

Dr. AMBEDKAR INSTITUTE OF
TECHNOLOGY, BANGALORE - 560056
**DEPARTMENT OF MASTER OF
BUSINESS ADMINISTRATION (MBA)**
MBA DEGREE CURRICULUM – 2024 onwards

I SEMESTER

Dr Ambedkar Institute of Technology, Bengaluru-56
Department of MBA
Scheme and Syllabus - CBCS 2024 Onwards

Course Title	Management and Organizational Behaviour						
Course Code	MBAT101						
Category	Professional Core Course						
Scheme and Credits	No. of Hours/Week					Total teaching hours	Credits
	L	T	P	SS	Total		
	03	00	00	00	03	40	03
CIE Marks: 50	SEE Marks: 50	Total Max. marks=100			Duration of SEE: 03 Hours		

COURSE OBJECTIVES:

- To develop a basic understanding of the theories and concepts of Management and OB.
- To understand how different business organisations function.
- To familiarize them with different components of organizational behaviour.
- To develop an awareness of current issues and trends in management and OB.

<p>UNIT I</p> <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:</p> <p>(a)Early Management Approaches: Psychological development, Scientific management, Administrative, Bureaucratic and Human relations movement.</p> <p>(b)Modern Management approaches- Behavioural, Systems, Quantitative, Contingency.</p> <p><i>Case Study Discussion on basic concepts and approaches to management.</i></p>	9 hours
<p>UNIT II</p> <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.</p> <p>Directing: Meaning & Nature of directing, Leadership Styles: Autocratic, Democratic, Charismatic, Laissez faire & Participative</p> <p>Controlling: Meaning, the basic control process. Types of control</p> <p><i>Case Study Discussion on functions of management</i></p>	7 hours
<p>UNIT III</p> <p>Organizational Behaviour: Introduction, definition, historical development, fundamental principles of OB, contributing disciplines, challenges and opportunities.</p> <p>Contemporary issues in Organizational Behaviour: Organizational behaviour (OB) in global context.</p> <p>Foundations of Individual Behaviour: Individual behaviour, Foundations of individual behaviour</p> <p>Personality: Meaning, formation, determinants, traits of personality, big five and MBTI.</p> <p>Perception: Meaning, Process of perception, Factors influencing perception.</p> <p>Attitude: Definition, Formation, components of attitudes</p> <p>Learning: Definition - Theories of learning –Ivan Pavlov Theory and Instrumental learning theory</p> <p><i>Case Study Discussion on different components of OB</i></p>	9 hours

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 on Managing Human at work</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 organistaion. Conflict Management: Nature of conflict, Changing views of conflict, Levels, Conflict Resolution, Conflict Management Styles <i>Case Study Discussion on issues in management.</i>	

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

COURSE OUTCOMES:

At the end of the course students are able to:

Sl. No.	Description	Blooms Level
CO1	Understand the background and concept of Management and Organisational Behaviour.	L2
CO2	Apply conceptual Knowledge of management, various functions and concepts of management and theories in OB.	L3
CO3	Comprehend and apply management and behavioral models to relate attitude, perception, learning and personality.	L3
CO4	Analyse the recent trends in Management and OB.	L4

TEXT BOOKS

1. Management : An Introduction, David Boddy ,7/e, Pearson Education 2018
2. Management, Global Edition , Stephen Robbins, Mary Coulter,14/e Pearson,2017.
3. Management and Organisational Behaviour , Laurie Mullins,11/e, 2016
4. Management and Organisational Behaviour, Aswathappa Reddy, Himalaya Publishing House,2014
5. Organizational Behavior, Global Edition, Stephen Robbins,Timothy Judge,18/e, Pearson, 2021

E-BOOKS/ONLINE RESOURCES:

- https://onlinecourses.nptel.ac.in/noc22_mg104/preview
- https://onlinecourses.nptel.ac.in/noc22_mg78/preview
- https://learninglink.oup.com/access/king-lawley3e-student-resources#tag_all-chapters
- <https://openstax.org/details/books/organizational-behavior>
- <https://www.classcentral.com/course/introduction-organisational-behaviour-11892> Note: The aforesaid links and study material are suggestive in nature, they may be used with due regards to copy rights, patenting and other IPR rules.

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 with PSOs

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	3				2			1	2
CO2			3			3			
CO3	3			2					
CO4				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 2024 Onwards

Course Title	Managerial Economics						
Course Code	MBAT102						
Category	Professional Core Course						
Scheme and Credits	No. of Hours/Week					Total teaching hours	Credits
	L	T	P	SS	Total		
	04	00	00	00	04	52	04
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 provide an understanding of the application of Economics in Business □ To explore the basic Micro and Macro-economic concepts.
- To understand Demand, Production, Cost, Profit and Market competitions with reference to firm and industry.

UNIT I	10 hours
Introduction: Managerial Economics: Meaning, Nature, Scope & Significance, Uses of Managerial Economics, Role and Responsibilities of Managerial Economist. Theory of the Firm: Firm and Industry, Objectives of the firm, alternate objectives of firm. Managerial theories: Baumol's Model, Marris's model of growth maximization, Williamson's model of managerial discretion.	
UNIT II	11 hours
Demand Analysis Law of Demand, Exceptions to the Law of Demand, Elasticity of Demand, Classification of Price, Income & Cross elasticity, Promotional elasticity of demand. Uses of elasticity of demand for Managerial decision making, Measurement of elasticity of demand. Law of supply, Elasticity of supply. Demand forecasting: Meaning & Significance, Methods of demand forecasting. (Problems on Price elasticity of demand, and demand forecasting using Time-series method).	
UNIT III	11 hours
Cost Analysis & Production Analysis Concepts of Production, production function with one variable input - Law of Variable Proportion, Laws of returns to scale, Indifference Curves, ISO-Quants & ISO-Cost line, Economies of scale, Diseconomies of scale. Types of cost, Cost curves, Cost – Output Relationship in the short run and in the long run, Long- Run Average Cost (LAC) curve. Break Even Analysis –Meaning, Assumptions, Determination of BEA, Limitations, Margin of safety, Uses of BEA In Managerial decisions (Theory and simple Problems).	
UNIT IV	10 hours
Market structure and Pricing Practices Perfect Competition: Features, Determination of price under perfect competition, Monopolistic Competition: Features, Pricing Under monopolistic competition, Product differentiation. Oligopoly: Features, Kinked demand Curve, Cartels, Price leadership. Monopoly: Features, Pricing under monopoly, Price Discrimination. Descriptive Pricing Approaches: Loss leader pricing, Peak Load pricing, Transfer pricing.	

UNIT V**10 hours****Indian Business Environment**

Nature, Scope, Structure of Indian Business Environment, Internal and External Environment. Political and Legal Environment, Economic Environment, Socio– Cultural Environment, Global Environment. Private Sector, Growth, Problems and Prospects, SMEs, Significance in Indian

economy, challenges and prospects.

Fiscal policy and Monetary Policy: Meaning of Fiscal policy, three main types of fiscal policy – neutral policy, expansionary, and contractionary. Monetary policy: Meaning, **Objectives of monetary policies:** Controlling inflation, Managing employment levels, and Maintaining long-term interest rates. (Theory only)

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

TEXT BOOKS

1. Managerial Economics by Geethika, Ghosh & Choudhury, Mc Graw Hill 3/e,2017
2. Managerial Economics by Dominick Salvatore and Siddhartha Rastogi Oxford Publishers, 9e, 2020
3. Managerial Economics by D.M Mithani, HPH publications, 2016
4. Managerial Economics by Samuelson & Marks, Wiley, 9/e,2021
5. Managerial Economics by Maheshwari K. L., Varshney R.L., Sultan Chand & Sons, 22e, 2014

E-BOOKS/ONLINE RESOURCES:

- <https://www.edx.org/learn/managerial-economics>
- <https://www.indiabudget.gov.in/>
- https://onlinecourses.swayam2.ac.in/imb19_mg16/preview
- <https://www.youtube.com/watch?v=ZXDKdJO3V6Y>

Note: The aforesaid links and study material are suggestive in nature, they may be used with due regards to copy rights, patenting and other IPR rules.

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.

