NOIDA INSTITUTE OF ENGG. & TECHNOLOGY, GREATER NOIDA, GAUTAM BUDDH NAGAR
(AN AUTONOMOUS INSTITUTE)

Affiliated to

DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY, LUCKNOW

Evaluation Scheme & Syllabus

For

MBA (Integrated)

First Year

(Effective from the Session: 2022-23)

MBA (Integrated)
<u>EVALUATION SCHEME</u>
SEMESTER -I

S. No	Subject Code	Subject Name	Periods			Evaluation Scheme			End Semester			Total	Credit
			L	T	P	CT	TA	Total	PS	TE	PE		
1	AMIBA0101	Business Environment	4	0	0	20	20	40	0	60	0	100	4
2	AMIBA0105	Principles & Practices of Management	4	0	0	20	20	40	0	60	0	100	4
3	AMIBA0103	Managerial Economics	4	0	0	20	20	40	0	60	0	100	4
4	AMIBA0102	Business Mathematics	3	1	0	20	20	40	0	60	0	100	4
5	AMIBA0104	Proficiency in English Communication	4	0	0	20	20	40	0	60	0	100	4
6	AMIBA0156	Office Management	0	0	4	0	0	0	25	0	25	50	2
7		2 MOOCs**											
Total												**550**	**22**

List of MOOCs (Coursera) Based Recommended Courses for First Year (Semester-I) MBA (Integrated) Students

S. No.	Subject Code	Course Name	University / Industry Partner Name	No of Hours	Credits
1	AMC0137	Collaborate Effectively for Personal Success	IBM	2	0.5
2	AMC0138	Present with Purpose: Create/Deliver Effective Presentations	IBM	3	0.5

Abbreviation Used:-

L: Lecture, T: Tutorial, P: Practical, CT: Class Test, TA: Teacher Assessment, PS: Practical Sessional, TE: Theory End Semester Exam., PE: Practical End Semester Exam.

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MBA (Integrated)
EVALUATION SCHEME
SEMESTER -II

S. No	Subject Code	Subject Name	Periods			Evaluation Scheme				End Semester		Total	Credit
			L	T	P	CT	TA	Total	PS	TE	PE		
1	AMIBA0204	Macro Economics	4	0	0	20	20	40	0	60	0	100	4
2	AMIBA0203	Introduction to Business Statistics	3	1	0	20	20	40	0	60	0	100	4
3	AMIBA0205	Organizational Behaviour	4	0	0	20	20	40	0	60	0	100	4
4	AMIBA0202	Financial Accounting-I	3	1	0	20	20	40	0	60	0	100	4
5	AMIBA0201	Business Communication	3	0	0	20	20	40	0	60	0	100	3
6	AMIBA0256	Data Analytics using Spreadsheet	0	0	4	0	0	0	25	0	25	50	2
7		2 MOOCs**											
Total												**550**	**21**

List of MOOCs (Coursera) Based Recommended Courses for First Year (Semester-II) MBA (Integrated) Students

S. No.	Subject Code	Course Name	University / Industry Partner Name	No of Hours	Credits
1	AMC0139	Delivering Quality Work with Agility	IBM	3	0.5
2	AMC0140	Solving Problems with Creative and Critical Thinking	IBM	3	0.5

Abbreviation Used:-

L: Lecture, T: Tutorial, P: Practical, CT: Class Test, TA: Teacher Assessment, PS: Practical Sessional, TE: Theory End Semester Exam., PE: Practical End Semester Exam.

Course Code	AMIBA0101	L	T	P	Credit
Course Title	Business Environment	4	0	0	4
Course Objective: Objective of this course is to:		Duration: 40 Hours			

1	Facilitate understanding of the conceptual framework of business and factors affecting business and its applications in decision making under various environmental constraints.
2	Develop understanding of different types of economies
3	Make students aware of Indian industrial policies and their implications
4	Ability to understand the role of government to regulate different policies to control trade and commerce.
5	Ability to understand the role and objective of International Business Environment and latest trends in world trade.

Pre-requisites: Basic understanding management concepts

Course Contents / Syllabus		
UNIT-I	**An Overview of Business Environment**	**8 Hours**

Nature, scope and objectives of Business, Concept, Significance, Components of Business environment, types of environment, Factor affecting Business Environment, Social Responsibilities of Business.

UNIT-II	**Economic Systems**	**8 Hours**

Economic Systems: Capitalism-features, Socialism-characteristics, Communism, Mixed Economy-features, Public Sector-characteristics, merits and demerits & Private Sector-features, importance and scope, demits and demits.

UNIT-III	**Industrial Policies and Regulations**	**8 Hours**

Industrial Policy -Its historical perspective; Socio-economic implications of Liberalization, Privatization-ways of privatization, merits and demerits, Globalization-features, essential conditions for globalization, foreign market entry strategies.

UNIT-IV	**Government Control and Regulations**	**8 Hours**

Role of Government in Regulation and Development of Business; Monetary policy- objective, types, instruments and Fiscal Policy- objectives, fiscal instruments; EXIM Policy, FEMA.

UNIT-V	**Global Environment**	**8 Hours**

Overview of International Business Environment, Trends in World Trade: WTO- Objectives, functions and role in international trade.

