

**TENTATIVE ACADEMIC CALENDAR  
SESSION 2013-2014**

**July- 2013**

Date	Day	Activities		Remarks (Teaching Days)
		Academic	Co-Curricular	
1	Monday			
2	Tuesday			
3	Wednesday			
4	Thursday			
5	Friday			
6	Saturday			
7	<b>Sunday</b>			
8	Monday			
9	Tuesday			
10	Wednesday			
11	Thursday			
12	Friday			
13	Saturday			
14	<b>Sunday</b>			
15	Monday			
16	Tuesday			
17	Wednesday			
18	Thursday			
19	Friday			
20	Saturday			
21	<b>Sunday</b>			
22	Monday			
23	Tuesday			
24	Wednesday			
25	Thursday			
26	Friday			
27	Saturday			
28	<b>Sunday</b>			
29	Monday			
30	Tuesday			
31	Wednesday			

**August-2013**

Date	Day	Activities		Remarks (Teaching Days)
		Academic	Co-Curricular	
1	Thursday			
2	Friday			
3	Saturday			
4	<b>Sunday</b>			
5	Monday			
6	Tuesday			
7	Wednesday	<b>Semester-I Commences with Orientation Week</b>		1
8	Thursday	"		2
9	Friday	<b>Eid-ul-Fitar</b>		
10	Saturday	<b>Orientation Week</b>		3
11	<b>Sunday</b>			
12	Monday	<b>Orientation Week</b>		4
13	Tuesday	"		5
14	Wednesday	"		6
15	Thursday	<b>Independence Day Celebration</b>		
16	Friday			7
17	Saturday			8
18	<b>Sunday</b>			
19	Monday			9

20	Tuesday	<b>Raksha Bandhan</b>		
21	Wednesday			10
22	Thursday	<b>Industry Academia Interface</b>		11
23	Friday		<b>Orientation of NSS/NEN Clubs</b>	12
24	Saturday			13
25	<b>Sunday</b>			
26	Monday			14
27	Tuesday		<b>NEN (E-Talk)</b>	15
28	Wednesday	<b>Janmashtami</b>		
29	Thursday	<b>Industry Academia Interface</b>		16
30	Friday		<b>Talent Hunt</b>	17
31	Saturday		<b>NSS Tree Plantation Activity</b>	18

#### September-2013

Date	Day	Activities		Remarks (Teaching Days)
		Academic	Co-Curricular	
1	<b>Sunday</b>			
2	Monday			19
3	Tuesday			20
4	Wednesday			21
5	Thursday	<b>Industry Academia Interface</b>		22
6	Friday			23
7	Saturday		<b>Fresher's Party</b>	24
8	<b>Sunday</b>			
9	Monday			25
10	Tuesday			26
11	Wednesday			27
12	Thursday	<b>Industry Academia Interface</b>		28
13	Friday		<b>NEN Activity (Idea Generation)</b>	29
14	Saturday	<b>Local Industrial Visit</b>		30
15	<b>Sunday</b>			
16	Monday			31
17	Tuesday			32
18	Wednesday			33
19	Thursday	<b>Industry Academia Interface</b>		34
20	Friday			35
21	Saturday		<b>NSS (Self-Defense Demonstration)</b>	36
22	<b>Sunday</b>			
23	Monday			37
24	Tuesday			38
25	Wednesday	<b>CA Test I</b>		39
26	Thursday	"		40
27	Friday	"		41
28	Saturday		<b>NEN Activity (Movie Screening )</b>	42
29	<b>Sunday</b>			
30	Monday			43

#### October-2013

Date	Day	Activities		Remarks (Teaching Days)
		Academic	Co-Curricular	
1	Tuesday		<b>NSS Blood Donation Camp</b>	44
2	Wednesday	<b>Mahatama Gandhi Jayanti</b>		
3	Thursday	<b>Workshop</b>		45
4	Friday			46
5	Saturday	<b>Navratra Sthapna</b>		
6	<b>Sunday</b>			
7	Monday			47
8	Tuesday			48
9	Wednesday			49
10	Thursday		<b>Current Affairs Forum Meet</b>	50
11	Friday		<b>Local Industrial Visit</b>	51

12	Saturday	<b>Maha Navami</b>		
13	<b>Sunday</b>	<b>Vijay Dashmi (Dusshera)</b>		
14	Monday			52
15	Tuesday			53
16	Wednesday	<b>Id Ul Zuha</b>		
17	Thursday	<b>Industry Academia Interface</b>		54
18	Friday			55
19	Saturday			56
20	<b>Sunday</b>			
21	Monday			57
22	Tuesday			58
23	Wednesday			59
24	Thursday			60
25	Friday			
26	Saturday			
27	<b>Sunday</b>			
28	Monday			
29	Tuesday			
30	Wednesday		<b>Alumni Meet for Second year Students</b>	
31	Thursday			

#### November-2013

Date	Day	Activities		Remarks (Teaching Days)
		Academic	Co-Curricular	
1	Friday	<b>Deepawali Break</b>		
2	Saturday	<b>Dhanteras</b>		
3	<b>Sunday</b>	<b>Deepawali</b>		
4	Monday	<b>Goverdhan Puja</b>		
5	Tuesday	<b>Bhaiya Doj</b>		
6	Wednesday	<b>Deepawali Break</b>		
7	Thursday			1
8	Friday		<b>NSS Eye Checkup Camp</b>	2
9	Saturday		<b>Local Industrial Visit</b>	3
10	<b>Sunday</b>			
11	Monday			4
12	Tuesday			5
13	Wednesday			6
14	Thursday	<b>Industry Academia Interface</b>		7
15	Friday	<b>Muharram (Tajia)</b>		
16	Saturday	<b>NHRD Network Activity</b>	<b>Finance Club Activity</b>	8
17	<b>Sunday</b>	<b>Gururanak Jayanti</b>		
18	Monday			9
19	Tuesday			10
20	Wednesday			11
21	Thursday	<b>Industry Academia Interface</b>		12
22	Friday			13
23	Saturday		<b>NSS Guest Lecture on Health</b>	14
24	<b>Sunday</b>			
25	Monday			15
26	Tuesday			16
27	Wednesday			17
28	Thursday			18
29	Friday			19
30	Saturday		<b>NEN Activity (Back of the Envelope)</b>	20

#### December-2013

Date	Day	Activities		Remarks (Teaching Days)
		Academic	Co-Curricular	

1	<b>Sunday</b>			
2	Monday		<b>NSS Guest Lecture on HIV</b>	21
3	Tuesday			22
4	Wednesday			23
5	Thursday	<b>Industry Academia Interface</b>		24
6	Friday			25
7	Saturday		<b>Marketing Club Activity</b>	26
8	<b>Sunday</b>			
9	Monday			27
10	Tuesday			28
11	Wednesday			29
12	Thursday	<b>Industry Academia Interface</b>		30
13	Friday		<b>NEN Activity (Opportunity Evaluation)</b>	31
14	Saturday		<b>B-Quizzing Competition</b>	32
15	<b>Sunday</b>			
16	Monday	<b>CA Test II</b>		33
17	Tuesday	"		34
18	Wednesday	"		35
19	Thursday	<b>Workshop</b>		36
20	Friday			37
21	Saturday			38
22	<b>Sunday</b>			
23	Monday			39
24	Tuesday			40
25	Wednesday	<b>Christmas Day</b>		
26	Thursday	<b>Winter Break</b>		
27	Friday	" " "		
28	Saturday	" " "		
29	<b>Sunday</b>			
30	Monday	" " "		
31	Tuesday	" " "		

**January- 2014**

Date	Day	Activities		Remarks (Teaching Days)
		Academic	Co-Curricular	
1	Wednesday	<b>New Year's Day</b>		
2	Thursday			41
3	Friday			42
4	Saturday			43
5	<b>Sunday</b>			
6	Monday			44
7	Tuesday			45
8	Wednesday	<b>Semester End Examination</b>		
9	Thursday			
10	Friday			
11	Saturday			
12	<b>Sunday</b>			
13	Monday			
14	Tuesday			
15	Wednesday			
16	Thursday			
17	Friday			
18	Saturday			
19	<b>Sunday</b>			
20	Monday			
21	Tuesday			
22	Wednesday			
23	Thursday			
24	Friday			
25	Saturday			
26	<b>Sunday</b>	<b>Republic day</b>		
27	Monday			

28	Tuesday		
29	Wednesday		
30	Thursday	<b>Semester II Commences</b>	1
31	Friday		2

#### February- 2014

Date	Day	Activities		Remarks (Teaching Days)
		Academic	Co-Curricular	
1	Saturday			3
2	<b>Sunday</b>			
3	Monday			4
4	Tuesday			5
5	Wednesday			6
6	Thursday			7
7	Friday			8
8	Saturday			9
9	<b>Sunday</b>			
10	Monday			10
11	Tuesday			11
12	Wednesday			12
13	Thursday		<b>NEN (E-Week)</b>	13
14	Friday		"	14
15	Saturday		"	15
16	<b>Sunday</b>			
17	Monday			16
18	Tuesday			17
19	Wednesday			18
20	Thursday	<b>Industry Academia Interface</b>		19
21	Friday	<b>International Conference with IDCA</b>		20
22	Saturday			21
23	<b>Sunday</b>			
24	Monday			22
25	Tuesday			23
26	Wednesday	<b>Industry Academia Interface</b>		24
27	Thursday	<b>Maha Shivratri</b>		25
28	Friday			26

#### March- 2014

Date	Day	Activities		Remarks (Teaching Days)
		Academic	Co-Curricular	
1	Saturday		<b>Intra – Institute Activity</b>	27
2	<b>Sunday</b>			
3	Monday			28
4	Tuesday			29
5	Wednesday			30
6	Thursday	<b>MOSAIC-2014</b>		31
7	Friday	"		32
8	Saturday	"		33
9	<b>Sunday</b>			
10	Monday			34
11	Tuesday			35
12	Wednesday			36
13	Thursday	<b>Workshop</b>		37
14	Friday			38
15	Saturday		<b>Current Affairs Forum Meet</b>	39
16	<b>Sunday</b>	<b>Holi</b>		
17	Monday	<b>Dhulandi</b>		40
18	Tuesday			41
19	Wednesday			42
20	Thursday	<b>Industry Academia Interface</b>		43
21	Friday			44

22	Saturday		<b>HR Club Activity</b>	45
23	<b>Sunday</b>			
24	Monday			46
25	Tuesday			47
26	Wednesday			48
27	Thursday	<b>CA Test I</b>		49
28	Friday	"		50
29	Saturday	"		51
30	<b>Sunday</b>			
31	Monday			52

#### April- 2014

Date	Day	Activities		Remarks (Teaching Days)
		Academic	Co-Curricular	
1	Tuesday			53
2	Wednesday			54
3	Thursday	<b>Industry Academia Interface</b>		55
4	Friday			56
5	Saturday	<b>Completion of Pre Summer Training Formalities</b>	<b>Intra – Institute Activity</b>	57
6	<b>Sunday</b>			
7	Monday			58
8	Tuesday	<b>Ram Navami</b>		59
9	Wednesday			60
10	Thursday			61
11	Friday	<b>National Conference</b>		62
12	Saturday	"		63
13	<b>Sunday</b>	<b>Mahaveer Jayanti</b>		
14	Monday			64
15	Tuesday			65
16	Wednesday			66
17	Thursday	<b>Industry Academia Interface</b>		67
18	Friday			68
19	Saturday	<b>Summer Training Details Form Submission</b>		69
20	<b>Sunday</b>			
21	Monday			70
22	Tuesday			71
23	Wednesday			72
24	Thursday	<b>Industry Academia Interface</b>		73
25	Friday			74
26	Saturday		<b>Farewell Party for Seniors</b>	
27	<b>Sunday</b>			
28	Monday			75
29	Tuesday			76
30	Wednesday			77

#### May- 2014

Date	Day	Activities		Remarks (Teaching Days)
		Academic	Co-Curricular	
1	Thursday			78
2	Friday			79
3	Saturday			80
4	<b>Sunday</b>			
5	Monday			81
6	Tuesday			82
7	Wednesday			83
8	Thursday			84
9	Friday			85
10	Saturday			86

11	<b>Sunday</b>			
12	Monday			87
13	Tuesday			88
14	Wednesday	<b>CA Test II</b>		
15	Thursday	“		
16	Friday	“		
17	Saturday	“		
18	<b>Sunday</b>			
19	Monday			
20	Tuesday	<b>Summer Training Commencement</b>		
21	Wednesday			
22	Thursday			
23	Friday			
24	Saturday			
25	<b>Sunday</b>			
26	Monday			
27	Tuesday			
28	Wednesday			
29	Thursday			
30	Friday			
31	Saturday			

**June- 2014**

Date	Day	Activities		Remarks (Teaching Days)
		Academic	Co-Curricular	
1	<b>Sunday</b>			
2	Monday			
3	Tuesday			
4	Wednesday			
5	Thursday			
6	Friday			
7	Saturday			
8	<b>Sunday</b>			
9	Monday			
10	Tuesday			
11	Wednesday			
12	Thursday			
13	Friday			
14	Saturday			
15	<b>Sunday</b>			
16	Monday			
17	Tuesday			
18	Wednesday			
19	Thursday			
20	Friday			
21	Saturday			
22	<b>Sunday</b>			
23	Monday			
24	Tuesday			
25	Wednesday			
26	Thursday			
27	Friday			
28	Saturday			
29	<b>Sunday</b>			
30	Monday			

**Summer Training Completion by 01 July 2014**

**Tentative Date for MBA End Semester II Exam Commencement 03 July 2014**

**\*\*Subject to change**

**Detailed programme of an individual activity will be put up on the website [www.rtu.ac.in](http://www.rtu.ac.in) from time to time.**

## **1. About ISIMTC**

Established in 1995, International School of Informatics and Management Technical Campus popularly known as ISIMTC is among the top three B-Schools of Rajasthan which has been imparting quality education for over a decade. The milestones achieved in this journey towards academic excellence include recognition among top 50 Business Schools in the country by the Business World survey, 2013 and CSR GHRDC survey 2008, 2009, 2010, 2011. The Institute received 'A' rating in Business Standard Best B-school Survey 2013. ISIMTC is one of the constituents of the IIS Institutional Network promoted by the Indian Council for International Amity (ICFIA).

The student centric pedagogy in teaching and learning process and impetus on holistic development has made ISIMTC one of the best management institutes of higher education in the state which is well admired in the academic, corporate and student fraternity for its efforts to add vibrancy to the educational environment. The institute strives to impart quality education that helps the learners discover a wealth of opportunities in a supportive environment based on empowerment, sense of purpose, compassionate judgment, commitment to learning and positive values.

Realizing the challenges of the 21st century ISIMTC has started the MBA Programme with the objective of enhancing quality management education by striking a good balance between academic work and the rest of life. The entire learning process is focused on inculcating a habit of independent thinking and communicating ideas without hesitation so as to groom competent managers and enthusiastic entrepreneurs with a global mindset and a strong foundation of core human values.

