



|| Jai Sri Gurudev ||
Sri Adichunchanagiri Shikshana Trust (R)

SJB Institute of Technology

An AUTONOMOUS INSTITUTION UNDER VISVESVARAYA TECHNOLOGICAL UNIVERSITY



Approved by AICTE, 2(f) and 12(B) recognized by UGC, New Delhi
Accredited by NAAC, Accredited by NBA, Certified by ISO 9001 - 2015



S J B I T

Autonomous PG Scheme & Syllabus

Programme: MBA

MBA/MCA BLOCK

**SCHEME
2023**

SJBIT ADMINISTRATIVE BLOCK

I to IV Semester



SERVICE TO MANKIND IS SERVICE TO GOD

His Divine Soul Padmabhushana

Sri Sri Sri Dr. Balagangadharanath Maha Swamiji

Founder President, Sri Adichunchanagiri Shikshana Trust®



Belief in God is not ignorance or illusion. It is a belief that there is an unseen, ineffable Power that transcends all our powers of muscles, mind and lives.

His Holiness Parama Pujya

Sri Sri Sri Dr. Nirmalanandanatha Maha Swamiji

President, Sri Adichunchanagiri Shikshana Trust®



True richness is the generosity of heart. Cultivate it and work to help the less fortunate ones in life.

Revered Sri Sri Dr. Prakashanatha Swamiji

Managing Director, BGS & SJB Group of Institutions & Hospitals



People and prosperity follow the path which the leaders take. So the elders and leaders should make sure that they give the right lead and take the right path.



SCHEME:2023
SEM:I

AUTONOMOUS SCHEME- PG – MBA First Year

Aca.Year.:2023-24

SL No	Course Type	Course type Count	Course Code	Course Title	Teaching Dept.	QP setting dept	Credits	Teaching Hrs/Week				Examinations				
								L	T	P	S	CIE Marks	SEE			Tot. Marks
								Lecture	Tutorial	Practical	PBL/ABL/SL/others.		Dur.	Th. Mrks	Lab. Mrks.	
1	PCC	1	23MBAC101	Principles of Management and Organizational Behavior	MBA	MBA	3	3	0	0	50	03	50	-	100	
2	PCC	2	23MBAC102	Managerial Economics			4	4	0	0	50	03	50	-	100	
3	PCC	3	23MBAC103	Accounting for Managers			4	4	0	0	50	03	50	-	100	
4	PCC	4	23MBAC104	Business Statistics			4	4	0	0	50	03	50	-	100	
5	PCC	5	23MBAC105	Fundamentals of Business Analytics			4	4	0	0	50	03	50		100	
6	PCC	6	23MBAC106	Communication Skills for Business			3	3	0	0	50	03	50	-	100	
7	AEC	1	23MBAA107	Microsoft Advanced Excel for Managers	I.E.	I.E.	1	0	0	2	50	02	50		100	
8	AEC	2	23MBAA108	Soft Skills for Employability-I	I.E.	I.E.	1	0	0	2	50	02	50		100	
Total							24	22	0	4	0	400	22	400	0	800

PCC: Professional Core Course, Ability Enhancement Course (AEC) {I.E.-Industry Experts}. Practical /Field Work / Assignment are part of contact hours for the faculty and must be considered in the workload. SLC: Self Learning Courses -10 to 15 courses shall be defined at the beginning of the course. Student shall select one course of their interest. Each student shall be allotted Mentors to guide through their course. Weekly assignment reviews shall be done by Mentors. Course shall be completed between 1st and 3rd Semester. Rubrics & Methodology shall be defined separately.



AUTONOMOUS SCHEME – PG - MBA First Year

SCHEME:2023

Aca.Year.:2023-24

SEM:II

SL No	Course Type	Course type Count	Course Code	Course Title	Teaching Dept.	QP setting dept	Credits	Teaching Hrs/Week				Examinations				
								L	T	P	S	CIE Marks	SEE			Tot. Marks
								Lecture	Tutorial	Practical	PBL/ABL/SL/others.		Dur.	Th. Mrks	Lab. Mrks.	
1	PCC	7	23MBAC201	Human Resource Management	MBA	MBA	3	3	0	0		50	03	50	-	100
2	PCC	8	23MBAC202	Corporate Financial Management			4	4	0	0		50	03	50	-	100
3	PCC	9	23MBAC203	Marketing Management			3	3	0	0		50	03	50	-	100
4	PCC	10	23MBAC204	Operations Research			4	4	0	0		50	03	50	-	100
5	PCC	11	23MBAC205	Corporate Compliance			3	3	0	0		50	03	50		100
6	PCC	12	23MBAC206	Entrepreneurship Development			3	3	0	0		50	03	50	-	100
7	AEC	3	23MBAA207	Digital Marketing	I.E.	I.E.	1	0	0	2		50	02	50	-	100
8	AEC	4	23MBAA208	Soft Skills for Employability-II	I.E.	I.E.	1	0	0	2		50	02	50		100
9	NCMC	1	23MBAN209	Societal Project	MBA	MBA	PP/NP	0	0	0	@	50	-	-	-	50
Total							22	20	0	4		450	22	400		850

PCC: Professional Core Course, AEC: Ability Enhancement Course {I.E.-Industry Experts}, NCMC: Non-Credit Mandatory Course: The student shall undergo mandatory Societal Project as per the Scheme of Teaching and Examination under the guidance of one of the faculty members of the Department. Practical /Field Work /Project work/ Assignment are part of contact hours for the faculty and must be considered in the workload. @: Compulsorily through PBL/ABL/SL/Others. SLC: Self Learning Courses -10 to 15 courses shall be defined at the beginning of the course. Student shall select one course of their interest. Each student shall be allotted Mentors to guide through their course. Weekly assignment reviews shall be done by Mentors. Course shall be completed between 1st and 3rd Semester. Rubrics & Methodology shall be defined separately.



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Master of Business Administration (MBA)



Semester:	I	Course Type:	PCC
Course Title: Principles of Management and Organizational Behaviour			
Course Code:	23MBAC101	Credits:	3
Teaching Hours/Week (L:T:P:O)		3:0:0:0	Total Hours: 40
CIE Marks:	50	SEE Marks:	50
SEE Type:	Theory		Exam Hours: 3 Hours
I. Course Objectives:			
<ol style="list-style-type: none"> To provide basic knowledge of the key concepts and theories relating to management To help students develop acumen for management functions. To help students understand and think critically about their own and other's behaviours in organization. To help students develop a perspective on concepts that influence human behavior in organizations. 			
II. Teaching-Learning Process (General Instructions):			
<ul style="list-style-type: none"> Chalk & Talk Method Power Point Presentation Keynotes Activity Based Presentations Assignment Subject Viva Voce Beyond Syllabus 			
Pre requisites:			
Understanding & application of the concept, setting goal & personal commitment			
III. COURSE CONTENT			
Module-1: Introduction to Management			8 Hours
Meaning, Nature, Scope, Managerial Levels, Managerial roles and skills, Management v/s Administration, Evolution of Management Theory, Recent trends in Management.			
Case Study: "Nuts and Bolts"			
Textbook: Principles of Management, William, Manjunath			
RBT Levels: L1, L2, L3 &L4			
Module-2: Functions of Management			8 Hours
Planning: Nature, Objectives, process, Types of Plans, Planning Techniques			
Decision-making: Process, types of decisions and Techniques			
Organizing: Organization structure, Formal and informal organizations, Principles of organizations			
Directing: Definitions, Importance, Elements and Principles of Directing			
Controlling: Importance, Process, types of control, factors influencing control effectiveness			

Case Study: Functions of Management in different companies-McDonald, KFC etc.																
Textbook: Essentials of Management-Koontz, McGraw Hill, 8/e,2020																
RBT Levels: L2, L3,L4 & L5																
Module-3: Fundamentals of Organizational Behavior														8 Hours		
Fundamental principles of OB, contributing disciplines, Challenges and opportunities for OB-Responding to Economic Pressure, Responding to Globalization, Managing Workforce Diversity																
Personality: Meaning- types – Factors influencing personality																
Attitudes: Meaning-Characteristics-Components-Formation-Measurement-Values																
Perceptions: Importance-Factors influencing perception-Interpersonal perception																
Case Study: Impact of Globalization																
Textbook: Organizational behavior, Stephen P Robbins, Timothy A. Judge, Neharika Vohra,14th Edition, Pearson,2012.																
RBT Levels: L1, L2, L3 &L4																
Module-4: Dynamics of Organizational Behavior														8 Hours		
Teamwork: Nature of Teams, Team Characteristics, Teams Versus Groups, Teamwork, Processes of Team Development, Organizational culture and climate: Culture: Meaning, Elements of Organizational Culture, Importance of Organizational Culture. Factors affecting organizational climate – Importance. Organizational Change																
Case Study: Employee Friendly Organization																
Textbook: Ramesh B. Rudani, Tata McGraw Hill, 2013, page no-432																
RBT Levels: L2, L3,L4 & L5																
Module-5: Motivation and Leadership														8 Hours		
Motivation: Meaning, theories of motivation- Maslow’s Hierarchy of Needs, Two factor theory, application of motivational theories. Leadership - Meaning, Styles of leadership. Power, Meaning, Sources, Consequences of Power.																
Case Study: Need to review Motivation Policies in accordance with Global Management Practices																
Textbook: Principles and Practices of Management and Organizational Behavior, Chandrani Singh and Aditi Khatri, Sage Publication, 2019.																
RBT Levels: L2, L3,L4 & L5																
IV. COURSE OUTCOMES																
CO1	Understand the fundamentals of management, theory of management and its trends.															
CO2	Apply their understanding of management functions in organizations															
CO3	Analyze the concepts of OB to manage the behavior of people in organizations.															
CO4	Discuss recent trends in management and inclusive leadership practices.															
V. CO-PO-PSO MAPPING (mark H=3; M=2; L=1)																
PO/PSO	1	2	3	4	5	PSO1	PSO2	PSO3	PSO4							
CO1	1				2	2										
CO2		2	2						3							
CO3				3			2									
CO4		2		2			3									
VI. Assessment Details (CIE & SEE)																
General Rules: Refer appendix section1																
Continuous Internal Evaluation(CIE): Refer appendix section1																

