

JODHPUR INSTITUTE OF ENGINEERING & TECHNOLOGY
TWO Year Full Time
MBA Programme
Teaching & Examination Scheme

I Year - I Semester

S. No.	Category	Course		Contact hrs/week			Marks				Cr
		Code	Course Title	L	T	P	Exam Hrs.	IA	ETE	Total	
1	PCC	M-101	Fundamentals of Management	3	0	0	3	30	70	100	3
2		M-102	Organizational Behavior	3	0	0	3	30	70	100	3
3		M-103	Managerial Economics	3	0	0	3	30	70	100	3
4		M-104	Accounts for Managers	3	0	0	3	30	70	100	3
5		M-105	Business Environment	3	0	0	3	30	70	100	3
6		M-106	Quantitative Techniques	3	0	0	3	30	70	100	3
7		M-107	Human Values	3	0	0	3	30	70	100	3
		Sub Total		21	0	0				700	21
PRACTICAL & SESSIONAL											
7		M-108	Business Communication and Technical Writing Skills Lab	0	0	3	3	60	40	100	3
8	PCC	M-109	Computer Application Lab	0	0	3	3	60	40	100	3
9	PS	M-110	Practice School - I	0	0	3	3	60	40	100	3
		M-111	Personality & Skill Development - I	0	0	3	-	100	-	-	0
		Sub- Total								300	9
		TOTAL OF I SEMESTER		2	0	12				1000	30

M-101 FUNDAMENTALS OF MANAGEMENT

COURSE OBJECTIVES

- To help the students gain understanding of the functions and responsibilities of managers.
- To provide them tools and techniques to be used in the performance of the managerial job.
- To enable them to analyze and understand the environment of the organization.
- To help the students to develop cognizance of the importance of management principles.

Section A

UNIT I: BASIC CONCEPTS OF MANAGEMENT:

Definition – Need and Scope, Functions, Managerial Roles, Levels of Management, Contribution of F. W. Taylor, Henri Fayol, Max Weber, Elton Mayo, Herzberg, Douglas McGregor, Peter Drucker

Approaches to Management: Scientific Approach, Systems Approach and Contingency Approach.

UNIT II: PLANNING

Planning: Essentials of Planning, Planning Process, Types of Plans, Management by Objectives; Strategies, Policies and Planning Premises; Decision making: - Programmed and Non Programmed Decisions, Steps in Decision Making; Group Problem Solving and Decision Making.

UNIT III: ORGANIZING & STAFFING

Organization: Formal and Informal, Line and Staff relationship, Centralization & Decentralization

Organizational Culture, Organizational Climate and Organizational Change

Staffing: Recruitment and Selection, Training and Development

UNIT IV: LEADING & CONTROLLING

Leadership, Power and Authority, Leadership Styles; Behavioral Leadership, Situational Leadership, Leadership Skills

The system and process of controlling; Control Techniques

UNIT V: CHALLENGES IN MANAGEMENT

Change Management- Timing of Change, Reaction to change, Organizational Change, Effective use of communication devices in IT.

Section B

- At Least one Case Study from each module.
- Questions will be case/inferences/application based.

Recommended Books:

Text Books:

1. Weihrich, Heinz and Koontz, Harold. Management A Global and Entrepreneurial Perspective. McGraw Hill.
2. Koontz. Essentials for Management: An International Perspective. Tata McGraw-Hill.
3. Robbins, Stephen P., Decenzo, David, A. Essentials of Management. Pearson Education.

Reference Books:

1. Tripathi. Principles of Management. Tata McGraw-Hill.
2. Drucker, Peter. The Practices of Management. Allied Publishers.

M-102 ORGANIZATIONAL BEHAVIOUR

COURSE OBJECTIVES

1. To help the students to develop cognizance of the importance of human behavior.
2. To enable students to describe how people behave under different conditions and understand why people behave as they do.
3. To provide the students to analyse specific strategic human
4. Resources demands for future action.

Section -A

UNIT I: CONCEPT OF ORGANIZATIONAL BEHAVIOUR

Concept of Organizational Behavior (OB), Importance of Organizational Behaviour, Key Elements of Organizational Behavior, Role of Managers in OB, Models of Organizational Behavior, Emerging issues in organizational behavior

UNIT II: INTRODUCTION TO ORGANIZATION DESIGN

Meaning of Organization Design and Structure, Basic elements of Organization Structure, Types of Organization Design, Concept, and Importance of attitude, Attitude Measurement. Attitudes and Workforce Diversity

UNIT III: PERCEPTION & PERSONALITY

PERCEPTION: Meaning & Definition, Perceptual process, Importance of Perception in OB; PERSONALITY: Concept of Personality, Nature, Types and Theories of Personality Shaping, Personality Attitude and Job Satisfaction. Concept and Theories of Learning.

UNIT IV: MOTIVATION, COMMUNICATION & CONFLICT

MOTIVATION: Nature & Importance, Herzberg's Two Factor theory, Maslow's Need Hierarchy theory, Alderfer's ERG theory

COMMUNICATION: Importance, Types, Barriers to communication, Communication as a tool for improving Interpersonal Effectiveness.

CONFLICT: Nature of Conflict & Conflict Resolution

UNIT V: ORGANISATION CHANGE, CULTURE & GROUP DYNAMICS

ORGANISATIONAL CHANGE: Importance of Change, Planned Change & OB Techniques

ORGANISATIONAL CULTURE: Meaning and Nature of Organization Culture - Functions of Organization Culture, Types of Culture.

Group Dynamics: Definition, Stages of Group Development, Group Cohesiveness, Formal and Informal Groups, Group Processes and Decision Making.

Section B

- At Least one Case Study from each module.
- Questions will be case/inferences/application based.

Recommended Books:

Text Books:

3. Stephen, P. Robbins., Timothy, A. Judge., Timothy Campbell Organizational Behavior. Pearson
4. Mishra. Organizational Behavior, Vikas Publishing House.
5. Aswathappa. Organization Behavior (Text, Cases & Games), Himalaya Publishing House.

Reference Books:

1. Luthans, Fred. Organizational Behavior, Tata McGraw-Hill. Newstrom.
2. Organizational Behavior: Human Behavior at Work, Tata McGraw-Hill. Education.

M - 103: ECONOMICS FOR MANAGERS

COURSE OBJECTIVES:

- Describe the nature and scope of managerial economics, demand analysis and firm & its organization
- To understand the modern managerial decision rules and optimization techniques.
- Evaluate features of different kinds of markets and analyzing pricing strategies
- To familiarize the students with the fundamental economic concepts & principles. And to make students understand about the factors affecting managerial decision making.
- Apply the knowledge of national income accounting, inflation and monetary and fiscal policies in real world situations.
- To analyze various macroeconomic factors which affect business firm decision making.

Section A

UNIT I INTRODUCTION TO ECONOMICS AND DEMAND ANALYSIS

Micro and Macro Economics. Introduction, Need and Importance of Managerial Economics. Fundamental Principles of Managerial Economics: Opportunity Costs, Incremental, Time perspective, Discounting and Equi marginal principles.

