Course Structure and Syllabus

of

Master of Business Administration

With effect from 2016 – 17 Academic Year

Department of Management Studies

MAHATMA GANDHI UNIVERSITY

NALGONDA – 508 254

www.mguniversity.ac.in

www.mguccbm.in
RULES AND REGULATIONS

M.B.A.(General)PROGRAMME—2016
The Master of Business Administration (M.B.A.) is a Post-Graduate course offered as: Two-years i.e., four semester Full time MBA (General) programme

1. ELIGIBILITY CONDITIONS
1.1 M.B.A. (General)
Candidate seeking admission into Full Time M.B.A. (Day) programme must be:
1. Bachelor degree holder of Mahatma Gandhi University or a degree recognized by the university as equivalent thereto and /(or) as per the rules laid down by the University;
2. The candidate seeking admission must qualify in the Entrance Examination I-CET, conducted by the appropriate authority in the year of admission as per the norms prescribed by the University.
3. The admission of Non-resident Indians and candidates admitted in lieu of them will be as per the University Rules in force on the date of the admission.
4. Foreign candidates’ admission is based on the Screening Process of the University currently in vogue.

2. Instruction Schedule:
Instruction will be provided as per the workload indicated in the structure, Rules and regulations of M.B.A. Program for all Theory, Practical and Project Work course requirements. The almanac will be as follows for all semesters.
Duration of instruction : 14 – 16 Weeks
Preparation Holidays : 7-10 Days

3. Rules of Attendance:
Students must attend 75% of the total classes conducted for all the courses put together in a semester. Relaxation of 10% of attendance might be given to a student on medical grounds on the basis of a valid medical certificate and payment of condonation fee prescribed by the university.

4. Promotion Rules
A student will be promoted subject to the following rules:
4.1 I Semester to II Semester:
A student should put in a minimum of 75% of attendance in aggregate in all the courses put together of the Term (65% in the case of medical exemption) for both General and TTM programs and should be registered for the University exam for the I semester.

4.2 II Semester to III Semester
A student should put in a minimum of 75% of attendance in aggregate in all the courses put together of the Term (65% in the case of medical exemption) for both day and evening programs and should have passed at least 50% of Theory courses of I & II Semesters put together.

4.3 III Semester to IV Semester:
A student should put in a minimum of 75% of attendance in aggregate in all the courses put together of the Term (65% in the case of medical exemption) for both programs General and TTM and having registered for the University Examination.

Cancellation of Admission
The admission of a candidate admitted to the MBA Course stands cancelled if:
He / She does not put in at least 40% of attendance in Semester-I. (Or)
He / She puts in at least 40% of attendance in Semester – I, but failed to register for 1st Semester Examinations (Or)
He /She fails to fulfill all the requirements for the award of the degree as specified, within 4 academic years from the time of admission in case of full time 2 year MBA program.

5. Project Work:
The students should undertake the Project internship during the summer vacation (For 6 weeks of duration) intervening between II & III Semesters of MBA Programme. Project Report Work should be carried out in the Final Year of MBA Programme i.e., III & IV Semesters for Day Programme.
The students are required to do project work in any area of Management under the active guidance of Internal Faculty Member assigned to the student.
The Project work usually consists of selecting a Topic / Problem / Theme in any area of management, gather relevant
data, analyze and interpret the same in a systematic and scientific manner.
The Project Work should be undertaken under the supervision of the Faculty Member assigned for the purpose. The Project Report should be submitted to the University 30 days (one month) before commencement of Final Semester Examinations.

6. Award of Grades For Project Report and Viva Voce:
Project Report and Viva Voce will be evaluated and awarded grades as per the following percentages of Marks obtained.
Grade A - 70% and above Marks
Grade B - 60% and above but below 70% Marks.
Grade C - 50% and above but below 60% Marks.
Grade D - 40% and above but below 50% Marks.
Grade E (Fail) - Below 40% Marks (Fail)

7. Instructional Work Load For Theory, Practical Courses and 'Mentoring & Project Work':
Each of the Theory Courses of the MBA Programme shall have instructional workload of 4 periods of 60 Minutes duration per week in addition to mentoring and project work. The Instructional workload for each of the Practical and Lab Courses shall be 2 Periods of 60 Minutes duration per week.

8. Evaluation System:
1. All courses of MBA Program will carry a Maximum of 100 Marks each.
2. Duration of the university examination for all the courses is three hours each.
3. All the courses will have 80% marks for university examination and 20% marks for internal examination.
4. In case of courses where practical/lab component is involved, of the total 100 marks, 60% marks are for university examination, 20% marks are for internal evaluation and 20% marks are for practical/lab examination.
5. The Guidelines, Rules and Regulations framed by the University in this regard will be applicable to the MBA (General and TTM) Programme.

9. Conduct Of Examinations:
At the end of Odd numbered semesters viz., I, III and V, examinations for these Semesters and IV will be conducted. The students appearing for regular, backlog and improvement can get registered for the above examinations as per the norms of the University.
At the end of even numbered semester's viz., II, IV examinations will be conducted for all Semesters i.e., (I to IV Semesters). The students appearing for regular, backlog and improvement can get registered for the above examinations as per the norms of the University.

10. Rule for Offering Electives:
The Minimum number of Students required for offering an Elective / Specialization shall be 20% of students on rolls of the college for Final Year subject to a Minimum of 10 students.

11. Award of Degree And Division:
Candidates will be awarded MBA Degree on successful completion of all Theory Courses, Practical Courses, Viva Voce and Project Report. The Division / Class will be awarded based on the following percentage of marks obtained by the candidate.
1st Division with Distinction - 70% and above of aggregate marks.
1st Division - 60% and above but below 70% of aggregate marks.
2nd Division - 50% and above but below 60% of aggregate marks.
Pass Division - 40% and above but below 50% of aggregate marks.
Candidates who have passed all the examinations in the first attempt along with the batch in which they were admitted are eligible for getting Distinction Rank Certificates / Gold Medals / Prizes.

12. Readmission for Pursuing Additional Elective Courses:
A student can be given readmission for pursuing additional electives after completion of MBA programme subject to payment of requisite fee prescribed by the college / Department. Such candidates have to satisfy all the rules including attendance rule in vogue on par with regular students.
a. The additional elective must be pursued in the same college in which the student studied and completed the MBA Programme.
b. The admission must be done within four weeks of the commencement of the III / V Semester.