Semester End Examination(SEE): Refer appendix section1

VII. Learning Resources

VII(a): Textbooks:

Sl. No.	Title of the Book	Name of the author	Edition and Year	Name of the publisher
1	Essentials of Management	Koontz	8/e,2020	McGraw Hill
2	Management: Text and Cases	VSP Rao	2 nd ,2007	Excel Books
3	Organizational behavior	Stephen P Robbins, Timothy A. Judge, Neharika Vohra	14th Edition,2012	Pearson

VII(b): Reference Books:

1	Principles of Management	Ramesh B. Rudani	1 st 2013	Tata McGrawHill
2	Management and Organization Behavior	K Ashwathappa G. Sudarshana Reddy	2017	HPH

VII(c): Web links and Video Lectures (e-Resources):

Mention the links of the online resources, video materials, etc.

https://onlinecourses.nptel.ac.in/noc22_mg104/preview

•https://onlinecourses.nptel.ac.in/noc22_mg78/preview

•https://learninglink.oup.com/access/king-lawley3e-student-resources#tag_all-chapters

•<https://openstax.org/details/books/organizational-behavior>

•<https://www.classcentral.com/course/introduction-organisational-behaviour-11892>

VIII: Activity Based Learning / Practical Based Learning/Experiential learning:

Suggested Activities:

Activity based: Seminar, assignments, quiz, case studies

Practical Based: Industry visit

Experiential learning: Self-study activities



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Master of Business Administration (MBA)



Semester:	I	Course type:	PCC		
Course Title: Managerial Economics					
Course Code:	23MBAC102		Credits:	04	
Teaching Hours/Week (L:T:P:O)			4:0:0:0	Total Hours:	50
CIE Marks:	50	SEE Marks:	50	Total Marks:	100
SEE Type:	Theory			Exam Hours:	3 Hours
I. Course Objectives:					
1.To develop the abilities of students to apply fundamental principles of economics to a wide range of managerial decisions, as well as public policy issues					
2.To provide a guidance to increase value creation					
3.To understand of the external business environment in which organizations operate					
II. Teaching-Learning Process (General Instructions):					
Presentation, Case study, Assignment					
Pre-requisites (Self Learning): Understanding & application of the concept, setting goal & personal commitment					
III. COURSE CONTENT					
Module-1:Basic Concepts and Principles					7 Hours
Meaning, Nature, Scope & Significance, Uses of Managerial Economics, Role and Responsibilities of Managerial Economist, Relation of Managerial Economics with Decision Sciences. Recent Trends in Economics: Econometrics, New Economic Initiatives proposed by Indian government for economic growth of private sector-like Atma Nirbhar Bharath Abhiyan.					
Theory of Firm: Forms of Ownership-Objectives of Firm-Principal Agent Problem, Managerial theories: Baumol's Model, Marris's model of growth maximization, Williamson's model of managerial discretion					
Case study: Vistara: Scaling New Heights in the Skies – Geetika, Piyali Ghosh & Purba Roy Chowdhury					
RBT Levels: L1-Remembering,L2-Understanding					
Module-2:Consumer Behaviour, Demand and Supply					10 Hours
Consumer Choice-Consumer Preferences-Consumer's Income-Revealed Preference Theory-Consumer Surplus-Law of Demand-Law of Supply-Market Equilibrium-Elasticity's of Demand and Supply-Effect on Market Equilibrium– Techniques and Methods of Demand Forecasting					
(Problems on Price Elasticity of Demand)					
Case Study: Forecasting Electricity Price Mark Hirschey					
RBT Levels: L1-Remembering,L2-Understanding,Applying-L3					
Module-3:Cost and Production Analysis					10 Hours

Concepts of Production, production function with one variable input - Law of Variable Proportion, Laws of returns to scale, Indifference Curves, ISO-Quants & ISO-Cost line, Economies of scale, Diseconomies of scale, Types of cost, Break Even Analysis–Meaning, Assumptions, Determination of BEA, Limitations, Margin of safety, Uses of BEA In Managerial decisions (Theory and simple Problems).

Case Study: Workers Productivity Among Giant US Corporations Mark Hirschey

RBT Levels:L1-Remembering,L2-Understanding,Applying-L3, Analysis-L4

Module-4:Market Morphology and Equilibrium Condition

13 Hours

Market Morphology - Demand and Revenue of a Firm - Market Demand Curve and Firm’s Demand Curve - Short Run Equilibrium-Market Supply Curve and Firm’s Supply Curve - Long Run Equilibrium - Perfect Competition: Existence in Real World

Monopolistic Competition

Monopolistic Competition-Demand and Marginal Revenue Curves of a Firm- Price and Output Decisions in Short Run-Price and Output Decisions in Long Run-Monopolistic Competition and Advertising-Comparison between Monopolistic Competition, Monopoly and Perfect Competition

Oligopoly: Duopoly - Price and Output Decisions - Collusive Oligopoly -Price Leadership

Case Study- Walmart Monopsony Power Geetika, Piyali Ghosh & Purba Roy

RBT Levels:L1-Remembering,L2-Understanding,L4-Analyse

Module-5:Macro economic Aspects of Managerial Decisions

10 Hours

Marco Economics-Basic concepts, Indicators, Business cycle Meaning, Phases, Effects of fluctuation on business firms, Managing the business cycles, Cycle pricing

Fiscal policy and Monetary Policy: Meaning of Fiscal policy, three main types of fiscal policy – neutral policy, expansionary, and contractionary. Monetary policy: Meaning, Objectives of monetary policies: Controlling Tools of credit control, New Industrial policy

Case Study: How Basic is the Universal Basic Income Geetika, Piyali Ghosh & Purba Roy

RBT Levels:L1-remembering,L2-Understanding

IV. COURSE OUTCOMES

CO1	Apply the economic way of thinking to business decisions
CO2	Understand the behavior of economic agents
CO3	Analyze production, cost and allocation of resources; Evaluate market structure and pricing strategies
CO4	Comprehend the macroeconomic environment that has direct business implications

V. CO-PO-PSO MAPPING(mark H=3; M=2; L=1)

PO/PSO	1	2	3	4	5	PSO1	PSO2	PSO3	PSO4							
CO1	3	2		1		2										
CO2	2	2				3										
CO3	2			2				3								
CO4	3	2		2			2		2							

VI. Assessment Details (CIE & SEE)

General Rules: Refer appendix section1

Continuous Internal Evaluation(CIE): Refer appendix section1

Semester End Examination(SEE): Refer appendix section1

VII. Learning Resources

VII(a): Textbooks:

Sl. No.	Title of the Book	Name of the author	Edition and Year	Name of the publisher
1	Managerial Economics	Geetika_ Piyali Ghosh_ Purba Roy Chowdhury	2/e ,2011	McGraw-Hill Education
2	Markets for Managers, A Managerial Economics Primer	Anthony J. Evans	2014	Wiley
3	Managerial Economics.	D.M Mithani	2016	HPH publications

VII(b): Reference Books:(Insert or delete rows as per requirement)

1	Managerial Economics	Samuelson & Marks	2015, 5/e	Wiley
2	Fundamentals of Managerial Economics	Mark Hirschey	12 th edition	Cengage Learning

VII(c): Web links and Video Lectures (e-Resources):

https://onlinecourses.swayam2.ac.in/imb19_mg16/preview

VIII: Activity Based Learning / Practical Based Learning/Experiential learning:

Seminar, Assignments, Quiz, Case studies, Industry visit, Self-study activities, Group discussions

- Assessment of Demand Elasticity–Price, Income and Cross(Problems)
- Demand Forecasting: Application of qualitative and quantitative methods of demand forecasting to various sectors (Automobile, Service, Pharmaceutical, Information Technology, FMCG, Hospitality etc.) in India. Students are expected to assess the impact of advertisement or sales promotion on the demand of a product
- An in-depth study of economic indicators on the growth rate and presentation on the same
- Analyze the impact of the Union Budget on different sectors of the Indian economy, fiscal discipline and disinvestment proposals of the GOI and presentation on the same
- A study on the effect of monetary policy on banking and NBFCs. A debate can be held on the pros and cons of the monetary policy.



