

Integral University, Lucknow
Masters of Business
(MBA)

Programme Outcomes (PO's) :

- Ability to articulate, analyze, synthesize and apply the knowledge of principles and frameworks of management and allied domains to the solutions of real-world complex business issues.
- Graduates of the MBA program will possess splendid communication skills, excel in multidisciplinary, multi-cultural teams, and have an understanding for domestic and global contexts so as to manage change, risk, and complexity situations.
- Graduates of the MBA program will be ready to engage in diversified career pursuits covering a broad spectrum of areas in corporate, non-profit organizations, public policy, entrepreneurial ventures and engage in lifelong learning.
- Graduates of the MBA program will be appreciative of the significance of Indian ethos and values in managerial decision making and exhibit value centered leadership.
- Graduates of MBA will be provided with the opportunity to develop and broaden their managerial and leadership skills.

Programme Specific Outcome (PSO's) :

- To understand conceptual foundations of management and learn to solve real life problems with appropriate decision making .
- To adapt to changes in an business environment with an understanding of societal and ecological issues relevant to professional managerial practice through life-long learning.
- To inculcate ability to perform in multi-disciplinary work environment with good interpersonal skills .
- To improve their personality and develop an understanding of etiquette, manners and professionalism while dealing with people at work and in personal lives.

Program Educational Objectives (PEO's):

- To train the students of the Management program for logical and practical approach to problem solving and function effectively as skilled managers who can respond to changing environment in a domestic and global context.
- To groom the students to work in multicultural and multidisciplinary teams for effective problem solving and understand the principles of group dynamics, Team work and growth of Management profession.
- To encourage and train the students as a way that they can pursue higher studies, start independent ventures, thereby contributing to the fields of Education and Business world.

Integral University, Lucknow

Department of Commerce & Business Management STUDY & EVALUATION SCHEME Choice Based Credit System

MBA

w.e.f. Session 2020-21

Total Credit: 106

YEAR-I

SEMESTER-I

S. N.	Subject Code	Subject	Period (Per Week)			Credit C	Evaluation Scheme				
			L	T	P		Sessional (CA)			Exam	Subject Total
							UE	TA	Total	ESE	
01	BM401	Principles of Management	3	0	0	3	40	20	60	40	100
02	BM402	Managerial Economics	3	1	0	4	40	20	60	40	100
03	MT402	Quantitative Methods	3	1	0	4	40	20	60	40	100
04	LN404	Business Communication	3	0	0	3	40	20	60	40	100
05	CS403	Computer in Management	2	1	0	3	40	20	60	40	100
06	CS404	Computer in Management Lab	0	0	4	2	40	20	60	40	100
07	BM403	Financial and Management Accounting	3	1	0	4	40	20	60	40	100
08	BM404	Marketing Management	3	0	0	3	40	20	60	40	100
09	BM405	Human Resource Management	3	0	0	3	40	20	60	40	100
TOTAL			23	4	4	29	360	180	540	360	900

L = Lecture, P = Practical, T =Tutorials, C= Credit, UE = Unit Exam, TA=Teacher Assessment, ESE=End Semester Examination

Sessional Total (CA) = UE + TA

Subject Total = Sessional Total (CA) + End Semester Exam (ESE)

The schedule of papers during the first semester of the programme shall be as follows:

CORE COURSES			FOUNDATION COURSES		
S. No.	Sub. Code	Subject	S. No.	Sub. Code	Subject
1	BM 401	Principles of Management	1	MT 402	Quantitative Methods
2	BM 402	Managerial Economics	2	LN 404	Business Communication
3	BM 403	Financial and Management Accounting	3	CS 403	Computer in Management
4	BM 404	Marketing Management	4	CS 404	Computer in Management Lab
5	BM 405	Human Resource Management			

MBA 1 Year / Semester 1

Course Code : BM401
 Approved On:
 Pre-Requisite: NONE

Title of The Course: Principles of Management
 Co-Requisite: NONE

L	T	P	C
3	0	0	3

Objective : This paper provides the basis of management principles and thought thereby inculcating the qualities required for managing businesses.