13. Total number of credits to be completed to be eligible for the award of MBA degree:
(a) Total number of credits at the end of fourth semester (MBA) = 26 + 26 + 24 + 28 = 104

14. Electives/Specialisations
MBA Programme offers Electives (Finance, HR and Marketing Specialization). In each specialization two compulsory papers in 3rd and 4th semesters. For example; In Finance Investment Management and International finance for the third semester and Financial Risk management and financial services and systems in 4th semester.

15. Awarding Cumulative Grade Point Average (CGPA):
Following is the criteria to award CGPA:
(a) CGPA ranges from 0 to 10 point grade
(b) Grade point Table

<table>
<thead>
<tr>
<th>Grade Point Division to be awarded</th>
<th>Grade Point</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.00 to 3.99 Fail division</td>
<td>Fail Division</td>
</tr>
<tr>
<td>4.00 to 4.99 Pass Division</td>
<td>Pass Division</td>
</tr>
<tr>
<td>5.00 to 5.99 Second Division</td>
<td>Second Division</td>
</tr>
<tr>
<td>6.00 to 6.99 First Division</td>
<td>First Division</td>
</tr>
<tr>
<td>7.00 to 10.00 First with Distinction</td>
<td>First with Distinction</td>
</tr>
</tbody>
</table>

Note: First with distinction will be awarded only when candidate completes the course within the stipulated period (2 years in case of day programme and single attempt without any backlog and improvement.

16. Example of calculating CGPA:
The following example may be considered for calculating CGPA.
Example-1: Assume that student has secured 1900 out of 2600. Then the CGPA of the student will be %\( \frac{1900}{2600} = 73.07\% \) (or) 7.3 CGPA, which falls under First Division with distinction.

Example-2: Assume that student has secured 1700 out of 2600. Then the CGPA of the student will be %\( \frac{1700}{2600} = 65.38\% \) (or) 6.5 CGPA, Which falls under Second Division.

Example-3: Assume that student has secured 1500 out of 2600. Then the CGPA of the student will be %\( \frac{1500}{2600} = 57.69\% \) (or) 5.7 CGPA, Which falls under First Division.

Example-4: Assume that student has secured 1200 out of 2600. Then the CGPA of the student will be %\( \frac{1200}{2600} = 46.15\% \) (or) 4.6 CGPA, Which falls under Pass Division.

Example-5: Assume that student has secured 900 out of 2600. Then the CGPA of the student will be %\( \frac{900}{2600} = 34.61\% \) (or) 3.4 CGPA, Which falls under Fail Division.

Important Note: It is important to be noted while awarding CGPA that rounding option should not be exercised. For instance, a student has secured 1817. Then the percentage of marks will be %\( \frac{1817}{2600} = 69.88\% \) and CGPA will be 6.9, which falls under first class. It should be noted that 69.88 should not be rounded to 70.00% and the CGPA should not be 7.0.

17. Choice Based Credit System (CBCS):
Under CBCS Entrepreneurial development will be offered as subject for the other departments students in Mahatma Gandhi University.

18. General Clause:
It may be noted that beside the above specified rules and regulations all the other rules and regulations in force and applicable to semester system in Post-Graduate courses in Mahatma Gandhi University will be applicable as amended from time to time by the University. The students shall abide by all such Rules and Regulations.
## MBA General Syllabus Structure As Per CBCS Guidelines Effective From 2016-2017
### Year-I  Semester –I

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Nature</th>
<th>Credits</th>
<th>HPW</th>
<th>Max Marks (IA+UE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>MB101</td>
<td>Management &amp; Organizational Behaviour</td>
<td>Core</td>
<td>5</td>
<td>5</td>
<td>20+80</td>
</tr>
<tr>
<td>MB102</td>
<td>Financial Accounting &amp; Analysis</td>
<td>Core</td>
<td>5</td>
<td>5</td>
<td>20+80</td>
</tr>
<tr>
<td>MB103</td>
<td>Marketing Management</td>
<td>Core</td>
<td>5</td>
<td>5</td>
<td>20+80</td>
</tr>
<tr>
<td>MB104</td>
<td>Elective-I</td>
<td>GE/ID</td>
<td>5</td>
<td>5</td>
<td>20+80</td>
</tr>
<tr>
<td></td>
<td>1. Business Law &amp; Environment</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>2. Managerial Economics</td>
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</tr>
<tr>
<td>MB105</td>
<td>Elective –II</td>
<td>GE/ID</td>
<td>5</td>
<td>5</td>
<td>20+80</td>
</tr>
<tr>
<td></td>
<td>1. IT Applications for Management</td>
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<td></td>
<td>2. Managerial Communication</td>
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</tr>
<tr>
<td>MB106</td>
<td>Computer Lab Practicals (MS- Excel Lab)</td>
<td>Practical</td>
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**Semester Credits**: 26  27  550

### Year-I  Semester –II

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Nature</th>
<th>Credits</th>
<th>HPW</th>
<th>Max Marks (IA+UE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>MB201</td>
<td>Human Resources Management</td>
<td>Core</td>
<td>5</td>
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<tr>
<td>MB202</td>
<td>Financial Management</td>
<td>Core</td>
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<td>5</td>
<td>20+80</td>
</tr>
<tr>
<td>MB203</td>
<td>Statistics for Management</td>
<td>Core</td>
<td>5</td>
<td>5</td>
<td>20+80</td>
</tr>
<tr>
<td>MB204</td>
<td>Elective-III</td>
<td>GE/ID</td>
<td>5</td>
<td>5</td>
<td>20+80</td>
</tr>
<tr>
<td></td>
<td>1. Operations Management</td>
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<td></td>
<td>2. Customer Relationship Management.</td>
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<tr>
<td>MB205</td>
<td>Elective-III</td>
<td>GE/ID</td>
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<tr>
<td></td>
<td>1. Operations Research</td>
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<tr>
<td></td>
<td>2. Financial Institutions &amp; Markets</td>
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<tr>
<td>MB206</td>
<td>Statistical tools using Excel - Lab</td>
<td>Practical</td>
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**Semester Credits**: 26  27  550

