

**DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY  
UTTAR PRADESH, LUCKNOW**



## **Evaluation Scheme & Syllabus**

**MBA**  
**(Common)**

**First Year**

**AS PER**  
**AICTE MODEL CURRICULUM**  
**& NEP 2020**

**(Effective from the Session: 2024-25)**

**MBA 1st Year Course Structure in accordance with  
AICTE Model Curriculum & NEP 2020 Effective w.e.f.  
Academic Session 2024-25**

**Semester I**

S. No.	Codes	SUBJECT	PERIODS			INTERNAL EVALUATION SCHEME				END SEMESTER EVALUATION		TOTAL	CREDIT
			L	T	P	CT	TA	PS	TOTAL	TE	PE		
1	BMB 101	MANAGEMENT CONCEPTS & ORGANISATIONAL BEHAVIOUR	4	0	0	20	10	0	30	70	0	100	3
2	BMB 102	MANAGERIAL ECONOMICS	4	0	0	20	10	0	30	70	0	100	3
3	BMB 103	FINANCIAL ACCOUNTING & ANALYSIS	3	1	0	20	10	0	30	70	0	100	3
4	BMB 104	BUSINESS STATISTICS & ANALYTICS	3	1	0	20	10	0	30	70	0	100	3
5	BMB 105	MARKETING MANAGEMENT	4	0	0	20	10	0	30	70	0	100	3
6	BMB 106	CREATIVITY, INNOVATION AND ENTREPRENEURSHIP	2	0	0	20	10	0	30	70		100	2
7	BMB 107	BUSINESS COMMUNICATION	3	1	0	20	10	0	30	70	0	100	3
8	BMB 151	IT SKILLS-1	0	0	3	20	10	0	30	-	70	100	3
9	BMB 152	MINI PROJECT -1	0	0	3	20	10	0	30	0	70	100	3
10	BVC 151	SPORTS & YOGA *	0	0	3	0	100	0	100	0	0	100	0
												1000	26

- Qualifying but Non Credit Course

# SEMESTER I

## MANAGEMENT CONCEPTS AND ORGANISATIONAL BEHAVIOUR

BMB 101

Course Credit: 3

Contact Hours: 40

### Course Objectives:

1. To provide fundamentals of management concepts and theories.
2. To help the students understand the concepts of organizational behaviour
3. To apply the concepts of management and organizational behaviors in real world situations
4. Familiarizing the students with the contemporary challenges and prospects in management.
5. Developing managerial and leadership skills among students

### UNIT I (8 Lectures)

**Fundamentals of Management:** Management practices from past to present, Different levels of management, Managerial skills and Managerial Functions, Case Studies

Planning- Objective of planning, Planning process, Types of planning, Types of plans, Management by Objective, Decision-making- types, process & techniques, Case Studies

### UNIT-II (8 Lectures)

**Organising & Staffing-** Types of organization, Organization structure, delegation and decentralization of authority, Meaning of staffing, Recruitment, selection & placement, Training & development..

Directing & Controlling- Principle of directing, Essence of coordination, Different control techniques, Management by exception. Case Studies.

### UNIT III(8 Lectures)

**Fundamentals of individual behavior:** Concepts of OB, OB Model, Components of OB, Personality, types of personality, Personal effectiveness, meaning of Attitudes, Types, Components, attitude formation and attitude change. Meaning & Type of Group Behaviour, Interpersonal skills, Transactional Analysis, Johari Window, Meaning of Perception, process, behavioral applications of perception. Case Studies.

### UNIT IV (8 Lectures)

**Motivation:**, Theory of Motivation: Maslow's, Herzberg's, McClelland, Contemporary theories of Motivation: Self Determination Theory, Self Efficacy Theory, Vroom's Expectancy Theory, Equity Theory, Reinforcement Theory.

### UNIT V: (8 Lectures)

**Leadership:** What is leadership, types of leaders and leadership styles, traits and qualities of effective leader, trait theory, LSM – Leadership Situational Model, Team Building, Tuckman Model of Team Development. Organizational Change: Meaning of organizational change approaches to managing organizational change, creating a culture for change, implementing the change, Kurt Lewin Model of change. Case Studies

## COURSE OUTCOME

Course Outcomes	Bloom's taxonomy
CO 1: Developing understanding of managerial practices and their perspectives.	Knowledge (K 2) Remembering (K1)
CO2: Understanding and Applying the concepts of organizational behavior	Knowledge (K 2) Applying (K 4)
CO 3: Applying the concepts of management and analyze organizational behaviors in real world situations	Applying (K 4) Analyzing (K 5)
CO 4: Comprehend and practice contemporary issues in management.	Comprehending (K 3)
CO 5: Applying managerial and leadership skills among students	Applying (K4)