Demand Analysis demand function; Determinants of demand; Elasticity of demand – Price, income and cross elasticity, demand estimation, demand forecasting; Supply function.

UNIT II COST & REVENUE ANALYSIS

Kinds of costs – costs in the short run and in the long run and their behavior – Applications of cost analysis in managerial decision making – The relationship between product and cost curves, business planning or envelope curve, economies and Diseconomies of scale. Pricing practices; Commodity Pricing: Economics of advertisement costs; Types of pricing practices; Pricing strategies and practices: Multi product pricing, price discrimination, transfer pricing, cost plus pricing, incremental / marginal pricing, transfer pricing, peak load pricing etc

UNIT III MARKET STRUCTURE:

Perfect Competition: Determination of Price under Perfect Competition, Monopolistic market competition: price and output determination.

Monopoly: Features, Pricing under Monopoly, Price Discrimination. Oligopoly: Features, Kinked Demand Curve, Production analysis: Production function with one variable input and two variable inputs – Law of diminishing of returns – iso-quants and iso-cost analysis,

UNIT IV- NATIONAL INCOME: National Income Accounting and Macro-Economic Markets: National income accounting; Measuring the cost of living; unemployment and inflation; Factor Pricing: demand and supply of factor of production; Collective bargaining; Concept of rent, profit, interest- Rate of return and interest rates; Real vs. Nominal interest rates; Basic capital theory–Interest rate and return on capital; Measurement of profit

UNIT V- BASICS OF MACRO ECONOMICS: Consumption Function, Investment Function, Marginal efficiency of capital and business expectations, Business Cycle- Introduction, Meaning and Features, Theories of Business Cycles, Measures to Control Business Cycles, Business Cycles and Business Decisions; Inflation - Meaning and Kinds, Measures to Control Inflation, Deflation.

Section B

- At Least one Case Study from each module.
- Questions will be case/inferences/application based.

Recommended Books:

Text Books:

1. Managerial Economics- Theory and Applications, Dr. D.M Mithani, Himalaya Publications.
2. Managerial Economics, Tata Mcgraw-Hill, New Delhi Moyer & Harris,
3. Managerial Economics, D.N Dwivedi, 8th ed., Vikas Publication.
4. Managerial Economics, H. L Ahuja, S. Chand, 2011
5. Indian Economy, K P M Sundharam and Dutt, 64th Edition, S Chand Publication.

6. Business Environment Text and Cases by Justin Paul, 3rd Edition, McGraw-Hill Companies.

Reference Books:

1. Managerial Economics : P.L.Mehta (Kalyani Publication)
2. Managerial Economics, Yogesh Maheshwari, PHI, 2/e, 2011
3. Managerial Economics, Atmanand, Excel BOOKS, 2/e, 2010
4. Managerial Economics- Principles and worldwide applications, Dominick Salvatore, Oxford Publication, 6e, 2010

M-104 - ACCOUNTING FOR MANAGERS

COURSE OBJECTIVES:

- To Understand the Conceptual framework of Accounting and the related key accounting assumptions and principles to understand them.
- To understand the various elements of the financial statements and the process to prepare the final accounts.
- To analyze the concepts and applications of financial statements and prepare accounts for various entities under different situations.
- Analyze the Financial Statements through various tools like comparative and common size statement, fund flow and cash flow etc. which will help to analyze financial position of the firm
- To familiar with the Basics concepts of cost accounting for managerial decision making.
- To understand the process to prepare the cost sheet and its application for various organizations.

Section A

UNIT I FINANCIAL ACCOUNTING:

Meaning of financial accounting: Accounting as an information system; Importance, scope, Objectives and limitations of financial accounting; Accounting concepts and principles; Accounting equation; Capital and revenue items; Generally accepted accounting principles, accounting standards and International Financial Reporting Standards (IFRS). Emerging aspects of accounting, GST

UNIT II EVENTS AND TRANSACTION

Voucher, The Concepts of Account, Debit and Credit, Types of Accounts, The Accounting Process: Journals, Ledgers and Trial Balance, Accounting Equation, Accrual Basis & Cash Basis of Accounting, Capital & Revenue Transaction and Accounting Cycle,

UNIT III PREPARATION OF FINAL ACCOUNTS:

Trading Account, Profit and loss Account with adjustments, Balance Sheet

UNIT IV FINANCIAL STATEMENT ANALYSIS:

Analyzing financial statements through ratios: Liquidity analysis ratios, Profitability analysis ratios; Activity analysis ratios; Coverage ratios, limitations of Ratio Analysis;

Analytical comparative statement; Cash flow statement Standard Preparation of Cash Flow Statement (Accounting – 3 Revised),

Analysis of Financial Statements: Comparative, Common size, Trend Analysis, Inferences and Interpretations from Published Financial Statement.

UNIT V COST CONCEPTS

Classification of cost including cost for managerial decision making; Elements of cost; Cost centre; Cost unit; Cost allocation, Cost apportionment and ascertainment; Cost sheet; A brief introduction of methods of costing (Theory Only); Cost control and Cost reduction

Section B

- At Least one Case Study from each module.
- Questions will be case/inferences/application based.

Reference Books:

Text Books:

1. Paresh Shah (2013) Financial Accounting for Management, (2nd Ed.), New Delhi: Oxford University Press.
2. Anthony, R. N., Hawkins, F. D., & Merchant, K. A. (2006). Accounting: text and cases (12th ed.). New Delhi: Tata Mcgraw Hill.
3. Anthony, R. N. (2006). Accounting: text & cases (11th ed.). New Delhi: Tata McGraw Hill.
4. Belverd, E., Needles, Jr., & Powers, M. (2005). Principles of financial accounting (9th ed.). New York: Houghton Mifflin. Faculty of Management Studies, University of Delhi 17

Reference Books:

1. Hilton, R. W. (2008). Managerial accounting (3rd ed.). New Delhi: Tata McGraw Hill.
2. Michael, C. K. (2003). Financial accounting: A focus on decision making (2nd ed.). New Delhi: West Publishing Company.
3. Spiceland, J. D. (2009). Financial accounting (International edition). New Delhi: Tata McGraw Hill.
4. Vij, M. (2009). Management accounting. New Delhi: MacMillan India Ltd.

M-105 BUSINESS ENVIRONMENT

COURSE OBJECTIVES

- To make understand the basics of Business environment and the various factors which impact the environment of organization.
- To understand the concept of government policies, current issues in Indian perspective and to analyse the competitive business environment.
- To Understand the concept of government policies and their impact on Indian economy.
- Provide an understanding of the role of business in society.

Section-A

UNIT I BUSINESS ENVIRONMENT:

Meaning, Nature and Significance, Types of Environment, Economic & Non-economic environment, Environment Scanning and its process, Internal & External environment, Emergence of Market Driven Economies

UNIT II ROLE OF GOVERNMENT AND ECONOMIC TRANSITION

Roles of Government: Regulatory Role, Promotional Role, Entrepreneurial Role, Planning Role,

Liberalization: Monetary Policy, Fiscal Policy, Export-Import Policy

Privatization: Objectives, Routes, Benefits, Success Conditions. Privatization in India.

