



**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES**

(Deemed to be University under section 3 of the UGC Act 1956)

**CENTRE FOR DISTANCE AND ONLINE EDUCATION**

**CURRICULUM**

**AND**

**SCHEME OF EXAMINATION**

**(MASTER'S OF BUSINESS ADMINISTRATION)**

**(ONLINE DEGREE PROGRAMME)**

**BATCH: 2024 ONWARDS**

## **PREAMBLE**

The online MBA is a two year program that is designed in a manner so as to train students towards taking up challenging managerial roles. In other words, the online MBA program equips students with the subject based and lifelong skills which are required to be successful in the fast moving business environment. The program (to be conducted in Online Mode) aims at helping the learners acquire the following skills that would help them in their career advancement and for taking up managerial positions.

Domain Knowledge and Application - Develop a deep understanding of the business environment and evolving concepts of management, as well as their business, economic, and social impacts.

Analytical Skills - Develop new thinking and insights into seeking information and analyzing it for taking better decisions.

Strategic orientation -Gain a competitive edge in designing solutions for the dynamic business environment

Team leadership-Be able to work with and manage diverse groups of people to become future leaders and executives.

Professional Ethics and Environmental Concerns: Be well informed, ethical and committed corporate citizens contributing to the industry and community at large.

Innovation and Entrepreneurship: Acquire entrepreneurial capabilities for ushering in positive change in their own ventures or for their employer organization.

Graduates of this program will be equipped to take up a range of positions in public or private sector organizations, both nationally and internationally, to contribute to nation building through entrepreneurial ventures and to work effectively with a team.

The program would be suitable for anyone considering a career in General Management and Administration, People Management and Human Resources, Marketing and Branding, Financial Management, International Business Operations, Healthcare Management and other allied areas of management

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## **MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH & STUDIES**

(Deemed to be University under section 3 of the UGC Act1956)

### **Centre for Distance and Online Education**

#### **VISION**

Through online education, Manav Rachna stands tall to bring the most efficacious environment for providing higher quality academic and research oriented education to the aspirants. Manav Rachna Online Education facilitate the goal of increasing access to enduring learning prospects to students and providing opportunities to make efficient use of scarce resources in light of the new economic realities of higher education.

#### **MISSION**

To provide an exclusive learning environment to students with flexible and meticulous online learning opportunities that will guide students to acquire the knowledge and skills as per the requirements of society at large. The aim of Manav Rachna Online Education is: · · To develop emerging skills through online learning methodologies to pursue their Academic and Professional goals. To impart profound knowledge and understanding of conceptual aspects of multidisciplinary learning.

#### **ABOUT THE DEPARTMENT**

The ultimate touchstone of quality education is the quality culture permeating in any education Institution. In today's world of digitization, technical education stands at the crossroads of keeping pace with the emerging needs of humankind along with fast changing trends in governance and scientific development. The global transformation, trend of learning by doing, relevance to people and nation development – Manav Rachna International Institute of Research and Studies is the right place to gear up with a world class competitive edge. We are trusted to nurture juvenile minds and prepare them to deal with challenges of their future endeavors. Continuing the Legacy of our Founder Dr. O.P Bhalla, Manav Rachna has launched "Manav Rachna Centre for Distance and Online Education" to provide quality programmes to those students who are not able to draw benefits from conventional systems of Education. Seven programmes in different streams namely Computer Applications, Management, Commerce, Business Administration and Economics will be offered by University in online mode with specialization in different domains. In Today's opportunistic world specialized education is essential for successful professional life. Manav Rachna Centre for Distance and Online Education has collaboration with prominent industry partners to provide global career opportunities to the students and prepare the students to acquire the increased technology intensive needs of today. In addition, Manav Rachna Centre for Distance and Online Education provides a multidisciplinary approach for the students to shape their career inside and outside their domain of education and to meet the evolving needs of the society. The commitment of multidisciplinary education is to broaden the participation of students in higher education and leads to a more diverse community. In a multidisciplinary approach, students are inspired to select diverged courses from different disciplines to expand their knowledge, discover themselves through creative thinking and learn the skills of collaboration. The online programmes will help the students to achieve an academic degree along with flexibility and relaxation. These online programs hold equal academic value to as on-campus degree and help students in developing themselves into an industry ready as equivalent to a conventional degree. Students can perfectly reshape their career and future through impeccably designed online programmes. The renowned faculty, cutting –edge advanced curriculum, technology driven and a remarkable content delivery will be helpful in the successfully implementation of online program

**Program Educational Objectives (PEO's) of the MBA Program** – These are broad statements that describe the career and professional accomplishments that the program is preparing graduates to achieve:

<b>Program Educational Objectives</b>	<b>The graduating student is expected to.....</b>
<b>PEO 1</b>	Have an integrated knowledge of the various disciplines of management
<b>PEO 2</b>	Acquire and be equipped with skills in the application of management theory and practice for real life problem solving in an increasing complex and dynamic business world
<b>PEO 3</b>	Be well informed, ethical and committed corporate citizens contributing to the industry and community at large
<b>PEO 4</b>	Acquire entrepreneurial capabilities for their own ventures or for their employer organization

**Program Outcomes (PO's) of the MBA Program**– These are statements that describe what learners will know and be able to do when they graduate from the program. The intended outcomes are aligned with the educational objectives and are listed below

<b>Program Outcomes</b>	<b>By the end of the program graduating students should</b>
<b>PO 1</b>	<b>Imbibe an integrated knowledge of the various domain areas and disciplines of management</b>
<b>PO 2</b>	<b>Acquire and be equipped with skills in the application of management theory and practice for real life problem solving in an increasing complex and dynamic businessworld</b>
<b>PO 3</b>	<b>Acquire entrepreneurial capabilities for their own ventures or for their employer organization</b>
<b>PO 4</b>	<b>Identify and analyze economic, multicultural, national and international issues in the global business environment</b>
<b>PO 5</b>	<b>Be well informed, ethical and committed corporate citizens contributing to the industryand community atlarge</b>

**Mapping Program Educational Objectives to Program Outcomes**

<b>PEO's</b>	<b>Program Outcomes (PO's)</b>				
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>PEO1</b>	3	3	2	3	
<b>PEO2</b>	3	3	3		
<b>PEO3</b>					3
<b>PEO4</b>			3	3	

## **Semester System and Choice Based Credit System (CBCS)**

Credit based system of study and student's performance/progress is measured by the number of credits that he/she has earned, i.e. completed satisfactorily. Based on the course credits and grade obtained by the student, grade point average is calculated

### **(a) Course credits assignment**

Each course has a certain number of credits assigned to it depending upon its duration in a week.

### **(b) Earning of credits**

At the end of every course, a letter "Grade" shall be awarded in each course for which a student has registered. On obtaining a minimum Pass Grade, student shall accumulate the course credits as Earned Credits. A student's performance shall be measured by the number of credits that he/she has earned and by the weighted grade point average. Grades obtained in the audit courses shall not be counted for computation of grade point average, however shall be mandatory to pass as a partial fulfillment of award of degree.

For Award of Degree of a program- MBA, he/she has to earn minimum credits during the 2 year duration of the program in 4 semesters.

The total credits required to be earned have been further classified under two baskets of courses: "Compulsory Courses Basket", and "Elective Courses Basket". The total 68 credits required to be earned under "Compulsory Courses Basket" and 12 credits under "Elective Courses Basket".

All courses under "Compulsory Courses Basket" and "Elective Courses Basket" are required to be qualified and cleared/pass by each and every students enrolled under the program and are semester-wise listed in the study scheme along with credits assigned to each course.

Under Elective Courses Basket, there will be three types of courses:

- Semester-wise courses offered by the department itself
- Open/Inter-disciplinary courses offered at the Institute/University level notified from the office of Dean-Academics.
- Massive Open Online Courses (MOOCs) available on platform as recommended by UGC/AICTE and notified from the office of Dean-Academics.

Each course shall have credits assigned to it. Student shall be required to register courses every semester for as many courses/credits specified under "Elective Courses Basket" depending upon his/her interest, capability/pace of learning and availability of time slot (without any clash in time table) so as to earn all required total credits under the "Elective Courses Basket" during the entire program duration.

## Study Scheme

### **Programme : MBA Online Degree Programme**

**Programme brief-** The MBA programme is spread over four semesters of 16-18 weeks each. The courses covered in the first two semesters are designed to give an insight into the various functional areas of management, enhance communication skills and decision making ability. In the second year, the students shall take elective / optional courses to specialize in a maximum of two functional areas. All elective packages, however, may not be offered, as this would be determined by the number (s) of students showing interest in specializing in different areas.

All courses are guided by course outcomes (CO) statements, indicating the knowledge, skills and attitudes which students should develop through the course. Each CO statement is mapped to the attainment of the program outcomes (PO). The degree of mapping between CO and PO statements is symbolized by the following:

3 = strong mapping

2= medium mapping

1= weak mapping

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<b>Center for Distance and Online Education</b>							
<b>MASTER OF BUSINESS ADMINISTRATION (DUAL)</b>							
<b>SEMESTER- I</b>							
Course Type	Course Code	Title of Course	Marks			Duration of Exam	Credits
			Continuous Evaluation	End Semester Examination	Total		
<b>Compulsory Courses</b>							

