

VISION	MISSION
To evolve as a center that provides excellent learning and research environment for nurturing future management professionals.	1. To develop in the students strong domain knowledge and a passion for lifelong learning. 2. To develop managerial and leadership skills in the students along with a strong sense of ethics, social responsibilities and Professional values.

Program: Master of Business Administration
Principles of Management

Semester	Course Code	Name of the course	L	T	P	Credits
I	MB1T001	Principles of Management	3	0	0	3

Prerequisites for the course	
1	No pre requisites

Prior Reading Material/useful links	
1	https://in.indeed.com/career-advice/career-development/principles-of-management
2	https://www.youtube.com/watch?v=3_AG8w4LwqA

Course Outcomes: At the end of the Course, the learner will be able to

Sr. No	Course outcome number	CO statement
1	CO1	Explain the managerial skills, role, need and process of Planning, Organizing, Decision Making and Controlling.
2	CO2	Make use of the principles of planning, organizing, decision making, direction & controlling in a given business situation
3	CO3	Compare and contrast various organizational structures, management approaches of variety of business in a real world context.
4	CO4	Build a list of the decision making criteria used by practicing managers, leaders and entrepreneurs in routine and non-routine decision making situations and evaluate and explain the same.
5	CO5	Formulate and discuss basic planning, organizing, decision making & controlling model in a real life business situation

Syllabus:

Course Contents	
Unit I	Introduction to Management: Definition, Nature, Scope, Purpose, and Characteristics of Management, Functions, roles, skills of an Effective Manager, Management Approaches & Thoughts [08 Hours]
Unit II	Organizational Planning: Planning: Types of Plans, Planning Process, and Planning Effectively in Dynamic Environments, MBO [06 Hours]
Unit III	Organization Structure: Organizing, Organizational Structures, Principles of Work Specialization, Departmentalization, Chain of Command, Span of Control, Centralization and Decentralization, Formalization. Factors Affecting Structural Choice - Strategy, Size, Technology, Environmental Uncertainty. Traditional Organizational Designs - Simple Structure, Functional Structure, Divisional Structure, Matrix Structure, Team Structures, Project Structure, Adaptive Organizations – Boundary less Organization, Virtual Organizations, Learning Organization, Flexi Work, Tele-working, Global Organizations. [10 Hour]
Unit IV	Decision Making: The Decision-Making Process - Identifying a Problem - Identifying Decision Criteria - Allocating Weights to the Criteria - Developing Alternatives - Analyzing Alternatives - Selecting an Alternative -Implementing the Alternative - Evaluating Decision Effectiveness. Types of Decisions & Decision-Making Conditions [08 Hours]
Unit V	Controlling: Controlling, Definition, need and Importance, The Control Process, Managerial Decisions in Controlling, Feed-forward / Concurrent / Feedback Controls. Financial Controls, Information Controls, Benchmarking of Best Practices. [08 Hours]
Text Books	
1	Principles and Practice of Management: L M Prasad, Sultan Chand & Sons educational .New Delhi
2	Principles of Management, Ramaswamy T., Himalaya Publication
3	Essentials of Management, Harold Koontz, O'Donnell and Heinz Weihrich, 2012, New Delhi, 9th edition, Tata McGraw Hill
4	Fundamentals of Management, Stephen P. Robbins, David A. Decenzo, 2016, Pearson Education, 9th Edition
5	Management Today- Principles and Practice / Edition-13th reprint
Reference Books	
1	Management - Text & Cases, Satya Raju, PHI, New Delhi
2	Management Fundamentals: Concepts, Applications, & Skill Development, 6th edition, Sage. 2014
3	Principles Of Management, Richard L. Daft, Cengage Learning, 2009

Useful links	
1	https://www.youtube.com/watch?v=kTWyt6KC9Jw&list=PLaAhQ2ofZZRBjpgXHPpWF0sYwiLD5Gh1k
2	https://www.youtube.com/watch?v=dinRzIVjj7Q
3	https://www.youtube.com/watch?v=S_8gNumpGyU
4	https://www.digimat.in/nptel/courses/video/110107150/L01.html

Contributions for syllabus designing:

S. No.	Name of the Person	Designation	Organization
1	Prof. Yamini Dwivedi	Assistant Professor	JDCOEM
2	Dr. Parvin Shaikh	Assistant Professor	JDCOEM

Organization Behaviour

Semester	Course Code	Name of the course	L	T	P	Credits
I	MB1T002	Organization Behaviour	3	0	0	3

Pre-requisites for the course

1	The students should know the concept of organization, types .
2	Awareness about concepts of delegation of authority, decentralization etc.
3	Knowledge about relevance of organizations in management

Prior Reading Material/useful links

1	https://onlinecourses.swayam2.ac.in/cec20_mg03/preview
2	file:///C:/Users/admin/Downloads/Organizational-Behavior-1614024346._print.pdf
3	https://www.youtube.com/watch?v=QJAv6674_Sw
4	https://www.youtube.com/watch?v=hDxp8n4Ryas

Course Outcomes: At the end of the Course, the learner will be able to

Sr. No	Course outcome number	CO statement
1	CO1	Discuss OB concepts and foundations of individual and group behaviour
2	CO2	Analyze how people work within organizations
3	CO3	Apply OB concepts in real work situations
4	CO4	Develop leadership and management potential
5	CO5	Handle conflicts and negotiations

Syllabus:

Course Contents	
Unit I	Introduction to organization behavior: Disciplines contributing to OB, absolutes in OB, OB in globalized and digital work place: opportunities and challenges on OB, Enhancing OB effectiveness- Models of OB –Dependent variables, independent variables, Contingency OB Model [08 Hours]
Unit II	Dynamics of individual behavior: Ability, ability job fit, differentiating factors of individual such as Intelligence, Age, Gender, Biographical characteristics, Race, Religion, Value system, Family background etc. Understanding attitude and job satisfaction, Perception and individual decision making, Personality traits, Big 5 [08 Hours]
Unit III	Motivation: Theories of motivation- Need Hierarchy, Herzberg's theory, X & Y, ERG,

	Expectancy, Goal Setting, Self Efficacy, Equity theory. Group dynamics: Stages of group formation, roles, norms, status, size, cohesiveness, pigeon holing, stereotyping, decision making in group. Understanding work teams, group vs team, types of team, team building [08 Hours]
Unit IV	Communication: Functions, process, directions, Interpersonal communication, organizational communication, Barriers to effective communication, Conflict and negotiation: The conflict process, negotiation process [08 Hours]
Unit V	Organizational culture: Functions of culture, creating organizational culture, spirituality and organizational culture, Organizational change- forces for change, resistance to change, approaches towards managing change [08 Hours]
Text Books	
1	Organizational Behavior: Text & Cases, K Ashwatthapa, Himalaya Publishing House
2	Organizational Behavior, Dr. S. S.Khanka, Himalaya Publishing House
Reference Books	
1	Organizational Behaviour: Stephen Robbins, Timothy Judge, Seema Sanghi, Pearson Education
2	Principles of Organization Behaviour: Robin Fincham, Peter Rhodes, Oxford Publications
3	Organizational Behaviour, Fred Luthans, Mc Graw Hills
4	Organizational Behaviour: Human Behaviour at Work, John Newstorm
Useful links	
1	https://assets.openstax.org/oscmsrodcm/media/documents/OrganizationalBehaviorOP_TtwWleQ.pdf?_gl=1*g2zzfw*_ga*MTc0ODUwNzMzNC4xNjg3MzQyNjEx*_ga_T746F8B0
2	https://www.sciencedirect.com/science/article/abs/pii/S0191308520300046
3	https://www.mckinsey.com/capabilities/people-and-organizational-performance/our-insights
4	https://www.mckinsey.com/capabilities/people-and-organizational-performance/our-insights/the-organization-blog/driving-organizational-and-behavior-changes-during-a-pandemic

Contributions for syllabus designing:

S. No.	Name of the Person	Designation	Organization
1	Dr. Ujwala Dange	Assistant Professor	JD COEM
2	Mr. Piyush Edward	HR Executive	Altius

Managerial Economics

Semester	Course Code	Name of the course	L	T	P	Credits
I	MB1T003	Managerial Economics	3	0	0	3

Prerequisites for the course

1	Knowledge about the circular flow of money
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Prior Reading Material/useful links

1	Ritika Sinha : “Managerial Economics”, SBPD Publishing House
2	Paul A Samuelson and William D Nordhaus : “Economics”, McGraw Hill
3	Geethika, Ghosh & Choudary : “Managerial Economics”, McGraw Hill.