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Master of Business Administration (MBA)

Semester:	I	Course type:	PCC		
Course Title: Accounting for Managers					
Course Code:	23MBAC103		Credits:	04	
Teaching Hours/Week (L:T:P:O)			4:0:0:0	Total Hours:	50
CIE Marks:	50	SEE Marks:	50	Total Marks:	100
SEE Type:	Theory			Exam Hours:	3 Hours
I. Course Objectives:					
<ol style="list-style-type: none"> 1. To enable the students to understand the conceptual framework of accounting, reporting and financial statements. 2. To enable the students in preparation of books of accounts and accounting records leading to final accounts and interpretation there-off. 3. To acquaint the students with interpretation of accounting information and analyses of financial statements for decision making. 					
II. Teaching-Learning Process (General Instructions):					
Power Point Presentation Solved Illustrations Beyond Syllabus					
Pre-requisites (Self Learning): Understanding & application of the concept, setting goal & personal commitment					
III. COURSE CONTENT					
Module-1: Introduction to Accounting					7 Hours
Introduction to Accounting:					
Meaning of Accounting, Branches of Accounting Financial Accounting: Meaning, objectives and need, Users of Accounting Classification of Accounts, Single Entry System, Double Entry System, Basics of Generally Accepted Accounting Principles (GAAP), IFRS, Indian Accounting Standards, Concepts and Conventions of Accounting					
RBT Levels: L1: Remember L2: Understand					
Module-2: Financial Accounting Process					14 Hours
Financial Accounting Process					
Journal, Ledger, Trial Balance, Accounting Equation, Classification of Capital and Revenue Expenditure and Income, Cash Book and Other Subsidiary Books (Theory), Accounting Cycle, Case study on Final Accounts with adjustment as per companies Act 2013.					
RBT Levels: L2: Understand L3: Apply L4: Analyze					
Module-3: Analysis of Financial Statements					14 Hours

Analysis of Financial Statements: Meaning and Purpose of Financial Statement Analysis, Trend Analysis, Comparative Analysis, Common Size Analysis, Financial Ratio Analysis, Preparation of Financial Statements using Financial Ratios, Case Study on Financial Ratio Analysis. Preparation of Cash flow Statement (indirect method). (Theory and Problems).															
RBT Levels: L3: Apply L4: Analyze, L5: Evaluate															
Module-4:Bank Reconciliation Statement											6 Hours				
Bank Reconciliation Statement: Rules for recording Receipts and Payments in cash book and bank passbook, reasons for differences in the balances of cash book and bank pass book. Meaning and Preparation of Bank reconciliation statement. (Theory and Problems).															
RBT Levels: L2: Understand L3: Apply L4: Analyze															
Module-5:Depreciation and Emerging Issues in Accounting											9 Hours				
Depreciation and Emerging Issues in Accounting: Depreciation: Meaning, characteristics and causes of depreciation, Types of Depreciation. Tax implication of depreciation. (Problems only on straight line and WDV method).															
Emerging Issues in Accounting: Human Resource Accounting, Forensic Accounting, Green Accounting, Sustainability Reporting, Crypto currency and AI in Accounting. (Theory only).															
RBT Levels:L2: Understand L3: Apply L4: Analyze															
Practical Component:															
1. Companies Annual Report Analysis (CARA)															
2. Understanding the applications of IFRS and IND IAS															
3. Case Study on Bank Reconciliation Statements															
4. Financial Statement Analysis using Excel.															
IV. COURSE OUTCOMES															
CO1	Students should be able to demonstrate theoretical knowledge and its application in real time accounting.														
CO2	Students should be capable of preparing financial statement of companies.														
CO3	Students should independently undertake financial statement analysis and take financial decisions.														
CO4	Students should be able to comprehend emerging trends in accounting and computerization of accounting systems.														
V. CO-PO-PSO MAPPING (mark H=3; M=2; L=1)															
PO/PSO	1	2	3	4	5	PSO1	PSO2	PSO3	PSO4						
CO1	2	2		3		3									
CO2		2					2								
CO3								2							
CO4	2		2					2							
VI. Assessment Details (CIE & SEE)															
General Rules: Refer appendix section1															
Continuous Internal Evaluation(CIE): Refer appendix section1															
Semester End Examination(SEE): Refer appendix section1															
VII. Learning Resources															
VII(a): Textbooks:															

Sl. No.	Title of the Book	Name of the author	Edition and Year	Name of the publisher
1	Financial Accounting: A Managerial Perspective	Narayanaswamy R	5 th Edition, 2014	PHI
2	Financial Accounting	Jain S. P and Narang K L	2014	Kalyani Publishers
3	A Text book of Accounting for Management	Maheswari S. N, Maheswari Sharad K. Maheswari	2 nd Edition	Vikas Publishing house (P) Ltd.

VII(b): Reference Books:

1	Financial Accounting for Managers	N. Ramachandran, Ram Kumar Kakani	4 th Edition, 2016	McGraw Education (India) Private Limited
2	Accounting and Finance for Non finance Managers	Jai Kumar Batra	1 st Edition, 2018	Sage Publications

VII(c): Web links and Video Lectures (e-Resources):

- <https://icmai.in/upload/Students/Syllabus2016/Inter/Paper-5New.pdf>
- <https://journals.sagepub.com/home/jaf>
- https://icmai.in/upload/Students/Syllabus-2012/Study_Material_New/Inter-Paper5- Revised.pdf
- <https://books.mec.biz/tmp/books/Y3BMTIHRR2UE7LMTZG3T.pdf>
- <https://drnishikantjha.com/booksCollection/Financial%20Accounting%20-%20BMS%20.pdf>
- <https://www.pdfdrive.com/accountancy-books.html>
- https://onlinecourses.swayam2.ac.in/nou22_cm18/preview
- <https://www.coursera.org/lecture/uva-darden-financial-accounting/what-is-accounting-eXQEc>

VIII: Activity Based Learning / Practical Based Learning/Experiential learning:

Seminar, assignments, quiz, case studies and Annual Report Analysis (ARA)



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Master of Business Administration (MBA)



Semester:	I	Course Type:	PCC
Course Title: Business Statistics			
Course Code:	23MBAC104	Credits:	4
Teaching Hours/Week (L:T:P:O)		4:0:0:0	Total Hours: 50
CIE Marks:	50	SEE Marks:	50
SEE Type:		Theory	Exam Hours: 3 Hours
I. Course Objectives:			
<ol style="list-style-type: none"> 1. To facilitate the students to compute the various measures of central tendency and dispersion using descriptive statistics. 2. To enhance the skills to visualize and estimate the relationship between variables using correlation and regression analysis. 3. To equip with the skills of decision-making using probability techniques. 4. To empower with the knowledge of trend analysis. 5. To make the students understand the procedure of hypothesis testing using appropriate parametric and non-parametric tests. 			
II. Teaching-Learning Process (General Instructions):			
Mention the planned/proposed sample Strategies, which teachers can use to accelerate the attainment of the various course outcomes.			
Pre-requisites (Self Learning): Understanding & application of the concept, setting goal & personal commitment			
III. COURSE CONTENT			
Module-1: Introduction to Statistics			10 Hours
Meaning and Definition, Importance, Types, Applications of Statistics, Measures of Central Tendency - Median, Quartiles, Deciles, Percentiles, Mode. Measures of Dispersion -Range, Quartile deviation, Mean deviation, Standard deviation, Variance, Coefficient of Variation. (Theory and Problem).			
RBT Levels: L2 L3			
Module-2: Correlation and Regression:			10 Hours
Correlation - Significance, Types, and Methods, Scatter diagram, Karl Pearson correlation, Spearman's Rank correlation, Regression, Significance, Linear Regression Analysis, Types of regression models, Lines of Regression. (Theory and Problem).			
RBT Levels: L2 L3			
Module-3:Probability Distribution:			10 Hours

Concept of probability, Counting rules for determining number of outcomes - Permutation and Combination, Concept of Probability Distribution, Theoretical Probability Distributions -Binomial, Poisson, Normal (Problems only on Binomial, Poisson and Normal). (Theory and Problem).															
RBT Levels: L4															
Module-4: Time Series Analysis:												10 Hours			
Objectives, Variations in Time Series. Measurement of Trend, Graphic Method, Moving Average Method, Semi-Average Method, Least Square Method. Measurement of Seasonal Variations- Method of Simple Averages, Ratio to Trend Method-Ratio to Moving Average Method, Link Relative Method. (Theory and Problem).															
RBT Levels:L2															
Module-5: Hypotheses Testing:												10 Hours			
Definition, Types, Procedure for testing, Errors in hypotheses testing. Parametric and Non-Parametric Tests -t-test, z-test, f-test, Chi-square test, u-test, K-W Test (problems on all tests).Analysis of Variance (ANOVA)															
RBT Levels:L5															
IV. COURSE OUTCOMES															
CO1	Understand how to organize, manage, and present the data														
CO2	Use and apply a wide variety of specific statistical tools														
CO3	Understand the applications of probability in business														
CO4	Effectively interpret the results of statistical analysis														
CO5	Create an organizational marketing plan through research for any type of business														
V. CO-PO-PSO MAPPING (mark H=3; M=2; L=1)															
PO/PSO	1	2	3	4	5	PSO1	PSO2	PSO3	PSO4						
CO1	1				2	3									
CO2		2	2				2								
CO3				3		3		2							
CO4		2		2			1		2						
CO5	2	3													
VI. Assessment Details (CIE & SEE)															
General Rules: Refer appendix section1															
Continuous Internal Evaluation(CIE): Refer appendix section1															
Semester End Examination(SEE): Refer appendix section1															
VII. Learning Resources															
VII(a): Textbooks:															
Sl. No.	Title of the Book	Name of the author				Edition and Year				Name of the publisher					
1	Statistical Methods	S P Gupta				46th edition 2021				Sultan Chand Publications.					