COURSE OUTCOMES:

Sl. No	Description	Blooms Level
CO1	The student will understand the application of Economic Principles in Management decision making.	L2
CO2	The student will learn the microeconomic concepts and apply them for effective functioning of a Firm and Industry	L3
CO3	The Student will be able to understand, assess and forecast the demand.	L4
CO4	The student will apply the concepts of production and cost for optimization of production	L3
CO5	The student will design competitive strategies like pricing, product differentiation etc. and marketing according to the market structure. Also understand the Macro Business Environment	L4

MAPPING of COs with POs & PSOs

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	3		1			3			
CO2	3	2		1			3		
CO3	2				1			1	
CO4	2		3		1				1
CO5	2			1			3		
Strength of Correlation: Low-1, Medium- 2,High-3									

Dr Ambedkar Institute of Technology, Bengaluru-56
Department of MBA
Scheme and Syllabus - CBCS 2024 Onwards

Course Title	Financial Statement Analysis and Reporting						
Course Code	MBAT103						
Category	Professional Core Course						
Scheme and Credits	No. of Hours/Week					Total teaching hours	Credits
	L	T	P	SS	Total		
	03	00	00	00	03	40	03
CIE Marks: 50	SEE Marks: 50	Total Max. marks=100			Duration of SEE: 03 Hours		

COURSE OBJECTIVES:

- To enable the students to understand the conceptual framework of accounting, reporting and financial statements.
- To enable the students in preparation of books of accounts and accounting records leading to final accounts and interpretation there-off.
- To acquaint the students with interpretation of accounting information and understand tax policies.

UNIT I	06 hours
Introduction to Accounting: Need and Types of Accounting, Users of Accounting, concepts and conventions of Accounting, Accounting Equations. Emerging issues in Accounting: Indian Accounting Standards: Nature and significance of Indian accounting standards. AS-1, 3, 4, 5, 6, 21, 29: IFRS & Issues of Convergence of IFRS Problems on Accounting Equation	
UNIT II	10 hours
Preparation of Books of Accounts & Financial Statements: Journals, Ledger & Trial balance. Preparation of final accounts of companies in vertical form as per Companies Act of 2013, Case study: Problems on preparation of financial statements (Both horizontal & Vertical)	
UNIT III	09 hours
Analysis of Financial Statements- Nature & Objectives, Uses & Limitations of Financial Statement Analysis, Methods of FSA- Cash flow Statement (only Indirect Method) 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 Chart & Analysis (only theory), 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. Case study discussion- Scams in Financial Reporting.

Direct Taxes: Basic Concepts and definitions, Basis of charge and scope of total income, Deduction under Section 80C from total income. Tax Liability Computation Under old & New regime (Theory Only).

Goods and Services Tax (GST): Basic concepts of GST, Features, Rates of GST, Structure of GST-CGST, SGST, UTGST & IGST Act 2017, GST Council- functions, Goods and Services Tax Network (GSTN)-Features.

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

COURSE OUTCOMES:

Sl. No.	Description	Blooms Level
CO1	Knowledge about the basic concepts and preparation of various account statements	L1, L2
CO2	Insight of the emerging trends of accounting practices & Tax policy	L2, L3
CO3	Draw inferences of financial statements of companies for decision making.	L3, L5
CO4	Independently undertake financial statement analysis	L3

TEXT BOOKS

- A Text book of Accounting For Management – Maheswari S. N, Maheswari, Sharad K. Maheswari, 2/e, Vikas Publishing house (P)Ltd.
- Financial Accounting, Jain S. P and Narang K L, Kalyani Publishers.
- Accounting for Management – Arora M. N., Himalaya Publishing House.
- “Financial Statement Analysis”, S.H. Penman, 12th Edition, TMH, 2014.
- Financial Accounting (IFRS update) Gary A. Porter & Curtis L.Norton, 6/e, Cengage Learning.

EBOOKS/ONLINE RESOURCES:

- <https://icmai.in/upload/Students/Syllabus2016/Inter/Paper-5New.pdf>
- <https://drnishikantjha.com/booksCollection/Financial%20Accounting%20-%20BMS%20.pdf>
- <https://www.pdfdrive.com/accountancy-books.html>
- https://onlinecourses.swayam2.ac.in/nou22_cm18/preview
- <https://www.coursera.org/lecture/uva-darden-financial-accounting/what-is-accounting-eXQEc>
- <https://www.youtube.com/watch?v=mq6KNVeTE3A>

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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 CO'S with PO'S & PSO'S

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	3			3		3		2	2

CO2	2	2		3		3	3		
CO3	2	3			2		3	2	2
CO4		3	2		2			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 2024 Onwards

Course Title	Marketing Management						
Course Code	MBAT104						
Category	Professional Core Course						
Scheme and Credits	No. of Hours/Week					Total teaching Hours	Credits
	L	T	P	SS	Total		
	04	00	00	00	04	52	04
CIE Marks: 50	SEE Marks: 50	Total Max. marks=100			Duration of SEE:03 Hours		

COURSE OBJECTIVES:

- To make students understand the fundamental concepts of marketing and environment in which marketing system operates.
- To gain knowledge on consumer buying behavior and influencing factors.
- To describe major bases for segment marketing, target marketing and market positioning.
- To develop a Conceptual framework, covering basic elements of the marketing mix.
- To understand fundamental premise underlying market driven strategies and hands on practical approach.

UNIT I	12 hours
Introduction to Marketing: Meaning, Functions of marketing. Company Orientations towards the market place. Fundamental marketing concepts, marketing mix. Trends in marketing practices, Socially responsible marketing and The Future of Marketing.	
Scanning the marketing environment (Micro & Macro).	
Marketing research: Objectives, Limitations, Scope and applications.	
Business v/s consumer market: Consumer-Roles, decision making process, factors influencing buying behavior, buying situations, buying motives and Business Market - Characteristics.	
Identifying bases for consumer market segments and target market and its Strategies.	
UNIT II	12 hours
Introducing New market Offerings – New product Development process.	
Creating Brand Equity- Meaning, Branding strategy.	
Crafting the Brand Positioning- Meaning, Differentiation strategies, Product Life Cycle & its marketing strategies.	
Setting Product strategy- Product Characteristics, levels, product mix and its strategies, product classification, Packaging, Labeling.	
Designing and Managing Services- characteristics & strategies.	

UNIT III	10 hours
<p>Developing Pricing strategies and 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 Channels: Meaning, Purpose, Levels, Factors Affecting Channel Choice, Channel Design, Channel Management Decision. Network Marketing.</p> <p>Designing and Managing Integrated Marketing Communications: Communication objectives, steps in developing effective communication, Stages in designing advertising message. Advertising: Advertising Objectives, Advertising Budget, Advertising Copy, AIDA model, Traditional Vs Modern Media- Online and Mobile Advertising, Social Media for Advertising. Sales Promotion: Tools and Techniques of sales promotion, Push-pull strategies of promotion. Personal selling: Steps involved in Personal Selling. Publicity/Public Relation-word of mouth, sponsorships.</p> <p>Database marketing: Basic concepts of e-commerce, e-marketing, m-Commerce, m-marketing, CRM.</p>	
UNIT IV	8 hours
<p>Developing marketing plan: Nature and Contents, steps involved in Marketing Planning process.</p> <p>Marketing Audit- Meaning, Feature, Various components of Marketing Audit.</p> <p>Case study analysis on marketing mix strategies.</p>	
UNIT V	10 hours
<p>Digital Marketing: Online marketing Domains- Promises and Challenges.</p> <p>Marketing in the 21st century opportunities, challenges & Ethics.</p> <p>Types of Media used in Digital marketing.</p> <p>Emerging concepts in Marketing: Green Marketing, Event Marketing, Cause Related Marketing, Marketing for Non-Profit Organizations, Relationship marketing, Marketing Strategies for Leaders, Challengers, Followers and Startups. Social Responsibility of marketing, Neuro Marketing, Sensory Marketing.</p>	

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

COURSE OUTCOMES Chalk and Talk, case study analysis.

powerpoint presentation, videos. At the end of the course students are able to:

Sl. No.	Description	Blooms Level
CO1	Gain practical understanding of the various concepts of Marketing Management.	L2
CO2	Apply the conceptual knowledge of various marketing management functions in the real business world/environment.	L3
CO3	Analyze the marketing management concepts into various business decisions to solve business problems in order to achieve the organizational objectives.	L4
CO4	Determine the ethics, recent trends & emerging concepts of marketing management to gain the understanding & knowledge of the changing business environment.	L5

TEXT BOOKS

1. Marketing Management: A South Asian Perspective by Kotler, Keller, Koshy & Jha by Pearson publication, 13th Edition, 2018.
2. Principles of Marketing by Philip Kotler, Gary Armstrong, Sridhar Balasubramanian & Prafulla Agnihotri by Pearson publication, 19th edition, 2023.
3. Advertisement Brands & Consumer Behaviour by Ramesh Kumar by Sage Publications, 2020.
4. Marketing by Lamb, Hair, McDanniel by Cengage Learning, 13th edition.
5. Fundamentals of Marketing Management, Etzel M J, B J Walker & William J Stanton by Tata McGraw Hill, 14th edition.
6. Marketing Management Text & Cases by Dr.Gupta C B & Dr.N Rajan Nair by Sultan Chand & Sons, 2018.