**Yearly Credits**: 52  54  1100
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<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Nature</th>
<th>Credits</th>
<th>HPW</th>
<th>Max Marks (IA+UE)</th>
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<tbody>
<tr>
<td>MB301</td>
<td>Business Research Methods</td>
<td>Core</td>
<td>5</td>
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<tr>
<td>MB302</td>
<td>Total Quality Management</td>
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<tr>
<td>MB303</td>
<td>International Business</td>
<td>Core</td>
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<td>MB304</td>
<td>DSElective - I</td>
<td>DSE</td>
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<tr>
<td></td>
<td>1. Investment Management (F)</td>
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<td>2. Product &amp; Brand Management (M)</td>
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<td>3. Compensation Management (HR)</td>
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<td>4. Enterprise Resource Planning (SYS)</td>
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<tr>
<td>MB305</td>
<td>DSElective – II</td>
<td>DSE</td>
<td>5</td>
<td>5</td>
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<tr>
<td></td>
<td>1. International Finance (F)</td>
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<td>2. Promotion &amp; Distribution Management (M)</td>
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<td>3. Organization Development (HR)</td>
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<td>4. Database Systems (SYS)</td>
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<td></td>
<td>Laboratory</td>
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<tr>
<td></td>
<td>4.1 Practicals in Database Environment</td>
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**Semester Credits**

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<tr>
<th>Year-II – Semester IV</th>
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</thead>
<tbody>
<tr>
<td>Course Code</td>
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<td>MB401</td>
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<td>MB406</td>
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**Semester Credits**

<table>
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<tr>
<th>Yearly Credits</th>
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<tbody>
<tr>
<td>Total Credits for the course</td>
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<tr>
<td>103</td>
</tr>
<tr>
<td>108</td>
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<tr>
<td>2100</td>
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</table>

GE/ID- Generic Elective ID- Interdisciplinary

DSE- Discipline Specific Elective

F- Finance; M- Marketing; HR- Human Resources; SYS- Systems;
Objective: The objective of the course is to impart the fundamental concepts of Management theories and practice. This course will form a foundation to study other functional areas of Management; also provides an insight into behavioral issues pertaining to Organizations.


Nature of organizing, organization levels and span of management – Factors determining span - Organizational designs and structures –departmentmentation, line and staff concepts, delegation, decentralization and recentralization of authority.


Suggested Books:
8. Jennifer George and Gareth Jones “Understanding and Managing Organizational Behavior”, Published by Pearson Education Inc.
9. Certo and Certo: Modern Management,10/e.PHI,2009
MB 102 Financial Accounting and Analysis

Subject code: 1.2 No. of Credits: 5

Objective: The objective of this course is to familiarize the students with the mechanics of preparing and presentation of financial statements of an organization. Students are expected to analyze and interpret financial statements in this course.

Unit – I:
Meaning & Definition of financial accounting–Scope of accounting science–Accounting as a Business information system; Accounting concepts and conventions, their implications on Accounting system; Double entry system–recording business transactions–Classification of Accounts– Accounting process–Accounting cycle–Primary entry (Journal proper)–Ledger posting preparation of trial balance, suspense account; accounting equation–Static and Dynamic view.

Unit – II:

Unit – III:
Depreciation concept–Methods of depreciation their impact on measurement of business income–Accounting standard 6–Inventory valuation methods–AS2.

Unit – IV:

Unit –V:
Funds flow analysis–Concept of funds flow–Statement of changes in working capital–Funds from business operations–Statement of sources and uses of funds–Advantages of funds flow analysis– Cash flow statement–Accounting standard 3 (AS3).

Suggested Books:
Objective: The objective of this course is to make familiar the students with basic marketing concepts and Planning, analysis and implementation and control of marketing Programmes.

Unit – I: Introduction:
Introduction to Marketing, Marketing Philosophies, Marketing Mix-expanded Marketing Mix, Marketing Environment - Company's Micro and Macro Environment and their impact on Marketing decisions, Interface other functional areas.


Unit – III: Marketing Decisions:

Unit – IV: Marketing Strategies:

Unit-V : Marketing Planning

Suggested Books:
Elective –I MB 104 Business Law and Environment

Subject code: 1.4  
No. of Credits: 5

Objective:
The objective of this course is to create Legal Awareness and give exposure to various laws and acts which have impact on business and Industry

Unit - I: Law of Contract:

Unit - II: Laws relating to Special Contract:


Unit - IV: Companies Act:

Unit - V: Consumer Protection Law:

Suggested Books:
Elective –I MB104 1.2: Managerial Economics

Subject code: 1.4 No.of Credits : 5

Objective: The course is to familiarize the students with basic concepts and techniques of micro economic analysis and its applications to managerial decision making.

Unit – I: Nature & Scope of Managerial Economics:

Unit – II: Demand & Supply Analysis:

Unit – III: Production and Cost Analysis:


Unit – V: Market Structure and Modern Pricing Practices:

Suggested Books:
Elective –II  MB 105 IT APPLICATIONS FOR MANAGEMENT

Subject code: 1.5  No.of Credits: 5

Objective: The learning outcome is that the students should be able to comprehend the fundamentals of Information Technology and its’ application for Management.


Unit – III: Information Systems Planning and Development: Systems Planning -Traditional system development lifecycle (SDLC) - alternate methods for system development-dataflow analysis- system development outside the system- Data Base Concepts- Definition-Advantages, Disadvantages – Normalization – Types of Data Bases – Definition of Distributed Databases.


Suggested Books:
Elective –II MB 105  MANAGERIAL COMMUNICATIONS

Subject code: 1.5 No.of Credits: 5

Unit – I:
The role of and process of communication. Barriers to communication Surmounting barriers to communication, Types of communication; listening process – Elements of good listening-Improving listening competence. Importance of feedback – Principles of feedback

Unit – II:
Characteristics of non verbal communication – Types and functions of non verbal communication-Interpreting non verbal communication; Negotiations-Approaches to negotiations - Preparing for and conducting negotiations

Unit – III:
Making Presentations-Choosing a method of speaking-Analyzing the audience-Nonverbal dimensions of presentation-Speeches for commemorative occasions-Effective presentation strategies. Persuasive speaking

Unit – IV:
Report writing-Types of reports-Structure of reports-Individual and committee reports-Essentials of good report writing. Business letters-Drafting letters relating to enquiries and replies; orders and replies; complaints and claims. Effective business correspondence drafting a resume

Unit – V:
Media relations- Building better relations with media. Investor relations- Framework for managing investor relations. Managing government relations - ways and means of managing governing power. Crisis communication – Do’s and don’ts in the wake of a crisis.

Suggested Books:
MB 106 Information Technology – LAB - I

Subject code: 1.6        No. of Credits: 2

Objective: The objective of this course is to provide basics of I.T and it’s applications through MS Word, MS PowerPoint and MS Excel.

Unit I: Working with MS Word:
- Getting started with Word, Opening & Saving documents
- Working with Texts, Paragraphs and Tables, Lists, Page numbers
- Inserting Graphs, Pictures, Watermarks, Endnotes, Footnotes, Citations, Table of Contents
- Protecting Documents
- Creating Mailing List and Mail Merge.