Course outcome: At the end of course, the student will be able to:		
CO 1	Define facts, terms and basic concepts of various aspects of Business Environment. Describing various national & international policy and trade.	Knowledge (K1)
CO 2	Demonstrate the historical and modern perspective of business policy and correlating and illustrate those using today's examples.	Comprehending (K2)
CO 3	Perform the implementation part of various theories using simulation and case study method.	Applying (K3)

CO 4	Analyze various monetary and fiscal policy, Exim policy, role of WTO and its implication for structuring, reporting and organizing.	Analyzing (K4)
CO 5	Evaluate the different policies and their impact on the domestic economy & international trade.	Synthesis & Evaluate (K5)
Text books		
1.Francis Cherunilum (2018)*, Business Environment;* Himalaya Publishing House, Edition 23th. *2.* K.Aswathapa *(2014) Essentials of Business Environment;* Himalaya Publishing House, Edition 2014.		
Reference Books		
1.Faisal Ahmed (2014*) Business Environment;* PHI Learning, Edition 14th, 2014 2.Justin Paul (2018) *Business Environment;* McGraw-Hill Education (India) Pvt Limited, Edition 2018.		

Course Code	AMIBA0105	L	T	P	Credit

Course Title	Principles and Practices of Management	4	0	0	4
Course Objective: Objective of this course is to:		Duration: 40 Hours			
1	Enable students to understand Management Concepts, managerial practices and their perspectives.				
2	Develop understanding of concepts of Organizing and Directing.				
3	Equip the students with concepts of Motivation and their application.				
4	Comprehend and interpret the aspects of Individual and Group Behavior.				
5	Inculcate leadership skills and team building capabilities in students.				

Pre-requisites: Basic understanding of management and organization behavior.

Course Contents / Syllabus		
UNIT-I	**Introduction of Management**	**8 Hours**

Management-Meaning, Nature & Significance-Combination of Art & Science, Management as a Profession, Management Vs Administration, Levels of Management-Elements of managerial processes - Styles & Roles of Managers in Organizations. Contributions of Taylor and Fayol, Human Relations & Behavioural Schools-Hawthorne Studies.

UNIT-II	**Planning**	**8 Hours**

Nature, Process of Planning, Planning and Environmental Uncertainties, Types of Planning, Advantages and Limitations of Planning-Decision Making-Stages in Decision Making. Case studies.

UNIT-III	**Organizing**	**8 Hours**

Nature & Significance of Organization, Authority & Responsibility Relationships-Span of Control, Process of Delegations-Barriers to Delegation, Centralization & Decentralization. Concept of Line & Staff-Overcoming Line-staff conflict, Committees, Co ordination, Organization Structures, Types, Advantages & Disadvantages. Case studies.

UNIT-IV	**Staffing & Directing**	**8 Hours**

Staffing, Scope of Staffing Functions, Directing: Concept, Principles & Techniques of directing and Coordination Motivation - Theories of Motivation. Theory X, Theory Y, Theory Z. Maslows need hierarchy. Concept of leadership-Meaning. Importance, Styles, Supervision, Motivation Communication. Case Studies.

UNIT-V	**Controlling**	**8 Hours**

Controlling: Concept, Principles, Process and Techniques of Controlling, Relationship between planning and controlling. Case Studies. Case studies.

Course outcome:	At the end of course, the student will be able to:	
CO 1	Develop the basic understanding of Management concepts, principles and practices.	Understand (K2)
CO 2	Understand Organizing and Directing principles of management.	Understand (K2)
CO 3	Analyze the usage of applications of Motivation and various concepts in Management	Applying (K4) Analyzing (K5)
CO 4	Understand staffing and selection concepts.	Understand (K2)
CO 5	Develop leadership skills and team building capabilities in students.	Knowledge (K 2)

Text books

1. Koontz Harold,Weihrich Heinz& Mark V. Cannice (2020) – Essentials of management, Tata McGraw Hill, 11thEdition,
2. Robbins Stephen P&Judge Timothy (2016) A. ―Organizational Behaviour, Pearson

Reference Books

1. Robbins &Coulter :Management (2019) Pearson, 14th Edition,
2. Pareek Udai (2016) :Understanding Organizational Behaviour, Oxford University Press, 4th Edition,
3. Luthans Fred (2013) :OrganizationalBehaviour, McGraw Hill International Edition, 12th Edition,
4. Prasad L. M (2016) : Principles and Practices of Management, SultanChand& Sons, 9th edition,2016

Course Code	AMIBA0103	L	T	P	Credit
Course Title	**Managerial Economics**	4	0	0	4
Course Objective: Objective of this course is to:		**Duration: 40 Hours**			

1	Understand the concepts and importance of Managerial Economics in taking business decisions.
2	Enable students to apply various concepts of law of demand and supply for taking price decisions.
3	Develop understanding of production concepts and cost concepts.
4	Understand and be able to apply pricing decision to various market structure
5	Comprehend various theories of the firm.

Pre-requisites: Required Basic Knowledge of management concepts and principles.

Course Contents / Syllabus		
UNIT-I	**Basic Concepts and principles:**	**8 Hours**

Definition, Nature and Scope of Economics-Micro Economics and Macro Economics, Managerial Economics and its relevance in business decisions. Fundamental Principles of Managerial Economics - Incremental Principle, Marginal Principle, Opportunity Cost Principle, Discounting Principle, Concept of Time Perspective, Equi-Marginal Principle, Utility Analysis, Cardinal Utility and Ordinal Utility. Case Studies.