2	Fundamentals of Statistics	S C Gupta	7th edition 2018	Himalaya Publications.
VII(b): Reference Books: (Insert or delete rows as per requirement)				
1	Business Statistics	J K Sharma	5th edition 2020	Vikas Publishing House
2	Research Methodology	C R Kothari	(2015)	ViswaPrakasam Publications.
VII(c): Web links and Video Lectures (e-Resources):				
<ul style="list-style-type: none"> • Students should opt for Swayam NPTEL Course on Business Statistics offered by Prof.M.K.Barua Dept. of Management studies IIT Roorkee. • YouTube Videos are also available of the same https://www.youtube.com/watch?v=VDLyk6z8uCg • Swayam NPTEL Course on Business Statistics by Dr.P. M. Shiv Prasad, Department of Commerce, Teresian College, Mysuru. 				
VIII: Activity Based Learning / Practical Based Learning/Experiential learning:				
Planning, designing, collecting data, analysis, drawing meaningful interpretation and reporting of the research findings				



Master of Business Administration (MBA)

Semester:	I	Course Type:	PCC		
Course Title: Fundamentals of Business Analytics					
Course Code:	23MBAC105		Credits:		4
Teaching Hours/Week (L:T:P:O)			4:0:0:0	Total Hours:	50
CIE Marks:	50	SEE Marks:	50	Total Marks:	100
SEE Type:	Theory			Exam Hours:	3 Hours
I. Course Objectives:					
<ol style="list-style-type: none"> 1. To make students understand the basic concepts of Business Analytics. 2. To analyse the motives, influencing Data Collection and Data Visualization. 3. To deliver conceptual framework on Applications of Business Analytics. 4. To provide the information on Ethical and Legal considerations in Business Analytics. 					
II. Teaching-Learning Process (General Instructions):					
Power Point Presentations, Analysing the Application of various tools of Business Analytics, Usage of Microsoft Excel, Case Study Approach, Analysis of Articles & Publications.					
Pre-requisites (Self Learning): Understanding & application of the concept, setting goal & personal commitment					
III. COURSE CONTENT					
Module-1: Introduction to Business Analytics					08 Hours
Concept of Analytics, Evolution of Analytics, Need for Analytics, Business Analysis Vs. Business Analytics, Data Scientist Vs. Data Engineer Vs. Business Analyst. Role of Business Analyst in Business & Society, Career in Business Analytics.					
RBT Levels: L1, L2					
Module-2: Understanding Data in Analytics					12 Hours
Meaning of Data, Data Sources- Structured, Semi-structured and unstructured data, Data Warehouse vs. Databases, Data Collection, Data Management, Big Data Management, Importance of Data Quality, Data Visualization and Data Classification, Data Mining, Data Exploration and Reduction.					
RBT Levels: L1, L2					
Module-3: Data Visualization and Dash Boarding Tools					12 Hours
Evolution, Workflow and Application of Tableau, Power BI, R, Python, Machine Learning and AI in Business Analytics.					
RBT Levels: L2, L3					
Module-4: Applications of Business Analytics					10 Hours

Overview of Business Analytics Applications: Financial Analytics, Marketing Analytics, HR Analytics, Supply Chain Analytics, Retail Industry, Sales Analytics, Web & Social Media Analytics, Sports Analytics, Health Care Analytics.

RBT Levels: L3, L4

Module-5: Ethical and Legal considerations in Business Analytics

08 Hours

Meaning of Data Ethics, Ethical Considerations in Business Analytics, Challenges in Implementation of BA, Legal Consideration in Business Analytics. Data Privacy, Usage of Data Insights, Confidentiality, Contractual Liability.

RBT Levels: L1, L2

IV. COURSE OUTCOMES

CO1	Acquire the Knowledge of Business Analytics.
CO2	Apply structures of Data in Business Administration.
CO3	Evaluate the tools and techniques of visualization,
CO4	Determine the applications of Business Analytics.
CO5	Discover ethical morale of using Business Analytics.

V. CO-PO-PSO MAPPING(mark H=3; M=2; L=1)

PO/PSO	1	2	3	4	5	PSO1	PSO2	PSO3	PSO4								
CO1	3				3	3											
CO2		2	3				3										
CO3				3		2		3									
CO4				2			1		3								
CO5								3									

VI. Assessment Details (CIE & SEE)

General Rules: Refer appendix section 1

Continuous Internal Evaluation(CIE): Refer appendix section 1

Semester End Examination (SEE): Refer appendix section 1

VII. Learning Resources

VII(a): Textbooks:

Sl. No.	Title of the Book	Name of the author	Edition and Year	Name of the publisher
1	Essentials of Business Analytics	Camm and Fry and Williams and Anderson and Sweeney	1 st Edition, January 2015	Cengage India
2	Fundamentals of Business Analytics	R N Prasad & SeemaAcharya	2 nd Edition, January 2016	John Wiley
3	Business Analytics for Decision Making	Regi Mathew	1 st Edition, April 2020	Pearson India

VII(b): Reference Books:				
1	Data Science for Business: What You Need to Know about Data Mining and Data-Analytic Thinking	Foster Provost & Tom Fawcett	1 st Edition, 2013	"O'Reilly Media, Inc."
2	Business Analytics A Management Approach	Vidgen Richard	1 st Edition, April 2023	Bloomsbury
VII(c): Web links and Video Lectures (e-Resources):				
<p> www.business.wfu.edu www.techtarget.com www.youtube.com/watch?v=diaZdX1s5L4 www.youtube.com/watch?v=9IIgH0hNtgk www.youtube.com/watch?v=f9DzS6NdgwU </p>				
VIII: Activity Based Learning:				
<ul style="list-style-type: none"> • Explore the business organization and figure out the Business Intelligence and Analytics. • Encourage to work on collection of data for research using excel and SPSS. • Recommended to get familiarized with statistical tools like R and Tableau for data visualization. 				



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Master of Business Administration (MBA)

Semester:	I	Course Type:	PCC		
Course Title: Communication Skills for Business					
Course Code:	23MBAC106		Credits:	3	
Teaching Hours/Week (L:T:P:O)			3:0:0:0	Total Hours:	40
CIE Marks:	50	SEE Marks:	50	Total Marks:	100
SEE Type:	Theory			Exam Hours:	3 Hours
I. Course Objectives:					
<ol style="list-style-type: none"> 1) To enable the students to become aware of their communication skills and sensitize them to their potential to become successful managers. 2) To participate effectively in groups with emphasis on listening, critical and reflective thinking, and responding and/or to give an oral presentation. 3) To understand and demonstrate writing processes through invention, organisation, drafting, revision, editing, and presentation. 4) To develop the ability to select appropriate communication choices in a professional environment. 					
II. Teaching-Learning Process (General Instructions):					
PowerPoint Presentations/Keynotes Beyond Syllabus activities Activity Based Teaching/Learning					
Pre-requisites (Self Learning): Understanding & application of the concept, setting goal & personal commitment					
III. COURSE CONTENT					
Module-1: Introduction				5 Hours	
Meaning and Definition , Purpose, Characteristics of successful communication, Nature and Scope of communication, Principles of Effective Communication, Role of communication at workplace, Communication Process Models, Classification-Levels of communication, Communication Networks in Organisations, Media Choices, Communication Barriers, Ethical Communication and Legal Consequences, Communication in a cross-cultural setting.					
RBT Levels: L1: Remembering, L2: Understanding					
Module-2: Verbal and Non-Verbal Communication				7 Hours	
Meaning – Principles of successful oral communication, Conversation Control, Reflection and Empathy, Visual Support, Practicing and Delivering Presentation, Listening Skills: Listening in a Business Context, Barriers to Listening, Strategies for Effective Listening, Importance of Non-Verbal Communication in Corporate Cultural Differences,					
Case Study on: Non-Verbal Communication and Listening Skills					