Core	O6.0LMP101C00	Digital Technologies & Systems	30	70	100	3	3
Core	O6.0LMP101C01	Economics for Decision Making	30	70	100	3	3
Core	O6.0LMP102C01	Accounting for Managers	30	70	100	3	3
Core	O6.0LMP103C01	Managerial Statistics	30	70	100	3	3
Core	O6.0 LMP104C01	Individual and Organizational Dynamics	30	70	100	3	3
Core	O6.0LMP105C01	Marketing Mangement I	30	70	100	3	3
Core	O6.0LMP101C04	Professional Development-I	30	70	100	3	2
Core	O6.0LMP101C05	Managerial Communication-I	30	70	100	3	3
		Total					<b>23</b>

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**SEMESTER- II**

Course Type	Course Code	Title of Course	Marks			Duration of Exam	Credits
			Continuous Evaluation	End Semester Examination	Total		

**Compulsory Courses**

Foundation	O6.0LMP201C00	Research Methodology & Analysis	30	70	100	3	3
Core	O6.0LMP201C01	Managing Human Resources	30	70	100	3	3
Core	O6.0LMP202C01	Production & Operations Research	30	70	100	3	3
Core	O6.0LMP203C01	Global Business Management	30	70	100	3	3
Core	O6.0LMP204C01	Corporate Finance	30	70	100	3	3
Core	O6.0LMP205C01	ESG for Business	30	70	100	3	2
Core	O6.0LMP206C01	Marketing Mangement II	30	70	100	3	2
Ability	O6.0LMP202C04	Capstone Project /Business Simulation -I	30	70	100	3	1
Ability	O6.0LMP201C04	Professional Development-II	100	0	100	3	2
Skill	O6.0LMP201C05	Managerial Communication-II	30	70	100	3	3
		<b>Total</b>					<b>25</b>

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MASTER OF BUSINESS ADMINISTRATION (DUAL)							
SEMESTER- III							
Course Type	Course Code	Title of Course	Marks			Duration of Exam	Credits
			Continuous Evaluation	End Semester Examination	Total		
<b>Compulsory Courses</b>							
Core	O6.5LMP101C01	Business Strategy	30	70	100	3	3
Ability	O6.5LMP101C04	Professional Competency-I	30	70	100	3	2
Ability	O6.5LMP102C04	Capstone Project/Business Simulation -II	30	70	100	3	1
Skill	O6.5LMP101C05	Employability Skills-I	30	70	100	3	3
Internship	O6.5LMP101C06	Summer Internship Project	30	70	100	3	3
Discipline elective	Elective 1	Specialization 1	30	70	100	3	3
Discipline elective	Elective 2	Specialization 1	30	70	100	3	3
Discipline elective	Elective 3	Specialization 1	30	70	100	3	3
Discipline elective	Elective 1	Specialization 2	100	0	100	3	3
Discipline elective	Elective 2	Specialization 2	30	70	100	3	3
Discipline elective	Elective 3	Specialization 2	30	70	100	3	3
		Total					<b>30</b>

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Center for Distance and Online Education							
MASTER OF BUSINESS ADMINISTRATION (DUAL)							
SEMESTER- IV							
Course Type	Course Code	Title of Course	Marks			Duration of Exam	Credits
			Continuous Evaluation	End Semester Examination	Total		
<b>Compulsory Courses</b>							
Ability	O6.5LMP201C04	Professional Competency-II	30	70	100	3	2
Ability	O6.5LMP202C04	Entrepreneurship & Startups	30	70	100	3	3
Skill	O6.5LMP201C05	Employability Skills-II	30	70	100	3	3
Dissertation	O6.5LMP201C07	Final Dissertation/Project	30	70	100	3	3
Discipline elective	Elective 1	Specialization 1	30	70	100	3	3
Discipline elective	Elective 2	Specialization 1	30	70	100	3	3
Discipline elective	Elective 1	Specialization 2	30	70	100	3	3
Discipline elective	Elective 2	Specialization 2	30	70	100	3	3
Ability	O6.5LMP201C04	Professional Competency-II	100	0	100	3	2
		Total					<b>23</b>

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES  
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**O6.0LMP101C00: Digital Technologies & Systems**

Periods/week

Credits

Max. Marks : 100

L:3 T:- P: -

3

Continuous Evaluation: 30

Duration of Examination: 3 Hrs

End Semester Examination: 70

**Course Type: Foundation**

**Course Outcomes:**

By the end of the course, a student should be able to:

- O6.0LMP101C00.1 Understand the basic concepts and the key technologies driving modern businesses
- O6.0LMP101C00.2 Identify and select appropriate digital technologies to solve business problems,
- O6.0LMP101C00.3 Evaluate the ethical, social, and security issues of the new technologies in business.
- O6.0LMP101C00.4 Apply the fundamental concepts related to developing and implementing digital technologies in business.