UNIT-II	**Demand and Supply Analysis:**	**10 Hours**

Theory of Demand, Types of Demand. Determinants of demand, Demand Function, Demand Schedule, Demand curve, Law of Demand, Exceptions to the law of Demand, Shifts in demand curve, Elasticity of Demand and its measurement. Price Elasticity, Income Elasticity, Arc Elasticity. Cross Elasticity and Advertising Elasticity. Uses of Elasticity of Demand for managerial decision making, Demand forecasting- meaning, significance and methods. (numerical Exercises) Case Studies
Supply Analysis; Law of Supply, Supply Elasticity; Analysis and its uses for managerial decision making. Price of a Product under demand and supply forces. Case Studies

UNIT-III	**Production and cost Analysis:**	**8 Hours**

Production concepts & analysis; Production function, Types of production function, Laws of production: Law of diminishing returns, Law of returns to scale.
Cost concept and analysis: Cost, Types of costs, Cost output relationship in the short-run. Cost output relationship in the Long-run. Estimation of revenue. Average Revenue, Marginal Revenue . Case Studies

UNIT-IV	**Market structures:**	**8 Hours**

Perfect and Imperfect Market Structures, Perfect Competition, features, determination of price under perfect competition. Monopoly: Features, pricing under monopoly, Price Discrimination.

UNIT-V	**Economic Theory**	**6 Hours**

The Firm in Theory and Practice - Economic Theory of the Firm – The Behavioral Theory of the Firm - Managerial Theories of the Firm – Profit concepts & analysis – Game Theory and Asymmetric Information. Case Studies.

Course outcome:	**At the end of course, the student will be able to:**	
CO 1	To remember and understand the concepts of micro economics to make effective business decisions under conditions of risk and uncertainty.	Remembering (K1) Understanding (K2)

CO 2	To understand the law of demand & supply & their elasticities.	Understanding (K2)
CO 3	To analyze production concepts, cost conceptsand their impact on business decisions.	Analyzing (K4)
CO 4	Understand & evaluate pricing decisions under the different market structures.	Understanding (K2) Evaluating K5)
CO 5	To analyze various theories of the firm and how they affect the business decisions.	Analyzing (K4)

Text books

1. Geetika, Ghosh & Choudhury (2019). Managerial Economics, Cengage Learning, New Delhi,
2. Mote V.L., Samuel Paul and G.S. Gupta (2002), Managerial Economics Concepts and Cases, Tata McGraw Hill Publishing Company Ltd., New Delhi

Reference Books

1. D.N.Dwivedi (2019), Managerial Economics , ,Vikas Publication, 7th Ed
2. Moyer &Harris (2020). Managerial Economics, Tata Mcgraw-Hill, New Delhi
3. Varshney & Maheshwari (2020), Managerial Economics, Sultan Chand.

Course Code	AMIBA0102	L	T	P	Credit
Course Title	**Business Mathematics**	3	1	0	4
Course Objective: Objective of this course is to:		Duration: 40 Hours			
1	Understand the concept of basic mathematical tools.				
2	Understand the concept of set theory.				
3	Understand the concept of functions and mathematical series.				
4	Understand the concept of Matrices and determinants.				
5	Understand the concept of Differential and Integral Calculus.				

Pre-requisites: Knowledge of basic calculation methods.

Course Contents / Syllabus		
UNIT-I	**Commercial Arithmetic**	**8 Hours**
Theory of Indices, Percentage, Ratio and Proportion; Simple interest, Compound interest.		
UNIT-II	**Set Theory**	**8 Hours**
Definition, Types of Sets, Union and intersection of sets, Venn diagram, DE Morgan's Laws, Application of Set Theory to business problems; Permutations and Combinations.		
UNIT-III	**Functions and Mathematical Series**	**8 Hours**
Functions of real variables, Linear, Exponential and Logarithmic with graph and illustrative examples; Arithmetic Progressions (A.P.), Geometric Progressions (G.P.) and Harmonic Progressions (H.P.)., relationship among AP, G.P. and H.P.		
UNIT-IV	**Matrix Algebra**	**8 Hours**
Introduction, types of matrices, Addition of matrices, Subtraction of matrices, Multiplication of matrices, Transpose of matrix, Expansion of determinants, Minor and Cofactors, Properties of determinant, Applications of matrix operations in business decision making.		
UNIT-V	**Differential and Integral Calculus**	**8 Hours**
Concept of Differentiation and integration, Maxima and minima in Differentiation, Application to business problems (only algebraic functions).		

Course outcome: At the end of course, the student will be able to:

CO 1	Solve the problems of Percentage, Ratio and Proportion, Simple Interest & Compound Interest.	Apply (K3)
CO 2	Apply the concept of Permutations and Combination in Probability.	Apply (K3)
CO 3	Understand the basic concept of functions and series.	Understand (K2)
CO 4	Apply the concept of matrices and determinants to solve linear system of equations.	Apply (K3)
CO 5	Apply the concept of differentiation for evaluating maxima and minima.	Apply (K3)

Text books

1. Thukral,J.K.; Business Mathematics,BVP Publications-latest edition
2. Sancheti and kapoor; Business Mathematics, latest edition

Reference Books

1. Chang; Business Mathematics, latest edition
2. Soni,R.S.; Business Mathematics, latest edition
3. Bhardwaj, R.S.; Mathematics for Economics and Business, Excel Books, 2000.
4. Raghavachari, M.; Mathematics for Management, Tata McGraw Hill, 2004.

Course Code	AMIBA0104	L	T	P	Credit
Course Title	**Proficiency in English Communication**	4	0	0	**4**
Course Objective: Objective of this course is to:		**Duration: 40 Hours**			
1	The objective of the course is to ensure that the students can communicate effectively, in clear and correct English, in a style appropriate to the occasion.				
2	The course provides a foundation in the four basic skills LSRW (Listening, Speaking, Reading, Writing) of language learning, aligned to an International Business English Certification.				

