

Dr Ambedkar Institute of Technology, Bengaluru-56
Department of MBA
Scheme and Syllabus - CBCS – 2022 -2023

Course Title	Management and Organisational Behaviour						
Course Code	22MBA11						
Category	General Management						
Scheme and Credits	No. of Hours/Week					Total teaching hours	Credits
	L	T	P	SS	Total		
	03	00	00	00	03	39	03
CIE Marks: 50	SEE Marks: 50	Total Max. marks=100			Duration of SEE: 03 Hours		

COURSE OBJECTIVE:

1. To make students understand fundamental concepts, historical development and principles of management, basic roles, skills and application of managerial functions.
2. To understand the basic concepts and theories underlying individual behavior besides developing better insights into one's own self.
3. To make students aware of Individual behavior in groups and develop motivational and leadership skills to become a better facilitator for building effective teams as leaders themselves.

UNIT I	8 hours
<p>Introduction: Definition of management, Nature, Functions, Levels of management, Roles of Management/managerial roles, Managerial skills, Management as a science or Art or Profession, Management & Administration, Development of Management thoughts : (a)Early Management Approaches: Psychological development, Scientific management, Administrative, Bureaucratic and Human relations movement. (b)Modern Management approaches- Behavioural, Systems, Quantitative, Contingency. <i>Case Study Discussion</i></p>	
UNIT II	7 hours
<p>Planning: Meaning and Nature, Types of Plans and Steps in Planning process. Organizing: Nature and purpose of organization, Types of organization structure, Centralization Vs Decentralization, authority and responsibility, span of control, MBO and MBE (meaning) Staffing: Nature& Importance, Process of Selection and Recruitment. Directing: Meaning & Nature of directing, Leadership Styles: Autocratic, Democratic, Charismatic, Laissez faire & Participative Controlling: Meaning, the basic control process. Types of control <i>Case Study Discussion</i></p>	
UNIT III	9 hours
<p>Organizational Behaviour: Introduction, definition, historical development, fundamental principles of OB, contributing disciplines, challenges and opportunities. Contemporary issues in Organisational Behaviour: Organizational behaviour (OB) in global context. Foundations of Individual Behaviour: Individual behaviour, Foundations of individual behaviour Personality: Meaning, formation, determinants, traits of personality, big five and MBTI. Perception: Meaning, Process of perception, Factors influencing perception. Attitude: Definition, Formation, components of attitudes Learning: Definition - Theories of learning –Ivan Pavlov Theory and Instrumental learning theory <i>Case Study Discussion</i></p>	

UNIT IV	8 hours
Managing Human at work	
Motivation: Meaning, theories of motivation-needs theory, Herzberg's two factor theory, Mc Gregor's Theory X and Y	
Leadership: Meaning, Managerial grid	
Emotions: meaning, types of emotions emotional labour, emotional intelligence	
Group dynamics: Nature, types of groups, stages of group formation, pitfalls of groups	
<i>Case Study Discussion</i>	
UNIT V	7 hours
Employee stress: Forms, causes, implications, approaches to stress management	
Team Dynamics: Nature, Team vs Groups, Benefits, Types, Team issues, typical teams in organisation.	
Conflict Management: Nature of conflict, Changing views of conflict, Levels, Conflict Resolution, Conflict Management Styles	
<i>Case Study Discussion</i>	

TEACHING LEARNING PROCESS: Chalk and Talk, power point presentation, videos, Case Study
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PRACTICAL COMPONENTS:

- Studying organizational structures of any 10 companies and classifying them into different types of organizations which are studied in Unit 2 and justifying why such structures are chosen by those organizations.
- Preparing the leadership profiles of any 5 business leaders and studying their leadership qualities and behaviour with respects to the trait, Behavioural and contingency theories studied.
- Identifying any five job profiles and listing the various types, abilities required for those jobs and also the personality traits/attributes required for the jobs identified.

COURSE OUTCOMES:

At the end of the course students are able to:

1. Appreciate the overview of theory of management and demonstrate their exposure on recent trends in management.
2. Comprehend & correlate all the concepts of management and its functions and link them to organizational context.
3. Realize the organisational behaviour and foundations of individual behaviour. and demonstrate the same in taking critical decisions.
4. Demonstrate their acumen in motivating, leading team, effectively use their skills for self-grooming, working in groups and to achieve organizational goals in real world/situation.
5. Apprehend and demonstrate their exposure on recent trends in management.

TEXT BOOKS

1. Management and Organizational Behaviors, Chuck Williams, James Cambell, Manjunath & Sandhya Cengage Publications, 2018
2. Essentials of Management-Koontz, 8/e, McGraw Hill
3. Management: Text and Cases-V S PRao, Excel Books
4. Organizational Behaviour - Fred Luthans, 12/e, McGraw Hill International, 2011.
5. Management and Organizational Behaviour - Laurie J Mullins, Pearson education.
6. Organizational Behaviour, Aquinas P. G, Excel Books.

REFERENCE BOOKS

1. Masters of Management Thought – Mahanand Charati & M M Munshi, Sapna Book House, Bangalore, 2015.
2. Management: Text and Cases-VSP Rao, Excel Books
3. Management and Organizational Behaviour - Laurie J Mullins, Pearson education
4. Fundamentals of Organizational Behaviour - Slocum/Hillriegel.Cengene Learning
5. Fast Tracking to Managerial & CEO Roles – Ajit Singhvi & Sapta Sheel, Primedia E-Launch LLC-2020

EBOOKS/ONLINE RESOURCES

1. <http://www.nptel.ac.in>
2. <https://www.kobo.com/us/en/ebook/organizational-management-3>
3. <https://www.kobo.com/in/en/ebook/managing-and-organizations-2>

SCHEME FOR EXAMINATIONS

- There will be 10 questions with 2 full questions from each unit.
- Each full question consists of 20 marks.
- Students have to answer 5 full questions, selecting ONE from each unit.

MAPPING of COs with Pos

	PO1	PO 2	PO 3	PO 4	PO 5	PO 6
CO1	3		2	2		2
CO2	3		2		2	2
CO3	3		2		2	2
CO4	3		2		2	2
CO5	3		2		2	2
Strength of correlation: Low-1, Medium- 2, High-3						

Dr Ambedkar Institute of Technology, Bengaluru-56
Department of MBA
Scheme and Syllabus - CBCS – 2022 -2023

Course Title	MANAGERIAL ECONOMICS						
Course Code	22MBA12						
Category	General Management Course						
Scheme and Credits	No. of Hours/Week					Total teaching hours	Credits
	L	T	P	SS	Total		
	03	00	00	00	03	39	03
CIE Marks: 50	SEE Marks: 50	Total Max. marks=100			Duration of SEE: 03 Hours		

COURSE OBJECTIVES

- To introduce the fundamentals, tools and theories of managerial economics
- To orient on micro economic techniques as a decision making process
- To understand macro-economic analysis essential for business managers

UNIT I	08 hours
Managerial Economics: Meaning, Scope. & Significance, Application of Managerial Economics, Law of Demand, Exceptions to the Law of Demand, Elasticity of Demand- Price, Income, Cross and Advertising Elasticity, Uses of Elasticity of Demand for Decision Making, - Demand Forecasting: Meaning and Methods. (Problems on Elasticity of Demand only).	
UNIT II	07 hours
Production Analysis: Concept, Production Function- Total, Average, & Marginal Product –Law of Variable Proportions & Isoquants & Iso- costs - Least cost factor combination- Returns to Scale- Economies and Diseconomies of Scale.	
UNIT III	08 hours
Cost, Revenue and Profit Functions: Cost Concepts, Fixed and variable costs- Total Cost, Average Cost, Marginal Cost, Opportunity Cost. - Short-run and Long- run Cost Curves. Profits: Determinants of Short-Term & Long Term Profits, Measurement of Profit. Break Even Analysis- Meaning, Assumptions, determination of BEA, Limitations and Uses of BEA in Managerial Economics. (Problems on BEP)	
UNIT IV	08 hours
Market Structure: Perfect Competition: Features, Determination of Price under Perfect Competition - Monopoly: Features, Pricing under Monopoly, Price Discrimination - Oligopoly: Features, Kinked Demand Curve, Cartel, Price Leadership - Monopolistic Competition: Features, Pricing under Monopolistic Competition, Product Differentiation. Pricing - Descriptive Pricing- Price Skimming, Price Penetration.	
UNIT V	08 hours
Indian Economic Environment: Economic Indicators-Measurement of National Income-Basic Concepts, Components of GDP- Measuring GDP, Difficulties in measuring National Income. Business Cycle – Features, Phases, Kinds of Price Indices. Inflation: Types, causes, Measurement. Primary, Secondary and Tertiary Sectors and their contribution to the Economy, SWOT Analysis of Indian Economy.	

COURSE OUTCOMES:

1. Exposure in determining the law of elasticity of demand and demand forecasting
2. Properly analyzing the Product cost to fix the competitive price.
3. Applying the effective cost and profit analysis to meet the BEP
4. Proper understanding of the market structure to estimate competitive price.
5. Measuring the external business environment influences in the business cycle and the economy.

TEXT BOOKS

1. Managerial Economics, D.N Dwivedi, 6th ed., Vikas Publication.
2. Managerial Economics- Theory and Applications, Dr. D.MMithani, Himalaya Publications, 9thedn., 2017.

REFERENCE BOOKS

1. Indian Economy, K P M Sundharam and Dutt, 64th Edition, S ChandPublication.
2. Indian Economy, Misra and Puri, Himalaya Publications
3. Managerial Economics: Case study solutions- Kaushal H, 1/e., Macmillan,2011

EBOOKS/ONLINE RESOURCES

1. <http://www.nptel.ac.in>
2. <https://coursera.org>

SCHEME FOR EXAMINATIONS

- There will be 10 questions with 2 full questions from each unit.
- Each full question consists of 20marks.
- Students have to answer 5 full questions, selecting ONE from each unit.

