



**MADHAV INSTITUTE OF TECHNOLOGY & SCIENCE, GWALIOR**  
(A Govt. Aided UGC Autonomous & NAAC Accredited Institute affiliated to RGPV, Bhopal)

**Department of Management**  
**Scheme of Evaluation**

**Master of Business Administration (MBA) I Semester**

**(For batch admitted in academic session 2023-24)**

Subject Code	Category Code	Subject Name	Maximum Marks Allotted					Total Marks	Contract Hours per week			Total Credits	Mode of Exchange	Mode of Exam.	Duration of Exam.	
			Theory Slot		Practical Slot				L	T	P					
			End Term Evaluation	Mid Sem. Exam.	Continuous Evaluation	Quiz/ Assignment	End Sem. Exam.									Continuous Evaluation
3700101	DC	Principles of Management	60	20	20	-	-	-	100	3	-	-	3	Offline	PP	3 hrs
3700102	DC	Human Resource Management	60	20	20	-	-	-	100	3	-	-	3	Offline	PP	3 hrs
3700103	DC	Marketing Management	60	20	20	-	-	-	100	3	-	-	3	Offline	PP	3 hrs
3700104	DC	Operations Management	60	20	20	-	-	-	100	3	-	-	3	Offline	PP	3 hrs
3700105	DC	Managerial Economics	60	20	20	-	-	-	100	3	-	-	3	Offline	PP	3 hrs
3700106	DC	Financial Accounting	60	20	20	-	-	-	100	3	-	-	3	Offline	PP	3 hrs
3700107	DC	Data Driven Decision Making	60	20	20	-	-	-	100	3	-	-	3	Offline	PP	3 hrs
3700108	DC	Business Statistics	60	20	20	-	-	-	100	3	-	-	3	Offline	PP	3 hrs
3700109	DC	Research Methodology	60	20	20	-	-	-	100	3	-	-	3	Offline	PP	3 hrs
<b>Total</b>			<b>540</b>	<b>180</b>	<b>180</b>	-	-	-	<b>900</b>	<b>27</b>	-	-	<b>27</b>			
MAC	Business Communication & Skills	60	20	20	-	-	-	100	1	1	-	-	GRADE	Blended	AO	

Induction programme of three weeks (MC): Physical activity, Creative Arts, Universal Human Values, Literary, Proficiency Modules, Lectures by Eminent People, Visits to local Familiarization to Dept./Specialization & Innovations.

Q: Multiple Choice Question

AO: Assignment + Oral

PP: Pen Paper

SO: Submission + Oral

**Course Outline of Core Subjects**  
**MBA I Sem (Batch 2023-25)**

Sl. No.	Subject Name	Maximum Marks Allotted					Total Marks	Contact Hours per week			Total Credits
		Theory			Project/Internship/ Presentation/Self Learning			L	T	P	
		End Sem	Mid Sem	Quiz/ Assignment	Internal	External					
01	<b>Principles of Management</b>	<b>60</b>	<b>20</b>	<b>20</b>	-	-	<b>100</b>	<b>3</b>	-	-	<b>3</b>

**Course Objectives:**

This course is to acquaint the students with the basic nature of management, its process, tasks and responsibilities of a professional manager as well as organizational behavioural dynamics governing an organization.

**Unit I**

Introduction: Concept, Nature, Significance, Process & levels of Management; Managerial Roles and functions; An Overview of Functional areas of Management- Marketing, Finance, Production, HRM, IT, R&D; Evolution of Management Thought- Classical, Neo -classical, System and Contingency Approaches

**Unit II**

Planning: Concept, Significance, & steps; Types of Plans, Objective or Goals, Strategies, Policies, Procedure; Types of Planning; Steps of planning, Management by Objectives, Strategic Planning Process; Decision-making: concept, characteristics and process

**Unit III**

Organizing: Concept, nature, process and significance; Organization Levels and the Span of Management. Principles of Organising: Authority, Delegation, Span of Control, Line and Staff Authority. Centralization vs Decentralization; Organisational Structure; Formal and Informal Organization; Organisational Charts

**Unit IV**

Staffing - Meaning, Nature, Importance, Staffing process. Manpower Planning, Recruitment, Selection, Orientation and Placement, Training, Remuneration, Performance Appraisal, Promotion, Separation and Transfer; Direction - Definition, Nature, Need and Importance, Principles of Directing. Supervision - Role and Functions of a Supervisor, Effective Supervision, Direction and Supervision

**Unit V**

Motivation, Controlling and Co-Ordination: Motivation: Concept, Forms of employee motivation, Theories of motivation; Controlling - Meaning, Features, Importance,

## *Suggested Text & Reference Books:*

1. L.M. Prasad, (2010), *Principles and Practice of Management*, 7th edition.
2. Koontz, H. (2010). *Essentials of Management*. New Delhi: Tata McGraw-Hill.
3. Robbins & Coulter (2013). *Management*. New Delhi: Prentice Hall Richard L. Daft,
4. Robbins, S.P. & Decenzo, D. A. (2014). *Fundamentals of Management: Essential Concepts and Applications*. New Delhi: Pearson Education.

**List of Open-Source Software/learning website:**

<https://www.youtube.com/watch?v=vOykcERGW9Y&list=PLI...>

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### **Course Objectives:**

To teach the basic principles of human resource management—how an organization acquires, rewards, motivates, uses, and generally manages its people effectively in addition to introducing the manager to practices and techniques for evaluating performance, structuring teams, coaching and mentoring people.

### **Unit I**

Introduction to HRM: Definition, nature, features, characteristics, functions, objectives Importance, & scope of HRM; Evolution of HRM, Role & skills of HR Manager, Important Trends in HR Management. Opening case

### **Unit II**

HR Planning, Recruitment and Selection: HR Planning, Job Analysis-Job description and job specification, Job Design, Recruitment & Selection process, Sources of Recruitment, Importance of careful selection, Types of Tests for selection, Interview- Methods of Selection, Placement & Induction. Case study on Recruitment & Selection

### **Unit III**

Performance Management System: Introduction, Identification of issues in performance appraisal, Uses of Performance Appraisal, Techniques of Performance Appraisal, Performance Management Potential Appraisal, Training and Development: Objectives, Concepts and Needs, Training methods, Management development program. Case study on performance appraisal

### **Unit IV**

Wage and Salary Administration: Job Evaluation: meaning and methods, Money & motivation, Individual & group incentives, Employee benefits: leaves, insurance, retirement, flexible benefits; Pay for performance. Case study on compensation management

### **Unit V**

Employee retention, Employee engagement, Career planning & Planning Promotions

Course Outcomes focused on employability/entrepreneurship/skill development

COs	After successful completion of this course, students would be able to:	Mapping
CO1	Relate HR roles and responsibilities with HR functions	Skill Development
CO2	Design recruitment and selection process, and conduct interviews for organizations	Employability
CO3	Develop performance appraisal system for different job roles; training and development programs for employees	Employability
CO4	Formulate job evaluation process; employee benefits program; and evaluate pay per performance	Employability
CO5	Design methods to engage and retain employees; support green HRM practices; and examine international HRM practices	Employability

### Suggested Text & Reference Books:

1. Human Resource Management by Dessler, Gary, Publisher: Pearson Education Asia, New Delhi.
2. Human Resource Management by Aswthappa, Publisher: TMH, New Delhi
3. Human Resource Management-Text & Cases, by Rao, V.S.P, Publisher: Excel Books, New Delhi.
4. Managing Human Resources by Ramaswamy, E., Publisher: Oxford University Press, New

Subject Code	Subject Name	Maximum Marks Allotted					Total Marks	Contact Hours per week			Total Credits
		Theory			Project/Internship/ Presentation/Self Learning			L	T	P	
		End Sem	Mid Sem	Quiz/ Assignment	Internal	External					
103	Marketing Management	60	20	20	-	-	100	3	-	-	3

**Course Objectives:**

Marketing management course enables a student to understand the fundamentals of marketing concepts and the role marketing plays in business. This course enables a student to understand the 'Marketing mix' elements and the strategies and principles underlying the modern marketing practices. Students should be able to demonstrate their comprehension of marketing concepts and knowledge by applying those in their written exams, case studies discussions, presentations and projects.