## Suggested Readings

1. Koontz Harold & Weihrich Heinz – Essentials of management (Tata McGraw Hill, 5th Edition, 2008)
2. L. M. Prasad- Principles and Practices of Management, Sulatn Chand & Sons, 7th edition, 2007.
3. Stephen P. Robbins, —Organizational Behaviour, 12th Edition, Prentice Hall
4. Dr. Premvir Kapoor, Principles and Practices of Management, Khanna Publishing House, Delhi
5. Robbins & Coulter - Management (Prentice Hall of India, 9th Edition)
6. Principles of Management, George R. Terry & S.G. Franklin, AITBS, Delhi.
7. N M Khandelwal- Indian Ethos & Values for Management- Himalyan Publishing
8. Fred Luthans, —Organizational Behaviour, 12th Edition, McGraw Hill International Edition
9. Aswathappa K, —Organizational Behaviour (Text, Cases and Games), Himalaya Publication
10. Udai Pareek, —Organizational Behavior, Oxford University Press

# MANAGERIAL ECONOMICS

BMB 102

**Course Credit: 3**

**Contact Hours: 40**

Course Objective:

1. To understand the importance of Managerial Economics in management and businesses
2. To apply the principles of managerial economics in achieving business objectives
3. Be equipped with the tools necessary in forecasting product demand
4. Understand and be able to apply latest pricing strategies
5. Understand and analyze the macro environment affecting the business decision making.

## **UNIT –I (6 Hours)**

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

## **UNIT –II (8Hours)**

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

## **UNIT –III (10Hours)**

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

## **UNIT –IV (10Hours)**

**Market structures:** Perfect and Imperfect Market Structures, Perfect Competition, features, determination of price under perfect competition. Monopoly: Feature, pricing under monopoly, Price Discrimination. Monopolistic: Features, pricing under monopolistic competition, product differentiation. Oligopoly: Features, kinked demand curve, cartels, price leadership. Case Studies

## **UNIT –V (6Hrs)**

**National Income;** Concepts and various methods of its measurement, Circular flows in 2 sector, 3 sector, 4 sector economies, Inflation, types and causes, Business Cycle & its phases.

### Course Outcomes:

Course Outcomes	Bloom's taxonomy
CO1: Students will be able to remember the concepts of micro economics and also able to understand the various micro economic principles to make effective economic decisions under conditions of risk and uncertainty.	<ul style="list-style-type: none"><li>• Knowledge (K 2)</li><li>• Remembering (K1)</li></ul>
CO2: The students would be able to understand the law of demand & supply & their elasticities, evaluate & analyse these concepts and apply them in various changing situations in industry. Students would be able to apply various techniques to forecast demand for better utilization of resources.	<ul style="list-style-type: none"><li>• Knowledge (K 2)</li><li>• Applying (K 4)</li><li>• Synthesizing (K6)</li><li>• Evaluating (K7)</li></ul>
CO3: The students would be able to understand the production concept and how the production output changes with the change in inputs and able to analyse the effect of cost to business and their relation to analyze the volatility in the business world	<ul style="list-style-type: none"><li>• Comprehending (K 3)</li><li>• Applying (K 4)</li><li>• Analyzing (K 5)</li><li>• Evaluating (K7)</li></ul>
CO4: The students would be able to understand & evaluate the different market structure and their different equilibriums for industry as well as for consumers for the survival in the industry by the application of various pricing strategies	<ul style="list-style-type: none"><li>• Applying (K 4)</li><li>• Analyzing (K 5)</li><li>• Synthesizing (K6)</li></ul>
CO5: The students would be able to analyse the macroeconomic concepts & their relation to micro economic concept & how they affect the business & economy.	<ul style="list-style-type: none"><li>• Knowledge (K 2)</li><li>• Comprehending (K 3)</li></ul>

### Suggested Readings

1. Managerial Economics, D.N. Dwivedi, Vikas Publication, 7th Ed
2. Managerial Economics, GEETIKA, McGraw-Hill Education 2nd Ed.
3. Managerial Economics: Concepts and Applications (SIE), THOMAS & MAURICE, McGraw-Hill Education, 9th Ed
4. Managerial Economics, H.L. Ahuja, S. Chand, 8th Ed
5. Managerial Economics – Theory and Applications, Dr. D.M. Mithani, Himalaya Publications, 7th Ed.
6. Sociology & Economics for Engineers, Dr. Premvir Kapoor, Khanna Publishing House

# FINANCIAL ACCOUNTING AND ANALYSIS

BMB 103

**Course Credit: 3**

**Contact Hours: 40**

## **Course Objectives:**

- 1) To understand the fundamentals, basic theory and concepts of financial accounting.
- 2) To have a knowledge about various Accounting Standards used in preparation of financial statements.
- 3) To have an understanding of preparation and presentation of financial statements.
- 4) To acquire knowledge about various techniques used for analysing financial statements with its application.
- 5) To enable students acquainted with current trends and social responsibility accounting.