Course Outcomes: At the end of the Course, the learner will be able to

Sr. No	Course outcome number	CO statement
1	CO1	Define the key terms in economics
2	CO2	Explain the key concepts in economics from a managerial perspective.
3	CO3	Apply economic principles to management decisions like calculating elasticity of demand, national income using different approaches and determining the optimal price and output for firms under different market structures.
4	CO4	Compare and contrast Demand-Pull and Cost-Push Inflation, CPI and WPI, analyze various aspects of empirical production functions and also will be able to comprehend the difference sources of economies and diseconomies of scale.
5	CO5	Comment on the choice of demand forecasting methods, implications and control of inflation, implications of different phases of business cycle on the economic activity in the country

Syllabus:

Course Contents	
Unit I	Basics of Managerial Economics: Concept, Need, Scope, Techniques and Applications of Managerial Economics [04 Hours]
Unit II	Demand Analysis & Supply: Introduction; Demand Analysis: The Consumer, Demand Concepts, Law of Demand, Exceptions to law of demand, Elasticity of Demand, Price Elasticity of Demand, Income Elasticity of Demand, Cross-Price Elasticity of Demand. Demand Forecasting: Need, Techniques and Procedures, The Law of Supply

	[10 Hours]
Unit III	Production Decisions And Cost Analysis: Theory of Production, Factors affecting production, production function, Cobb-Douglas production function, Economies and Diseconomies of Scale, Cost of Production. Cost Analysis: Private costs and Social Costs, Accounting Costs and Economic costs, Short run and Long Run costs, Cost-Output Relationship - Cost Function, Cost-Output Relationships in the Short Run, and Cost-Output Relationships in the Long Run. [10 Hours]
Unit IV	Economic Fundamentals And Market Structure: Macro Economics –Meaning, Nature and Scope, Circular Flow Model of Economy. Inflation: Demand-Pull and Cost-Push Inflation, CPI vs.WPI, Causes, Effects and Remedies of Inflation, Theories of Inflation and Policy measures to control inflation, Market Structure- Perfect competition, Oligopoly, Monopoly, Duopoly, Monopolistic [08 Hours]
Unit V	National Income And Business Cycle: National Income concept and Measurement, Theory of National Income Determination- Phases of the Business Cycle; Factors causing swings in business activity and measures to control business cycles [08 Hours]
Text Books	
1	Managerial Economics, D. N. Dwivedi, 8 th Edition, Vikas Publications
2	Managerial Economics: Analysis, Problems and Cases, P.L. Mehta, 13th Edition, S. Chand
Reference Books	
1	Damodaran Suma: “Managerial Economics”, Oxford University Press
2	Paul A Samuelson and William D Nordhaus : “Economics”, McGraw Hill
3	Geethika, Ghosh & Choudary : “Managerial Economics”, McGraw Hill
Useful links	
1	https://archive.nptel.ac.in/courses/110/105/110105075/
2	https://mrcet.com/downloads/MBA/Managerial%20Economics.pdf
3	https://ebooks.lpude.in/commerce/mcom/term_1/DECO405_MANAGERIAL_ECONOMICS_ENGLISH.pdf
4	https://www.youtube.com/watch?v=CkN2T4sdrWE&list=PLim9gWjsjN-NgkkmYdRs2XHPotBVE9CMX

Contributions for syllabus designing:

S. No.	Name of the Person	Designation	Organization
1	Prof. Sampada Mashirkar	Assistant Professor	JD COEM
2	Dr. Parvin Shaikh	Assistant Professor	JD COEM

Applied Business Statistics

Semester	Course Code	Name of the course	L	T	P	Credits
I	MB1T004	Applied Business Statistics	3	0	0	3

Pre requisites for the course	
1	Knowledge about Basic Mathematical & Algebraic Concepts
2	Clarity in Concepts of Arithmetic Mean, Average
3	Knowledge about Frequency Distribution, Graph & Charts

Prior Reading Material/useful links	
1	https://byjus.com/maths/basics-of-algebra/
2	https://www.cuemath.com/average-formula/
3	https://www.scribbr.com/statistics/frequency-distributions/

Course Outcomes: At the end of the Course, the learner will be able to

Sr. No	Course outcome number	CO statement
1	CO1	Illustrate data in graphical form
2	CO2	Discuss the basic concepts of Central Tendency, Dispersion, Correlation & Regression, Probability and Hypothesis
3	CO3	Calculate various measures of Central tendency, Dispersion, Correlation & Regression
4	CO4	Compare & analyze the consistency of the given data and interpret the association between attributes
5	CO5	Create line of Regression (Regression Equation), hypothesis for the given business problem.

Syllabus:

Course Contents	
Unit I	Importance of Statistics in Business Management Domain: Business Statistics: Definition, Importance in management domain Organizing data: Frequency distribution, types of frequency distribution Diagrams and Graphs- Diagrammatic presentation of data, Graphs - Frequency polygon and frequency curve, Histograms, Cumulative Frequency Curves (Ogives) [08 Hours]
Unit II	Measures of Central Tendency and Dispersion: Measures of Central Tendency: Arithmetic Mean, Median, Mode, Partition Values – quartiles, deciles and percentiles, Applications in business. Average Deviation measures - Mean Absolute Deviation, Variance and Standard deviation, Chebyshev's Theorem, Coefficient of variation & its significance.

	Concept of Skewness & Kurtosis [08 Hours]
Unit III	Measures of Association: Correlation, Types & Methods of Correlation analysis - Karl Pearson's coefficient of correlation, Spearman's Rank correlation, Probable error, Coefficient of Determination, Standard error of coefficient of correlation. [08 Hours]
Unit IV	Regression Analysis: Introduction to regression analysis and its advantages, Types of regression models, methods to determine regression coefficients (normal equations significance of regression method, Applications in business [08 Hours]
Unit V	Probability Distribution & Statistical Test: Basic rules of probability, random variable, conditional probability, Distributions- Binomial distribution, Poisson distribution & Normal distribution. [08 Hours]
Text Books	
1	Business Statistics, S.C Gupta, S. Chand Publications
2	Business Statistics, R.S. Bhardwaj, Excel Books India
3	Statistical Methods, S.P. Gupta, S. Chand Publications
4	Business Statistics, J. K. Sharma, Pearson, Second Edition
5	Basic Statistics, B. L. Agrawal, New Age International Publisher
Reference Books	
1	Statistics for Management, Richard I. Levin & David S. Rubin, PHI
2	Applied Statistics in Business and Economics, Tata Mc Graw Hill by David & Lori
3	Quantitative Methods for Business, Anderson, Thomson Learning Books
Useful links	
1	https://www.youtube.com/watch?v=O7PDnIzOYQs
2	https://www.youtube.com/watch?v=8cdtdVUoajw
3	https://www.youtube.com/watch?v=8dPkvu4gAvc

Contributions for syllabus designing:

S. No.	Name of the Person	Designation	Organization
1	Dr. Deepshree Kumar	Assistant Professor	JDCEM
2	Dr. Manoj Rao	Assistant Professor	JDCEM

Legal Aspects of Business

Semester	Course Code	Name of the course	L	T	P	Credits
I	MB1T005	Legal Aspects of Business	3	0	0	3

Prerequisites for the course

1	Basic understanding of the sources of law
2	Knowledge of the legislative process in the country
3	Knowledge of the different types of laws

Prior Reading Material/useful links

1	https://www.youtube.com/watch?v=xNDANW9XuUk
2	https://www.youtube.com/watch?v=tqmH2OANMn8
3	https://www.youtube.com/watch?v=NWLzunwVy50

Course Outcomes: At the end of the Course, the learner will be able to

Sr. No	Course outcome number	CO statement
1	CO1	Describe the key terms involved in each Act.
2	CO2	Summarize the key legal provisions of each Act.
3	CO3	Illustrate the use of the Acts in common business situations.
4	CO4	Outline the various facets of basic case laws of each Act from a legal and managerial perspective.
5	CO5	Develop critical thinking by making judgments related to use of various provisions of the Acts in business situations

Syllabus:

Course Contents	
Unit I	Law of Contract 1872: Elements of valid contract, Types of Contract, Consideration, Capacity to contract, Free consent, Legality of object, Unlawful and illegal agreements, Contingent contracts, Performance and discharge of contracts, Remedies for breach of contract [12 Hours]
Unit II	The Companies Act, 2013: Company – Definition, Meaning, Features and Types, One Person Company, Incorporation of Company – Memorandum of Association (MOA), Articles of Association (AOA), Company Meetings, Resolutions, Management – Appointment of Directors, Powers, duties, & liabilities of Directors. [10 Hours]
Unit III	The Consumer Protection Act, 2019: Definitions of Consumer, Goods, Service, Rights of Consumers, Complaint, Unfair & Restrictive Trade Practices, Complainant, Dispute Redressal Forums – District, State & National Forum, Composition, Jurisdiction, Powers, Appellate

	Authority [06 Hours]
Unit IV	Indian Partnership Act 1932: Nature of partnership firm, Different types of partners, Difference between Partnership & Company, Reconstitution of partnership firm, and Dissolution of partnership firm. [06 Hours]
Unit V	IT Act 2000: Objectives & Scope of the Act, Digital Signature- digital signature certificate, Important definitions, E-Governance, Electronic records certifying authorities, Penalty and adjudication. [06 Hours]
Text Books	
1	Legal Aspects of Business Concepts and Application (2 nd Edition), Parul Gupta, Vikas Publishing House
2	Business Law, K.R. Bulchandani, Himalaya Publishing House
3	Elements of Company Law, N.D. Kapoor, Sultan Chand & Sons, 30th Edition
4	S.N.Maheshwari & Maheshwari: Business Law and Regulation, Himalaya
5	Business Legislation for Management, M C Kuchhal & V Kuchhal, Vikas Publishing House
Reference Books	
1	Mercantile Law, Shukla –30th Ed. – S. Chand & Co.
2	Business Law, N. D. Kapoor– S. Chand & Co
3	Business Law, Seth, Pearson Education Asia
Useful links	
1	https://egyankosh.ac.in/handle/123456789/14327
2	https://www.youtube.com/watch?v=K4JeBxLIkUQ
3	https://www.youtube.com/watch?v=DQmQYebYi8M
4	https://consumeraffairs.nic.in/acts-and-rules/consumer-protection