MAPPING of COs with POs

	PO1	PO2	PO	PO4	PO	PO6
CO1	2	1	1	1		
CO2		3		1		
CO3		3			1	2
CO4			2	1		
CO5	3	1	3		1	
Strength of correlation: Low-1, Medium- 2,High-3						

Dr Ambedkar Institute of Technology, Bengaluru-56
Department of MBA
Scheme and Syllabus - CBCS – 2022 -2023

Course Title	FINANCIAL STATEMENT ANALYSIS AND REPORTING						
Course Code	22MBA13						
Category	General Management Course						
Scheme and Credits	No. of Hours/Week					Total teaching hours	Credits
	L	T	P	SS	Total		
	03	00	00	00	03	39	03
CIE Marks: 50	SEE Marks: 50	Total Max. marks=100			Duration of SEE: 03 Hours		

COURSE OBJECTIVE:

- To introduce the concept of accounting and enable the students to learn about the Accounting Standard.
- To prepare the basic accounting statements & the preparation of financial statements.
- To expose the Student to carry on the analysis of Financial Statements.
- To enable the students to analyze and interpret the financial statements draw useful implications of various concepts using the financial statements.
- To give an insight of the emerging concepts in accounting.

UNIT I	08 hours
Introduction to Accounting: Need and Types of Accounting, Users of Accounting, concepts and conventions of Accounting, Accounting Equations Accounting Standards and IFRS: Nature and significance. Case study: Problems on Accounting Equation	
UNIT II	08 hours
Preparation of Books of Accounts & Financial Statements: Journals, Ledger & Trial balance. Preparation of final accounts of sole traders and companies, vertical form of financial statements. Case study: Problems on preparation of financial statements.	
UNIT III	08 hours
Analysis of Financial Statements- Nature & Objectives, Uses & Limitations of Financial Statement Analysis, Methods of FSA- Cash flow Statement (only Indirect Method) Case study: Problems on Cash flow statements.	
UNIT IV	09 hours
Ratio Analysis- Uses Limitations, Classification of ratio's Preparation of financial statements using ratios, Du-pont Analysis, Contents of the annual report. Case study: Problems on Ratio Analysis.	
UNIT V	06 hours
Emerging issues in Accounting: Human Resource Accounting, Forensic Accounting, Window dressing, Sustainability Reporting. Discussion on recent scandals in financial reporting.	

TEACHING LEARNING PROCESS: Chalk and Talk, Power point presentation, Case study, Videos

COURSE OUTCOMES:

1. Student is clearly able to apply the knowledge of accounting concepts in understanding the Business Environment.
2. Student is capable of preparing the basic accounts & financial statements.
3. Student is capable to draw meaningful conclusions about the financial performance of business firms and companies.
4. Student is able to read & understand the contents of annual report & draw conclusions.
5. Student is able to show the knowledge of recent trends in accounting.

TEXT BOOKS

1. A Text book of Accounting For Management – Maheswari S. N, Maheswari, Sharad K. Maheswari, 2/e, Vikas Publishing house (P)Ltd.
2. Financial Accounting, Jain S. P and Narang K L, Kalyani Publishers.
3. Accounting for Management – Arora M. N., Himalaya Publishing House.
4. “Financial Statement Analysis”, S.H. Penman, 12th Edition, TMH, 2014.

REFERENCE BOOKS

1. Financial Accounting: A Managerial Perspective, Narayanaswamy R, 5/e , PHI, 2014
2. Financial accounting for managers – Ambrish Gupta- PHI publication, 4/e, 2010
3. Accounting for Management text and cases- S.K. Bhattacharyya and John Dearden; Vikas publishing house
4. Financial Accounting for Management - N. Ramachandran & Ram Kumar Kakani - TMH Publications
5. Financial Accounting (IFRS update) Gary A. Porter & Curtis L.Norton, 6/e, Cengage Learning.

EBOOKS/ONLINE RESOURCES

1. <http://www.nptel.ac.in>
2. <https://coursera.org>

SCHEME FOR EXAMINATIONS

- There will be 10 questions with 2 full questions from each unit.
- Each full question consists of 20marks.
- Students have to answer 5 full questions, selecting ONE from each unit.
- The proportion of Theory to numerical is: Theory 40marks & Numerical 60 marks.

MAPPING of COs with POs

	PO1	PO2	PO	PO4	PO	PO6
CO1	3					
CO2		3			1	
CO3		3			3	
CO4		3				
CO5				3		
Strength of correlation: Low-1, Medium- 2, High-3						

Dr. Ambedkar Institute of Technology, Bengaluru-56
Department of MBA
Scheme and Syllabus - CBCS – 2022 -2023

Course Title	MARKETING MANAGEMENT						
Course Code	22MBA14						
Category	General Management (GM)						
Scheme and Credits	No. of Hours/Week					Total teaching hours	Credits
	L	T	P	SS	Total		
	03	00	00	00	03	39	03
CIE Marks: 50	SEE Marks: 50	Total Max. marks=100			Duration of SEE: 03 Hours		

COURSE OBJECTIVES:

1. To provide students an insight into the basic concepts of marketing management.
2. To help students to understand various marketing tools/models for solving marketing problems in the changing business environment.
3. To understand fundamental premise underlying market driven strategies.

<p>UNIT I</p> <p>Introduction to Marketing: Meaning, Importance, functions of marketing. Company Orientations towards the market place. Fundamental marketing concepts, marketing mix, marketing strategy. Trends in marketing practices and the Future of Marketing.</p> <p>Scanning the Marketing Environment (micro & macro).</p> <p>Marketing Research: objectives, limitations, scope and applications.</p> <p>Business v/s consumer market: Analyzing Consumer-Roles, decision making process, factors influencing buying behavior, buying situations, buying motives and Business Market - Characteristics.</p> <p>Identifying bases for Market segments and target market and its Strategies.</p> <p><i>Case Study Discussion</i></p>	9 hours
<p>UNIT II</p> <p>Introducing New market Offerings – New product Development process.</p> <p>Creating Brand Equity- Meaning, Branding strategy.</p> <p>Crafting the Brand Positioning- Meaning, Differentiation strategies, Product LifeCycle and its marketing strategies.</p> <p>Setting Product strategy- Product Characteristics, levels, product mix and its strategies, product classification, Packaging, Labeling.</p> <p>Designing and Managing Services- characteristics & strategies.</p> <p><i>Case Study Discussion</i></p>	9 hours
<p>UNIT III</p> <p>Developing Pricing strategies and Promotional Programs: Significance of pricing, factor influencing pricing, objectives, Pricing Strategies-Value based, Cost based, Market based, Competitor based, Pricing Procedure.</p> <p>Designing and Managing Marketing Channels: Meaning, Purpose, Factors Affecting Channel Choice, Channel Design, Channel Management Decisions. Network Marketing.</p> <p>Designing and Managing Integrated Marketing Communications: Communication objectives, steps in developing effective communication, Stages in designing message. Advertising: Advertising Objectives, Advertising Budget, Advertising Copy, Traditional Vs Modern Media- Online and Mobile Advertising, Social media Advertising. Sales Promotion: Tools and Techniques of sales promotion, Push and pull strategies of promotion. Personal selling: Steps involved in Personal Selling. Publicity/Public Relation- word of mouth, sponsorships.</p>	9 hours

Database marketing: Basic concepts of e-commerce, e-marketing, m-commerce, m-marketing. <i>Case Study Discussion</i>	
UNIT IV Developing marketing plan: Nature and Contents of marketing plan, steps involved in Marketing planning process. Marketing Audit- Meaning, Features and Various components of Marketing Audit. <i>Case Study Discussion</i>	6 hours
UNIT V Digital Marketing: Online marketing Domains - Challenges. Marketing in the 21st century opportunities and challenges. Types of Media used in Digital marketing: Websites, Pay per click, Content Marketing, Social Media Marketing, Email Marketing, VideoMarketing, Search Engine Marketing, Viral Marketing, CRM, E-Business, E-Tailing. <i>Case Study Discussion</i>	6 hours

TEACHING LEARNING PROCESS: Chalk and Talk, power point presentation, videos.

COURSE OUTCOMES:

1. Students will be able to apprehend the concepts of marketing, functions, marketing environment, segmentation & target market.
2. Students will be able to recognize the new product development process & product life cycle strategy & Services.
3. Students will be able to gain an insight into pricing, place /marketing channel & promotion strategy.
4. Students will be able to realize the marketing plan process & the marketing audit.
5. Students will be able to demonstrate the digital marketing - challenges & opportunities & ethics in marketing.

TEXT BOOKS

RECOMMENDED BOOKS

- Marketing Management: A South Asian Perspective – Kotler, Keller, Koshy & Jha, 13/e, Pearson Education, 2012
- Marketing Management, Ramaswamy V. S. & Namakumari S, 4/e, TMH, 2014
- Fundamentals of Marketing Management, Etzel M.J BJ Walker & William J. Stanton, 14/e, TMH, 2012

REFERENCE BOOKS

- Marketing Management, Arun Kumar & Meenakshi N, 2/e, Vikas, 2012
- Applied Case Studies in Marketing – Shajahan S, Primus BOOKS, 2011.
- Marketing Management – Karunakaran, HPH.

EBOOKS/ONLINE RESOURCES

1. <http://www.nptel.ac.in>
2. <https://en.wikipedia.org>
3. <https://marketingworld.com>

SCHEME FOR EXAMINATIONS

- There will be 10 questions with 2 full questions from each unit.
- Each full question consists of 20 marks.
- Students have to answer 5 full questions, selecting ONE from each unit.

MAPPING of COs with Pos

	PO1	PO 2	PO 3	PO 4	PO 5	PO 6
CO1	3	3	2	3	2	
CO2	3		2			2
CO3	3		2	2	3	2
CO4	3		2		3	2
CO5	3		3	3	2	2
Strength of correlation: Low-1, Medium- 2, High-3						

Practical component:

- Analyze Product Life Cycle of few Products like-Electronic goods, Computers.
- Analyze Positioning strategies used by FMCG/Durable products.
- Analyze Marketing strategies/planning used by automobile/ cosmetic and FMCG companies.

Dr Ambedkar Institute of Technology, Bengaluru-56
Department of MBA
Scheme and Syllabus - CBCS – 2022-2023

Course Title	MANAGERIAL COMMUNICATION						
Course Code	22MBA15						
Category	General Management						
Scheme and Credits	No. of Hours/Week					Total teaching hours	Credits
	L	T	P	SS	Total		
	03	00	00	00	03	39	03
CIE Marks: 50	SEE Marks: 50	Total Max. marks=100			Duration of SEE: 03 Hours		

COURSE OBJECTIVE:

1. Understand the fundamental principles of effective Business communication to become a successful manager.
2. To prepare the students to express ideas in writing and speaking to produce the information suitably tailored for the employment and business.
3. The students will be trained to develop the art of managerial communication with emphasis on analyzing business situations, effective use of advance technology for social media communication.