Pre-requisites:
- The student should be able to communicate in basic English and have control over simple grammatical structures of English.
- All the students must take an assessment exam to ascertain their level of skill in English and undergo a brief induction course in it.

Course Contents / Syllabus		
UNIT-I	**Introduction & Reading Skills**	**7 Hours**
Introduction to ESP, Reading basics (skimming, scanning, churning, & assimilation). Reading comprehension , Reading texts for paraphrasing & note making, diagram, chart, picture reading, Critical reading of texts through suggested list.		
UNIT-II	**Writing Skills**	**10 Hours**
Vocabulary building – Exposure to words from General Service List (GSL) by West & Academic Word List (AWL). Word formation. Root words, prefixes & suffixes; synonyms; antonyms; homophones; abbreviations; one-word substitutes, Requisites of a good sentence, Common errors - subject-verb agreement and concord, tenses, articles, preposition; punctuation, Paragraph writing , Basics of letter & email writing; notice & memo writing		
UNIT-III	**Listening Skills**	**5 Hours**
Process of listening, Types of listening, Overcoming barriers to listening, Tips for effective listening, Exercises on listening skills		
UNIT-IV	**Speaking Skills**	**8 Hours**
Skills of effective speaking, Applied phonetics – phoneme, syllable, word accent, Stress, rhythm & intonation in English, Neutral accent – difficulties of non-native speakers of English, Speaking with confidence		
UNIT-V	**Public Speaking**	**10 Hours**
Components of effective speaking in the workplace, Public speaking – Kinesics, Chronemics, Proxemics, Voice dynamics, Basics of Presentation, PPT support, Online Presentations & etiquette, Facing an Interview		

Course outcome:	At the end of course, the student will be able to:	
CO 1	Understand the basic objective of the course and comprehend texts for professional reading tasks in preparation for an International Certification in Business English.	L1, L3
CO 2	Write professionally in simple and correct English.	L5

CO 3	Interpret listening tasks for better professional competence.	L3
CO 4	Recognize the elements of effective speaking with emphasis on applied phonetics.	L1
CO 5	Apply the skill of speaking at the workplace.	L3

Text books

1. Cambridge English Business Benchmark (Pre-intermediate to Intermediate), 2nd edition, Norman Whitby, Cambridge University Press, 2006, UK.

2. Improve Your Writing ed. V.N. Arora and Laxmi Chandra, Oxford Univ. Press, 2001, New Delhi.

3. Technical Communication – Principles and Practices by Meenakshi Raman &Sangeeta Sharma, Oxford Univ. Press, 2016, New Delhi.

Reference Books

Talbot, Fiona. *Improve Your Global Business English* Kogan Page, 2012.

1. Leech Geoffrey. *Communicative Grammar of English* Pearson Education Harlow, United Kingdom, 1994.
1. Sethi. J. Course in Phonetics and Spoken English Prentice Hall India Learning Private Limited; 2 edition (1999)
2. Rebecca Corfield. *Preparing The Perfect CV*. Kogan Page Publishers, 2009.
2.
3. Anderson, Paul V. *Technical communication*. 8th ed. Cengage Learning, 2011.
3.
4. IELTS 11: General Training with answers. Cambridge English

Online reference e books and other reference materials:

5. http://promeng.eu/downloads/training-materials/ebooks/soft-skills/effective-communication-skills.pdf
6. http://ncert.nic.in/textbook/pdf/iees101.pdf
7. http://www.infocobuild.com/education/audio-video-courses/literature/CommunicationSkills-IIT-Kanpur/lecture-09.html
8. https://www.youtube.com/watch?v=JIKU_WT0Bls
9. https://www.youtube.com/watch?v=6Ql5mQdxeWk
10. https://www.youtube.com/watch?v=fE_cS75Lcvc
11. https://www.youtube.com/watch?v=1vUcxeuq7sg
12. https://www.youtube.com/watch?v=n4NVPg2kHv4
13. https://www.youtube.com/watch?v=Vu6UVwkUgzc

Course Code	AMIBA0156	L	T	P	Credit
Course Title	Office Management	0	0	4	2

Course Objective: Objective of this course is to:	Duration: Hours 40	
1	Develop understanding of windows.	
2	Provide an in-depth training in use of office automation, internet and internet tools.	
3	Develop documents, spreadsheets,make small presentations and would be acquainted with internet.	
4	Understand the concept of internet and its application.	
5	Understand the concept of Computer and its Components.	

Pre-requisites: The student must understand basic computer terminology, must have knowledge of input and output devices.