Contributions for syllabus designing:

S. No.	Name of the Person	Designation	Organization
1	Dr. Parvin Shaikh	Assistant Professor	JD COEM
2	Dr. Surendra Jogi	Assistant Professor	JD COEM
3	Dr. Manoj Rao	Assistant Professor	JD COEM

Financial Accounting

Semester	Course Code	Name of the course	L	T	P	Credits
I	MB1T006	Financial Accounting	3	0	0	3

Prerequisites for the course

1	A good grasp of basic arithmetic, including addition, subtraction, multiplication, and division, is essential.
2	Students should be comfortable working with percentages, fractions, decimals, and basic algebraic equations.
3	Familiarity with common financial terms and definitions is crucial.

Prior Reading Material/useful links

1	https://www.youtube.com/watch?v=jhtVVJxbPU0&list=PLyqSpQzTE6M-DlbYhV1psqEz8xlpbhTgs&index=2
2	https://www.youtube.com/watch?v=lw4SbJMqA0o&list=PLyqSpQzTE6M-DlbYhV1psqEz8xlpbhTgs&index=5
3	https://www.youtube.com/watch?v=UxfPGWlxgHQ&list=PLzh5MokdJ8AzxRY9AN8ovKez6pHTJnJKU

Course Outcomes: At the end of the Course, the learner will be able to

Sr. No	Course outcome number	CO statement
1	CO1	Define the key terms used in Financial Accounting
2	CO2	Discuss the basic concepts and principles of accounting to be used for financial recording, Posting & preparing basic books of account.
3	CO3	Prepare the primary books and accounts for recording and posting financial transactions, Cash Book and Bank Reconciliation Statement
4	CO4	Analyze the financial performance, liquidity & solvency of an enterprise from Financial Statements of Joint stock companies
5	CO5	Evaluate whether a firm is doing well financially and has sufficient cash to meet its obligations and support its growth or not by preparing cash flow statement

Syllabus:

Course Contents

Unit I	Financial Accounting: Meaning and scope, objectives, advantages & limitation of accounting, Book Keeping, users of accounting information, Accounting Terminology-Glossary [06 Hours]
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Unit II	Accounting Process: Accounting Process, Accounting equation, Preparation of Journals, Ledger and Trial Balance. [08 Hours]
Unit III	Cash Book and Bank Reconciliation Statement: Cash Book: Meaning and Preparation of Cash book – Two column & three column cash book; Bank Reconciliation Statement: Meaning, need & importance, Preparation of Bank Reconciliation Statement. [08 Hours]
Unit IV	Final Account of Joint Stock Company: Preparation of Statement of Profit and Loss and Balance Sheet of Joint Stock Companies as per Companies Act, 2013 [09 Hours]
Unit V	Cash Flow Statement: Introduction, Classification of Cash Flow Activities, Preparation of Cash Flow from Operating Activities, Investment Activities and Financing Activities as per Accounting Standard-3 (Revised). [09 Hours]
Text Books	
1	Financial accounting-A Managerial perspective by R. Naryanaswami, 6th edition. PHI Learning.
2	Advance Accounts Volume I by M.C. Shukla, T.S. Grewal, S.C. Gupta, 19 th Edition, S. Chand Publishing.
3	Advance Accounts Volume II by M.C. Shukla, T.S. Grewal, S.C. Gupta, 19 th Edition, S. Chand Publishing.
4	A Textbook of Financial, Cost and Management Accounting, Dr. P. Periasamy, 2014, Himalaya Publishing House.
5	Advanced Accountancy Volume-I by Maheshwari S N, C A Sharad, K Maheshwari, 11th Edition, Vikash Publishing House, New Delhi.
Reference Books	
1	Accounting For Management, Dr. Jawarhar Lal, 5th Edition, Himalaya Publishing House
2	Financial Accounting – II, M Hanif and A Mukherjee, 5th Edition, McGraw Hill.
3	Advanced Accountancy Volume-II by Maheshwari S N, C A Sharad, K Maheshwari, 11th Edition, Vikas Publishing House, New Delhi.
Useful links	
1	http://ipa.nic.in/
2	http://icmai.in/
3	http://www.icai.org/
4	https://www.youtube.com/watch?v=Hs-U3jAvqo4&list=PLyqSpQzTE6M-DlbYhV1psqEz8xlpbhTgs

Contributions for syllabus designing:

S. No.	Name of the Person	Designation	Organization
1	Dr. Manoj Rao	Assistant Professor	JDCEM
2	Prof. Mrunmayee Kanetkar	Assistant Professor	JDCEM

Managerial Communication

Semester	Course Code	Name of the course	L	T	P	Credits
I	MB1T007	Managerial Communication	2	0	0	2

Prerequisites for the course

1	Basic knowledge of grammar
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Prior Reading Material/useful links

1	Ramon & Prakash, Business Communication, Oxford.
2	Sydney Greenbaum, Oxford English Grammar, Oxford.
3	Business Communication, Tata McGraw Hill

Course Outcomes: At the end of the course, the learner will be able to

Sr. No	Course outcome number	CO statement
1	CO1	Discuss the concept & importance of Communication skills in business
2	CO2	Apply the knowledge by speaking confidently and communicating effectively in different business situations.
3	CO3	Display appropriate body language & etiquettes in different business situations
4	CO4	Make use of modern methods of communication
5	CO5	Create business letters for both Internal and External Communication

Syllabus:

Course Contents

Unit I	Introduction To Business Communication: Importance of communication skills in Business Management, Types of communication, The Communication Process. Verbal & Non Verbal Communication: Body language; Verbal- Group Discussion, Meetings, Seminar, Conferences, Managerial Speech; Art of facing Interviews: selection, placement, appraisal, disciplinary committees and exit interviews. [08 hours]
Unit II	Recruitment & Employment Correspondence: Principles of Effective Letter Writing, Resume, Job Application, Letter of Acceptance, Letter of Resignation Letter of Appointment, Promotion and Termination [10 hours]
Unit III	Business Letter Writing: Notices, Circulars, Minutes, Memos, Letters of Inquiry, Letters of Complaints, Claims, Adjustments Sales Letters, Consumer Grievance Letters, Business

	Reports. Effective Presentation: Email etiquettes, phone etiquettes, E-Communication, Use of modern methods for Communication [12 hours]
Text Books	
1	Effective Technical Communication, M. Ashraf, Rizvi, Tata McGraw Hill
2	Communication Skills for Effective Management, Ghanekar. A, Everest Publishing House, Pune
3	Effective Communication, Balan, K. R. and Rayudu, C.S., Beacon New Delhi
Reference Books	
1	Business Communication, K.K. Sinha, Taxmann Publications
2	Business Communication Today, Courtland L. Bovee, John V. Hill, Roshan Lal Raina, Pearson
3	Business Communication: From Principles to Practice, Matthukutty M. Monippally, McGraw Hill Education
Useful links	
1	https://www.youtube.com/watch?v=Go4GVvcS02Y
2	https://www.youtube.com/watch?v=XcdwEFINv6I
3	https://www.youtube.com/watch?v=86Sl__brKOc
4	https://www.youtube.com/watch?v=y8YH0Qbu5h4

Contributions for syllabus designing:

S. No.	Name of the Person	Designation	Organization
1	Dr. Jonathan Joseph	Assistant Professor	JDCOEM
2	Dr. Deepshree Kumar	Assistant Professor	JDCOEM
3	Dr. Parvin Shaikh	Assistant Professor	JDCOEM

Semester	Course Code	Name of the course	L	T	P	Credits
I	MB1T008	Indian Ethos & Business Ethics	2	0	0	2

Prerequisites for the course	
1	Basic knowledge about the Indian culture & scriptures

Prior Reading Material/ useful links	
1	https://www.investopedia.com/terms/b/business-ethics.asp#:~:text=Business%20ethics%20refers%20to%20implementing,so%20cial%20responsibility%2C%20and%20fiduciary%20responsibilities.
2	https://gurukpo.com/Content/MBA/Business_Ethics_and_Ethos.pdf

Course Outcomes: At the end of the course, the learner will be able to

Sr.No	Course outcome number	CO statement
1	CO1	Elaborate on the key concepts in Indian Ethos & Business Ethics
2	CO2	Demonstrate the use of learning from scriptures in management practices
3	CO3	Solve the ethical dilemmas in business by applying appropriate principles
4	CO4	Analyze the importance of Values in management
5	CO5	Evaluate the application of Indian ethos in contemporary management practices