Course Outcomes	
CO 1:	To explain the meaning and nature of management .Students should also relate the contribution of different significant theories to the field of management.
CO 2:	Students should be able to apply the concept of planning and organizing to real world problems.
CO 3:	They should understand the concepts related to staffing and role of motivation towards employee productivity.
CO 4:	To acquire knowledge about various leadership styles and the role of communication in organization.
CO 5:	To understand the process of controlling and types of control methods. Also they should know about the ways of effective change in management.

Unit No.	Title of The Unit	Content of The Unit	Contact Hrs.
1	Introduction to Management	Concept, Nature, Importance, Management as an Art and Science, & Profession, Management Skills, Levels of Management, Characteristics of Quality Managers. Evolution of Management: Taylor and Scientific Management, Fayal's Administrative Management, Bureaucracy, Hawthorne Experiments and Human Relations, Decision Theory Approach. Business Ethics and Social Responsibility	07
2	Introduction to Functions of Management:	Planning: Nature, Scope, Objectives and Significance of Planning, Types of Planning, Process of Planning, Barriers to Effective Planning, Planning Premises and Forecasting, Key to Planning, Decision Making. Organizing: Concept, Organization Theories, Forms of Organizational Structure, Delegation of Authority, Authority& Responsibility.	07
3	Staffing & Directing	Staffing: Concept, System Approach, Manpower Planning, Job Design, Recruitment & Selection, Training & Development, Performance Appraisal Directing: Concept, Direction and Supervision Motivation: Concept, Motivation and Performance, Theories Of Motivation, Approaches for Improving Motivation, Quality of Work Life, Morale Building.	08
4	Leadership & Communication	Leadership: The Core of Leadership: Influence, Functions of Leaders, Leadership Style, Leadership Development. Communication: Communication Process, Importance of Communication, Communication Channels, Barriers to Communication.	07
5	Concept of Controlling	Controlling: Concept, Types of Control, Methods: Pre-control: Concurrent Control: Post-control, An Integrated Control System, The Quality Concept Factors affecting Quality, Developing a Quality Control System, Total Quality Control, Pre-control of Inputs, Concurrent Control of Operations. Change and Development: Model for Managing Change, Forces for Change, Need for Change, Alternative Change Techniques, New Trends in Organizational Change.	06

References Books:

Koontz & Weirich Essential of Management, TMH,, Mar22, 2012

VSP Rao, V Hari Krishna-Management: Text and Cases, Excel Books Edition, May 11, 2011.

Ricky W. Griffin, Texas A&M University, Cengage Publication, Edition Mar 2013.

Chuck Williams, Butler University, Principle of Management, Cengage Publication, Latest edition Jan 2013

Ron Willson, Texas A&M University, Cengage Publication, Edition Mar 2015.

MBA 1 Year / Semester 1

Course Code : BM 402

Title of The Course: Managerial Economics

Approved On:

Pre-Requisite: NONE

Co-Requisite: NONE

L	T	P	C
3	1	0	4

Objective : The main objective is to equip the students of the various economic issues that they are expected to face as managers at the firm level. It also aims to make the students aware of the working of the markets, the determination of prices and the techniques of decision making that they can adopt to ensure that sound decisions are made

Course Outcomes	
CO 1:	To demonstrate the understanding of the concept, nature and scope of managerial economics, apply decision making and analyze and evaluate principle opportunity cost.
CO 2:	To demonstrate the understanding, analysis and evaluation of theory of demand and consumer behavior.
CO 3:	To demonstrate the understanding, analysis and evaluation of laws of production and behavior of cost and decision making.
CO 4:	To demonstrate the understanding, evaluation and analysis of various market structures and design pricing decisions.
CO 5:	To demonstrate the understanding, evaluation and analysis of national income, inflation and monetary and fiscal policies in real world situations and business cycles in the open economy.