Unit II: Working with MS Power Point:
- Getting Started with Power Point, Opening & Saving Power Point,
- Terminology and elements of Presentations,
- Using themes, styles and backgrounds,
- Creating, formatting and making use of charts, graphs and tables
- Inserting, formatting and editing Smart Art, pictures and clipart
- Incorporating sound, video and animation into a presentation
- Creating macro enabled presentations

Unit III: Getting started with MS Excel - I
- Opening a blank or new workbook, general organization.
- Highlights and main functions: Home, Insert, page layout, formulas.
- Using the Excel help function.

Unit IV: Getting started with MS Excel - II
- Entering, Editing, Copy, Cut, Paste, Paste Special.
- Formatting Data and Using the Right Mouse Click.
- Saving, Page Setup, and Printing.
- Using Headers and Footers.

Unit V: Working with Data in MS EXCEL
- Manipulating Data, using Data Names and Ranges, Filters and Sort and Validation Lists.
- Data from External Sources.
- Using and Formatting Tables.
- Basic Formulas and Use of Functions.
- Data Analysis Using Charts and Graphs.
- Managing, Inserting, and Copying Worksheets.
- Securing the Excel Document
- Simple Formulas and Functions.

Suggested Books:
2. Paul Cornell, “Accessing & Analyzing DATA with MS-EXCEL”.
SEMESTER - II                  MB 201 Human Resource Management

Subject code: 2.1                                                                    No. of Credits: 5
Objective: The objective of this course is to give students basic concepts of Human Resource management, its functions, methods and applications.

Unit – I:

Unit – II:

Unit – III:

Unit – IV:

Unit – V:

Suggested Books:
Objective: The objective of this course is to acquaint the students with the broad framework of financial decision making in a business.

Unit – I: The Finance function:
Nature and Scope; Evolution of finance function – Its new role in the contemporary scenario – Goals of finance function – maximizing vs. satisfying; Profit vs. Wealth vs. Welfare; the Agency relationship and costs; Risk-Return trade off; Concept of Time Value of Money – Future Value and Present value.

Unit – II: The Investment Decision:
Investment decision process- Project generation, project evaluation, project selection and project implementation. Developing Cash Flow; Data for New Projects; Using Evaluation Techniques – Traditional and DCF methods. The NPV vs. IRR Debate; Approaches for reconciliation. Capital budgeting decision under conditions of risk and uncertainty; Measurement of Risk – Risk adjusted Discount Rate, Certainty Equivalents and Beta Coefficient, Probability tree approach, Sensitivity analysis.

Unit – III: The Financing Decision:
Sources of finance – a brief survey of financial instruments; Capital Structure Theories, Concept and financial effects of leverage; The capital structure decision in practice: EBIT – EPS analysis. Cost of Capital: The concept – Average vs. Marginal Cost of Capital; Measurement of Cost of Capital – Component Costs and Weighted Average Cost of Capital

Unit – IV: Current Assets Management and Dividend Decision:

Unit – V: The Dividend Decision: Major forms of dividends – Cash and Bonus shares. The theoretical backdrop – Dividends and valuation; Major theories centered on the works of Gordon, Walter, and Lintner. A brief discussion on dividend policies of Indian companies.

Suggested Books:
Objective: The objective of this course is to make familiar the students with basic concepts statistics and its application in business.

Unit – I:

Unit – II:

Unit – III:
Sampling Theory-The basics of sampling-steps and methods of sampling. Hypothesis Testing-Steps. Large Sample tests-Test for one and two proportions, Test for one and two means, Test for two S.D.’s.

Unit – IV:

Unit -V:
Correlation Analysis : Scatter diagram , positive and negative correlation , limits for coefficient of correlation , Karl Pearson’s coefficient of correlation , Spearman ‘s rank correlation , concepts of multiple and partial correlation. Regression Analysis – Concepts, least square fit of line regression, two lines of regression, Time series Analysis.

Suggested Books:
Subject code: 2.4  No. of Credits: 5

Objective: The objective of this course is to provide the knowledge of production department and its operations in business.

Unit - I: Introduction to Operations Management:
Introduction to Operations Management - Systems concept of production, Production Cycle - process technologies.- Project, Job Shop, Assembly, batch and Continuous. Interface between the operation systems and systems of other functional areas.

Unit – II: Production Management:

Unit - III: Quality Management:
Standards and specifications, Quality Assurance and Quality Circles – Statistical Quality Control –Control Charts for Variables- Average, Range and S.D., Control charts for Attributes- fraction defective and number of defects.


Unit -V: Inventory Management:

Suggested Books:
ELECTIVE – III MB 204 Customer Relationship Management

Subject code: 2.4 No. of Credits: 5

Objective: The objective of this course is to understand the role, value and prospects of CRM and to provide managerial insights into the process of forming, managing and enhancing customer relationships.

Unit – I: Evolution of Customer Relationship:

Unit – II: CRM Concepts:

Unit – III: Planning for CRM:

Unit – IV: CRM and Marketing Strategy:
CRM Marketing Initiatives, Sales Force Automation, Campaign Management, Call Centers. Practice of CRM: CRM in Consumer Markets, CRM in Services Sector, CRM in Mass Markets, CRM in Manufacturing Sector.

Unit – V: Components of ECRM Solutions: Data Ware Housing, Data Mining of CRM, Evaluation of Technical solution for CRM. Role of contact centre in Building Relationship.

Suggested Books:
ELECTIVE – IV MB 205 Operations Research

Subject code: 2.5 No. of Credits: 5

Objective: The objective of this course is to acquaint the student with the applications of Operations Research to business and industry and help them to grasp the significance of analytical techniques in decision making. Students will be tested on the application of Operations Research to business related problems.

UNIT – I Introduction to OR: Origin, Nature, definitions, Managerial applications and limitations of OR. Linear Programming: Mathematical model, Formulation of LPP, assumptions underlying LPP, Solution by the Graph, Exceptional cases, Solution to LPP Simplex Method.

UNIT – II Transportation Problem (TP): Mathematical model, IBFS using northwest corner rule, Row and Column Minimum methods, Matrix minimum method(LCM) and Vogel’s approximation method, Unbalanced TP, Degeneracy, Optimality Test and Managerial applications. Assignment Problem (AP): Mathematical model, Unbalanced AP, Restricted AP, Travelling salesman problem, Managerial applications of AP and TSP.