Syllabus:

Course Contents	
Unit I	Indian Ethos: Meaning, History & Relevance, Principles Practiced by Indian Companies, Role of Indian Ethos in Managerial Practices, Management Lessons from Vedas, Mahabharata, Bible and Quran. [10 Hours]
Unit II	Contemporary Approaches To Indian Ethos: Contemporary Approaches to Leadership- Joint Hindu Family Business– Leadership Qualities of Karta; Karma- Importance of Karma to Managers - Nish Kama Karma-Laws of Karma, Law of Creation- Law of Humility- Law of Growth- Law of Responsibility- Law of Connection-Corporate Karma Leadership; Values- Importance in Management, Gandhian Approach to Management & Trusteeship [10 Hours]

Unit III	Business Ethics: Meaning, importance, Business Ethics in different Organizational contexts, Factors affecting the business ethics, Ethical Dilemma, Ethical Decision making process, Ethics in Marketing, Ethics in HRM, Ethics in Finance & Accounting, Ethics in Information Technology, Ethics in Production [10 Hours]
Text Books	
1	Indian Ethos & Value for Management, N M Khandelwal, Himalaya Publishing House, 1 st Edition, 2011.
2	Indian Ethos & Values in Management, R. Nandagopal, Tata McGraw Hill Education, 1 st Edition, 2010.
3	C.S.R. Business Ethics, Murthy, Himalaya Publishing House, Mumbai, 2009.
Reference Books	
1	Indian ethos in Management, Tushar Agarwal & Nidhi Chandorkar, Himalya Publication
2	Business Ethics and Corporate Governance - B N Ghosh, Tata McGraw Hill Education Pvt. Ltd.
3	Ethics - (Text & Cases), U. C. Mathur, Macmillan Ltd
Useful links	
1	https://www.youtube.com/watch?v=IUBS0P8X9D0&list=PLuVE7ocArNH5-73TQw9_PlmBEBks4laq2
2	https://www.youtube.com/watch?v=BRoafTm1sjs&list=PLzoNJCiIljaFg5a1nxZwrTsg5_DWIFw4
3	https://www.youtube.com/watch?v=EHtmd6N8L3k
4	https://www.youtube.com/watch?v=HaOpSnnzA70

Contributions for syllabus designing:

S. No.	Name of the Person	Designation	Organization
1	Prof. Yamini Dwivedi	Assistant Professor	JDCOEM
2	Dr. Parvin Shaikh	Assistant Professor	JDCOEM

Semester	Course Code	Name of the course	L	T	P	Credits
I	MB1T008	Corporate Social Responsibility and Sustainability	2	0	0	2

Prerequisites for the course	
1	Basic understanding of the connection between Economic Growth, Society & Environment

Prior Reading Material/useful links	
1	https://www.youtube.com/watch?v=Zc102xiah1M
2	https://www.youtube.com/watch?v=zx04Kl8y4dE

Course Outcomes: At the end of the Course, the learner will be able to

Sr. No	Course outcome number	CO statement
1	CO1	Explain the concept of CSR and its relationship with sustainability, as well as the importance of stakeholder management in CSR
2	CO2	Discuss the concepts and processes related to sustainability
3	CO3	Analyze current trends in CSR and their significance in the Indian context.
4	CO4	Analyze the roles and responsibilities of key stakeholders in promoting and implementing CSR practices.
5	CO5	Evaluate the regulatory environment in India and its influence on CSR implementation.

Syllabus:

Course Contents	
Unit I	Introduction to CSR: Meaning & Definition of CSR, History & evolution of CSR, Chronological evolution of CSR in India, Motives of CSR, Benefits and Internal scope of CSR, Legislation In India - Section 135 of Companies Act 2013, Scope for CSR Activities under Schedule VII, Appointment of Independent Directors on the Board [09 hours]
Unit II	Key stakeholders of CSR & their roles: Role of Public Sector companies, Nonprofit organizations & Local Self Governance in implementing CSR; Contemporary issues in CSR & MDGs. Global Compact Self Assessment Tool, National Voluntary Guidelines by Govt. of India. Understanding roles and responsibilities of corporate foundations. [12 hours]
Unit III	Sustainability: Sustainable development, importance of sustainability, cleaner production,

	lifecycle assessment, sustainability reporting, Current status of ESG in Indian Companies, Competitive environment strategies, CSR & Social sustainability, sustainability standards, green supply chain. [09 hours]
Text Books	
1	Corporate Social Responsibility in India. Trends, Issues and Strategies, Sateesh Gouda M, A.G. Khan, S.L. Hiremath, Anchor Academic Publishing, 2017
2	Business Ethics, Text and cases, CSV Murthy , Himalaya Publishing House, ISBN 81-8318-418- 1, 2008, P
3	Business and Community: The Story of Corporate Social Responsibility in India, Pushpa Sundar, Sage Publications
Reference Books	
1	CV Baxi and Ajit Prasad, “Corporate Social Responsibility Concept and Cases, The Indian Experience”, Excel Books, 2006, ISBN 81-7446- 449-2
Useful links	
1	https://nptel.ac.in/courses/110101153
2	https://archive.nptel.ac.in/courses/110/105/110105081/

Contributions for syllabus designing:

S. No.	Name of the Person	Designation	Organization
1	Dr. Surendra Jogi	Assistant Professor	JDCOEM
2	Dr. Parvin Shaikh	Assistant Professor	JDCOEM

MS OFFICE & BASIC EXCEL LAB

Semester	Course Code	Name of the course	L	T	P	Credits
I	MB1L009	MS OFFICE & Basic Excel Lab	0	0	2	1

Prerequisites for the course	
1	Basic knowledge of computers & typing skills

Prior Reading Material/useful links	
1	https://www.youtube.com/watch?v=ZXAPCy2c33o
2	https://www.youtube.com/watch?v=YrZqw_O9CE0

Course Outcomes: At the end of the course, the learner will be able to

Sr. No	Course outcome number	CO statement
1	CO1	USE various components of MS Office
2	CO2	CREATE various documents in MS Word
3	CO3	PREPARE presentations using MS Office
4	CO4	CREATE worksheet & use basic formulas in Ms Excel
5	CO5	FORMAT Word, Excel & Powerpoint documents

Syllabus:

Sr.No	PRACTICAL LIST MS WORD
1	Getting Started with Microsoft Word, Introduction to Microsoft Word, Basic components of a Microsoft Word window Preparing a word document, Saving a document, Creating a new document, Editing a Document
2	Formatting a Document, Using Editing Tools, Header and Footer options, Border and Shading of page
3	Working with Tables
4	Changing the Layout of a Document, Inserting Elements to Word Documents, Adjusting the margin settings, Drawing options, Inserting images
5	Mail Merge

Sr.No	PRACTICAL LIST MS POWER-POINT
1	Getting Started with PowerPoint, Working with Slides
2	Working with Headers, Footers, and Notes, Inserting and Formatting Pictures
3	Arranging Slides, Adding Slide, Inserting Symbols and Text Boxes
4	Drawing and Formatting Shapes, Positioning and Grouping Shapes
5	Creating WordArt, Animating Slide Objects, Creating Multimedia Presentations

Sr.No	PRACTICAL LIST MS EXCEL
1	Opening Excel and Data Input, Labeling and Naming Worksheets, Adding and Deleting Worksheets, Deleting Worksheets, Hiding/Unhiding Worksheets, Saving Workbooks, Saving an Existing File
2	Hiding Columns and Rows, Hiding Adjacent Columns, Hiding, Separated Columns, Hiding Rows, Opening a Document, Sorting and Organizing Data
3	To apply formatting, Changing Fonts, Formatting Numbers, Headers and Footers, Customize Headers and Footers, Set Margins for Headers and Footers
4	Inserting Chart and Graphs
5	Understanding Formulas, Formulas, The Cell, and The Formula Bar, The Formula in Action, Copying Formulas, Clearing Formulas, Entering a Formula, Copying and Pasting a Formula. Basic Formulas
6	About Printing Worksheets and Workbooks, Select Print Area, Print a Range of Pages, Printing

Text Books	
1	Microsoft Excel 2013, Bible, Microsoft Press
2	Excel 2010 Step by Step, Curtis D. Frye, PHI.
3	Microsoft Powerpoint 2013, Bible, Microsoft Press
Useful Links	
1	https://www.youtube.com/watch?v=qxvIUhFOdrs
2	https://www.youtube.com/watch?v=yPhUz6xjhGY
3	https://www.youtube.com/watch?v=4Mft-zhm3PQ

Contributions for syllabus designing:

S. No.	Name of the Person	Designation	Organization
1	Dr. Jonathan Joseph	Assistant Professor	JDCEM
2	Dr. Surendra Jogi	Assistant Professor	JDCEM
3	Prof. Yamini Dwivedi	Assistant Professor	JDCEM

Semester	Course Code	Name of the course	L	T	P	Credits
I	MB1L010	Life Skills Lab	0	0	2	1

Prerequisites for the course	
1	Basic understanding of human nature & interactions