**Unit I**

Understanding Marketing Management: Introduction to Marketing: Nature and Scope of Marketing, Marketing Concepts, Marketing Philosophies, Customer Value, Holistic Marketing, Emerging Trends in Marketing. The marketing process: Introduction, Marketing Mix-The Traditional 4Ps, The Modern Components of the Mix- The Additional 3Ps, Developing an Effective Marketing Mix, Marketing Planning, Marketing Implementation and Control

**Unit II**

Segmentation, Targeting and Positioning: Introduction, Concept of Market Segmentation, Benefits of Market Segmentation, Requisites of Effective Market Segmentation, The Process of Market Segmentation, Bases for Segmenting Consumer Markets, Targeting (T), Market Positioning (P). Product Management: Decisions, Development and Lifecycle Strategies: Introduction, Levels of Products, Classification of Products, Product Hierarchy, Product Line Strategies, Product Mix Strategies, Packaging and Labelling, New Product Development, Product Life Cycle (PLC)

**Unit III**

Product Management-Brand and Branding Strategy: Introduction, Brand and Branding, Advantages and disadvantages of branding, Brand Equity, Brand Positioning, Brand Name Selection, Brand Sponsorship, Brand Pricing: Introduction, Factors Affecting Price Decisions, Cost Based Pricing, Value Based and Competition Based Pricing, Product Mix Pricing Strategies, Directing the Price of the Product, Initiating and Responding to the Price Changes

**Unit IV**  
 Promotion Management-Managing Non-Personal Communication Channels: Introduction, Integrated Marketing Communications (IMC), Communication Development Process, Budget Allocation Decisions in Marketing Communications, Introduction to Advertising, Fundamentals of Sales Promotion, Basics of Public Relations and Publicity

**Unit V**  
 Personal Communication Channels: Introduction, Personal Selling, Sales Management Basics, HR Practices in Sales Management, Evaluation of Training, Personal Selling Process, Direct Marketing, Channels of distribution – concept and importance; Role of Channel intermediaries and their functions

*\*Faculty will cover relevant case studies, unit wise according to the requirement of the concept for better understanding of the students.*

**Course Outcomes** focused on employability/entrepreneurship/skill development:

COs	After successful completion of this course, students would be able to:	Mapping
CO1	Analyze the various marketing concepts used in organization for customer satisfaction.	Employability
CO2	Evaluate the STP process of the specified product and reframe the PLC.	Entrepreneurship
CO3	Design the branding strategy to develop brand value and price mechanism.	Skill Development
CO4	Evaluate the concept of integrated marketing communication to achieve the goal of the company.	Employability
CO5	Formulate the best practices of distribution to reach the final customer.	Entrepreneurship

**Suggested Text and Reference Books:**

1. Kotler, Philip, Marketing Management, Analysis, Planning, Implementations and Control

Subject Code	Subject Name	Maximum Marks Allotted					Total Marks	Contact Hours per week			Total Credits
		Theory			Project/Internship/Presentation/Self Learning			L	T	P	
		End Sem	Mid Sem	Quiz/Assignment	Internal	External					
1700104	<b>Operations Management</b>	<b>60</b>	<b>20</b>	<b>20</b>	-	-	<b>100</b>	<b>3</b>	-	-	<b>3</b>

### Course Objectives:

The course is oriented to familiarize the students with fundamentals of Operations Management, and tools and techniques used in taking decisions in operating and controlling the production and service industries. Further, the aim of this course is to develop understanding of the strategic and functional issues in the operational environment of any organization, of the various decisions involving the operational activities, and of the methods which enable taking the best possible alternative decision.

### Unit I

Introduction of Operations and Operations Management; Scope and Importance of OM; Production & its environment, Productivity, Efficiency and Effectiveness; Input/output transformation; Roles, Functions and decisions of Operations Manager, Evolution of OM, Types of production System

### Unit II

Product design & development: Principles of good product design, Product life cycle, Planning and Designing the Products/Services: Services v/s manufacturing, Products v/s Services, Comparison of production alternatives; Process Design and Planning; Facility Planning: Designing the Facility Location and Layout; Types of layout: Product layout, Process Layout, Fixed Position and Group Layout

### Unit III

Forecasting and its types, Forecasting time horizons, Forecasting Techniques: : Qualitative and Quantitative; Factors affecting forecasting; Capacity Planning: capacity measurement, aggregate production planning, Bill of material, types of demand, MPS & MRP, types of MPS, Functions of MRP I and MRP II

### Unit IV

Production Planning and Control: Introduction, meaning, importance, objectives, functions; Supply Chain Management: Introduction and concepts; Project Management: Introduction and concepts; Inventory Management: objectives & functions Types of inventories and demands, Inventory costs, Inventory Control Systems, ABC Classification, EOQ,

### Unit V

Modern concepts/ techniques: Just in Time manufacturing, lean manufacturing, push pull production, Kanban systems, flexible manufacturing system, Quality assurance & control, ISO

quality systems/: ISO:9000, ISO:14000; Kaizen, six sigma; Maintenance Management, Waste Management

*\*Faculty will cover relevant case studies, unit wise according to the requirement of the concept for better understanding of the students.*

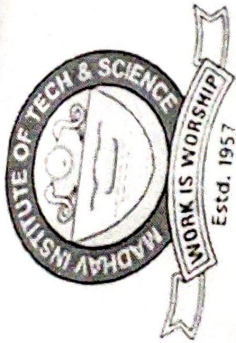
**Course Outcomes** focused on employability/entrepreneurship/skill development:

COs	After successful completion of this course, students would be able to:	Mapping
CO1	Analyze various issues related to designing and managing Operations	Employability
CO2	Analyze and evaluate various production alternatives and facility layouts	Employability
CO3	Formulate strategies to manage materials & production using forecasting techniques and capacity planning decisions	Entrepreneurship
CO4	Assess the objectives and phases of production planning and control	Skill Development
CO5	Justify the importance of quality control tools and their implementation and develop the waste management strategies	Skill Development

**Suggested Text & Reference Books:**

1. Russell and Taylor (2009), Operations Management along the Supply Chain, Wiley
2. S. Anil Kumar and N. Suresh (2008), Production & Operations Management, New Age International Publication.
3. Bhat, S. (2011), Production & Operations Management, Himalaya Publishing House
4. Chase, Jacob, Aquilano, Agarwal (2008), Operations Management for Competitive Advantage, Tata McGraw-Hill Evans & Collier (2007), Operations Management: An Integrated Goods and Service Approach, Cengage
5. Heizer, Render, Jagadeesh (2009), Operations Management, Pearson Education, India
6. Porter, A. (2011), Operations Management, Ventus Publishing
7. Klassen & Manor (2007), Cases in Operations Management, Sage Publishers
8. Krajewski, Ritzman, Malhotra (2007), Operations Management: Processes and Value Chains, Prentice-Hall
9. Mahadevan (2007), Operations Management: Theory and Practice, Pearson Education, India