## **UNIT I (4 Hrs)**

**Meaning and Scope of Accounting:** Evolution and Users of Accounting, Basic Accounting terminologies, Principles of Accounting, Accounting Concepts & Conventions, Accounting Equation, Deprecation Accounting. GAAP(introduction).

## **UNIT II ( 10 Hrs)**

**Mechanics of Accounting:** Accounting Standards and IFRS: International Accounting Principles and Standards; Matching of Indian Accounting Standards with International Accounting Standards, Double entry system of Accounting, journalizing of transactions; Ledger posting and Trial Balance.

## **UNIT III (12 Hrs)**

**Presentation of Financial Statement:** Preparation of final accounts (Profit & Loss Account and Balance Sheet) according to companies act 2013 (vertical format), Excel Application to make Balance sheet, Case studies and Workshops, Preparation of Cash Flow Statement and its analysis.

## **UNIT IV (8 Hrs)**

**Analysis of financial statement:** Ratio Analysis- Solvency ratios, Profitability ratios, activity ratios, liquidity ratios, Market capitalization ratios; leverage Ratio, Detailed Analysis using excel application.

## **UNIT V (6 Hrs)**

**Financial Statement Analysis and Recent Types of Accounting:** Common Size Statement; Comparative Balance Sheet and Trend Analysis of manufacturing, Service & banking organizations, Case Study and Workshops in analysing Balance sheet. Human Resource Accounting, Forensic Accounting, Accounting for corporate social responsibility.

## Course Outcome:

After successful completion of this course students will be able to

S.No	Course Outcome	Bloom's Taxonomy
1	CO1.Understand and apply accounting concepts, principles and conventions for their routine monetary transaction.	Knowledge (K2)/ Comprehending (K 3)
2	CO2. Understand about IFRS, Ind AS and IAS for preparation and reporting of financial statements.	Knowledge (K2) Synthesizing (K6)/
3	CO3. Create and prepare financial statements and Cash flow in accordance with Generally Accepted Accounting Principles	Remembering (k1)
4	CO4. Analyse, interpret and communicate the information contained in basic financial statements and explain the limitations of such statements.	Analysing (K 4) / Evaluating (K7))
5	CO5. Recognising various types of accounting and utilize the technology and social responsibility in facilitating and enhancing accounting and financial reporting processes	Knowledge (K2) Applying (K 4)

## Suggested Readings

1. Maheshwari S.N &Maheshwari S K – A text book of Accounting for Management (Vikas, 10<sup>th</sup> Edition)
2. Essentials of Financial Accounting (based on IFRS), Bhattacharya (PHI,3rd Ed)
3. Khan and Jain - Financial Management (Tata McGraw Hill, 7th Ed.)
4. PC Tulsian- Financial Accounting (Pearson, 2016)
5. Dhamija - Financial Accounting for managers: (Prentice Hall, 2nd Edition).
6. Narayanswami - Financial Accounting: A Managerial Perspective (PHI,5th Ed)
7. DhaneshkKhatri- Financial Accounting (TMH,2015)
8. Ambrish Gupta - Financial Accounting: A Managerial Perspective (Prentice Hall, 4th Edition)
9. Ramchandran&Kakani - Financial Accounting for Management (TMH, 2nd Edition).
10. Mukherjee - Financial Accounting for Management (TMH, 2nd Edition).



# BUSINESS STATISTICS & ANALYTICS

BMB 104

**Course Credit: 3**

**Contact Hours: 40 hours**

## Course Objectives

1. Understand the different basic concept / fundamentals of business statistics.
2. Understand the importance of measures of Descriptive statistics which includes measures of central tendency, Measures of Dispersion, Time Series Analysis, Index Number, Correlation and Regression analysis and their implication on Business performance.
3. Understand the concept of Probability and its usage in various business applications.
4. Understand the Hypothesis Testing concepts and use inferential statistics- t, F, Z Test and Chi Square Test
5. Understand the practical application of Descriptive and Inferential Statistics concepts and their uses for Business Analytics.

## Unit I (10 Sessions): Descriptive Statistics

Meaning, Scope, types, functions and limitations of statistics, Measures of Central tendency – Mean, Median, Mode, Quartiles, Measures of Dispersion – Range, Inter quartile range, Mean deviation, Standard deviation, Variance, Coefficient of Variation, Skewness and Kurtosis.

## Unit II (8 Sessions): Time Series & Index Number

*Time series analysis:* Concept, Additive and Multiplicative models, Components of time series, Trend analysis: Least Square method - Linear and Non- Linear equations, Applications in business decision-making.

Index Numbers:- Meaning , Types of index numbers, uses of index numbers, Construction of Price, Quantity and Volume indices:- Fixed base and Chain base methods.

## Unit III (6 Sessions): Correlation & Regression Analysis

*Correlation Analysis:* Rank Method & Karl Pearson's Coefficient of Correlation and Properties of Correlation.