UNIT I	7 hours
Introduction: Meaning & Definition, Role, Classification – Purpose of communication – Communication Process – Characteristics of successful communication – Importance of communication in management – Communication structure in organization –Communication for effective negotiation – Communication in conflict resolution – Communication in crisis-Communication in a cross-cultural setting.	
UNIT II	7 hours
Oral Communication: Principles of successful oral communication, two sides of effective oral communication. Modes of Oral Communication. Listening as a Communication Skill, Barriers, Nonverbal communication.	
Written Communication: Purpose of writing - Clarity in writing - Principles of effective writing - Approaching the writing process systematically: The 3X3 writing process for business communication: Pre writing - Writing - Revising - Specific writing features – Coherence - Electronic writing process.	
UNIT III	9 hours
Business Communication: Introduction to business letters – Types of Business Letters – Writing routine and persuasive letters – Positive and Negative messages	
Business reports: Purpose, Kinds and Objectives of reports – Organization & Preparing reports, short and long reports.	
Business Proposals: Meaning, Structure & preparation –Writing memos.	
Media Management: The Press conference.	
Business Meeting: Meaning, Meetings, Planning meetings –objectives-participants – Schedule-Venue of meetings.	
Meeting Documentation: Notice, Agenda, and Resolution & Minutes of the meeting.	

UNIT IV	7 hours
<p>Case method of learning: Understanding the case method of learning, analyzing the case: Reading a case - previewing, skimming, reading, scanning, Case Analysis Approaches-Systems, Behavioral, Decision, Strategy, dos and don'ts for case preparation.</p> <p>Business Presentation: Meaning, presentation – elements of presentation – Role of business presentations, planning and designing a presentation, developing advanced Visual Support for Business presentation, Practicing and Delivering Presentation - Refining your delivery.</p>	
UNIT V	9 hours
<p>Employment communication: Preparing your resume, Writing covering letters and Inquiry Emails, preparing for a Job Interview, Practicing business etiquette.</p> <p>Technological Advancement and Business Communication: Teleconference, Virtual meetings, Business Blogs and Vlogs, Using social media to build network and business relationships- posting comments in social media, Tweets, Facebook, LinkedIn, Job Portal.</p>	

TEACHING LEARNING PROCESS: Chalk and Talk, Power point presentation, Case studies, Videos

COURSE OUTCOMES:

1. Students will be able to apply the fundamental concepts communication for effective negotiation, conflict resolution, crisis management and communication in a cross-cultural setting.
2. Students will be able to communicate effectively by oral and written communication in their professional network.
3. Students can compose the business letters precisely and effectively and get exposure in drafting business proposals and meeting documents.
4. Students will exhibit the skills in analyzing cases of any business situations and prepare the business presentation with a possible solution.
5. Students will be able to apply the knowledge of employment communication using advanced technologies in the competitive global environment.

TEXT BOOKS

- Business Communication : Concepts, Cases And Applications – P D Chaturvedi, MukeshChaturvedi Pearson Education, 1/e, 2004
- Business Communication, Process And Product – Mary Ellen Guffey – Thomson Learning , 3/E, 2002
- Basic Business Communication – Lesikar, Flatley TMH 10/E, 2005
- Advanced Business Communication – Penrose, Rasberry, Myers Thomson Learning, 4/e, 2002
- Business Communication, M.K. Sehgal & V. Khetrapal, Excel Books.

REFERENCE BOOKS

- Effective Technical Communication By M Ashraf Rizvi .- TMH, 2005
- Business Communication Today by BoveeThillSchatzman – Pearson & Education, 7th Ed, 2003
- Contemporary Business Communication - Scot Ober-Biztantra, 5/e
- Business Communication – Krizan, Merrier, Jones- Thomson Learning, 6/e, 200
- Managerial Communication: Strategies and Applications by Geraldine E. Hynes , January 2015

EBOOKS/ONLINE RESOURCES

1. <http://www.nptel.ac.in>
2. <https://study.com/academy/lesson/managerial-communication-history-theories.html>
3. <https://gtumbanotes.files.wordpress.com/2011/06/managerial-communication.pdf>

SCHEME FOR EXAMINATIONS

- There will be 10 questions with 2 full questions from each unit.
- Each full question consists of 20 marks.
- Students have to answer 5 full questions, selecting ONE from each unit.

MAPPING of COs with POs

	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	1	1	3	1
CO2	3				3	
CO3	2	3	2	2	3	2
CO4		3	1	2	2	
CO5	3		3	2	2	3
Strength of correlation: Low-1, Medium- 2, High-3						

PRACTICAL COMPONENT:

- Demonstrating Video conferencing & teleconferencing, mock press conference.
- Conduct a mock meeting of students in the class identifying an issue of their concern.
- The students should prepare notice, agenda and minutes of the meeting.
- Students should be given an assignment to draft a proposal to undertake research project.
- Students need to create a blog and vlog.

Dr Ambedkar Institute of Technology, Bengaluru-56
Department of Master of Business Administration
Scheme and Syllabus - CBCS – 2021 -2022

Course Title	STATISTICS FOR MANAGERS						
Course Code	22MBA16						
Category	General Management (GM)						
Scheme and Credits	No. of Hours/Week					Total teaching hours	Credits
	L	T	P	SS	Total		
	03	00	00	00	03	39	03
CIE Marks: 50	SEE Marks: 50	Total Max. marks=100			Duration of SEE: 03 Hours		

COURSE OBJECTIVE:

- To make the student proficient in the use of descriptive statistical tools.
- To develop students' skills in the use of techniques like correlation, regression and index numbers.
- To make the student gain the knowledge of computing probabilities associated with various decisions

UNIT I	07 hours
Introduction to Statistics: Definition, Importance and Scope, functions, limitations of Statistics and Distrust in Statistics. Classification of Data - Frequency Distribution. Measures of Central Tendency: Arithmetic Mean, Geometric Mean, Harmonic Mean, Median, Mode (No grouping table method), Comparison of the Various Measures of Central Tendencies.	
UNIT II	08 hours
Measures of Dispersion: Range – Quartile Deviation – Standard Deviation – Variance – Coefficient of Variance - Comparison of various measures of Dispersion.	
Index Numbers: Definition; uses; types; Simple Aggregate Method and Weighted Aggregate Method – Laspeyre's, Paasche's, Fisher's and Marshall Edge-worth Index numbers, (Price index nos. only) Test for adequacy of Index numbers.	
UNIT III	08 hours
Correlation and Regression: Scatter Diagram, Karl Pearson's coefficient of Correlation (One-way table only), Rank Correlation, and Concurrent Deviation method- Regression: Method of Least Squares.	
UNIT IV	08 hours
Time Series Analysis: Components of Time series, Objectives of Time Series, Variations in Time Series: Secular Variation, Cyclical Variation, Seasonal Variation, and Irregular Variation — Methods of Estimating Trend: Method of Simple averages, Method of least squares (Linear and Quadratic Equation only).	
UNIT V	08 hours
Probability: Concept and Definition - Relevance to Management Decisions - Sample Space and Events - Random Variables and Concept of Probability Distribution. Theoretical Probability Distributions: Binomial, Poisson and Normal and problems on it. Baye's Theorem (No derivation)	

TEACHING LEARNING PROCESS: Chalk and Talk and power point presentation

COURSE OUTCOMES:

1. The student will be able to demonstrate the use of descriptive statistical tools.
2. The student will be able to apply the knowledge of index numbers in managerial decision making.
3. The student will be able to demonstrate the use of correlation and regression.
4. The Student will exhibit the knowledge about time series and estimate the trend values.
5. The student will be able to determine the probabilities associated with business decisions.

TEXT BOOKS:

1. Fundamentals of Statistics, S. C. Gupta, Himalaya Publishing House, 6/e, 2004.
2. Statistical Methods, S. P. Gupta, Sultan Chand & Sons, 2002.
3. Business Statistics, J K Sharma Vikas Publishing House, 5/e, January 2014.

REFERENCE BOOKS:

1. Complete Business Statistics 6/e, Aczel and Sounderpandian, Tata-McGraw Hill, 2006.
2. Statistics, Levin and Rubin, Perason, 7e.
3. Parametric and Non Parametric Statistics VimalaVeeraraghavan and Suhas Sage Publication 2017.
4. Business Statistics, David M. Levine ,David F. Stephan, Kathryn A. Szabat, P.K. Viswanatha ,Pearson education, 7/e, January 2017.

EBOOKS/ONLINE RESOURCES

1. <http://www.nptel.ac.in>
2. <http://www.coursera.org/courses>

SCHEME FOR EXAMINATIONS:

Note to Students: Use of non-programmable scientific calculators and Statistical tables are allowed.

- There will be 10 questions with 2 full questions from each unit.
- Each full question consists of 20 marks.
- Students have to answer 5 full questions, selecting ONE from each unit.

MAPPING of COs with POs

	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2		2			
CO2		3	2		2	
CO3	2			2		
CO4		2	2	3		1
CO5		2	2	2		
Strength of correlation: Low-1, Medium- 2, High-3						

Dr Ambedkar Institute of Technology, Bengaluru-56
Department of MBA
Scheme and Syllabus - CBCS – 2022 -2023

Course Title	BUSINESS LAW & GOVERNANCE						
Course Code	22MBA17						
Category	General Management						
Scheme and Credits	No. of Hours/Week					Total teaching hours	Credits
	L	T	P	SS	Total		
	03	00	00	00	03	39	03
CIE Marks: 50	SEE Marks: 50	Total Max. marks=100			Duration of SEE: 03 Hours		

COURSE OBJECTIVE:

- To enable students to understand the legal environment of business and challenges and complexities faced by businesses.
- To help students understand the interface between government and businesses.
- To help students to develop an understanding of Social Responsibility of business enterprise.