10. Schroeder (2009), Operations Management: Contemporary Concepts and G...



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**Department of Management**  
**Scheme of Evaluation**

**Master of Business Administration (MBA) I Semester**

(for batch admitted in academic session 2023-24)

S. No.	Subject Code	Category Code	Subject Name	Maximum Marks Allotted						Contact Hours per week			Total Credits	Mode of Teaching	Mode of Exam.	Duration of Exam.	
				Theory Slot		End Sem. Exam.	Practical Slot		L	T	P						
				End Term Evaluation	Continuous Evaluation		End Sem. Exam.	Lab Work & Sessional				Continuous Evaluation					Skill Based Mini Project
				End Sem. Exam	Mid Sem. Exam.	Quiz/ Assignment	20	20	20	20	20	20					20
1.	3700101	DC	Principles of Management	60	20	20	-	-	-	-	3	-	-	3	3 hrs	3 hrs	
2.	3700102	DC	Human Resource Management	60	20	20	-	-	-	-	3	-	-	3	3 hrs	3 hrs	
3.	3700103	DC	Marketing Management	60	20	20	-	-	-	-	3	-	-	3	3 hrs	3 hrs	
4.	3700104	DC	Operations Management	60	20	20	-	-	-	-	3	-	-	3	3 hrs	3 hrs	
5.	3700105	DC	Managerial Economics	60	20	20	-	-	-	-	3	-	-	3	3 hrs	3 hrs	
6.	3700106	DC	Financial Accounting	60	20	20	-	-	-	-	3	-	-	3	3 hrs	3 hrs	
7.	3700107	DC	Data Driven Decision Making	60	20	20	-	-	-	-	3	-	-	3	3 hrs	3 hrs	
8.	3700108	DC	Business Statistics	60	20	20	-	-	-	-	3	-	-	3	3 hrs	3 hrs	
9.	3700109	DC	Research Methodology	60	20	20	-	-	-	-	3	-	-	3	3 hrs	3 hrs	
<b>Total</b>				<b>540</b>	<b>180</b>	<b>180</b>	-	-	-	-	<b>27</b>	-	-	<b>27</b>	-	-	
10.		MAC	Business Communication & Skills	60	20	20	-	-	-	-	<b>1</b>	<b>1</b>	-	GRADE	Blended	AO	2 hrs

**Induction programme of three weeks (MC): Physical activity, Creative Arts, Universal Human Values, Literary, Proficiency Modules, Lectures by Eminent People, Visits to local Areas, Familiarization to Dept./Specialization & Innovations.**

**MCQ: Multiple Choice Question** AO: Assignment + Oral PP: Pen Paper SO: Submission + Oral

Theory				Lab				Mode of Examination				Total Credits	
Offline		Online		Blended		Offline		AO		MCQ		SO	
09	-	01	-	01	-	09	-	01	-	-	-	-	-
90.00%	-	10.00%	-	90.00%	-	10.00%	-	10.00%	-	-	-	-	27
													100%

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**Course Outline of Core Subjects**  
**MBA I Sem (Batch 2023-25)**

Subject Code	Subject Name	Maximum Marks Allotted					Total Marks	Contact Hours per week			Total Credits
		Theory			Project/Internship/Presentation/Self Learning			L	T	P	
		End Sem	Mid Sem	Quiz/Assignment	Internal	External					
<b>1700101</b>	<b>Principles of Management</b>	<b>60</b>	<b>20</b>	<b>20</b>	-	-	<b>100</b>	<b>3</b>	-	-	<b>3</b>

**Course Objectives:**

This course is to acquaint the students with the basic nature of management, its process, tasks and responsibilities of a professional manager as well as organizational behavioural dynamics governing an organization.

**Unit I**

Introduction: Concept, Nature, Significance, Process & levels of Management; Managerial Roles and functions; An Overview of Functional areas of Management- Marketing, Finance, Production, HRM, IT, R&D; Evolution of Management Thought- Classical, Neo-classical, System and Contingency Approaches

**Unit II**

Planning: Concept, Significance, & steps; Types of Plans, Objective or Goals, Strategies, Policies, Procedure; Types of Planning; Steps of planning, Management by Objectives, Strategic Planning Process; Decision-making: concept, characteristics and process

**Unit III**

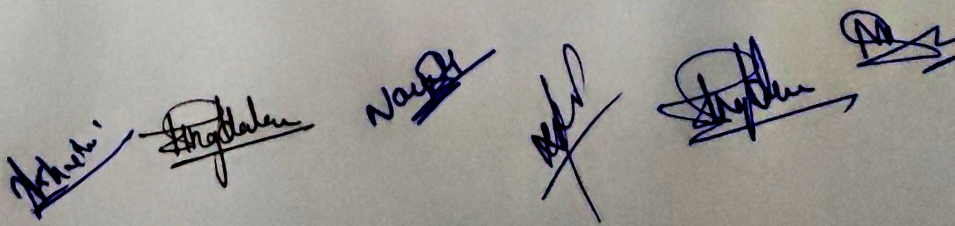
Organizing: Concept, nature, process and significance; Organization Levels and the Span of Management. Principles of Organising: Authority, Delegation, Span of Control, Line and Staff Authority. Centralization vs Decentralization; Organisational Structure; Formal and Informal Organization; Organisational Charts

**Unit IV**

Staffing - Meaning, Nature, Importance, Staffing process. Manpower Planning, Recruitment, Selection, Orientation and Placement, Training, Remuneration, Performance Appraisal, Promotion, Separation and Transfer; Direction - Definition, Nature, Need and Importance, Principles of Directing. Supervision - Role and Functions of a Supervisor, Effective Supervision, Direction and Supervision

**Unit V**

Motivation, Controlling and Co-Ordination: Motivation: Concept, Forms of employee motivation, Need for motivation. Theories of motivation; Controlling - Meaning, Features, Importance,



Control Process, Characteristics of an effective control system, Types of Control. Co-ordination - characteristics, essentials, Types and Techniques; Leadership: Definition, Ingredients, Styles, Committees and Group Decision Making, Strategic leadership, Shared vision

❖ Faculty will cover relevant case studies, unit wise according to the requirement of the concept for the better understanding of the students.

Course outcomes focused on employability/entrepreneurship/ skill development

COs	After successful completion of this course, students would be able to:	Mapping
CO1	Analyse various concepts of managerial functions, principles and practices.	Skill development
CO2	Explain the impact of individual differences on employee performance	Employability
CO3	Develop various organizational decision-making strategies.	Employability
CO4	Formulate the management practices in work environment.	Entrepreneurship
CO5	Measure the understanding of teamwork, leadership and motivation.	Entrepreneurship

**Suggested Text & Reference Books:**

1. L.M. Prasad, (2010), Principles and Practice of Management, 7th edition, Sultan and Chand.
2. Koontz, H. (2010). Essentials of Management. New Delhi: Tata McGraw-Hill Education.
3. Robbins & Coulter (2013). Management. New Delhi: Prentice Hall Richard L. Daft, (2013),
4. Robbins, S.P. & Decenzo, D. A. (2014). Fundamentals of Management: Essential Concepts and Applications. New Delhi: Pearson Education.