E-BOOKS/ONLINE RESOURCES:

- <https://youtu.be/5fdx5Laavkc>
- <https://youtu.be/Ule8n6GgE1g>
- <https://youtu.be/ob5KWs3I3aY?t=131>
- <https://youtu.be/U1VWUHLhmdk>
- <https://youtu.be/iWuYUhSHXHg>
- https://youtu.be/IErR_YYfP3Y
- <https://youtu.be/mL7MASrDIQ>

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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 & PSOs

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1				3		3			
CO2	3					3			
CO3		3		3			3		3
CO4			2	3	3		2	3	
Strength of correlation: Low-1, Medium- 2, High - 3									

Dr. Ambedkar Institute of Technology, Bengaluru-56
Department of MBA
Scheme and Syllabus – CBCS - 2024 Onwards

Course Title	Managerial Communication						
Course Code	MBAT105						
Category	Professional Core Course						
Scheme and Credits	No. of Hours/Week					Total teaching hours	Credits
	L	T	P	SS	Total		
	03	00	00	00	03	40	03
CIE Marks: 50	SEE Marks: 50	Total Max. marks: 100			Duration of SEE: 03 Hours		

COURSE OBJECTIVES:

- Understand the fundamental of Business communication to become a successful manager.
- To prepare the students on oral and written communication and hands-on experience to plan and prepare on meetings, reports and documents.
- The students enhance their ability to present, analyze various business situations and use of advanced technology for communication.

UNIT I	8 hours
Introduction: Meaning & Definition, Classification, Purpose of communication, Two-way 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.	
Case Study Discussion on Communication Structure	
UNIT I	7 hours
Oral Communication: Principles of successful oral communication, two-sides of effective oral communication, Modes and Barriers of Oral Communication, Listening as a Communication Skill, Nonverbal communication, Types	
Written Communication: Purpose of writing, features 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. 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.	
Case Study Discussion on Business Letters, Business Meetings, Business Proposals, Memos, Minutes of Meetings	

UNIT IV	7 hours
Case method of learning: Understanding the case method of learning, Analyzing the case: Reading a case, previewing, skimming, scanning, Case Analysis Approaches: Systems, Behavioral, Decision, Strategy, dos and don'ts for case preparation.	
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.	
Case Study Discussion on Analyzing the Case, Advanced Visual Support for Business	

Presentation	
UNIT V	9 hours
Employment communication: Preparing your resume, Writing covering letters and Inquiry Emails, preparing for a Job Interview, Practicing business etiquette.	
Technological Advancement and Business Communication: Teleconference, Business Blogs and Vlogs, Using social media to build network and business relationships, posting comments in Social media, Tweets, LinkedIn, Job Portal.	
TEACHING LEARNING PROCESS: Chalk and Talk, Power Point Presentation, Case Studies, Videos	

COURSE OUTCOMES:

Sl. No.	Description	Blooms Level
CO1	Gain the fundamental knowledge of oral or written Business communication and Use of advanced technologies for Communication	L1, L2
CO2	Apply the skills of Business Communication to develop leadership ability and interpersonal relationships.	L3
CO3	Demonstrate effective Business presentation and employment communication	L2
CO4	Analyze the case and make appropriate decision to meet organization needs.	L4

RECOMMENDED BOOKS

- Business Communication: Concepts, Cases and Applications – P D Chaturvedi, Mukesh Chaturvedi, Pearson Education, 2nd Edition, 2011
- Business and Managerial Communication, Sailesh Sengupta, PHI learning, 2011
- Business Communication, M.K. Sehgal, Excel Books, 2008

REFERENCE BOOKS

- Excellence in Business Communication, John V. Thill, Courtland L. Bovee, Pearson Education Limited, Global Edition, 2015

EBOOKS/ONLINE RESOURCES

1. https://www.youtube.com/watch?v=xHIEMTYM_o&list=PLsh2FvSr3n7doRD8B50dBB9PW NpUTg7Aq
2. <https://study.com/academy/lesson/managerial-communication.html>
3. <https://gtumbanotes.files.wordpress.com/2011/06/managerial-communication.pdf>

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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 and PSOs**

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	3		2	2		3			3
CO2	3		3	2	3			3	2
CO3				3	3			2	
CO4	2	3			3		3		3
Strength of correlation: Low-1, Medium- 2, High-3									

Dr. Ambedkar Institute of Technology, Bengaluru-56
Department of Master of Business Administration
Scheme and Syllabus - CBCS 2024 Onwards

Course Title	Statistics for Managers						
Course Code	MBAT106						
Category	Professional Core Course						
Scheme and Credits	No. of Hours/Week					Total teaching hours	Credits
	L	T	P	SS	Total		
	03	00	00	00	03	40	03
CIE Marks: 50	SEE Marks: 50	Total Max. marks=100			Duration of SEE: 03 Hours		

COURSE OBJECTIVES:

- To make the student gain the knowledge of basic concepts of statistics. □ To make the student proficient in the application of statistical tools.
- To develop students' decision- making skills by using statistical tools.

UNIT I	08 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 (<i>No grouping table method</i>), Comparison of the Various Measures of Central Tendencies. (Problems on all measures)	
UNIT II	07 hours
Measures of Dispersion: Range – Quartile Deviation –Standard Deviation – Variance – Coefficient of Variance - Comparison of various measures of Dispersion. (Problems on all measures) Index Numbers: Definition; uses; types; Methods – Laspeyres, Paasche's, Fisher's and Marshall Edge-worth Index numbers, (Problems on 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	09 hours
Probability: Concept and Definition - Relevance to Management Decisions - Sample Space and Events - Random Variables and Concept of Probability Distribution. (simple problems on Random variable). Theoretical Probability Distributions: Binomial, Poisson and Normal and problems on it.	
UNIT V	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 (Problems on simple Linear equation only).	

TEACHING LEARNING PROCESS: Chalk and talk and power point presentation

COURSE OUTCOMES:

The student will be able to:

Sl. No.	Description	Blooms Level
CO1	Understand how to organize, manage, and present the data	L1
CO2	Apply a wide variety of specific statistical tools	L2, L3
CO3	Analyze the applications of statistical tools in business	L4
CO4	Interpret the results of various statistical analysis	L5

TEXT BOOKS:

1. Statistical Methods, S. P. Gupta, Sultan Chand & Sons, 2002.
2. Fundamentals of Statistics, S. C. Gupta, Himalaya Publishing House, 7/e, 2018.
3. Business Statistics, [J K Sharma](#) Vikas Publishing House, 5/e, January 2020.
4. Business Statistics, Text and Problems, With introduction to Business Analytics, Mc Graw Hill Publishers, 2/e, 2021.
5. Fundamentals of Statistics, S. C. Gupta and V. K. Kapoor, Sultan Chand & Sons, 12/e, 2022.

E- BOOKS/ ONLINE RESOURCES:

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

2. <http://www.coursera.org/courses>

3. NPTEL Course on Business Statistics offered by Prof. M.K.Barua Dept. of Management studies IIT Roorkee, link: <https://www.youtube.com/watch?v=VDLyk6z8uCg>.

Note: The aforesaid links and study material are suggestive in nature, they may be used with due regards to copy rights, patenting and other IPR rules.

SCHEME FOR EXAMINATIONS:

- 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. □ Ratio of Theory and problems, 20: 80.

MAPPING of COs with POs:

Sl. No.	PO	PO	PO	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	2	3		1	2	1	1		2
CO2		3		1	2		3		2
CO3	1	3		2	2		3		2
CO4	1	3			2		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 2024 Onwards

Course Title	Business Law and Governance						
Course Code	MBAT107						
Category	Professional Core Course						
Scheme and Credits	No. of Hours/Week					Total teaching hours	Credits
	L	T	P	SS	Total		
	03	00	00	00	03	40	03
CIE Marks: 50	SEE Marks: 50		Total Max. marks=100		Duration of SEE: 03 Hours		

COURSE OBJECTIVES:

- 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
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.	
UNIT II	9 hours
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.	
UNIT III	7 hours
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.	