Globalisation: Features and Stages of Globalisation, Impact on Indian economy.

UNIT III MICRO, SMALL AND MEDIUM (MSME) ENTERPRISES & SUPPORTING INSTITUTIONS

Micro, Small and Medium Enterprises in India, MSME Policy Regulatory and Legal Framework, Role of SIDBI and other institutions.

UNIT IV BALANCE OF PAYMENT AND BALANCE OF TRADE

Meaning of BOP, Components of BOP, Importance of BOP, Types of disequilibrium in balance of payments, introduction of Balance of trade, Balance of trade vs. balance of payments

Foreign exchange rate –meaning of fixed and flexible rates and managed floating.

UNIT V GLOBAL ENVIRONMENT

International Relations – MNCs, World Trade Organization, Competition, Special Economic Zone, Environmental Issues, Foreign Collaborations, FDI in India, Emerging issues and challenges of Global and country level economy like demonetization and post covid effect on industry. Rural development, Sustainable Economic Development,

Section-B

At least one Case Study from each Module

Questions will be case/inferences/application based

Recommended Books:

Text Book:

1. Francis Cherunilam, Business Environment (Text and Cases), Publisher : Himalayan Publishing House
2. Misra, S.K. and Puri, V.K.: Economic Environment of Business, Himalaya Publishing House, New Delhi.
3. B.N. Gosh, Business Environment, Publisher : Oxford University Press
4. M. Adhikari, Economic Environment of Business, Publisher: Excel Books

Reference Book:

1. Justin Paul, Business Environment (Text & Cases), Publisher: McGraw Hill Education
2. K. Ashwathappa, Business Environment, Publisher: Himalaya Publishing
3. K. Chidambaram and V. Alagappan, Business Environment, Publisher: Vikas Publishing House Pvt. Ltd.
4. Kuchhal S.C., Industrial Economy of India, Chaitanya Publishing House, Allahabad

M-106 QUANTITATIVE TECHNIQUES FOR BUSINESS

COURSE OBJECTIVES

- To enable the student to familiarize with the Knowledge and Skills necessary to solve a variety of arithmetic & statistical issues in management problem of the businesses.
- Enable students to do analytical evaluation and arrive at logical conclusions & inferences to the decisions..
- To facilitate the use of Quantitative Technique in various functional areas.

Section-A

UNIT I INTRODUCTION TO QUANTITATIVE TECHNIQUES

Concept Model Building for Business Decisions. Role and Scope - Models in Business and Industry.

Matrix Algebra Determinations. Solving linear equations by using matrices. Output Model in Matrices.

UNIT II MEASURES OF CENTRAL TENDENCY:

Merits and demerits of measures of central tendencies, Mean: Arithmetic (simple and weighted), Median, Mode, quartiles, deciles and percentiles.

UNIT III MEASURES OF DISPERSION:

Measures of dispersion, Absolute Measures; Range, Inter-quartile Range, Quartile Deviation, Mean Deviation, Standard Deviation,

Relative Measures: Coefficient of Range, Coefficient of Quartile Deviation, Coefficient of mean deviation, coefficient of variation.

UNIT IV CORRELATION ANALYSIS

Correlation and coefficient of correlation and standard error

UNIT V REGRESSION ANALYSIS

Regression: Types of Regression models, determination of simple linear regression equation using least square method, Overview of Partial and Multiple regressions

Section-B

- At least one Case Study from each Module
- Questions will be case/inferences/application based

Recommended Books:

Text Book:

1. Beri. Business Statistics. Tata McGraw-Hill.
2. Gupta, S.P. Statistical Methods. Sultan Chand & Sons.
3. Praveen, R. V., Quantitative Aptitude and Reasoning, PHI Learning

Reference Books:

1. Chadha, N. K., Statistics for Behavioural and Social Scientists. Reliance Publishing House
2. Levin Richard, I and Rubin David S., Statistics for Management Prentice Hall of India, New Delhi, 2006 (7th Edition)
3. Doane. Applied Statistics in Business and Economics. Tata McGraw-Hill.
4. Aczel. Complete Business Statistics: with student CD-ROM (SIE). Tata McGraw-Hill.

M 107 HUMAN VALUES

COURSE OBJECTIVES

- To impart Human Value Education to the students and make them aware about their Natural Acceptance, Mutual happiness and Mutual Prosperity.
- Make able to understand Human Aspiration along with Right understanding and the program to achieve these goals.
- To make Students familiar that how to live in harmony at Self (I) and Body.
- To understand how to live in harmony with family and society and will help to understand human relationship.

Section A

UNIT I NEED, BASIC GUIDELINES, CONTENT AND PROCESS FOR VALUE EDUCATION

Understanding the need, basic guidelines, Self-Exploration - its content and process; 'Natural Acceptance' and Experiential Validation, Continuous Happiness and Prosperity- Human Aspirations, Right understanding, Relationship and Physical Facilities, Understanding Happiness and Prosperity correctly- A critical appraisal of the current scenario. Method to fulfill the above human aspirations: understanding and living in harmony at various levels

UNIT II UNDERSTANDING HARMONY IN THE HUMAN BEING - HARMONY IN MYSELF

Understanding human being as a co-existence of the sentient 'I' and the material 'Body' Understanding the needs of Self ('I') and 'Body' - Sukh and Suvidha Understanding the Body as an instrument of 'I', Understanding the characteristics and activities of 'I' and harmony in 'I' Understanding the harmony of I with the Body: Sanyam and Swasthya; correct appraisal of Physical needs, meaning of Prosperity in detail, Programs to ensure Sanyam and Swasthya.

UNIT III UNDERSTANDING HARMONY IN THE FAMILY AND SOCIETY- HARMONY IN HUMAN-HUMAN RELATIONSHIP

Understanding harmony in the Family, Understanding values in human-human relationship; meaning of Nyaya and program for its fulfillment to ensure Ubhay-tripti;

Trust (Vishwas) and Respect (Samman) , meaning of Vishwas; Difference between intention and competence, meaning of Samman, Difference between respect and differentiation; the other salient values in relationship, harmony in the society , Samadhan, Samridhi, Abhay, Sah-astitva as comprehensive Human Goals ,Visualizing a universal harmonious order in society- Undivided Society (AkhandSamaj), Universal Order (SarvabhaumVyawastha)- from family to world family.

UNIT IV UNDERSTANDING HARMONY IN THE NATURE AND EXISTENCE - WHOLE EXISTENCE AS COEXISTENCE

Understanding the harmony in the Nature. Interconnectedness and mutual fulfillment among the four orders of nature- recyclability and self-regulation in nature. Understanding Existence as Co-existence (Sah-astitva) of mutually interacting units in all pervasive Space. Holistic perception of harmony at all levels of existence.

UNIT V IMPLICATIONS OF THE ABOVE HOLISTIC UNDERSTANDING OF HARMONY ON PROFESSIONAL ETHICS.