Prior Reading Material/useful links	
1	https://www.mindinthemaking.org/life-skills
2	https://www.mindtools.com/ab4u682/emotional-intelligence

Course Outcomes: At the end of the course, the learner will be able to

Sr. No	Course outcome number	CO statement
1	CO1	Define the important terms in Life Skills
2	CO2	Discuss the concept, importance and steps in Self Awareness, Social & leadership skills
3	CO3	Apply the Social & Leadership skills in a given scenario
4	CO4	Evaluate the techniques of Conflict resolution, problem solving, decision making to be applied in the given situation
5	CO5	Create personal SWOT & individual goals for self

Syllabus:

Course Contents	
Unit I	Self Awareness: SWOT, Self Esteem, Positive Thinking, Goal Setting, Time Management, Stress Management [08 hours]
Unit II	Social Skills: Interpersonal Skills, Emotional Intelligence, Networking, Team Building, Conflict Resolution [08 hours]
Unit III	Leadership Skills: Problem solving, Decision Making, Critical Thinking, Creative Thinking, Resilience [08 hours]
Text Books	
1	The First Book of Life Skills, Larry James, Embassy Books
2	Life Skill Education, Dr. K. Ravikanth Rao & Dr. P. Dinakar, Neelkamal
3	Life Skills, Dr. Usha Jain, Dr. Ravi Kumar Jain, Vayu Education of India
Reference Books	
1	The Power of Positive Thinking, Norman Vincent Peale, RHUK
2	Think Smarter: Critical Thinking to Improve Problem-Solving and Decision-Making Skills, Michael Kallet, Wiley
3	Life Skills, Dr. Usha Jain, Dr. Ravi Kumar Jain, Vayu Education of India

Useful Links	
1	https://www.youtube.com/watch?v=CrtR12PBKb0
2	https://www.youtube.com/watch?v=8t37h69UCh8
3	https://www.youtube.com/watch?v=YXZamW4-Ysk&list=PLTp9Bu0cTGUzo4HVbbjpwtr8jxgHN1KHA

Contributions for syllabus designing:

S. No.	Name of the Person	Designation	Organization
1	Dr. Parvin Shaikh	Assistant Professor	JDCOEM
2	Dr. Ujwala Dange	Assistant Professor	JDCOEM

VISION	MISSION
To evolve as a center that provides excellent learning and research environment for nurturing future management professionals.	1. To develop in the students strong domain knowledge and a passion for lifelong learning. 2. To develop managerial and leadership skills in the students along with a strong sense of ethics, social responsibilities and Professional values.

Program: Master of Business Administration
Financial Management

Semester	Course Code	Name of the course	L	T	P	Credits
II	MB2T001	Financial Management	3	0	0	3

Prerequisites for the course	
1	A good understanding of financial accounting principles, financial statements and their analysis & basic understanding of managerial accounting concepts, including cost behavior, cost-volume-profit analysis, budgeting and variance analysis
2	Proficiency in quantitative methods, including statistical analysis and financial calculations

Prior Reading Material/useful links	
1	https://www.youtube.com/watch?v=CCQwz_Gwo6o&list=PLLy_2iUCG87CXY2B6fPex1SOIqxzzD5Wj&index=2
2	https://www.youtube.com/watch?v=sHuTMvtVDdo
3	https://www.youtube.com/watch?v=Yf-VmsLc40k&list=PLiaygP8qeQGUFaP0v6NEIyeY6dEmQJ7RJ

Course Outcomes: At the end of the course the learner will be able to

Sr.No	Course outcome number	CO statement
1	CO1	Discuss the basic concepts of financial management, Cost of capital, capital structure, capital budgeting & working capital
2	CO2	Compute cost of capital of a firm
3	CO3	Design an optimal capital structure and analyze leverage ratios and conduct EBIT-EPS analysis.
4	CO4	Evaluate investment projects using various methods of investment appraisal
5	CO5	Estimate the working capital requirement through effective forecasting and analysis of cash flows.

Syllabus:

Course Contents	
Unit I	Introduction to Financial Management: Meaning, Objective, scope and functions of Financial Management, functions of finance executives, objectives of financial management, sources of financing- long term and short term. [08 Hours]
Unit II	Cost of Capital: Meaning, Significance and factors of cost of capital, measurement of cost of individual components of capital, Weighted average cost of capital. [08 Hours]
Unit III	Capital Structure: Significance and determinants of capital structure, theories of capital structure, designing optimum capital structure, Leverages and EBIT-EPS analysis [08 Hours]
Unit IV	Capital Investment Decision: Objective, Capital Investment Decision, Methods of investment appraisal - Payback Period, Accounting Rate of Return, Discounted Payback Period, Net Present Value and Profitability index, Internal Rate of Return. [08 Hours]
Unit V	Management of Working Capital: Meaning, need and importance of working capital, Factors determining working capital, operating cycle, Financing approaches of working capital needs, Estimation of working capital requirement [08 Hours]
Text Books	
1	Financial Management, R P Rustagi, 6th Revised & Reprint, Taxmann Publications Private Limited.
2	Financial Management, I.M. Pandey, 12th Edition, Pearson Education.
3	Financial Management-Theory/Problems/Cases, Ravi Kishore, 8 th Edition, Taxmann Publications Pvt. Ltd.
4	Fundamentals of Financial Management, P.Chandra, 7 th Edition, McGraw Hill Education.
5	Financial Management: Text, Problems and Cases, M. Y. Khan and P. K. Jain, 8 th Edition, McGraw Hill Education (India) Private Limited.
Reference Books	
1	Financial Management: Theory & Practice, P.Chandra, 11 th Edition, McGraw Hill Education.
2	Financial Management, V. K. Bhalla, S Chand & Company.
3	Advanced Business & Financial Management, 1 st Edition, IIBF Macmillan Education India Pvt. Ltd.
Useful links	
1	http://icmai.in/
2	http://www.icai.org/
3	https://www.youtube.com/playlist?list=PLLy_2iUCG87CXY2B6fPex1SOIqxzzD5Wj
4	https://www.youtube.com/watch?v=DxeomsTEQI8&list=PL_qVBOSlZLkLzW

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Contributions for syllabus designing:

S. No.	Name of the Person	Designation	Organization
1	Dr. Manoj Rao	Assistant Professor	JDCOEM
2	Prof. Mrunmayee Kanetkar	Assistant Professor	JDCOEM

Semester	Course Code	Name of the course	L	T	P	Credits
II	MB2T002	Marketing Management	3	0	0	3

Prerequisites for the course	
1	Knowledge of basic concepts such as need, want, demand, supply, competition
2	Economic terms GDP, national income
3	Break even point

Prior Reading Material/useful links	
1	https://www.cohassetk12.org/cms/lib/MA01907530/Centricity/Domain/350/Unit%201%20Basic%20Concepts.pdf
2	https://www.toppr.com/guides/fundamentals-of-economics-and-management/national-income/concept-of-national-income/
3	https://faculty.washington.edu/sundar/MM-BBUS320/LECTURE-NOTES/Mktg_L%2301-%20Intro.pdf

Course Outcomes: At the end of the course the learner will be able to

Sr. No	Course outcome number	CO statement
1	CO1	Discuss the marketing concepts and its relevance in real life situations.
2	CO2	Develop and design market segments for given products.
3	CO3	Make decisions regarding pricing, promotion, distribution for given products/services.
4	CO4	Apply Servqual to analyze the quality of services
5	CO5	Infer opportunities of international business for the company

Syllabus:

Course Contents	
Unit I	Introduction to marketing: Evolution of marketing management, core concepts of marketing management, Marketing system, 6Cs and 4Ps framework in value, Marketing process, Marketing Environment, Michael Porter's 5 forces model to create competitive advantage [08 Hours]
Unit II	Consumer behavior: Consumer decision making process, Segmentation, Targeting and positioning, Marketing Research, Marketing mix, Product: Classification of products, New Product development, Reasons for new product failure, Consumer adoption process [08 Hours]
Unit III	Price:

	Price Mix, factors affecting pricing, types of pricing policies, Distribution: Factors impacting Channels of distribution, types of channel intermediaries, Promotion: Advertising, Sales promotion, Personal selling, Media decisions, advertising effectiveness [08 Hours]
Unit IV	Marketing of services: Characteristics and classification of services, Marketing mix of services, Customer relationship management, Measuring Service Quality [08 Hours]
Unit V	Global Marketing: Entry into international markets, opportunity analysis, key decisions regarding product, price, distribution, promotion. Sustainable marketing: Ethical behavior of firms, marketing related ethical issues. [08 Hours]
Text Books	
1	Marketing Management, Kumar Arun & Meenakshi, Vikas Publication
2	Marketing Management, Namakumari, Willey Publications
3	Marketing Management, Sherlekar, Himalaya Publications
Reference Books	
1	Marketing Management, By Philip Kotler
2	Global Marketing Management, By Keegan, Pearson
Useful links	
1	https://www.marketingteacher.com/
2	https://commerce.gov.in/
3	https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/the-changing-face-of-marketing
4	https://brandequity.economictimes.indiatimes.com/news