**List of Open-Source Software/learning website:**

[https://www.youtube.com/watch?v=vOykcERGW9Y&list=PLLy\\_2iUCG87DH0iQSVWZ8iamV15SaLIXQ](https://www.youtube.com/watch?v=vOykcERGW9Y&list=PLLy_2iUCG87DH0iQSVWZ8iamV15SaLIXQ)

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Subject Code	Subject Name	Maximum Marks Allotted					Total Marks	Contact Hours per week			Total Credits
		Theory			Project/Internship/Presentation/Self Learning			L	T	P	
		End Sem	Mid Sem	Quiz/Assignment	Internal	External					
1700102	<b>Human Resource Management</b>	60	20	20	-	-	100	3	-	-	3

**Course Objectives:**

To teach the basic principles of human resource management—how an organization acquires, rewards, motivates, uses, and generally manages its people effectively in addition to introducing the manager to practices and techniques for evaluating performance, structuring teams, coaching and mentoring people.

**Unit I**

Introduction to HRM: Definition, nature, features, characteristics, functions, objectives Importance, & scope of HRM; Evolution of HRM, Role & skills of HR Manager, Important Trends in HR Management. Opening case

**Unit II**

HR Planning, Recruitment and Selection: HR Planning, Job Analysis-Job description and job specification, Job Design, Recruitment & Selection process, Sources of Recruitment, Importance of careful selection, Types of Tests for selection, Interview- Methods of Selection, Placement & Induction. Case study on Recruitment & Selection

**Unit III**

Performance Management System: Introduction, Identification of issues in performance appraisal, Uses of Performance Appraisal, Techniques of Performance Appraisal, Performance Management Potential Appraisal, Training and Development: Objectives, Concepts and Needs, Training methods, Management development program. Case study on performance appraisal

**Unit IV**

Wage and Salary Administration: Job Evaluation: meaning and methods, Money & motivation, Individual & group incentives, Employee benefits: leaves, insurance, retirement, flexible benefits; Pay for performance. Case study on compensation management

**Unit V**

Employee retention, Employee engagement, Career planning & management, Succession Planning, Promotions, Transfer, Separation, VRS, International HRM. Introduction of Industrial

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Relations & Human Relation, Green HRM, HR Audit & HR Records. Case study on Employee engagement, retention, career planning

◆ Case studies on Domestic & International Corporations

Course Outcomes focused on employability/entrepreneurship/skill development:

COs	After successful completion of this course, students would be able to:	Mapping
CO1	Relate HR roles and responsibilities with HR functions	Skill Development
CO2	Design recruitment and selection process, and conduct interviews for organizations	Employability
CO3	Develop performance appraisal system for different job roles, training and development programs for employees	Employability
CO4	Formulate job evaluation process, employee benefits program, and evaluate pay per performance	Employability
CO5	Design methods to engage and retain employees, support green HRM practices, and examine international HRM practices	Employability

**Suggested Text & Reference Books:**

1. Human Resource Management by Dessler, Gary, Publisher: Pearson Education Asia, New Delhi
2. Human Resource Management by Aswathappa, Publisher: TBM, New Delhi
3. Human Resource Management-Text & Cases, by Rao, V.S.P, Publisher: Excel Books, New Delhi
4. Managing Human Resources by Ramaswamy, E., Publisher: Oxford University Press, New Delhi

**List of Open-Source Software/Learning website:**

[https://onlinecourses.wawasan2.ac.id/oc21\\_mg/06\\_preview/](https://onlinecourses.wawasan2.ac.id/oc21_mg/06_preview/)

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Subject Code	Subject Name	Maximum Marks Allotted					Total Marks	Contact Hours per week			Total Credits
		Theory			Project/Internship/Presentation/Self Learning			L	T	P	
		End Sem	Mid Sem	Quiz/Assignment	Internal	External					
1700103	Marketing Management	60	20	20	-	-	100	3	-	-	3

**Course Objectives:**

Marketing management course enables a student to understand the fundamentals of marketing concepts and the role marketing plays in business. This course enables a student to understand the 'Marketing mix' elements and the strategies and principles underlying the modern marketing practices. Students should be able to demonstrate their comprehension of marketing concepts and knowledge by applying those in their written exams, case studies discussions, presentations and projects.

**Unit I**

Understanding Marketing Management: Introduction to Marketing: Nature and Scope of Marketing, Marketing Concepts, Marketing Philosophies, Customer Value, Holistic Marketing, Emerging Trends in Marketing. The marketing process: Introduction, Marketing Mix-The Traditional 4Ps, The Modern Components of the Mix- The Additional 3Ps, Developing an Effective Marketing Mix, Marketing Planning, Marketing Implementation and Control

**Unit II**

Segmentation, Targeting and Positioning: Introduction, Concept of Market Segmentation, Benefits of Market Segmentation, Requisites of Effective Market Segmentation, The Process of Market Segmentation. Bases for Segmenting Consumer Markets, Targeting (T), Market Positioning (P). Product Management: Decisions, Development and Lifecycle Strategies: Introduction, Levels of Products, Classification of Products, Product Hierarchy, Product Line Strategies, Product Mix Strategies, Packaging and Labelling, New Product Development, Product Life Cycle (PLC)

**Unit III**

Product Management-Brand and Branding Strategy: Introduction, Brand and Branding, Advantages and disadvantages of branding, Brand Equity, Brand Positioning, Brand Name Selection, Brand Sponsorship, Brand Pricing: Introduction, Factors Affecting Price Decisions, Cost Based Pricing, Value Based and Competition Based Pricing, Product Mix Pricing Strategies, Adjusting the Price of the Product, Initiating and Responding to the Price Changes.

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**Unit IV**  
Promotion Management-Managing Non-Personal Communication Channels: Introduction, Integrated Marketing Communications (IMC), Communication Development Process, Budget Allocation Decisions in Marketing Communications, Introduction to Advertising, Fundamentals of Sales Promotion, Basics of Public Relations and Publicity

**Unit V**  
Personal Communication Channels: Introduction, Personal Selling, Sales Management Basics, HR Practices in Sales Management, Evaluation of Training, Personal Selling Process, Direct Marketing, Channels of distribution – concept and importance; Role of Channel intermediaries and their functions

*\*Faculty will cover relevant case studies, unit wise according to the requirement of the concept for better understanding of the students.*

**Course Outcomes** focused on employability/entrepreneurship/skill development:

COs	After successful completion of this course, students would be able to:	Mapping
CO1	Analyze the various marketing concepts used in organization for customer satisfaction.	Employability
CO2	Evaluate the STP process of the specified product and reframe the PLC.	Entrepreneurship
CO3	Design the branding strategy to develop brand value and price mechanism.	Skill Development
CO4	Evaluate the concept of integrated marketing communication to achieve the goal of the company.	Employability
CO5	Formulate the best practices of distribution to reach the final customer.	Entrepreneurship

