3 | 1 |
| CO4 | - | - | - | 3 | - | - | 2 | 3 | 1 |
| CO5 | - | - | - | 3 | - | - | 2 | 3 | 1 |