**Unit I**

- 1.1 Information Systems in Businesses
- 1.2 Contemporary Hardware Trends
- 1.3 Contemporary Software Trends
- 1.4 Strategic Enterprise Systems - ERP, SCM, CRM

**Unit II**

- 2.2 Knowledge Management Systems
- 2.2 Social & ethical issues of IS
- 2.3 Security Challenges of IS
- 2.4 E-Commerce & M-Commerce

**Unit III**

- 3.1 Managing data -Database management & Data Warehousing,
- 3.2 Data Science - Business Intelligence & analytics
- 3.3 Tools for business intelligence – MDA & Datamining
- 3.4 Cloud computing,

**Unit IV**

- 4.1 Big Data Technologies
- 4.2 Internet of Things
- 4.3 Virtual Reality & Augmented Reality,
- 4.4 Fintech,Blockchain&CryptoCurrencies

**Unit V**

- 5.1 Artificial Intelligence & Machine Learning
- 5.2 Robotics
- 5.3 Communication technologies -5G,6G
- 5.4 Emerging Disruptive Technologies

**Recommended Texts and Readings:**

1. J. Laudon, & K.C.Laudon, Essentials of MIS, Global Edition. Pearson.
2. A. Bocij, P. Greasley, &S.Hickie, Business Information Systems: Technology, Development and Management for the E-Business , FT Prentice Hall.
3. D. Chaffey,T.Hemphill,&D.Edmundson-Bird,Digital business and e-commerce management. Pearson

**Notes:**

1. Only the latest available editions of the above books are recommended.
2. Website references will be announced at the time of the launch of the course by the concerned faculty.

**Course Articulation Matrix**

CO Statement (O6.0LMP101C00)	PO1	PO2	PO3	PO4	PO5
O6.0LMP101C00.1		3		2	1
O6.0LMP101C00.2	1	3	2	3	
O6.0LMP101C00.3		2	2	3	3
O6.0LMP101C00.4	3	1	3		

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES  
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**O6.0LMP101C01: Economics for Decision Making**

Periods/week	Credits	Max. Marks : 100
L:3 T:- P: - 3		Continuous Evaluation: 30
Duration of Examination: 3 Hrs		End Semester Examination: 70

**Course Type: Core**

**Course Outcomes:**

By the end of the course, a student should be able to:

- |                 |  |
|-----------------|--|
| O6.0LMP101C01.1 | Develop a better understanding of business problems and role in decision making.   |
| O6.0LMP101C01.2 | Examine various business strategies (costing, pricing and competitive) at firm level.  |
| O6.0LMP101C01.3 | Analyze how households (demand) and businesses (supply) interact in various market structures to determine price and quantity of goods and services produced and consumed. |
| O6.0LMP101C01.4 | Examine the role of government intervention in stabilizing the economy.  |

**Unit I**

- 1.1 Nature of Managerial Economics and its Role in Decision Making
- 1.2 Objectives and Theories of Firm
- 1.3 Consumer's Equilibrium and Demand Analysis
- 1.4 Demand Elasticities

**Unit II**

- 2.1 Short Run and Long Run Production Function
- 2.2 Costs Analysis
- 2.3 Cost Estimation and Forecasting
- 2.4 Cost Reduction and Cost Control

**Unit III**

- 3.1 Alternative Forces of the Market
- 3.2 Price Determination Under Different Market Structures
- 3.3 Measurement of Monopoly Power
- 3.4 Pricing Methods and Strategies

**Unit IV**

- 4.1 Nature of Macro Economy and Circular Flow of Income
- 4.2 National Income: Different Concepts and Measurements
- 4.3 Income Determination
- 4.4 Business Cycle and their Control

**Unit V**

- 5.1 The Nature and Structure of World Economy
- 5.2 Balance of Trade and Balance of Payment
- 5.3 Determination of Exchange Rate
- 5.4 Economic Planning in India

**Recommended texts and readings:**

1. D. M. Mithani, Managerial Economics, Himalaya Publishing House
2. A. Koutsiyannis, Modern Microeconomics, Macmillan Press Ltd.
3. P. A. Samuelson and W. D. Nordhaus, (Indian adaptation by SudipChaudhuri and AnindyaSen), Economics, Tata McGraw Hill.
4. P. B. Keat and K.Y. PhilipYoung, Managerial Economics – Economic Tools for Today's Decision Makers, Pearson Education.

**Notes:**

1. Only latest editions of the above books are recommended.
2. Website references will be announced at the time of the launch of the courses by the concerned faculty.