**Suggested Text and Reference Books:**

1. Kotler Philip - Marketing Management, Analysis, Planning, Implementations and Control (Pearson Education 14th Edition)
2. Station William J- Fundamentals of Marketing (MC Graw Hill)
3. Kotler, Philip and ArmstrongGraw - Principles of Marketing (Pearson Education, 11th Edition)
4. Kotler Philip Keller Kevind Lane, KoshyAbraham and JhaMithileshwar - Marketing Management: A South Asian Perspective (Pearson Education 12<sup>th</sup> Edition)
5. McCarthy and Perreault - Basic Marketing: A Global Marketing Approach (Tata McGraw Hill, 15<sup>th</sup>)
6. Kurtz and Boone - Principles of Marketing (Thomson India Edition, 2007)

**List of Open-Source Software/learning website:**

[https://onlinecourses.nptel.ac.in/noc22\\_mg57/preview](https://onlinecourses.nptel.ac.in/noc22_mg57/preview)

**MADHAV INSTITUTE OF TECHNOLOGY & SCIENCE, GWALIOR**  
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Subject Code	Subject Name	Maximum Marks Allotted					Total Marks	Contact Hours per week			Total Credits
		Theory			Project/Internship/Presentation/Self Learning			L	T	P	
		End Sem	Mid Sem	Quiz/Assignment	Internal	External					
1700104	Operations Management	60	20	20	-	-	100	3	-	-	3

**Course Objectives:**

The course is oriented to familiarize the students with fundamentals of Operations Management, and tools and techniques used in taking decisions in operating and controlling the production and service industries. Further, the aim of this course is to develop understanding of the strategic and functional issues in the operational environment of any organization, of the various decisions involving the operational activities, and of the methods which enable taking the best possible alternative decision.

**Unit I**

Introduction of Operations and Operations Management; Scope and Importance of OM; Production & its environment, Productivity, Efficiency and Effectiveness; Input/output transformation; Roles, Functions and decisions of Operations Manager, Evolution of OM, Types of production System

**Unit II**

Product design & development: Principles of good product design, Product life cycle, Planning and Designing the Products/Services: Services v/s manufacturing, Products v/s Services, Comparison of production alternatives; Process Design and Planning; Facility Planning: Designing the Facility Location and Layout; Types of layout: Product layout, Process Layout, Fixed Position and Group Layout

**Unit III**

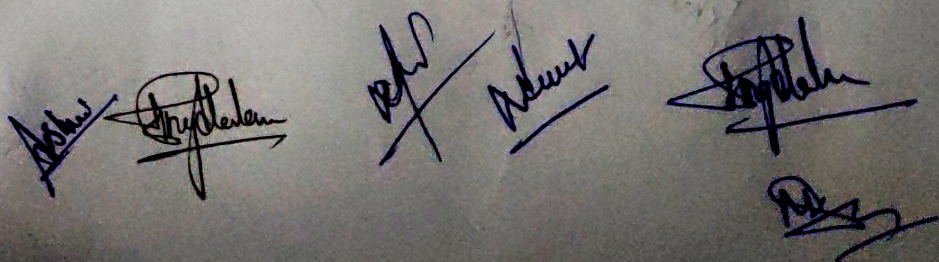
Forecasting and its types, Forecasting time horizons, Forecasting Techniques: : Qualitative and Quantitative; Factors affecting forecasting; Capacity Planning: capacity measurement, aggregate production planning, Bill of material, types of demand, MPS & MRP, types of MPS, Functions of MRP I and MRP II

**Unit IV**

Production Planning and Control: Introduction, meaning, importance, objectives, functions; Supply Chain Management: Introduction and concepts; Project Management: Introduction and concepts; Inventory Management: objectives & functions Types of inventories and demands, Inventory costs, Inventory Control Systems, ABC Classification, EOQ,

**Unit V**

Modern concepts/ techniques: Just in Time manufacturing, lean manufacturing, push pull production, Kanban systems, flexible manufacturing system, Quality assurance & control, ISO



quality systems/: ISO:9000, ISO:14000; Kaizen, six sigma; Maintenance Management, Waste Management

*\*Faculty will cover relevant case studies, unit wise according to the requirement of the concept for better understanding of the students.*

**Course Outcomes** focused on employability/entrepreneurship/skill development:

COs	After successful completion of this course, students would be able to:	Mapping
CO1	Analyze various issues related to designing and managing Operations	Employability
CO2	Analyze and evaluate various production alternatives and facility layouts	Employability
CO3	Formulate strategies to manage materials & production using forecasting techniques and capacity planning decisions	Entrepreneurship
CO4	Assess the objectives and phases of production planning and control	Skill Development
CO5	Justify the importance of quality control tools and their implementation and develop the waste management strategies	Skill Development

**Suggested Text & Reference Books:**

1. Russell and Taylor (2009), Operations Management along the Supply Chain, Wiley
2. S. Anil Kumar and N. Suresh (2008), Production & Operations Management, New Age International Publication.
3. Bhat, S. (2011), Production & Operations Management, Himalaya Publishing House
4. Chase, Jacob, Aquilano, Agarwal (2008), Operations Management for Competitive Advantage, Tata McGraw-Hill Evans & Collier (2007), Operations Management: An Integrated Goods and Service Approach, Cengage
5. Heizer, Render, Jagadeesh (2009), Operations Management, Pearson Education, India
6. Porter, A. (2011), Operations Management, Ventus Publishing
7. Klassen & Manor (2007), Cases in Operations Management, Sage Publishers
8. Krajewski, Ritzman, Malhotra (2007), Operations Management: Processes and Value Chains, Prentice-Hall
9. Mahadevan (2007), Operations Management: Theory and Practice, Pearson Education, India
10. Shroeder (2009), Operations Management: Contemporary Concepts and Cases, Tata McGraw-Hill

**List of Open-Source Software/learning website:**

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Subject Code	Subject Name	Maximum Marks Allotted					Total Marks	Contact Hours per week			Total Credits
		Theory			Project/Internship/Presentation/Self Learning			L	T	P	
		End Sem	Mid Sem	Quiz/Assignment	Internal	External					
1700105	Managerial Economics	60	20	20	-	-	100	3	-	-	3

**Course Objectives:**

Understand the relative importance of Managerial Economics. Know how the application of the principles of managerial economics can aid in achievement of business objectives. Understand and analyse the macro environment affecting the business decision making. The course will be assisted with Indian Management Case studies.

**Unit I**

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

**Unit II**

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

**Unit III**

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

**Unit IV**

Market structures: Perfect and Imperfect Market Structures, Perfect Competition, features, determination of price under perfect competition. Monopoly: Feature, pricing under monopoly,

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Oligopoly: Features Pricing, Cost-Based Pricing: Cost-plus/Make-up Pricing, Break-even Pricing, Marginal Pricing; Value-Based Pricing; Competition-Based Pricing; Demand-Based Pricing, price skimming, penetration pricing, Case study on Market Structure.

**Unit V**

National Income Aggregates and their Measurement; Inflation: Nature and Causes; Fiscal Policy: Taxes and Transfer of Payments, Role of Fiscal Policy; Monetary Policy: Role of Monetary Policy in India, Instruments of Monetary Control; Liberalization, Privatization and Globalization; Foreign Direct Investment (FDI), Case study on different Investment Proposal.