RBT Levels: L1: Remembering, L2: Understanding, L3: Analysing	
Module-3:Written Communication	8 Hours
<p>Introduction to Written Communication, Purpose and Principles of effective writing, Writing Process; The 3X3 writing process for business communication, Pre-writing – Writing – Revising. Audience Analysis, Writing Positive, Neutral, Persuasive and Negative Messages. Types of Written Communication in Business: Business Letters, Employee Reviews, Recommendation Letters, Thank You Letters, Memos, Business Proposals – Planning Documents, Press Releases, E-mail Writing.</p> <p>Technological Advancements in Business Communication: Intranet, Internet, Teleconference, Video Conference, Blogs, Webinars, Chat rooms, Voice and Text messaging, Impact of AI on Communication.</p> <p>Case Study on: Written Communication</p>	
RBT Levels:L1: Remembering, L2: Understanding, L3: Analysing, L4: Applying	
Module-4: Business Reports and Case Study Analysis	8 Hours
<p>Business Reports: Purpose, Kinds and Objectives of reports – Organising and Preparing Reports, Short and Long Reports Writing, Writing Executive Summary. Business Meetings: Format, Planning, Facilitating, Participating and Follow-up. Meeting Documentation: Notice, Agenda and Resolution & Minutes.</p> <p>Business Case Analysis: What is a case? Characteristics of Case and its Analysis, Process of Case Analysis, Requirements of Case Analysis, The structure of written case analysis.</p> <p>Case Study on: Preparing a Technical Report</p>	
RBT Levels: L1: Remembering, L2: Understanding, L3: Analysing, L4: Applying	
Module-5:Employment Communication and Presentation	12 Hours
<p>Personal Grooming, Business Etiquette, Preparing CV's, Writing Covering Letters and Inquiry E-mails, preparing for a Job Interview, Group Discussions, Conducting yourself during the Interview.</p> <p>Negotiation Skills: Communication for effective negotiation – Meaning, Nature, Need, Factors affecting negotiation, Stages in negotiation process, Negotiation Strategies.</p> <p>Oral Presentation: Role of Business Presentations, Planning and Organising Presentations, Planning Team and Online Presentations, Guidelines for effective presentations, Planning and delivering business presentations.</p> <p>Case study on Social-Media</p>	
RBT Levels: L1: Remembering, L2: Understanding, L3: Analysing, L4: Applying	
IV. COURSE OUTCOMES	
CO1	Identify Ethical, Legal, Cultural and Global issues affecting business communication and apply business communication strategies and principles to prepare effective communication for domestic and international business situations.
CO2	Deliver an effective oral business presentation.
CO3	Utilise the mechanics of writing and compose business letters in English precisely and effectively.
CO4	The students will be introduced to the employment & managerial communication practices in business to those are in vogue.
CO5	The students will be aware of their communication skills and know their potential to become successful managers.
V. CO-PO-PSO MAPPING(mark H=3; M=2; L=1)	

PO/PSO	1	2	3	4	5	PSO1	PSO2	PSO3	PSO4							
CO1	1					2										
CO2			2					1								
CO3					2		2									
CO4		2		3					3							
CO5				2					2							

VI. Assessment Details (CIE & SEE)

General Rules: Refer appendix section1

Continuous Internal Evaluation(CIE): Refer appendix section1

Semester End Examination(SEE): Refer appendix section1

VII. Learning Resources

VII(a): Textbooks:

Sl. No	Title of the Book	Name of the author	Edition and Year	Name of the publisher
1	Communicating in Business	Ober Newman	8 th Edition, 2018	Cengage Learning
2	Business Communication	P D Chaturvedi, MukeshChaturvedi	4 th Edition, 2020	Pearson Education
3	Communication in Business	Williams, Krizan, Logan & Merrier	8 th Edition, 2017	Cengage Learning
4	Business and Professional Communication	Kelly M, Quintanilla, Shawn T & Wahl	South Asia Edition, 2017	SAGE

VII(b): Reference Books:

1	Business Communication Process	Marry Ellen Guffey	3 rd Edition, 2002	Cengage Learning
2	Business Communication	Lesikar, Flatley, Rents, Pande	12 th Edition, 2012	Tata McGraw Hill Education
3	Mastering Business Communication	La Woolcott & UnwinWr	1 st Edition, 1983	Palgrave Macmillan
4	BCOM	Lehman, DufreneSinha	South Asian Perspective, 2017	Cengage Learning

VIII: Activity Based Learning / Practical Based Learning/Experiential learning:

- 1) Students enact and analyse the non-verbal cues.
- 2) Each student has to give a presentation for 10 minutes and the same has to be evaluated by the faculty.
- 3) Students should be made into small groups and they should be given with a topic for group discussions.
- 4) Students should be given a situation to prepare meeting documents.
- 5) Students to prepare their own resumes and present it in front of the class.
- 6) Students should be given an assignment to draft a business report.
- 7) Students should be given a case and make them to analyse it.



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Master of Business Administration (MBA)

Semester:	I	Course Type:	AEC		
Course Title: Microsoft Advanced Excel for Managers					
Course Code:	23MBAA107		Credits:	1	
Teaching Hours/Week (L:T:P:O)			0:0:2:0	Total Hours:	40
CIE Marks:	50	SEE Marks:	50	Total Marks:	100
SEE Type:	Theory/Practical			Exam Hours:	2 Hours
I. Course Objectives:					
<ol style="list-style-type: none"> 1. Handling and configuring calculation sheets 2. Plan proficient dashboards. 3. Perform complex estimations utilizing progressed Succeed highlights and methods. 4. Apply progressed equations and restrictive rationale to help independent direction. 					
II. Teaching-Learning Process (General Instructions):					
<p>These are sample Strategies, which teachers can use to accelerate the attainment of the various course outcomes.</p> <ol style="list-style-type: none"> 1. Lecturer method (L) need not to be only a traditional lecture method, but alternative effective teaching methods could be adopted to attain the outcomes. 2. Use of Video/Animation to explain functioning of various concepts. 3. Encourage collaborative (Group Learning) Learning in the class. 4. Ask at least three HOT (Higher order Thinking) questions in the class, which promotes critical thinking. 5. Adopt Problem Based Learning (PBL), which fosters students' Analytical skills, develop design thinking skills such as the ability to design, evaluate, generalize, and analysed information rather than simply recall it. 6. Introduce Topics in manifold representations. 7. Show the different ways to solve the same problem with different circuits/logic and encourage the students to come up with their own creative ways to solve them. 8. Discuss how every concept can be applied to the real world - and when that's possible, it helps improve the students' understanding. 					
Pre-requisites (Self Learning):					
Basic Microsoft Excel, Basic knowledge about statistics and Mathematics					
III. COURSE CONTENT					
Module-1: Introduction to Microsoft Excel for Managers					8 Hours
Copy macros between workbooks - Reference data in other workbooks, Enable macros in a workbook Restrict editing - Protect worksheets and cell ranges - Protect workbook structure - Configure formula calculation options, Manage comments					
RBT Levels: L1 and L2					
Module-2: Configure language with Format and validate data					8 Hours

Configure editing and display languages - Use language-specific features - Fill cells by using Flash Fill
 Fill cells by using advanced Fill Series, Create custom number formats - Configure data validation -
 Group and ungroup data - Calculate data by inserting sub totals and totals
 Remove duplicate records

RBT Levels:L1 & L2

Module-3: Conditional formatting and filtering with logical operations in formulas	8 Hours
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Create custom conditional formatting rules - Create conditional formatting rules that use formulas, Manage conditional formatting rules, Perform logical operations by using nested functions including the IF(), IFS(), SWITCH(), SUMIF(), AVERAGEIF(), COUNTIF(), SUMIFS(), AVERAGEIFS(), COUNTIFS(), MAXIFS(), MINIFS(), AND(), OR(), and NOT() functions

RBT Levels: L1 & L2

Module-4: data analysis & Look up data functions	8 Hours
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Look up data by using the VLOOKUP(), HLOOKUP(), MATCH(), and INDEX()functions , Reference date and time by using the , NOW() and TODAY() functions , Calculate dates by using the WEEKDAY() and WORKDAY() functions , Summarize data from multiple ranges by using the Consolidate feature - Perform what-if analysis by using Goal Seek and Scenario Manager - Forecast data by using the AND(), IF(), and NPER()functions - Calculate financial ,data by using the PMT() function

RBT Levels: L5 & L6

Module-5: Troubleshoot formulas, charts functions, PivotTables functions	8 Hours
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Trace precedence and dependence ,Monitor cells and formulas by using the Watch Window , Validate formulas by using error checking rules ,Evaluate formulas , Record simple macros, Name simple macros , Edit simple macros, Create and modify dual axis chart, Create and modify charts including Box & Whisker, Combo, Funnel, Histogram, Map, Sunburst, and Waterfall charts, Create Pivot Tables, Modify field, selections and options, Create slicers, Group Pivot Table data , Add calculated fields, Format data

RBT Levels: L2

IV. COURSE OUTCOMES

CO1	Identify the different components of the Excel worksheet and Differentiate between an Excel workbook & worksheet, Manage workbooks
CO2	Manage, format and validate Data, cells, ranges and perform edit operations
CO3	Perform logical operations of inserting formulas and functions, Validate Data
CO4	Protect data in worksheets and workbooks.
CO5	Create and Modify Pivot Tables and Charts

V. CO-PO-PSO MAPPING (mark H=3; M=2; L=1)

PO/PSO	1	2	3	4	5	PSO1	PSO2	PSO3	PSO4							
CO1	1			2	1	2	2		2							
CO2	1					2	2		2							
CO3	1			2	2	2	2		2							
CO4	1				1	2	2		2							
CO5	1			1		2	2		2							

VI. Assessment Details (CIE & SEE)

General Rules: Refer appendix section 2

Continuous Internal Evaluation(CIE): Refer appendix section 2

Semester End Examination(SEE): Refer appendix section 2

VII. Learning Resources

VII(b): Reference Books:

1	Excel 2019 Bible Paperback	Michael Alexander (Author), Richard Kusleika (Author),	2018	Trump excel
2	Excel 2016 All-in-one	Greg Harvey	1980	Trump excel
3	Excel quick start	William Fischer	2000	Trump excel