At ISIMTC, the students are nurtured and trained for success. The institution has sustainable good practices in teaching, learning and evaluation to achieve academic excellence. The course design and pedagogy equip the students to lead diverse organizations in a cross-continental environment. Innovative pedagogy, qualified and experienced faculty, structured industry interface and a state-of-the art fully integrated campus, contribute immensely towards making the students future-ready managers.

## **2. Programmes**

### **2.1. Master in Business Administration**

The two year MBA programme is designed to establish the match between management theory and practice, develop the capacity for analysis and judgment, inculcate the zeal for individual excellence and enhance the ability to utilize the full potential of human and material resources. The programme is approved by AICTE and affiliated to Rajasthan Technical University, Kota.

The programme comprises 35 courses, which are of synergistic and integrative nature spread over four Semester and provides the students a well balanced insight into quantitative techniques such as Operations Research, Statistics, Business Economics, etc. along with Management Theories and Methodologies covering, Strategy, Systems, Marketing, Finance and HRD with the aim of effectively integrating all.

### **2.2 Master of Computer Applications**

The three-year full time programme approved by AICTE leads to MCA degree awarded by the Rajasthan Technical University, Kota. The programme endeavours to impart quality education to the students and imbues in them an ability to understand and assimilate all new ideas and innovations taking place in the rapidly evolving technology sector.



The programme provides the students a deep insight into programming techniques like Structured and Object Oriented methods along with data warehousing and manipulation using Web Applications, DBMS and RDBMS concepts. The students are imparted latest and comprehensive knowledge of networking, data communications and latest storage and computing techniques, the buzzwords of the IT industry.

### **2.3 Post Graduate Diploma in Management (Trimester Based – Dual Specialization Programme)**

ISIMTC started a two year PGDM Programme (second shift) from session 2010-11 duly approved by AICTE, Ministry of HRD, Government of India, with a blend of Indian and International perspective.

The programme focuses on grooming students into well grounded managers and emphasizes on:

- Analytical reasoning, team work and effective communication, imparting a sense of value that encompasses not only work ethics but also a commitment and a passion for management as a science, especially in commercial organizations.
- Developing the mental discipline to blend concept and ideas with strategic planning and action, creatively and innovatively.
- Holistic understanding of various aspects of business interaction through course projects, internships, field assignments and on the job trainings.
- Capability to manage diversity and uncertainty, create wealth and lead change.

### **2.4 (i) Course Structure**

- The programme offers specialization in Marketing, Finance, Human Resource Management, Information Technology Management, Tourism and Hotel Management and Production and Operation management.
- The total number of courses covered in MBA shall be 35 which are synergistic and integrative in nature.
- The first year i.e. Semesters I and II include 20 core papers i.e. 10 core papers per Semester encompassing various managerial functions over and above the case studies which shall be an integral part of the curriculum. All papers included in the first two Semesters are compulsory.
- The second year i.e. Semesters III and IV include:
  - a. Internship and summer training with reputed organizations at the end of second Semester. The internship will, normally, be spread over 6 to 8 weeks. This exposure is a mandatory requirement for the completion of the Programme.
  - b. Project Study with reputed organization in the forth semester. The project study will normally be of 30 days. This exposure is a mandatory requirement for the completion of the Programme.

- c. 4 core theory papers and two core practical paper on summer internship and project study spread over the third and fourth, Semesters are compulsory.
- d. RTU offers six fields of specialization out of which a candidate has to opt for any two specializations for the purpose of major and minor specialization in the MBA Programme.

In the III a student has to opt 4 papers in major specialization and 2 papers in minor specialization. In IV Semester a student has to opt two papers in major specialization and 1 paper in minor specialization as elective papers. Thus the students study 10 elective papers in all in third semester and 6 in fourth semester.

The elective courses offered in the second year will be announced during the end of second Semester of the first year. The students will be required to indicate their preferences for the electives during the stipulated time period before they proceed on their internship. The final offer of electives shall be made depending on the number of registrants and availability of seats.

#### **2.4 (ii) Admission Process**

Admission to MBA I semester will be made as per the rules prescribed by the Academic Council of the Rajasthan Technical University, Kota. For admission to MBA 1st semester a candidate should have Bachelor's degree of minimum three year duration or any higher degree in any discipline with minimum 50% marks from any University recognized by UGC and declared equivalent by the RTU. The eligibility criteria for direct admission on seats remaining vacant after the Entrance Examination Counseling shall be such as may be notified by the State Govt./University/CMAT from time to time.

#### **2.5. Credit System**

Technical Communication course in M. B. A. programme (s) shall be optional and of 2 credit weightage. The credits shall be included in the requirement of total credits in the concerned programme. This course shall be run in both Semesters of the academic session. The Faculty Advisor of the students may advise the weak students to opt for this course.

The structure of 4 Semesters M. B. A. programme (s) shall be as follows :

Semester I : Total credits 26-30

Semester II : Total credits 26-30

Preparatory mathematics audit course shall be in the 1st semester. Total credits for I and II semesters: 54 - 60

Semester III : Total credits 26-30

Semester IV : Total credits 24-28

Total credits for III and IV semesters: 50 - 58

Seminar: 3 credits.

Project: 3 credits.

The tentative topic of project and seminar should be decided by the end of 3<sup>rd</sup> semester.

For the award of the M. B.A. Degree, a student has to earn minimum 100 credits with the CGPA not less than 5.00.

## APPENDIX -A2

### STRUCTURE / SCHEME OF PG Diploma

The structure of 2 Semesters PG Diploma programme (s) shall be as follows:

Semester I: Total credits 22-26

Semester II: Total credits 24-28

Preparatory mathematics is an audit course and shall be in the 1st semester. Total credits for I and II semesters: 46 - 54

The tentative topic of project and seminar should be decided by the end of I semester.

For the award of the PG Diploma, a student has to earn a minimum of 46 credits with the CGPA not less than 5.00.

## 2.5. Credit Templates- MBA

First Semester MBA					Marks		
Code No.	Name of Subject	Number of hours per Week			Internal Minimum Marks	External Minimum Marks	Total
		Lecture (L)	Tutorial (T)	Laboratory (P)			
M-101A	Fundamentals of Management	3	0	0	30/12	70/28	100
M-102A	Organizational Behavior	4	0	0	30/12	70/28	100
M-103A	Business Mathematics and Statistics	3	1	0	30/12	70/28	100
M-104A	Managerial Economics	4	0	0	30/12	70/28	100
M-	Accounting for	3	1	0	30/12	70/28	100

105A	Management						
M-106A	IT for Managers	3	0	0	30/12	70/28	100
M-107A	Business Environment	4	0	0	30/12	70/28	100
M-108A	Communication for Management	2	0	0	30/12	70/28	100
M-109A	Information and Techniques	0	0	2	60/30	40/20	100
M-110A	Communication Lab	0	0	2	60/30	40/20	100
	<b>Total</b>	<b>26</b>	<b>2</b>	<b>4</b>	<b>360</b>	<b>640</b>	<b>1000</b>

Second Semester MBA					Marks		
Code No.	Name of Subject	Number of hours per Week			Internal Minimum Marks	External Minimum Marks	Total
		Lecture (L)	Tutorial (T)	Laboratory (P)			
M-201A	Human Resource Management	3	0	0	30/12	70/28	100
M-202A	Cost Accounting for Management	3	1	0	30/12	70/28	100
M-203A	Financial Management	3	1	0	30/12	70/28	100
M-204A	Marketing Management	3	0	0	30/12	70/28	100
M-205A	Operation and Supply Management	3	0	0	30/12	70/28	100
M-206A	Research Methods in Management	3	1	0	30/12	70/28	100
M-207A	New Enterprise and Innovation Management	3	0	0	30/12	70/28	100
M-208A	Operation Research	3	1	0	30/12	70/28	100
M-209A	Seminar on Contemporary	0	0	2	60/30	40/20	100
M-210A	Computer Applications Lab	0	0	2	60/30	40/20	100
	<b>Total</b>	<b>24</b>	<b>4</b>	<b>4</b>	<b>360</b>	<b>640</b>	<b>1000</b>

### 3. Discipline Norms

The students are required to adhere to certain norms prescribed by the institute.

- Cleanliness of the premises must be maintained by everyone in the institute at all points of time.

- Smoking and consumption of alcoholic beverages / toxic materials while in campus is a serious offence.
- Use of cell phones in classes/ computer centre / library is not permitted. Any student found using the cell phone will be penalized as per the regulations in force.
- Mode of communication to students is via Notice board/ email/ website. Students are advised to check the notice boards at least once a day, and not rely on rumor or hearsay about any matter.
- Ragging is strictly prohibited on campus and strict action including suspension, rustication, termination and FIR in police may be taken against anyone found indulging in the same.
- All the students are provided with an Identity Card which they are advised to wear on campus at all times. Entry is strictly through Identity Card and will be monitored by the institute authorities. Penalty will be levied/ action will be taken for non compliance.
- Any kind of misbehavior, indulgence into unethical practices including use of drugs, alcoholic drinks, harassment etc, violence, dis-obedience and non compliance of the rules of the institute and orders of the institute authorities will be treated as an act of indiscipline. Violations if any on the part of the students will be dealt with as per the existing rules, regulations and provisions.
- The institute will not be held responsible for any actions which may be initiated by the regulatory authority like police, corporation etc. on account of violation of societal norms.

#### **4. Dress Code**

- The students should strictly follow dress code norms prescribed by the institute.
- On all weekdays, except Saturdays students are required to wear plain white shirt, formal black trousers and institute's tie with formal black leather shoes. Self lined shirts, puffed sleeves shirts and shirts with shoulder flaps will not be permitted under formal dress code. Black jeans and flat front trousers will not be allowed.
- On Saturdays students are required to wear Institute's T-Shirt.
- For all functions, including seminars and conferences students are required to dress in Institute blazer, Institute Tie, etc.
- Violators will attract strict disciplinary action.

#### **5. Class Schedule**

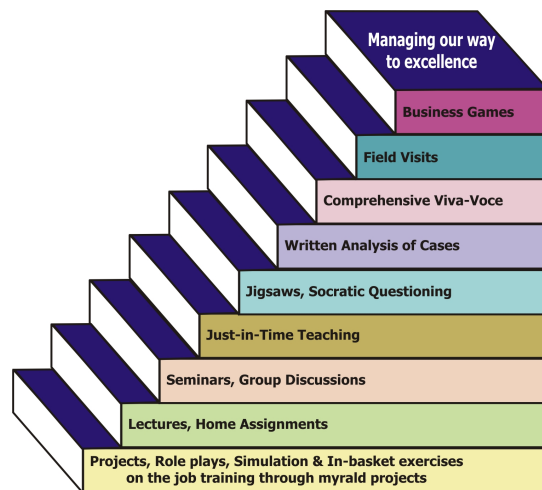
Session I	:	0830- 0930 hrs.
Session II	:	0930-1030 hrs.
Session III	:	1030-1130 hrs.

Session IV	:	1130-1230 hrs.
Session V	:	1315-1415 hrs.
Session VI	:	1415-1515 hrs.
Session VII	:	1515-1600 hrs.

## 6. Pedagogy

ISIMTC boasts of a Wi-fi campus with e-class rooms which are equipped with state-of-the-art facilities to facilitate a complete professional grooming of the students. The institution facilitates the effective conduct of the teaching-learning processes by means of strategically designed and efficiently implemented teaching pedagogy. Adding momentum to its efforts to impart quality education, the institute has established an FM Community Radio Station in its campus and has an up link with Edusat, India's exclusive Satellite for education.

As part of innovations in pedagogical techniques, there is a greater emphasis on experiential approaches over predominantly teacher-centric methodologies. Experiential learning at the institutional level is ensured through industrial visits, field trips, case-study discussions, projects, interaction with eminent personalities from industry and through the extension and outreach programmes in neighborhood communities. An appropriate mix of the following tools is used for effective learning



The emphasis is on involving the students in gaining knowledge and helping them relate concepts and theories to business requirements. The pedagogic approach is such that the students are stimulated and enriched by involvement in managing a plethora of academic and other activities. Campus training and corporate exposure sets the momentum for a bright career.

## 7. Attendance Norms

- The Attendance in classes is compulsory.

- For being eligible to appear in the Semester-End Examination, it is necessary for a candidate to have attended a minimum of 75% of the total classes held in that Semester in individual course, failing which the candidate may be debarred from appearing in Semester-End Examination.
- However there is provision of duty leaves up to a maximum of 20% for participation in games and sports, inter-institute fests, cultural and other co-curricular/extra curricular or academic activities so as to enable the participants to fulfill the minimum requirement of attendance.
- Attendance also constitutes an important component of Continuous Assessment. Marks are awarded for attendance in each paper. The relative weightage of marks allotted for attendance is as follows:

<b>Attendance (%)</b>	<b>Marks</b>
95% and above	5
90% and above but less than 95%	4
85% and above but less than 90%	3
80% and above but less than 85%	2
75% and above but less than 80%	1

- Students are required to monitor their own attendance. No separate notice will be displayed in this regard.
- Coming late to the classes is not permitted. The faculty members have the authority not to allow latecomers to enter the classroom.
- Students are advised to attend guest lectures, workshops, and other events organized by institute from time to time. However, the institute reserves the right to declare compulsory attendance for any event on or off the campus. In case of absenteeism in such events, action maybe taken against defaulters.
- The students are required to obtain prior permission from the coordinator before leaving the station on personal or institutional work. This applies even to those students who are representing the institute for social, cultural, and co-curricular events.
- Students are required to honour deadlines for submissions of projects, reports, assignments, forms and any other submission to the institute or the faculty concerned. Any request for change of date or postponement of schedule will not be entertained.

## **8. Library**

Library is fully automated and has an extensive collection of books, journals, databases, audio-visual materials, CDs/ DVDs, e-journals, reports, case studies, conference proceedings, training manuals, online resources, etc.

## **Library rules and regulations**

- The working hours of the library are from 8 a.m. to 7 p.m.
- Access to the library is restricted to staff and students of ISIMTC only, who are in possession of a current valid identification card issued by institute.
- Each student may be issued a maximum of three books for a period of ten days.
- When necessary, the librarian may recall a book at any time before the due date. Librarian may also deny lending any material if in his/her opinion such material is necessary for use by a larger group.
- A fine of Re. 1/- per day will be charged if books are not returned within the stipulated period. The overdue charges on "reserved" books will be Rs. 10/- per day. Absence and illness are not acceptable excuses for exemption from paying any overdue charges.
- Library membership card is non-transferable and the borrower is fully responsible for the books borrowed on his/ her membership card. Members should return all materials borrowed from the library before proceeding on any kind of long leave. Membership cards reported to be misused may be suspended and the library may refuse to issue books or any other material on such cards.
- In case a book is lost/ or torn by the student he/ she will be liable to replace the book, failing which a fine of double the cost of the book will be imposed on the student.
- Mutilations, markings or removal of pages from the books will be considered as "damage" and such documents as also the lost ones will have to be replaced or paid for at the current price. Price assessment will be done by the librarian and the decision will be final and binding.
- For reasons of security, bags and other personal possessions are not allowed in the library and should be kept at the counter outside. The institute shall not bear the responsibility for any kind of theft or loss of unattended belongings.
- The consumption of food and drinks (with the exception of bottled water) and the use of personal audio/video equipment are not permitted in the Library.
- Photography, filming, video-taping, audio-taping and Xeroxing of Books/Journals is not allowed in the library without the prior permission of the librarian.
- Violation of the rules will lead to a fine and /or suspension of the defaulter for at least 3 weeks.