UNIT IV **8 hours**
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.

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, videos and Case Study

COURSE OUTCOMES

Sl. No.	Description	Blooms Level
CO1	Understanding of appropriate basic laws related to business for day to day management of the business.	L2
CO2	Apply the various provisions of law and determine the techniques and strategies in decision making.	L3
CO3	Determine relevant provisions of various acts and laws impacting the business to arrive at optimal solutions.	L3
CO4	Analyse the interface between government, business & public for business decisions and plan CSR activities to prove that the organization is social responsible.	L4
CO5	Determine the corporate governance practices and business ethics in working place.	L2

TEXT BOOKS

1. Business, Government, and Society: A Managerial Perspective, Text and Cases – John F. Steiner, 12/e, McGraw-Hill, 2011.
2. Corporate Governance: principles, policies and practices – Fernando A. C, 2/e, Pearson,2011.
3. Business Ethics and Corporate Governance - Ghosh B. N, Tata McGraw-Hill, 2012.
4. Business Law for Managers, Goel P. K, Biztantra, 2012.
5. Business Ethics - Bajaj P. S & Raj Agarwal, Biztantra, 2012.
6. Corporate Governance - Keshoo Prasad, 2/e, PHI.
7. Corporate Governance, Ethics and social responsibility - Balachandran V & Chandrashekharan V, 2/e, PHI, 2011.
8. Corporate Governance – Badi N. V, Vrinda Publications, 2012.

E-B OOKS/ONLINE RESOURCES:

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.legislative.gov.in

Note: The aforesaid links and study material are suggestive in nature, they may be used with due regards to copy rights, patenting and other IPR rules.

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 and PSOs

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	3	-	-	-	1	2	-	-	3
CO2	-	3	-	-	2	-	3	-	-
CO3	3	3	-	-	-	-	3	-	-
CO4	-	2	2	3	-	-	-	3	2
CO5	-	-	3	3	-	-	2	3	-
Strength of correlation: Low-1, Medium- 2, High-3									

Dr. Ambedkar Institute of Technology, Bengaluru-56
Department of Master of Business Administration
Scheme and Syllabus - CBCS - 2024 Onward

Course Title	Computer Applications in Business						
Course Code	MBAL108						
Category	Professional Core			Course Lab			
Scheme and Credits	No. of Hours/Week					Total teaching hours	Credits
	L	T	P	SS	Total		
	00	00	02	00	02	26	01
CIE Marks: 50	SEE Marks: 50		Total Max. marks=100			Duration of SEE: 03 Hour	

COURSE OBJECTIVES:

- To acquaint the students with the application of MS office and Google Suite □
 To furnish the practical knowledge on MS office word, Publisher and Power Point.
- To provide practical knowledge on MS office Excel and Google Suite.

Expt. No.	Experiments Contents	No. of Hours	Blooms Taxonomy Level
1	MS office Word : Short-cut Keys, Ribbon, Page Layout, Formatting	2	L1, L5
2	MS office Word : Mail Merge, Bibliography	2	L1, L5
3	MS office Word: Flow Chart, Shapes, Table of contents, tables and graphs, Report Preparation	2	L5, L6
4	Microsoft Office Publisher: Brochure, Flyers, Business Cards	2	L5
5	Microsoft Office Publisher: Newsletter, Resume.	2	L5
6	MS Office Power Point: Editing and Formatting, Custom Animation	2	L5
7	MS office Excel: Short-cut keys, Data Entry, Sum, Average, Count, Count-if, Concatenate, Upper, Lower, Max, Min, Round off	2	L5, L6
8	MS office Excel: If statement, Vlookup, Hlookup, Pivot table, Data Validation, Charts	2	L5, L6
9	MS office Excel: Statistical Data Analysis - Descriptive Statistics	2	L5, L6
10	MS office Excel: Statistical Data Analysis – Covariance, Correlation, Interpretation	2	L5, L6

11	MS office Excel: Statistical Data Analysis – Regression, Interpretation	2	L5, L6
12	Google Apps: Google Docs, Google Sheets, Google Slides, Google Drive	2	L1
13	Google Apps: Google Calendar, Google Meet, Google Forms	2	L1

COURSE OUTCOMES:

At the end of the course the student will be able to:

Sl. No.	Description	Blooms Level
CO1	Gain fundamentals skills and knowledge on MS office Suite and Google suite	L1
CO2	Prioritize the data and execute the data using MS office suite	L5
CO3	Formulate and test the data in MS office excel using Data Analysis tools	L6
CO4	Interpret the data and develop the reports	L5 & L6

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
- 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
- Leon A and Leon M - Introduction to Computers, Vikas, 1st Edition, 2009

E- BOOKS/ ONLINE RESOURCES:

- <https://ashishmodi.weebly.com/computer-fundamental1.html>
- <https://ncert.nic.in/textbook/pdf/kecs101.pdf>
- <https://www.cemca.org/ckfinder/userfiles/files/Course01%20INTRODUCTION%20TO%20COMPUTER,%20WINDOWS%20OS%20&%20MS-OFFICE%20SOFTWARE.pdf>

Note: The aforesaid links and study material are suggestive in nature, they may be used with due regards to copy rights, patenting and other IPR rules.

SCHEME FOR EXAMINATIONS

There will be 2 practical experiments having 1 major and 1 minor experiment carries 30 marks, Procedure and write up carries 10 marks, Viva-voce carries 10 marks, in total 50 Marks.

MAPPING of COs with POs

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	3				2	3			2
CO2	2		3	3				2	
CO3			3	3			3	3	
CO4		3			3		3	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 2024 Onwards

Course Title	Seminar – I (Project on Foreign Economy)						
Course Code	MBAS109						
Category	Professional Core course- Seminar						
Scheme and Credits	No. of Hours/Week					Total teaching hours	Credits
	L	T	P	SS	Total		
	00	00	02	00	02	26	01
CIE Marks:50	SEE Marks: 00	Total Max. Marks=50			Duration of SEE:00		

COURSE OBJECTIVES:

- To expose the students to understand the Micro and Macro environment of a particular country.
- To develop an interest among the student community towards collecting & presenting the information confidently.
- To expose the students to understand a foreign Country & the impact 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	04 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 economic.	
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.	

UNITV**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, Photos.

COURSE OUTCOMES:

The students will be able to:

Sl. No.	Description	Blooms Level
CO1	Understand & gain the knowledge about the geography, history, development and environmental issues of various countries.	L2
CO2	Identify the social structure, government, trade and foreign policies of countries.	L3
CO3	Examine the Economic system, key economic challenges & economic indicators of a with another.	L4

EBOOKS / ONLINE RESOURCES

<https://coursera.org>

Note: The aforesaid link and study material is suggestive in nature, they may be used with due regards to copy rights, patenting and other IPR rules.

MAPPING of COs with POs & PSOs

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1						1			
CO2			1	3		1	3		
CO3			1	3		1	3		
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-I 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 10years of experience may be invited to conduct the viva-voce.

PURPOSE OF THE SEMINAR-I

To assess the Communication, presentation & debating capability of the student to present a topic. Also to impart training to a student to face audience and present his/her ideas and thus creating in him/her 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.

Dr. Ambedkar Institute of Technology, Bengaluru 56

**Department of MBA
Scheme and Syllabus - CBCS 2024 Onwards**

Course Title	Placement training						
Course Code	MBACDN110						
Category	Non- Credit Course						
Scheme and Credits	No. of Hours/Week					Total teaching hours	Credits
	L	T	P	SS	Total		
	02	00	02	00	02	26	-
CIE Marks:50	SEE Marks: 00		Total Max. Marks=50		Duration of SEE:00		

COURSE OBJECTIVES:

1. Students will learn coding skills and solve coding related problems.
2. Students will learn about the concepts of Logical Reasoning section such as Binary Logic, Flowchart and Blood Relation.
3. Students can learn the problems on Coding, decoding. Exercise for the student's brain and to prepare to the concepts of analytical reasoning.
4. Students can gain the Verbal Ability & gives insights about grammar rulers & concepts.