VII(c): Web links and Video Lectures (e-Resources):

https://www.youtube.com/results?search_query=excel+expert+lesson+in+hindi

https://www.youtube.com/watch?v=8Ob8Hre_SnI

<https://www.youtube.com/watch?v=RkQl2wVpQAo>

<https://www.youtube.com/watch?v=nOS2jBSnIVE>

VIII: Activity Based Learning / Practical Based Learning/Experiential learning:

- Hands on for Real time based projects



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Master of Business Administration (MBA)

Semester:	I	Course Type:	AEC		
Course Title: Soft Skills for Employability-I					
Course Code:	23MBAA108		Credits		01
Teaching Hours/Week (L:T:P:O)			0:0:2:0	Total Hours:	30
CIE Marks:	50	SEE Marks:	50	Total Marks:	100
SEE Type:	Theory/Practical			Exam Hours:	2 Hours
I. Course Objectives:					
This course will enable students: <ul style="list-style-type: none"> • The basics of Grammar and Business Communication. • To analyse and solve Aptitude problems on Time, Profits and losses and seat arrangement. • The importance of presentation Skills. • The interview process through mock interviews. • Analyse and solve Problems on Analytical Reasoning and problems on Number system. 					
II. Teaching-Learning Process (General Instructions):					
These are sample Strategies, which teachers can use to accelerate the attainment of the various course outcomes.					
<ol style="list-style-type: none"> 1. Lecturer method (L) need not to be only a traditional lecture method, but alternative effective teaching methods could be adopted to attain the outcomes. 2. Use of Video/Animation to explain functioning of various concepts. 3. Encourage collaborative (Group Learning) Learning in the class. 4. Ask at least three HOT (Higher order Thinking) questions in the class, which promotes critical thinking. 5. Adopt Problem Based Learning (PBL), which fosters students' Analytical skills, develop design thinking skills such as the ability to design, evaluate, generalize, and analysed information rather than simply recall it. 6. Introduce Topics in manifold representations. 7. Show the different ways to solve the same problem with different circuits/logic and encourage the students to come up with their own creative ways to solve them. 8. Discuss how every concept can be applied to the real world - and when that's possible, it helps improve the students' understanding. 					
III. COURSE CONTENT					
Module-1: Executive Skills & Brainstorming					6 Hours
Leadership Qualities, Conflict Resolving, Collaboration Skills, Negotiation and Persuasion Skills, Individual, Brainstorming, Group Brainstorming, Stepladder Technique, Brain writing, Crawford's Slip writing approach, Reverse					
RBT Levels: L1 and L2					
Module-2: Effectivewriting-skills					6 Hours
Writing Skills, Formal, Informal Letters, Sample Letters, Business Professional writings and Adaptability in writing styles, Technical writing-skills.					

RBT Levels:L1, L2																
Module-3:Etiquettes												6 Hours				
Work Place Etiquette, Social Etiquette, Self-Control, Patience, E-mail Etiquette, Meeting Etiquette, Attitude and Ego at the work-Place.																
RBT Levels: L2																
Module-4:Body-language and Postures												6 Hours				
Facial expressions, Gestures, Handshakes, Body postures, Cultural Sensitivity, tone of voice, Consistency, Confidence vs. Arrogance, Seating arrangements and Mirroring.																
RBT Levels: L2																
Module-5: Problems on Coding and Decoding & Non-verbal reasoning.												6 Hours				
Spatial reasoning, Quantitative reasoning, Problems on Matrices etc, Problems on Coding and Decoding																
Pre-requisites (Self Learning): data Summarize, data Scenario																
RBT Levels: L1																
IV. COURSE OUTCOMES																
CO1	Understanding Executive skills, Time management Proficiency and Decision-making excellence.															
CO2	Enhance the writing Principles, Purposeful writing, Vocabulary development, Grammar and Mechanics															
CO3	Students will be able to understand the Professional Ethics and Work place Etiquettes.															
CO4	Enhance the Behaviour and attitude for the professional Ethics															
CO5	Students will be able to prepare for various competitive exams and placement drive.															
V. CO-PO-PSO MAPPING (mark H=3; M=2; L=1)																
PO/PSO	1	2	3	4	5	PSO1	PSO2	PSO3	PSO4							
CO1	3	3	2	2	1	2	1	1	1							
CO2	2		1	2			1									
CO3	2	1	2			1										
CO4	2	1			2	1		2	1							
CO5	1			2			1									
VI. Assessment Details (CIE & SEE)																
General Rules: Refer appendix section 2																
Continuous Internal Evaluation(CIE): Refer appendix section 2																
Semester End Examination(SEE): Refer appendix section 2																
VII. Learning Resources																
VII(b): Reference Books:																
Sl. No.	Title of the Book	Name of the author					Edition and Year					Name of the publisher				
1	Crucial conversations	Kerry Patterson					2002					Good readers				
2	The Seven Habits	Stephen R. Covey					1988					Good readers				
3	Soft skills for Success	G R K Murthy					2016					Viva Books				

Web links and Video Lectures (e-Resources):

<https://swayam.gov.in/explorer>
<https://nptel.ac.in/courses>

VIII: Activity Based Learning / Practical Based Learning/Experiential learning:

- Leadership skills
- Teamwork
- Communication skills
- Problem-solving skills
- Work ethic
- Flexibility
- Adaptability
- Interpersonal skills



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Master of Business Administration (MBA)

Semester:	II	Course Type:	PCC		
Course Title: Human Resource Management					
Course Code:	23MBAC201		Credits:	3	
Teaching Hours/Week (L:T:P:O)			3:0:0:0	Total Hours:	40
CIE Marks:	50	SEE Marks:	50	Total Marks:	100
SEE Type:	Theory			Exam Hours:	3 Hours
I. Course Objectives:					
1. To understand the concepts and theory of HRM. 2. To obtain an overview of various HRM functions and practices 3. To understand the recent trends in HRM in solving the complex issues and problems at the workplace.					
II. Teaching-Learning Process (General Instructions):					
Mention the planned/proposed sample Strategies, which teachers can use to accelerate the attainment of the various course outcomes. Chalk & Talk Method Power Point Presentation Keynotes Activity Based Presentations Assignment Subject Viva Voce Beyond Syllabus					
Pre-requisites (Self Learning)					
Understanding & application of the concept, setting goal & personal commitment					
III. COURSE CONTENT					
Module-1: Human Resource Management					8 Hours
Meaning, Scope of HRM - Importance and Evolution of the concept of HRM, HRM in India, The Factors Influencing HRM, Major functions of HRM, Principles of HRM, Role of HR Manager, The HR Competencies, Challenges of HRM, Leadership in HRM- VUCA.					
RBT Levels: L1, L2, L3 & L4					
Module-2: HR Planning					8 Hours
Human Resource Planning: Definition, Objective, Need and Importance, HRP Process, Peculiarity of an effective HR Planning, Barriers to HRP. Virtually Managing the Employee Life Cycle, AI- Assisted, Data Driven HR workflow and Mental Health & Wellness.					
Job Analysis: Meaning, process of Job Analysis, methods of collecting job analysis data, Job Description and Job Specification, Job description Vs job specification, Job design, Factors affecting Job design, Job enrichment Vs job enlargement. Job Evaluation.					
RBT Levels: L2, L3, L4 & L5					
Module-3: HR Acquisition & Retention					8 Hours

Introduction to Recruitment & Sources of Recruitment, Difference between recruitment and selection, Recruitment & Selection Process, Induction and Orientation. Methods of Recruitment, Impact of Social Media platforms in Recruitment. Hiring Trends in India for 2023. Modern sources of Recruitment.
Career Planning-Process of career planning and development, Succession Planning Process, Transfer and Promotion. Retention of Employees: Importance of retention, strategies of retention.

RBT Levels: L1, L2, L3 & L4

Module-4: Managing Employee Performance and Training

8 Hours

Training and development: Meaning of Training, development, Training v/s development, Training Methods-on the job and off the job. Impact of online Training & Access to diversified online courses.

Performance Appraisal & Performance Management – Definition, Objective, Importance, Appraisal Process and Appraisal Methods. Performance Appraisal Vs Performance Management

Compensation Management: Concept, Objectives, Importance of Compensation Management, factors in compensation plan. Wage/ Salary differentials, Components of salary. Incentives and Benefits – Financial & Nonfinancial Incentive, Fringe Benefits. Employees Separation - Retirement, Termination, VRS, Golden Handshake, Suspension.

RBT Levels: L2, L3,L4 & L5

Module-5: Emerging Trends & SMEs in Human Resource Management

8 Hrs

Emerging Trends: Innovations in HRM, Innovative HRM in India, Flexible hybrid work model, People analytics, multi-generational work forces and Recent trends in HR tools.

SMEs: Introduction to SMEs, The difference in Adoption of Human Resource Management, SMEs and Large Firms, Impact of weak adoption of HRM in SMEs.

RBT Levels: L2, L3,L4 & L5

IV. COURSE OUTCOMES

CO1	Acquire the conceptual insight of Human Resource and various functions of HR
CO2	Interpret the sample job descriptions and job specifications for contemporary entry level roles in real world organizations
CO3	Illustrate the different methods of HR Acquisition and retention
CO4	Demonstrate the use of different appraisal and training methods in an Organization, outline compensation strategies of an organization
CO5	Enumerate the emerging trends and practices in HRM.