## **9. Book Bank**

In order to reach out to a range of students, ISIMTC offers the Book Bank facility irrespective of their financial background which enables them to borrow books for a Semester and retain them during the examination period as well, on minimum membership charges.

### **Rules and regulations**

- Membership of the Book Bank is optional and on a payment of requisite fee.



- A fee of Rs. 500/- per Semester will be charged for the membership
- Members will be required to renew their membership at the commencement of each Semester.
- Library membership card of each member student will be marked for its membership status.
- A student may get a maximum of five books per Semester from the Book Bank at a time.
- Books will be issued at the beginning of each Semester as per the schedule notified for the purpose.
- Books will be issued for the complete Semester. Members will be required to deposit the books after the completion of the examinations on the due date.
- A fine will be levied if book/s are not returned on the due date.
- Members will be responsible for any damage caused to the books. Members are advised to verify the physical condition of the books at the time of issuing.
- If a book is lost, the member will be required to pay twice the cost of the current market price of the book.
- Three Books will be issued on first come first serve basis, where as for issue of the remaining two books priority will be decided on need-cum-merit basis.

## **10.IT Facilities**

ISIMTC has state-of-art computer facility which includes

- PC nodes and IBM Pentium based servers
- 4 MBPS Leased Line
- Wi-fi enabled
- Application softwares like MS-Project, IBM DB2, RAD, Tivoli, SQL Server
- Scanning and printing
- Laser Jet Network printers
- Internet connectivity

## **Rules and regulations**

- The access to computer lab is allowed between 8:00 a.m. to 7:00 p.m. on production of ID card.

- For security reasons students are required to wear their ID cards while in the computer centre and sign logbook at the time of entry and exit.
- Students must not play games and access objectionable unauthorized sites/content.
- Eatables, carry bags, hand bags, audio visuals like radio, stereo, walkman etc. are not allowed in the Computer Centre. Students must visit the Computer Centre in Uniform.
- Students are required to logout from their machines when they leave, remove their old files from the Computer disk routinely and immediately, switch off the computer, monitor and power line to the computer after use. Computer centre will not be responsible for any loss of data. Floppy or data cartridge, loose sheets will not be provided to any student.
- Request for loading of any new software, if it is available, will be entertained only if it is made at least 24 hours before use.
- Students are required to adhere to the terms and conditions of all license agreements relating to IT facilities being used including software, equipment, services, documentation and other goods. Students must use the IT facilities only for academic, research and administrative purposes.
- Students are strictly prohibited from viewing pornographic material in the computer Centre or on any other computer including their laptops. Playing games, hacking into networks and other computers, spamming and sending junk mail, causing damage to IT infrastructure e.g. projector cables, are also prohibited. Strong disciplinary action will be taken against students found guilty, of such acts.

## **11. Research and Consultancy**

ISIMTC aspires to be an innovative educational institution promoting research and consultancy. The facilities and infrastructure available at the institute are developed for promotion of research and consultancy activities. To strengthen the effective contribution of the institute's capacities in conceptual analysis and strategic planning, need-based and core research is systematically promoted. Research oriented activities have received further momentum with faculty members being registered as research supervisors with The IIS University and registration of research students with them for doctoral programme in the fields of Marketing, Finance and Human Resource Management. The institute is actively involved in a number of consultancy services. The overall objective of consultancy assignments is to offer the faculty and students an opportunity to deal with real and concrete needs of companies, and to gain experience of operation in factual situations. Institute's active MDP Cell conducts Management Development Programmes aimed at a more comprehensive and symbiotic relationship with business and industry. Faculty and students are encouraged to contribute quality papers and articles contributions through the institute's International journal of management and IT "OORJA" (ISSN Regn. No. 0974-7869) published thrice a year.

## **12. Placement**

At ISIMTC placement is considered to be a strategic activity. Immaculate planning of the placement process and activities are carried out to suit the need of the changing corporate scenario. The co-curricular activities are also aligned accordingly for grooming effective leaders and industry ready professionals. The placement cell of the institute conceives, organizes, directs and coordinates various activities so as to enhance employability of the students. These activities guide the career planning and management process, which is a cooperative effort between the student community and the institute.

Though placement is a vital outcome of the programme, the academic work of the students takes pre-eminence over placement activity, and in no case is it subordinated to placement. Though the institute shall make every effort for placement of its students, there is no obligation on the part of the institute to find placement for every student.

Some of the activities undertaken under the aegis of placement cell are as follows:

### **12(i) Summer Internships**

A mandatory 6-8 week summer internship is a part of the academic curriculum at the end of second Semester. The training carries a weightage of 4 credits. During the training period the student has to keep his/her faculty mentor and placement co-ordinator updated about the project progress through phone/e-mail. The student is required to submit a report after the completion of the project which will be assessed and evaluated through project presentation and viva-voce by a panel of examiners.

Placements for summer projects will also be routed through the Placement Office.

### **12(ii) Final Placements**

For freshers and for the students with prior work-experience who wish to opt for lateral placement process, the final placement process is carried out according to the guidelines set by the placement committee. Under this process companies from diverse sectors evaluate the students before offering a placement or committing to a permanent hire.

### **12 (iii) Beyond Placements**

#### **Live Projects**

The Placement office encourages students to apply for live projects available with the companies. Students are also permitted to arrange live projects independently, but the ultimate steering of the project will be through the Placement Committee. It is necessary for the students to submit the details of the projects undertaken in a specified format to the Placement Office.

Further the students undertaking such projects must choose an institute faculty, who would act as a Guide/ Mentor for the student and would facilitate successful execution of the project. Students are also required to submit a project report along with a certificate of completion issued by their Guide/Mentor and the industry mentor.

**The Projects which are a part of the academic curriculum will not be considered as live projects.**

#### **Industry- Institute Interface**

A productive interface between industry and academia, is a critical requirement for information sharing, knowledge transfer and gaining experience. The Institute therefore emphasizes on Industry-Institute Interaction.

The Placement Committee invites industry representatives from senior management and middle management to share their knowledge and expertise through a mutually beneficial forum for the exchange of ideas.

## **Soft Skills and Pre- Placement Training (PPT)**

In order that the students are well placed and excel in their field of endeavour it is essential that they are trained on certain finer aspects of soft skills including self skills such as interpersonal skills, time management, communication skills, interview skills etc. The institute provides inputs on soft skills through workshops, training programmes, guest lectures, group discussions and mock interview sessions with feedbacks to name a few.

The pre-placement training is an active-participation model based training. It comprises a unified assortment of skills that not just help the students perform well during the placement process but also equip them with the right tools to move up the corporate ladder. The students are updated on the policies and procedures of different companies, their recruitment process, HR practices, and work practices.

### **12 (iv) Placement Guidelines**

The Placement Office coordinates the placement activities (summer and final) for the MBA programme. Every effort is made to facilitate the placement process. However the institute reserves the right to change, modify the guidelines in the interests of the students.

- Students should prepare their resumes in the format prescribed by the Placement coordinator and submit this to the placement office. Information included in the resume should be accurate and honest. Any discrepancy will lead to immediate expulsion of the candidate from the placement process.
- Students are required to check the placement notice board and their e-mails/e-groups regularly for information updates.
- All the students are expected to be present for the Pre-Placement Talk (PPT) of the company and keep their Mobile phones, laptops and all other gadgets switched off.
- Students are expected to read and come prepared with a background and fact file of the Company holding the PPT.
- Attendance for the PPT is compulsory and absence will lead to disqualification of the student from applying to that company.
- Absence of a student from a placement process, after being short-listed could lead to immediate expulsion from 3 subsequent processes.

### **12 (v) Pre-Placement Offers (PPO)**

- All PPOs should be routed through the placement office. Students whose PPOs are accepted should submit a copy of the offer letter to the placement office for record and should opt out of the placement process.
- Students are not expected to communicate directly with the companies.
- For any reason, if the student wants to reject the PPO, he / she should seek permission from placement office, by submitting a letter to the Placement Office, giving reason(s) for not accepting the offer. The students should honour the commitment made by the institute to the company on their behalf and accept the placement offer. The students

should join the company after programme completion and not resort to any unprofessional behaviour in this regard.

#### **12 (vi) Placement Process and Offers**

- Students should follow the placement guidelines framed by the institute.
- Students will not be permitted to refuse or seek alternative employment /internship with another organisation, once they have accepted the offer of one company.
- No student is allowed to initiate any contact with a company without the prior consent of the Placement Office.
- The placement code of conduct for the students eligible for placement during the year will be announced well before the placement week. All such students will be required to sign a declaration of adherence to this code.
- Canvassing in any form will disqualify the students.
- ISIMTC reserves the right to take any disciplinary action, if any student does not honour his/her commitments or resort to unethical behaviour. The management has the right to communicate with the employer/s, if the students do not adhere to the code of conduct.
- Placement information is confidential and any breach of confidentiality will lead to strict action.
- The above guidelines are applicable to all the students of ISIMTC. Any student found violating these guidelines would be expelled from the placement process. Students who wish to drop out of the placement process are required to notify the placement office immediately. For students who receive off-campus offer letters for summer training / executive placements, it is mandatory to obtain written permission of the placement coordinator before accepting the offer.
- The institute reserves the right to withhold the final offer letter to a student, if it finds that the student had misbehaved, or not kept up with the course work or found guilty of any other act of indiscipline.
- Relationship with companies is very important and of significance to ISIMTC. Therefore students must cooperate to maintain cordial relationship with all the companies at all times.

#### **13. Publication:**

ISIMTC has its own publication wing which brings out Newsletters, Magazines, Brochures, Bulletins and other literature periodically. The institute publishes its own International journal of Management and IT , OORJA (ISSN No. 0974-7869) thrice a year.

#### **14. National Service Scheme (NSS) Unit:**

With the motive of inculcating social responsibility amongst the students and imbibing the motto of "Not me but you" of NSS, the institute has set up a NSS Cell. The cell undertakes community activities like, blood donation camps, adoption of slums, polio vaccination camps, adult literacy drives and other environment friendly initiatives etc. The unit has been envisioned to foster a sense of commitment, devotion, discipline and nationalism among ISIMTCites.

#### **15. National Entrepreneurship Network (NEN) Cell**

The NEN Cell facilitates conceiving and nurturing of viable ideas. Its aim is to assist students interested in innovation and entrepreneurship, whether in the context of starting their own business or working for a firm with an entrepreneurial culture, to make good most of their time at the B-School and to equip them for the challenges they face after graduation by organizing innovative events that will expand their knowledge of the marketplace and help them develop networks.

#### **16. Activities**

Student Clubs form an essential part of ISIMTC business learning experience. They provide students with an opportunity to explore new areas of interest as well as develop important networks with the alumni and in wider interest with the institute community.

Speaker series, presentations and special meetings are typical activities organized by these clubs. Open to everyone in the institute community, these events complement academic activities with a vibrant and sociable integration of the members.

- **The Genesis Marketing Club**

The Genesis Marketing Club is the primary club of ISIMTC MBA for those with an interest, background, and/or career aspiration in marketing. The club has a mission to enrich the marketing education of members, assist members in career planning and development, and foster the reputation of marketing at the institute to prospective employers.

- **The White Knight Finance Club**

The White Knight Finance Club is for number crunchers who huddle over balance sheets and pink papers to become tomorrow's wealth generators. The Finance Club creates a forum where students with common interests can share professional information and advice on career opportunities through professional speaker programs, information sessions, mentor programs, resume reviews, and specific finance-related events.

- **Humanagers the HR Club**

Humanagers The HR Club has been constituted to promote ISIMTC MBA-HR as a globally renowned brand in the professional arena. It aims at providing an ideal platform for all-round

development of student managers by organizing value-added activities, and increasing the visibility of ISIMTC MBA-HR through Student-Industry interaction. The club thus facilitates the dissemination of conceptual knowledge about HR and its practical applications.

### **17. Rules for participating in National/International Level Events**

- Information regarding various inter-institute fests/events/contests will be put up on the notice board as well as circulated through student email groups.
- The constitution of the team for participation in the aforesaid events will be finalized by the institute.
- Any event that has not been routed through the institute will not be considered for participation.
- For all outside contests, the faculty will select the students' team, which will represent the institute at the contest.
- Any student who has won any contest is required to provide full details of the contest and awards won to the event coordinator within 7 days of winning the contest.
- The information regarding winning and participation of events will be uploaded on the website through website coordinator.

### **18. Feedback Mechanism**

There is a robust and multi-channeled feedback system for evaluating teaching and non-teaching staff, management policies, student performance, curricula and courses, syllabi and examination system. The feedback system helps in maintaining checks and balances and furtherance of ongoing process of improvement. The feedback is generated through:

- Student feedback form for all the courses at the end of each Semester.
- Faculty self-appraisal form
- Student Mentorship and Development Programme
- Suggestion box
- Meetings with parents
- Interface with experts from industry and academia
- Corporate recruiters
- Alumni of the Institute

## 19. Students Mentoring and Development Programme

SMDP i.e. Student Mentorship and Development Programme is an integral part of the institute's academic work. Each faculty member of ISIMTC MBA acts as a mentor for a group of 10-15 students. The students have an option of choosing a faculty member as a mentor other than the one assigned. The role of faculty mentors is to help the students assimilate the institute culture, guide them in making intelligent choices regarding dual specialization electives, help in identification of resources needed by them. The students are expected to meet their faculty mentor regularly as per the mentor's convenience and availability.

## 20. Assessment and Evaluation

The university has divided the assessment process into two parts consisting of Semester End Examination of 70 marks and Continuous Assessment of 30 marks

### Semester-End Examinations

The Semester-End Examinations are conducted by RTU, Kota and held at the end of each semester according to the schedule issued by the examination department RTU, Kota.

### Pattern of Question Papers for Semester-End Examinations

The question paper is divided in two sections. Section A contains 6 questions out of which the candidate is required to attempt any 4 questions. Section B contains short case study/ application based one question which is compulsory. All questions carrying fourteen marks.

### Continuous Assessment

The Continuous Assessment in the institution for 30 marks in theory papers comprises tests, class room interaction and attendance, the relative weightage for which is shown below:

Activity	Written Tests		Class Participation and Interaction	Attendance	Total
	I	II			
Max. Marks	10	10	05	05	30

### CA Test Papers

The CA test papers include short answer type questions and application-based descriptive questions.



The evaluation system followed in the institution is as per the norms prescribed by Rajasthan Technical University, Kota which are in accordance with UGC/AICTE specifications.

At the end of each Semester, the consolidated statements of CA marks are shown in the class notice boards for verification by the students. Posting errors, if any, can be brought to the notice of the teacher concerned who will take the necessary action. After verification by the students, the marks are entered in the "Continuous Assessment Booklet" (Yellow Booklet) which the students are required to attest by signing in the column provided for the same.