Course Contents / Syllabus		
UNIT-I	**Introduction to Computers**	**8 Hours**
Introduction, Characteristics of Computers, Block diagram of computer. Types of computers and features, Mini Computers, Micro Computers, Mainframe Computers, Super Computers. Types of Programming Languages (Machine Languages, Assembly Languages, High Level Languages). Types of Memory (Primary and Secondary) RAM, ROM, PROM, EPROM. Secondary Storage Devices (CD, HD, Pen drive) I/O Devices (Scanners, Plotters, LCD). Introduction to Binary, Octal, Hexadecimal system Conversion, Simple Addition, Subtraction, Multiplication.		
UNIT-II	**Windows**	**8 Hours**
Windows - Installing Windows, Starting and Quitting windows, Basic Elements of, Windows Working with Menus Dialogue Boxes, Window Applications, Program Manager, File Manager, Print Manager, Control Panel, Write, Paint Brush, Accessories including Calculator, Calendar, Clock, Card file, Note pad etc.		
UNIT-III	**Word Processor and Spreadsheet Tool**	**8 Hours**
Word Processing Tool - Salient features of Word Processing, File, Edit, View, Insert, Format, Tools, Tables, Window, Help options and all of their features, Options and Sub options etc. Spreadsheet Tool - Excel Worksheet, Data Entry, Editing, Cell Addressingranges, Commands, Menus, Copying & Moving Cell Content.		
UNIT-IV	**Microsoft PowerPoint**	**8 Hours**
Starting MS-PowerPoint, different Bars, Different Types of Views and Exiting MS- PowerPoint Creating a New Presentation, Working with Slides, Applying Design templates, Applying Custom Animations, Applying Slide Transitions. Saving a Presentation, Running a Presentation, Closing a Presentation and Opening an Existing Presentation.		
UNIT-V	**Internet and E-mail**	**8 Hours**
Introduction to Internet - Definition & History of Internet, Uses of Internet, Definition of URL, different types of Internet Connections; Evolution of Internet, Internet Applications, WWW, E-mail, FTP, TELNET, Web Browsers. Internet Service, Difference Between Internet, Extranet and Ethernet.		

Course outcome:	At the end of course, the student will be able to:	
CO 1	Acquire the skills necessary to understand windows and its functionality.	Understand (K2)
CO 2	Understand the word processing skills.	Understand (K2)

CO 3	Understand excel worksheet and analyzing the data.	Understand (K2)
CO 4	Demonstrate PowerPoint presentation and how to present data in best possible manner.	Apply (K3)
CO 5	Understand basic working of internet and email.	Understand (K2)

Text books

1. B Ram (2018), "Computer Fundamentals: Architecture and Organization",5th Edition, New Age International Publishers

2. Pradeep k Sinha (2010), "Fundamental of Computers",8th Edition, BPB Publications,

Reference Books

1. V. Rajaraman (2010), 'Fundamentals of Computers', 5th Edition., PHI,

2. Satish Jain (2006), 'Information Technology Concepts', ns, 4th Edition., BPB Publications,

3. Turban, Mclean and Wetherbee (2006), 'Information Technology for Management', 4th Edition.,John Wiley & Sons,

4. G. Courter (2006), 'Mastering MS Office 2000 Professional', 3rd Edition., BPB Publication, 2006.

Course Code	AMIBA0204	L	T	P	Credit
Course Title	Macro Economics	4	0	0	4
Course Objective: Objective of this course is to:		Duration: 40 Hours			
1	Analyze the concept of macroeconomic and its issues in the economy				
2	Understand the theories of money and its flow in the economy.				
3	Discuss inflation and unemployment.				
4	Analyse the determinants of consumption.				
5	Understand the Business cycle and Monetary policy				

Pre-requisites: Basic information of demand, supply and micro economic factors.

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Course Contents / Syllabus

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UNIT-I	Introduction to Macroeconomics	8 Hours

Introduction to Macroeconomics: An overview of macroeconomics - macro economic issues, key macro-economic variables, goals of macroeconomics policy and policy instruments. National Income: Concepts, analysis, and measurement. Problems in the Measurement of National Income.

UNIT-II	Money Demand and Supply	8 Hours

Money Demand and Supply: Nature and Functions of Money – Types of Money. Theories of Demand for Money – Defining Demand for Money – Classical Theories of Demand for Money – Friedman's Re-statement of Quantity Theory of Money; Liquidity Preference Theory and Keynesian Liquidity Trap. Theories of Supply of money; Defining Supply of Money; Measuring Supply of Money

UNIT-III	Inflation and Unemployment	8 Hours

Inflation: Meaning, Types and Theories of Inflation. Measurement of Inflation in India - Policies to control inflation, Deflation, Stagflation. Unemployment: Meaning and types of unemployment. - Cost of unemployment and Oakun's Law Measurement of unemployment in India.

UNIT-IV	Consumption Theory	8 Hours

Consumption: Meaning, determinants and importance. Theories of consumption, Function- Keynes' Psychological Law of Consumption – Average Propensity to Consume (APC), Marginal Propensity to Consume (MPC); Investment Function Concept of Marginal Efficiency of Capital and Investment

UNIT-V	Business Cycles	8 Hours

Business Cycle: Meaning, Nature, Characteristics and Phases of Business Cycle, Effects of Business Cycle on major Macroeconomic Indicators, Remedies to neutralize the adverse effects of Business Cycle; Monetary Policy - Meaning and Nature of Monetary Policy, Role of Reserve Bank; Fiscal Policy - Meaning and Nature of Fiscal Policy, Role of Government

Course outcome: At the end of course, the student will be able to:		
CO 1	Explain the concept of national income and its measurement using different approaches.	Analyse (K4)
CO 2	Describe the underlying theories of demand and supply of money in an economy	Remember (K1)
CO 3	Explain macroeconomic issues like money, inflation and unemployment.	Understand (K2)

CO 4	Outline the concept and theories of consumption and investment.	Understand (K2)
CO 5	Describe and explain the phases of the business cycle and the problems caused by cyclical fluctuations in the market economy.	Understand (K2)

Text books:

1. Ahuja,H.L.(2019) Macroeconomics-Theory and Policy. New Delhi: Sultan Chand.

2. Jhingan, M.L. (2016) Macro Economic Theory. Delhi: Vrinda Publications Pvt. Ltd

Reference Books:

1. Dwivedi, D. N., (2018) Macro Economics, McGraw Hill Education.

2. Mishra, S. K. and Puri, V. K., (2020), Indian Economy, 38th Edition Himalaya Publishing House.

3. Dornbusch, R & Fischer, S (2018) Macroeconomics McGraw Hill Education.

4. Blanchard, O, (2020) Macroeconomics, 7th edition, Pearson

Course Code	AMIBA0203	L	T	P	Credit
Course Title	**Introduction to Business Statistics**	3	1	0	4
Course Objective: Objective of this course is to:		**Duration: 40 Hours**			
1	Understand the basic concept / fundamentals of business statistics.				
2	Understand the importance of measures of Descriptive statistics and their implication on Business .				
3	Understand the concept of Probability and its usage in various business applications.				
4	Understand the practical application of probability distribution of various concepts.				
5	Understand the concept of sampling techniques and testing of hypothesis.				
Pre-requisites:					

Course Contents / Syllabus

UNIT-I		**8 Hours**

Statistics: Definition, Importance & Limitation. Collection of data and formation of frequency distribution. Graphic presentation of frequency distribution – graphics, Bars, Histogram, Frequency polygon, Ogive, Diagrammatic. Measures of central tendency – mean, median and mode, partition values – quartiles, deciles and percentiles. Measures of Dispersion – range, IQR, quartile deviation and standard deviation

UNIT-II		**8 Hours**

Correlation Analysis: Meaning and significance. Correlation, Types of correlation, Methods of studying simple correlation - Scatter diagram, Karl Pearson's coefficient of correlation, Regression Analysis: Meaning and significance, Linear regression, Regression Lines, Regression Equations and Regression Coefficient.

UNIT-III		**8 Hours**

Theory of Probability, Approaches to the calculation of probability, Calculation of event probabilities. Addition and multiplication laws of probability, Conditional Probability, Expectation and variance of a random variable,

UNIT-IV		**8 Hours**

Discrete Probability distributions: Binomial, Poisson

UNIT-V		**8 Hours**

Sampling Theory – Introduction to sampling, purpose, principles and method of sampling. Types of sampling, sample size, sampling and Non-Sampling errors, Tests of Hypothesis.- Large sample test Z-test and small sample tests t-test, F, tests

Course outcome:	**At the end of course, the student will be able to:**	
CO 1	Understand the basic concept of fundamentals of business statistics and its role descriptive analytics.	Understand (K 1)
CO 2	Apply Correlation and Regression analysis into business problems and their implication on Business performance.	Applying (K 4)
CO 3	Evaluate basic concepts of probability and perform probability theoretical distributions.	Evaluate (K 5)

CO 4	Understand the application of time series analysis and index numbers in business decision making.	Understand (K2)
CO 5	Apply various sampling techniques or Concepts to solve Business Problem.	Applying (K 4)

Text books

1. S.P. Gupta, Statistical Methods, Sultan Chand & Sons
2. P N Arora and S Arora Statistics for Management, S. Chand, New Delhi
3. Sharma, J.K., Business Statistics, Pearson Education, New Delhi

Reference Books

1. Levin & David Rubin: Statistics for Management, Prentice Hall.
2. Render, Barry, Stair, R.M., Hanna, M.E., & Badri, "Quantitative Analysis for Management", Pearson Education.
3. Vohra N.D., "Quantitative Techniques in Management", McGraw Hill Education.
4. Vishwanathan, P.K., "Business Statistics and Applied Orientation", Pearson Education.

Course Code	AMIBA0205	L	T	P	Credit
Course Title	Organization Behaviour	4	0	0	4
Course Objective: Objective of this course is to:		Duration: 40 Hours			

1	To understand concepts underlying organization behavior.
2	To help students develop a conceptual understanding of OB theories.
3	To enable the students to put the ideas and skills of OB into practice.
4	To enhance the understanding of the interaction between the individuals and the organizations.
5	To understand individual and group behavior at work place to improve the effectiveness of an organization.

Pre-requisites: Basic concepts of business studies.

<div align="center">Course Contents / Syllabus</div>

UNIT-I	ORGANIZATIONAL BEHAVIOR	8 Hours

Organizational behavior-Meaning, importance and historical development of organizational behavior, Factors influencing organizational behavior, Importance of OB to the field of management, Emerging trends and challenges in OB.

UNIT-II	INDIVIDUAL BEHAVIOR	8 Hours

Individual behavior -Attitudes and Values, Personality - Concepts, Types , Determinants, individual differences, Big Five Personality Traits, Measuring personality. Perception – Process, Errors and implications of Perception, Concept and theories of learning. Case Studies

UNIT-III	MOTIVATION	8 Hours

Motivation -Concept, importance and theories of motivation. Maslow's Need Hierarchy, Herzberg's Two Factors Theory, Vroom's Expectancy Theory. Case Studies

UNIT-IV	GROUP DYNAMICS	8 Hours

Group dynamics -Meaning of groups and group dynamics, Formation, Characteristics and Types of groups, Theories of group dynamics, Group cohesiveness - Factors influencing group cohesiveness, Group decision making process. Case Studies

UNIT-V	LEADERSHIP	8 Hours

Leadership - Role and functions of a leader, Leadership theories and styles, Transactional and Transformational Leadership. Case Studies

Course outcome:	At the end of course, the student will be able to:	
CO 1	Remember the concept of organizational behaviour to understand the behaviour of people in the organization.	Remember (K1)
CO 2	Applicability of analyzing the complexities associated with management of individual behavior in the organization.	Apply (K3)
CO 3	Apply different motivational theories and methods to increase the productivity and job satisfaction of employees.	Apply (K3)
CO 4	Analyze the complexities associated with management of the group behavior in the organization.	Analyze (K4)

CO 5	Applying the theories of leadership in the work environment.	Applying (K3)

Text books

1. Judge, T. A., Robbins, S. P. (2018). Organizational Behavior. United Kingdom: Pearson Education Limited.
2. Luthans, K. W., Luthans, F., Luthans, B. C. (2021). Organizational Behavior: An Evidence-Based Approach Fourteenth Edition. United States: Information Age Publishing, Incorporated.