Unit No.	Title of The Unit	Content of The Unit	Contact Hrs.
1	Introduction	Importance, Nature, Scope and Role of Managerial Economics in Decision Making, Objectives of Business Firms, Profit as Business Objective - Accounting Vs Economic Profit.	8
2	Theory Of Demand & Supply	Analysis of Individual Demand, Meaning of demand, Consumer demand-cardinal and ordinal utility, Derivation of individual demand curve, Analysis of market demand, Meaning, types and determinants of demand and Demand function, Elasticity of demand - Price, Income, Cross and Advertising elasticity of demand, Concept of Supply & Elasticity of supply	10
3	Theory Of Production	Theory of production, Law of Variable proportions, Cobb-Douglas Production Function, Isoquant and Isocost curve analysis, factor productivity & return to scale, Economies of Scale, Cost concepts, Theory of cost- the cost output relationship in short run and long run, Concepts of Break-even analysis, marginal and incremental analysis.	9
4	Market Structure & Pricing Theory	Pricing under different demands conditions: Perfect competition, Monopoly, monopolistic and Oligopoly, Kinked demand curve, Cournot's model, Cartels, Price Discriminations.	9
5	Macro Economic Concept	Concept of GDP, National Income Measurement - Net Output Method, Factor Income Method, Expenditure Method, Business Cycles-types and phenomenon, Inflation- Concept and Importance, Monetary approach, Concepts of CPI and WPI.	9

References Books:

Dobbs, I. M., Managerial Economics, Oxford: Oxford University Press,2000

Dwivedi, D.N., Managerial Economics, Vikas Publishing House Pvt. Ltd.,2009

Mansfield, E., Managerial economics - Theory, Application and cases, New York,1996

Salvatore, D., Managerial Economics in Global Economy, 4th ed., Thompson - South- Western, 2001

Smith, A., The Wealth of Nations, Modern Library edition, New York: Random House, 1937

MBA 1 Year / Semester 1

Course Code : MT402

Title of The Course: Quantitative Methods

L	T	P	C
3	1	0	4

Approved On:

Pre-Requisite: NONE

Co-Requisite: NONE

Objective : . The objective of the course is to teach the learner basic quantitative approach to managerial problems and to solve decision problems using quantitative and statistical techniques.

Course Outcomes	
CO 1:	To demonstrate and understand the quantities approach of mathematical and statistical analysis.
CO 2:	To demonstrate and understand the matrices and calculus concept.
CO 3:	To understand the knowledge of central tendency.
CO 4:	To understand the concept of probability with its laws and principles.
CO 5:	To demonstrate and implicated the decision theory and index number.

Unit No.	Title of The Unit	Content of The Unit	Contact Hrs.
1	Mathematical and Statistical Analysis:	An overview of the quantitative approach and its applications; Mathematical functions and their applications; Concepts and applications of derivatives; Overview of statistics, Classifying data to convey meaning Importance for learning statistics for managers. Statistical thinking and analysis, Types of statistical methods, Importance and scope of statistics, especially in Business management	9
2	Matrices and Calculus Concept	Matrices: Minors and cofactors, Matrix inversion, Solution of simultaneous equations, Cramer's rule, Gauss elimination method; Differentiation & Integration (ILATE), Maxima and Minima, Application of calculus concepts in business management	9
3	Descriptive Statistics:	Measures of central tendency, Measure of dispersion, Co-efficient of variation, Skewness, Moments and kurtosis: Measures of skewness, Moments - moments about mean, moments about arbitrary point, moments about zero or origin. Measures of kurtosis, Correlation and regression	9
4	Fundamentals of Probability	Laws of probability, Bayes' theorem, Probability distribution function, Cumulative probability distribution function, Expected value and variance of a random variable, discrete probability distributions - Binomial and Poisson, Continuous probability distribution - Normal, binomial and Poisson	9
5	Index Number and Decision Theory	Index numbers: Types and methods of their construction (Weighted & Un-weighted), Decision environment, Decision making under uncertainty and risk, Steps in decision theory approach. Types of decision making environments, Bayesian analysis, Decision tree analysis - maximin, maximax, minimax and regret.	9