### Evaluation of Summer Training Projects

The evaluation of Summer Training Projects in Semester-II is based on written report, power point presentation by the candidate followed by viva-voce. The evaluation of Summer Training Project involves Continuous Assessment and Semester End Examination. The Continuous Assessment comprises 40 marks, and the Semester End examination is of 60 marks, the details of which are as shown below:

#### Semester - III Summer Training Project Report

##### Scheme of Evaluation for Continuous Assessment in Summer Training Project Report

Interaction with supervisor	PowerPoint Presentation	Viva-voce	Total Marks
10	25	15	40

##### Scheme of Semester End Examination for Summer Training Project Report

Report	Viva-voce	Total Marks
35	25	60

The Power Point Presentation is assessed by Internal Examiners on the following parameters:

Flow of Presentation/ Contents	Project Knowledge & Comprehension	Presentation & Communication Skills	Interpretation & Discussion	Total Marks
05	05	10	05	25

The assessment of Project Report is done by External Examiners on the basis of following criteria:

Originality of the Project and contents of the Report	Objective of the Project study and Research Methodology	Findings and Analysis of Data	Recommendations and Suggestions	Total Marks
05	05	15	10	35

## Evaluation of Project Study

The evaluation of in Semester-IV is based on written report, power point presentation by the candidate followed by viva-voce. The evaluation of Summer Training Project involves Continuous Assessment and Semester End Examination. The Continuous Assessment comprises 80 marks, and the Semester End examination is of 120 marks, the details of which are as shown below:

### Semester - IV Project Study

#### Scheme of Evaluation for Continuous Assessment in Summer Training Project Report

Interaction with supervisor	PowerPoint Presentation	Viva-voce	Total Marks
20	40	20	80

#### Scheme of Semester End Examination for Summer Training Project Report

Report	Viva-voce	Total Marks
80	40	120

The Power Point Presentation is assessed by Internal Examiners on the following parameters:

Flow of Presentation/ Contents	Project Knowledge & Comprehension	Presentation & Communication Skills	Interpretation & Discussion	Total Marks
05	05	20	10	40

The assessment of Project Report is done by External Examiners on the basis of following criteria:

Originality of the Project and contents of the Report	Objective of the Project study and Research Methodology	Findings and Analysis of Data	Recommendations and Suggestions	Total Marks
15	15	30	20	80

## 21. Evaluation of Answer Books

The centre of examination for the students will be allotted by the University which is any other institution besides ISIM technical campus. The Semester End Examination copies are centrally evaluated by external examiners nominated by RTU, Kota. Practical examinations for Summer training, project report, project study report, Comprehensive Viva Voce, ICT Lab, Business Communication Lab etc. are conducted by the external examiners appointed by RTU, Kota

## 22. Criteria for Passing

In order to pass in a paper, a candidate must secure minimum 40% pass marks individually in CA (Continuous Assessment) and Semester-End Examination (SEE) of that paper. A candidate is deemed to have failed in CA and / or SEE of a theory paper /project/seminar, etc. if the above condition is not fulfilled.

A candidate is considered to have passed in a Semester of the programme if he/she has passed both the CA and SEE of individual theory papers/ projects/ case analysis etc., prescribed for that particular Semester in the syllabus.

### 23. Award of Credits

Credits assigned to a paper are awarded to a candidate on passing both the C.A. and Semester-End-Examination of that paper.

#### Credit Weighted Average (CWA)

Calculation of Semester Grade Point Average (SGPA) and Cumulative Grade Point Average (CGPA)

Where

$C_i$  = Number of credits earned in the  $i^{\text{th}}$  course of a semester for which SGPA is to be calculated.  $P_i$  = Grade point earned in  $i^{\text{th}}$  course.

$i = 1, \dots, n$ , represent the number of courses in which a student is registered in the concerned semester

Where

$C_j$  = Number of credits earned in the  $j^{\text{th}}$  course, upto the semester for which CGPA is to be calculated.

$P_j$  = Grade point earned in  $j^{\text{th}}$  course. A grade lower than D (i.e. grade point <4) in a course shall not be taken into account.

$j = 1, \dots, m$ , represent the number of courses in which a student was registered and obtained a grade not lower than D upto the semester for which CGPA is to be calculated.

Note: Grade E & F shall not be considered for calculation of CGPA but shall be considered for SGPA.

### Appendix A

#### Conversion of Grade Point Averages to Marks

Marks	Grade Point Coverage			
	10	9	6	4
30	3.15	2.55	1.75	1.27
35	3.85	2.95	2.00	1.45
40	4.50	3.45	2.30	1.62
45	5.15	3.90	2.55	1.80

50	5.75	4.37	2.85	1.98
55	6.25	4.78	3.19	2.13
60	6.75	5.34	3.56	2.38
65	7.15	5.76	3.85	2.55
70	7.50	6.19	4.13	2.75
75	8.50	6.70	4.45	2.95
80	8.90	7.15	4.75	3.16
85	9.25	7.60	5.05	3.35
90	9.60	8.05	5.35	3.58
95	9.85	8.50	5.75	3.80
100	10.00	9.00	6.00	4.00

#### **24. Award of Class / Division**

Class or Division is based on CCWA obtained by the candidate and is awarded only on the completion of the course according to the following criteria:

#### **MBA**

CCWA of 40 or above but less than 48	<b>Pass</b>
CCWA of 48 or above but less than 60	<b>II Division</b>
CCWA of 60 or above but less than 75	<b>I Division</b>
CCWA of 75 or above	<b>I Division with Credit</b>

#### **25. Declaration of Result**

The results are declared by the Rajasthan Technical University. The roll numbers of successful candidates are displayed on the notice boards.

#### **26. Transcripts, Migration and Provisional Certificates**

For the students who are enrolled with ISIMTC for the MBA programme, the Transcripts, Migration and Provisional Certificates are issued by Rajasthan Technical Campus Kota.

## **27. Transcripts/ Consolidated Mark Sheets**

On successful completion of a programme, a transcript/ consolidated mark sheet is issued by Rajasthan Technical Campus Kota showing the marks obtained, credits earned in different Semesters throughout the programme, CCWA and class / division obtained by the candidate.

## **28. Award of Degree**

The students admitted to the Management programme of ISIMTC shall be awarded MBA Degree by Rajasthan Technical Campus Kota.

## **29. Rules for Promotion**

Promotion to the Semester-III will be open to those students only who have cleared all papers of Semester I & II or have due papers not more than 4 in Semesters – I & III taken together and have obtained minimum 50% marks in aggregate at Semester I & II

- a) A candidate satisfying all the requirement of passing clause 8 (given in RTU ordinance) shall be promoted to the next academic year of study.
- b) All failing candidates shall be required to take re-admission or to opt for ex-studentship.

## **30. Provision for Unsuccessful Candidates**

### **30 (i) Due Papers**

If a student does not pass in all the courses/ papers prescribed in semester I and II, he/ she will be eligible to appear in an Examination organized soon after the declaration of Semester I result.

### **30 (ii) Ex Student**

A candidate opting for ex-studentship shall be required to appear in all the external theory/practical/viva subjects in the end semester examination of both semesters of the same academic year. However the internal marks shall remain the same as those secured earlier. A candidate opting for ex-studentship shall be required to apply to the college by paying only examination fee within 15 days from the start of new session.

## **31. Maximum Time Limit**

The maximum time allowed for completing the MBA course shall be 4 (four) years from the year of admission, failing which he/she shall not be allowed to continue for his/her MBA Degree

## **32. Revaluation /Scrutiny**

Re – valuation of answer books shall be permissible in not more than 25% of the theory papers in which a student is actually appeared, at an examination (to be raised to the next whole number).

For which the student must submit his application on the prescribed form (duly forwarded by Head of the institute) to the University within 15 days from the date of issue of mark sheet. Incomplete application or application without requisite fee or received after the due date will be rejected. Re-valuation is not permitted in Back paper examinations.

## **32. Merit and Awards**

### **32 (i) Merit Positions**

Merit positions in a Semester results are based on Semester Credit Weighted Average (SCWA) for all papers prescribed in the Semester. However positions in the complete programme are based on the Cumulative Credit Weighted Average (CCWA) obtained in the MBA programme. Only the students passing all the prescribed papers (i.e. theory papers, summer internship etc.) in single attempt are considered for merit.

### **32 (ii) Awards and Medals**

- Certificate of merit is awarded to the first three top ranking students in MBA programme.
- A Medal shall be awarded to the topper on successful completion of all examinations prescribed in different Semesters of the programme. The topper shall be decided by the highest Cumulative Credit Weighted Average (CCWA), obtained by the candidate, provided that the candidate should have clearly passed all the examinations / evaluations in the first attempt and without any gap in between and should have passed the programme at least in first division.

## **33. Scholarships**

Students excelling in academics, co-curricular and extra curricular activities will be felicitated through various awards and scholarships instituted by the institute. ISIMTC may also recommend cases of eligible students for the award of scholarships under various schemes of the State and Central Governments.

## **34. Guidelines for Awards and Scholarships**

- Students are advised to apply for awards and participate in the process enthusiastically.
- Students are also advised to keep a good performance track record if they wish to apply for these awards. Students with a record of misconduct or a record of low attendance will be automatically disqualified for the awards' process.

# RAJASTHAN TECHNICAL UNIVERSITY



I & II SEMSTERS SCHEME AND SYLLABUS

**APPROVED BY BOARD OF STUDIES**

(In Meeting of BOS on 29.04.2013 and in the meeting of FOMS on 31.05.2013)

FOR

**MASTER OF BUSINESS ADMINISTRATION  
(MBA)**

2013-2015

**RAJASTHAN TECHNICAL UNIVERSITY**

<b>First Semester MBA</b>					<b>Marks</b>		
<b>Code No.</b>	<b>Name of Subject</b>	<b>Number of Hours/ week</b>			<b>Internal/ Minimum Pass Marks</b>	<b>External/ Minimum Pass Marks</b>	<b>Total</b>
		<b>Lecture (L)</b>	<b>Tutorial (T)</b>	<b>Laboratory (P)</b>			
M-101A	Fundamentals of Management	3	0	0	30/12	70/28	100
M-102 A	Organizational Behavior	4	0	0	30/12	70/28	100
M-103 A	Business Mathematics & Statistics	3	1	0	30/12	70/28	100
M-104 A	Managerial Economics M-105	4	0	0	30/12	70/28	100
A	Accounting For Management M-106	3	1	0	30/12	70/28	100
A	IT for Managers	3	0	0	30/12	70/28	100
M-107 A	Business Environment	4	0	0	30/12	70/28	100
M-108 A	Communication for Management	2	0	0	30/12	70/28	100
M-109A	Information and Communication Techniques Lab	0	0	2	60/30	40/20	100
M-110A	Business Communication Lab	0	0	2	60/30	40/20	100
<b>Total</b>		<b>26</b>	<b>2</b>	<b>4</b>	<b>360</b>	<b>640</b>	<b>1000</b>

<b>Second Semester MBA</b>					<b>Marks</b>		
<b>Code No.</b>	<b>Name of Subject</b>	<b>Number of Hours/ week</b>			<b>Internal/ Minimum Pass Marks</b>	<b>External/ Minimum Pass Marks</b>	<b>Total</b>
		<b>Lecture (L)</b>	<b>Tutorial (T)</b>	<b>Laboratory (P)</b>			
M-201A	Human Resource Management	3	0	0	30/12	70/28	100
M-202A	Cost Accounting for Management	3	1	0	30/12	70/28	100
M-203A	Financial Management	3	1	0	30/12	70/28	100
M-204A	Marketing Management	3	0	0	30/12	70/28	100
M-205A	Operations and Supply Management	3	0	0	30/12	70/28	100
M-206A	Research Methods in Management	3	1	0	30/12	70/28	100
M-207A	New Enterprise and Innovation Management (NE&IM)	3	0	0	30/12	70/28	100
M-208A	Operations Research	3	1	0	30/12	70/28	100
M-209A	Seminar on Contemporary Issues*	0	0	2	60/30	40/20	100
M-210A	Computer Applications Lab	0	0	2	60/30	40/20	100
<b>Total</b>		<b>24</b>	<b>4</b>	<b>4</b>	<b>360</b>	<b>640</b>	<b>1000</b>



**M-101A**  
**FUNDAMENTALS OF MANAGEMENT**

<b>Course/Paper : M-101A</b>	<b>MBA Semester-I</b>
<b>No. of Lecture Hrs/week: 03</b>	<b>Internal Marks: 30</b>
<b>Total No of Lectures Hrs: 42</b>	<b>External Marks: 70</b>
<b>No. of Tutorial Hrs/week:00</b>	<b>Exam Time: 3 Hrs</b>

**Objective:**

The objective of this paper is to familiarize the student with basic management concepts and processes in the organisation. It will enable students to evaluate and analyse a firm's management philosophy and its impact on operation of the business.

**Section A**

**Module I: Basic concepts of management: (4 Hours)**

Definition - Need and Scope - Different schools of management thought - Behavioural, Scientific, Systems, and Contingency

**Module II: Contribution of Management Thinkers: (6 Hours)**

Kautilya, Taylor, Fayol, Peter Drucker and C.K. Prahlad.

**Module III: Functions of Management: (6 Hours)**

**Planning:** Essentials of Planning and Managing by Objectives; Strategies, Policies and Planning Premises; Decision making.

**Module IV: Organizing (6 Hours)**

The Nature of organizing, Entrepreneuring, and Reengineering; Organizational Structure, Departmentation; Line/staff authority, empowerment, and decentralization; Effective organizing and organization culture;

**Module V: Staffing (4 Hours)**

Human resource Management and Selection; Performance Appraisal and Career Strategy; managing change through Manager and Organization Development.

**Module VI: Leading (6 Hours)**

Human Factors and Motivation; Leadership: Committees, Terms, and Group Decision making; Communication.

**Module VII: Controlling (6 Hours)**

The system and process of controlling; Control Techniques and Information Technology; Productivity, Operations Management and Total Quality Management.

**Module VIII: Management practices of:**

Dhirubhai Ambani, Narayan Murthy, Premji, Ratan Tata, Steve Jobs, Bill Gates.

**Section B**

**At Least one Case Study from each module**

**Questions will be case/inferences/application based**

## **Practical Component**

- **Studying organizational structures of any 10 companies and classifying them into different types of organizations which are studied above and justifying why such structures are chosen by those organizations.**
- **Preparing the leadership profiles of any 5 business leaders and studying their leadership qualities.**

**Note: Faculty can either identify the organizations/leaders or students can be allowed to choose the same.**

## **Recommended Books:**

- 1 Wehrich, 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.
- 4 Bhat. *Management: Principles, Processes and Practices*. Oxford University Press.
- 5 Tripathi. *Principles of Management*. Tata McGraw-Hill.
- 6 Drucker, Peter. *The Practices of Management*. Allied Publishers.

## **List of Journals/Periodicals/Magazines/Newspapers**

- Harvard Business Review, Business India / Business Today / Business World, “Vikalpa” - Journal of Indian Institute of Management, Ahmedabad, SANKALPA: Journal of Management & Research, Effective Executive, etc.