UNIT – IV Queuing Theory: Concepts of Queue/Waiting Line - General structure of a Queuing system-Operating characteristics of Queues, deterministic Queuing models - Probabilistic Queuing Model –Cost Analysis - Single Channel Queuing model - Poisson arrival and exponential service times with infinite population.

UNIT- V Game Theory: concepts, saddle point, Dominance, Zero-sum game, two, three and more persons games, analytical method of solving two person zero sum games, graphical solutions for (m x 2) and (2x n) games. Applications of Simulation.

Suggested Books:
ELECTIVE –IV MB 205 Financial Institutions & Markets

Subject code: 2.5
No. of Credits: 5

Objectives -: To acquaint the students with Financial Markets and its various segments.
To give the students an understanding of the operations and developments in financial markets in India.

Unit -1

Unit-II

Unit-III
INDIAN CAPITAL MARKET - Structure of Indian Capital Market, Characteristics of Indian Capital Market, National Stock Exchange - Working of NSE, Bombay Stock Exchange - Working of BSE Calculation of sensex and derivatives, Over the Counter Exchange of India – Advantages, objectives and working of OTCEI.

Unit-IV
NON BANKING FINANCIAL INTERMEDIARIES
Definitions, its structure and characteristics, Distinctions between bank and NBFCs, Working and progress of the following: Lease Financing, Mutual Funds, Factoring, Housing Finance, Venture Capital Finance, Merchant Banking.

Unit-V
DEVELOPMENT BANKS IN INDIA - Working and progress of the following: Industrial Finance Corporation of India, Industrial Investment Bank of India, Small Industries Development Bank of India, State Finance Corporations, State Industrial Development Corporations. INVESTMENT INSTITUTIONS IN INDIA Working and progress of the following: Unit Trust of India, Life Insurance Corporation of India, General Insurance Corporation of India, Post Office Small Saving Schemes, Provident Funds.

Suggested Books:
1. Financial Institution and Market -: L.M. Bhole
2. Financial Markets and institutions in India -: Dr. G.V. Kayandepatil
3. Financial market and institutions in India -: Dr. Mukund Mahajan
4. Business finance and Financial Services -: Dr. Mukund Kohok
5. Indian Financial System -: Dr. M.Y.Khan
6. Investment and Securities Markets in India -: V.A. Avadhani
7. Economic Reforms and Capital Markets in India -: Anand Mittal
8. Financial Markets and Institutions -: Dr. G.V. Kayandepatil, Dr. B.R. Sangale, Dr.G.T. Sangle, Prof. N .C. Pawar.
206 Statistical tools using Excel-Lab

Subject code: 2.6  
No. of Credits: 2

Unit I: Using Excel for Data Analysis Getting started with Primary Data – Entering Data into Excel.

Unit II: Working with Charts & Graphs Data Analysis Using Charts and Graphs. Bar diagram, Multiple Bar diagram, Pie diagram

Unit III: Descriptive Statistics- Measure of central tendency: mean, median, mode, Measure of dispersion: variance, standard deviation, Coefficient of variation. Correlation, regression lines.

Unit IV: Inferential Statistics 1

t-Test, F-test, ANOVA one way classification, chi square test, Independence of attributes.

Unit V: Inferential Statistics 2

Time series: forecasting Method of least squares, moving average method. Inference and discussion of results.

REFERENCES

Objective: The objective of this course is to give students a complete exposure to all aspects of conducting research, analysing and interpreting the data with tools.

Unit – I: Meaning and importance of marketing research:
Marketing Research, marketing information system -Marketing decision support system. Research design Introduction to design of experiments -Exploratory, causative, conclusive and experimental designs.

Unit – II: Marketing research process:
Sources and methods of gathering marketing information - Respondents, Experiments, Simulation (as a source of Data Generations) and Panels. Sampling design and Sample size determination. Measurement and scaling - Concept of measurement and scaling – Types of Scales – Nominal ,Ordinal, Interval and Ratio Scales - Attitude scales Thurstone’s, Likert’s, Guttman’s. Semantic differential, Reliability and validity of a scales. Design of questionnaire.

Unit – III: Decision Making Tools:
Decision Theory-Decision making under certainty, Risk, uncertainty, Criteria of Decision making-Pessimism, Realism, Optimism, Regret, Equiprobable, EMV, EOL, Cost and value of information, Determination of EVPI utility as a concept of decision making. Decision tree analysis – Decision Tree- Sequential decision making.


Unit –V: Structural and Functional methods-Factor analysis, Cluster analysis, Discriminate analysis, Conjoint analysis, Multi Dimensional Scaling. Multiple Regression (Numerical with two independent variables).

Suggested Books:
MB 302 Total Quality Management

Subject code: 3.2  No. of Credits: 5

Objective: The objective of this course is to provide the knowledge of Quality dimensions, tools and techniques relevance in the business.

Unit-I: TQM- History and Evolution:

Unit – II: Tools Techniques of TQM:


Unit – IV: Six Sigma:
The concept of Six Sigma, Objectives of Six Sigma, The frame-work of Six Sigma programme, Six Sigma Organization: roles and responsibilities, Six Sigma problem solving approach: The DMAIC model, Benefits and costs of Six Sigma.

Unit –V: TQM in the Service Sectors:
Implementation of TQM in service organization: Framework for improving service quality, Model to measure service quality programs. TQM in Health-care services, Hotels and financial services – Banks, Investment Company and Mutual Funds.

Suggested Books:
Objective: The objective of this course is to provide inputs of global business, managing business internationally.

Unit - I: Global Imperative:

Unit - II: Global Business & National Regulation:

Unit – III: Global Business and Entry Strategies:

Unit - IV: Managing Global Business:

Unit - V: Global operation of Supply Chain Management , International trade Procedures and Documentation , Global – business.

Suggested Books:
12. Francis Cherunillium, International Business
Subject code: 3.5.1

Objective: The objective of this course is to enhance the knowledge of types of investments with risk and returns. Various models and techniques for effective investment decisions

Unit – I: Investments: Concepts; Real vs. Financial assets; Investment decision process; Sources of investment information; Investment vs. Speculation; Factors to be considered in investment decision-Liquidity, Return, Risk, Maturity, Safety, Tax and Inflation. The concept and measurement of return-realized and expected return. Ex-ante and ex-post returns. The concept of risk. Sources and types of risk.


Unit – V: Portfolio Evaluation: Performance measures-Sharpe’s reward to variability index, Treynor’s reward to volatility index, Jensen’s differential index, Fama’s decomposition of returns.