UNIT I	9 hours
<p>Indian Contract Act, 1872-Meaning of Promise, Agreement, Contract, Essential Elements of a Valid Contract, Kinds of Contracts, Discharge of Contract, Remedies for Breach of Contract. Special Contracts: Law of Agency- Definition, Creation of an agency, Termination of agency, Contract of Bailment- Definition, rights and duties of the bailor, rights and duties of the bailee. Pledge-Meaning, rights and duties of pledgee, Contract of Indemnity and Guarantee.</p>	
UNIT II	9 hours
<p>Companies Act 1956- Definition, Characteristics and Kinds of Companies, Incorporation of a Company Directors: Appointment of Directors, Powers and Duties of Directors, Modes of Winding up of Companies, Companies Act-2013-Extent and Application of the act, Scheme MCA21-Electronic Filing Forms-Highlights of Scheme, SPIC-Simplified Proforma for Incorporating Company Electronically. (www.mca.gov.in)</p>	
UNIT III	7 hours
<p>Intellectual Property Act: Patents, Copyright, Trademark, Emerging Issues in IPR & WIPO. (www.ipindia.nic.in) Consumer Protection Act: Definition of consumer, Objectives, Consumer Grievance Redressal Mechanism. Environment Protection Act: Objectives, Features, Scope & Applicability, Powers of the Central Government, Penalties & Provisions. (www.legislative.gov.in)</p>	
UNIT IV	7 hours
<p>Study of Business, Government and Society (BGS): Importance of BGS to Managers. Public Policies: Definition, Role of Public Policies in Governing Business, Types of Public Policies, Type of Government Regulations in Business: a) Economic Regulations – (Payment of Wages Act, The Bonus Act, Minimum Wages Act, Employees Provident Fund Act, Workmen’s Compensation Act, Wage and Salary Administration Act, Gratuity Act) b) Social Regulations- Air (Prevention and Control of Pollution) Act, Environment Protection Act, Wild Life Protection Act, Intellectual Property Rights Act, Consumer Act). Corporate Social Responsibility: Definition and Types of CSR, Need of CSR, Arguments for & Against CSR. CSR in Indian perspective Indian Examples (Student’s Activity).</p>	
UNIT V	7 hours

Corporate Governance: Introduction, Definition, Benefits of Good Corporate Governance, Managerial Obligation to Society, Investors, Employees and Customers.

Business Ethics: Meaning, Importance of Business Ethics, Approaches to Business Ethics, Unethical Issues, Benefits from Managing Ethics at Workplace.

TEACHING LEARNING PROCESS: Chalk and Talk, power point presentation, animations, videos

COURSE OUTCOMES

1. Demonstrate understanding of basic provisions of law of contract, Law of Agency and bailment and pledge.
2. The student will demonstrate and implement the Companies Act.
3. Demonstrate understanding of basic provisions of the Intellectual property law, The Consumer Protection Act and The Environment Protection Act.
4. The student will understand the interface between government & business and the importance of public policies for business decisions and Student will come to know the corporate social responsibility.
5. Student will follow the corporate governance and business ethics in working place.

TEXT BOOKS

1. Business, Government, and Society: A Managerial Perspective, Text and Cases – John F. Steiner, 12/e, McGraw-Hill, 2011.
2. Business and Government – Francis Cherunilam, HPH.
3. Corporate Governance: principles, policies and practices – Fernando A. C, 2/e, Pearson, 2011.
4. Business Ethics and Corporate Governance - Ghosh B. N, Tata McGraw-Hill, 2012.
5. Business Law for Managers, Goel P. K, Biztantra, 2012.
6. Corporate Social Responsibility: A Study of CSR Practices in Indian Industry, Baxi C. V & Rupamanjari Sinha Ray, Vikas Publishing House, 2012.

REFERENCE BOOKS:

1. Business Ethics - Bajaj P. S & Raj Agarwal, Biztantra, 2012.
2. Corporate Governance - Keshoo Prasad, 2/e, PHI.
3. Corporate Governance, Ethics and social responsibility - Balachandran V, & Chandrashekharan V, 2/e, PHI, 2011.
4. Corporate Governance – Machiraju H. R, HPH.
5. Business Ethics and Corporate Governance – Prabakaran S, Excel BOOKS.
6. Corporate Governance – Badi N. V, Vrinda Publications, 2012.
7. Civic Sense – Prakash Pillappa, Excel BOOKS, 2012.

E-BOOKS:

1. <https://www.pdfdrive.com/business-law-an-introduction-e28723759.html>
2. <https://www.pdfdrive.com/introduction-to-business-law-e187119724.html>
3. <https://www.pdfdrive.com/handout-on-business-ethics-corporate-governance-e18146581.html>
4. <https://www.pdfdrive.com/corporate-governance-corporate-governance-e60915427.html>
5. www.mca.gov.in
6. www.ipindia.nic.in
7. www.legislative.gov.in

SCHEME FOR EXAMINATIONS

- There will be 10 questions with 2 full questions from each unit.
- Each full question consists of 20 marks.
- Students have to answer 5 full questions, selecting ONE from each unit.

MAPPING of COs with POs

	PO1	PO 2	PO 3	PO 4	PO 5	PO 6
CO1	3	2		2	1	
CO2	3	3		3	3	2
CO3	3	3	2	3	2	1
CO4		2	2	3	2	3
CO5		2	2	3		2
Strength of correlation: Low-1, Medium- 2, High-3						

PRACTICAL COMPONENTS:

1. Students are expected to collect any five CSR initiatives by Indian organizations and submit a report for the same.
2. A group assignment on the relationship between Business, Law and Society in Indian context.
3. Case studies/Role plays related ethical issues in business with respect to Indian context.
4. Students have to collect, analyse and discuss Memorandum of Association, Articles of Association & Prospectus of a company.
5. Organize a programme on consumer awareness and consumer rights.

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Scheme and Syllabus - CBCS – 2022-2023

Course Title	COMPUTER APPLICATIONS IN BUSINESS						
Course Code	22MBAL18						
Category	General Management						
Scheme and Credits	No. of Hours/Week					Total teaching hours	Credits
	L	T	P	SS	Total		
	01	00	02	00	02	26	02
CIE Marks: 50	SEE Marks: 50	Total Max. marks=100			Duration of SEE: 03 Hours		

COURSE OBJECTIVE:

1. To acquaint the students with the application of computers in understanding the usage of internet.
2. To furnish the practical knowledge on MS office word, Publisher and Power Point.
3. To provide practical knowledge on MS office Excel and Access.

UNIT I	5 hours
Fundamentals of Computer and Internet: Hardware & Software, Types of Operating System	
Internet: Web Browsers, Search Engines, Surfing Webpages, firewalls, encrypting, domain	
UNIT II	5 hours
Introduction to MS Office Word: Introduction, features, Applications, Ribbon, Mailings, Page Layout, formatting, Bibliography, References, Table of contents, preparation of reports; preparation of questionnaires, tables and graphs.	
UNIT III	5 hours
Microsoft Office Publisher: Practice of Brochure, Flyers, Newsletter, Websites Templates	
MS Office Power Point: editing and formatting, Inserting Objects, Custom Animation	
UNIT IV	6 hours
Data Analysis Using Excel: Introduction to MS-Excel, menu bar, Data Management: Sorting, Filtering Data. Mathematical Functions, Practical Exercise on Statistical Data	
UNIT V	5 hours
Google Apps: Google forms using to design questionnaire, certificate; Google Sheets, Google Calendar, Google Meet, Google slides,	
Introduction to Microsoft Office Access: Start Microsoft Access, Data Types: Table, Queries, Forms, Reports. Data Definition, Data Manipulation, Create Tables, Table Design View, Adding Data	

TEACHING LEARNING PROCESS: Chalk and Talk, Power point presentation, Case study Videos

COURSE OUTCOMES:

1. The student will be improved their knowledge on basic concepts of computer.
2. The students will be able to update knowledge on MS Office Word.
3. The students will be able to update knowledge on Publisher and Power Point.
4. The students will be able to update knowledge on MS Office Excel.
5. The students can be capable to handle Google apps and MS-access.

PRACTICAL COMPONENT:

- Practice on Microsoft Office Word, Excel, Publisher, Power point and Access
- Practice on Online Database and Internet, web browsers and domains

TEXT BOOKS

- Ms. Shikha Gupta & Ms. Shikha Nautiyal, Introduction to Computers – A Student’s Guide to Computer Learning, V&S Publishers, 2012
- Rohit Khurana, Learning MS-Word and MS-Excel, 2010

REFERENCE BOOKS

- Rinkoo Jainn, A to Z of MS EXCEL: A Book For Learners & Trainers, Kindle Edition, 2021
- Matt Vic, Microsoft Excel & Access For Beginners & Pros. 2021: A Complete Guide to Master Excel and Access 365 for All Users
- Introduction to Computers, Norton P., TATA McGraw Hill
- Leon A and Leon M - Introduction to Computers, Vikas, 1st Edition.

EBOOKS/ONLINE RESOURCES

4. <http://www.nptel.ac.in>
5. <https://ashishmodi.weebly.com/computer-fundamental1.html>
6. <https://ncert.nic.in/textbook/pdf/kecs101.pdf>

SCHEME FOR EXAMINATIONS

- There will be one question from each unit.
- Each full question consists of 10 marks.
- Students have to answer all full questions.

MAPPING of COs with POs

	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3		3	2	3	2
CO2	3	1		2	3	
CO3	3		3		3	3
CO4	3	3		3	3	2
CO5	3		3	2	3	3
Strength of correlation: Low-1, Medium- 2, High-3						

Dr Ambedkar Institute of Technology, Bengaluru-56
Department of MBA
Scheme and Syllabus - CBCS – 2022 -2023

Course Title	SEMINAR I						
Course Code	22MBAS19						
Category	General Management Course						
Scheme and Credits	No. of Hours/Week					Total teaching hours	Credits
	L	T	P	SS	Total		
	01	00	02	00	03	26	02
CIE Marks: 50	SEE Marks: 00	Total Max. marks=50			Duration of SEE: -		

COURSE OBJECTIVE:

1. To expose the students to understand the Macro and Micro environment of a particular country.
2. To develop an interest among the student community towards collecting & presenting the information confidently.
3. The Seminar I will expose the students to understand a foreign Country & the impacts on the environment like cultural, social, political & economical.