References Books:

Levin, Richard & Rubin, David, Statistics for Management, (First Indian Reprint 2004), Pearson Education, New Delhi

Vohra, N. D., Quantitative Techniques in Management, Tata Mcgraw Hill, New Delhi

Gupta, S. C. & Kapoor, V. K, Fundamentals of Mathematical Statistics, (11th Edition), Sultan Chand and Sons, New Delhi

Dobbs, I. M., Mathematical statistics, Oxford: Oxford University Press, 2000

Dwivedi, D.N., Fundamentals of Mathematical Statistics, Vikas Publishing House Pvt. Ltd., 2009

MBA 1 Year / Semester 1

Course Code : LN404
 Approved On:
 Pre-Requisite: NONE

Title of The Course: Business Communication
 Co-Requisite: NONE

L	T	P	C
3	0	0	3

Objective : . The course aims to make students proficient in written as well oral communication. The focus will be on business related communication

Course Outcomes	
CO 1:	The student will understand the communication process and barriers.
CO 2:	The student will know the non verbal communication .
CO 3:	The student will understand process of written communication.
CO 4:	The student will understand the activities involved in communication process.
CO 5:	The students will understand the personal communication (Letters, Public speaking etc)

Unit No.	Title of The Unit	Content of The Unit	Contact Hrs.
1	Introduction to communication	Introduction to communication, communication process, Barriers to Communication effective communications , types of communication in organizations viz. downward ,upward ,horizontal, static Vs dynamic.	6
2	Non verbal communication	Non verbal communication, communication through clothes / colours /space/symbol, body language and etiquettes, inter-personal communication, self concept and communication, assertive communication.	7
3	Written communication	Types of business writing viz, Newsletters, Reports, Folders, Fact Sheets, Press release; Readership and writing style-human aspects of writing.	8
4	Communication activities	Meetings-Planning for meeting, tips for chairing, opening, progress & ending, Behaviour of ordinary members. The character of business meeting, Energies for meetings, Group discussions, brain storming sessions and presentations.	8
5	Personal communication	Handling personal communication Letters. Dictation, reading, problem-solving listening skills, self- talk, self-reflection, steps to personal creativity, public speaking,	6

References Books:

Bovee. 2008. Business Communication Today.7th Ed. Pearson Edu

Brown L. 2006. Communications Facts and Ideas in business. Prentice Hall

Lesikar. 2004. Basic Business Communication. McGraw Hill

Ramchandran KK, Lakshmi KK & Karthik KK. 2007. Business Communication. Mac

Vohra, N. D., Business Communication in Management, Tata Mcgraw Hill, New Delhi

MBA 1 Year / Semester 1

Course Code : CS403
 Approved On:
 Pre-Requisite: NONE

Title of The Course: Computer in Management
 Co-Requisite: NONE

L	T	P	C
2	1	0	3

Objective:-The learner acquaintance with computer hardware, To use software on a particular hardware, To know the basic Networking concepts.

Course Outcomes	
CO 1:	To understand the computers and its implication in Management.
CO 2:	To understand the MS office and its use in management.
CO 3:	To understand the network and how networking is useful
CO 4:	To understand the internet and its use in management
CO 5:	To understand the E-Commerce and how it is emerging a new market.