*Regression Analysis:* Fitting of a Regression Line and Interpretation of Results, Properties of Regression Coefficients and Relationship between Regression and Correlation.

## Unit IV ( 8 Sessions): Probability Theory & Distribution

*Probability:* Theory of Probability, Addition and Multiplication Law, Baye's Theorem

*Probability Theoretical Distributions:* Concept and application of Binomial; Poisson and Normal distributions. Introduction to bivariate and multivariate data analysis( Cluster and Factor analysis)

## Unit V (8 Sessions) Hypothesis Testing & Business Analytics

*Hypothesis Testing:* Null and Alternative Hypotheses; Type I and Type II errors; Testing of Hypothesis: Large Sample Tests, Small Sample test, (t, F, Z Test and Chi Square Test)

*Concept of Business Analytics-* Meaning types and application of Business Analytics, Use of Spread Sheet to

analyze data-Descriptive analytics and Predictive analytics.

**Course Outcome:**

Course Outcome	Blooms Taxonomy
CO1. Gaining Knowledge of basic concept / Fundamentals of business statistics.	<ul style="list-style-type: none"><li>• Knowledge ( K 2)</li></ul>
CO2. To compute various measures of central tendency, Measures of Dispersion, Time Series Analysis, Index Number, Correlation and Regression analysis and their implication on Business performance.	<ul style="list-style-type: none"><li>• Remembering ( K1)</li><li>• Applying ( K 4)</li></ul>
CO3. Evaluating basic concepts of probability and perform probability theoretical distributions	<ul style="list-style-type: none"><li>• Comprehending (K 3)</li><li>• Applying ( K 4)</li></ul>
CO4. To apply Hypothesis Testing concepts and able to apply inferential statistics- t, F, Z Test and Chi Square Test	<ul style="list-style-type: none"><li>• Analyzing ( K 5)</li><li>• Synthesizing ( K6)</li></ul>
CO5. To perform practical application by taking managerial decision and evaluating the Concept of Business Analytics.	<ul style="list-style-type: none"><li>• Evaluating ( K7)</li><li>• Applying ( K 4)</li></ul>

**Suggested Readings**

1. G C Beri – Business Statistics, 3rd ed, TATA McGrawHill.
2. Chandrasekaran & Umaparvathi-Statistics for Managers, 1st edition, PHI Learning
3. Davis , Pecar – Business Statistics using Excel, Oxford
4. Ken Black – Business Statistics, 5th ed., Wiley India
5. Levin and Rubin – statistics for Management, 7th ed., Pearson
6. Lind, Marchal, Wathen – Statistical techniques in business and economics, 13th ed, McGrawHill
7. Newbold, Carlson, Thorne – Statistics for Business and Economics, 6th ed., Pearson
8. S. C.Gupta – Fundamentals of Statistics, Himalaya Publishing
9. Walpole – Probability and Statistics for Scientists and Engineers, 8th ed., Pearson

# MARKETING MANAGEMENT

BMB 105

**Course Credit: 3**

**Contact Hours: 40 hours**

## Course Objectives

1. Assess market opportunities by analyzing customers, competitors, collaborators, context, and the strengths and weaknesses of a company.
2. Understand consumers' requirements and their behaviors.
3. Develop effective marketing strategies to achieve organizational objectives.
4. Communicate and defend your recommendations and critically examine and build upon the recommendations of your classmates both quantitatively and qualitatively.
5. Develop the understanding the current global and digital aspect of marketing.

## Unit 1(6 hours)

**Introduction:** Nature and scope of marketing, Various marketing orientations, Need, Want, Demand, Elements of Marketing mix, customer value and the value delivery process.

**Understanding Consumer Behavior:** Buying motives, factors influencing buying behavior, buying habits, stages in consumer buying decision process, types of consumer buying decisions.

## Unit 2 (8 hours)

**Market segmentation,** Targeting and Positioning: Meaning, Factors influencing segmentation, Market Aggregation, Basis for segmentation, Segmentation of Consumer. Targeting: Meaning, Basis for identifying target customers, Target Market Strategies. Positioning: Meaning, product differentiation strategies, tasks involved in positioning. Branding: Concept of Branding, Brand Types, Brand equity, Branding Positioning.

## Unit 3 (8 hours)

**Product Decisions:** Concept, Product Hierarchy, New Product Development, Diffusion process, Product Life cycle, Product mix strategies. Packaging / Labeling: Packaging as a marketing tool, requirement of good packaging, Role of labeling in packaging. Pricing Decisions: Pricing concepts for establishing value, Pricing Strategies-Value based, Cost based, Market based, Competitor based, New product pricing – Price Skimming & Penetration pricing

## Unit 4 (8 hours)

**Place Decision:** Meaning, Purpose, Channel alternatives, Factors affecting channel choice, Channel design and Channel management decisions, Channel conflict, Retailing & Types of Retailers. Advertising: Advertising Objectives, Advertising Budget, Advertising Copy, AIDA model, Public Relation: Meaning, Objectives, Types, and Functions of Public Relations. Sales Promotion: Sales Promotion Mix, Kinds of promotion, Tools and Techniques of sales promotion, Push-pull strategies of promotion, Personal Selling: Concept, Features, Functions, Steps/process involved in Personal Selling, Direct Marketing: Meaning, Features, Functions, Growth and benefits of direct marketing, different forms.