**M-102A  
ORGANIZATIONAL BEHAVIOUR**

<b>Course/Paper : M-102A</b>	<b>MBA Semester-I</b>
<b>No. of Lecture Hrs/week: 04</b>	<b>Internal Marks: 30</b>
<b>Total No of Lectures Hrs: 56</b>	<b>External Marks: 70</b>
<b>No. of Tutorial Hrs/week:00</b>	<b>Exam Time: 3 Hrs</b>

**Objective:**

The objective of this paper is to help student to understand dynamic nature of Organizational Behavior.

**Section -A**

**Module I: Concept of Organizational Behavior (8 Hours)**  
Models of Organizational Behavior, Emerging issues in organizational behavior.

**Module II: Perception and Attribution (8 Hours)**  
Concept, Nature, Process, Importance. Management and Behavioural Applications of Perception, Attribution theory.

**Module III: Attitude (6 Hours)**  
Concept, and Importance, Attitude Measurement. Attitudes and Workforce Diversity.

**Module IV: Personality (6 Hours)**  
Concept, Nature, Types and Theories of Personality Shaping, Personality Attitude and Job Satisfaction. Concept and Theories of Learning.

**Module V: Motivation (6 Hours)**  
Concepts and Their Application, Principles, Content & Process Theories, Employee Recognition, Involvement, Morale.

**Module VI: Dynamics (6 Hours)**  
Transactional Analysis, Group Dynamics: Definition, Stages of Group Development, Group Cohesiveness, Formal and Informal Groups, Group Processes and Decision Making, Dysfunctional Groups. Organizations and Citizen ship behavior.

**Module VII: Organizational Power and Politics (10 Hours)**  
Concept, Sources of Power, Distinction between Power, Authority and Influence, Approaches to Power, **Conflict:** Concept, Sources, Types, Functionality and Dysfunctionality of Conflict, Classification of Conflict Intra, Individual, Interpersonal, Intergroup and Organisational, Resolution of Conflict.

**Module VIII: Organizational Culture: (6 Hours)**  
Concept, Characteristics & Importance of Culture. Understanding Work Stress and Its Consequences, Causes of Stress, Managing Stress and change.

**Section B**

**At Least one Case Study from each Module**

**Questions will be case/inferences/application based**

### **Practical Component**

- **Preparing the leadership profiles of any 5 business leaders and studying their behaviours with respects to the trait, behavioural and contingency theories studied.**
- **Identifying any five job profiles and listing the various types abilities required for those jobs and also the personality traits/attributes required for the jobs identified.**

**Note: Faculty can either identify the organizations/ leaders/jobs or students can be allowed to choose the same.**

### **Recommended Books:**

- 1 Mishra. *Organizational Behavior*, Vikas Publishing House.
- 2 Greenberg, Jerald and Baron, Robert. *Behavior in Organizations*, Prentice Hall of India.
- 3 Aswathappa. *Organization Behavior (Text, Cases & Games)*, Himalaya Publishing House.
- 4 Luthans, Fred. *Organizational Behavior*, Tata McGraw-Hill.
- 5 Newstrom. *Organizational Behavior: Human Behavior at Work*, Tata McGraw-Hill.
- 6 Stephen, P. Robbins., Timothy, A. Judge., Timothy Campbell *Organizational Behavior*. Pearson Education.

### **List of Journals/Periodicals/Magazines/Newspapers**

- Harvard Business Review, Decision, Vikalpa, etc.

**M-103A**  
**BUSINESS MATHEMATICS AND STATISTICS**

<b>Course/Paper : M-103A</b>	<b>MBA Semester-I</b>
<b>No. of Lecture Hrs/week: 03</b>	<b>Internal Marks: 30</b>
<b>Total No of Lectures Hrs: 42</b>	<b>External Marks: 70</b>
<b>No. of Tutorial Hrs/week:01</b>	<b>Exam Time: 3 Hrs</b>

**Objective:**

The objective of the course is to enable the student to familiarize with the Knowledge and Skills necessary to solve a variety of arithmetic & statistical issues in management problems that are commonly found in business situations.

**Section A**

**Module I: Matrices and Determinants** **(6 Hours)**

Definition of a matrix, types of matrices, algebra of matrices, Transpose, Adjoint, elementary and Inverse of a matrix.

**Module II:** **(4 Hours)**

Solving linear equations by using matrices, Input-Output analysis. Application of matrices for solution to simple business and economic problems.

**Module III: Role of statistics** **(6 Hours)**

Numerical descriptive measures of central tendency and dispersion and their implications, Mean, Mode, Median, Variance and standard deviation.

**Module IV: Correlation** **(4 Hours)**

Coefficient of Variation. Covariance and coefficient of correlation. Visual explorations using software like Microsoft Excel/MINITAB

**Module V: Regression** **(6 Hours)**

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

**Module VI: Index Numbers** **(5 Hours)**

Meaning, Types of index numbers, uses of index numbers, Construction of Price, Quantity and Volume indices: Fixed base and Chain base methods. Fisher ideal index number. Proportion, percentage, Interval, Ratio and Interest.

**Module VII: Probability** **(5 Hours)**

Basic probability concepts, conditional probability, marginal probability and its uses in business decisionmaking; Bayes' theorem and its applications.

**Module VIII: Probability Distributions** **(6 Hours)**

Concept and application of Binomial, Poisson, Exponential and Normal distributions

**Section B**

**At least one Case Study from each Module**

Note: 50% of the questions will be Numerical /application oriented.

### **Recommended Books:**

- 1 Doane. *Applied Statistics in Business and Economics*. Tata McGraw-Hill.
- 2 Beri. *Business Statistics*. Tata McGraw-Hill.
- 3 Aczel. *Complete Business Statistics: with student CD-ROM (SIE)*. Tata McGraw-Hill.
- 4 Gupta, S.P. *Statistical Methods*. Sultan Chand & Sons.
- 5 Shrivastava. *Statistics for Management*. Tata McGraw-Hill.
- 6 John C. Lee., *Business and Financial Statistics Using Minitab 12 and Microsoft Excel 97*.  
World Scientific Publisher

**M-104A  
MANAGERIAL ECONOMICS**

<b>Course/Paper : M-104A</b>	<b>MBA Semester-I</b>
<b>No. of Lecture Hrs/week: 04</b>	<b>Internal Marks: 30</b>
<b>Total No of Lectures Hrs: 56</b>	<b>External Marks: 70</b>
<b>No. of Tutorial Hrs/week:00</b>	<b>Exam Time: 3 Hrs</b>

**Objective:**

The objective of the course is to provide insights into management of Economics and to the time tested tools and techniques of managerial economics to appreciate their relevance in decision making.

**Section-A**

**Module I: Introduction to Managerial Economics (4 Hours)**

Managerial Economics: Meaning, Nature, Scope, & Significance. Relationship of Managerial Economics with Statistics.

**Module II: Fundamental Concepts (4 Hours)**

Opportunity Costs, Incremental Principle, Time perspective, Discounting and Equi-Marginal principles. Theory of the Firm: Firm and Industry.

**Module III: Demand and Supply Analysis (10 Hours)**

Law of Demand, Elasticity of Demand - Price, Income & Cross elasticity. Uses of elasticity of demand for Managerial decision making, Measurement of elasticity of demand. Law of supply, Elasticity of supply.

Note: Illustrative numerical examples to be used to explain the concepts.

**Module IV: Cost Analysis and Pricing Approach (8 Hours)**

Concepts, Types of cost, Cost curves, Cost - Output Relationship in the short run and in the long run, LAC curve. Factors affecting cost at Micro-level. Full cost pricing, Product line pricing, Product life cycle pricing. Pricing Strategies: Price Skimming, Penetration Pricing, Loss leader pricing, Peak Load pricing.

**Module V: Production and Utility analysis (8 Hours)**

Concepts, production function with one variable input - Law of Variable Proportions. Production function with 2 variable inputs and Laws of returns to scale. Consumer behavior and Surplus. Marginal Utility Analysis, Economies of scale.

**Module VI: Market structure and pricing practices: (12 Hours)**

Perfect Competition, Features, Pricing under perfect competition. Monopoly: Features, Pricing under monopoly. Price Discrimination. Monopolistic Competition: Features, Pricing Under monopolistic competition, Product differentiation. Oligopoly: Features, Kinked demand Curve, Cartels, Price leadership.

**Module VII: National Income and Index No (4 hours)**

Consumer Pricing Index (CPI), WSI, and Combination composition and calculation





Determinants of Short-term & Long-term profits. Classification - Measurement of Profit. Break Even Analysis - Meaning, Assumptions, Determination of BEA, Limitations, Uses of BEA in Managerial decisions.

## **Section-B**

At least One Case study from each module

**Questions will be case/inferences/application based**

**Practical Components:**

- **Assessment of Impact of advertisement or sales promotion on the demand of product (Preferably FMCG goods)**
- **Study of demand elasticity for a product when there is a price increase or price decrease.**
- **Market surveys/ consumer intention survey for an existing or a new product/service.**
- **Opinion polls to understand the buyer behavior for a product or a service.**
- **Demand forecasting - Mini project may be given to students to assess the demand for a product or a service using any method.**
  - **Preparing a project proposal for a new business venture to understand the BEP using real time data.**
  - **Exploring application and usage of econometric models by using appropriate software packages.**

**Recommended Books:**

- 1 Damodaran. *Managerial Economics*. Oxford University Press.
- 2 Petersen, H. Craig., Lewis and Jain. *Managerial Economics*. Pearson Education.
- 3 Brickley. *Managerial Economics & Organizational Architecture*. Tata McGraw-Hill.
- 4 Mote, Paul and Gupta. *Managerial Economics: Concepts and Cases*. Tata McGraw-Hill.
- 5 Paul, G. Keat, and Young, K. Y. *Managerial Economics: Economic Tools for Today's Decision Makers*. Prentice Hall.
- 6 Nag. *Macro Economics for Management Studies*. Macmillan Publishers India.

**List of Journals/Periodicals/Magazines/Newspapers**

- Margin- The Journal of Applied Economic Research
- South Asia Economic Journal
- Global Business Review
- Asian Journal of Management Cases
- Global Journal of Emerging Market Economics
- Economist, Economical and Political Weekly, Economic Times, Business Standard, etc

**M-105A**  
**ACCOUNTING FOR MANAGEMENT**

<b>Course/Paper : M-105A</b>	<b>MBA Semester-I</b>
<b>No. of Lecture Hrs/week: 03</b>	<b>Internal Marks: 30</b>
<b>Total No of Lectures Hrs: 42</b>	<b>External Marks: 70</b>
<b>No. of Tutorial Hrs/week:01</b>	<b>Exam Time: 3 Hrs</b>

**Objective:**

The objective of the course is to enable the student to familiarize with the preparation and knowledge of management accounting. The student will be able to understand the system of utilizing financial, costing, and other information to assist the management .

**Section -A**

**Module I: Introduction to Accounting (4 Hours)**  
Need and Types of Accounting, Users of Accounting, concepts and conventions of Accounting, Accounting Equations.

**Module II: Elementary Preparation of Books of Accounts (6 Hours)**  
Journals, ledgers and trial balance. Final Accounts, Trading, Profit Loss account with adjustments, Balance Sheets

**Module III: Financial Statements (6 Hours)**  
Concept and application, Income statement, statement of change in financial position

**Module IV: Analysis of Financial Statements (6 Hours)**  
Comparative, common size and trend analysis, Ratio Analysis, Cash flow Statement as per AS3, Analyzing Balance sheet using spread sheet

**Module V: Accounting Standards and Introduction to IFRS (6 Hours)**  
IFRS and proposed changes in Indian Accounting Standards.

**Module VI: Inferences and Interpretations from Published Financial Statement (4 Hours)**

**Module VII: Emerging issues in Financial Accounting (4 Hours)**  
Introduction, Price level Change, Zero based Budgets, Responsible Accounting

**Module VIII: Valuation (6 Hours)**  
Valuation of goodwill, Inventory, Depreciations

**Section B**

**At least One Case Study from each module**

Note: 50% of the Questions will be Numerical & Cases/Inferences based.

**Practical Components:**

- **Collecting Annual reports of the companies and analyzing the financial statements using**

**different techniques and presenting the same in the class.**

- **Analyzing the companies' cash flow statements and presenting the same in the class.**
- **Exposing the students to usage of accounting software's (Preferably Tally)**
- **Analysis of Balance Sheet using Excel**

### **Recommended Books:**

- 1 Kumar, Vijay. *Accounting for Management*. Tata McGraw-Hill.
- 2 Kaplan and Atkinson. *Advanced Management Accounting, 3rd Ed.*, Prentice Hall.
- 3 Kaplan, Atkinson and Young. *Management Accounting*. Pearson Education.
- 4 Vij. *Management Accounting*. Macmillan Publishers India.
- 5 Shah. *Management Accounting*. Oxford University Press.
- 6 Bhattacharya, S.K. and Dearden J., *Accounting for Management: Text and Cases*, Vikas Publishers, New Delhi.

### **List of Journals/Periodicals/Magazines/Newspapers**

The Students will have to refer to past issues of the following journals in order to get relevant topic/ information pertaining to the subject.

1. The Chartered Accountant
2. The Management Accountant
3. The Chartered Secretary
4. Journal of Finance
5. Business India / Business Today / Business World
6. "Vikalpa" - Journal of Indian Institute of Management, Ahmedabad

## M-106A: IT FOR MANAGERS

<b>Course/Paper : M-106A</b>	<b>MBA Semester-I</b>
<b>No. of Lecture Hrs/week: 03</b>	<b>Internal Marks: 30</b>
<b>Total No of Lectures Hrs: 42</b>	<b>External Marks: 70</b>
<b>No. of Tutorial Hrs/week:00</b>	<b>Exam Time: 3 Hrs</b>

### **Objective:**

This course is designed to make the students familiar with the basic concept of computer and its application. This will help students to understand the role of information systems and technology with current business and management application.

### **Section A**

#### **Module I: Basic of Computers**

**(4 Hours)**

Introduction and definition of computer; functional components of a computer system-(Input unit, CPU, Memory and output unit)

#### **Module II: Software**

**(4 Hours)**

Introduction; broad classification of software; Systems software - Operating systems: Windows, MSOffice: MSWord, MS Excel, MS PowerPoint, MS Access and MS Project

#### **Module III: Business value of telecommunication networks**

**(4 Hours)**

The basics of doing business on the Internet- the Internet revolution - the business value of Internet, Intranet and Extranet. Introduction to Web page Design. Creating Web Pages using HTML. Introduction to Cloud Computing.

#### **Module IV: Information Systems (IS)**

**(8 Hours)**

Concept of Data and Information, Kinds of Information Systems (IS); Elementary study of; Operations Support System (OSS), Management Support System (MSS), Transaction Processing System(TPS), Process Control System(PCS), Enterprise Collaboration System(ECS), Management Information System (MIS), Decision Support System(DSS). Artificial Intelligence (AI), Neural Networks, Fuzzy Logical Control System, Expert Systems (ES).

#### **Module VI: Developing MIS Systems**

**(6Hours)**

System Development Life Cycle, Investigation Phase, Prototyping, Feasibility Analysis, System Analysis (DFD and ER Diagram), System Design, Implementing Business Systems, Testing, Documenting, Training, Conversion and Maintenance.