Unit No.	Title of The Unit	Content of The Unit	Contact Hrs.
1	Introduction to computers	Introduction and definition of computer; functional components of a computer system- (Input unit, CPU, Memory and output unit); Types of memory and memory hierarchy; Functioning inside a computer; characteristics, advantages and limitations of a computer; classification of computers; Essential Components of computer Hardware: (a) Input devices - keyboard, printing devices, voice speech devices, scanner, MICR, OMR, Bar code reader, digital camera etc. (b) Output devices - Visual Display Unit, printers, plotters etc.(c) Storage Devices - Magnetic storage devices, Optical storage devices, Flash Memory etc. Software: Introduction; Types of software with examples; Introduction to languages, compiler, interpreter and assembler. Operating System: Definition, Functions, Types and Classification, Elements of GUI based operating system-Windows-Use of menus, tools and commands of windows operating system.	8
2	Introduction to MS office	Use of MS-Office: Basics of MS-Word, MS-Excel and MS-PowerPoint; Application of these software's for documentation and making reports; preparation of questionnaires, presentations, tables and reports (Practical) Database Management System : Overview of DBMS; Components of DBMS, Recent trends in database, RDBMS. MS Access: Overview of MS-Access. Creating tables, queries, forms and reports in MS-Access.	8
3	Computer network	Overview of Computer Network, Types of computer networks (LAN, WAN and MAN), Network topologies, Components of computer networks (servers, workstations, network interface cards, hub, switches, cables, etc..)	7
4	Internet	Overview of Internet, Architecture & Functioning of Internet, Basic services over Internet like WWW, FTP, Telnet, Gopher etc., IP addresses, ISPs, URL, Domain names, Web Browsers, Internet Protocols, Search engines, e-mail, Web browsing, searching, downloading & uploading from Internet	6
5	E-commerce	Introduction, Comparison between Traditional commerce and E-commerce; Advantages & disadvantages of e-commerce, Buying & Selling on Internet, Issues in Implementing Electronic Commerce. Applications of Information Technology: Information Technology (IT) applied to various functional areas of management, such as Production / Operations, Marketing, Human Resource, Finance and Materials Management	6

References Books:

Lucas. 2004. Information Technology for management . McGraw Hill.

Norton P, 1998. Introduction to computers 2nd ED. Tata McGraw Hill.

Rajaraman V. 2006. Introduction to information technology. Prentice Hall of India.

Ram KK, LMittal. KK & Karthik KK. 2007. MIS. Mac

Vishnu Diwedi., Management Information System, Tata McGraw Hill, New Delhi

Course Code : CS404
 Approved On:
 Pre-Requisite: NONE

Title of The Course: Computer in Management Lab
 Co-Requisite: NONE

L	T	P	C
0	0	4	2

Objective : .The learner acquaintance with computer hardware, To use software on a particular hardware, To know the basic Networking concepts in practical form.

Course Outcomes	
CO 1:	To understand the computers and its implication in Management.
CO 2:	To understand the MS office and its use in management.
CO 3:	To understand the network and how networking is useful
CO 4:	To understand the internet and its use in management
CO 5:	To understand the E-Commerce and how it is emerging a new market.

Unit No.	Title of The Unit	Content of The Unit	Contact Hrs.
1	MS WORD	<p>New Document, entering & changing text, Aligning, Justifying, Bold, Italics, Underline, Borders & Shading, Table-Creation, Adding rows & columns, splitting & combining cells, Headers & Footers, Inserting pictures, graphs, chart, word Art, find & Replace, Page setup.</p> <p>Mail Merge: Creating of main documents & data source, Adding & Removing fields from data source.</p> <p>Exercise:</p> <ul style="list-style-type: none"> ● Make a file using Bold, italics, and underline ● Set alignments (Left, right, & Center) ● Creating a file and use format painter ● Insert a table in a file and apply bullets and numbers in row and columns. ● Insert header and footer in a document, alignment of text in header and footer and insert a logo, page number of page and date. ● Apply water mark (text) in a document. ● Apply border and shading in page. ● Apply superscript and subscript wherever required in the document. ● Insert picture and text in text box. ● Create a diagram or organization chart in document. ● Save an existing file with a different name and different location. ● Create a document and set line spacing. ● Write a letter for inviting 100 people using mail merge with minimum 4 fields (Name, Address, phone number, e-mail ID) ● Add one more field of your choice and remove the address field ● Rename phone number field with contact number ● Create a file using word ART ● Create a document and insert a graph and chart in it. ● Set page margin (left, right, bottom) of 1 inch and set gutter margin. ● Show the use of grouping option 	10
2	MS-Excel	<p>Cell, worksheet, work-book, cell entering-text value, formulae, insertion and deletion of row, column, and worksheet, auto sum tool, cell referencing function –sum, average, max, min, count, sumif, countif, if, vlookup.</p> <ul style="list-style-type: none"> ● Insert a new worksheet in an existing worksheet and also rename worksheet. ● Set the width of column and rows ● Merge cells. ● Sort the data in alphabetical manner ● Filter the data accordingly ● Create a mark sheet and apply conditional formatting in it. ● Apply validation to a selected area. 	10