Placement training by JV Global for MBA students 2024-2026	
1st Semester MBA Topics for aptitude training	Hrs
Number system	2
Percentage, Ratio & Proportion	2
Blood relations	2
Coding & Decoding, Partnership	2
Problems of Averages	2
Number Series, Letter & Symbol Series	2
Simple Interest and Compound Interest	2

Binary Logic and Flowchart	2
VA I - Reading comprehension, VA III - Antonyms & Synonyms	2
VA II - Sentence correction, Sentence completion,	2
VA II - Spotting errors, VA IV- Analogy	2
VA V - Letter Writing	2
Team Building and Leadership Skills	2
Total hours	26

COURSE OUTCOMES:

At the end of the course the student will be able to:

Sl. No.	Description	Blooms Level
CO1	Comprehend the basic concepts of unit digit/power cycle, divisibility rule, factors, remainder concept, LCM and HCF.	2
CO2	Analyze the problems on Letter & Symbol Series & numbers, analytical reasoning, concept of Coding and Decoding & logical reasoning problems.	4
CO3	Develop the skills & good exposure to crack an online competitive exam.	3
CO4	Demonstrate to work in teams & be an effective leader & synchronization with the workmate, gives them an opportunity to unlock their individual potentials by taking the right decisions.	2
CO5	Gain knowledge on the mistakes in the usage of English vocabulary during their common talks.	2

Mapping of CO's, PO's & PSO's

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	2								
CO2	2	3					3		
CO3		3	2				3		3

CO4			3			3			3
CO5		3	2	3	2				
Strength of correlation: Low-1, Moderate-2, High-3									

II SEMESTER

Dr Ambedkar Institute of Technology, Bengaluru-56
Department of MBA
Scheme and Syllabus - CBCS 2024 Onwards

Course Title	Emerging Exponential Technologies						
Course Code	MBAT201						
Category	Professional Core Course						
Scheme and Credits	No. of Hours/Week					Total teaching hours	Credits
	L	T	P	SS	Total		
	03	00	00	00	03	40	03
CIE Marks: 50	SEE Marks: 50	Total Max. marks=100			Duration of SEE: 03 Hours		

COURSE OBJECTIVES:

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.

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	8
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, videos

COURSE OUTCOMES:

Sl. No.	Description	Blooms Level
CO1	Gain practical understanding of different emerging exponential technologies.	L2
CO2	Apply conceptual knowledge of emerging technologies and its various functions.	L3
CO3	Analyze various emerging exponential technologies and its application	L4
CO4	Determine Ethics and professionalism of emerging technologies	L4

TEXT BOOKS

- Emerging Exponential Technologies – A Management Perspective – HPH-2021-First edition
- Emerging Technologies for Emerging Markets-Vong, J., & Song, I.- Springer Singapore 2014
- Emerging Internet-Based Technologies-Sadiku, M. N. O CRC Press 2019
- Disruption: Emerging Technologies and the Future of Work-Del Rosal, V. Emtechub. 2015.

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 with PSOs

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	3			1		3			2
CO2		3			2	3			1
CO3	3				2	3			2
CO4			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 2024 Onwards

Course Title	Human Resource Management						
Course Code	MBAT202						
Category	Professional Core Course						
Scheme and Credits	No. of Hours/Week					Total teaching hours	Credits
	L	T	P	SS	Total		
	04	00	00	00	03	52	04
CIE Marks: 50	SEE Marks: 50	Total Max. marks=100			Duration of SEE: 03 Hours		

COURSE OBJECTIVES:

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

UNIT I

12 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	8 hours
<p>Job Analysis: Meaning, Process of Job Analysis, Methods of Collecting Data for job analysis, Job Description and Job Specification.</p> <p>Human Resource Planning: Definition, Importance of HR Planning, Process of Human Resource Planning.</p>	
UNIT III	12 hours
<p>Recruitment: Definition, Recruitment Policies, Sources of Recruitment, New Approaches to Recruitment: Campus Recruitment, Job Fairs, Search Engines, e-Recruitment, Role of Social Media in Recruitment</p> <p>Selection: Definition and Process of Selection, Selection Tests and Interviews, Joining Formalities.</p> <p>Placement: Meaning, Induction/Orientation, Internal Mobility: Transfer, Promotion, Demotion and External Mobility: Absenteeism, Attrition, Employee Voluntary and Involuntary Separation, Right Sizing.</p>	
UNIT IV	12 hours
<p>Training and Development: Training v/s Development, Training Methods-On the Job & Off the Job.</p> <p>Performance Appraisal: Concept of Performance Appraisal, Objectives of Performance Management, the Performance Appraisal Process, Methods of Performance Appraisal.</p>	
<p>Compensation: Meaning and Significance of Compensation and Benefits. Components of Salary. (Survey of software packages for HRIS, R to R software, Basic knowledge of ERP software such as SAP, Oracles Financials and Ramcos Marshal).</p> <p>HR Audit: Introduction to HR audit, HR Audit process and key areas of HR audit</p>	
UNIT V	8 hours
<p>Future trends in Human Resource Management: 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. Innovative Human Resource Management Practices in India, Diversity and inclusion in workforce, Multi-generational workforces and All-in-One HR tools.</p>	

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

COURSE OUTCOMES:

Sl. No.	Description	Blooms Level
CO1	Understand and gain practical experience in the field of Human Resource Management, concepts & seek career opportunities in the HR field.	L2
CO2	Apply the knowledge in arriving at the effective human resource planning and employee engagement.	L3
CO3	Formulate the best HR strategies and implement to solve business problems.	L4
CO4	Determine a frame work to deal with the employee's problems on the aspects of employee performance appraisal and compensation & benefits.	L4
CO5	Determine the present HR softwares and future trends in HRM in global work place.	L5

TEXT BOOKS:

1. Human Resource Management – Rao V. S. P, Excel BOOKS, 2nd edition, 2020
2. Human Resource Management - Lawrence S. Kleeman, Biztantra , 2012.
3. Human Resource Management – Aswathappa K HPH, 2017.
4. Human Resource Management in practice - Srinivas R. Kandula, PHI, 2009
5. Managing Human Resources - Luis R Gomez-Mejia, David B. Balkin, Robert L. Cardy, 6/e, PHI, 2010.
6. Human Resource Management & Industrial relations, P.Subba Rao, Himalaya Publishing House, Mumbai, 2017.

EBOOKS/ONLINE RESOURCES:

1. <https://www.pdfdrive.com/human-resources-management-and-training-e4295910.html>
2. <https://www.pdfdrive.com/human-resources-management-e25583118.html>
3. <https://www.pdfdrive.com/human-resource-management-10e-gary-dessler-e18780382.html>
4. <https://www.pdfdrive.com/human-resources-management-and-training-e4295910.html>

Note: The aforesaid links and study material are suggestive in nature, they may be used with due regards to copy rights, patenting and other IPR rules.

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 and PSOs

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	-	-	-	-	-	3	-	-	-
CO2	-	3	-	-	3	-	3	-	3
CO3	3	3	-	-	-	-	3	-	-
CO4	3	-	-	-	-	2	2	-	2
CO5	-	3	-	3	2	2	3	-	3
Strength of correlation: Low-1, Medium- 2, High-3									

Dr. Ambedkar Institute of Technology, Bengaluru-56
Department of Master of Business Administration
Scheme and Syllabus - CBCS - 2024 Onwards

Course Title	Technology & Operational Strategy						
Course Code	MBAT203						
Category	Professional Core Course						
Scheme and Credits	No. of Hours/Week					Total teaching hours	Credits
	L	T	P	SS	Total		
	03	00	00	00	03	40	03
CIE Marks: 50	SEE Marks: 50		Total Max. marks=100			Duration of SEE: 03 Hours	

COURSE OBJECTIVES:

- To acquaint the student with the basic functions of production and operations management.
- To familiar the student with Production Systems and Techniques.
- To develop an understanding of TQM, Quality Systems and Six Sigma applications.

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	9 hours
Process Management Mapping: Process Mapping, Process Flow charts, Fish bone Diagrams / Cause and Effect Diagram, Principles of Root Cause Analysis, Fishbone Analysis, Ishikawa seven quality control tools. Lean Manufacturing, Lean Principles for Manufacturing and Service Industries. Case Study Discussion on Fishbone Analysis, Process Flow Chart	
UNIT III	10 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, Total Productive Maintenance, Definition, Advantages, Disadvantages. Case Study Discussion on 5S, JIT, POKA YOKE	
UNIT IV	7 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. Case Study Discussion on Total Quality Management	

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).