Contributions for syllabus designing:

S. No.	Name of the Person	Designation	Organization
1	Dr. Ujwala Dange	Assistant Professor	JDCEM

Semester	Course Code	Name of the course	L	T	P	Credits
II	MB2T003	Human Resource Management	3	0	0	3

Prerequisites for the course	
1	Basic knowledge of organization structure
2	Knowledge of principles of management like planning, organizing, directing & controlling

Prior Reading Material/useful links	
1	https://www.youtube.com/watch?v=xuGh-jzupzc
2	https://www.youtube.com/watch?v=qkWJT018Fhg

Course Outcomes: At the end of the Course, the learner will be able to

Sr. No	Course outcome number	CO statement
1	CO1	Discuss the functions & Roles of an HR Manager, Processes & Methods in HR functions
2	CO2	Choose/ employ appropriate Recruitment, Selection, Training or Performance Appraisal Methods for a given situation
3	CO3	Distinguish between various HR Processes & Methods (Internal & External Sources of Recruitment, Recruitment & Selection, On the Job & Off the Job training methods, Transfer & Promotion, Wages & Salary)
4	CO4	Develop Job Description, Job specification, Appraisal form, Compensation structure for a given Job profile
5	CO5	Justify the applicability of various methods of training & performance appraisal

Syllabus:

Course Contents	
Unit I	Introduction: Meaning & Definition of HRM, Functions of HRM, Significance of HRM, Objectives of HRM, Role of HR Manager; Job Analysis- Meaning, Process, Methods of data collection, Job Description, Job Specification, Significance [08 Hours]
Unit II	HR Acquisition: Human Resource Planning- Objectives, Process, Importance; Recruitment – Meaning, Factors Affecting Recruitment, Sources of Recruitment; Selection- Concept, Process & Methods of Selection- Interviews & Tests; Placement & Induction [08 Hours]

Unit III	Training & Development: Concept, Objectives, Process, Training Methods, Evaluation of Training Programme, Executive Development Programme; Career and Succession Planning [08 Hours]
Unit IV	Performance Appraisal: Meaning, Concept, Process and Methods (Traditional & Modern); Internal Mobility, Transfer, Promotion, Demotion, Employee Separations [08 Hours]
Unit V	Compensation Administration: Introduction, Wages & Salary, Objectives of Compensation, Components of Compensation-Basic, DA, HRA, Variable pay, Fringe Benefits [08 Hours]
Text Books	
1	Human Resource and Personnel Management-Text and Cases: K. Aswathappa, McGraw- Hill Publishing Co. Ltd.
2	Human Resource Management. (3rd Edition), V. S. P. Rao, Excel Books (2010)
3	Personnel and HRM-Text and Cases (Fourth Revised Edition), P. Subba Rao, Himalaya Publishing House.
4	Essentials of Human Resource Management and Industrial Relations (Text, Cases & Games), P. Subba Rao, Himalaya Publishing House
5	Human Resource Management, Dr. S.S. Khanka, Sultan Chanda , Delhi
Reference Books	
1	V.S.P.Rao and C.B. Mamoria (2012), “Personal Management (Text and Cases)”, Himalaya Publications, Thirtieth Edition
2	Human Resource Management, C.B.Mamoria , Himalaya Publishing House
3	Human Resource Management, Gary Dessler Dorling Kindersley Pvt Ltd.
Useful links	
1	https://archive.nptel.ac.in/courses/110/105/110105069/
2	https://www.youtube.com/watch?v=dqaE5s7hQS4&list=PLaAhQ2ofZZRAvoakShzYLkQ22Yd3eCyMM
3	https://egyankosh.ac.in/handle/123456789/25214

Contributions for syllabus designing:

S. No.	Name of the Person	Designation	Organization
1	Dr. Parvin Shaikh	Assistant Professor	JDCEM
2	Dr. Surendra Jogi	Assistant Professor	JDCEM
3	Mr. Prallekh Ganvir	Alumni	JDCEM

Semester	Course Code	Name of the course	L	T	P	Credits
II	MB2T004	Operations Management	3	0	0	3

Prerequisites for the course	
1	Basic knowledge of Goods & Services
2	Clarity of concepts in Mathematics

Prior Reading Material/useful links	
1	https://byjus.com/maths/basics-of-algebra/
2	https://en.wikipedia.org/wiki/Goods_and_services

Course Outcomes: At the end of the Course, the learner will be able to

Sr.No	Course outcome number	CO statement
1	CO1	Discuss the concept of Operation & Production Management, PPC, Concept of Facility planning & Location, Importance & Classification of Inventory System & emerging trends in POM
2	CO2	Take decisions related to production for MTO, MTS & CHOOSE the suitable technique of Inventory Management to be applied for business
3	CO3	Analyze MPS, MPS, MRP-I& II, EOQ Model in business situation
4	CO4	Compare MRP-I & MRP-II, SCM, JIT QA& TQM
5	CO5	Design the appropriate Manufacturing or Service Layout & Make MPS, MRP-I & II, EOQ Model for a given real life business situation.

Syllabus:

Course Contents	
Unit I	Introduction: Concept of Production/Operations Management, Difference between Manufacturing & Services, Capacity and equipment selection decisions, Types of Manufacturing & Service Layout [08 Hours]
Unit II	Production Planning & Control: Concept, Planning Premise, Make to Stock, Make to Order and Assemble to Order, Process Planning, MPS (Master Production Schedule), MRP (Material Requirement Planning), MRP II, Material Handling [08 Hours]
Unit III	Facility Planning & Layout: Concept of Facility Planning & Location, Factors affecting Plant Location Decision, Plant Layout: objectives, types. Maintenance Management: Concepts, Need of maintenance, Objectives & types of maintenance [08 Hours]
Unit IV	Inventory management: Concept, Importance, Classification of Inventory System, Techniques of Inventory Management, EOQ Model with numericals, Waste disposal/ reduction [08 Hours]

Unit V	Emerging Trends in POM: Supply Chain Management (SCM), Just in Time (JIT), Quality Control, Quality Assurance (QA), Total Quality Management (TQM), TPM, EHS: Culture, Employee involvement, Quality Circles [08 Hours]
Text Books	
1	Production and Operations Management, K. Aswathappa and K Shridhar Bhatt, Himalaya Publishing House
2	Production and Operations Management, S.Anil Kumar, N.Suresh, New Age International, 2006
3	Operation Management, K. Shridhar Bhat, Himalaya Publishing House 1 st Edition
Reference Books	
1	Purchasing and Materials Management, P. Gopalakrishnan, 1st Edition, McGraw Hill Education
2	Operations Management, B. Mahadevan, Pearson Education India
Useful links	
1	https://www.youtube.com/watch?v=JExh2DhqCG0
2	https://www.youtube.com/watch?v=OLXq4nEW9k
3	https://www.youtube.com/watch?v=tac9smS5NSk
4	https://www.youtube.com/watch?v=RrkBAMkMY8Y

Contributions for syllabus designing:

S. No.	Name of the Person	Designation	Organization
1	Dr. Deepshree Kumar	Assistant Professor	JDCOEM
2	Prof. Yamini Dwivedi	Assistant Professor	JDCOEM

Semester	Course Code	Name of the course	L	T	P	Credits
II	MB2T005	Business Research	3	0	0	3

Pre requisites for the course	
1	Basic Knowledge of statistics
2	Basics of Ms Excel

Prior Reading Material/useful links	
1	https://www.youtube.com/watch?v=Q-pX21LtnJI
2	https://www.youtube.com/watch?v=fcbB0nkDik8

Course Outcomes: At the end of the Course, the learner will be able to

Sr.No	Course outcome number	CO statement
1	CO1	Explain the key concepts & processes in Business Research
2	CO2	Select appropriate sampling design, suitable method of data collection & data analysis
3	CO3	Apply appropriate tool for data analysis
4	CO4	Analyze & interpret the findings of a research study
5	CO5	Develop measurement tools and construct appropriate scales therein (Construct Questionnaire) stem inferences by applying various techniques of interpretation and be and write various types of research report

Syllabus:

Course Contents	
Unit I	Introduction: Definition of Research, Need of business research, Questions in Research: Formulation of Research Problem The process of business research: Literature review - Concepts and theories - Research questions - Sampling - Data collection - Data analysis – Writing up [08 Hours]
Unit II	Research Design: Concept, Features of a robust research design. Types of research design, Types of Variables, Qualitative and Quantitative research approaches Hypothesis: Definition, Types of Hypothesis, Framing Null Hypothesis & Alternative Hypothesis. Concept of Hypothesis Testing - Logic & Importance. [08 Hours]
Unit III	Data & Measurement: Types of Data, Secondary & Primary Data: Definition, Sources, Characteristics, Advantages and disadvantages (Sufficiency, adequacy, and reliability); Tools of data collection Measurement: Concept, What is measured? Validity and Reliability in measurement, Levels of measurement - Nominal, Ordinal, Interval,