		<ul style="list-style-type: none"> ● Set margins of excel sheet using print preview option ● Creating mark sheet using print sum, if and if function. ● Calculate mean of total marks in the marks sheet. ● Set the data in the manner that it shows two figures after decimal using round function. ● Insert comment on specific cell using comment option ● Using MOD function separate odd and even figures ● Find the maximum and minimum value in the worksheet. ● Find the value which are more that a given limit using countif function. ● Apply data on every page using DATEfunction. ● Show the use of Vlookup function in the existing data. ● Show the changes occurred in the adjacent cell when goal seek function is used. ● Draw a pie and bar chart according to given data. ● Sum the column by using autosum tool 	
3	MS- PowerPoint	<p>Creating presentation, adding slide, applying design templates, Master Slide, Adding special effects</p> <p>Exercise:</p> <ul style="list-style-type: none"> ● Creating a power point presentation of 5 slides using custom animation. ● Insert 2 slides in the existing presentation and change their background colour. ● Insert a chart and a picture in second slide ● Show the use of master slide and duplicate slide. ● Prepare a slide showing slide transition. ● Insert a movie clip in a slide. ● Prepare 10 slides each having different design ● Unloop the slide show. 	10
4	INTERNET	<p>Web browsing, E-mailing</p> <p>Exercise:</p> <ul style="list-style-type: none"> ● Creating an Email ID ● Gather the information on a given topic using search engine (Google) ● Changing IP address of a computer ● Show the use of internet search tool. ● Compress and decompress file and folders. 	8
5	MULTIMEDIA: A:	Text, Graphics, Animation, Audio, Video	7

References Books:

Lucas. 2004. Information Technology for management . McGraw Hill.

Norton P, 1998. Introduction to computers 2nd ED. Tata McGraw Hill.

Rajaraman V. 2006. Introduction to information technology. Prentice Hall of India.

Ram KK, LMittal. KK & Karthik KK. 2007. MIS. Mac

Vishnu Diwedi., Management Information System, Tata McGraw Hill, New Delhi

MBA 1 Year / Semester 1

Course Code : BM403

Title of The Course: Financial and Management Accounting

L	T	P	C
3	1	0	4

Approved On:

Pre-Requisite: NONE

Co-Requisite: NONE

Objective : . To familiarize students with basics of financial, cost and management accounting, to equip them techniques of business decisions based on accounting information, to use financial data in decision making.

Course Outcomes	
CO 1:	To make students understand the meaning and concept of accounting.
CO 2:	To make students understand the double entry system and preparation of final accounts.
CO 3:	To make students aware of Financial Techniques and analysis of ratios.
CO 4:	To make understand the techniques and effects of costing.
CO 5:	To make student understand the difference between standard costing and variance analysis.