UNIT I	05 hours
Chapter 1 – Introduction to Geography of the nation , Map of the country - neighboring countries, national flag, symbols etc., Geographical spread by direction- rural and urban divides Capital and major cities, Land distribution – topography, water resources, cultivable and non-cultivable land, Environmental issues – Season, temperature, climate, Natural Hazards (volcanoes, earthquakes, typhoons, floods, tornadoes)	
UNIT II	05 hours
Chapter 2 – Evolution and Development , History of the country – ancient, middle and modern, Important events of the nation- pre-independence and post- independence, Broad features of the constitution, Reforms- Social, political and economical.	
UNIT III	06 hours
Chapter-3 Government , Type of government (democracy, monarchy, republic, etc...), Form of government (Unitary, Federal, totalitarian etc), Decentralization of Government (National, Sub national, Regional & Local ...), National Security, Foreign policy, Government Agreements (FTA, Bilateral, Trilateral, Multilateral, Features & types of agreement – Trade & Investment related)	
UNIT IV	05 hours
Chapter-4 Social Structure , Ethnic groups, Social class system, Religion(s), Population & Longevity (Gender Ratio), Education system – Basic & Advanced, Technical & Professional, Support from the government, Cultural Etiquette – Customs, Traditions, Language, Cuisine, Clothing etc, Famous Personalities.	
UNIT V	05 hours
Chapter 5-Economic System , Sectoral distribution of growth, Natural resources (Factors of Production), Trade –Domestic & International - Tariffs, incentives, Exim policies- Trade protection acts, BOP & BOT, Economic system in Comparison with Indian Economy, Institutions of National importance, Key Economic challenges	

TEACHING LEARNING PROCESS: Power point presentation, videos, Documentary Films, Photos

COURSE OUTCOMES:

1. Students will be aware of the understand the fundamental geographical and environmental issues of a particular country.
2. Students will be able to describe about evolution and current status of the country.
3. Students will be able to understand the Government and global policies of the country.
4. Students are able to understand the social structure of the country.
5. Students are able gain knowledge on basics of macro and microenvironment of the country.

EBOOKS/ONLINE RESOURCES

<https://coursera.org>

MAPPING of COs with Pos

	PO1	PO2	PO	PO4	PO	PO6
CO1	3	2	2		1	
CO2	3		3		1	
CO3	2	2	2		1	
CO4		2		3	1	
CO5	3	3			1	1
Strength of correlation: Low-1, Medium- 2,High-3						

GENERAL GUIDELINES

- The student shall seek the guidance of the internal guide on a continuous basis, and the guide shall give a certificate to the effect that the candidate has worked satisfactorily under his/her guidance.
- Format of the Seminar-I report shall be prepared using the word processor viz., MS Word, Times New Roman font sized 12, on a page layout of A4 size with 1” margin all sides and 1.5-line spacing. The Seminar-II report shall not exceed 60 pages.

SUBMISSION OF REPORT:

Students shall submit one hard copy of the report to the college and a soft copy in PDF file (Un-editable Format).

EVALUATION:

Internal evaluation will be done by the internal guide.

VIVA-VOCE / PRESENTATION:

A viva-voce examination shall be conducted at the institution where a student is expected to give a presentation of his/ her work. The viva –voce examination will be conducted by the respective HOD or Senior Professor or internal Guide of the department and an external evaluator drawn from industry. In case of non availability of industry person, a senior professor or a faculty with more than 10 years of experience may be invited to conduct the viva-voce.

Purpose of the Seminar-I

To assess the debating capability of the student to present a topic. Also to impart training to a student to face audience and present his ideas and thus creating in him self esteem and courage that are essential for a Manager.

Arrangement of Contents of Seminar Report:

The sequence in which the Seminar Report should be arranged and bound is as follows:

1. Cover Page & Title
2. Guide Certificate
3. Abstract
4. Acknowledgement
5. Chapter 1- Introduction to Geography of the nation
6. Chapter 2 - Evolution and Development
7. Chapter 3- Government
8. Chapter 4- Social Structure
9. Chapter 5- Economic System
10. References/ Bibliography

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Scheme and Syllabus - CBCS – 2022 -2023

Course Title	Emerging Exponential Technologies						
Course Code	22MBA21						
Category	General Management						
Scheme and Credits	No. of Hours/Week					Total teaching hours	Credits
	L	T	P	SS	Total		
	03	00	00	00	03	39	03
CIE Marks: 50	SEE Marks: 50	Total Max. marks=100			Duration of SEE: 03 Hours		

COURSE OBJECTIVE:

1. To Identify different emerging technologies
2. To study data science as a tool for decision making.
3. To Identify necessary inputs for application of emerging technologies (AI, IOT and AR).

UNIT I	8 hours
Introduction to Emerging Technologies: Evolution of technologies, Introduction to Industrial revolution, Historical background of the Industrial Revolution, Introduction to Fourth industrial revolution (IR 4.0), Role of data for Emerging technologies, Enabling devices and networks for emerging technologies (programmable devices), Human to Machine Interaction, Future trends in emerging technologies.	
UNIT II	8 hours
Introduction to Data Science: Overview for Data Science, Definition of data and information, Data types and representation, Data Value Chain, Data Acquisition, Data Analysis, Data Curating, Data Storage, Data Usage, Basic concepts of Big data.	
UNIT III	8 hours.
Artificial Intelligence(AI): Introduction to AI, What is AI, History of AI, Levels of AI, Types of AI, Applications of AI in Agriculture, Health, Business (Emerging market), Education, AI tools and platforms (eg: scratch/object tracking)	
UNIT IV	7 hours
Internet of Things (IoT): Overview of IOT, What is IOT? History of IOT, Advantages of IOT, Challenges of IOT and How IOT works? Architecture of IOT, Devices and network, Applications of IOT at Smart home, Smart grid, Smart city, Wearable devices, Smart farming, IOT tools and platforms, Sample application with hands on activity.	
UNIT V	8 hours
Augmented Reality (AR) Introduction to AR, Virtual reality (VR), Augmented Reality (AR) vs mixed reality (MR), Architecture of AR systems. Application of AR systems (education, medical, assistance, entertainment) workshop oriented hands demo. Ethics and professionalism of emerging technologies Ethics and Professionalism: Technology and ethics, Digital privacy, Accountability and trust, Treats and challenges. Other Technologies: Nanotechnology, Biotechnology, Block chain technology, Cloud and quantum computing, Autonomic computing, Computer vision, Embed systems, Cyber security, Additive manufacturing (3D Printing)	

TEACHING LEARNING PROCESS: Chalk and Talk, power point presentation, animations, videos
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PRACTICAL COMPONENT:

1. Role of data for Emerging technologies.
2. Use of Data Science as a tool for decision making.
3. Applications of AI in Agriculture, Health, Business (Emerging Market)
4. Applications of IOT at Smart home, Smart grid, Smart city, Wearable devices,

COURSE OUTCOMES:

1. The student will understand the evolution of emerging technologies and their roles.
2. The student will gain knowledge on Data science as a tool for decision making.
3. The Student will be able to understand the concept of Artificial Intelligence.
4. The student will understand and able to analyze the applications of IOT in different fields.
5. The student will be able to construe the concept of Augmented Reality (AR) and Ethics and professionalism of emerging technologies

TEXT BOOKS

1. Emerging Exponential Technologies – A Management Perspective – HPH-2021-First edition
2. <https://wcu.edu.et/FirstYearModule/EMERGING%20TECHNOLOGIES%20module.pdf>

REFERENCE BOOKS**EBOOKS/ONLINE RESOURCES**

1. <http://www.nptel.ac.in>

SCHEME FOR EXAMINATIONS

- There will be 10 questions with 2 full questions from each unit.
- Each full question consists of 20 marks.
- Students have to answer 5 full questions, selecting ONE from each unit.

MAPPING of COs with POs

	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3		2	2		2
CO2	3				2	2
CO3	3					2
CO4	3		2		2	2
CO5	3		2		2	2
Strength of correlation: Low-1, Medium- 2,						

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Scheme and Syllabus - CBCS – 2022 -2023

Course Title	HUMAN RESOURCE MANAGEMENT						
Course Code	22MBA22						
Category	Human Resource Management						
Scheme and Credits	No. of Hours/Week					Total teaching hours	Credits
	L	T	P	SS	Total		
	03	00	00	00	03	39	03
CIE Marks: 50	SEE Marks: 50	Total Max. marks=100			Duration of SEE: 03 Hours		

COURSE OBJECTIVE:

1. To develop a meaningful understanding of HRM theory, functions and practices, careeropportunities to the students in HR field.
2. To create an awareness about the various steps involved in Selection, Placement and Induction,training and development procedure.
3. To make students aware about the performance measurement, compensation and e-HRM and develop the HR skills at the global context.

UNIT I	7 hours
Human Resource Management: Introduction, Definition, Importance of HRM and Evolution of the concept of HRM , Major functions of HRM, Objectives of HRM, Difference between HRM and Personal Management, Factors Influencing HRM, HR Manager as a Strategic partner. Four facets of HR practices are: Managing The Human Resource Environment, Acquisition and Preparation of Human Resources, Assessment and Development of Human Resources, and Compensation of Human Resources.	
UNIT II	7 hours
Job Analysis: Meaning, Process of Job Analysis, Methods of Collecting Data for job analysis, Job Description and Job Specification. Human Resource Planning: Process of Human Resource Planning	
UNIT III	9 hours
Recruitment: Definition, Sources of Recruitment, New Approaches to Recruitment: Campus Recruitment, Job Fairs, Search Engines, e-Recruitment, Role of Social Media in Recruitment Selection: Definition and Process of Selection, Selection Tests and Interviews, Joining Formalities. Placement: Meaning, Induction/Orientation. Internal Mobility: Transfer, Promotion, Demotion and External Mobility: Absenteeism, Attrition, Employee Voluntary and Involuntary Separation, Right Sizing. (Students have to collect the information about Employment Trends in Indian Market).	
UNIT IV	9 hours
Training and Development: Training v/s Development, Training Methods- On the Job and Off the Job. Performance Appraisal: Concept of Performance Appraisal, the Performance Appraisal Process, Methods of Performance Appraisal.	

Compensation: Meaning and Significance of Compensation and Benefits.Components of Salary.
(Survey of software packages for HRIS, R to R software, Basic knowledge of ERPsoftware such as SAP, Oracles Financials and Ramcos Marshal).

UNIT V

7 hours

Human Resource Management in Future: HRM in the global context, Technology as Competitive Weapon, Office Automation, Computerized Cost Control, Mobile and E-commerce, Information Technology & E-HRM, Future Challenges & Developments in HRM.