Definitiveness of Ethical Human Conduct. Basis for Humanistic Education, Humanistic Constitution and Humanistic Universal Order

Competence in Professional Ethics:

- a) Ability to utilize the professional competence for augmenting universal human order,
- b) Ability to identify the scope and characteristics of people-friendly and eco-friendly production systems and management models..

Case studies related to values in professional life and individual life.

Section-B

- At least one Case Study from each Module
- Questions will be case/inferences/application based

Recommended Books:

Text Book:

1. R. R. Gaur, R Sangal, G P Bagaria, A Foundation Course in Human Values and Professional Ethics, Excel Books, 2009. ISBN: 978-9-350-62091-5
2. R. Subramanian, Professional Ethics includes Human Values, Oxford Univ. Press.
3. A. N. Tripathy, 2003, Human Values, New Age International Publishers.

Reference Books:

1. M Govindrajran, S Natrajan & V.S. Senthil Kumar, Engineering Ethics (including Human Values), Eastern Economy Edition, Prentice Hall of India Ltd.
2. B P Banerjee, 2005, Foundations of Ethics and Management, Excel Books.
3. B L Bajpai, 2004, Indian Ethos and Modern Management, New Royal Book Co., Lucknow. Reprinted 2008.

M 108 BUSINESS COMMUNICATION AND TECHNICAL WRITING SKILLS LAB

COURSE OBJECTIVES

- This course would help the students to equip themselves with the professional communication processes and etiquette.
- It would enable the students to understand and apply the right kind of interpersonal skills in the workplace.
- The course is designed in a way which enhances the student's English language keeping in mind the need for the modern and technological corporate world.
- It would prepare the student to market himself in the best possible manner in the business world and be successful in his or her career.

Section A

UNIT I OVERVIEW OF BUSINESS COMMUNICATION

Understanding Business Communication: Process of Communication, Principles of Communication, Characteristics of effective business communication, Barriers to communication environment and ways to overcome them, Communication and Ethics, Cross Cultural Communication, Formal communication—Vertical, Horizontal, Diagonal, Grapevine, Objectives of Communication -- Information, Advice, Order and Instruction, Persuasion, Motivation, Education, Warning, and Boosting the Morale of Employees

UNIT II CHANNELS OF COMMUNICATION AND LISTENING

Channels of communication, Types of communication: Verbal, Non-Verbal, Formal, Informal Communication. Body Language, Listening: Importance of Listening, Barriers to Listening and overcoming them, Developing Listening Skills

UNIT III BUSINESS WRITING

Business Writing: Fundamental of Business writing, Principles of Written Communication: 7 C.s Of written communication. Types of Business letter: Inquiries, Claims, Invitations, Reservations and Orders, Refusal & Collection Letters, Sales Letters; Inter-office Memos; Circulars, Notices & Recommendation Letters.

UNIT IV BUSINESS REPORTS & COMMUNICATION AND RESUME

Business Reports and Proposals: Introduction, What is a Report, Steps in Writing a Routine Business Report, Parts of a Report, Corporate Reports, Business Proposals, Meetings -- Need and Importance of Meetings, Conduct of Meeting Role of the Chairperson, Role of the Participants Drafting of Notice, Agenda and Resolutions.

Careers and Resumes: Introduction, Career Building, Understanding yourself, setting a career goal, Job search / looking at various options, preparing your resume, resume formats, traditional, Electronic and video resumes, online recruitment process.

UNIT V SPOKEN ENGLISH AND INTERVIEWS

Spoken skills Conducting Presentation, Oral presentation, Debates, Speeches, Interview, Group Discussion, English Pronunciation, Building Vocabulary. Mastering the art of giving interviews in Selection or placement interviews, discipline interviews, appraisal interviews and exit interviews

Public Relations – Meaning, Functions of PR Department, External and Internal Measures of PR, Presentation and Public Speaking: - effective PowerPoint presentation and public speaking skills

Recommended Books:

Text Book:

1. Mishra. B, Sharma. S, Communication Skills for Engineers and Scientists. PHI Learning Pvt. Ltd. ISBN: 8120337190.
2. Chaturvedi P. D, Chaturvedi M., Business Communication: Concepts, Cases and Applications. Pearson Education India. ISBN: 8131718727.
3. Greenbaum. Sidney. College Grammar of English. Longman Publishers. ISBN: 9780582285972.

Reference Books:

1. Pal, Rajendra and Korlahalli, J.S., Essentials of Business Communication. Sultan Chand & Sons. ISBN: 9788180547294.
2. Kaul, Asha, Effective Business Communication. PHI Learning Pvt. Ltd. ISBN: 9788120338487.
3. Murphy, R., Essential English Grammar, CUP. ISBN: 8175960299.
4. C. Muralikrishna and S. Mishra, Communication Skills for Engineers, Pearson education. ISBN: 9788131733844.

M 109 COMPUTER APPLICATION LAB

COURSE OBJECTIVES

- To impart students a broad outline of the basic management software such as MS Office.
- To impart knowledge about writing Business Letters, and creating Business Reports and Proposals in MS Office.
- To make students learn about Corporate reports using MS Office and various other tools and applications.
- The students will learn Enterprise Resource Planning Software like Tally.
- To familiarize students with Market Research, Search Engine Optimization, WordPress, Social Media Marketing.

Section A

UNIT I MS OFFICE

Introduction to MS WORD: Introduction, Overview of the User Interface, Formatting pages of a document, adjusting margins, inserting headers and footers, inserting page numbers, using templates and graphics in a document, setting up a watermark. Writing corporate reports and business proposals.

Introduction to MS EXCEL: Introduction of spreadsheets, working with rows and columns, Understanding Formatting, Applying General Formatting, using Paste Specials, Diagrams and Graphs, Construction of one way and two way tables, Arithmetic Mean, Geometric Mean.

Introduction to MS POWERPOINT: Creating a presentation, apply themes to a presentation, changing background and colours, formatting text in a presentation, inserting tables and charts in a presentation, addition of slide effects, transition ,animation. Presenting.

UNIT II ENTERPRISE RESOUCRE PLANNING

Overview of enterprise systems, Introduction to ERP, What is ERP, Why ERP, Need for Enterprise Resource Planning, Fundamental technology of ERP, Risks and benefits of ERP, Overview of ERP software solutions.

UNIT III BUSINESS INTELLIGENCE TOOLS

Overview of Business Intelligence tools, Need of BI Tools, Introduction to Power BI and IBM BI Tools, Pros and Cons of BI tools.

UNIT IV IT IN ACCOUNTING

TALLY: Use of Tally, Journal Entry in Tally, GST entry in tally software.

UNIT V DIGITAL MARKETING

Market Research, Search Engine Optimization, Word press, Social Media Marketing.

M 110 PRACTICE SCHOOL - I

COURSE OBJECTIVES

A management graduate needs to have exposure of the industrial working and understanding of application part of management concepts and also know his responsibility towards the society. Therefore, a new concept of practice school has been introduced in the curriculum.

This practice school in first semester will have two parts –

I. INDUSTRY INTERACTION

In this, students will start his industry interaction in the very first semester of the MBA program. He/ She has to visit an organization for 3 hours /week in any industry finalized/selected by competent authority. This interaction will give him feel and insight to the real time working.