**Evaluation Policy:**

The evaluation will include two types of assessments:

- Continuous or formative assessments (in the form of end semester examination or term examination. Weightage of assessments are as follows:
  - For continuous or Formative assessment (in semester): Maximum 30 percent. The categorization for the same is:

▪ MCQs	30%
▪ Subjective (Short/Long)	40%
▪ Discussion/Presentation	15%
▪ Projects/Group Activities etc	15%
  - For Summative assessment (End Semester Examination or End-Term Examination):

▪ Minimum: 70 percent. Categorization for the same is:	
Objective Type Questions:	30%
Short/Long Questions:	70%

**Instructions for setting question paper:** The question paper shall consist of two parts (Part A and Part B). Six questions are to be set in Part A, of which four questions are to be attempted. Each question will carry 20 marks. Part A will include questions covering the entire syllabus. Part B will include a case study of 20 marks which will be compulsory to attempt

### Course Articulation Matrix

<b>CO Statement (O6.0LMP101C01)</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
O6.0LMP101C01.1	3	1	2	3	2
O6.0LMP101C01.2	1	3	3	1	2
O6.0LMP101C01.3	3	2	2	3	4
O6.0LMP101C01.4	3	4	3	2	2

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES  
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**06.0LMP102C01: Accounting for Managers**

Periods/week L:3 T:- P: - 3 Duration of Examination: 3 Hrs	Credits	Max. Marks : 100 Continuous Evaluation: 30 End Semester Examination: 70
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**Course Type: Core**  
**Course Outcomes:**

By the end of the course, a student should be able to:

- |                 |  |
|-----------------|--|
| O6.0LMP102C01.1 | Identify and use the concept and accounting principles for the business entity                                       |
| O6.0LMP102C01.2 | Acquire skills to implement the concepts and conventions of accounting for different forms of businesses             |
| O6.0LMP102C01.3 | Appreciate the significance of accounting policies and standards   |
| O6.0LMP102C01.4 | Realize and apply the elements of the accounting concepts for the planning and management at various decision levels |

**Unit I**

- 1.1 Understanding different forms of accounting and their relevance
- 1.2 Accounting Principles, Conventions and Concepts
- 1.3 Accounting Mechanics, Process and System
- 1.4 The Concept of Double Entry and Fundamental Principles

**Unit II**

- 2.1 Financial Statements: Profit and Loss Account, Balance Sheet, Cash Flow Statement
- 2.2 Analyzing and Interpreting Financial Statements
- 2.3 Comparative and Common Size Statement
- 2.4 Ratio Analysis

**Unit III**

- 3.1 Nature of Cost and Management Accounting
- 3.2 Basic Cost Terms and Cost Flow
- 3.3 Preparation of Cost Sheet
- 3.4 Costing in Service Industry

**Unit IV**

- 4.1 Absorption vs. Marginal Costing
- 4.2 Break-even Analysis
- 4.3 Make or Buy decision
- 4.4 Process Costing

**Unit V**

- 5.1 Absorption Costing, Marginal Costing, Cost Volume Profit Analysis and Decision Making
- 5.2 Relevant Cost and Differential Cost
- 5.3 Standard Costing
- 5.4 Budgeting Process

**Recommended Text and Readings:**

1. D. F. Hawkins and Kenneth A. Merchant, Accounting Text and Cases: Robert N. Anthony, McGraw Hill.
2. N. Dhameja and K.S. Sastry, Finance and Accounting for Managerial Competitiveness, S. Chand Publication.
3. N. Ramachandran and R.K. Kakani, Financial Accounting for Management, Tata McGraw Hill Education.
4. S.K. Bhattacharya, Accounting for Management, Text and cases, Vikas Publishing House.

**Notes:**

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**Evaluation Policy:**

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- Continuous or formative assessments (in the form of end semester examination or term examination. Weightage of assessments are as follows:
  - For continuous or Formative assessment (in semester): Maximum 30 percent. The categorization for the same is:

▪ MCQs	30%
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    - Minimum: 70 percent. Categorization for the same is:

Objective Type Questions:	30%
Short/Long Questions:	70%

**Instructions for setting question paper:** The question paper shall consist of two parts (Part A and Part B). Six questions are to be set in Part A, of which four questions are to be attempted. Each question will carry 20 marks. Part A will include questions covering the entire syllabus. Part B will include a case study of 20 marks which will be compulsory to attempt

**Course articulation matrix:**

<b>CO Statement (6.0LMP102C01)</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
O6.0LMP102C01.1	3	3	3	3	3
O6.0LMP102C01.2	3	3	3	3	3
O6.0LMP102C01.3	3	3	2	3	3
O6.0LMP102C01.4	3	3	2	3	3

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES  
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**O6.0LMP103C01: Managerial Statistics**

Periods/week  
L:3 T:- P: - 3  
Duration of Examination: 3 Hrs

Credits

Max. Marks : 100  
Continuous Evaluation: 30  
End Semester Examination: 70

**Course Type: Core**

**Course Outcomes:**

By the end of the course, a student should be able to:

- O6.0LMP103C01.1. Understanding the role of managerial statistics in business
- O6.0LMP103C01.2. Ascertain statistical techniques to collect, analyze, and forecast data
- O6.0LMP103C01.3. Application of various statistical techniques of decision-making under uncertainty
- O6.0LMP103C01.4. Application of various statistical techniques for population estimation