TEACHING LEARNING PROCESS: Chalk and Talk, power point presentation, animations, videos

COURSE OUTCOMES:

1. The practical application of HRM concepts, functions and practices builds the career opportunities to the students in HR field.
2. The students will apply knowledge in arriving at the effective human resource planning, effective job analysis.
3. The students will demonstrate their knowledge in recruiting, selecting the right candidate, placing them at the right place both in domestic and global level.
4. The students will learn to organize a training and development programme, apply the knowledge in measuring the performance and compensate employees in the real corporate world.
5. Practical knowledge of using the technology and HR related software in global work place.

TEXT BOOKS:

1. Human Resource Management – Rao V. S. P, Excel BOOKS, 2nd edition, 2020
2. Human Resource Management - Cynthia D. Fisher, 3/e, AIPD, Chennai, 2008.
3. Human Resources Management: A South Asian Perspective, Snell, Bohlander, & Vohra, 16th Rep., Cengage Learning, 2012.
4. Human Resource Management - Lawrence S. Kleeman, Biztantra, 2012.
5. Human Resource Management – Aswathappa K HPH, 2017.

REFERENCE BOOKS:

1. Human Resource Management - John M. Ivancevich, 10/e, McGraw Hill.
2. Human Resource Management in practice - Srinivas R. Kandula, PHI, 2009
3. Managing Human Resources - Luis R Gomez-Mejia, David B. Balkin, Robert L. Cardy, 6/e, PHI, 2010.
4. Human Resource Management & Industrial relations, P. Subba Rao, Himalaya Publishing House, Mumbai, 2017.

EBOOKS/ONLINE RESOURCES

1. <http://www.nptel.ac.in>
2. <https://bookboon.com/en/human-resource-management-ebook>
3. <https://www.pdfdrive.com/human-resources-management-and-training-e4295910.html>
4. <https://www.pdfdrive.com/human-resources-management-e25583118.html>
5. <https://www.pdfdrive.com/human-resource-management-10e-gary-dessler-e18780382.html>

SCHEME FOR EXAMINATIONS

- There will be 10 questions with 2 full questions from each unit.
- Each full question consists of 20 marks.
- Students have to answer 5 full questions, selecting ONE from each unit.

MAPPING of COs with POs

	PO1	PO 2	PO 3	PO 4	PO 5	PO 6
CO1	3	2		2	2	3
CO2	3	3	1	2	2	2
CO3		3	3	2	3	
CO4	3	3	2	1	2	2
CO5	2	3	3		1	
Strength of correlation: Low-1, Medium- 2, High-3						

PRACTICAL COMPONENTS:

1. Give a case and ask the students to prepare the recruitment advertisement for a newspaper.
2. Give a job analysis case and ask the students to prepare job description and job specification.
3. Ask the students to prepare an appointment letter for the post of office manager of a company known to you.

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Course Title	TECHNOLOGY & OPERATIONAL STRATEGY						
Course Code	22MBA23						
Category	General Management						
Scheme and Credits	No. of Hours/Week					Total teaching hours	Credits
	L	T	P	SS	Total		
	03	00	00	00	03	39	03
CIE Marks: 50	SEE Marks: 50	Total Max. marks=100			Duration of SEE: 03 Hours		

COURSE OBJECTIVE:

1. To acquaint the student with the basic management principles with respect to production and operations management.
2. To Familiar the student with different types of Production Systems.
3. To explain the students regarding various techniques used in Operations Management efficiency in quality control and systems.

UNIT I	8 hours
Introduction to Production and Operation Management: Meaning, Definition, Functions & Scope of Operations management, Trends in Operation Management, Industry 4.0 and Operations Management in Indian Context. Facility Location, Nature of Location Decisions, and various factors, Procedures for Location Decisions, Facility Layout and its types, Plant Utilities.	
UNIT II	8 hours
Process Management Mapping: Process Mapping, Process Flow charts, Fish bone Diagrams / Cause and Effect Diagram, Principles of Root Cause Analysis, Fishbone Analysis (Case Analysis on Business Issues), Ishikawa seven quality control tools. Lean Manufacturing, Lean Principles for Manufacturing and Service Industries.	
UNIT III	9 hours
Toyota Production Systems: Production System: Meaning, Types, Toyota Production Systems (TPS): Overview, Components and Principles of TPS, Implementation Steps for the Toyota Production System, Techniques: 5S, JIT, JIDOKA, KANBAN, KAIZEN, POKAYOKE	
UNIT IV	8 hours
Total Quality Management: Quality, features, Evolution of quality, Total Quality Management (TQM): Definition, Eight building blocks/Principle of TQM. Benchmarking: Definition, benefits, reasons for benchmarking, Types of benchmarking, FMEA, Quality Circles and Structures of Quality circles.	
UNIT V	6 hours
Quality Systems - ISO and Six Sigma and Supply Chain Management: ISO: Introduction, role and Functions, ISO standards, ISO 9000 & Family series, ISO 14000, ISO 21001. Six Sigma: Definition, Features, Goals, Six Sigma Implementation: DMAIC, Supply Chain Management (SCM): Supply Chain - KEIRETSU, Five Parts of SCM, Operations and Supply Chain Management (OSCM).	

TEACHING LEARNING PROCESS: Chalk and Talk, Power point presentation, Case studies, Videos

COURSE OUTCOMES:

1. Demonstrate domain knowledge of Production and Operations management in various decisions on technological advancement, operations, decisions on facility location and layout and plant utilities.
2. Ability to analysis and solve business issues, identify root causes for a problem through flow charts, various QC tools and lean manufacturing.
3. Exposure on real life production systems followed by the techniques of Toyota Production Systems.
4. Exposure to get knowledge on quality management and benchmarking.
5. Exposure on various ISO certifications and supply chain management.

TEXT BOOKS

- Production & Operations Management - R.Panneerselvam- Third edition - PHI Learning Private Limited, 2012.
- Production and Operations Management - Dr. K. Aswathappa and K. Shridhara bhat, Himalaya Publishing House, 2009

REFERENCE BOOKS

- Total Quality Management Text & Cases - Shridhara Bhat K, Himalaya Publishing House, 2015.
- Operations Management: An Integrated Approach - R. Dan Reid, Nada R. Sanders, 7th Edition, Wiley, December 2019
- Operations Management in Context - Frank Rowbotham, Masoud Azhashemi, Les Galloway - Second edition, Butterworth-Heinemann, 2012

EBOOKS/ONLINE RESOURCES

7. <http://www.nptel.ac.in>
8. <https://www.pdfdrive.com/unit-i-introduction-to-production-and-operation-management-e4252491.html>
9. <https://www.pdfdrive.com/total-quality-management-e54037302.html>

SCHEME FOR EXAMINATIONS

- There will be 10 questions with 2 full questions from each unit.
- Each full question consists of 20 marks.
- Students have to answer 5 full questions, selecting ONE from each unit.

MAPPING of COs with POs

	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3		2		2	2
CO2	3	3	2	2	3	3
CO3	3	1	3		3	3
CO4	3	2	2	3	3	2
CO5	3		3	2	2	3
Strength of correlation: Low-1, Medium- 2, High-3						

PRACTICAL COMPONENT:

- Students should understand production and operation management and industry 4.0
- Students should practice to design the complete process of respective production
- Students has to understand production system and quality management system through industrial visits
- Students need to understand the practicality of the ISO standards

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Scheme and Syllabus - CBCS – 2022 -2023

Course Title	FINANCIAL MANAGEMENT						
Course Code	22MBA24						
Category	Finance Course						
Scheme and Credits	No. of Hours/Week					Total teaching hours	Credits
	L	T	P	SS	Total		
	03	00	00	00	03	39	03
CIE Marks: 50	SEE Marks: 50	Total Max. marks=100			Duration of SEE: 03 Hours		

COURSE OBJECTIVE:

- **To introduce the functions of FM, financial system, & Concepts of Time value.**
- **To be exposed to different financing decisions like financing, investing & dividend decisions.**
- **To apply the tools and methods used to take the three decisions of finance.**
- **To gain knowledge about the sources of investment.**

UNIT I	08 hours
Financial management – Introduction, Objectives, Functions–Role of finance manager, Indian Financial System: Financial market, instruments, institutions & services. Time value of money –Basic concepts – Future value & present value of single cash flow & Annuity, Capital recovery & loan amortization.	
UNIT II	07 hours
Sources of Financing - Shares, Debentures, Term loans, Lease financing, Venture capital investing, Warrants. Angel investing Private equity, convertibles. Dividend Decisions - Dividend policy – Types & Factors affecting the dividend policy.	
UNIT III	08 hours
Cost of Capital – Calculation of Specific costs, Determination of Weighted average cost of capital (WACC). Capital structure decisions –EBIT–EPS Analysis, Leverages -Types and Measurement.	
UNIT IV	08 hours
Long-Term Investment decisions – Process of Capital Budgeting Investment evaluation techniques – Discounting and Non-discounting techniques. Estimation of cash flows – elements, basic principles and cash flow estimation for new projects. Case study on Projecting the Cash flows of new projects.	
UNIT V	08 hours
Short Term Investment decisions - factors influencing working capital requirements. Working capital financing, MPBF, Operating cycle and cash cycle. Estimation of working capital requirements of a firm. Case study on Estimation of working capital.	

TEACHING LEARNING PROCESS: Chalk and Talk, Power point presentation, Case- study.

COURSE OUTCOMES:

1. The student will exhibit the conceptual understanding of financial Management & system.
2. The student applies the concept of Time value of money in decision making.
3. The student will be able to analyze the different sources of capital.
4. The student will be able to determine the optimal capital structure & to analyze their costs.
5. The student will be able to evaluate the capital budgeting decisions, Project the Cash flows and working capital requirements.

TEXT BOOKS

1. Financial Management - Khan M. Y. & Jain P. K, 6/e, TMH, 2011.
2. Financial Management - Pandey I. M, 10/e, Vikas.
3. Financial Management - Prasanna Chandra, 8/e, TMH, 2011.

REFERENCE BOOKS

1. Financial Management: Comprehensive Text Book with case Studies – Ravi M. Kishore, 7/e, Taxmann.
2. Fundamentals of Financial Management - Brigham & Houston, 10/e, Cengage Learning.
3. Financial Management & Policy- Vanhorne, James C., 12/e, Pearson, 2002

EBOOKS/ONLINE RESOURCES

1. <http://www.nptel.ac.in>
2. <https://coursera.org>

SCHEME FOR EXAMINATIONS

- There will be 10 questions with 2 full questions from each unit.
- Each full question consists of 20 marks.
- Students have to answer 5 full questions, selecting ONE from each unit.
- The proportion of Theory to numerical is: Theory 40 marks & Numerical 60 marks.