Case Study Discussion on Six Sigma

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

COURSE OUTCOMES:

At the end of the course the student will be able to:

Sl.No.	Description	Blooms Level
CO1	Gain the domain knowledge of Production and Operations management and Quality Management System in manufacturing and services organization	L1, L2
CO2	Apply process mapping, cause and effect diagram, total quality management, production systems and techniques to identify business problems	L3
CO3	Analyse and solve business situations on operations ethically and professionally across industries	L4
CO4	Adapt six sigma, supply chain and operations management strategies to achieve effective organizational performance.	L3

RECOMMENDED BOOKS

- Production & Operations Management - R.Panneerselvam, PHI Learning Private Limited, Third edition, 2012.
- Production and Operations Management - Dr. K. Aswathappa and K. Shridhara bhat, Himalaya Publishing House, 2015

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, 2019

EBOOKS/ONLINE RESOURCES

1. <https://www.pdfdrive.com/unit-i-introduction-to-production-and-operation-managemente4252491.html>
2. <https://www.pdfdrive.com/total-quality-management-e54037302.html>
3. <https://icmai.in/upload/Students/Syllabus2016/Inter/Paper-9-April-2021.pdf>

Note: The aforesaid links and study material are suggestive in nature, they may be used with due regards to copy rights, patenting and other IPR rules.

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	PSO1	PSO2	PSO3	PSO4
CO1	3		2			3			2
CO2		3		3		2	3	3	
CO3				3	2			2	
CO4	2				3		2	2	3
Strength of correlation: Low-1, Medium- 2, High-3									

Dr Ambedkar Institute of Technology, Bengaluru-56
Department of MBA
Scheme and Syllabus - CBCS 2024 Onwards

Course Title	Financial Management						
Course Code	MBAT204						
Category	Professional Core Course						
Scheme and Credits	No. of Hours/Week					Total teaching hours	Credits
	L	T	P	SS	Total		
	04	00	00	00	04	52	04
CIE Marks: 50	SEE Marks: 50	Total Max. marks=100			Duration of SEE: 03 Hours		

COURSE OBJECTIVES:

- To familiarize the students with basic concepts of financial management and financial system.
- To understand the concept of time value of money and its implication.
- To evaluate investment proposals and estimate working capital decisions. □ To analyze the capital structure and dividend decision of an organization

UNIT I	10 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. Problems on Time Value of money	
UNIT II	09 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	12 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. Problems on WACC, EPS analysis & Leverages	
UNIT IV	11 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 & replacement projects. Case study: Projecting the Cash flows of new projects & Investment evaluation techniques	
UNIT V	10 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: Estimation of working capital.	

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

COURSE OUTCOMES:

Sl. NO.	Description	Blooms Level
CO1	Understand the basic financial concepts & analyze the pros & cons of each financial instrument in Financing decisions	L1, L4
CO2	Apply financial management concepts for decision making	L3
CO3	Evaluate the investment decisions by applying the methods.	L3, L5
CO4	Estimation of financial requirements.	L5

TEXT BOOKS:

- Financial Management - Khan M. Y. & Jain P. K, 6/e, TMH, 2011.
- Financial Management - Pandey I. M, 10/e, Vikas.
- Financial Management - Prasanna Chandra, 8/e, TMH, 2011.
- Financial Management: Comprehensive Text Book with case Studies – Ravi M. Kishore, 7/e, Taxmann.
- Fundamentals of Financial Management - Brigham & Houston, 10/e, Cengage Learning.

EBOOKS/ONLINE RESOURCES:

- <https://www.pdfdrive.com/e158595305.html>
- <https://www.pdfdrive.com/-e20229517.html>
- https://www.youtube.com/watch?v=CCQwz_Gwo6o

Note: The aforesaid links and study material are suggestive in nature, they may be used with due regards to copy rights, patenting and other IPR rules.

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 CO's, PO's & PSO's

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	3			3		3			
CO2	2	3	2	3		2	3		2
CO3		3	2		3		3	2	2

CO4		3	2		2		3	2	
Strength of Correlation: High-3, Moderate-2 & Low -1.									

Dr. Ambedkar Institute of Technology, Bengaluru - 56
Department of MBA
Scheme and Syllabus – CBCS 2024 Onwards

Course Title	Strategic Management						
Course Code	MBAT205						
Category	Professional Core Course						
Scheme and Credits	No. of Hours/Week					Total teaching hours	Credits
	L	T	P	SS	Total		
	03	00	00	00	03	40	03
CIE Marks: 50	SEE Marks: 50	Total Max. marks=100			Duration of SEE:03 Hours		

COURSE OBJECTIVES:

- To make students understand fundamental concepts and importance of strategic management, process, Micro, Macro environment, organizational structures.
- To introduce about various strategies, value chain, balanced score card and organizational design. □
To gain insights into various strategic management models.
- To provide awareness on company's internal environment and competitive position of the business in the Industry.

UNIT I	9 hours
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.	
UNIT II	9 hours
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.	
UNIT III	9 hours
Analyzing a Company's External Environment –Business Environment-Company's External Environment, Industry Environment, General Environment. Industry Analysis – Objectives, Factors 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.	

UNIT IV Analyzing a company's resources and competitive position – SWOT Analysis – Value Chain Analysis. Grand strategies, Generic Competitive Strategic – Low cost provider Strategy, Differentiation Strategy, Best cost provider Strategy, Focused Strategy. Collaborative Partnership - Strategic Alliance, Mergers and Acquisition Business planning in different environment - Innovation, Integration, Diversification, Turnaround Strategic – GE Nine Cell Planning Grid and BCG Matrix.	7 hours
UNIT V Strategy Implementation: Organizational design, Organizational Structures and Organizational Controls – Strategic Controls & its types, Financial Controls. Types of control systems. Organizational Structures – Types – Simple, Functional, Multi divisional Structure – Product team, Market Structure, Matrix Structure.	6 hours
TEACHING LEARNING PROCESS: Chalk and Talk, Case study analysis, Power point presentation, videos.	

COURSE OUTCOMES

Sl. No.	Description	Blooms Level
CO1	Demonstrate & gain knowledge on the concepts of Strategic Management, its relevance, characteristics & process.	L1 & L2
CO2	Apply strategic management concepts & theories to utilize the opportunities & decisions in the competitive business environment.	L3
CO3	Analyze various business strategies at various levels of an Organization to gain competitive advantage for the successful of business.	L4
CO4	Determine/Evaluate the SWOT, business planning, organizational design to frame the strategies to achieve the organizational objectives.	L5

TEXT BOOKS

1. Crafting and Executing Strategy, Arthur A. Thompson Jr .A J Strick and John E Gamble, 18/e, TMH.
2. Strategic Management, Alex Miller, Irwin, McGraw Hill, 3rd edition.
3. Strategic Management–An Integrated Approach, Charles W.L. Hill, Gareth R. Jones, Cengage Learning, 9th edition.
4. Strategic Management: Concepts and Cases, David R, 14/e, PHI,.
5. Strategic Management: Building and Sustaining Competitive Advantage, Robert A. Pitts & David Lei, 4th edition, Cengage Learning.
6. Essentials of Strategic Management, Hunger. David, V1 edition, Pearson.

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& PSOs

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1				2		3			
CO2	3	2		3		3	3	2	
CO3				3			3		
CO4			3		3		3		3
Strength of Correlation: High-3, Moderate-2 & Low -1.									