**Unit I**

- 1.1 Managerial Decision-Making Using Statistics- An Overview
- 1.2 Types of Statistical Methods
- 1.3 Data Classification and Its Importance
- 1.4 Data Tabulation and Representation

**Unit II**

- 2.1 Introduction to Descriptive Statistics
- 2.2 Measures of Central Tendency
- 2.2 Measures of Dispersion
- 2.3 Skewness, Moments and Kurtosis: Introduction, Measures and Applications

**Unit III**

- 3.1 Correlation Analysis – Meaning and Types
- 3.2 Application: Karl Pearson's and Spearman Correlation
- 3.3 Regression Analysis – Meaning and Types of Regression
- 3.4 Introduction to Time Series Analysis

**Unit IV**

- 4.1 Concepts and Application of Probability
- 4.2 Probability Distributions: Meaning, Types and Application.
- 4.3 Normal Distribution
- 4.4 Binomial and Poisson Distribution

**Unit V**

- 5.1 Introduction to testing of Hypothesis: Concept; Level of Significance; One and Two-Tailed Tests Process of testing;
- 5.2 Hypothesis Testing: z test, t-test, paired t test, Types of Errors
- 5.3 Chi Square Test
- 5.4 ANOVA

**Recommended Text and Readings:**

1. Dr. S.K. Khandelwal, Quantitative Techniques, International Book House Pvt. Ltd.
2. A.B. Rao, Quantitative Techniques in Business, Jaico Publishing House.
3. D.R. Anderson, S. Dennis, and T.A. Williams, Quantitative Methods for Business, Cengage Learning.
4. R.I. Levin and S.R. Rubin, Statistics for Management, Prentice Hall of India.
5. D.R. Anderson and S. Dennis, Statistics for Business and Economics, Cengage.

**Notes:**

1. Only latest editions of the above books are recommended.
2. Website references will be announced at the time of the launch of the courses by the concerned faculty.

**Evaluation Policy:**

The evaluation will include two types of assessments:

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    - Projects/Group Activities etc 15%
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  - Minimum: 70 percent. Categorization for the same is:
    - Objective Type Questions: 30%
    - Short/Long Questions: 70%

**Instructions for setting question paper:** The question paper shall consist of two parts (Part A and Part B). Six questions are to be set in Part A, of which four questions are to be attempted. Each question will carry 20 marks. Part A will include questions covering the entire syllabus. Part B will include a case study of 20 marks which will be compulsory to attempt

**Course Articulation Matrix**

<b>CO statement (6.0LMP103C01)</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
O6.0LMP103C01.1	2	2		3	
O6.0LMP103C01.2	3	1	2		3
O6.0LMP103C01.3	2	1	2		
O6.0LMP103C01.4	1	3		1	

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES  
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**06.0 LMP104C01: Individual and Organizational Dynamics**

Periods/week	Credits	Max. Marks : 100
L:3 T:- P: - 3		Continuous Evaluation: 30
Duration of Examination: 3 Hrs		End Semester Examination: 70

**Course Type: Core**

**Course Outcomes:**

By the end of the course, a student should be able to:

- O6.0LMP104C01.1 Understand the basics of organizational behavior and its role in organizational success.
- O6.0LMP104C01.2 Analyze human behavior at an individual level and group dynamics
- O6.0LMP104C01.3 Evaluate group dynamics and various decision-making techniques.
- O6.0LMP104C01.4 Relate the significance of Leadership, organizational culture, and effectiveness in the business environment

**Unit I**

- 1.2 Fundamentals, importance, and scope of Organizational behavior and its dynamics
- 1.3 Framework of Organizational Behavior Model
- 1.3 Challenges of organizational behavior
- 1.4 Managing Behavior for Organization

**Unit II**

- 2.1 Individual Behavior: Individual difference
- 2.2 Personality and Values
- 2.3 Perception and Decision-making
- 2.4 Motivation and its application in the workplace
- 2.5 Attitude and Job Satisfaction
- 2.6 Learning in an organizational setting

**Unit III**

- 3.1 Group Behavior: Group Dynamics
- 3.2 Group decision making techniques
- 3.3 Understanding Work Teams
- 3.4 Team building - Interpersonal relations

**Unit IV**

- 4.1 Leadership
- 4.2 Power and Politics
- 4.3 Conflict in the Organization
- 4.4 Leading and Motivating Cross-Cultural Team

**Unit V**

- 5.1 Organizational culture and climate
- 5.2 Organizational change
- 5.3 Organizational effectiveness - Benchmarking- TQM and Six Sigma
- 5.4 Stress Management

**Recommended texts and readings:**

1. S. P. Robbins, and T. Judge, Organizational Behavior, Pearson/Prentice Hall, Upper Saddle River.
2. M. Parikh, Organization Behavior, TATA McGraw Hill Education.
3. R. Diwedi, Human Relations and Organization Behavior, MacMillan Publishers India Limited.
4. J. Greenberg, Behavior in Organizations, Pearson Education, Harlow
5. M. Parikh and R. Gupta, Organization Behavior, TATA McGraw Hill Education, New Delhi

**Notes:**

1. Only latest editions of the above books are recommended.
2. Website references will be announced at the time of the launch of the courses by the concerned faculty.