V. CO-PO-PSO MAPPING(mark H=3; M=2; L=1)

PO/PSO	1	2	3	4	5	PSO1	PSO2	PSO3	PSO4							
CO1	1				2											
CO2	1		2			3		3								
CO3		2		3			2									
CO4	1	2		2												
CO5		2			2				2							

VI. Assessment Details (CIE & SEE)

General Rules: Refer appendix section 1

Continuous Internal Evaluation (CIE): Refer appendix section 1

Semester End Examination(SEE): Refer appendix section 1

VII. Learning Resources

VII(a): Textbooks:

Sl. No.	Title of the Book	Name of the author	Edition and Year	Name of the publisher
1	Human Resource Management	Amitabha Sengupta	1 st 2019	Sage Publication India Pvt. Ltd
2	Human Resource Management: Theory and Practices	R. C. Sharma, Nipun Sharma	1 st 2019	Sage Publication India Pvt. Ltd
3	. Leadership: Theory and Practices authored	Peter G. Northouse	1 st 2019	Sage Publication India Pvt. Ltd

VII(b): Reference Books:

1	Human Resources Management	T.P Renuka Murthy	2015 edition.	HPH
2	The HR Scorecard Linking People, Strategy, and Performance	Brian Becker, Dave Ulrich, and Mark A. Huselid	2001 edition	Harvard Business School Press

VII(c): Web links and Video Lectures (e-Resources):

- <https://youtu.be/hHE4ilceiXs>
- https://youtu.be/_d5QMwLC19Y
- <https://youtu.be/uMQMDQI7Hpk>
- https://youtu.be/vXgt9yASs_k
- <https://youtu.be/pqtYQb9nbRk>

VIII: Activity Based Learning / Practical Based Learning/Experiential learning:

Suggested Activities: -

Activity based: seminar, assignments, quiz, case studies

Practical Based: Visit to an Organization and know the various HR roles in the Organization.

Experiential learning: Conduct Mock Interviews, Make Students to use LinkedIn and other Job portals frequently & Role play for educating and addressing HR challenges.



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Recognized by UGC, New Delhi with 2(f) & 12 (B)



Master of Business Administration (MBA)

Semester:	II	Course Type:	PCC		
Course Title: Corporate Financial Management					
Course Code:	23MBAC202			Credits:	4
Teaching Hours/Week (L:T:P:O)		4:0:0:0	Total Hours:	50	
CIE Marks:	50	SEE Marks:	50	Total Marks:	100
SEE Type:	Theory			Exam Hours:	3 Hours
I. Course Objectives:					
<ol style="list-style-type: none"> 1. To familiarize the students with basic concepts of financial management, time value of money and its application. 2. To understand long term sources of finance and estimate cost of capital 3. To evaluate long term investment decisions. 4. To analyze capital structure and dividend decision. 5. To understand the management of working capital in an organization 					
II. Teaching-Learning Process (General Instructions):					
The lecture is delivered using black board to solve numerical problems and power point presentation is made use of for delivering theoretical content of the subject.					
Pre-requisites (Self Learning): Students should be knowing about basic arithmetic; Should practice more problems for better understanding					
III. COURSE CONTENT					
Module-1: Introduction to Financial Management and Time Value of Money					12 Hours
<p>Introduction: Financial Management: Definition and scope- Objectives of Financial Management; Role and functions of finance managers. Interface of Financial Management with other functional areas. Emerging areas in Financial Management: Risk Management- Behavioural Finance- Financial Engineering- Derivatives</p> <p>Time value of money: Time value of money –Future value of single cash flow & annuity – Present value and discounting-present value of single cash flow, annuity & perpetuity. Simple interest & Compound interest - Capital recovery factor & equated annual instalments. (Theory & Problem).</p> <p>Textbook: Financial Management Chapter 1:sec-1,2,3,6;Chapter 2: Sec 1, 2,</p>					
RBT Levels: L2 – Understanding, L3 – Applying					
Module-2: Capital Structure and Cost of Capital					10 Hours
<p>Long term sources of Finance & Cost of Capital: Shares- Debentures- Term loans and deferred credit- Lease financing- Hybrid financing (Theory Only).</p> <p>Cost of Capital: Basic Concepts-Components and computation of cost of capital- Cost of debentures- cost of term loans- cost of preferential capital-cost of equity (Dividend discounting and CAPM model) - Cost of retained earnings - Determination of Weighted average cost of capital (WACC) (Theory</p>					

&Problem).	
Textbook: Financial Management/Chapter 23; Sec-1,2; Chapter 24;Sec 1,2 3; Chapter 11;Sec 1, 2	
RBT Levels: L2 – Understanding L3 – Applying	
Module-3: Long term Investment Decisions (Capital Budgeting)	10 Hours
Need and importance of capital budgeting- process-Techniques of capital budgeting – [Payback period, time adjusted payback period, accounting rate of return, Net present value, Internal rate of return, Modified internal rate of return, Profitability index method,). Capital Rationing. (Theory & Problem).	
Textbook: Financial Management Chapter:11; Sec-11.1 to 11.9	
RBT Levels: L3 – Applying, L4 – Analysing.	
Module-4:Capital structure Theories and Dividend Decision Theories	10 Hours
Theories of Capital Structure – Net Income Approach, Net Operating Income Approach, Traditional Approach, Modigliani and Miller (MM) Theory – with and without corporate taxes	
EBIT and EPS analysis -Leverages-Return on Investment (ROI) & Return on Earnings (ROE) analysis.(Theory & Problem).	
Dividend decision Theories – Factors affecting the dividend policy – types of Dividend Policy-forms of dividend- Walter, Gordon and MM Model (Theory only)	
Textbook:Chapter:19; Sec-1, 2, 3, 4, 5; Chapter 18; Sec-1, 2. 3; Chapter 31; Sec 1	
RBT Levels: L3 – Applying, L4 – Analysing, L5-Evaluating	
Module-5: Working Capital Management	8 Hours
Meaning of Working capital -Sources of working capital- Factors influencing working capital requirements -Determination of operating cycle and cash cycle - Estimation of working capital requirements of a firm. (Theory and Problems). Case study on Working Capital Determination and the impact of negative working capital.	
Textbook: Financial Management; Chapter: 13; Sec 1, 2	
RBT Levels: L3 – Applying, L4 – Analysing, L5-Evaluating	
IV. Practical Components:	
1. Preparation of Loan amortization Schedule using Excel	
2. Capital Structure Analysis	
3. Case Study on Investment Decisions	
4. Analysis and Evaluation of Adequate level of Working Capital	
V. COURSE OUTCOMES	
CO1	Students should be able to understand the basic concepts of finance and the application of time value of money
CO2	Students should be able evaluate long term sources of Financing and to estimate cost of capital
CO3	Students should be able to evaluate the long term investment decisions
CO4	Students should be able to analyze the capital structure and dividend decisions.
CO5	Students should be able to estimate working capital requirements

VI. CO-PO-PSO MAPPING (mark H=3; M=2; L=1)

PO/PSO	1	2	3	4	5	PS01	PSO2	PSO3	PSO4						
CO1	1		2		2	3									
CO2				3				2							
CO3		2		2					3						
CO4	1				2	3									
CO5				3			2								

VII. Assessment Details (CIE & SEE)

General Rules: Refer appendix section1

Continuous Internal Evaluation(CIE): Refer appendix section1

Semester End Examination(SEE): Refer appendix section1

VIII. Learning Resources

VIII(a): Textbooks:

Sl. No.	Title of the Book	Name of the author	Edition and Year	Name of the publisher
1.	Financial Management: Text, Problems & Cases	M.Y. Khan & P.K. Jain	7/e, 2017	TMH
2.	Financial Management: Theory and Practice	Prasanna Chandra	10/e, 2019	TMH

VIII(b): Reference Books:

1.	Financial Management	I.M. Pandey	11/e	Vikas Publishing
2.	Financial Management	Prahlad Rathod, Babitha Thimmaiah and Harish Babu	1/e, 2015	HPH

VIII(c): Web links and Video Lectures (e-Resources):

- <https://www.pdfdrive.com/financial-management-and-analysis-workbook-step-by-step-exercises-and-tests-tohelp-you-master-financial-management-and-analysis-e158595305.html>
- <https://www.pdfdrive.com/fundamentals-of-financial-management-concise-sixth-edition-e20229517.html>
- https://www.youtube.com/watch?v=CCQwz_Gwo6o
- <https://www.digimat.in/nptel/courses/video/110107144/L01.html>



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Master of Business Administration (MBA)

Semester:	II	Course Type:	PCC		
Course Title: Marketing Management					
Course Code:	23MBAC203		Credits:	3	
Teaching Hours/Week (L:T:P:O)			4:0:0:0	Total Hours:	50
CIE Marks:	50	SEE Marks:	50	Total Marks:	100
SEE Type:	Theory			Exam Hours:	3 Hours

I. Course Objectives:

1. To make students understand the basic concepts of marketing and the market environment
2. To analyze the motives influencing buying behavior and identify the major bases for market segmentation, targeting and positioning.
3. To give a detailed conceptual framework on the basic elements of the marketing mix.
4. To make students identify the costs and benefits of marketing channels
5. To understand about the evaluating process of all the marketing activities of the company