## Unit 5 (6 hours)

**CRM:** Meaning, Relationship Marketing Vs. Relationship Management, Types of Relationship Management, Significance of Customer Relationship Management. Global Marketing: current scenario, Global Marketing environment, Entry strategies, Global P's of Marketing., Recent trends and Innovation in Marketing- Green Marketing, Agile Marketing

## Course Outcomes:

Upon the successful completion of this course, the student will be able to:

S.No	Course Outcome	Bloom's taxonomy
1	CO1. Remember and Comprehend basic marketing concepts.	<ul style="list-style-type: none"><li>• Remembering ( k1)</li><li>• Knowledge ( K 2)</li></ul>
2	CO2. Understand marketing Insights on application of basic marketing concepts.	<ul style="list-style-type: none"><li>• Synthesizing ( K6)</li><li>• Comprehending(K3)</li></ul>
3	CO3. Able to Apply and develop Marketing Strategies and Plans	<ul style="list-style-type: none"><li>• Applying ( K 4)</li></ul>
4	CO4. Understand and Analyzing Business/ Consumer Markets and ability Identify & evaluate Market Segments and Targeting	<ul style="list-style-type: none"><li>• Analyzing ( K 5)</li></ul>
5	CO5. Develop skills to understand the current global and digital aspect of marketing.	<ul style="list-style-type: none"><li>• Evaluating ( K7)</li></ul>

### Recommended Text Books :

1. Marketing Management: A South Asian Perspective - Kotler, Keller, Kevin 15/e, Pearson Education, 2016.
2. Marketing Management - Ramaswamy V. S. & Namakumari S, 6/e, Sage Publication India Pvt Ltd., 2018.
3. Marketing Management - Tapan Panda, 5/e, Excel Publication, 2007.
4. Fundamentals of Marketing Management - Etzel M. J, B J Walker & William J. Stanton, 14/e, McGrawHill Education Publishers, 2015.
5. Marketing: Asian Edition Paul Bainies, Chris Fill Kelly Page third edition, Oxford.

# CREATIVITY, INNOVATION AND ENTREPRENEURSHIP

BMB 106

**Course Credit: 2**

**Contact Hours: 20 hours**

## COURSE OBJECTIVES:

1. The purpose of this course is to expose the student to the basic concepts of entrepreneurship, functions of entrepreneurs and problems faced by them in the real world
2. To provide insights to students in converting an Idea into an opportunity and develop an understanding of various funding sources for a startup
3. Familiarize the students with SME sector activities and the role of government agencies supporting SMEs.
4. To understand the process of a Business Plan

### Unit 1 (4 Hours)

**Creativity and Innovation:** Meaning, the difference between innovation and creativity, Innovation types & Platforms, Business Model Innovation, Service Innovation, Design-led innovation, Improvisation, Large firm Vs. Start-up innovation, Co-creation and open innovation, developing an innovation strategy, Sources of innovation, Innovation Environment, Creative Destruction

### Unit 2 (5 Hours)

**Entrepreneurship:** Meaning, definition and concept, Factors affecting entrepreneurship, characteristics and skills of an entrepreneur, entrepreneur v/s manager. Types of entrepreneurs, functions of an entrepreneur, entrepreneurial decision-process. Social, rural and women Entrepreneurship, Case Studies of Successful Entrepreneurs, Entrepreneurial Failure

### Unit 3 (5 Hours)

**Entrepreneurial Eco-System in India:** Overview of MSME, Role of Central Govt & State Govt in supporting SMEs, subsidies, grants, export-oriented units - fiscal & tax concessions, other government initiatives and inclusive entrepreneurial growth Government e Market place (GeM), Zero effect Zero defect, Lean Manufacturing., Startup India, Stand Up India, Make in India, Innovate in India.

**Entrepreneurial Finance:** Estimating financial requirements; Sources of finance — banks & financial institutions; Bootstrapping, Crowdfunding. Angel investing Venture Capital; IPO

**Role of agencies assisting entrepreneurship:** DICs, SSIs, NSICs, NISBUD, Entrepreneurship Development Institute of India (EDII). New initiatives taken by the government to promote entrepreneurship. State Startup Ranking by DIPIT, State Innovation Ranking by NITI AAYOG (India Innovation Index),

### Unit 4 (6 Hours)

**From Idea to Opportunity:** Idea generation- sources and methods, identification and classification of ideas. Individual creativity: idea to business opportunity Process of New Venture and its Challenges.