**Evaluation Policy:**

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  - Minimum: 70 percent. Categorization for the same is:
    - Objective Type Questions: 30%
    - Short/Long Questions: 70%

**Instructions for setting question paper:** The question paper shall consist of two parts (Part A and Part B). Six questions are to be set in Part A, of which four questions are to be attempted. Each question will carry 20 marks. Part A will include questions covering the entire syllabus. Part B will include a case study of 20 marks which will be compulsory to attempt

**Course Articulation Matrix**

<b>CO Statement (6.0LMP104C01)</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
O6.0LMP104C01.1	2	2	1	2	1
O6.0LMP104C01.2	2	1	3	1	2
O6.0LMP104C01.3	3	3	2	2	1
O6.0LMP104C01.4	2	2	3	1	2

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES  
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**O6.0LMP105C01: Marketing Management**

Periods/week	Credits	Max. Marks : 100
L:3 T:- P: - 3		Continuous Evaluation: 30
Duration of Examination: 3 Hrs		End Semester Examination: 70

**Course Type: Core**

**Course Outcomes:**

By the end of the course, a student should be able to:

- |                 |   |
|-----------------|---|
| O6.0LMP105C01.1 | Understand the fundamental terms and concepts that are commonly used in marketing.  |
| O6.0LMP105C01.2 | Select, analyse and define a target market for a selected product or service  |
| O6.0LMP105C01.3 | Develop a marketing plan or strategy for a product/service (e.g., company objectives, marketing objectives, target market(s), advertising, pricing, distribution, product/ service development, evaluation of competitors, contingency plans, budget, etc.) |
| O6.0LMP105C01.4 | Apply marketing concepts and theories to realistic marketing situations   |

**Unit I**

- 1.1 Introduction to marketing
- 1.2 Marketing environment
- 1.3 Consumer behaviour
- 1.4 Marketing research

**Unit II**

- 2.1 Marketing segmentation and targeting
- 2.2 Targeting and positioning
- 2.3 Marketing mix
- 2.4 Marketing mix extension

**Unit III**

- 3.1 New product development and product life cycle
- 3.2 Product and brand
- 3.3 Developing pricing strategies
- 3.4 Pricing decisions

**Unit IV**

- 4.1 Designing and managing marketing channels
- 4.2 Retail management
- 4.3 Promotion mix
- 4.4 Marketing communication and media planning

**Unit V**

- 5.1 Advertising and personal selling
- 5.2 Sales promotion and publicity
- 5.3 Marketing strategy
- 5.4 Marketing plan

**Recommended texts and readings:**

1. Philip Kotler and Kevin Lane Keller, Marketing Management, Global Edition , Pearson Education, New Delhi
2. Michael J. Etzel Bruce J. Walker William J. Stanton, Ajay Pandit, Marketing, McGraw Hill Education, New Delhi
3. Gary Armstrong and Philip Kotler, Marketing: An Introduction, Pearson Education, New Delhi Kumar, Ramesh; Application Exercises in Management, Vikas Publishing House, New Delhi

**Notes:**

1. Only latest editions of the above books are recommended.
2. Website references will be announced at the time of the launch of the courses by the concerned faculty.

**Evaluation Policy:**

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▪ Discussion/Presentation	15%
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 Objective Type Questions: 30%  
 Short/Long Questions: 70%

**Instructions for setting question paper:** The question paper shall consist of two parts (Part A and Part B). Six questions are to be set in Part A, of which four questions are to be attempted. Each question will carry 20 marks. Part A will include questions covering the entire syllabus. Part B will include a case study of 20 marks which will be compulsory to attempt

**Course Articulation Matrix**

CO Statement (6.0LMP105C01)	PO1	PO2	PO3	PO4	PO5
O6.0LMP105C01.1	3	2	3	2	1
O6.0LMP105C01.2	1	3	2	1	2
O6.0LMP105C01.3	3	2	3		3
O6.0LMP105C01.4	2	3	1	2	

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES  
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**06.0LMP101C04 :Professional Development - I**

Periods/week  
L:3 T:- P:- 3  
Duration of Examination: 3 Hrs

Credits

Max. Marks : 100  
Continuous Evaluation: 30  
End Semester Examination: 70

**Course Type: Ability enhancement**

**Course Outcomes:**

By the end of this course the student should be able to:

- 06.0LMP101C04.1:** Students shall be able to solve basic arithmetic problems
- 06.0LMP101C04. 2:** Students shall be able to solve problems based on logical reasoning
- 06.0LMP101C04.3:** Students shall be able to develop& enhance their vocabulary
- 06.0LMP101C04.4:** Students shall be able to spot errors and frame grammatically correct sentences.