	Ratio. Attitude Scaling Techniques: Concept of Scale – Rating Scales viz. Likert Scales, Semantic Differential Scales, Constant Sum Scales, Graphic Rating Scales – Ranking Scales – Paired Comparison & Forced Ranking Questionnaire: Questionnaire Construction [08 Hours]
Unit IV	Sampling: Basic Concepts: Statistical Population, Sample, Characteristics of a good sample, Sampling Frame, Sample Size, Probability Sample: Simple Random Sample, Systematic Sample, Stratified Random Sample, Area Sampling & Cluster Sampling. Non Probability Sample: Judgment Sampling, Convenience Sampling, Purposive Sampling, Quota Sampling & Snowballing Sampling methods. [08 Hours]
Unit V	Data Analysis & Report Writing: Data Analysis: Cleaning, Editing, Coding & Tabular representation of data, frequency tables, Univariate analysis - Interpretation of Mean, Median Mode; Standard deviation, Coefficient of Variation Bivariate Analysis: Cross tabulations, Bivariate Correlation Analysis - meaning & types of correlation, Karl Person's coefficient of correlation and spearman's rank correlation. Chi-square test Linear Regression Analysis: Purpose and use, Linear regression; Interpretation of regression co-efficient, Applications in business scenarios. Test of Significance: Small sample tests: t (Mean, proportion) and F tests, Z test. Non-parametric tests: Binomial test of proportion, Randomness test. Analysis of Variance: One way and two-way Classifications. Research Reports: Structure of Research report, Report writing and Presentation. [08 Hours]
Text Books	
1	Research Methodologies, Methods and Techniques –2nd Edition C R Kothari
2	Business Research Methods, 8e, Zikmund, Babin, Carr, Griffin, South-Western Cengage Learning, 2010
3	Research Methodology, Panneerselvam, Prentice Hall India
4	Research Methodology: Concept and Cases, 2/e, Dr Deepak Chawla & Dr Neena Sondhi, Vikas Publishing
5	Business Research Methods, Naval Bajpai, Pearson
Reference Books	
1	Methodology of Research, Krishnaswami & Ranganatha, Himalaya Publishing House
2	Business Research Methods, Donald Cooper and Pamela Schindler, Tata McGraw Hill
3	Survey Methods 2nd ed., Fowler, Floyd J Jr., Sage Pub. 1993
Useful links	
1	https://onlinecourses.swayam2.ac.in/cec20_mg14/
2	https://www.youtube.com/watch?v=0S89RyIVu2k
3	https://www.youtube.com/watch?v=_g5roKHj95o

Contributions for syllabus designing:

S. No.	Name of the Person	Designation	Organization
1	Dr. Deepshree Kumar	Assistant Professor	JDCOEM
2	Prof. Yamini Dwivedi	Assistant Professor	JDCOEM

Semester	Course Code	Name of the course	L	T	P	Credits
II	MB2T006	Cost & Management Accounting	3	0	0	3

Prerequisites for the course	
1	Basic knowledge of Financial Accounting
2	Problem-solving and research abilities
3	A good grasp of basic arithmetic, including addition, subtraction, multiplication, and division, is essential.

Prior Reading Material/useful links	
1	https://cga.nic.in/writereaddata/management_accounting.pdf
2	https://www.toppr.com/guides/fundamentals-of-accounting/fundamentals-of-cost-accounting/format-of-cost-sheet/
3	https://blogs.sap.com/2018/01/07/material-ledgers-actual-costing/

Course Outcomes: At the end of the Course, the learner will be able to

Sr.No	Course outcome number	CO statement
1	CO1	Discuss the basic concepts of cost and management accounting and able to prepare cost/tender sheet
2	CO2	Compute operating and service cost.
3	CO3	Analyze Financial Statements and derive meaningful information
4	CO4	Evaluate budgetary control and prepare budgets
5	CO5	Prepare and analyse models for decision making

Syllabus:

Course Contents	
Unit I	Introduction to Cost and Management Accounting: Nature and Scope of Management Accounting, Distinction between Financial and Management Accounting. Cost Accounting – Meaning, Importance, Classification of Costs, Preparation of Cost Sheet and Tender/Quotations [08 Hours]
Unit II	Operating & Service Costing: Features of Operating Costing: Transport Costing (Standing Charges, Repairs & Maintenance Charge and Running Charges), Canteen, Hospital and hotels costing. [08 Hours]
Unit III	Financial Statement Analysis Meaning and Types, Techniques of Financial Statement Analysis: Common Size Statement, Comparative Statement, Trend Analysis and Ratio Analysis. Problems on Ratio analysis. [08 Hours]
Unit IV	Budgetary Control:

	Budgeting and Budgetary Control – Meaning, Objectives, Advantages and Limitations of Budgeting, Types of Budget, Practical Questions on Cash Budget and Flexible Budget [08 Hours]
Unit V	Planning & Decision-Making Techniques: Standard Costing – Meaning and Application, Essentials of standard Costing, Variance Analysis- Material and Labour Cost Variances. Marginal Costing – Meaning of Marginal Cost, Characteristics of Marginal Costing, Cost-Volume-Profit Analysis – Profit/Volume ratio, Break-Even Analysis and Margin of Safety [08 Hours]
Text Books	
1	A Textbook of Financial, Cost and Management Accounting, P. Periasamy Himalaya Publishing House
2	A textbook of cost and management accounting, M.N. Arora, S Chand And Company Ltd; 11th edition
3	Management Accounting, Principles & Practice, Sharma R.K & Gupta S.K.
4	Management Accounting, R S N Pillai & V Bagavathi
5	Cost Accounting & Financial Management, Ravi Kishore, Taxman Publication
6	Cost Accounting: Texts and Problems, M C Shukla, T S Grewal, Dr. M P Gupta, Revised Edition, S Chand & Company
Reference Books	
1	Cost and Management Accounting, by Dr. B.K. Mehta, SBPD Publications; Latest Edition
2	Cost Accounting, M Y Khan P K Jain, Second Edition, McGraw Hill Education, ISBN-13:978-9339203443
3	Cost Accounting Text Book- V K Saxena, C.D Vashishtha, Sultan Chand Publication, ISBN-13:978818054611
4	Cost & Management Accounting, Dr. P.C. Tulsian, Taxman Publication
Useful links	
1	https://icmai.in
2	https://www.icsi.edu/media/webmodules/publications/FULL_BOOK_PP-CMA-2017-JULY_4.pdf
3	http://ebooks.lpude.in/commerce/bcom/term_3/DCOM202_COST_ACCOUNTING_I.pdf
4	https://www.researchgate.net/publication/278245136_Basics_of_Cost_Accounting

Contributions for syllabus designing:

S. No.	Name of the Person	Designation	Organization
1	Dr. Manoj Rao	Assistant Professor	JDCOEM

Semester	Course Code	Name of the course	L	T	P	Credits
II	MB2T007	Entrepreneurship, Innovation & Design Thinking	3	0	0	3

Prerequisites for the course	
1	Knowledge of functional areas of management

Prior Reading Material/useful links	
1	https://www.youtube.com/watch?v=MdNNGfoxrqA
2	https://www.youtube.com/watch?v=7TWKKww-F30

Course Outcomes: At the end of the Course, the learner will be able to

Sr. No	Course outcome number	CO statement
1	CO1	Discuss basic terms and concepts of entrepreneurship, innovation, creativity & design thinking
2	CO2	Apply the theories of entrepreneurship and entrepreneurship development framework to analyze and identify entrepreneurial opportunities
3	CO3	Discriminate between potential options available for entrepreneur for embarking on establishing a Start Up
4	CO4	Evaluate the start up ecosystem and the entrepreneurial opportunities in light of requirements of a business plan.
5	CO5	Create a business plan that captures variety of entrepreneur motivations, entrepreneur culture and sectoral opportunities and financing options.

Syllabus:

Course Contents	
Unit I	Entrepreneurship: Concept of Entrepreneur, Characteristics of successful entrepreneurs, Functions of an Entrepreneur, Classification of Entrepreneurs, Role of Entrepreneur in Indian Economy, Factors influencing Entrepreneurship Growth. [07 hours]
Unit II	Entrepreneurship development: Players in entrepreneurial ecosystem, Role of Entrepreneur Development Programs (EDP); Role of DIC, SISI , EDII , NIESBUD, NEDB, EDP- Objectives – contents – methods – execution; Role of Mentors, Role of consultancy organizations in promoting Entrepreneurs, Role of Government in promoting Entrepreneurship [09 hours]
Unit III	Enterprise Promotion: Creating Entrepreneurial Venture, Business Planning Process- Idea generation, environmental scanning, feasibility analysis; SWOT analysis, Internal and External Environment Analysis, Industry Analysis; Porter's five forces model, Seven