#### **Module VI: e-Business and e-Commerce**

**(4 Hours)**

E-Business systems: e-Business models - Enterprise e-Business systems -E-Commerce systems - essential e-Commerce processes - electronic payment processes - e-commerce application trends - Web store requirements, m-commerce.

#### **Module VII: Applications**

**(4 Hours)**

IT in business: functional business systems - cross-functional enterprise systems - Enterprise resource planning (ERP) - Customer relationship management (CRM) and Supply chain management (SCM).

#### **Module VIII: Management challenges**

**(4 Hours)**

Security and Ethical Challenges of IT, Ethical Responsibility - Business Ethics, Technology Ethics; Cyber Crime and Privacy Issues.

## Section B

At least One Case study from each Module

**Questions will be inferences/application based**

### **Recommended Books:**

- 1 Kumar, K. And Rajkumar, S. *Computer Applications in Business*. Tata McGraw-Hill.
- 2 Lucas. *Information Technology for Management*. Tata McGraw-Hill.
- 3 Cyganski, *Information Technology: Inside and outside* , Pearson.
- 4 Laudon K C and Laudon J P., Rajanish Dass., *Management Information Systems: Managing the Digital Firms*, Pearson.
- 5 Stair,Ralph. M. Reynolds,George. Reynolds,George. W. *Principles of Information System*. Cengage Learning.
- 6 Murdick, Ross & Claggett. *Information Systems for Modern Management*,. Prentice Hall of India.

### **List of Journals/Periodicals/Magazines/Newspapers, etc.**

Computer Express, Digichip, PC World, Computer Shopper, Dataquest etc.

## M-107A: BUSINESS ENVIRONMENT

<b>Course/Paper : M-107A</b>	<b>MBA Semester-I</b>
<b>No. of Lecture Hrs/week: 04</b>	<b>Internal Marks: 30</b>
<b>Total No of Lectures Hrs: 56</b>	<b>External Marks: 70</b>
<b>No. of Tutorial Hrs/week:00</b>	<b>Exam Time: 3 Hrs</b>

### **Objective:**

The objective of this course is to acquaint the students to the emerging trends in business environment and to understand the government policies, current issues in Indian perspective and to analyse the competitive business environment.

### **Section A**

#### **Module I: Business Environment (8 Hours)**

Nature, Concept and Significance, Types of environment: economic and non economic environment and their interaction, Environment scanning and its process, Interaction between internal and external environments, Emergence of Market Driven Economies, Essential of competitive economies.

#### **Module II: Assessment of Liberalization, Privatization and Globalization (LPG) (6 Hours)**

Assessment of LPG in India with respect to Financial, Automobile and FMCG

#### **Module III: Emergence of Micro, Small and Medium (MSME) enterprises and Role of Institutions (8 Hours)**

Micro, Small and Medium enterprises in India, Critical evaluation of latest economic policies of India: Monetary policy, Fiscal policy, Industrial policy, Export-Import policy, and their impact on business environment, Role of SIDBI and other institutions

#### **Module IV: Assessment of Fiscal, Monetary Policy and Price Stability for last Five years (8 Hours)**

Introduction to FEMA, consumer protection act, the changing dimensions of these laws and their impact on business. Stock exchange, Commodity exchanges in India, the role of SEBI.

#### **Module V: Competition commission (6 Hours)**

Assessment of Regulatory Business Environment, Change from control to regulation-changing role of RBI, IRDA, Pension, Board of Financial Supervision

#### **Module VI: Agriculture and Business (6 Hours)**

Role of Agriculture in Economic Development, Trends in Agricultural Production, Agro based Industries, Dependence of Business on Agriculture, Corporate India Initiatives.

#### **Module VII: Case Study of Indian Industries (8 Hours)**

Recent Mergers and Acquisitions by Indian Industries

#### **Module VIII: Balance of payment and Balance of Trade (6 Hours)**

Exchange rate and competitiveness, foreign capital flows and foreign collaboration, FDI in India.

### **Section B**

**At least one Case Study from each Module**

**Questions will be case/inferences/application based**

**Recommended Books:**

- 1 Gopal, Namita. *Business Environment*. Tata McGraw-Hill.
- 2 Shaikh, Saleem. *Business Environment*. Pearson Education India.
- 3 Conklin, David, W. *Cases in The Environment of Business*. SAGE Publications, Inc.
- 4 Pailwar. *Economic Environment of Business*. Prentice Hall of India.
- 5 N. Gregory Mankiw, *Principles of Macroeconomics*, Cengage Learning
- 6 Farrokh K. Langdana, *Macroeconomic Policy: Demystifying Monetary and Fiscal Policy*,  
Springer, 2009

**M-108A**  
**COMMUNICATION FOR MANAGEMENT**

Course/Paper : M-108A	MBA Semester-I
<b>No. of Lecture Hrs/week: 02</b>	<b>Internal Marks: 30</b>
<b>Total No of Lectures Hrs: 28</b>	<b>External Marks: 70</b>
<b>No. of Tutorial Hrs/week:00</b>	<b>Exam Time: 3 Hrs</b>

**Objective:**

This course is designed to make the students familiar with the basic fundamentals and importance of communication for managers and also prepare students to acquire necessary communication skills required for performance.

**Module I: Introduction**

**(3 Hours)**

Role of communication, defining and classifying communication, purpose of communication, process of communication, importance of communication in management, communication structure in organization, barriers & gateway in communication, 7 C's of communication.

**Module II: Employment Communication**

**(4 Hours)**

Writing CVs, Group discussions, interview, types of interview, candidates preparation, Interviewers preparation; Impact of Technological Advancement on Business Communication; Communication networks, Intranet, Internet, e mails, SMS, teleconferencing, videoconferencing.

**Module III: Oral Communication**

**(3 Hours)**

What is oral Communication, principles of successful oral communication, two sides of effective oral communication, effective listening, non-verbal communication, Body language, Paralanguage.

**Module IV: Written Communication**

**(3 Hours)**

Purpose of writing, clarity in writing, principles of effective writing, writing technique, electronic writing process.

**Module V: Business Letters and Reports**

**(4 Hours)**

Introduction to business letters, Types of business letter, Layout of business letter, writing memos, circular, what is a report purpose, kinds and objectives of reports, writing reports

**Module VI: Case Method of Learning**

**(3 Hours)**

Understanding the case method of learning, different types of cases, overcoming the difficulties of the case method, reading a case properly (previewing, skimming, reading, scanning), case analysis approaches (systems, behavioral, decision, strategy), analyzing the case, dos' and don'ts for case preparation

**Module VII: Presentation Skills**

**(4 Hours)**

What is a presentation: elements of presentation, designing a presentation, Advanced visual support for business presentation, types of visual aid, Appearance & Posture, Practicing delivery of presentation.

**Module VIII: Group Communication**

**(4 Hours)**

Meetings, Notice, Planning meetings, objectives, participants, timing, venue of meetings, leading meetings, Minutes of Meeting, Media management, the press release, press conference, media interviews, Seminars, workshop, conferences, Business etiquettes.

**Section-B**

**At least one Case study from each Module**



## Questions will be case/inferences/application based

### Recommended Books:

- 1 Murphy, Effective Business Communication, 7th edition, Tata McGraw-Hill.
- 2 Bentley, T. J., Report Writing in Business, The Chartered Institute of Management Accountants, Viva books Pvt. Ltd.
- 3 Kaul, Asha, Effective Business communication, Prentice Hall of India.
- 4 Chaturvedi, P. D. and Mukesh Chaturvedi, Business Communication: Concepts, Cases and Applications, Pearson Education.
- 5 Ludlow, Ron & F. Panton, The Essence of Effective Communication, Prentice Hall of India.
- 6 Thill, John & C. V. Bovee, Excellence in Business Communication, McGraw Hill

### List of Journals/Periodicals/Magazines/Newspapers

Bulletin of the Association for Business Communication,  
Business Communication Quarterly,  
Journal of Business Communication,  
Communication World, Strategic Communication  
Management, Journal of Business and Technical Communication;  
Thousand Oaks, Journal of Communication Management;  
London, Journal of Organizational Culture, Communication and Conflict;  
Cullowhee, Journalism and Mass Communication Quarterly;  
Columbia, Management Communication Quarterly;  
MCQ; Thousand Oaks, Strategic Communication Management;  
Chicago, Technical Communication Quarterly; St. Paul,  
Harvard Business Review,  
Journal of Creative Communications,  
Business India / Business Today / Business World, University News,  
Journal of Business Communication, Business Communications Quarterly

## M-109A: INFORMATION AND COMMUNICATION TECHNOLOGY (ICT) LAB

<b>Course/Paper : M-109A</b>	<b>MBA Semester-I</b>
<b>No. of Practical Hrs/week: 02</b>	<b>Internal Marks: 60</b>
<b>Total No of Practical Hrs: 28</b>	<b>External Marks: 40</b>
<b>No. of Tutorial Hrs/week:00</b>	<b>Exam Time: 3 Hrs</b>

### Objective:

This Lab work is designed to make the students of management familiar with the basic concept of working various applications on computer.

Lab Sessions relating to

- MS Word
- Developing business presentation with MS-PowerPoint •
- MS Access
- MS Project

Students are expected to Find the following parameters or Prepare for a given dataset using MS Excel

- Draw all types of Diagrams and Graphs
- Construction of one way and two way tables •
- Arithmetic Mean
- Geometric Mean
- Harmonic Mean
- Median, Mode
- Quartiles, Deciles, Percentiles
- Minimum, Maximum, Range
- Quartile Deviation, Mean Deviation, Standard Deviation, Variance,
  - Coefficient of Variance
- Co-efficient of Skewness: - Karl- Pearson, Bowley, Kelly, •
- Correlation coefficient
- Regression coefficient - Slope (b in  $y = a + bx$ )
- Regression Constant - Intercept (a in  $y = a + bx$ )

Design your own web page and web page of your college

**M-110A  
COMMUNICATION LAB**

<b>Course/Paper : M-110A</b>	<b>MBA Semester-I</b>
<b>No. of Practical Hrs/week: 02</b>	<b>Internal Marks: 60</b>
<b>Total No of Practical Hrs: 28</b>	<b>External Marks: 40</b>
<b>No. of Tutorial Hrs/week:00</b>	<b>Exam Time: 3 Hrs</b>

**Objective:**

This laboratory shall prepare students to learn and acquire necessary communication skills for transacting business and management activities.

Sessions and Assignments during lab

- Demonstrate the effect of noise as a barrier to communication
- Make students enact and analyze the non-verbal cues
- Give exercises for clarity and conciseness in written communication.
- Group Activity: Form Student groups and ask them to write a persuasive letter and proposal for an innovative product or service. Circulate the work from each group among all other groups and ask them to evaluate the letter and proposal in line with possible responses to a letter (pleased, displeased, neither pleased nor displeased but interested, not interested)
- A suitable case is to be selected and administered in the class sticking to all the guidelines of case administering and analysis. Demonstrate using Communication Equipments like Fax, Telex, Intercoms, etc,
- Demonstrating Video conferencing & teleconferencing in the class.
- Conduct a mock meeting of students in the class identifying an issue of their concern. The students should prepare notice, agenda and minutes of the meeting.
- Business etiquettes to be demonstrated in role play by students
- Each student to give presentation of 5 minutes (this can be spread throughout the semester)and to be evaluated by the faculty
- Preparation of CV.
- An initiation with argument of Group Discussion on any topic.
- A mock interview with FAQs and answers.
- Preparation of different types of reports.
- A letter writing practice.
- Preparation of a case.
- Preparation of minutes of a meeting.
- Research Proposal writing
- Data Interpretation and report writing: Short and Long reports: Report presentation methods, ex: Power Point Presentation, etc

## M-201A: HUMAN RESOURCE MANAGEMENT

<b>Course/Paper : M-201A</b>	<b>MBA Semester-ii</b>
<b>No. of Lecture Hrs/week: 03</b>	<b>Internal Marks: 30</b>
<b>Total No of Lectures Hrs: 42</b>	<b>External Marks: 70</b>
<b>No. of Tutorial Hrs/week:00</b>	<b>Exam Time: 3 Hrs</b>

### **Objective:**

The objective of this course is to sensitize students to various facts of managing people and to create an understanding of the various policies and practices of human resource management.

### **Section A**

#### **Module I: Introduction**

**(6 Hours)**

Introduction, meaning and significance of HRM. Major functions of HRM. Line functions and staff functions. Principles of HRM. HR Competencies.

#### **Module II: Pre-recruitment functions of HRM**

**(4 Hours)**

Organizational structure, Delaying, Right sizing, Job analysis, HR Planning and budget approval. Strategic decision to outsource, engage contract workers or to recruit people on company role.

#### **Module III: Recruitment, selection and appointment**

**(6 Hours)**

Meaning and significance of recruitment, process of recruitment, sources of recruitment, cost-benefit analysis of recruitment. Meaning and significance of selection, process of selection, selection techniques, interviews and salary negotiation. Meaning and significance of appointment, process of appointment, legal aspects of employment contract, joining formalities and induction.

#### **Module IV: Training and development**

**(4 Hours)**

Meaning and significance of training and development, Process of training development, needs analysis, training design, training implementation and training evaluation. Methods of training on the job methods and off the job methods.

#### **Module V: Employee Remuneration**

**(4 Hours)**

Meaning and significance of compensation, Principles of remuneration, intrinsic equity v/s extrinsic equity. Basic salary, allowances, incentives, perks, and benefits. Remuneration package of Government and Private sector, Emerging Statutory aspects of compensation and benefits.

#### **Module VI: Performance management**

**(6 Hours)**

Meaning and significance of performance management. Process of performance management. Types of performance appraisal system, 360° appraisal system, performance and monitoring, performance evaluation and performance feedback. Aligning performance outcome to career and succession planning.

#### **Module VII: Strategies of employee retention and emerging trend in HRM**

**(6 Hours)**

Meaning and significance of employee relations. Employee relation in unionized and non-unionized organizations. Handling employee grievances. Employee discipline and domestic enquiry. Legal aspects of employee relations with reference to trade union Act, industrial employment standing orders Act and Industrial Disputes Act. Statutory aspects of health, welfare and safety of employees.

#### **Module VIII: Career and succession planning**

**(6 Hours)**

Meaning, significance and process of career planning. Career stages, responsibility for career planning and career anchors. Meaning, significance and process of succession planning.

## Section B

At least one Case/Problems from each module

**Questions will be case/inferences/application based**

**Practical Component:**

- Expose students to simulated recruitment exercises- Job profile, personal profile, advertisements etc. · Expose students to standard selection tests followed in various sectors.
- Exploring performance appraisal practices in various sectors. · Exploring training and development practices.
- Exploring employee separation practices.
- Give a job analysis case and ask the students to prepare job description and job specification. · Conduct a debate on company employees versus contract employees.
- Give a case and ask the students to prepare the recruitment advertisement for a news paper.
- Ask the students to prepare an appointment letter for the post of office manager of a company known to you.
- Give a performance goal setting case and ask the students to perform dyadic role playing.