Unit No.	Title of The Unit	Content of The Unit	Contact Hrs.
1	Introduction	Meaning, definition and needs of accounting business decisions; forms of accounting and users of accounting information; accounting standardization and role of AICPA; framework of accounting postulates; principles, conventions, concepts, procedures, methods etc; accounting equations and types of accounts, rule of recording business transactions.	9
2	Orientation in Accounting	Double Entry System and Recording of Transactions into the Journals. Posting Transactions into Ledger. Sub-division of Journals. Preparations of Trial Balance. Capital and Revenue. Preparation of Annual Accounts - Profit and Loss Account and Balance Sheet. Adjustment Entries.	9
3	Techniques of Financial Analysis:	Accounting Ratios - Meaning, Significance and Limitations, Classification, Computation and interpretation of Liquidity Ratios, Leverage Ratios, Activity/ turnover Ratios and Profitability Ratios Funds Flow Statement - Meaning and Need. Preparation and Interpretation, Cash Flow Statement - Meaning, Need, Preparation and Interpretation of break even analysis; activity based costing. Current Trends in accounting: i. Real Life Case Analysis from Indian Corporate and Government sectors ii. Accounting software- Tally(Practical)	9
4	Basics of Costing:	Costing as an aid to management; presentation of various costs in proper format; marginal costing and absorption costing; cost volume profit analysis, its assumption and calculation; managerial uses	9
5	Standard Costing and Variance Analysis :	Meaning and uses of standard costing; procedure of setting standards; variance analysis, one way and two way analysis of variance; overall cost variance; material variance; labour variance and overhead variance; material price variance; material usage variance; material yield variance; material mix variance; labour cost and time variance; labour mix and yield variance; overhead volume and expenditure variance;	9

References Books:

Dearden J and Bhattacharya SK, Accounting for Management-Text and Cases, 2005, Vikas Publishing House Private Ltd, New Delhi.

I.M.Pandey, Management Accounting, 2007, Vikas Publishing House Private Limited, New Delhi

Hingorani, Ramnathan and Grewal, Management Accounting, 2005, S. Chand & Sons, New Delhi

Richard A. Brealey, Stewart Myers and Franklin Allen. (2013). Principles of corporate finance. (11thed.). McGraw Hill

Prasanna Chandra. (2007). Financial Management Theory and Practice. (7thed.). McGraw Hill.

MBA 1 Year / Semester 1

Course Code : BM404
Approved On:
Pre-Requisite: NONE

Title of The Course: Marketing Management
Co-Requisite: NONE

L	T	P	C
3	0	0	3

Objective : . The purpose of this course is to develop and understanding of the underlying concepts, strategies and issues involved in the marketing of products and services.

Course Outcomes	
CO 1:	To familiarize the students with the fundamentals of marketing to enable them to take better marketing decisions.
CO 2:	To discuss and make the students understand the nuances and complexities involved in various product and pricing decisions.
CO 3:	To equip the students to take effective segmentation, targeting and positioning decisions for products and services
CO 4:	To develop the skills among students to enable them to design the Promotion-Mix strategies advertising campaigns
CO 5:	To make the students aware about the current trends in marketing to enable them to take proactive measures while taking marketing decisions.

Unit No.	Title of The Unit	Content of The Unit	Contact Hrs.
1	Introduction	An Introduction to Marketing Management. Nature and Scope of Marketing Management. Philosophies of marketing Management. Elements of Marketing Management- Needs, Wants, Desire, Demands, Customer, Consumer, Markets and Marketers, Marketing Vs Selling, Consumer Markets and Industrial Markets	7
2	Market Analysis	Nature, Process and Contents of Marketing Plan. Marketing Environment-Micro and Macro components and their impact on Marketing Decision. The Changing Marketing Environment, Controllable and Uncontrollable factors affecting marketing decisions, analyzing needs and trends in political, economic, socio-cultural and technical environment- PEST Analysis.	8
3	Market Selection	Definition, Need and Benefits of Market Segmentation. Bases for Market Segmentation of Consumer goods, industrial goods and services. Segment, Niche and Local Marketing. Target Markets, concept of Target Market. Positioning and differentiation strategies, concept of positioning-value positioning and USP	7
4	Marketing Mix- I	Product Decision- Concept of a Product; Classification of Products; Major Product Decision; Product Line and Product Mix; Branding; Packaging and Labeling; Product Life Cycle-Strategic Implications; New Product Development(Basic Steps and Process). Price Decision- Concept and meaning of Price and Pricing, Significance of Pricing Decision, Factors affecting Price Determination; Pricing Methods and Techniques, Pricing Policies and Strategies	7
5	Marketing Mix - II	Place Decision- Nature, Functions, and Types of Distribution channels; Distribution channel Intermediaries; Channel Management Decisions, Marketing Channel System-functions and flows. Promotion Decision-Communication Process; Promotion Mix- advertising, personal selling, sales promotion, publicity and public relations; Media Selection; Advertising effectiveness; Sales promotion- tools and techniques	6