MAPPING of COs with POs

	PO1	PO2	PO	PO4	PO	PO6
CO1	3	2				
CO2		3				
CO3	2	3				
CO4		3		2		
CO5		3		2		
Strength of correlation: Low-1, Medium- 2, High-3						

Dr.Ambedkar Institute of Technology, Bengaluru-56
Department of MBA
Scheme and Syllabus - CBCS – 2021 -2022

Course Title	STRATEGIC MANAGEMENT						
Course Code	22MBA25						
Category	General Management (GM)						
Scheme and Credits	No. of Hours/Week					Total teaching hours	Credits
	L	T	P	SS	Total		
	03	00	00	00	03	39	03
CIE Marks: 50	SEE Marks: 50	Total Max. marks=100			Duration of SEE: 03 Hours		

COURSE OBJECTIVES:

1. To make students understand fundamental concepts and importance of strategic management, including process of Strategic management, Strategic intent, Micro, Macro environment, organizational structures
2. To introduce about strategic intent, formulation of strategy, strategic implementation, evaluation and control.
3. To gain insights into various strategic management models.
4. To provide awareness on company's external environment and competitive position of the business in the Industry.

<p>UNIT I - Understanding Corporate Strategy Strategic Management – Meaning, Need & Importance, Characteristics, Nature and Scope, Objectives, Level of Strategy, The Strategic Management Process - Strategic Intent, Strategic Formulation, Strategic Implementation, Strategic Evaluation, Strategic Control. Relationship between a Business Strategy and Business Model. <i>Case Study Discussion</i> 9 hours</p>
<p>UNIT II - Strategy Formulation – Definition of Strategy Formulation, Strategic Intent, Hierarchy of Strategic Intent, Organization values. Vision - Characteristics, Benefits. Mission & Purpose - Components, Characteristics, Benefits. Business Definition - Characteristics, Dimensions, Goals & Objectives - Features, Areas of Setting of goals and objectives, Significance, Short-term Objectives, Long-term Objectives. Balanced Score card - Definition, Uses, Benefits & Limitations, Components and Framework. <i>Case Study Discussion</i> 9 hours</p>
<p>UNIT III - Analyzing a Company's External Environment – Business Environment - Company's External Environment, Industry Environment, General Environment. Industry Analysis – Objectives, Factors are driving industry change and its impact, Industry Competitive Analysis - Porter's Dominant Economic Trait, Porter's Five Forces model – Key Success Factors - Competitive Environment Analysis - Environment Search, Environmental Diagnosis. <i>Case Study Discussion</i> 9 hours</p>
<p>UNIT IV - Analyzing a Company's Resources and Competitive position – SWOT Analysis – Value Chain Analysis. Generic Competitive Strategic – Low cost provider Strategy, Differentiation Strategy, Best cost provider Strategy, Focused Strategy. Collaborative Partnership - Strategic Alliance, Mergers and Acquisition.</p>

Business planning in different environment - Innovation, Integration, Diversification, Turnaround Strategic – GE Nine Cell Planning Grid and BCGMatrix. <i>Case Study Discussion</i>	6 hours
UNIT V - Strategy Implementation: Organizational design, strategic leadership, Organizational Structures and Organizational Controls – Strategic Controls & its types, Financial Controls. Types of control systems. Relationship between Strategy and Structure, Organizational Structures – Types – Simple, Functional, Multi divisional Structure – Product team, Market Structure, Matrix Structure. <i>Case Study Discussion</i>	6 hours

TEACHING LEARNING PROCESS: Chalk and Talk, power point presentation, videos.

COURSE OUTCOMES:

1. The student will be able to comprehend basics of strategic intent, formulation, implementation, evaluation and control.
2. The student will be able to demonstrate their acumen to create vision, mission, business definition, objectives, balanced score card, and Analyze SWOT, Value chain of the business
3. The student will be able to appraise company's resources, internal and external analysis, competitive position and design models to support strategic decisions and business planning.
4. The student will be able to apply knowledge to implement strategies and evaluate and control the results and take controlling measures for effective decision-making.

TEXT BOOKS

RECOMMENDED BOOKS

1. Crafting and Executing Strategy, Arthur A. Thompson Jr. AJ Strickland III, John E. Gamble, 18/e, Tata McGraw Hill, 2012.
2. Strategic Management, Alex Miller, Irwin McGraw Hill
3. Strategic Management - Analysis, Implementation, Control, Nag A, 1/e, Vikas, 2011.
4. Strategic Management – An Integrated Approach, Charles W. L. Hill, Gareth R. Jones, Cengage Learning.

REFERENCE BOOKS

1. Strategic Management: Concepts and Cases, David R, 14/e, PHI.
2. Strategic Management: Building and Sustaining Competitive Advantage, Robert A. Pitts & David Lei, 4/e, Cengage Learning.
3. Competitive Advantage, Michael E Porter, Free Press NY
4. Essentials of Strategic Management, Hunger. David, 5/e, Pearson.

EBOOKS/ONLINE RESOURCES

1. <http://www.nptel.ac.in>
2. <https://en.wikipedia.org>
3. <https://strategy-business.com>

SCHEME FOR EXAMINATIONS

- There will be 10 questions with 2 full questions from each unit.
- Each full question consists of 20 marks.
- Students have to answer 5 full questions, selecting ONE set from each unit.

MAPPING of COs with POs

	PO1	PO 2	PO 3	PO 4	PO 5	PO 6
CO1	3		2	2	3	3
CO2		3	2	3	3	3
CO3	3	3	2		3	3
CO4	3	3	1	2	3	3
CO5		1			2	
Strength of correlation: Low-1, Medium- 2, High-3						

Practical Components:

1. Analyze the Mission and Vision statements of a few companies.
2. Applying Michael Porter's model to an industry (Retail, Telecom, Infrastructure, FMCG, Insurance, Banking etc).
3. Pick a successful growing company. Do a web-search of all news related to that company over a one-year period. Analyze the news items to understand and write down the company's strategy and execution efficiency.
4. Pick a company that has performed very badly compared to its competitors. Collect information on why the company failed. What were the issues in strategy and execution that were responsible for the company's failure in the market; Analyze the internal and external factors.
5. Map out GE 9-cell matrix and BCG matrix for some companies and compare them.

Dr Ambedkar Institute of Technology, Bengaluru-56
Department of Master of Business Administration
Scheme and Syllabus - CBCS – 2021 -2022

Course Title	Research Methodology and IPR						
Course Code	22MBA26						
Category	General Management (GM)						
Scheme and Credits	No. of Hours/Week					Total teaching hours	Credits
	L	T	P	SS	Total		
	03	00	00	00	03	39	03
CIE Marks: 50	SEE Marks: 50	Total Max. marks=100			Duration of SEE: 03 Hours		

COURSE OBJECTIVE:

1. To gain an insight into the applications of research methods.
2. To equip students on selection of sampling techniques, data sources and designing questionnaire.
3. To develop students on practical application in research using SPSS.
4. To make the students proficient with report writing and presentation.

UNIT I	07 hours
Research – Meaning, scope, objectives, types of research, research process. Research Application in business decisions, Features of good research study Research Design: Exploratory & Conclusive Research Design. The nature of research designs, Formulation of the research design, Classification of research designs.	
UNIT II	08 hours
Sampling: Meaning, Sampling design, Types of Sampling, Errors in sampling. Data Collection: Primary and Secondary data collection methods, doing literature review and identifying research gap, process of designing questionnaire. Measurement and Scaling Techniques: Basic measurement scale, Attitude measurement scale - Likert's Scale, Semantic Differential Scale, Thurstone scale. Case study: Designing the questionnaire, sampling techniques, Data Collection	
UNIT III	08 hours
Preparing the Data for Analysis: Editing, Coding, Classification, Tabulation, Validation Analysis and Interpretation. IPR's- Invention and Creativity- Intellectual Property-Importance and Protection of Intellectual Property Rights (IPRs) - A brief summary of: Patents, Copyrights, Trademarks, Industrial Designs- Integrated Circuits- Geographical Indications-Establishment of WIPO-Application and Procedures.	
UNIT IV	08 hours
Hypothesis: Meaning, Types, characteristics, source, Formulation of Hypothesis, Errors in Hypothesis, Reliability test. Parametric and Non Parametric Test: T-Test (problems), Z-Test, F-Test, U-Test, K-W Test (Theory Only) Statistical Analysis: Bivariate Analysis (Chi-Square problems), Multivariate Analysis (Theory Only) ANOVA: One- Way and Two Way Classification. (Problems on one way ANOVA)	
UNIT V	08 hours
Report Writing- Report- types, report structure, referencing, and citation, ethics in research and plagiarism.	

TEACHING LEARNING PROCESS: Chalk and Talk and power point presentation and case- studies

COURSE OUTCOMES:

1. The student will be able to define a research problem, review literature review and apply the same in business.
2. The student will be capable to select a suitable sampling technique for data collection and the students are able to clearly understand scaling techniques and its applications.
3. The student will be able to demonstrate the procedure for protecting intellectual property.
4. The student will be able to formulate the hypotheses and test the same using various statistical tools.
5. The student will be able to prepare a report on the problem so identified.

TEXT BOOKS:

1. Research Methodology- C R Kothari, New age International Publishers, 2/e, 2014.
2. Business Research Methods. Donald R. Cooper & Pamela .S. Schindler, 12/e, TMH/2013.
3. Business Research Methods, S N Murthy, U Bhojanna, Third edition, Excel Books, 2010.

REFERENCE BOOKS:

1. Business Research Methods-SL Gupta and Hitesh Gupta, McGraw hill, 1/e – 2017.
2. Marketing Research- Naresh K Malhotra- 7th Edition, Pearson Education, 2019
3. Research Methods – M M Munshi & K Gayathri Reddy, HPH, 2017

EBOOKS/ONLINE RESOURCES

1. <http://www.nptel.ac.in>
2. <http://www.coursera.org/courses>

SCHEME FOR EXAMINATIONS

Note to Students: Use of non-programmable scientific calculators and Statistical tables are allowed.