Suggested Books:
2. Zvi Bodie, Alex Kane, Marcus.A.J., Pitabas Mohanty, —Investments, TMH, 8th Ed.
3. Prasanna Chandra, —Investment Analysis and Portfolio Management, TMH, 3rd Ed.
11. S. Kevin, —Analysis and Portfolio Management, PHI.
Objective: The objective of the course is to make the learners’ adept in concepts of Product, New Product Development and Testing; also it provides an insight into fundamentals of branding.

Unit - I:
Product, Product Levels, Product Hierarchy, and Product Classification, Product Mix, Product line, Product Modification and Deletion. Product Strategy and Planning

Unit - II:

Unit - III:

Unit - IV:
Understanding Brands: Meaning, Definition, Evolution of Brands, Different Types of Brands, Creation of Brands, significance of Branding to consumers and firms, selecting the Brand names.

Unit - V:

Suggested Books:
5. Sridhar J Murthy and Gary L Lilien, —Marketing Models, 2006, PHI.
7. Chunnawala,—Compendium of Brand Management, 2008, HPH.
Objective: The objective of this course is to impart the knowledge to students in the areas of compensation and employee behavior, compensation system, Compensation Benefits and compensation challenges.


Suggested Readings:
MB 304 ENTERPRISE RESOURCE PLANNING

Subject code: 3.4.4  No. of Credits: 5

Unit-I

Introduction to ERP- Foundation for Understanding ERP systems-Business benefits of ERP-The challenges of implementing ERP system-ERP modules and Historical Development.

Unit-II


Unit-III

ERP system Installation Options- IS/IT Management results-Risk Identification analysis- System Projects- Demonstration of the system-Failure method-system Architecture & ERP

Unit-IV


Unit-V

ERP— Production and Material Management-Control process on production and manufacturing-Production module in ERP- supply chain Management & e-market place-e-businesses & ERP-e supply chain& ERP- Future directions for ERP.

Reference:

- David L. Olson “ Managerial Issues in ERP systems” TMH 2012.
Objective: The course objective is to understand the international financial system, various theories and models for foreign direct investments.

Unit - I: International Financial System:


Unit - II: Foreign Exchange Market and International Parity Relationships:
Participants in foreign exchange market, structure of foreign exchange market in India; quotes in spot market and forward market, Cross Rates, Currency Arbitrage, triangular arbitrage; Parity Conditions—Purchasing Power Parity, Interest Rate Parity, International Fisher Effect, Unbiased Forward Rate Theory.

Unit - III: Modern Theories of Exchange rate determination:

Unit - IV: Multinational Cash Management:


Suggested Books:
DS ELECTIVE- II
MB 305 PROMOTION AND DISTRIBUTION MANAGEMENT (M)

Subject code: 3.5.2 No. of Credits: 5

Objective: The objective of the course is to make the learners’ adept the concepts of Promotion and distribution with various types of media, personal selling and promotion.


Unit – II: Personal Selling: Role of personal selling in IMC programme. Integration of personal selling with other promotional tools. Personal selling process and approaches. Evaluating, motivating and controlling sales force effort.


Unit – IV: Distribution Management: Role and functions of channels of distribution. Distribution Systems. Distribution cost, control and customer service. Channel design, and selection of channels, selecting suitable channel partners. Motivation and control of channel members.

Unit – V: Distribution of Services, market logistics & supply chain management. Retailing and Wholesaling- Types Decision –trends.

Suggested Books:
Objective: The objective of this course is to impart knowledge about OD interventions for individual, team and organizational development.

Unit – I: General Introduction and Foundations of OD:
Overview of the field of OD-Definitions of OD-A short history of OD and its evolution- Growth and relevance of OD-Characteristics of OD-Values, assumptions, and beliefs in OD.

Unit – II: Foundations of OD:
Models and Theories of Planned Change-(a) Lewin’s Change Model (b) Burke–Litwin Model (c) General Model of Planned Change-Systems theory-Participation and Empowerment-Teams and Team work-Parallel learning structures-A ‘normative-reductive’ strategy of changing-Applied behavioral Science-Action Research as a process and as an approach.

Unit—III: Managing the OD Process:

Unit—IV: Human Process Interventions:

Unit—V: Techno-Structural and Strategic Interventions:

Suggested Books:
DS ELECTIVE- II
MB 305 DATABASE SYSTEMS (SYS)

Subject code: 3.5. 4  No. of Credits: 5

Unit– I: Database Concepts and Modeling:

Introduction& overview – Client/Server Technology: 3 Tier architecture, data modeling, hierarchical, network, object oriented, Introduction to distributed databases. Relational Data structure: tuple, attributes, set; relational algebra operators, entity relationship diagrams, design of E-R Schema, E-R Schema to tables.

Unit– II: Relational Languages and Relational Database:

Functional dependence: normal forms, integrity constraints, domain, referential integrity, Codd’s rules. Elementary operations, set operations, aggregate functions, null values, nested sub queries, derived relations, views, joined relations, DDL, embedded SQL, QBE, QUEL.

Unit– III: Transaction Processing:

Transaction concepts, states, atomicity, durability, Serializability, isolation, transaction definition in SQL, concurrency control, locking, deadlock, handling, recovery systems, log based shadow paging.

Unit– IV: Distributed and Special Database:

Distributed data storage, network transparency, distributed query processing, commit protocols, concurrency controls, deadlock handling. Data analysis, data mining, data warehousing, spatial and geographical, multimedia database, mobility and personal database, distributed information system. World Wide Web.

Unit– V: ORACLE:

Introduction: SQL-SQL commands for data definition & data manipulation, views-procedures - indexing, PL/SQL, forms design process, triggers, SQL report writer, SQL menus.

Suggested Books:
4. Page, Jr. Special edition Using Oracle 8/8i, Prentice Hall-
1. Creating Tables & Applying All Constraints
2. Inserting Data into Tables
3. Updating Tables
4. Alias Table
5. Deleting Data From Table
6. Drop Table
7. Working with All SQL Queries using functions (Number, string functions etc.)
8. Working with sub queries
9. Working with Joins
10. Creating Views
11. Creating Objects (i.e. Cluster, Synonyms, Indexes etc.)
12. Writing PL/SQL programs
13. Creation of Cursors
15. Creation of Procedures.
16. Creation of Triggers
17. Generation of SQL report
18. Creating forms and working with different objects.
19. Graphics
20. Reports.
Objective: The objective of the course is to enable the learners to comprehend with different business strategies and also to enable them with strategic orientation required in conducting the business.