A. This 3 hours /work will be after the classroom studies

B. Selection criteria of organisation-

1. Have turnover more than 5 Crore
2. Have more than 100 employees

C. During these hours, student will observe following points in the organisation:

1. Organisational structure and hierarchy
2. Different kind of jobs/works done by the employees at all levels in the company
3. Working of different departments
4. Types of skills require to work in an organisation
5. Ways of internal and external communication
6. Formal dressing and attitude
7. Coordination and team work

II. SOCIAL RESPONSIBILITY

To make students understand his role and responsibility in society & nature and co-existence as whole, student has to take an initiative towards contribution in any relevant social and environmental issue.

A. This work will be performed after the time of regular classes

B. Student will perform one or more of the following activities after the approval of mentor and HOD:

1. Making contribution in increasing the income of any street vender or any needy person from under privileged section
2. Cleanliness Campaign
3. Donation of his/her belongings which is of no use to him/her to needy ones
4. Plantation and care for nature (soil, natural resources, plants and animals)
5. Girl child and women safety, education and empowerment.
6. Blood donations and help of needy people at hospitals
7. Helping the under – privileged section of the society
8. Educating the street children or in schools when and where needed.
9. Nukkad Natak on any topic of social or environmental concern.
10. Any other relevant activities.

M 111 PERSONALITY & SKILL DEVELOPMENT - I

(Non-Credit Course)

COURSE OBJECTIVES

- This course will enable the student to understand the importance of personality development.
- It would help him to plan in the most efficient and effective manner to be a successful.
- This course will inculcate in the students the different types of employability skills required by the corporate world.
- The students will be well equipped with the major tools required to sustain in the industry and to establish themselves well.

Section A

UNIT I PERSONALITY DEVELOPMENT & BODY LANGUAGE

Personality – Introduction, Different types of personalities, Importance of personality, Personality test, Self – confidence and self- esteem

Body Language- Introduction, Basics of body language, Hard skills, Soft skills

UNIT II INTERPERSONAL SKILLS

Public speaking, PowerPoint presentation skills, Team building, Conflict management
Stress management

UNIT III SWOT ANALYSIS

Introduction, meaning, Importance, Tools used to identify, Importance of SWOT, SWOT in practise

UNIT IV LEADERSHIP

Leadership, Importance of leadership in today's business scenario, Types of leadership styles

UNIT V BUSINESS ETIQUETTES & RESUME BUILDING

Meaning, Introduction, types - Telephone etiquettes, Email Etiquettes, Letter Etiquettes, Basic resume formats, Difference between resume , CV, Biodata, areas to work build relevant resume

Section B

PSD Activities

LIST OF JOURNALS/PERIODICALS/MAGAZINES/NEWSPAPERS

- Business Review, Business India / Business Today / Business World,
- Vikalpa
- Journal of Indian Institute of Management, Ahmedabad,
- SANKALPA: Journal of Management & Research, Effective Executive, etc.
- ICFAI Journals of management
- Journal of Organization and Human Behaviour. Publisher: Publishing India Group, The Economic Times, Business Times, The Hindu

JODHPUR INSTITUTE OF ENGINEERING & TECHNOLOGY
TWO Year Full Time
MBA Programme
Teaching & Examination Scheme

I Year - II Semester

S. No.	Category	Course		Contact hrs/week			Marks				Cr
		Code	Course Title	L	T	P	Exam Hrs.	IA	ETE	Total	
1	PCC	M- 201	Human Resource Management	3	0	0	3	30	70	100	3
2		M- 202	Marketing Management	3	0	0	3	30	70	100	3
3		M- 203	Financial Management	3	0	0	3	30	70	100	3
4		M- 204	Research Methodology	3	0	0	3	30	70	100	3
5		M- 205	Operations Research	3	0	0	3	30	70	100	3
6		M- 206	Entrepreneurship Development and Innovation Management	3	0	0	3	30	70	100	3
			Sub Total		18	0	0				600
PRACTICAL & SESSIONAL											
7	PCC	M- 207	Seminar on Contemporary Issues	0	0	3	3	60	40	100	3
8		M- 208	Data Science Lab	0	0	3	3	60	40	100	3
9	PS	M- 209	Practice School - II	0	0	3	3	60	40	100	3
		M -210	Personality & Skill Development-II	0	0	3	-	100	-	-	0
		Sub- Total		0	0	12				300	9
		TOTAL OF II SEMESTER		18	0	12				900	27

M-201 HUMAN RESOURCE MANAGEMENT

COURSE OBJECTIVES

- To enable the students to understand the HR Management and system at various levels in general and in certain specific industries or organizations.
- To help the students focus on and analyse the issues and strategies required to select and develop manpower resources
- To develop relevant skills necessary for application in HR related issues
- To enable the students to integrate the understanding of various HR concepts along with the domain concept in order to take correct business decisions

Section – A

UNIT -I INTRODUCTION TO HUMAN RESOURCE MANAGEMENT:

Introduction, Nature, Objectives, Principles, Definition, Scope and Origin of HRM, Functions of HRM, HRM Models, Organizational Performance & HRM, Environmental Factors & HRM.

UNIT -II RESOURCING THE ORGANIZATION:

Job Analysis, Job Design, HR Planning process, Recruitment : Significance, Process, Sources-Internal & External, Evaluation of Recruitment Activity, E-recruitment. Selection: Criteria, Methods, Short listing, Selection & Validation of Selection. Appointment and its process, Induction/ on boarding.

UNIT -III TRAINING & DEVELOPMENT:

Meaning & Concept, Training Need Assessment, Training & Development (T&D) Process, Designing Training Programme. Methods of Training – On the Job & Off the Job methods, Outsourcing Training, Executive Development Programme, Evaluation of T&D Programmes.

UNIT -IV PERFORMANCE MANAGEMENT SYSTEM:

Meaning, Nature & Components, Identifying & Measuring Employee Performance, performance appraisal : Concept and Need for Performance, Reviews, Overview of Performance Appraisal, Types of Appraisal Methods, 360 degree appraisal, Benefits.

UNIT -V REMUNERATION & REWARDS: Components of Employee Remuneration, Devising a Remuneration Plan, Principles of Remuneration, Salary, Allowances, Incentives, Perks and other benefits, Individual Incentives Piece Rate System & Bonuses, Grievance and Grievance Procedure: Concept of Grievance, Causes of Grievances, Forms and Effects of Grievance, the Grievance Handling Procedure, Need for Grievance Redressal Procedure.

Section B

- At Least one Case Study from each module.
- Questions will be case/inferences/application based.

Recommended Books:

- Byars, L & Rue, L. Human Resource Management. McGraw Hill.
- Aswathappa, K. Human Resource Management. Tata McGraw-Hill. 3 Dessler, Varkkey. Human Resource Management. Pearson.
- Jyothi. Human Resource Management. Oxford University Press.
- Mondy, R. Human Resource Management. Prentice Hall.
- Steve Fleetwood ., Anthony Hesketh, Explaining the Performance of Human Resource Management, Cambridge University Press

List of Journals/Periodicals/Magazines/Newspapers

- Human Capital
- Indian Journal of Industrial Relations
- HRM Review
- Indian Journal of Training and Development.