**Unit I**

- 1.1 Numbers
- 1.2 HCF and LCM
- 1.3 Factors and Factorials
- 1.4 Cyclicity

**Unit II**

- 2.1 Percentage
- 2.2 Profit Loss
- 2.3 Simple Interest
- 2.4 Compound Interest

**Unit III**

- 3.1 Blood Relation
- 3.2 Coding
- 3.3 Decoding
- 3.4 Direction Sense

**Unit IV**

- 4.1 Root Word Technique of Building Vocabulary
- 4.2 Synonyms
- 4.3 Antonyms
- 4.4 One-word substitution

**Unit V**

- 5.1 Spotting Errors
- 5.2 Ordering of Sentences
- 5.3 Para jumbles
- 5.4 Completing statements/sentences

**Recommended Texts and Readings:**

1. Quantitative Aptitude for Competitive Aptitude by R S Aggarwal, S. Chand & Company Pvt. Ltd.
2. How to Prepare for Logical Reasoning for CAT by Arun Sharma, TMH
3. Wren and Martin English Grammar and Composition, S. Chand & Company Pvt. Ltd.
4. Word Power Made Easy by Norman Lewis, Penguin Random House Pvt. Ltd.

**Notes:**

1. Only latest editions of the above books are recommended.
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**Evaluation Policy:**

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    - Subjective (Short/Long) 40%
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    - Projects/Group Activities etc 15%
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      - Objective Type Questions: 30%
      - Short/Long Questions: 70%

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**Course Articulation Matrix**

<b>CO Statement (O6.0LMP101C04)</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
O6.0LMP101C04.1	-	3	-	-	-
O6.0LMP101C04.2	2	3	-	-	-
O6.0LMP101C04.3	1	-	2	-	-
O6.0LMP101C04.4	-	-	-	-	2

**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES**

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**O6.0LMP101C05: Managerial Communication I**

Periods/week L:3 T:- P: - 3 Duration of Examination: 3 Hrs	Credits	Max. Marks : 100 Continuous Evaluation: 30 End Semester Examination: 70
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**Course Type: Skill enhancement**

**Course Outcomes:**

By the end of the course, a student should be able to:

- O6.0LMP101C05.1 Understand the nuances of verbal and non-verbal communication, active listening skills and language accuracy to communicate individually and in teams in a global business environment
- O6.0LMP101C05.2 Analyze national & international business issues for group discussions and deliver winning speeches and team presentations
- O6.0LMP101C05.3 Apply specific structure to oral & written communication for improved business messages, resumes and cover letters for global settings
- O6.0LMP101C05.4 Examine management principles for handling intercultural communication & diversity leading to effective corporate policies

**Unit I**

- 1.1 Verbal and non-verbal communication and their importance at work place
- 1.2 Types, Process, Barriers and Active Listening
- 1.3 Letters Requesting Information and Claim Letters
- 1.4 Non Verbal Communication: Kinesics, Proxemics, Paralanguage

**Unit II**

- 2.1: Reading Comprehension I
- 2.2 Basic errors in English: Article Usage, Tenses, SVA, Prepositions
- 2.3 Linguistic Accuracy: Pronunciation, Tone, Voice modulation
- 2.4 You attitude, emphasis on the positive and parallel structure for corporate communication

**Unit III**

- 3.1 Group Discussions
- 3.2 GD Practise
- 3.3 Winning Presentations: Road map, Delivery, Articulation & Platform Behavior; DBP
- 3.4 Team Presentations

**Unit IV**

- 4.1 The Culture Lens
- 4.2 Cross-Cultural Communication
- 4.3 Developing cultural sensitivity
- 4.4 Diversity & Inclusion

**Unit V**

- 5.1 The Brand You: My Story
- 5.2 Resume Writing I
- 5.3 Creating Social Media existence
- 5.4 Introductions for Self-Branding

**Recommended Texts and Readings :**

1. Bovee, Thill and Chaturvedi, Business Communication Today, Pearson.
2. Lehman, Dufrene and Sinha, BCOM, Cengage Learning.
3. Taylor, Shirley and V. Chandra, Communication for Business, Pearson.
4. Galanes, Gloria J. and Katherine Adams, Effective Group Discussions, TataMcGraw Hill.

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**Course Articulation Matrix**

<b>CO Statement (O6.0LMP101C05)</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
O6.0LMP101C05.1	3	2	2	3	2
O6.0LMP101C05.2	3	3	2	3	2
O6.0LMP101C05.3	3	3	2	3	2
O6.0LMP101C05.4	3	3	3	2	3