Unit I:

Unit II:

Unit III:

Unit IV:

Unit V:

Suggested Books:
MB 402 SUPPLY CHAIN MANAGEMENT

Subject code: 4.2  
No. of Credits: 5

Objective: The objective of the course is to enable the learners to comprehend with basics of supply chain management, logistics, and networks in any business.

Unit - I:
i. Introduction to Supply Chain Management-Concept, Objectives and function of SCM, conceptual framework of SCM, supply chain strategy- collaboration, demand flow, Customer Service, Technology integration, Problems of complexity confronting SCs.
ii. Demand Planning, Forecasting, Aggregate planning, Managing Predictable Variability, Bullwhip effect.
iii. Global Supply Chain Management, Reverse Supply Chain, Value chain and value delivery systems for SCM, The role of Modelling.

Unit - II:
i. Logistics Management, Inbound and Outbound Logistics in SCM, development of integrated logistics strategy, Logistics in Maximizing profitability and cash flow, 3PL, 4PL, International Logistics, Reverse Logistics.
ii. Sourcing of material, Global sourcing-issues and Problems, e-Procurement, Group Purchasing, Reverse Auctions.
iii. Inventory Management in Supply chain-Role and importance of inventory in SC, Inventory policies, inventory as an element of customer service, JIT, VMI, Outsourcing, Factors influencing the decision making process of outsourcer.

Unit - III:
i. Transportation in SC, Modes of Transportation, Fleet Management, multi model transport, Containerisation, Vehicle Scheduling and routing, Milk run and cross docking.
ii. Warehousing- types of warehouses, warehousing operations, Warehouse automation, Warehouse management systems. Third party and value added warehousing, Role and importance of Handling systems, Selection of Handling systems. Equipment Warehousing, Strategic relationships in logistics, Handling systems, PPP environment.

Unit - IV:
SC Network Design, Distribution network in SC, Channel design, factors influence design, options in distribution network, Role and importance of Distributors in SCM, SC integration- Internal and external, Role and importance and selection of Handling systems in SC integration.

Unit - V:
Role of Human Resources in SCM. Issues in Workforce Management and Relationship Management with suppliers and Customers and employees. Retail SCM- Problems and issues in Transportation, inventory, Packaging and Repackaging. Customer led business, Customer focus in SC, Complaint Handling, Developing customer service strategy, RFID, bar coding.

Suggested Books:
5. Leenders, Michiel R and others, “Purchasing and Supply Chain Management”, 2010, TMH.
Objective: The objective of this course is to provide knowledge of becoming entrepreneur through entrepreneurship concept, types, programs and institutions.

Unit – I: Entrepreneur and Entrepreneurship:

Unit – II: Factors Affecting Entrepreneurial Growth:
Economic and Non-Economic Factors- Government Actions; Entrepreneurial Motivation; Entrepreneurial Competencies; Entrepreneurial Mobility; and Entrepreneurship Development Programmes (EDPs)-Need for, Objectives, Course contents and curriculum, phases, evaluation of EDPs.

Unit – III: Small Enterprises:

Unit – IV: Institutional Finance to Entrepreneurs:
Commercial Banks–Other Major Financial Institutions such as IDBI, IFCI, IIBI, LIC, UTI, NABARD, SFCs, SIDCs, SIDBI, and EXIM Bank; Need for Institutional support to Entrepreneurs–Role of NSIC, SSIB, SSICs, MSMEDI, DICs, Industrial Estates, Specialized Institutions, and TCOs, Microfinance institutions.

Unit – V: Venture Capital:

Suggested Books:
DS ELECTIVE-III- MB 404 FINANCIAL RISK MANAGEMENT(F)

Subject code: 4.4.1                                                                 No. of Credits: 5

Objective: The objective of this course is to provide knowledge of types of risk, measurement of risk and techniques for investment decision making.

Unit – I: Introduction to Risk Management:

Unit – II: Measurement and Management of Risk:
Value at risk (VaR): The concept, computation, stresses testing, back testing. Cash flow at risk (CaR): VaR and CaR to make investment decisions. Managing risk when risk is measured by VaR or CaR Non-Insurance methods of Risk Management-Risk Avoidance, Loss Control, Risk Retention and Risk Transfer. Asset-Liability Management (ALM), Management of interest rate risk, liquidity risk, credit risk and exchange rate risk.

Unit – III: Techniques and Tools of Risk Management: Forward contracts and Futures contracts. The concept of Derivatives and types of Derivatives. The role of Derivative securities to manage risk and to exploit opportunities to enhance returns. Individuals, speculators, hedgers, arbitrageurs and other participants in Derivatives Market.

Futures contracts: Definition. Clearing house, margin requirements, marking to the market. Basis and convergence of future price to spot price. Valuation of Futures contract. Differences between forward contracts and futures contracts. Risk management with Futures contracts—the hedge ratio and the portfolio approach to a risk–minimizing hedge.

Unit – V: Techniques and Tools of Risk Management: SWAPS

Suggested Books:
The course objective is to Impart the skills in Students for understanding the consumer behavior in business decisions.


Unit – II: Learning principles and their marketing implications: Concepts of conditioning, important aspects of information processing theory; encoding and information Retention, Retrieval of information, Splitbrain Theory.

Unit – III: Social and cultural settings: Culture, Sub-culture and Cross culture and Cross cultural marketing practices. Family Life Cycle-1, 2, 3 and reference groups – Personality, Life Style Influences.


Suggested Books:
2. Loudon and Della Bitta, “Consumer Behavior”, 2004, TMH.
5. Suja R. Nair, “Consumer Behaviour in Indian perspective”, 2010, HPH.
Objective: The objective of this course is to explain the intricacies of performance management, various tools and models for HR decisions.

Unit – I: Introduction:

Unit – II: Performance Appraisal:

Unit – III: Performance Bench marking,

Unit – IV: Competency mapping and Pay Plans:

Unit – V: Performance Metrics and Models:

Suggested Books:
Unit– I: E-Commerce Overview:


Unit– II: E-Commerce Infrastructure:


Unit– III: Online Marketing and Supply Chain Management:


Unit– IV: Online Services:

Online Financial Services- Online Banking & Brokerage, Online Insurance Services- Online Real Estate services-Online Travel Services-Online Hospitality Services-Online Recruitment Services- Online Publishing Services–Online Entertainment–E-Learning.

Unit– V: Mobile Commerce:


References:
Objective: The objective of this course is to provide information about various financial services and systems.

Unit – I:
Financial Services concept and meaning—Financial system—Growing importance of financial services in financial system—Classification—Traditional and Modern view—Fund based and non fund based services—Financial engineering—Need for innovation—New financial products and services—An overview of Indian financial services sector scenario.