**Recommended Books:**

- 1 Byars, L & Rue, L. *Human Resource Management*. McGraw Hill.
- 2 Aswathappa, K. *Human Resource Management*. Tata McGraw-Hill.
- 3 Dessler, Varkkey. *Human Resource Management*. Pearson.
- 4 Jyothi. *Human Resource Management*. Oxford University Press.
- 5 Mondy, R. *Human Resource Management*. Prentice Hall.
- 6 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-202A: COST ACCOUNTING for MANAGEMENT

Course/Paper : M-202A	MBA Semester-II
No. of Lecture Hrs/week: 03	Internal Marks: 30
Total No of Lectures Hrs: 42	External Marks: 70
No. of Tutorial Hrs/week:01	Exam Time: 3 Hrs

### Objective:

*The objective of the course is to provide the students with a learning framework for understanding the concepts and application of cost accounting for assessment of corporate performance.*

### Section A

#### Module I: Introduction (5 Hours)

Cost Management, Cost Management Tools- A Strategic View to Cost Management.

#### Module II: Cost Sheet and Composition (10 Hours)

Overheads, Classification and Collection, Difference between Cost Allocation and Cost Apportionment, Absorption of Overhead.

#### Module III: Marginal Costing (10 Hours)

MARGINAL COSTING - Nature and Scope- Applications-Break even analysis, Advantages and Disadvantages of Marginal Costing.

#### Module IV: Budgetary Control (8 Hours)

Budgetary Control:- Objectives of Budgetary control, Functional Budgets, Master Budgets, Key Factor. Standard Costing:- Comparison with Budgetary control, analysis of Variances, Simple Problems on Material overheads and Labour variances only.

#### Module V: New Techniques of Costing (8 Hours)

Demerits of Traditional Costing, Activity Based Costing, Cost Drivers, Cost Analysis Under ABC.

#### Module VI: Cost Audit (5 Hours)

Cost Audit,-objectives,, Advantages, Areas and Scope of Cost Audit , Cost Audit in India --Practical— Read the contents of the report of Cost Audit and the annexure to the Cost Audit report. Management Audit- Aims and the objectives, Scope of Management Audit.

#### Module VII: Cost Control (5 Hours)

Cost Reduction, and Cost Control, Target Costing - its Principles, Balanced Scorecard as a performance measure- Features- Purpose, Reasons for use of balanced scorecard.

#### Module VIII: Cost Reporting (5 Hours)

Reporting to Management - Purpose of reporting-Requisites of a good report,, Classifications of Report, Segment reporting, Applicability of Accounting Standard 17, Objectives, Users of Segment reporting.

### Section B

At least one Case study/Problem from each module

Note: 60% of the Questions will be Numerical/Cases/Inferences based.

**Questions will be case/inferences/application based**

**Practical components:**

Students can take up a product and get details about the actual cost of raw material, wages and other cost and prepare a cost statement. Standard cost of each component has to be obtained and the variance can be calculated to find the efficiency of Purchase, Operations and Production in charge.

**Recommended Books:**

- 1 Kumar, Vijay. *Accounting for Management*. Tata McGraw-Hill.
- 2 Kuppapally. *Accounting for Managers*. Prentice Hall of India.
- 3 Maheshwari, S .N. & Maheshwari, S. K. *Advanced Management Accounting Vol.1 & Vol.2*. Vikas Publishing House.
- 4 Kaplan, Atkinson and Young. *Management Accounting*. Pearson Education.
- 5 Vij. *Management Accounting*. Macmillan Publishers India.
- 6 Paresh Shah. *Management Accounting*. Oxford University Press.

## **M-203A: FINANCIAL MANAGEMENT**

<b>Course/Paper : M-203A</b>	<b>MBA Semester-II</b>
<b>No. of Lecture Hrs/week: 03</b>	<b>Internal Marks: 30</b>
<b>Total No of Lectures Hrs: 42</b>	<b>External Marks: 70</b>
<b>No. of Tutorial Hrs/week:01</b>	<b>Exam Time: 3 Hrs</b>

### **Objective:**

The objective of this paper is to enable and equip the manager with basic concepts and tools for applying financial management relating to Indian corporate sector.

### **Section A**

#### **Module I: Financial management**

**(4 Hours)**

Introduction to financial management, objectives of financial management. Changing role of finance managers in contemporary business environment. Interface of Financial Management with other functional areas. Indian financial system. Review of institution, instrument and market. Basic approach to risk, return and valuation.

#### **Module II: Sources of Financing**

**(4 Hours)**

Shares, Debentures, Term loans, Lease financing, Venture capital investing, Private equity, international resources.

#### **Module III: Time value of money**

**(7 Hours)**

Future value of single cash flow & annuity, present value of single cash flow, annuity & perpetuity. Simple interest & Compound interest, Capital recovery & loan amortization.

#### **Module IV: Investment decisions**

**(7 Hours)**

Investment evaluation techniques-Net present value, Internal rate of return, Modified internal rate of return, Profitability index, Payback period, Discounted payback period, Accounting rate of return. Estimation of cash flow for new project, replacement projects. Capital budget.

#### **Module V: Cost of Capital**

**(6 Hours)**

Cost of capital - basic concepts. Cost of term debenture capital, cost of preference capital, cost of equity share capital. Cost of retained earnings. Determination of Weighted average cost of capital (WACC) and Marginal cost of capital.

#### **Module VI: Financial Decisions**

**(4 Hours)**

Working Capital Management, working capital requirements. Current assets policy and current assets finance policy. Determination of operating cycle. Estimation of working capital requirements of a firm, Receivables Management, determination of working capital.

#### **Module VII: Reward and dividend policy**

**(6 Hours)**

Dividend policy, Determination of operating leverage, financial leverage and total leverage. Dividend policy-Factors affecting the dividend policy - dividend policies- stable dividend, stable payout, dividend theories, Bonus issues. Capitalization of Profit Share.

#### **Module VIII: Emerging Issues**

**(4 Hours)**

Emerging Issues in Financial management: Derivatives, Financial and commodity derivatives Mergers and Acquisitions, Behavioral Finance, Financial Modelling, Financial engineering, Commodity trading.



## Section B

At least one Case/Problems from each module

Note: 50% of the questions will be numerical.

**Questions will be case/inferences/application based**

### Practical Components:

- Identifying the small or medium sized companies and understanding the Investment evaluation techniques used by them.
- Using the annual reports of selected companies, students can study the working capital management employed by them. Students can also compare the working capital management of companies in the same sector.
- Students can choose the companies that have gone for stock split and Bonus issue in the last few years and study the impact of the same on the stock price.
- Students' Assigned Projects', Presentations and Discussion, Topics are to be Related to Studies on major Decisions made by the companies such as Acquisition, Take-Over, Dividend Practices

### Recommended Books:

- 1 Pearson Hunt, Charles Marvin Williams, Gordon Donaldson *Basic Business Finance: A Text*. R. D. Irwin.
- 2 Hampton, John. J. *Financial Decision Making: Concepts, Problems, and Cases*. Prentice-Hall International.
- 3 Prasanna, Chandra. *Financial Management*. Tata McGraw-Hill.
- 4 Pandey, I.M. *Financial Management*. Vikas Publishing House.
- 5 James, C. Van, Horne. Wachowicz, John. M. *Fundamentals of Financial Management*. Prentice Hall of India.
- 6 Kothary, Rajesh and Duta, Contemporary Financial Management, Macmillan

### List of Journals/Periodicals/Magazines/Newspapers

Chartered Financial Analyst, Journal of Financial Management, Economic Times, Business Standard, Financial Express, etc.

## **M-204A: MARKETING MANAGEMENT**

<b>Course/Paper : M-204A</b>	<b>MBA Semester-II</b>
<b>No. of Lecture Hrs/week: 03</b>	<b>Internal Marks: 30</b>
<b>Total No of Lectures Hrs: 42</b>	<b>External Marks: 70</b>
<b>No. of Tutorial Hrs/week:00</b>	<b>Exam Time: 3 Hrs</b>

### **Objective:**

The Objective of this course is to learn various dimensions of Marketing Management, Concepts and Applications with reference to India.

### **Section A**

#### **Module I: Introduction**

**(8 Hours)**

Concept and Scope of Marketing, Philosophies of Marketing Management, Elements of Marketing  
Needs, Wants, Demands, Customer, Consumer, Markets and Marketers; Marketing Vs Selling.

#### **Module II: Marketing Environment**

**(8 Hours)**

Marketing Environment, Factors Affecting Marketing Environment, Marketing Information System, Functions of Marketing Management, Marketing - Mix, Strategic Marketing Planning.

#### **Module III: Market Segmentation**

**(6 Hours)**

Segmenting the Market, Market Segmentation Procedure, Basis for Consumer/Industrial Market Segmentation.

#### **Module IV: Market Targeting**

**(8 Hours)**

Procedure, Product Positioning- Introduction, Objectives, Differentiating the Product, Product Positioning Strategy.

#### **Module V: Consumer Behaviour**

**(4 Hours)**

Concept, Theories and Pattern.

#### **Module VI: Marketing Decision**

**(8 Hours)**

Mix Decisions, Product Decisions, New Product Development-Concept and Necessity for Development, Failure of New Products, New Product Planning and Development Process, Product-Mix, Branding and Packaging Decisions, Product Life cycle - Stages and Strategies for Different Stages of PLC.

#### **Module VII: Pricing and Channel Decisions**

**(8 Hours)**

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, Retail Distribution System in India.

#### **Module VIII: Promotion**

**(8 Hours)**

Promotion-mix, Advertising, Sales Promotion, Personal Selling, Publicity and Public Relations. A **Brief Account** of 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**

- Study four P's of various brands
- Study distribution strategies of various sectors and companies
- Study segmentation, targeting and positioning strategies, creating a new product and testing the same
- Study the product life cycle of various products/brands with strategies adopted at various levels, identifying factors influencing buying decisions in consumer and business markets
- Study the integrated marketing communication of various brands viza- viz their competitors
- Study value chain and logistics of companies
- Study global marketing strategies for global brands

### **Recommended Books:**

- 1 Carthy, Mc. and Perreault. *Basic Marketing: A Global Marketing Approach*. Tata McGraw-Hill.
- 2 Baines. *Marketing*. Oxford University Press.
- 3 Kotler, Lane, Abraham and Jha. *Marketing Management*. Pearson Education.
- 4 Ramaswamy & Namakumari. *Marketing Management: Global Perspective, Indian Context (4/E)*. Macmillan Publishers India.
- 5 Kurtz & Boone. *Principles of Contemporary Marketing*. Cengage Learning.
- 6 Kotler, Graw and Armstrong. *Principles of Marketing*. Pearson Education.

### **List of Journals/Periodicals/Magazines/Newspapers**

Journal of Marketing (USA), Indian Journal of Marketing, Marketing Master Mind, Etc.,

## M-205A: OPERATIONS AND SUPPLY MANAGEMENT

<b>Course/Paper : M-205A</b>	<b>MBA Semester-II</b>
<b>No. of Lecture Hrs/week: 03</b>	<b>Internal Marks: 30</b>
<b>Total No of Lectures Hrs: 42</b>	<b>External Marks: 70</b>
<b>No. of Tutorial Hrs/week:00</b>	<b>Exam Time: 3 Hrs</b>

### **Objective:**

The Course is designed to acquaint the students with a set of skills and tools to improve Productivity in business to get competitive advantage.

### **Section A**

#### **Module I: Strategy**

**(4 Hours)**

Introduction of Operations and Supply Management, Operations and Supply Strategy, Strategic decisions in operations, supply, Competitiveness and Productivity.

#### **Module II: Products and Services**

**(4 Hours)**

Process, Types of Production Systems: Mass, Batch, Job shop production, Product and process matrix. Process planning and Process analysis. Capacity Planning: Defining and measuring capacity, determining capacity requirements, Capacity alternatives. Job Design and Work measurement: Job Design decisions, Behavioural considerations in Job design, Work measurement and standards.

#### **Module III: Break even analysis and Facility Planning**

**(4 Hours)**

Break even analysis: Break even for Multi Product situations, Capacity expansion decisions, Make or Buy decisions, Equipment Selection decisions, Production process selection decisions. Importance and factors affecting the Plant Location, Single and Multi facility location Techniques. Facility layout: basic production of layout formats, assembly lines, cells, project layouts, retail service layout, office layouts.

#### **Module IV: Six Sigma Quality, Process Capability and SPC**

**(4 Hours)**

Total Quality Management (TQM), Quality Specification and Quality Costs, Six Sigma quality, The Shingo System-Fail Safe Design, ISO 9000, ISO 14000, External Bench marking for quality Improvement, Process Capability, Process Control Procedures, Acceptance Sampling.

#### **Module V: Supply Chain Design**

**(6 Hours)**

Supply Chain Strategic, Measuring Supply Chain Performance, Supply Chain Design Strategy, Service Supply Chains, Outsourcing, Design for Logistics, Value Density, Global Sourcing, Sourcing/Purchasing-System Design matrix, Mass customization. Lean Manufacturing: Lean logic, The Toyota Production System, Lean Implementation Requirements, Lean Services

#### **Module VI: Planning and Controlling Supply Chain**

**(6 Hours)**

Enterprise Resource Planning: SAP, SAP Application Modules, Implementing ERP Systems. Demand Management: Types of Forecasting, Components of Demand, Qualitative Techniques in Forecasting, Time Series Analysis, Casual Relationship Forecasting, Focus Forecasting, Web-Based Forecasting-Collaborative planning, Forecasting, and Replenishment (CPFR). Aggregate Sales and Operative planning: Overview of Sales and Operations Planning Activities, Lot sizing in MRP systems.

**Module VII: Inventory and Maintenance Management****(6 Hours)**

Classification, role of inventory in supply chain, inventory costs, continuous and periodic review systems, Economic order quantity (EOQ), Economic batch quantity (EBQ) and Quantity discount model. Lead time, Reorder Point, concept of service level and safety stock, Selective inventory control systems. Importance of Maintenance, Breakdown, Preventive, Predictive and TPM (Total Productive Maintenance), Basic concept of Reliability.

**Module VIII: Scheduling****(4 Hours)**

Work Centres, Priority Rules and Techniques, Shop-Floor Control, Personal Scheduling in Services. Constraint Management: Goal of the Firm, Performance Measurements, Unbalanced Capacity, Bottlenecks and Capacity-constrained Resources, Basic Manufacturing Building Blocks, Methods of Control, Comparing Synchronous Manufacturing to MRP and JIT.

**Section B****At least one Case Study from each module****Questions will be case/inferences/application based**

Visit any industrial unit and understand the processes performed in the unit. Use the theoretical knowledge to understanding the operations. Prepare a report on how the above concepts used in selected industrial unit under the guidance of your subject teacher.

**Recommended Books:**

- 1 Chase, R. B. et al., *Operations and Supply Management*, Tata McGraw-Hill, 2010.
- 2 Blamchard, David., *Supply Chain Management Best Practices*, NY, John Wiley & Sons, 2006.
- 3 Stevenson. *Operations Management with Student DVD (SIE)*. Tata McGraw-Hill.
- 4 Russell & Taylor, III. *Operations Management*. Prentice Hall of India.
- 5 Nair. *Production and Operations Management*. Tata McGraw-Hill.
- 6 Govil, M., and Proth, J., *Supply Chain Design and Management*, Academic Press, 2001.