**Course Outcomes:**

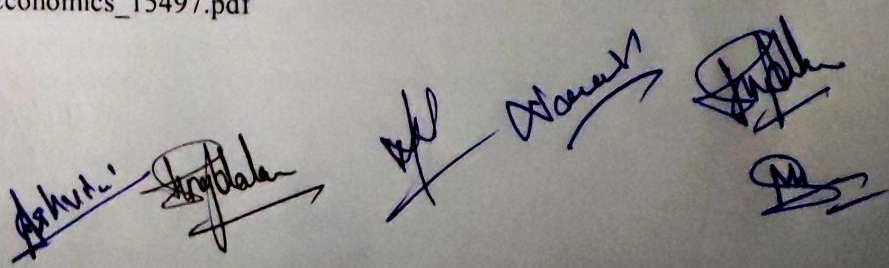
COs	After successful completion of this course, students would be able to:	Mapping
CO1	Explain the economic basis for business characteristics and market imperfections.	Employability
CO2	Compare the law of demand and law of supply on different products.	Entrepreneurship
CO3	Analyse cost output result	Skill Development
CO4	Recommend different pricing strategies for different product segments	Skill Development
CO5	Create strategies for controlling inflation in the country.	Employability

**Suggested Text and Reference Books:**

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

**List of Open-Source Software/learning website:**

1. <https://nptel.ac.in/courses/110105075>
2. <https://onlinelibrary.wiley.com/journal/10991468>
3. [https://www.academia.edu/34707649/Managerial\\_Economics\\_Textbook](https://www.academia.edu/34707649/Managerial_Economics_Textbook)
4. [https://www.opentextbooks.org.hk/system/files/export/15/15497/pdf/Principles\\_of\\_Manual\\_Economics\\_15497.pdf](https://www.opentextbooks.org.hk/system/files/export/15/15497/pdf/Principles_of_Manual_Economics_15497.pdf)



Subject Code	Subject Name	Maximum Marks Allotted					Total Marks	Contact Hours per week			Total Credits
		Theory			Project/Internship/Presentation/Self Learning			L	T	P	
		End Sem	Mid Sem	Quiz/Assignment	Internal	External					
1700106	Financial Accounting	60	20	20	-	-	100	3	-	-	3

**Course Objectives:**

This Course will help the student with the basic concepts, standards and practices of financial and Management Accounting, as well as to describe how to maintain accounting books and Statements for decision making process and case studies.

**Unit I**

Financial Accounting: Basic Accounting Concepts, Business entity concept, Money measurement concept, Going concern concept, Accounting period concept, Accounting cost concept, Dual aspect concept, Matching concept, Realisation concept, Accrual concept. Fundamental Conventions, case study on accounting concepts.

**Unit II**

Double entry system Concept and definition, Process of Accounting, Types of account, various stages of Double entry system accounting: Journal, Ledger, Trial Balance, Numerical Practice, case study on DES.

**Unit III**

Closing Entries, Opening Entries, Subsidiary Books and Rectification of Errors, Numerical Practice. Excel Modelling, Case study on accounting errors.

**Unit IV**

Preparation of Final Accounts with Adjustments: Manufacturing, Trading and Profit and Loss Account and Balance Sheet, Financial Statement Analysis case study on final account.

**Unit V**

An overview of Financial Statement Analysis, Objectives, Methods and Importance, Ratio Analysis, Numerical Problems, case study on ratio analysis.

Course Outcomes:		Mapping
COs	After successful completion of this course, students would be able to:	Employability
CO1	<b>Explain</b> accounting principles.	Entrepreneurship
CO2	<b>Compare</b> Journal, Ledger on different parameters.	Skill Development
CO3	<b>Judge</b> financial information for decision-making processes.	Skill Development
CO4	<b>Evaluate</b> financial information effectively and collaborate in diverse professional settings.	Employability
CO5	<b>Create</b> a financial model for Ratio Analysis by using Excel Modelling.	Employability

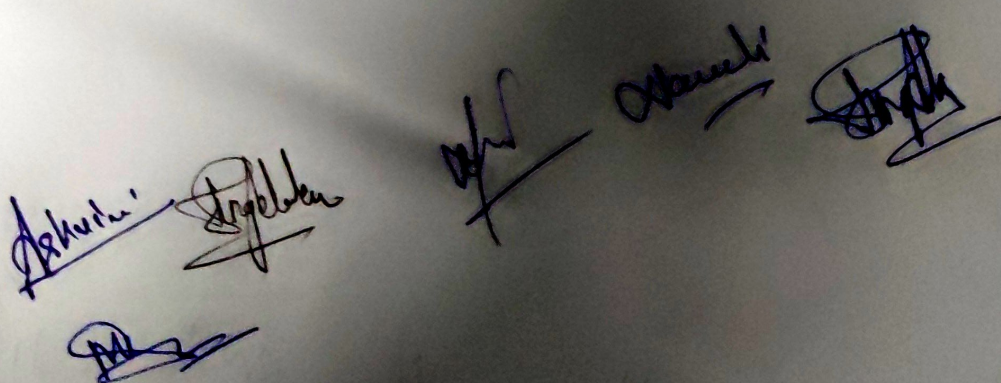
**Suggested Text & Reference Books:**

1. Porwal, L.S, "Accounting theory and practices" 9th edition, Tata McGraw Hill publication.
2. Rajasekaran, V. and Lalitha R. "Financial Accounting" Pearson publication.
3. Financial Management: Text & Problems; Khan M.Y. Jain and Jain, P.K., Tata McGraw-Hill Publishing Company Limited.
4. Financial Management, P. Chandra, Tata McGraw-Hill Publishing Company Limited.
5. Financial Management, I. M. Pandey, Vikas Publishing House Pvt. Ltd

**List of Open-Source Software/learning website:**

1. <https://archive.nptel.ac.in/courses/110/101/110101131/>

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Subject Code	Subject Name	Maximum Marks Allotted					Total Marks	Contact Hours per week			Total Credits
		Theory			Project/Internship/Presentation/Self Learning			L	T	P	
		End Sem	Mid Sem	Quiz/Assignment	Internal	External					
1700107	Data Driven Decision Making	60	20	20	-	-	100	3	-	-	3

**Course Objectives:**

The course objective of "Data Driven Decision Making" is to equip learners with the skills and knowledge to effectively utilize data in decision-making processes. Through practical examples and theoretical frameworks, participants will learn to collect, analyze, and interpret data, enabling them to make informed decisions that drive success in various domains.

**Unit I**

Understanding the importance of data in decision making, Exploring the role of data in modern business and society Ethical considerations in data-driven decision making, case study on modern business.

**Unit II**

Identifying relevant data sources, Techniques for data collection and data quality assurance Data cleaning, integration, and transformation, Exploratory data analysis techniques, Statistical methods for data analysis, Visualization techniques for data interpretation, case study on quality assurance.

**Unit III**

Introduction to predictive analytics, Techniques for building predictive models, Forecasting methods and applications, Understanding decision support systems, Utilizing data in decision support systems, Evaluating and optimizing decision-making processes, case study on Forecasting methods.

**Unit IV**

Principles of effective data visualization, Tools and techniques for data visualization, Communicating insights and findings through visual storytelling, Ensuring data privacy and confidentiality, Legal and ethical considerations in data handling, Implementing security measures to protect data, case study on data visualization.

**Unit V**

Examining case studies of successful data-driven decision making, Applying data-driven approaches in various domains (e.g., marketing, finance, healthcare), Learning from practical examples and experiences, Exploring emerging technologies and trends in data-driven decision making, Implications of artificial intelligence and machine learning, case study on successful data-driven decision making.