- There will be 10 questions with 2 full questions from each unit.
- Each full question consists of 20 marks.
- Students have to answer 5 full questions, selecting ONE from each unit.

MAPPING of COs with POs

	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3		2	1		
CO2		2	2	1		1
CO3			2		1	
CO4	2		2		1	
CO5		2			1	
Strength of correlation: Low-1, Medium-2, High-3						

Dr. Ambedkar Institute of Technology, Bengaluru-56
Department of MBA

Course Title	OPERATIONS RESEARCH						
Course Code	22MBA27						
Category	General Management						
Scheme and Credits	No. of Hours/Week					Total teaching hours	Credits
	L	T	P	SS	Total		
	03	00	00	00	03	39	03
CIE Marks: 50	SEE Marks: 50	Total Max. marks=100			Duration of SEE: 03 Hours		

Scheme and Syllabus - CBCS – 2022 -2023

COURSE OBJECTIVES:

- To familiarize the Operations Research concepts and techniques
- To examine the various optimization quantitative techniques with managerial perspective
- To facilitate the use of Operations Research techniques in managerial decisions making process.

Syllabus Content	
Unit 1 Introduction to Operations Research: Definition, evolution, scope of Operations Research, characteristics, advantages and limitations. OR methodology, models & techniques in Operations Research.	7 Hours
Unit 2 Linear programming: Structure of linear program model, Assumption, Advantages, Limitations, General mathematical model, Guidelines for formulation of linear programming model, graphical method, Duality in linear programming.	8 Hours
Unit 3 Transportation problem: General structure of transportation problem, methods of finding initial basic feasible solution (NWCM, LCM & VAM), test for optimality (MODI Method), degeneracy (theory only), Assignment problems, Introduction, General structure. Problems on minimization & maximization,(HAM).	8 Hours
Unit 4 Inventory Management: Concepts of inventory, types, Classification, ABC analysis (concept and problems). Theory of games- formulation of game models, Two person Zero sum games & their solution, 2 x N and M x 2 games, pure strategy games with saddle point, Mixed strategies (Graphical and algebraic methods),Limitations of game theory.	8 Hours
Unit 5 Project management, Structure of projects ,phases of project management-planning, scheduling, controlling phase, work breakdown structure, PERT & CPM: Network components & precedence relationships, critical path analysis, probability in PERT analysis, theory of crashing.	8 Hours

[Note: Distribution of Questions between Problems and Theory of this paper must be

60: 40 i.e, Problem Questions: 60 % & Theory Questions : 40 %]

TEACHING LEARNING PROCESS: Chalk and Talk, power point presentation, videos.

COURSE OUTCOMES:

1. Familiarization of the operations research tools and techniques.
2. Applying the mathematical models into business management decision making process.
3. Analysing the various alternatives of cost minimization and profit maximization using quantitative techniques.
4. Compare and use the best inventory models for effective utilization of resources and the creation of competitive strategies.
5. Students will build strategies to get advantages from competition and complete the task with shortest duration.

RECOMMENDED BOOKS:

1. Vohra N D, QUANTATIVE TECHNIQUES IN MANAGEMENT, Tata McGrawHill, NewDelhi, 2010
2. Sridhar Bhat K, OPERATIONS MANAGEMENT, Himalaya Publications, 2011.
3. Kanishka Bedi, PRODUCTION & OPERATIONS MANAGEMENT, Oxford, New Delhi, 2007
4. Panneerselvam, R, OPERATIONS RESEARCH, Prentice-Hall of India, New Delhi, 2002.

SCHEME FOR EXAMINATIONS

- There will be 10 questions with 2 full questions from each unit.
- Each full question consists of 20 marks.
- Students have to answer 5 full questions, selecting ONE set from each unit.

Mapping Course Outcomes with Program Outcomes:

	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3		1			
CO2		3				
CO3		3				
CO4	2	3				
CO5	1	3				1

Dr. Ambedkar Institute of Technology, Bengaluru-56
Department of MBA

Course Title	Tally						
Course Code	22MBAL28						
Category	Lab						
Scheme and Credits	No. of Hours/Week					Total teaching hours	Credits
	L	T	P	SS	Total		
	01	00	02	00	03	26	01
CIE Marks: 50	SEE Marks: 50	Total Max. marks=100			Duration of SEE: 03 Hours		

Scheme and Syllabus - CBCS – 2022 -2023

COURSE OBJECTIVES:

- To acquaint the student about the fundamentals of accounting and exposure of Tally.
- Application of tally software to create a masters & generating the reports.
- Creating the individual Company, generating & printing the reports.

Syllabus Content	
Unit 1 Fundamentals of Accounting - Introduction to Tally	4 Hours
Unit 2 Maintaining Chart of Accounts - Storage and Classification of Inventory	5 Hours
Unit 3 Recording and Maintaining Accounting Transactions - Purchase and Sales Order Management	6 Hours
Unit 4 Accounts Receivable and Payable Management - Goods and Services Tax	6 Hours
Unit 5 Generating Financial Statement and MIS Report - Generating and Printing Reports.	5 Hours

TEACHING LEARNING PROCESS: Discussion in Classroom and Practicing Computer Lab

COURSE OUTCOMES:

6. Students are able to acquire the knowledge & skill of traditional accounting practices with Tally exposure.
7. Students are able to produce accounting and inventory vouchers & create a company.
8. Students can generate purchase and sales orders in Tally
9. Students are capable of generating & analyzing the GST reports.
10. Students will be able to prepare the financial statements using the Tally.

RECOMMENDED BOOKS:

1. A Text book of Accounting For Management – Maheswari S. N, Maheswari, Sharad K. Maheswari, 2/e, Vikas Publishing house (P)Ltd.

2. Financial Accounting, Jain S. P and Narang K L, Kalyani Publishers.
3. Computerised Accounting – Neeraj Goyal, Rohit Sachadev – kalyani publishers
4. GST accounting with Tally ERP.9
5. Learn Tally ERP-9 with GST and E way Bill – Rajesh Chedda -Paperback

REFERENCE BOOKS:

1. Accounting for Managers: Text & Cases - Bhattacharya, 3/e, Vikas Publications, 2004.
2. Financial Accounting (IFRS update) Gary A. Porter & Curtis L.Norton, 6/e, Cengage Learning.
3. Essentials of Financial Accounting – Bhattacharya, 2/e, Prentice Hall India,

Mapping Course Outcomes with Program Outcomes:

Course Outcome	Programme Outcomes					
	1	2	3	4	5	6
1	1	1				
2	1	1				
3	1	2			1	
4		3				
5					3	

Dr Ambedkar Institute of Technology, Bengaluru-56
Department of MBA
Scheme and Syllabus - CBCS – 2022 -2023

Course Title	SEMINAR II						
Course Code	22MBAS29						
Category	General Management Course						
Scheme and Credits	No. of Hours/Week					Total teaching hours	Credits
	L	T	P	SS	Total		
	01	00	02	00	03	26	02
CIE Marks: 50	SEE Marks: 00	Total Max. marks=50			Duration of SEE: -		

COURSE OBJECTIVE:

- To acquaint the students to understand & analyze the constitution & organization of different industries.
- To develop an interest among the student community towards collecting & presenting the information confidently.
- The Seminar II will expose the students to the contributions of various Industries to the development of Indian Economy.

UNIT I	05 hours
Chapter 1 – Introduction to Industry -Background & Origin, History of its origin in India, Nature of Business, Categories or groups of product & services, Turnover & Net worth of the Industry, Input Materials & Process.	
UNIT II	05 hours
Chapter 2 – Role in the economy , Achievements & Milestones, Contributions to the economy expressed in terms of key economic indicators, Concentration / Localization, Institutions & funding agencies supporting the industry.	
UNIT III	06 hours
Chapter-3 - Government Policies , Industrial Policy initiatives, Tax Laws pertaining to the industry, Corporate Governance – Specific laws guiding them, Presence in Five year plans, Foreign policy, Trade associations & chambers.	
UNIT IV	05 hours
Chapter-4 Human Capital & Social Policy , Labor class & Skill set, Causes of social issues & steps to overcome them, Environment conditions in the industry – overall working conditions, CSR activity, Employment generation.	
UNIT V	05 hours
Chapter 5-Comparisons & Conclusions , SWOT Analysis, Comparison with other similar industry, Impact of Business cycle, Major Players & Leaders, Issues & Future Prospects.	

TEACHING LEARNING PROCESS: Power point presentation, videos, Documentary Films, Photos

COURSE OUTCOMES:

1. Student will gain the knowledge of background & working of an Industry.
2. Student will evaluate the achievements of the Industry through the application of Key economic indicator.
3. Students will gain knowledge about the various regulatory policies affecting the functioning of industry.
4. Student will understand clearly the impacts of CSR & Business environment on the society.

5. Student will be able to carry on the SWOT analysis of the respective industry.

EBOOKS/ONLINE RESOURCES

<https://coursera.org>

MAPPING of COs with Pos

	PO1	PO2	PO	PO4	PO	PO6
CO1	3	2	2		1	
CO2	3		3		1	
CO3	2	2	2		1	
CO4		2		3	1	
CO5	3	3			1	1
Strength of correlation: Low-1, Medium- 2,High-3						

Arrangement of Contents of Seminar Report:

The sequence in which the Seminar Report should be arranged and bound is as follows:

1. Cover Page & Title
2. Guide Certificate
3. Abstract
4. Acknowledgement
5. Chapter 1- Introduction to Industry
6. Chapter 2 - Role in the economy
7. Chapter 3- Government Policies
8. Chapter 4- Human Capital & Social Policy
9. Chapter 5- Comparisons & Conclusions
10. References/ Bibliography

GENERAL GUIDELINES

- The Seminar II shall be for a period of 6 weeks.
- The student shall seek the guidance of the internal guide on a continuous basis, and the guide shall give a certificate to the effect that the candidate has worked satisfactorily under his/her guidance.
- Format of the Seminar report shall be prepared using the word processor viz., MS Word, Times New Roman font sized 12, on a page layout of A4 size with 1” margin all sides and 1.5 line spacing. The Seminar II report shall not exceed 30 pages.

SUBMISSION OF REPORT:

Students shall submit one hard copy of the report to the college and a soft copy in PDF file (Un-editable Format).

EVALUATION:

Internal evaluation will be carried on by the internal guide.