M-202 MARKETING MANAGEMENT

COURSE OBJECTIVES

- To understand various facets of Marketing management and to develop the ability to take decisions and plan, execute and control marketing strategies towards attainment of organizational goals.
- Formulate strategies for developing new and/or modified products, concepts, goods and services that respond to evolving market needs.
- Define the nature and purpose of marketing, followed by the fundamentals of each of the most important marketing tasks.
- Develop strategies with clients, customers, and consumers and others to grow and maintain relationships.

Section - A

UNIT - I CONCEPT AND SCOPE OF MARKETING Philosophies of Marketing Management, Elements of Marketing - Needs, Wants, Demands, Customer, Consumer, Markets and Marketers; Marketing Vs Selling. Marketing Environment: Concept of Environment, Macro Environment & Micro Environment - Components and characteristics, Needs & Trends, Major forces impacting the Macro Environment & Micro Environment, Need for analyzing the Marketing Environment.

UNIT - II SEGMENTATION, TARGET MARKETING & POSITIONING: Segmentation - Concept, Need & Benefits. Geographic, Demographic, Psychographic, Behavioural bases of segmentation for consumer goods and services. Bases for segmentation for business markets. Criteria for effective segmentation. Market Potential & Market Share.

Target Market - Concept of Target Markets and criteria for selection. Segment Marketing, Niche & Local Marketing, Mass marketing,

UNIT - III CONSUMER BEHAVIOR: Meaning & importance of consumer behavior, Comparison between Organizational Buying behavior and consumer buying behavior, Buying roles, Consumer buyer decision process

UNIT – IV MARKETING DECISION: Mix Decisions, Product Decisions, New Product Development-Concept and Necessity for Development, Failure of New Products, New Product Planning and Development Process, Product Life cycle - Stages and Strategies for Different Stages of PLC.

UNIT – V PRICING & CHANNEL DISTRIBUTION Pricing Objectives, Policies, Methods of Setting Price, Pricing Strategies, Channels of Distribution for Consumer/ Industrial Products, Factors Affecting Channel Distribution, Management of Channels: Current Trends in Wholesaling and Retailing, Marketing of Services, Rural Marketing, CRM, e-Marketing; B2C, B2B and C2C, Direct Marketing through Internet, International Marketing etc.

Section B

- At Least one Case Study from each module.
- Questions will be case/inferences/application based.

Recommended Books:

Text Books:

- Kotler, P., Keller, K L., Koshy, A. and Jha, M., "Marketing Management", 13th Edition, Pearson Education.
- Marketing Management, Rajan Saxena, TMGH
- Kurtz, D. L. and Boone, L.E., "Principles of Marketing", 12th Edition, Thomson
- Winer, R., "Marketing Management", 3th Edition, PHI.

Reference Books:

- Ramaswamy, V. S., & Namakumari, S. Marketing management: global perspective Indian context (4th ed.). New Delhi: Macmillan.
- Saxena, R. Marketing management (4th ed.). New Delhi: Tata McGrawHill.

M-203 FINANCIAL MANAGEMENT

COURSE OBJECTIVES

- To understand both the theoretical and practical role of financial management in business corporations
- Give the ability and confidence to tackle common financial problems in practice.
- Have a greater appreciation and understanding of the importance of cost of capital and working capital in the context of financial decision making.
- Learn how managers should organize their financial transactions effectively and with integrity.
- Implement investment decisions, the process and methods of evaluation of various investment proposals.
- To understand emerging issues in financial management to take right decision at right time.

Section A

UNIT – I INTRODUCTION TO FINANCIAL MANAGEMENT: Introduction to financial management - objectives of financial management – profit maximization and wealth maximization. Changing role of finance managers. Interface of Financial Management with other functional areas.

Indian financial system – Primary market, Secondary market – stocks & commodities market, Money market and Capital markets.

Sources of Financing: Shares, Debentures, Term loans, Lease financing, Hybrid financing, Venture Capital, Angel investing and private equity, Warrants and Convertibles Debentures .

UNIT –II TIME VALUE OF MONEY Time value of Money –Future value of single cash flow & multiple cash flow, Present value of single cash flow and multiple cash flow, annuity & perpetuity. Simple interest & Compound interest, Tools for financial analysis: Analysis and Interpretations - Fund flow Statement and cash flow statement as per AS3, Break Even Analysis

UNIT – III COST OF CAPITAL - basic concepts. Cost of debenture capital, cost of preferential capital, cost of term loans, cost of equity capital (Dividend discounting and CAPM model). Cost of retained earnings. Determination of Weighted average cost of capital (WACC) and Marginal cost of capital.

Investment decisions -- Investment evaluation techniques – Net present value, Internal rate of return, Profitability index, Payback period, discounted payback period, accounting rate of return and Internal rate of return method.

UNIT – IV WORKING CAPITAL MANAGEMENT -Concept of Gross working Capital and Net working Capital – factors influencing working capital requirements. Current asset policy and current asset finance policy. Determination of operating cycle and cash cycle. Estimation of working capital requirements of a firm. Capital structure and dividend decisions – Planning the capital structure.

UNIT – V LEVERAGES , DIVIDEND POLICY & EMERGING ISSUES IN FM

LEVERAGES – Determination of operating leverage, financial leverage and total leverage.

DIVIDEND POLICY – Factors affecting the dividend policy - dividend policies- stable dividend, stable payout.

EMERGING ISSUES IN FINANCIAL MANAGEMENT: Derivatives, Mergers and Acquisitions, Behavioral Finance, Financial Modeling, Financial engineering, risk management. (Theory Only).

Section B

- At Least one Case Study from each module.
- Questions will be case/inferences/application based.

Recommended Books:

Text BOOKS:

- Prasanna Chandra ,Financial Management -, 8/e, TMH
- M.R.Agarwal , Financial Management Garima Publication
- R K Sharma and Shashi K Gupta, Financial Management, Kalyani Publications
- Khan M. Y.& Jain P. K Financial Management, 6/e, TMH,
- Rajiv Srivastava and Anil Misra, Financial Management, Second edition, Oxford University Press
- Vanhorne, James C, Financial Management & Policy-., 12/e, Pearson,

Reference Books:

- I M Pandey, Financial Management , Vikas Publications
- Brigham & Houston, Fundamentals of Financial Management, 10/e, Cengage Learning.
- Damodaran, Corporate Finance, , 2/e, Wiley, India (P) Ltd.
- Paresh P., Shah Financial Management, 2/e, Biztantra.
- Sheeba Kapil, Fundamentals of Financial Management Pearson

M-204 RESEARCH METHODOLOGY

COURSE OBJECTIVES

- To introduce the concept of Scientific Research and the methods of conducting Scientific Enquiry.
- To enable the students, in developing the most appropriate methodology for their research studies and to make familiar with the art of using different research methods and techniques
- To introduce the Statistical Tools of Data Analysis and the applications of Business research
- To enable them to conduct a Group Research Study and prepare the report.