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*\*Faculty will cover relevant case studies, unit wise according to the requirement of the concept for better understanding of the students.*

Course Outcomes focused on employability/entrepreneurship/skill development:		Mapping
COs	After successful completion of this course, students would be able to:	
CO1	Classify the importance of data in decision making.	Entrepreneurship
CO2	Explain techniques for data cleaning, integration, and transformation.	Employability
CO3	Analyze the various data collection techniques for data interpretation.	Skill Development
CO4	Evaluate various forecasting methods used in decision support systems.	Skill Development
CO5	Create techniques of data visualizations for best utilization in decision making.	Entrepreneurship

**Suggested Text & Reference Books:**

1. Anderson, D. R., Sweeney, D. J., & Williams, T. A. (2019). Statistics for Business & Economics. Cengage Learning.
2. Few, S. (2019). Now you see it: Simple visualization techniques for quantitative analysis. Interlink Publishing.
3. Knaflic, C. N. (2015). Storytelling with data: A data visualization guide for business professionals. John Wiley & Sons.

**Suggested Additional Readings:**

1. Davenport, T. H. (2018). The AI advantage: How to put the artificial intelligence revolution to work. MIT Press.
2. Mayer-Schönberger, V., & Cukier, K. (2013). Big data: A revolution that will transform how we live, work, and think. Houghton Mifflin Harcourt.
3. Nisbett, R. E. (2015). Mindware: Tools for smart thinking. Penguin Books.
4. O'Neil, C. (2016). Weapons of math destruction: How big data increases inequality and threatens democracy. Broadway Books.

**List of Open-Source Software/learning website:**

<https://archive.nptel.ac.in/courses/110/104/110104094/>

Subject Code	Subject Name	Maximum Marks Allotted					Total Marks	Contact Hours per week			Total Credits
		Theory			Project/Internship/Presentation/Self Learning			L	T	P	
		End Sem	Mid Sem	Quiz/Assignment	Internal	External					
1700108	<b>Business Statistics</b>	<b>60</b>	<b>20</b>	<b>20</b>	-	-	<b>100</b>	<b>3</b>	-	-	<b>3</b>

**Course Objectives:**

This Course is designed to develop an understanding of basic concepts and working knowledge of statistical methods, procedures and data analysis. It is also intended to provide a background capacity in statistical description and analysis, appropriate for a business student.

The focus of the course is on the practical use of data in a business/economic decision environment, especially in an environment of risk and uncertainty. The course will help students to make informed decisions on the basis of observations and given data sets.

**Unit I**

Concept, Scope, Nature, Importance and limitations of statistics, Functions of statistics, Distrust of statistics, Misuse of statistics, planning of statistical enquiry, Collection of data, Editing of statistical data, Classification and Tabulation of data, Census and Sample investigation

**Unit II**

Arithmetic average, Weighted mean, Mode, Median and Geometric mean, weighted geometric mean, Uses of various averages and Limitations of averages.

**Unit III**

Concept of Dispersion, Methods of measuring dispersion, Quartile deviation, Mean deviation and Standard deviation, Coefficient of variation, Co-efficient of skewness - Karl Pearson's and Bowley's.

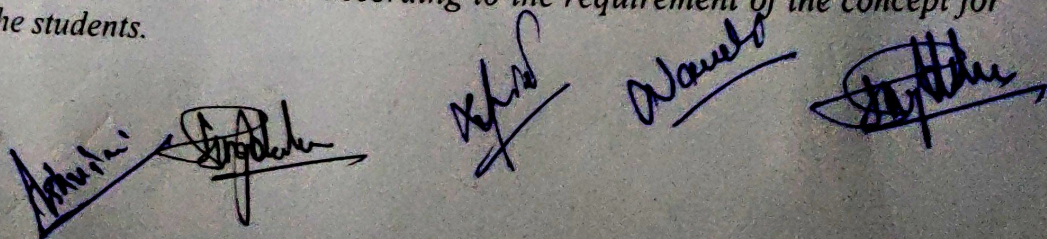
**Unit IV**

Meaning and Uses of index number, Methods of constructing index numbers: Simple, Aggregative method, Weighted aggregative methods, Fisher's ideal method.

**Unit V**

Concept and Importance of correlation, Types of correlation, Co-efficient of correlation method by Karl Pearson's, Spearman's and Concurrent deviation, Probable error. Regression equations, difference between correlation and regression, Co-efficient and standard deviation regression.

*\*Faculty will cover relevant problems, unit wise according to the requirement of the concept for better understanding of the students.*



**Course Outcomes** focused on employability/entrepreneurship/skill development:

COs	After successful completion of this course, students would be able to:	Mapping
CO1	Analyze the concept, scope, and nature of statistics and its relevance in different fields and industries.	Entrepreneurship
CO2	Compare the uses and applications of various averages in different statistical scenarios.	Skill Development
CO3	Recommend different methods of measuring dispersion, such as quartile deviation, mean deviation, and standard deviation.	Employability
CO4	Formulate the meaning and importance of index numbers in representing changes in data over time.	Skill Development
CO5	Create and design correlation methods, such as Karl Pearson's, Spearman's, and Concurrent deviation, for analyzing different types of data.	Employability

**Suggested Text Books & Reference Books:**

1. Levin and Rubin, Statistics for Management, Pearson Publication
2. Ken Black, Fundamentals of Statistics, Wiley India Publications
3. S.P.Gupta, Fundamentals of Statistics, Sultan Chand Publication
4. Anand Sharma, Statistics for Management, Himalaya Publication.

**List of Open-Source Software/learning website:**

[https://onlinecourses.nptel.ac.in/noc20\\_mg23/preview](https://onlinecourses.nptel.ac.in/noc20_mg23/preview)

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Subject Code	Subject Name	Maximum Marks Allotted					Total Marks	Contact Hours per week			Total Credits
		Theory			Project/Internship/Presentation/Self Learning			L	T	P	
		End Sem	Mid Sem	Quiz/Assignment	Internal	External					
1700109	Research Methodology	60	20	20	-	-	100	3	-	-	3

**Course Objectives:**

This course is designed to develop an understanding and working knowledge of research methodology required to conduct research. The focus of the course is also on developing the report after understanding the methodology & conducting research in a business/economic decision environment, especially in an environment of risk and uncertainty. The objectives of this course are to design and execute a basic survey research project, to understand the research tools and techniques for executing a business project and decision making.

**Unit I**

Introduction to Business Research; Background to research: Developing a research proposal; significance and types of research; Business research methods: An introduction; Business research process design

**Unit II**

Research Design and Sampling; Literature review: Identifying, accessing and managing sources of information and scholarly literature, Steps in literature review development; Measurement and scaling techniques, questionnaire design, sampling and sampling distributions.