Dr Ambedkar Institute of Technology, Bengaluru-56
Department of Master of Business Administration
Scheme and Syllabus - CBCS 2024 Onwards

Course Title	Research Methodology and IPR						
Course Code	MBAT206						
Category	Professional Core Course						
Scheme and Credits	No. of Hours/Week					Total teaching hours	Credits
	L	T	P	SS	Total		
	03	00	00	00	03	40	03
CIE Marks: 50	SEE Marks: 50	Total Max. marks=100			Duration of SEE: 03 Hours		

COURSE OBJECTIVES:

- To gain an insight into the applications of research methods.
- To equip students on selection of sampling techniques, data sources and designing questionnaire.
- 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, Ascertainment of sample size- Cronbach's alpha, 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
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COURSE OUTCOMES:

Sl. No	Description	Blooms Level
CO1	Understand research problem, review literature and apply the same in business research.	L1, L3
CO2	Apply a range of quantitative / qualitative research techniques to business and day to day management problems.	L3
CO3	Discuss various forms of the intellectual property, its relevance and business impact in the changing global business environment and leading International Instruments concerning IPR.	L4
CO4	Develop necessary critical thinking skills in order to evaluate different research approaches in Business.	L3
CO5	Demonstrate knowledge and understanding of data analysis, interpretation and report writing.	L3

TEXT BOOKS:

1. Research Methodology: C R Kothari, New Age International Publishers, 2019.
2. Business Research Methods: Donald R. Cooper & Pamela s Schindler, TMH11e/2017
3. Intellectual Property Rights: Protection and Management. India, IN: Nithyananda, K V Cengage Learning India Private Limited, 2019.
4. Principles of Intellectual Property N.S. Gopalakrishnan & T.G. Ajitha, , Eastern Book Company, 2nd Edition, 2014.

EBOOKS/ONLINE RESOURCES:

- <https://ccsuniversity.ac.in/bridge-library/pdf/Research-Methodology-CR-Kothari.pdf>
- https://onlinecourses.nptel.ac.in/noc22_ge08/preview
- <https://www.digimat.in/nptel/courses/video/121106007/L01.html>
- <https://www.coursera.org/learn/research-methods>
- https://www.researchgate.net/publication/319207471_HANDBOOK_OF_RESEARCH_METHODODOGY
- <https://www.pdfdrive.com/research-methodology-books.html> □
- <https://dst.gov.in/sites/default/files/E-BOOK%20IPR.pdf>
- https://www.icsi.edu/media/webmodules/IPRLP_NOV29.pdf
- <https://sagepub.libguides.com/c.php?g=964634&p=6968892>
- <https://www.youtube.com/watch?v=GSeeyJVD0JU>
- <https://www.icsi.edu/docs/webmodules/Publications/9.4%20Intellectual%20Property%20Rights.pdf>

Note: The aforesaid links and study material are suggestive in nature, they may be used with due regards to copy rights, patenting and other IPR rules.

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 and PSOs

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	3	1	1	2		3	1		2
CO2	3	3	2		2	1	2		
CO3				3	2	1	2	2	
CO4	2	3					2		3
CO5		2				2		1	
Strength of Correlation: High-3, Moderate-2 & Low -1									

**Dr. Ambedkar Institute of Technology, Bengaluru-56
Department of MBA
Scheme and Syllabus - CBCS 2024 Onwards**

Course Title	Operations Research								
Course Code	MBAT207								
Category	Professional Core Course								
Scheme and Credits	No. of Hours/Week					Total teaching hours	Credits		
	L	T	P	SS	Total				
	03	00	00	00	03	40	03		
CIE Marks: 50	SEE Marks: 50	Total Max. marks=100			Duration of SEE: 03 Hours				

COURSE OBJECTIVES:

- To familiarize the Operations Research concepts, tools 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 of OR, evolution, scope of OR, characteristics, advantages and limitations of OR, methodology of OR, models & techniques in Operations Research.	5 Hours
Unit 2 Linear programming Structure of linear program model, Assumptions, Advantages, Limitations, General mathematical model, Guidelines for formulation of linear programming model, graphical method, Duality in linear programming. (Problems on Formulation of LPP, Solution by Graphical method and Duality only)	8 Hours
Unit 3 Transportation problem and Assignment General structure of transportation problem, methods of finding initial basic feasible solution (Problems on NWCR, LCM & VAM), test for optimality (Problems on optimality using MODI Method only), degeneracy (theory only), Assignment problems, Introduction, General structure. Problems on minimization & maximization (Problems on HAM).	10 Hours

Unit 4	9 Hours
Simulation and Game Theory	
Simulation -Process of simulation, its applications, steps in simulation process, Monte Carlo simulation. (Simple problems on Simulation applications in Inventory, Queuing, finance problems, Advantages & Disadvantages.	
Game Theory - 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 (Problems on dominance principle, Graphical method and algebraic method), Limitations of game theory.	
Unit 5	8 Hours
Project Management	
Project management: Types of projects, phases of project management-planning, scheduling, controlling phase. PERT & CPM: Network components & precedence relationships, critical path analysis, probability in PERT analysis, (Problems on PERT AND CPM), theory of crashing.	

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

COURSE OUTCOMES:

At the end of the course the student will be able to:

Sl. No.	Description	Blooms Level
CO1	Get an insight of the operations research concepts, tools and techniques	L1
CO2	Understand and apply the usage of various OR tools for solving business problems	L2, L3
CO3	Analyze and interpret various OR tools used in decision making	L4
CO4	Propose appropriate OR tools and evaluate the business decisions to get optimal solutions	L5

TEXT BOOKS:

1. N D Vohra, Quantitative Techniques in Management, 6th edition, Tata McGraw Hill, New Delhi, October 2021.
2. Operations research, S. Kalavathy, Vikas Publishing House, 4th edition, 2012.
3. Operations Research Concepts, Problems and Solutions, V. K. Kapoor, Sultan Chand and Sons, 2017.
4. Operations Research, J. K Sharma, Laxmi Publications, 6/e, 2017.
5. Kanishka Bedi, Production & operations management, Oxford, New Delhi, 2007
6. Panneerselvam, R, Operations research, Prentice-Hall of India, New Delhi, 2002.
7. Sridhar Bhat K, Quantitative Analysis For Business Decisions, Himalaya Publications, January 2008.

E- BOOKS/ ONLINE RESOURCES:

- <https://youtu.be/vuKK3HAOB74>
- https://onlinecourses.nptel.ac.in/noc20_ma23/preview
- https://www.amirajcollege.in/wp-content/uploads/2020/10/3151910-operations-research-theoryand-application-by-j.-k.-sharma-zlib.org_.pdf
- <https://youtu.be/vUMGvpsb8dc>
- <https://youtu.be/fSuqTgnCVRg>
- https://www.youtube.com/results?search_query=operation+research+transportation+problem □
- <https://www.youtube.com/watch?v=fSuqTgnCVRg>.

Note: The aforesaid links and study material are suggestive in nature, they may be used with due regards to copy rights, patenting and other IPR rules.

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.
- Ratio of theory and problems, 80: 20

Mapping Course Outcomes with PO's and PSO's:

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	3				2	3			2
CO2	3	3		2			3	1	
CO3	3	3		2	3		3	1	
CO4	3	3		2	3		3	1	
Strength of Correlation: High–3, Moderate–2 & Low –1									

Dr. Ambedkar Institute of Technology, Bengaluru-56
Department of MBA
Scheme and Syllabus- CBCS 2024 Onwards

Course Title	Tally Lab						
Course Code	MBAL208						
Category	Professional Core Course- Lab						
Scheme and Credits	No. of Hours/Week					Total teaching hours	Credits
	L	T	P	SS	Total		
	00	00	02	00	02	26	01
CIE Marks: 50	SEE Marks: 50	Total Max. marks=100			Duration of SEE: 03 Hours		

COURSE OBJECTIVES:

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

Exp. No.	Experiment Contents	No. of Hrs
1.	Fundamentals of Accounting - Introduction to Tally, Company Formation, Configuration, Creating Masters in Tally and Voucher Entries.	2
2.	Groups: Groups, Multiple Groups, Understanding F11 and F12 features	2
3.	Ledgers: Ledgers and Multiple Ledgers	2
4.	Maintaining Chart of Accounts - Storage and Classification of Inventory	2
5.	Recording and Maintaining Accounting Transactions - Accounting	2
6.	Inventory Management	2
7.	Bill-wise details: Invoicing Cost Centres & Cost Categories, Interest calculations, Budget and controls	2
8.	Point of sale- Different, Actual, and Billed quantities.	2
9.	Accounts Receivable and Payable Management - Goods and Services Tax, TDS Reports	2
10.	Tally vault: Security controls, Backup and restore, Split company data, Import and export of data	2
11.	Generating Financial Statement and MIS Report - Generating and Printing Reports. Trading Account, Profit & Loss Account, Balance Sheet	2
12.	Accounts Books and Reports, Inventory Books and Reports, Exception Reports and Statutory Reports	2

TEACHING LEARNING PROCESS: Practicing Computer Lab using Tally Prime (ERP)

TEXT BOOKS:

1. Computerised Accounting – Neeraj Goyal, Rohit Sachadev – kalyani publishers, 2018
2. Learn Tally ERP-9 with GST and E way Bill – Rajesh Chedda –Paperback, 2018

E- BOOKS/ ONLINE RESOURCES:

<https://tallysolutions.com/tally/how-to-use-gst-in-tally-erp-9/>

Note: The aforesaid links and study material are suggestive in nature, they may be used with due regards to copy rights, patenting and other IPR rules.