Reference Books

1. Steven L. McShane Mary Ann Von Glinow Himanshu Rai, (2022) , Organizational Behavior,9th Edition ,Tata McGrawHill.
2. Udai Pareek and Sushama Khanna (2018),Understanding Organization Behaviour ,4E, Oxford University Press
3. Gupta C.B (2014),A Textbook of Organisational Behaviour with Text and Cases.India, S. Chand Publishing.

Course Code	AMIBA0202	L	T	P	Credit
Course Title	Financial Accounting-I	3	1	0	4

Course Objective: Objective of this course is to:		Duration: 40 Hours	
1	Help students to acquire conceptual knowledge of the financial accounting.		
2	Enable the students to acquire knowledge about the recording of business transactions, preparing trial balances, and final accounts.		
3	Understand how depreciation methods and stock valuation techniques are used in business.		
4	Enable the students to understand the concepts of business related concepts: hire purchase system and installment system,		
5	Understand the concepts of consignment and joint-venture.		

Pre-requisites: Basic Knowledge of Accounting.

Course Contents / Syllabus

UNIT-I	Theoretical Framework	8 Hours

Accounting as an information system, the users of financial accounting information and their needs. Qualitative characteristics of accounting, information. Functions, advantages and limitations of accounting. Branches of accounting. Bases of accounting; cash basis and accrual basis. The nature of financial accounting principles. Financial accounting standards: Concept, benefits, procedure for issuing accounting standards in India. International Financial Reporting Standards (IFRS).

UNIT-II	Accounting Process	8 Hours

From recording of a business transaction to preparation of trial balance including adjustments: Capital and Revenue expenditure & receipts, Preparation trial balance, Profit and Loss Account and Balance Sheet(Sole Proprietorship only).

UNIT-III	Depreciation and Stock Valuation Techniques	8 Hours

The nature of depreciation. The accounting concept of depreciation. Factors in the measurement of depreciation. Methods of computing depreciation: straight line method and diminishing balance method; Disposal of depreciable assets-change of method. Inventories: Meaning. Significance of inventory valuation. Inventory Record Systems: periodic and perpetual. Methods: FIFO, LIFO and Weighted Average.

UNIT-IV	Accounting for Hire Purchase and Installment System,	8 Hours

Accounting for Hire Purchase Transactions, Journal entries and ledger accounts in the books of Hire Vendors and Hire purchaser for large value items including default and repossession, stock and debtors system.

UNIT-V	Accounting for Consignment, and Joint Venture	8 Hours

Consignment: Features, Accounting treatment in the books of the consignor and consignee.
Joint Venture: Accounting procedures: Joint Bank Account, Records Maintained by Co- venturer of (a) all transactions (b) only his own transactions. (Memorandum joint venture account).

Course outcome: At the end of course, the student will be able to:

CO 1	To understand accounting concepts, principles, conventions, and accounting standards.	Understand (K2)
CO 2	To create and prepare financial statements in accordance with Generally Accepted Accounting Principles.	Create (K6)
CO 3	To utilize the concepts of Depreciation methods and Stock valuation techniques.	Analyzing (K 4)

CO 4	To understand the Accounting for Hire Purchase and Installment System.	Understand (K2)
CO 5	To understand and creating accounting Consignment, and Joint Venture.	Create (K6)

Text books

1. Paresh Shah (2018)- Financial Accounting for management (Oxford University Press, 2nd Edition)
2. Khan and Jain (2016) - Financial Management (Tata McGraw Hill, 7th Ed.)

Reference Books

1. Maheshwari S N &Maheshwari S K (2016) – A text book of Accounting for Management (Vikas, 10th Edition)
2. Pandey I M (2019)- Financial Management (Vikas, 11th Ed.)
3. Khan and Jain (2016) - Financial Management (Tata McGraw Hill, 7th Ed.)
4. Horne Wachowicz (2016)- Fundamentals of Financial Management (Pearson,13th Ed)

Course Code	AMIBA0201	L	T	P	Credit
Course Title	**Business Communication**	3	0	0	3
Course objective: Objective of this course is to:		**Duration: 40 Hours**			
1	Understand business communication process and principles for effective communication in business.				
2	Develop the ability to research and write a documented paper and/or to give an oral presentation.				
3	Develop the ability to use non -verbal communication in business and to use technology to facilitate the communication process.				
4	Develop the ability to give presentation in business and to appear for employment				
5	Apply basic principles of critical thinking, problem solving, and technical proficiency in the development of exposition and argument				

Prerequisites: Student must have basic understanding of General Management.