**Unit III**

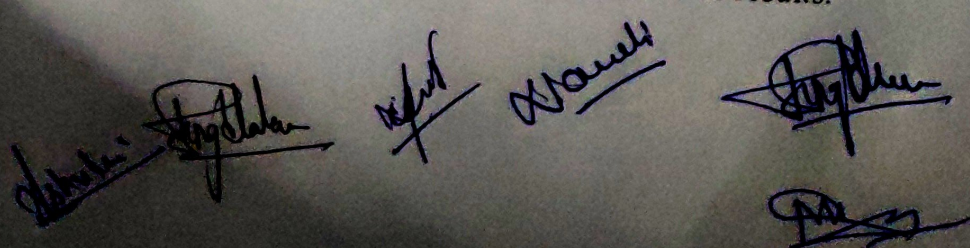
Data Collection & Fieldwork: Types of data: Data collection methods: Primary and secondary sources; Data entry and screening; Data collection instruments: Coding of questionnaires, survey and observations, experimentation, fieldwork and data preparation

**Unit IV**

Data Analysis and Presentation: Parametric & Non-parametric tests; Statistical inference: hypothesis testing for single population, hypothesis testing for two populations, hypothesis testing for categorical data (chi-square test), Reliability, validity, Correlation and simple linear regression analysis, Multivariate analyses (Multiple regression analysis, discriminant analysis, conjoint analysis, factor analysis, etc.).

**Unit V**

Result Presentation: Content and Format of the Business Research Report, Practical considerations: Timelines, budgets, supervision and management. Business Research Report: Common problems encountered when preparing the report and Presentation of results.



*\*Faculty will cover relevant research-based cases according to the requirement of the concept for better understanding of the students.*

**Course Outcomes** focused on employability/entrepreneurship/skill development:

COs	After successful completion of this course, students would be able to:	Mapping
CO1	Analyze and compare different types of research methodologies to determine their suitability for addressing specific business problems or opportunities.	Skill Development
CO2	Utilize literature review development steps to critically analyze and synthesize scholarly sources on a specific business topic.	Employability
CO3	Design and conduct fieldwork activities, ensuring ethical considerations and accurate data collection.	Skill Development
CO4	Evaluate the validity and reliability of research findings based on statistical analyses.	Entrepreneurship
CO5	Create a well-structured and professional business research report, presenting research findings in a clear and concise manner.	Skill Development

**Suggested Text & Reference Books:**

1. C. R. Kothari (2004), Research Methodology: Methods & Techniques, New Age International Publishers
2. Bajpai, N. (2011), Business research methods, 2nd edition, Pearson education
3. Cooper, D. R., Schindler, P. S., & Sharma, J. K., Business research methods, 12ed., Tata McGraw Hill Education.
4. Hair Jr., J. F., Celsi, M. W., Money, A. H., Samouel, P., & Page, M. J., Essentials of Business research methods, 2nd ed., Routledge, Taylor & Francis Group.
5. Ranjit Kumar, (2005), Research Methodology, Pearson Education

**List of Open-Source Software/learning website:**

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Subject Code	Subject Name	Maximum Marks Allotted					Total Marks	Contact Hours per week			Total Credits
		Theory			Project/Internship/Presentation/Self Learning			L	T	P	
		End Sem	Mid Sem	Quiz/Assignment	Internal	External					
1700115	Business Communication & Skills (MAC)	60	20	20	-	-	100	3	-	-	3

**Course Objectives:**

Students will develop effective communication skills for professional settings, including written, oral, and interpersonal communication. They will enhance their ability to deliver persuasive presentations, engage in active listening, and collaborate in diverse teams. Students will also cultivate critical thinking, problem-solving, and leadership skills to succeed in the business environment.

**Unit I**

Introduction to Business Communication: Importance, objectives, and principles of effective business communication, Verbal Communication: Developing clarity, brevity, and precision in oral communication, Nonverbal Communication: Understanding body language, gestures, and facial expressions, Interpersonal Communication: Building rapport, active listening, and feedback skills, Cross-Cultural Communication: Recognizing cultural differences and adapting communication styles accordingly.

**Unit II**

Business Writing Essentials: Developing clear, concise, and professional writing skills, Email and Electronic Communication: Crafting effective and professional emails, managing inbox etiquette, Business Reports and Proposals: Structuring, writing, and presenting comprehensive reports and persuasive proposals, Business Correspondence: Writing professional letters, memos, and other formal business documents, Grammar and Mechanics: Enhancing writing skills through proper grammar, punctuation, and sentence structure.

**Unit III**

Effective Public Speaking: Techniques for overcoming nervousness, improving vocal delivery, and engaging the audience, Presentation Structure and Design: Planning, organizing, and designing effective presentations, Visual Aids and Multimedia: Effective use of visual aids and multimedia tools to enhance presentations, Persuasive Communication: Techniques for influencing and persuading others through effective communication, Handling Questions and Feedback: Responding to audience questions and feedback in a confident and professional manner.

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**Unit IV**

Team Communication Dynamics: Understanding team communication processes and roles, Virtual Communication: Strategies for effective communication in virtual teams and remote work settings, Conflict Resolution: Techniques for managing and resolving conflicts within teams, Collaborative Decision Making: Engaging in group decision-making processes and fostering consensus, Effective Meeting Management: Planning, facilitating, and participating in productive meetings.

**Unit V**

Professional Etiquette: Understanding workplace etiquette, professionalism, and business ethics, Networking and Relationship Building: Strategies for building and maintaining professional relationships, Job Search and Interview Skills: Resume writing, cover letters, job search strategies, and interview preparation, Personal Branding: Developing a personal brand and utilizing social media for professional growth, Communication for Leadership: Effective communication strategies for leadership roles, managing teams, and influencing others.

**Course outcomes focused on employability/entrepreneurship/ skill development**

COs	After successful completion of this course, students would be able to:	Mapping
CO1	Demonstrate his verbal and non-verbal communication ability through presentations.	Skill development
CO2	Evaluate and synthesize information to develop persuasive and well-structured written and oral communication,	Skill development
CO3	Demonstrate professional speaking skills using effective multimedia-based presentations	Employability
CO4	Develop problem-solving skills in communication, addressing conflicts, and challenges in the workplace, making sound decisions resolving communication-related issues.	Employability
CO5	Draft effective business correspondence with brevity and clarity.	Entrepreneurship

**Suggested Text & Reference Books:**

- Guffey, M. E., & Loewy, D. (2021). Business Communication: Process and Product (10th ed.). Cengage Learning.
- Murphy, H. A., & Hildebrandt, H. W. (2017). Effective Business Communications (8th ed.). McGraw-Hill Education.
- Sullivan, J. (2016). Simply Said: Communicating Better at Work and Beyond. John Wiley & Sons.
- Krogerus, M., & Tschäppeler, R. (2015). The Communication Book: 44 Ideas for Better Conversations Every Day. W. W. Norton & Company.
- Cialdini, R. B. (2021). Influence: The Psychology of Persuasion (Rev. ed.). Harper Business.
- Suggested Additional Readings:
- Bovee, C. L., & Thill, J. V. (2021). Business Communication Essentials (8th ed.). Pearson.

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8. O'Rourke, J. S. (2016). Business Communication: A Problem-Solving Approach (2nd ed.). Flat World Knowledge.
9. Lesikar, R. V., Flatley, M. E., & Rentz, K. (2019). Basic Business Communication: Skills for Empowering the Internet Generation (14th ed.). McGraw-Hill Education.
10. Hargie, O. (2016). Skilled Interpersonal Communication: Research, Theory, and Practice (6th ed.). Routledge.
11. Hynes, G. E. (2018). Managerial Communication: Strategies and Applications. Sage Publications.
12. Locker, K. O., & Kaczmarek, S. K. (2022). Business Communication: Building Critical Skills (8th ed.). McGraw-Hill Education.

**List of Open-Source Software/learning website:**  
<https://nptel.ac.in/courses/110105052>

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