COURSE OUTCOMES:

Sl. No	Description	Blooms Level
CO 1	Understand and acquire knowledge & skill of traditional accounting practices with Tally exposure.	L1, L2
CO 2	Prepare accounting and inventory vouchers with purchase and sales orders using Tally	L2, L3
CO 3	Exposure to prepare the financial statements with various GST rates using Tally	L2, L4
CO 4	Printing the Financial Statements from Tally application for the analysis and interpretation	L5

SCHEME FOR EXAMINATIONS

There will be 2 practical experiments having 1 major and 1 minor experiment carries 30 marks, Procedure and write up carries 10 marks, Viva-voce carries 10 marks, in total 50 Marks.

MAPPING of COs with POs and PSOs

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	3	3				2			
CO2	2								
CO3	2	1					2		
CO4	1	3				1	3		2
Strength of Correlation: High-3, Moderate-2 & Low -1									

Dr Ambedkar Institute of Technology, Bengaluru-56
Department of MBA
Scheme and Syllabus - CBCS 2024 Onwards

Course Title	Seminar –II (Project on Industrial Economy)						
Course Code	MBAS209						
Category	Professional Core Course- Seminar						
Scheme and Credits	No. of Hours/Week					Total teaching hours	Credits
	L	T	P	SS	Total		
	00	00	02	00	02	26	02
CIE Marks: 50	SEE Marks: 00		Total Max. marks=50		Duration of SEE: -		

COURSE OBJECTIVES:

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

<p>UNIT I Introduction to Industry- Background & Origin. History of its origin in India. Nature of Business Categories of subgroups or groups of product & services. Turnover & Net worth of the Industry. Input Materials & Process. Industry Lifecycle analysis.</p>
<p>UNIT II Role in the economy. Achievements & Milestones of a particular category of subgroup, Contributions to the economy expressed in terms of key economic indicators- GDP, revenue, profit margin, exports volume, Concentration / Localization. Institutions & funding agencies supporting the industry.</p>
<p>UNIT III Government Policies - Industrial Policy initiatives. Tax Laws pertaining to the industry. Corporate Governance – Specific laws guiding them. Foreign policy. Trade associations & chambers.</p>
<p>UNIT IV 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.</p>
<p>UNIT V Comparisons & Conclusions- SWOT Analysis. Trend analysis of key parameters of anyone (Sales, profit, turnover, employment, GST etc..) Impact of Business cycle. Major Players & Leaders. Issues & Future Prospects.</p>

COURSE OUTCOMES:

Sl.NO.	Description	Blooms Level
--------	-------------	--------------

CO1	Understand the industry environment, regulatory authorities & CSR activity	L3
CO2	Analyze the industry performance through SWOT & Key economic indicators	L5

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., MSWord, 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 out by the internal guide.

Mapping of CO's with PO's & PSO's

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	3			3		3			
CO2	2	3		2	2		2		
CO3									
Strength of Correlation: High–3, Moderate–2 & Low –1									

Dr. Ambedkar Institute of Technology, Bengaluru-56
Department of MBA
Scheme and Syllabus - CBCS 2024 Onwards

Course Title	SOCIETAL PROJECT						
Course Code	MBASP210						
Category	Non- Credit Course						
Scheme and Credits	No. of Hours/Week					Total teaching hours	Credits
	L	T	P	SS	Total		
	00	00	00	00	00	00	

COURSE OBJECTIVES:

- To expose the students to understand subjects of social relevance
- To take up a study on any societal subject with the objective to create social awareness.
- To encourage students to engage in community-based research and interact with affected groups.
- To enhance students' communication skills by presenting findings and raising awareness about societal problems.
- To promote collaborative learning by working in groups to address real-world social challenges.

GENERAL GUIDELINES:

- The societal project shall be undertaken from Next day from the completion of First Semester MBA Examination
- Students need to come to college on a regular basis and discuss the project with the guide. The supervised learning project exercise shall be compulsory for all the students and is to be undertaken immediately after the first semester examinations.
- 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.
- Students need to analyse the societal problem taken for study and make a report of 12- 15 pages to be submitted to respective guide allotted.
- Any societal subject which a large segment of the population recognizes as a valid concern can be taken as the topic for the study. Title for Societal project shall be allotted by the respective guides and details will be shared to students.
- On completion of the societal project, student shall prepare a report in the following format.
 - ✓ Executive Summary
 - ✓ Introduction
 - ✓ Problem identified for study
 - ✓ Objective of study (State 2 objectives)
 - ✓ Discussion
 - ✓ Conclusion
 - ✓ Learning Outcomes

All the reports shall be printed in the A4 size 1" margin on all the sides. The Project report shall be prepared using word processor viz. MS Word with New Times Roman, 12 font size. Report should be submitted in the form of Soft bonded copy.

Evaluation for 50 marks will be done for this societal project. Students need to get minimum passing marks in Societal Project and the results will be awarded as passed/ not passed in the grade card.

PARAMETERS FOR EVALUATION WILL BE AS FOLLOWS:

Submission of report (30 Marks) and Presentation (20 Marks)

SOCIETAL SUBJECTS:

1. UN SDG Goals
2. CSR/ISR
3. Make in India initiative
4. Any government schemes
5. Sectoral analysis
6. Gender discrimination
7. Price inflation
8. Election freebies
9. Religion and democracy
10. Technology disruptions and their impact on business and society
11. Role of Higher educational institutes
12. Corporate governance
13. Farmers bill
14. Challenges of Agricultural business in India
15. Commercialization of education
16. Sports vandalism
17. Government control on temples /Churches/Masjid
18. Akshayapatra
19. Green marketing

Please note -The topic list is not exhaustive

COURSE OUTCOMES:

Sl. No.	Description	Blooms Level
CO1	Demonstrate an increased awareness and knowledge of key social issues and their impact on communities	2
CO2	Exhibit teamwork, problem-solving, and leadership skills through successful collaboration on social projects or initiatives.	3&4
CO3	Develop practical research skills and empathy through direct interaction with community members, leading to a deeper understanding of societal challenges.	3&6

Mapping of CO's with PO's & PSO's

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
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CO1			2		3			
CO2	3		2		2		2	
CO3		2						
Strength of Correlation: High-3, Moderate-2 & Low -1								

Dr. Ambedkar Institute of Technology, Bengaluru 56
Department of MBA
Scheme and Syllabus - CBCS 2024 Onwards

Course Title	Placement training						
Course Code	MBACDN211						
Category	Non- Credit Course						
Scheme and Credits	No. of Hours/Week					Total teaching hours	Credits
	L	T	P	SS	Total		
	02	00	02	00	02	26	-
CIE Marks: 50	SEE Marks: 00		Total Max. Marks=50		Duration of SEE:00		

COURSE OBJECTIVES:

1. Students will learn the concepts of Profit, Loss & Discount, Time Speed and Distance.
2. Students will learn analytical reasoning concepts which signifies on Seating Arrangements, Visual Sequence, Alpha numeric Problems.
3. Students can gain insights into Digital Marketing, Data management with excel and Advance Excel and office productivity tools.

Placement training by JV Global for MBA students 2024-2026	Hrs
2nd Semester MBA Topics for aptitude training	
Profit, Loss & Discount	2
Time Speed and Distance	2

Course of Action, Cause & Effect	2
Visual Sequence, Alpha numeric Problems	2
Seating Arrangement	2
Digital Marketing, Data management with excel	2
Advance Excel and office productivity tools	14
Total hours	26

COURSE OUTCOMES:

At the end of the course the student will be able to:

Sl. No.	Description	Blooms Level
CO1	Comprehend basic concepts of general quantitative aptitude.	2
CO2	Identify & solve the problems on Visual Sequence, Alpha numeric Problems & Seating Arrangements.	3
CO3	Analyze the concepts of Digital Marketing & advance excel with office productivity tools.	4

Mapping of CO's, PO's & PSO's

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	2	3				3			
CO2		3							
CO3		3				3	2		

Strength of correlation: Low-1, Moderate-2, High-3