**List of Journals/Periodicals/Magazines/Newspapers**

Productivity Journal, Indian Management, Business India, Supply Chain, etc.

## M-206A: RESEARCH METHODS IN MANAGEMENT

<b>Course/Paper : M-206A</b>	<b>MBA Semester-II</b>
<b>No. of Lecture Hrs/week: 03</b>	<b>Internal Marks: 30</b>
<b>Total No of Lectures Hrs: 42</b>	<b>External Marks: 70</b>
<b>No. of Tutorial Hrs/week:01</b>	<b>Exam Time: 3 Hrs</b>

### **Objective:**

The objective of the course is to enable the students to understand the concept and process of Business research in business environment along with the use of various tools and techniques.

### **Section A**

#### **Module I: Introduction (6 Hours)**

Concept of Research and Its Application in Various Functions of Management, Types of Research, Types of Business Problems Encountered by the Researcher, Problems and Precautions to the Researchers.

#### **Module II: Process of Research (4 Hours)**

Steps Involved in Research Process. Research Design: Various Methods of Research Design.

#### **Module III: Collection of Data (6 Hours)**

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, Types of Questions, Sequencing of Questions, Check Questions, Length of Questionnaire, Precautions in Preparation of Questionnaire and Collection of Data.

#### **Module IV: Analysis of Data (6 Hours)**

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, Non parametric & Parametric tests

#### **Module V: Estimation Theory and Hypothesis Testing (6 Hours)**

Sampling theory; Formulation of Hypotheses; Application of Z-test, t-test, F-test and Chi-Square test.

#### **Module VI: Techniques of association of Attributes & Testing (6 Hours)**

Application and Analysis of Variance (ANOVA). Non parametric tests

#### **Module VII: Research Report Preparation (4 Hours)**

Types and Layout of Research Report, Precautions in Preparing the Research Report.

#### **Module VIII: Bibliography and Annexure in the Report (4 Hours)**

Their Significance, Drawing Conclusions, Suggestions and Recommendations to the Concerned Persons.

### **Section B**

At least one Cases and Problems from each module

**Questions will be case/inferences/application based**

Identifying the Problem, Preparing the Research Proposal, Designing the Instrument, Conducting Pilot Survey, Conducting the Final survey, Analyzing the Data using Software's like SPSS, Minitab, IBM Analytics, etc., Preparing the Research Report.

**Recommended Books:**

- 1 Cooper, Donald. Schindler, R. and Pamela, S. *Business Research Methods*. McGraw-Hill.
- 2 Bryman. *Business Research Methods*. Oxford University Press.
- 3 Josiah, William., Goode. Paul, K. Hatt. *Methods in Social Research*. McGraw Hill .
- 4 Sidney, Siegel and Castellan, N. John. *Non Parametric Statistics for The Behavioural Sciences*.  
McGraw Hill .
- 5 Panneerselvam. *Research Methodology*. Prentice Hall of India.
- 6 Kothari, C. R. *Research Methodology : Methods and Techniques*. New Age International.

**List of Journals/Periodicals/Magazines/Newspapers**

Research Quarterly, Vikalpa, etc.

## M-207A: New Enterprise and Innovation Management (NE&IM)

<b>Course/Paper : M-207A</b>	<b>MBA Semester-II</b>
<b>No. of Lecture Hrs/week: 03</b>	<b>Internal Marks: 30</b>
<b>Total No of Lectures Hrs: 42</b>	<b>External Marks: 70</b>
<b>No. of Tutorial Hrs/week:00</b>	<b>Exam Time: 3 Hrs</b>

**Objective:** The course aims to acquaint the students with challenges of starting new ventures and enable them to investigate, understand and internalize the process of setting up a business.

### Section A

#### **Module I: Entrepreneurship (4 Hours)**

Entrepreneurship and enterprise: Concept, role in economic development. Entrepreneurial competencies: awareness, assessment and development. Simulation exercise on goal setting in entrepreneurship. Entrepreneurial and Intrapreneurial mind. International entrepreneurship opportunities.

#### **Module II: Starting the venture (4 Hours)**

Generating business idea - sources of new ideas, methods of generating ideas, creative problem solving, opportunity recognition; environmental scanning, competitor and industry analysis; feasibility study - market feasibility, technical/operational feasibility, financial feasibility.

#### **Module III: Business Plan**

Emerging Business Opportunities-sources and assessment. Business Plan: Concepts, Methods, analysis and interpretation.

#### **Module IV: Functional plans (4 Hours)**

Marketing plan - marketing research for the new venture, steps in preparing marketing plan, contingency planning; organizational plan - form of ownership, designing organization structure, job design, manpower planning; Financial plan - cash budget, working capital, proforma income statement proforma cash flow, proforma balance sheet, break even analysis.

#### **Module V: Sources of finance (4 Hours)**

Sources of external finance, short term as well as long term, Debt or equity financing, commercial banks, venture capital; financial institutions supporting entrepreneurs; legal issues - intellectual property rights patents, trade marks, copy rights, trade secrets, licensing; franchising.

#### **Module VI: Start Up (4 Hours)**

Institutional support to start up and incentives for SSI. Statutory obligation in starting a unit (general like Income Tax, VAT, CST or GST, Service tax, excise and customs, labour laws, etc. Start up strategies. Dealing with outside agencies like consultant, contractors, etc. Key marketing issue of new venture. Starting a franchising business. Starting an e-commerce venture. Buying a running business.

#### **Module VII: Managing growing venture (4 Hours)**



Growth, objective and strategy. Managing growth. Assessing resource from external sources, for financing growth including public issue, merger, amalgamation, joint venture, collaboration and selling business.

### **Module VIII: Innovation Management**

**(4 Hours)**

Innovation management an introduction, organizational setups that facilitate innovations. Management of research and development. Strategic alliances and network. Incubators and Accelerators

### **Section B**

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

Practical: The student can perform one of the following or combination according to the instruction of the faculty in charge:

- Prepare a feasibility report/business plan and make presentation in the class.
- Prepare an assignment on at least three leading entrepreneurs
- Visit a franchisee and prepare a report and/or make presentation in the class

### **Recommended Books:**

- 1 Hisrich, Robert D., Michael Peters and Dean Shepherd, *Entrepreneurship*, Tata McGraw Hill, New Delhi.
- 2 Barringer, Brace R., and R., Duane Ireland, *Entrepreneurship*, Pearson Prentice Hall, New Jersey (USA).
- 3 Lall, Madhurima, and Shikha Sahai, *Entrepreneurship*, Excel Book, New Delhi.
- 4 Charantimath, Poornima, *Entrepreneurship Development and Small Business Enterprises*, Pearson
- 5 Paul Trot, *Innovation Management and New Product Development*, Pearson Education
- 6 P Narayana Reddy, *Entrepreneurship : Text and Cases*, Cengage
- 11 Murdick, Ross & Claggett. *Information Systems for Modern Management*,. Prentice Hall of India.

### **List of Journals/Periodicals/Magazines/Newspapers**

Business Standard, The Economic Times, Financial Express, Business Magazines like Business Today, the Journal of Entrepreneurship, Entrepreneurship and Regional Development, Journal of Business Venturing, Small Enterprise Development, Entrepreneurship Theory and Practice .

## M-208A: OPERATIONS RESEARCH

<b>Course/Paper : M-208A</b>	<b>MBA Semester-II</b>
<b>No. of Lecture Hrs/week: 03</b>	<b>Internal Marks: 30</b>
<b>Total No of Lectures Hrs: 42</b>	<b>External Marks: 70</b>
<b>No. of Tutorial Hrs/week:01</b>	<b>Exam Time: 3 Hrs</b>

### Objective:

The objective of the course is to learn various tools and techniques used in Decision making.

### Section A

#### **Module I: Introduction**

**(4 Hours)**

Introduction to Operations Research. Definition, scope of Operations Research, characteristics, advantages and limitations. Quantitative approach to decision making, models & modeling in Operations Research.

#### **Module II: Linear Programming**

**(6 Hours)**

Linear programming, Structure of linear program model, Assumption, Advantages, Limitations, General mathematical model, Guidelines for formulation of linear programming model, graphical method, algorithm (Only illustrative problems) Duality in linear programming.

#### **Module III: Transportation and Assignment**

**(6 Hours)**

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.

#### **Module IV: Decision Theory**

**(4 Hours)**

Decision theory- decision under uncertainty- Maxmin & Minmax, decision under Risk- Expected Value, decision tree problems.

#### **Module V: Game Theory**

**(6 Hours)**

Theory of games- formulation of game models, Two person Zero sum games & their solution, 2 x N and M x 2 games, pure with saddle point, Mixed strategies (Graphical and algebraic methods), Limitations of game theory.

#### **Module VI: Simulation**

**(4 Hours)**

Simulation, process of simulation, types of simulation, steps in simulation process, Monte Carlo simulation, application in queuing, inventory, finance, marketing and HR areas, Advantages & Disadvantages

#### **Module VII: Replacement Theory**

**(6 Hours)**

Replacement Problems: Replacement of items that deteriorate with time; Replacement of items that fail completely; staffing problem.

#### **Module VIII: and Network Analysis**

**(6 Hours)**

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**

### **Practical Components:**

Solving and analyzing theoretical problems by using software packages like excel- data analysis, TORA and MS-Project.

### **Recommended Books:**

1. Sharma S. D, *Operations Research: Theory, Methods and Applications*, Kedar Nath, Ram Nath & Co.
2. Taha H. A, *Operations Research: An Introduction - 9/e*, PHI
3. Gupta, P. K., and Hira, D. S., *Operations Research*, S. Chand & Company
4. Vohra N. D, *Operations Research - 4/e*, TMH, 2010.
5. Frederick S. Hillier, Gerald J. Lieberman, *Introduction to Operations Research - 9/e*, Tata McGrawHill, 2011.
6. Ravindran, A., et al., *Operations Research*, John Wiley & Sons.

## **M-209A: SEMINAR ON CONTEMPORARY MANAGEMENT ISSUES**

<b>Course/Paper : M-209A</b>	<b>MBA Semester-II</b>
<b>No. of Lecture Hrs/week: 00</b>	<b>Internal Marks: 60</b>
<b>Total No of Laboratory Hrs: 28</b>	<b>External Marks: 40</b>
<b>No. of Laboratory Hrs/week:02</b>	<b>Exam Time: 3 Hrs</b>

M-208 is on Seminar on Contemporary Management issues. Here the faculty members will assign contemporary issues concerning with Indian Corporate sector like, merger & acquisition, current economic issues, global interface, stock market developments, new HR initiatives, recent trends in marketing trends etc, to the students. The student will prepare seminar under guidance of faculty members to be allotted by the director/ Principal of the institute. There will be regular internal assessment. The student will submit hand written report and make an oral presentation before a panel of internal examiner (Director/ principal of the institute or his or her nominee)..

**M-210A**  
**COMPUTER APPLICATIONS LAB**

<b>Course/Paper : M-210A</b>	<b>MBA Semester-II</b>
<b>No. of Lecture Hrs/week: 00</b>	<b>Internal Marks: 60</b>
<b>Total No of Laboratory Hrs: 28</b>	<b>External Marks: 40</b>
<b>No. of Laboratory Hrs/week:02</b>	<b>Exam Time: 3 Hrs</b>

**Objective:**

The Objective of this laboratory is to teach various applications software required in the courses done in this semester such as Research Methodology, Accounting management, Financial Management and Operations Research.

Students are expected to Find the following parameters or Prepare for a given dataset using SPSS/Systat/ SAS/Statgraphics

- Z-Test, t-test, F-test Values
- Chi-Square test Values
- Analysis of Variance (ANOVA) Values
- Research Proposal writing

Data Interpretation and report writing: Short and Long reports:  
Report presentation methods, ex: Power Point Presentation, etc

**Use of Tally**

**Finance, Risk Management Software, Other Accounting Software**

**Use of OR packages such as TORA, LINGO and LINDO to solve various decision making problems**

## List of Optional Groups for MBA (Third & Fourth Semester)

<b>Group A [FINANCE]</b>	
M-310A	Security Analysis & Portfolio Management
M-311A	International Financial Management
M-312A	Management of Financial Services
M-313A	Corporate Taxation or Economic and Business Forecasting
M-314A	Project Planning and Control
M-315A	Mergers and Acquisitions
M-316A	Econometrics for Finance
M-410A	Financial Derivatives
M-411A	Banking & Insurance
M-412A	Treasury and Credit Risk Management
M-413A	Global and Capital Market
<b>Group B [MARKETING]</b>	
M-320A	Advertising Management
M-321A	Retail Management & Franchising
M-322A	Sales, Distribution & Logistics Management
M-323A	Product & Brand Management
M-324A	Business to Business marketing
M-325A	Product and Brand Management
M-326A	Strategic Marketing
M-327A	Managing Corporate Relations
M-420A	Consumer Behaviour & Market Research
M-421A	Marketing of Services
M-422A	International marketing management
M-423A	Rural and Industrial Marketing
M-424A	Direct marketing
M-425A	Internet Marketing
M-426A	Customer Relationship Management
M-427A	marketing of Innovation
<b>Group C [HUMAN RESOURCE MANAGEMENT]</b>	
M-330A	Training & Organizational Development
M-331A	Strategic Human Resource Management
M-332A	Leadership Skills & Change Management
M-333A	Human Resource Planning
M-334A	Compensation Management
M-335A	Recruitment and Selection
M-336A	Personality Development and business Etiquette
M-337A	Human Resource Development
M-430A	Employment Laws
M-431A	Performance Management & Retention Strategies
M-432A	Stress Management
M-433A	International Human Resource Management
M-434A	Management of Co-operation and Conflict
M-435A	Transactional Analysis
M-436A	Development of Management
<b>Group D [PRODUCTION AND OPERATION MANAGEMENT]</b>	
M-340A	Materials Management
M-341A	Total Quality Management
M-342A	Production Planning & Control
M-343A	Management of Business Process Outsourcing (BPO) Organization

M-440A	Logistics & Supply Chain Management
M-441A	Technology Management
M-442A	Manufacturing Policy and Implementation
M-443A	Knowledge Management
M-444A	Operations Management in Services

**Group E [INFORMATION TECHNOLOGY MANAGEMENT]**

M-350A	Business Process Re-engineering
M-351A	System Analysis and Design
M-352A	Strategic Management of Information Technology
M-353A	Data Base Management
M-354A	Client Server Application Management
M-355A	Data Warehousing and Data Mining

M-450A	Management Support System
M-451A	E-Business
M-452A	Security and Cyber Law
M-453A	Enterprise Resource Planning
M-454A	Multi-Media management

**Group F [TOURISM AND HOTEL MANAGEMENT]**

M-360A	Introduction to tourism
M-361A	Airlines Management
M-362A	Management of Travel agency and Tour management
M-363A	Legal and regulatory Framework of tourism.

M-460A	Hotel Management
M-461A	Field study and project report: Event and conference management.
M-462A	Foreign Language Course