Section – A

UNIT –I FOUNDATIONS OF RESEARCH: Definition of Research, Need of business research, Characteristics of scientific research, Typical Research applications in business and management.

PROCESS OF RESEARCH: Steps Involved in Research Process. Research Design: Various Methods of Research Design.

UNIT –II COLLECTION OF DATA Concept of Sample, Sample Size and Sampling Procedure, Various Types of Sampling Techniques, Determination and Selection of Sample Member, Types of Data: Secondary and Primary, Various Methods of Collection and Data, Preparation of Questionnaire and Schedule, , Precautions in Preparation of Questionnaire and Collection of Data.

UNIT –III ANALYSIS OF DATA Coding, Editing and Tabulation of Data, Various Kinds of Charts and Diagrams Used in Data Analysis: Bar and Pie Diagrams and their Significance, Use of SPSS in Data Analysis

UNIT –IV ESTIMATION THEORY AND HYPOTHESIS TESTING Sampling theory; Formulation of Hypotheses; Parametric & Non parametric Tests Application of Z-test, t-test, F-test and Chi-Square test. Application and Analysis of Variance (ANOVA).

UNIT -V RESEARCH REPORT & BIBLIOGRAPHY: Types and Layout of Research Report, Precautions in Preparing the Research Report.

Bibliography and Annexure in the Report Their Significance, Drawing Conclusions, Suggestions and Recommendations to the Concerned Persons.

Section B

- At Least one Case Study from each module.
- Questions will be case/inferences/application based.

Recommended Books:

Text Books:

- Research Methodology : Methods and Techniques (Multi Colour Edition) by C.R. Kothari (Author), Gaurav Garg (Author), New Age International Publication
- Business Research Methods – Alan Bryman & Emma Bell, Oxford University Press

Reference Books:

- Research Methodology ,Panneerselvam, R. ,Edition: Second Edition
- Research Methodology : A Guide for Researchers In Management and Social Sciences,Taylor, Bill, Sinha, Gautam, Ghoshal, Taposh

M-205 OPERATIONS RESEARCH

COURSE OBJECTIVES

- This course content aims to introduce students to use quantitative methods and techniques for effective decisions-making; model formulation and applications that are used in solving business decision problems.
- Developed understanding of various facets of Operations management.
- The ability to take decisions and plan, develop, execute and control Operations strategies
- Attainment of organizational Operations goals

Section - A

UNIT -I INTRODUCTION TO OPERATIONS RESEARCH. Definition, scope of Operations Research, characteristics, advantages and limitations. Quantitative approach to decision making, models & modeling in Operations Research.

UNIT -II TRANSPORTATION & ASSIGNMENT Transportation problem, General structure of transportation problem, methods of finding initial basic feasible solution (NWCM, LCM & VAM), test for optimality (MODI Method), degeneracy (theory only), Assignment problems, Introduction, General structure, problems on minimization & maximization.

UNIT -III LINEAR PROGRAMMING - Linear Programme, Problem formulation and geometric methods of solution. Simplex method. Two phase method, Elementary ideas about duality.

UNIT -IV THEORY OF GAMES- formulation of game models, Two person Zero sum games & their solution, $2 \times N$ and $M \times 2$ games, pure with saddle point, Mixed strategies (Graphical and algebraic methods), Limitations of game theory.

UNIT -V DECISION THEORY Decision making under uncertainty, Criterion of Maximum, Min., Maxmin and Minmax. Decision making under risk Bayesian approach. Decision Tress-Applications

PERT & CPM, Network components & precedence relationships, critical path analysis, probability in PERT analysis, theory of crashing.

Section B

- At Least one Case Study from each module.
- Questions will be case/inferences/application based.

Recommended Books:

Text Books:

- Sharma J.K., 2012. Operations Research: Theory and Application. 5th Edition, Laxmi Publications
- Vohra N.D., 2017. Quantitative Techniques in Management. McGraw Hill Education
- Sharma S. D, Operations Research: Theory, Methods and Applications, Kedar Nath, Ram Nath & Co.
- Taha H. A, Operations Research: An Introduction - 9/e, PHI

Reference Books:

- Wagner H.M., 2005. Principles of Operation Research. Prentice Hall.
- Kapoor V.K., Operation Research: Quantitative Techniques for Management. Sultan Chand & Sons. Other References: Internet sources
- Frederick S. Hillier, Gerald J. Lieberman, Introduction to Operations Research - 9/e, Tata McGraw- Hill, 2011.
- Ravindran, A., et al., Operations Research, John Wiley & Sons

M- 206 - ENTREPRENEURSHIP DEVELOPMENT AND INNOVATION MANAGEMENT

COURSE OBJECTIVES

- Understanding basic concepts in the area of entrepreneurship and Innovation Management
- Understanding the role and importance of entrepreneurship for economic development, developing personal creativity and entrepreneurial initiative,
- Adopting of the key steps in the elaboration of business idea,
- Understanding the stages of the entrepreneurial process and the
- Resources needed for the successful development of entrepreneurial ventures.

COURSE CONTENTS

UNIT –I INNOVATION MANAGEMENT: Meaning of Innovations, Introduction to innovation management, Introducing new products and services, Entrepreneurial Innovation Process. Types of Innovations in Business: Product Innovation Process Innovation, Business Innovation, Technology Innovation, Marketing Innovation.

UNIT –II ENTREPRENEUR & ENTREPRENEURSHIP: Meaning of entrepreneur - Evolution of the concept - Functions of an Entrepreneur - Types of Entrepreneur - Intrapreneur- an emerging class - Concept of Entrepreneurship - Evolution of Entrepreneurship - Development of Entrepreneurship - Entrepreneurial Culture - Stages in entrepreneurial process.

UNIT –III STARTING THE VENTURE: Creating and starting the venture - Steps for starting a small industry - selection of types of organization - International entrepreneurship opportunities.

UNIT –IV BUSINESS PLANNING PROCESS: Meaning of business plan - Business plan process - Advantages of business planning - Marketing plan - Production/operations plan - Organization plan - Financial plan - Final Project Report.

UNIT –V SOURCES OF FINANCE AND IPR: debt or equity financing, commercial banks, venture capital; financial institutions supporting entrepreneurs; legal issues – intellectual property rights- patents, trade mark, copy right, trade secrets, licensing;

franchising. Rural entrepreneurship, MSME Policies. Make-In India, Start-Up India, Stand-Up India.

Section B

- At Least one Case Study from each module.
- Questions will be case/inferences/application based.

Recommended Books:

Text Books:

- Entrepreneurship: New Venture Creation - David H. Holt
- Entrepreneurship - Hisrich Peters
- The Culture of Entrepreneurship - Brigitte Berger
- Project Management - K. Nagarajan
- Dynamics of Entrepreneurship Development - Vasant Desai
- Entrepreneurship Development - Dr. P.C.Shejwalkar
- Thought Leaders - Shrinivas Pandit
- Entrepreneurship, 3rd Ed. - Steven Brandt
- Business Gurus Speak - S.N.Chary
- The Entrepreneurial Connection - Gurmit Narula

M-207 - SEMINAR ON CONTEMPORARY ISSUES

COURSE OBJECTIVES

- Describe, discuss and critically reflect upon selected contemporary issues in different disciplines of business management.
- Identify and summarize the major practical implications of the selected issues for organizations as well as for society at large.
- Independently identify relevant contemporary issues in management as well as gathering scientific knowledge and present the report.