Course Contents / Syllabus		
UNIT-I	**Introduction to Business Communication**	**8 Hours**
Introduction: Role of communication – defining and classifying communication – purpose of communication – process of communication –characteristics of successful communication – importance of communication in management – communication structure in organization – communication in crisis barriers to communication. Case Studies		
UNIT-II	**Oral and Written Communication**	**8 Hours**
Oral communication: What is oral Communication – principles of successful oral communication – what is conversation control – reflection and empathy: two sides of effective oral communication – effective listening – non – verbal communication. Written communication: Purpose of writing – clarity in writing – principles of effective writing – approaching the writing process systematically: The 3X3 writing process for business communication: Pre writing – Writing – Revising – Specific writing features – coherence – electronic writing process.		
UNITI-III	**Business Letters**	**8 Hours**
Business letters and reports: Introduction to business letters – writing routine and persuasive letters – positive and negative messages- writing memos – what is a report purpose, kinds and objectives of report writing. Presentation skills: What is a presentation – elements of presentation – designing a presentation. Advanced visual support for business presentation types of visual aid		
UNIT-IV	**Employment communication**	**8 Hours**
Employment communication: Introduction – writing CVs – Group discussions – interview skills Impact of Technological Advancement on Business Communication networks – Intranet – Internet – e mails – SMS – teleconferencing – video conferencing. Case Studies		
Unit-V	**Group Communication**	**8 Hours**
Group communication: Meetings – Planning meetings – objectives – participants – timing – venue of meetings – leading meetings. Media management – the press release press conference – media interviews Seminars – workshop – conferences. Business etiquettes. Case Studies.		
Course outcome: At the end of course, the student will be able		

CO 1	Apply business communication strategies and principles to prepare effective communication for domestic and international business situations.	Applying (K3)
CO 2	Gaining an understanding of effective oral communication skills and emerging electronic modes of communication	Understanding (K2)
CO 3	Developing effective presentation skills and Interview skills	Create (K6)
CO 4	Developing effective employment communication skills.	Create (K6)
CO 5	Developing effective Group Communication techniques	Create (K6)

Text books

1. Bovee&Thill (2018)– Business Communication Essentials A Skill – Based Approach to Vital Business English. Pearson.

2. Kulbhushan Kumar & R.S. Salaria (2018), Effective Communication Skills, Khanna Publishing House, Delhi

Reference Books

1. Bisen & Priya (2016) – Business Communication (New Age International Publication)
2. Kalkar, Suryavanshi (2019), Sengupta-Business Communication(Orient Blackswan)
3. Varinder Bhatia (2020), Business Communications, Khanna Publishing House
4. AshaKaul (2019), Business Communication, Prentice Hall of India

Course Code	AMIBA0256	L	T	P	Credit
Course Title	Data Analytics using Spreadsheet	0	0	4	2
Course Objective: Objective of this course is to:		Duration: 40 Hours			
1	Develop understanding of basic spreadsheet tools.				
2	Apply Excel formulas and functions.				
3	Interpret data using sorting, filtration & conditional formatting.				
4	Create various Excel charts.				
5	Organize and lay out model elements				

Pre-requisites: The student must understand basic computer terminology, must have knowledge of input and output devices.

Course Contents / Syllabus		
UNIT-I	**Introduction to Spreadsheet**	**8 Hours**

Objectives & Spreadsheet history, Getting Started with Excel, Data Entry, Data Editing, and Number, Formatting, Data Formatting, Working with Cells and Ranges in Excel, Managing Worksheets, Introduction to Excel Tables, Auto-fill, Custom Lists, and Flash Fill, Number Formatting in Excel.

UNIT-II	**Spreadsheet Formulas**	**8 Hours**

Excel Formula Basics, Logical Formulas in Excel, Math Formulas in Excel, Lookup and Reference, Formulas in Excel, Stats Formulas in Excel, Text Formulas in Excel, Date and Time Formulas in Excel

UNIT-III	**Data Analysis Overview**	**8 Hours**

Named Ranges in Excel, Data Validation in Excel, Data Sorting and Filtering in Excel, Using Conditional Formatting in Excel

UNIT-IV	**Spreadsheet Charts**	**8 Hours**

Creating Charts, Different types of charts, Formatting Chart Objects, Changing the Chart Type, Showing and Hiding the Legend, Showing and Hiding the Data Table

UNIT-V	**Spreadsheet Tools**	**8 Hours**

 Moving between Spreadsheets, Selecting Multiple Spreadsheets, Inserting and Deleting Spreadsheets Renaming Spreadsheets, Splitting the Screen, Freezing Panes, Copying and Pasting Data between Spreadsheets, Hiding , Protecting worksheets

Course outcome: At the end of course, the student will be able to:		
CO 1	Acquire the skills necessary to navigate Excel	Analyze (K4)
CO 2	Implement formulas and functions	Create (K6)
CO 3	Analyze Data using sorting, filtration & conditional formatting.	Analyze (K4)
CO 4	Construct different excel charts.	Create (K6)
CO 5	Understand what-if analysis and scenarios, sensitivity analysis, and other classic models.	Understand (K2)
Text books		

1. Excel 2010 Power Programming with VBA by John Walkenbach , Wiley
2. Excel for Beginners by M L Humphrey, M L Humphrey
3. Managerial Decision Modeling with Spreadsheets by Balakrishnan (Author), Pearson Education India

Reference Books

4. https://www.w3schools.com/googlesheets/index.php
5. https://www.javatpoint.com/excel-tutorial
6. https://www.tutorialspoint.com/excel/index.htm
7. https://www.youtube.com/watch?v=27dxBp0EgCc
8. https://www.youtube.com/watch?v=UWvRG5BkuN