Unit – II:
Concept of leasing—Classification—Rationale, advantages of leasing—Legal aspects—Lease documentation and contract—Tax and accounting aspects of leasing—Financial evaluation of leasing—NPV and IRR approaches—Break even lease rental—Lease v/s buy decisions. Hire purchase concept and features—Legal and tax frame work—Financial evaluation of hire Purchase—H.P. mathematics—Flat and effective interest rates.

Unit – III:
Factoring concept and features—Classification—Functions of factor—Legal aspects—Financial evaluation of factoring—Decision analysis for factoring—Factoring scenario in India—Kalyan Sundaram Committee—RBI guidelines.
Bill discounting—Concept and characteristics—Process of bill discounting—Legal aspects—Parties involved and their legal obligations—Financial aspects—Calculation of discount charges and effective interest rates.

Unit – IV:

Unit – V:
Credit rating concept and advantages of ratings—Types of ratings—Symbols of ratings and grades—Dimensions of credit rating methodology and process—Credit rating agencies in India and their rationale.

Suggested Books:
Objective: The objective of this course is to give student a complete exposure to all aspects of service, design, standards, delivering and performing service.

Unit – I: Service:

Unit – II: Service marketing Mix:

Unit – III: Strategies for Marketing:
Overview, strategies for dealing with intangibility, inventory, inconsistency and inseparability. Building customer Relationship through Segmentation and retention strategies.

Unit – IV: Marketing Triangle- External Marketing, Internal Marketing, Relationship Marketing and Interactive Marketing.

Unit – V: Introduction to Global Marketing

Suggested Books:
Objective: The objective of this course is to provide information about labour laws, various acts and industrial relations; it’s relevance in HR decisions.

Unit – I:

Unit – II:

Unit – III:

Unit – IV:

Unit – V:
Industrial Relations—basic concept and philosophy of industrial relations–evolution and growth of industrial relation in India—factor influencing industrial relations in India—Industrial relations to Employee Relations—differences in perspectives—employee relations at work place—culture and employee relations—future of employee relations industrial conflict—types and causes of industrial disputes—machinery for the prevention and settlement of industrial disputes.

Suggested Books:
DS ELECTIVE-IV - MB 405 ADVANCED EXCEL (SYS) & LAB

Subject code: 4.5.4                                                                  No. of Credits: 5

Unit I: Introduction to MS Excel and Understanding Basic Working with it:
- Introduction to MS Excel, Quick Review on MS Excel Options, Ribbon, Worksheets and Toolbar
- Saving Excel File as CSV, Macro Enable Sheet, PDF and Older Versions
- Using Excel Shortcuts
- Copy, Cut, Paste, Hide, Unhide, Delete and Link the Data in Rows, Columns and Sheets
- Using Paste Special Options
- Formatting Cells, Rows, Columns and Sheets
- Protecting & Unprotecting Cells, Rows, Columns and Sheets with or without Password
- Page Layout, Themes, Background and Printer Properties
- Inserting Pictures, Hyperlinks, Header/Footers, Shapes and Other Objects in Worksheets

Unit II: Working with Formulas/Functions 1
- Lookup and Reference Functions: VLOOKUP, HLOOKUP, INDEX, ADDRESS, MATCH, OFFSET, TRANSPOSE etc
- Logical Function: IF / ELSE, AND, OR, NOT, TRUE, NESTED IF/ELSE etc
- Database Functions: DGET, DMAX,DMIN, DPRESS, DPRODUCT, DSTDEV, DSTDEVP, DSUM, DVAR, DVARP
- Date and Time Functions: DATE, DATEVALUE, DAY, DAY360, SECOND, MINUTES, HOURS, NOW, TODAY, MONTH, YEAR, YEARFRAC, TIME, WEEKDAY, WORKDAY etc

Unit III: Working with Formulas/Functions 2
- Information Functions: CELL, ERROR.TYPE, INFO, ISBLANK, ISERR, IERROR, ISEVEN, ISLOGICAL, ISNA, ISNONTEXT, ISNUMBER, ISREF, ISTEXT, TYPE etc
- Math and Trigonometry Functions: RAND, ROUND, CEILING, FLOOR, INT, LCM, MOD, EVEN, SUMIF, SUMIFS etc
- Statistical Functions: AVEDEV, AVERAGE, AVERAGEA, AVERAGEIF, COUNT, COUNTA, COUNTBLANK, COUNTIF, FORECAST, MAX, MAXA, MIN, MINA, STDEV, STDEVA etc
- Text Functions: LEFT, RIGHT, TEXT, TRIM, MID, LOWER, UPPER, PROPER, REPLACE, REPT, FIND, SEARCH, SUBSTITUTE, TRIM, TRUNC, CONVERT, CONCATENATE, DOLLAR etc

Unit IV:
- Conditional Formatting
- Using Conditional Formatting
- Using Conditional Formatting with Multiple Cell Rules
- Using Color Scales and Icon Sets in Conditional Formatting
- Creating New Rules and Managing Existing Rules
- Data Sorting and Filtering
- Sorting Data by Values, Colors, etc
- Using Filters to Sort Data
- Advance Filtering Options

Unit V:
- PivotTables
- Creating Pivot Tables
- Using Pivot Table Options
- Changing and Updating Data Range
- Formatting Pivot Table and Making Dynamic Pivot Tables

Pivot Charts
- Creating Pivot Charts
- Types of Pivot Charts and Their Usage
- Formatting Pivot Charts and Making Dynamic Pivot Charts

VBA Macro
- Introduction to VBA Macro
- Recording Macro & Understanding Code Behind
- Editing, Writing VBA Code and Saving as Macro or AddIn
- Adding AddIns in Excel

Suggested Books:
1. John Walkenbach, “Excel 2013 Formulas” 1/e, Wiley
5. Paul Cornell, “Accessing & Analyzing DATA with MS-EXCEL”.
Advanced Excel Lab

1. Exercises on Lookup and Reference Functions, Logical Function, Database Functions, Date and Time Functions
2. Exercises on Information Functions, Math and Trigonometry Functions, Statistical Functions, Text Functions.
3. Exercises on Conditional Formatting
4. Exercises on Data Sorting and Filtering
5. Exercises on Pivot Tables
6. Exercises on Pivot Charts
7. Exercises on VBA Macro

Suggested Books:

1. John Walkenbach, “Excel 2013 Formulas” 1/e, Wiley
5. Paul Cornell, “Accessing & Analyzing DATA with MS-EXCEL”.