**Developing a Business Plan:** Business Planning Process: elements of business planning, preparation of project plan, components of an ideal business plan: market plan, financial plan, operational plan, and Feasibility Analysis — aspects and methods: Economic analysis, financial analysis, market-, and technological feasibility, Business Model Launching a new venture, Growth and Sustainability.

## COURSE OUTCOMES

	Course Outcome	Expected Levels of Learning as per Bloom's Taxonomy for Assessment of Course Outcome.
CO 1:	Remember and comprehend basic concepts of creativity, innovation and entrepreneurship	<ul style="list-style-type: none"><li>• Remembering ( K1)</li><li>• Knowledge ( K 2)</li><li>• Comprehending(K3)</li></ul>
CO2:	Develop knowledge on Entrepreneurial Finance, Assistance and role of Entrepreneurial Development Agencies	<ul style="list-style-type: none"><li>• Applying ( K 4)</li><li>• Analyzing ( K 5)</li><li>• Evaluating ( K7)</li></ul>
CO3:	Develop understanding of converting an Idea to an opportunity and develop understanding of various funding sources	<ul style="list-style-type: none"><li>• Analyzing ( K 5)</li><li>• Evaluating ( K7)</li></ul>
CO4:	Gain in depth knowledge of innovation and its various sources	<ul style="list-style-type: none"><li>• Remembering ( K1)</li><li>• Knowledge ( K 2)</li><li>• Analyzing ( K 5)</li></ul>
CO5:	Develop understanding of various dimensions of innovation along with current trends and general awareness of innovation and startup	<ul style="list-style-type: none"><li>• Knowledge ( K 2)</li><li>• Synthesizing ( K6)</li><li>• Evaluating ( K7)</li></ul>

### Suggested Readings

1. Roy: Entrepreneurship, OUP
2. Ahmad, Ali and Bhatt, Punita.: Entrepreneurship in Developing and Emerging Economies, SAGE Publishing India
3. Mitra, Jay: The Business of Innovation, 2017, SAGE Publishing
4. Entrepreneurship 10th Ed (Indian Edition) 2016 by Robert Hirsch Michael Peters Dean Shepherd, McGraw Hill
5. Khanka, S.S.; Entrepreneurial Development; S. Chand and Co.
6. Kumar, Arya; Entrepreneurship; Pearson Education.
7. Desai, Vasant; Dynamics of Entrepreneurial Development and Management; Himalaya Publishing
8. Blundel, R. and Lockett, N.; Exploring Entrepreneurship Practices and Perspectives; Oxford Publications.
9. Dollinger, M. J.; Entrepreneurship: New Venture Creation; PHI Learning.
10. "Reinventing Your Business Model" by Mark W. Johnson, Clayton M. Christensen, and Henning Kagermann)

# **BUSINESS COMMUNICATION**

**BMB 107**

**Course Credit: 3**

**Contact Hours: 40 hours**

## **Course Objectives**

1. To understand business communication strategies and principles for effective communication in domestic and international business situations.
2. To understand and appropriately apply modes of expression, i.e., descriptive, expositive, narrative, scientific, and self-expressive, in written, visual, and oral communication.
3. To develop the ability to research and write a documented paper and/or to give an oral presentation.
4. To develop the ability to communicate via electronic mail, Internet, and other technologies for presenting business messages.
5. To understand and apply basic principles of critical thinking, problem solving, and technical proficiency in the development of exposition and argument.

## **UNIT I : ( 8 Hours)**

**Introduction:** Role of communication – defining and classifying communication – purpose of communication – process of communication – characteristics of successful communication – importance of communication in management – communication structure in organization – communication in crisis barriers to communication. Case Studies

## **UNIT II: (8 Hours)**

**Oral communication:** What is oral Communication – principles of successful oral communication – what is conversation control – reflection and empathy: two sides of effective oral communication – effective listening – non – verbal communication. Written communication: Purpose of writing – clarity in writing – principles of effective writing – approaching the writing process systematically: The 3X3 writing process for business communication: Pre writing – Writing – Revising – Specific writing features – coherence – electronic writing process.

## **UNIT III: (8 Hours)**

**Business letters and reports:** Introduction to business letters – writing routine and persuasive letters – positive and negative messages- writing memos – what is a report purpose, kinds and objectives of report writing. Presentation skills: What is a presentation – elements of presentation – designing a presentation. Advanced visual support for business presentation types of visual aid

## **UNITIV: (8 Hours)**

**Employment communication:** Introduction – writing CVs – Group discussions – interview skills Impact of Technological Advancement on Business Communication networks – Intranet – Internet – e mails – SMS – teleconferencing – video conferencing. Case Studies

## **UNITV : (8 Hours)**

Group communication: Meetings – Planning meetings – objectives – participants – timing – venue of meetings – leading meetings. Media management – the press release press conference – media interviews Seminars – workshop – conferences. Business etiquettes. Case Studies

## Course Outcomes

Upon successful completion of this course, the student should be able to:

S. No.	Course Outcome	Bloom's Taxonomy
1	CO1. Apply business communication strategies and principles to prepare effective communication for domestic and international business situations.	Applying (K4)
2	CO2. Analyse ethical, legal, cultural, and global issues affecting business Communication.	Analyse (K5)
3	CO3. Develop an understanding of appropriate organizational formats and channels used in business communications	Knowledge (K2)
4	CO4. Gaining an understanding of emerging electronic modes of communication.	Comprehending(K3)
5.	CO5. Developing effective verbal and non verbal communication skills.	Remembering(K1)/ Applying (K4)

## Suggested Readings:

1. Bovee&Thill – Business Communication Essentials A Skill – Based Approach to Vital Business English. Pearson.
2. Kulbhushan Kumar & R.S. Salaria, Effective Communication Skills, Khanna Publishing House, Delhi
3. Bisen&Priya – Business Communication (New Age International Publication)
4. Kalkar, Suryavanshi, Sengupta-Business Communication(Orient Blackswan)
5. Varinder Bhatia, Business Communications, Khanna Publishing House
6. Business Communication: Skill, Concepts And Applications – P D Chaturvedi, MukeshChaturvedi Pearson Education.
7. AshaKaul, Business Communication, Prentice Hall of India.



# IT SKILLS-1

## BMB 151

Course Credit: 3

Contact Hours: 40

### Course Objectives

1. To provide knowledge about the functioning of computers and its uses for managers
2. To provide hands on learning on Internet and its applications
3. To provide hands on learning on Word processing software
4. To provide hands on learning of applications on Spreadsheet software
5. To provide hands on learning on Presentation software

### UNIT I (05 hours) Conceptual Framework

*Hardware:* (a) Input devices - keyboard, printing devices, voice speech devices, scanner, MICR, OMR, Bar code reader, digital camera etc. (b) Output devices - Visual Display UNIT, printers, plotters (c) Storage Devices – Magnetic storage devices, Optical storage devices, Flash Memory.

*Software:* Types of software with examples; Introduction to languages, compiler, interpreter and Assembler, Operating System Functions, Types and Classification, Elements of GUI based operating system. Network and Internet: Types of computer networks (LAN, WAN and MAN), Netiquettes, Basic services over Internet like WWW, FTP, Telnet, Gopher, URL, Domain names, Web Browsers, Multimedia and its applications: Concepts of Text, Graphics, Animation, Audio, Images, Video. Multimedia Application in Education, Entertainment, Marketing. Names of common multimedia file formats,

### UNIT II : Windows and Users Interface (Lab Work)- 7 hours

Windows operating System: Introduction and characteristics, Elements of GUI. Using Mouse, My Computer Icon, The Recycle Bin, Status Bar, Start and Menu & Menu-selection, Running an Application, Windows Explorer: Viewing of File, Folders and Directories Creating and Renaming of files and folders Opening and closing of different Windows, Windows Setting: Control Panels, Wall paper and Screen Savers Setting the date and Sound. Concept of menu, Using Help, Using right Button of the Mouse, Creating Short cuts, Basics of Window Setup, Notepad, Window Accessories

### UNIT III: Word Processor Software (Lab Work) – 8 hours

Word processing concepts: Opening, Saving, Closing the file, Opening an existing document, Selecting text, Editing text, Finding and replacing text, printing documents, Creating and Printing Merged Documents, Character and Paragraph Formatting, Page Design and Layout. Editing and Profiling Tools: Checking and correcting spellings. Using Graphics, Tables, Charts, Document Templates and Wizards.

### UNIT IV: Spreadsheet Software (Lab Work) – 10 hours

Spreadsheet Package Spreadsheet: Concept and Working Interface, Creating, Saving and Editing a Workbook, Inserting, Deleting Work Sheets, entering data in a cell / formula Copying and Moving from selected cells, handling operators in Formulae. Functions in Spreadsheet: Mathematical, Logical, statistical, text, financial, Date and Time functions, Using Function Wizard. Formatting a Worksheet and Cell: changing data alignment, changing date, number, character or currency format, changing font, adding borders and colors. Printing worksheets, Charts and Graphs – Creating, Previewing, and Modifying Charts. Integrating word processor, spread sheets, web pages.

## UNIT V: Presentation Software (lab Work) – 8 hours

Interface of the Presentation Package: Creating, Opening and Saving Presentations. Professional Look of the Presentation: Working in different Design & Views, Working with Slides. Formatting and Editing: Text, Image and Paragraph formatting, Checking Spelling and Correcting Typing Mistakes, Making Notes Pages and Handouts, Drawing and Working with Objects, Adding Clip Art and other pictures, Designing Slide Shows, Running and Controlling a Slide Show, Printing Presentations.