References Books:

Kotler, Philip., Marketing Management, Person Education Pvt. Ltd., New Delhi.Edition-14th.

Saxena, Rajan., Marketing Management, Tata McGraw Hill, New Delhi.Edition-3rd.

Ramaswamy,V.S and Namakumari,S.,Marketing Management, Macmilan India, New Delhi.Edition-4th

Lamb, Hair and Danniell. M. C. (2004). Marketing. (7thed.).Thomson

Evans and Berman. (2005). Marketing. (2nded.).Biztantra

MBA 1 Year / Semester 1

Course Code : BM405

Title of The Course: Human Resource Management

Approved On:

L	T	P	C
3	0	0	3

Pre-Requisite: NONE

Co-Requisite: NONE

Objective :The Course aims at familiarizing the students with various aspects of HRM. The basic objective is to help the students to acquire and develop decision-making skills in relation to managing human resources of the organization. To understand HR Functions as a Strategic Partner in the formulation and implementation of Companies Strategies

Course Outcomes	
CO 1:	To understand the conceptual background of HRM, its evolution and present role in organizational structure. This unit exhibits the overall importance of various functions of HRM in organizational functioning.
CO 2:	To understand the philosophy of HRM, characteristics of HR policy in framing HRM background. This Unit explains the gravity of HRP model and job analysis in deciding the future an organization.
CO 3:	To understand the outcomes of external and internal recruitment techniques and selection process. The concept of testing and the importance of varied test used in selection.
CO 4:	To Understand the role of training and development, performance appraisal and, job evaluation in managing Human resources .The importance of TNA in the success of training and development .
CO 5:	To understand job-based compensation scheme, emerging horizons of HRM like e-HRM a, enduring international HRM, role of HRIS in the context of present business environment, strategies of HRM and its synchronization with business strategies.

Unit No.	Title of The Unit	Content of The Unit	Contact Hrs.
1	An Introduction	HRM: Definition, Meaning, Objective, Importance & Scope. Evolution of HRM, Functions of HRM HR Sub Systems Organization Structure of HRM	7
2	Policy & Planning	HRM Philosophy. HRM Policy: Meaning Definition, Importance, Characteristics of Good HR Policy. Human Resource Planning Model, Barriers of HR Planning, Job Analysis Job Description & Job Specification	7
3	Recruitment & Selection	Concept of Recruitment: Meaning, Definition, Importance, Recruitment Process and Barriers. Concept Of Selection : Meaning, Definition, Importance, Selection Process and Barriers. Sources of Testing: Aptitude test, Personality test, simulation exercises. Assessment Centre. Induction Programme.	7
4	Training & Development, Performance Appraisal	Training and Development Concept of Training & Development, Training Process, Identification of Training needs & setting Objective, Training Methods, Designing a Training Programme Performance Appraisal Concept of Performance Appraisal System, Methods of Performance Appraisal system. Job Evaluation: Scope. Process and methods of job evaluation	7
5	Compensation & Macro View Of HRM	Objective of compensation strategy, Components of remuneration: Wages & Salary, Incentives, Fringe Benefits ,Non- Monetary Benefits Multi dimensional Approach to compensation, Types of Payment System, Macro View of HRM, HR in India and International HRM basic concepts, Linkage between Corporate Strategy & HRM Strategy, Emerging Trends In Human Resource Management	7

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