COURSE CONTENTS

The exact themes for emphasis will alter as contemporary issues change. Some of the themes that might be focused upon are:

- Talent management
- Organizational learning and knowledge management
- Cross-cultural management
- Managing diversity
- Creative processes and innovation
- Mergers and Acquisitions
- Recent trends in Marketing
- Current Economic Issues
- Stock Market Development
- Other related and relevant themes may be chosen by the student in consultation with the faculty member

SUBJECT INSTRUCTIONS

The course consists of several different forms of learning opportunities, including lectures, seminars and presentations. The composition of the learning environment is naturally used as an important asset in the discussion of the contemporary issues in management from a global perspective.

The faculty members will assign contemporary issues concerning with Business World. The student will prepare seminar under guidance of faculty members to be allotted by

the Director/ Head/ Principal of the institute. The student will submit written report and make an oral presentation before a panel of internal examiner (Director/ Head/ Principal of the institute or his or her nominee) and External examiner (to be appointed by Director/ Head/ Principal of the institute from a panel proposed by the Board of Studies and approved by the Vice Chancellor of Bikaner Technical University (BTU). The assessment of the report and its presentation will be jointly done by the internal and external examiner.

M- 208 - DATA SCIENCE LAB

COURSE OBJECTIVES

- Understand and analyze problems with data science and able to solve those problems from a statistical perspective.
- Collect, Visualize, Blend Data from Different Data Sources. Perform Exploratory Data Analysis and create data products for business applications.
- Understand Data Science Project Life Cycle and understand the basics of Supervised Regression Techniques and Supervised Classification Techniques.

COURSE CONTENTS

UNIT –I INTRODUCTION TO DATA SCIENCE- Introduction, Need for Business Analytics, Data Science Life Cycle, Different Tools available for Data Science. Collection of Data, Data Extraction, Exploration of Data, Data Transformation, Modelling of Data, Data Visualization & Statistics.

UNIT –II DATA VISUALIZATION & STATISTICS- Visual Data Analytics and Tools, Bar Graph, Histogram, Pie Chart, Line Chart, Box Plot, Scatter Plot. Statistics - Terminologies, Measures of Centres, Probability, Normal & Binary Distribution, Hypothesis Testing, Chi-Square Test, ANOVA.

UNIT –III MACHINE LEARNING - Supervised Learning - Linear Regression, Bivariate Regression, Multiple Regression Analysis, and Correlation. Logistic Regression. Introduction to Clustering.

UNIT –IV BIG DATA AND OTHER EMERGING TRENDS Big Data and its impact on analytics, Role and importance of Data Scientist, Data Cleaning, Big Data & Data Warehousing, Market Basket Analysis, Sentiment Analysis, Location Based Analysis - Geospatial Analytics, Issues of Legality, Privacy, and Ethics.

UNIT –V TOOLS AVAILABLE FOR DATA SCIENCE & BIG DATA - Rapid Miner(one of the examples for Data Science tool)

Recommended Books:

TEXT BOOKS

- Annalyan Ng & Kenneth Soo, Data Science for Layman, Publisher : McGraw Hill Education
- V.K. Jain, Data Science and Analytics, Publisher : Khanna Publishing
- Ramesh Sharda - Dursun Delen & Efraim Turban, Business Intelligence, Analytics and Data Science, Publisher : Pearson
- Cielen Davy, Introducing Data Science, Publisher : Dreamtech Press India Private Limited

REFERENCE BOOKS

- Murtaza Haider, Getting Started with Data Science, Publisher : Pearson
- James D Miller, Statistics for Data Science, Publisher : Packt Publishing Limited
- HBR Guide to Data Analytics Basics for Managers - Paperback 20 May 2018
- Jeeva Jose, Data Analysis Using R Programming, Publisher : Khanna Publishing

M-209 – PRACTICE SCHOOL - II

In this semester, the practice school theme will remain same as earlier. Students need to do both the activities after the classroom study and these activities will be selected by competent authority. The details need to be submitted online on university portal.

I. INDUSTRY INTERACTION

Students need to work 3 hours/week in an organisation, preferably having turnover more than 20 lakhs and have more than 20 employees

Along with the points mentioned in practice school in first semester, students will also assist in any one department to get exposure of the work carried out there. This will help him in understanding the theoretical concepts learnt in classroom.

II. SOCIAL RESPONSIBILITY

Being a responsible citizen, student has to work for any relevant social& environmental issue.

- a) Contribution to increasing the income of any street vendor or any needy person from underprivileged section of the society.
- b) Cleanliness Campaign, plantation and care of plants.
- c) Donation of his/her belongings which is of no use to him/her to needy ones
- d) Conservation of natural resources (soil, natural resources, plants and animals)
- e) Girl child and women safety and empowerment.
- f) Blood donations and help of needy people at hospitals
- g) Educating the street children or in schools when and where needed h. Skits/ Nukkad-Natak on any topic of social or environmental concern i. Any other activity related to society welfare and environment.

M 210 - PERSONALITY & SKILL DEVELOPMENT - II

COURSE OBJECTIVES

- This course will enable the student to understand the importance of personality development.
- It would help him to plan in the most efficient and effective manner to be a successful.
- This course will inculcate in the students the different types of employability skills required by the corporate world.
- The students will be well equipped with the major tools required to sustain in the industry and to establish themselves well.

Section A

UNIT -I GROUP DISCUSSION

Introduction, group discussions, Dos and don'ts of group discussion, Practice of group discussion

UNIT -II PERSONAL GROOMING

Dressing formally for the professional career including for the D- Day of placements

UNIT -III JOB HUNTING

Job Hunting and developing your professional network, role of online profiling and recommendations, how to prepare oneself for the elevator test.

UNIT -IV KNOWING YOUR DREAM COMPANY

Knowing your dream company and preparing you for it. Company research and company networking. Ways to get started and connected.

UNIT -V INTERVIEWS:

Introduction, types of interviews, preparation for the interviews

Synchronization of thoughts and presentation during the interviews

Discussion on the interview questions with respect to the interviewer to know the philosophy behind asking of certain questions

Section B

PSD Activities:

1. Group Discussion Practice
2. Mock Interviews.

Reference Books:-

1. Business Communication by R K Madhukar, published by Vikas Publication.
2. Soft skills for everyone by Jeff Butterfield, published by Cengage Publication.
3. Personal development for life and work, by Wallace & Masters, published by Cengage Publications.
4. Organizational behaviour by Stephen Robbins and Timothy A. Judge, published by Pearson Publication.
5. Spoken English, 4/e, M C Sreevalsan, published by Vikas Publication
6. Training in Interpersonal Skills by Stephen Robbins, published by Pearson Publication