	Domains of John Mullins, Business Model Canvas; Opportunity Analysis- Opportunities in Emerging/Transition/Decline industries, at the bottom of the pyramid, in social sector, arising out of digitization; The business plan - Elements of Business Plan [10 hours]
Unit IV	Innovation: Difference between innovation and creativity, and its role in Industry and organizations, Types of Innovation, Innovation Process, Approaches to innovations, Assumptions & Barriers to Innovation, Innovation Sources [07 hours]
Unit V	Design Thinking: Meaning of Design Thinking, rise of Design Thinking, Design Thinking for competitive advantage, Power of Design Thinking in Entrepreneurship, Design thinking in various sectors (Health, Finance, Education, Infrastructure) [07 hours]
Text Books	
1	Entrepreneurship (6th Edition) – Robert D Hisrich, Tata McGraw Hill
2	Industries and Entrepreneurship (2003) – Vasant Desai, Himalaya Publishing House
3	Entrepreneurial Development – S.S. Khanka, S. Chand & Co
4	Design Thinking by Michael G Luchs, K Scott Swan, Abbie Griffin
Reference Books	
1	Entrepreneurial Development- S.S. Khanka (S. Chand & Co.) . Entrepreneurship Development- E. Gorden, K Natarajan (Himalaya Publishing House, Delhi)
2	Entrepreneurship Development- E. Gorden, K Natarajan (Himalaya Publishing House, Delhi)
3	Entrepreneurship Management- Passion Works Wonders- Vasant Desai (Himalaya Publishing House)
Useful links	
1	https://www.youtube.com/watch?v=UEngvxZ11sw
2	https://archive.nptel.ac.in/courses/110/106/110106141/

Contributions for syllabus designing:

S. No.	Name of the Person	Designation	Organization
1	Dr. Surendra Jogi	Assistant Professor	JDCOEM
2	Dr. Jonathan Joseph	Assistant Professor	JDCOEM

Semester	Course Code	Name of the course	L	T	P	Credits
II	MB2T008	Sectoral Analysis	2	0	0	2

Prerequisites for the course	
1	A good understanding of financial accounting principles, financial statements and their analysis
2	A basic understanding of macro and micro economics

Prior Reading Material/useful links	
1	https://www.youtube.com/watch?v=wIDPMIVSxTQ
2	https://www.youtube.com/watch?v=D3mVJvSz9WQ

Course Outcomes: At the end of the Course, the learner will be able to

Sr. No	Course outcome number	CO statement
1	CO1	Explain the key terms and processes in Sectoral analysis
2	CO2	Discuss factors responsible for sectoral trends
3	CO3	Apply appropriate Strategic analysis tool for a given sector
4	CO4	Discuss Sector specific regulatory framework
5	CO5	Evaluate sectoral performance through analyzing financial data

Syllabus:

Course Contents	
Unit I	Introduction to Sectoral Analysis: Significance, objectives, and relevance in business strategy. Impact of Key economic indicators on sectors: GDP, inflation, and employment. Strategic analysis for sectors: Porter's Five Forces, SWOT Analysis, Value Chain Analysis.
Unit II	Sectoral Trends: Emerging Technologies and Innovation, Impact of technology advancement on sectors; Strategic Planning and Future Trends: Strategic Planning in Sectors, sector-specific business strategies, Long-term planning and adaptation, understanding factors influencing demand and supply trend within sectors; Identifying changing consumer behaviors; International Markets and Globalization, Cross-border sectoral challenges and opportunities.
Unit III	Sectoral Performance Analysis: Financial Analysis of Sectors- Key financial ratios for sectoral evaluation, Assessing sectoral stability and growth potential, Identifying investment opportunities and sector-specific risks. Regulatory Environment: sector-specific regulations, Compliance and governance issues. Sustainability and ESG Factors: Evaluating environmental, social, and governance factors within sectors.

Text Books	
1	Investment Valuation: Tools and Techniques for Determining the Value of any Asset, Aswath Damodaran, Wiley; 3rd edition,
2	"Competitive Strategy: Techniques for Analyzing Industries and Competitors" by Michael Porter
3	Indian Economy, Ramesh Singh, McGraw Hill Education (India) Private Limited, Standard Edition (3 May 2023)
4	Financial Market Innovation-Sectoral Analysis, Dr.Triptti Tripathi, Serials Publications Pvt. Ltd.
Reference Books	
1	Indian Industry- Policies and Performance, Arun S Kumar,
2	Marketing Strategies & Management: A Sectoral Analysis, Dr Makarand Upadhyaya, New Century Publications; 1st edition
3	Sectoral Analysis of 47th Meeting of GST Council by Taxmann's Advisory Team, Kindle Edition by Taxmann.
Useful links	
1	https://www.youtube.com/watch?v=D3mVJvSz9WQ
2	https://www.youtube.com/watch?v=vXtCe9dKWqw
3	https://www.youtube.com/watch?v=c280rI1Ojtc
4	https://www.youtube.com/watch?v=wYiqs3LmZbk&list=PL74rUQSqLRsLu7k9mvs-mLvTpMzVA8Lbd

Contributions for syllabus designing:

S. No.	Name of the Person	Designation	Organization
1	Dr. Manoj Rao	Assistant Professor	JDCOEM
2	Dr. Surendra Jogi	Assistant Professor	JDCOEM

Semester	Course Code	Name of the course	L	T	P	Credits
II	MB2L009	Spreadsheet Lab	0	0	2	1

Pre-requisites for the course	
1	Students should know the basics of MS Excel

Prior Reading Material/useful links	
1	https://www.youtube.com/watch?v=LgUCyWhJf6s
2	https://www.youtube.com/watch?v=cL5GXQMkjMU

Course Outcomes: At the end of the Course, the learner will be able to

Sr. No	Course outcome number	CO statement
1	CO1	Use advanced functions and productivity tools to assist in developing worksheets
2	CO2	Manipulate data lists using Outline, Autofilter and PivotTables
3	CO3	Audit and check worksheets and workbooks for errors
4	CO4	Present concise visual reports of complex data
5	CO5	Record repetitive tasks by creating Macros

Syllabus:

Sr. No	PRACTICAL LIST MS EXCEL
1	New in Excel 2013 / 2016 & 365 - New Charts – Tree map & Waterfall, Sunburst, Box and whisker Charts, Combo Charts – Secondary Axis, Adding Slicers Tool in Pivot & Tables, Using Power Map and Power View, Forecast Sheet
2	Spark lines -Line, Column & Win/ Loss - Using 3-D Map, New Controls in Pivot Table – Field, Items and Sets, Various Time Lines, Auto complete a data range and list, Quick Analysis Tool, Smart Lookup and manage Store
3	Sorting and Filtering- Filtering on Text, Numbers & Colours, Sorting Options, Advanced Filters Printing Workbooks - Setting Up Print Area, Customizing Headers & Footers, Designing the structure of a template,
4	What If Analysis - Goal Seek, Scenario Analysis, Data Tables (PMT), Solver Too, Logical Functions- If Function, How to Fix Errors – if error, Nested If, Complex if and or functions
5	Data Validation - Number, Date & Time Validation, Text and List Validation, Custom validations based on formula, Dynamic Dropdown List Creation using Data Validation – Dependency List
6	Lookup Functions – V lookup / H Lookup, Index and Match, Creating Smooth User Interface Using Lookup, Nested V Lookup, Reverse Lookup , Worksheet linking using Indirect

7	Pivot Tables Creating Simple Pivot Tables, Basic and Advanced Value Field Setting, Classic Pivot table, Choosing Field, Filtering PivotTables, Modifying Pivot Table Data,
8	Arrays Functions , What are the Array Formulas, Use of the Array Formulas? Basic Examples of Arrays. Array with if, len and mid functions formulas.
9	Charts and slicers - Various Charts i.e. Bar Charts / Pie Charts / Line Charts , Using SLICERS, Filter data with Slicers, Manage Primary and Secondary Axis
10	Excel Dashboard - Planning a Dashboard, Adding Tables and Charts to Dashboard, Adding Dynamic Contents to Dashboard
11	VBA Macro - Introduction to VBA- What Is VBA? What Can You Do with VBA? Recording a Macro, Procedure and functions in VBA
12	Variables in VBA - What is Variables?, Using Non-Declared Variables, Variable Data Types, Using Const variables
13	Message Box and Input box Functions - Customizing Msg boxes and Input box, Reading Cell Values into Messages, Various Button Groups in VBA. If and select statements- Simple If Statements, The Else if Statements, Defining select case statements
14	Looping in VBA - Introduction to Loops and its Types, The Basic Do and For Loop, Exiting from a Loop, Advanced Loop Examples
15	Mail Functions – VBA - Using Outlook Namespace, Send automated mail, Outlook Configurations, MAPI, Worksheet / Workbook Operations, Merge Worksheets using Macro. Merge multiple excel files into one sheet, Split worksheets using VBA filters, Worksheet copiers

Textbooks	
1	Excel 2022: by Harrison Masters
2	Mastering Excel: Goal Seek & Solver by Mark Moore
Reference Books	
1	Step-By-Step Optimization With Excel Solver – The Excel Statistical Master by Mark Harmon.
Useful links	
1	https://spreadsheeto.com/blog/
2	https://youtu.be/Y8xhrUa3KH4

Contributions for syllabus designing:

S. No.	Name of the Person	Designation	Organization
1	Dr. Surendra Jogi	Assistant Professor	JDCOEM
2	Dr. Jonathan Joseph	Assistant Professor	JDCOEM
3	Prof. Yamini Dwivedi	Assistant Professor	JDCOEM