### Course Outcomes

Upon successful completion of this course, the student should be able to:

S. No.	Course Outcome	Bloom's Taxonomy
1	CO1. Gain in depth knowledge about the functioning of computers and its uses for managers	Knowledge (K2)
2	CO2. Learn to use Internet and its applications	Applying (K4)
3	CO3. Understand and implement Word processing software	Synthesizing (K6)
4	CO4. Learn applications on Spread sheet softwares	Applying (K4) Knowledge (K2)
5	CO5. Analyse and learn Presentation software	Analyse (K5)

### Suggested Readings

1. Nasib Singh Gill – Handbook of Computer Fundamentals, Khanna Publishing House, Delhi
2. Shrivastava-Fundamental of Computer& Information Systems (Wiley Dreamtech)
3. Leon A and Leon M - Introduction to Computers ( Vikas, 1st Edition).
4. ITL ESL – Introduction to Information Technology (Pearson, 2nd Edition).
6. Introduction to Computers, Norton P. (TATA McGraw Hill)
7. Leon - Fundamentals of Information Technology, (Vikas)
8. Satish Jain-BPB's Computer Course Windows 10 with MS Office 2016 (BPB)
9. Linda Foulkes- Learn Microsoft Office 2019: A comprehensive guide to getting started with Word, PowerPoint, Excel, Access, and Outlook ( Packt Publishing Limited )

**MINI PROJECT -1**  
**BMB 152**  
**( Scanning of ideas for opportunities )**

Course Credit -2

Course Objective-

1. To develop an innovative idea for a product or service in form of a project report.
2. To understand the importance and relevance of innovative ideas, its feasibilities and detailed descriptions.

Project/Practical work / Seminar

In the first semester, the students (individuals or teams of 2-3) are required to develop an innovative idea for a product or service and a project report to be prepared on that idea under the guidance of a faculty member. The report will be prepared individually and this report will consist of importance and relevance of the innovative idea, its feasibilities and detailed descriptions. The report will be evaluated by one external examiner appointed by the university. Student has to present his output in a seminar.

S. No.	Course Outcome	Bloom's Taxonomy
1	CO1. Gain in depth knowledge on innovative idea for product or services in form of a project report.	Knowledge (K2)
2	CO2. To apply innovative idea, its feasibilities and detail descriptions.	Applying (K4)

### Objective of the Course:

- To maintain mental and physical wellness upright and develop ability in the students to cope up with the stress arising in the life.
- To create space in the curriculum to nurture the potential of the students in sports/games/yoga etc.

To introduce a practice oriented introductory course on the subject. More involved / advanced course may come up in subsequent years of study

### PART A : SPORTS & GAME

Some form of Athletics would be compulsory for all students, unless restricted due to medical / physical reasons. In addition to this, student has to opt for at least one game out of the remaining mentioned below.

A fair theoretical knowledge and a reasonable amount of field / site practice of the chosen games will be essential.

- |                 |                   |
|-----------------|-------------------|
| 1. Athletics    | <b>Compulsory</b> |
| 2. Volleyball   |                   |
| 3. Basketball   |                   |
| 4. Handball     |                   |
| 5. Football     |                   |
| 6. Badminton    |                   |
| 7. Kabaddi      |                   |
| 8. Kho-kho      |                   |
| 9. Table tennis |                   |
| 10. Cricket     |                   |

### PART B: YOGA

#### a. Introduction of Yoga

Introduction of Yoga, Origin of Yoga, Aims and Objective of Yoga, Patanjali Yoga darshan, Hath yoga, Gheranda Samhita, Karm yoga, Gyan yoga.

#### b. Asanas, Pranayam and Meditation Practices

Meaning of Asanas, Objective of Asanas, rules and regulations of Asanas and Pranayams, Types of Yogasana

Yogic postures: Standing Posture, Sitting posture, Supine posture, Prone posture, balancing Postures, Pranayam according to Patanjali and Hath Yoga, Meditaion Mudras.

#### c. Science of effects Yoga

Physiological of Asanas- Paranyama and meditation, stress management and yoga, Mental health and yoga practice, Health and Personality Development.

## General Guidelines

1. Institutes must assign minimum of three periods in the Time Table for the activities of Sports/Yoga.
2. Institutes must provide field/facility and offer a minimum of five choices of the Games/Sports.
3. Institutes are required to provide sports instructor / yoga teacher to mentor the students. Student must be made familiar with the terminologies, rules/regulations, dimension/ marking of the play field/area and general knowledge of national/ international level facts/figures related to the chosen game.

Assessment:	
The Institute must assign coordinator / subject teacher for the subject, for every batch/group of the students, who would be responsible for coordinating the required activities and keep watch on the level of student's participation in the chosen game. Coordinator/mentor would be responsible for the award of the sessional marks based upon following components.	
I. Level of understanding and general awareness	( 20 %)
II. Involvements in the Practice Sessions	(50 %)
III. Regularity, Sincerity and Discipline	(20 %)
IV. Participation in University level / District level / State level / National Level events	(10 %)