II. Teaching-Learning Process (General Instructions):

Creative Classroom Marketing Activities like: PowerPoint Activity for Students, Debate about the Elements of Marketing, Preparation of Marketing Plans, Preparation of Product Development Marketing Project, Case study on various marketing strategies to gain market leadership

Pre-requisites (Self Learning): Understanding & application of the concept, setting goal & personal commitment

III. COURSE CONTENT

Module-1: Introduction to Marketing	10 Hours
Introduction: Nature and scope of marketing, different marketing orientations, Marketing vs Selling concepts, Marketing Environment – Impact of micro and macro environment, Marketing Myopia. Marketing Mix, STPD, PLC, Product Launch. Trends in Marketing. Understanding Consumer Behavior: Buying motives, Factors influencing buying behavior, buying habits, Stages in consumer buying decision process, Types of consumers buying decisions.	
RBT Levels: L1,L2	
Module-2: Market Segmentation, Targeting, Positioning (STP)	10 Hours
Market Segmentation: Meaning, Benefits, Requisites of Effective Segmentation, Bases for Segmenting Consumer Markets, Market Segmentation Strategies. Types of Segmentation.	
Targeting: Meaning, Basis for identifying target customers, Target Market Strategies	
Positioning: Meaning, Product differentiation strategies, Tasks involved in positioning Branding: Concept of Branding, Brand Types, Brand equity, Branding Strategies	
Case study on STP customer challenges in India	
RBT Levels: L1,L2,L3	

Module-3:Pricing & Marketing Channels	10 Hours
<p>Product Decisions: Concept, product levels, product hierarchy, New product development, Product mix strategies and merchandise planning and strategies, product life cycle. Packaging / Labelling: Packaging as a marketing tool, requirement of good packaging, Role of labelling in packaging Pricing Decisions: Pricing concepts for establishing value, Pricing Strategies-Value based, Cost based, Market based, Competitor based, New Product pricing – Price Skimming & Penetration pricing</p> <p>Distribution Decisions: Meaning, Purpose, Channel alternatives, Factors affecting channel choice, Channel design and Channel management decisions, Channel conflict, Distribution system, Multilevel Marketing(Network Marketing)</p> <p>Case study on branding and packing design in Global scenario</p>	

RBT Levels: L2,L3

Module-4:Direct Marketing & Personal Selling	10 Hours
<p>Integrated Marketing Communications: Concept of communication mix, communication objectives, steps in developing effective communication, Stages in designing message Advertising: Advertising Objectives, Advertising Budget, Advertising Copy, AIDA model, Advertising Agency Decisions Sales Promotion: Sales Promotion Mix, types of promotion, Tools and Techniques of sales promotion, Push-pull strategies of promotion.</p> <p>Personal selling: Concept, Features, Functions, Steps/process involved in Personal Selling, Publicity / Public Relation: Meaning, Objectives, Types, Functions of Public Relations Direct Marketing: Meaning, Features, Functions</p> <p>Case study on advertising strategies adopted by the top retail companies in India</p>	

RBT Levels: L3,L4

Module-5: Emerging trends in Marketing	10 Hours
<p>Marketing Planning: Meaning, Concepts of Marketing plan, Steps involved in marketing planning</p> <p>Marketing Audit: Meaning, Features of marketing audit, various components of marketing audit.</p> <p>Trends in Marketing: Influencer Marketing, Omni channel Marketing, Artificial Intelligence, Video Marketing, Metaverse.</p> <p>Case study on marketing planning implementation and control</p>	

RBT Levels: L3,L4

IV. COURSE OUTCOMES

CO1	Understand knowledge of marketing to solve business problems
CO2	Analyze marketing environment and the issues of marketing in business
CO3	Develop marketing strategies based on marketing mix and measure the effectiveness
CO4	Ability to create an Integrated Marketing Communications plan for an organization
CO5	Create an organizational marketing plan through research for any type of business

V. CO-PO-PSO MAPPING (mark H=3; M=2; L=1)

PO/PSO	1	2	3	4	5	PSO1	PSO2	PSO3	PSO4							
CO1			3		2	3										
CO2		2		3			2	3								
CO3	3															
CO4				2					3							
CO5			3						2							

VI. Assessment Details (CIE & SEE)**General Rules:** Refer appendix section1**Continuous Internal Evaluation(CIE):** Refer appendix section1**Semester End Examination(SEE):** Refer appendix section1**VII. Learning Resources****VII(a): Textbooks:**

Sl. No.	Title of the Book	Name of the author	Edition and Year	Name of the publisher
1	Marketing Management: A South Asian Perspective	Kotler, Keller, Koshy &Jha	13/e, 2021	Pearson Education
2	MARKETING: A South-Asian Perspective	Lamb, Hair, Sharma, McDaniel	1/e, 2021	Cengage Learning, recent edition
3	Case Studies in Marketing Management	Ramesh Kumar	1st Edition, 2018	Pearson Education
4	Marketing: An Introduction	Rosalind Masterson & David Pickton	2/e, 2017	Sage Publications

VII(b): Reference Books:

1	Marketing Management-MKTG: A South-Asian Perspective,	Rajan Saxena	5/e, 2017	Tata McGraw-Hill Education.
2	Marketing: Marketing in the 21st Century	Lamb, Hair, Sharma, McDaniel	1/e, 2016	Cengage Learning
3		- Joel R. Evans, Barry Berman	11/e, 2018	Cengage Learning

VII(c): Web links and Video Lectures (e-Resources):<https://youtu.be/5fdx5Laavkc><https://youtu.be/Ule8n6GgE1g><https://youtu.be/ob5KWs3I3aY?t=131><https://youtu.be/U1VWUHLhmdk>**VIII: Activity Based Learning:**

Activities like seminar, assignments, quiz, case studies, mini projects, industry visit, self-study activities, group discussions, etc



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Master of Business Administration (MBA)

Semester:	II	Course Type:	MBA
Course Title: Operations Research			
Course Code:	23MBAC204	Credits:	4
Teaching Hours/Week (L:T:P:O)		4:0:0:0	Total Hours: 50
CIE Marks:	50	SEE Marks:	50
SEE Type:		Theory	Exam Hours: 3 Hours

I. Course Objectives:

1. To Understand the mathematical tools that are needed to solve optimization problems
2. To Elucidate optimisation techniques for various problems
3. To understand and practice allocation problems, Assignment problems, Transportation problems and Network Analysis (PERT & CPM).

II. Teaching-Learning Process (General Instructions):

Mention the planned/proposed sample Strategies, which teachers can use to accelerate the attainment of the various course outcomes.

Pre-requisites (Self Learning): Understanding & application of the concept, setting goal & personal commitment

III. COURSE CONTENT

Module-1: Introduction:	10 Hours
Evolution of OR, Definitions of OR, Scope of OR, Applications of OR, Phases in OR, Characteristics and limitations of OR, models used in OR, Quantitative approach to decision making models (Theory Only)	
RBT Levels: L1	
Module-2: Linear programming:	10 Hours
Linear Programming Problem (LPP), Generalized LPP- Formulation of LPP, Applications of LPP, Advantages, Limitations, Linear Programming problem (LPP), optimal and feasible Solutions by graphical method (minimization and maximization). Phases of project management-planning, scheduling, controlling phase, PERT & CPM, Network components & precedence relationships, critical path analysis(Theory and Problems)	
RBT Levels:L3	
Module-3: Decision Theory:	10 Hours
Introduction, Decision under uncertainty- Maxmin & Minmax, Decision under Risk- Expected Value, Simple decision tree problems. (Only theory). Job Sequencing- 'n' jobs on 2 machines, 'n' jobs on 3 machines, 'n' jobs on 'm' machines. Sequencing of 2 jobs on 'm' machines. (Theory and Problems).	

RBT Levels:L2															
Module-4: Transportation Problems:														10 Hours	
Formulation of transportation problem, types, initial basic feasible solution using North-West Corner Rule (NWCR), Least Cost Method (LCM) and Vogel's Approximation method (VAM). Optimality in Transportation problem by Modified Distribution (MODI) method. Unbalanced T.P. Maximization T.P. Degeneracy in transportation problems, application of transportation problem. (Theory and Problems)															
RBT Levels:L3															
Module-5: Theory of Games:														10 Hours	
Definition, Pure Strategy problems, Saddle point, Max-Min and Min-Max criteria, Principle of Dominance, Solution of games with Saddle point. Mixed Strategy problems (Graphical and algebraic methods). Assignment Problem: Formulation, Solutions to assignment problems by Hungarian method, Special cases in assignment problems, unbalanced, Maximization assignment problems. Travelling Salesman Problem (TSP).															
RBT Levels:L2															
IV. COURSE OUTCOMES															
CO1	Get an insight into the fundamentals of Operations Research and its definition, characteristics and phases														
CO2	Use appropriate quantitative techniques to get feasible and optimal solutions														
CO3	Understand and apply the network diagram for project completion.														
CO4	Understand the usage of game theory, Queuing Theory for Solving Business Problems														
V. CO-PO-PSO MAPPING (mark H=3; M=2; L=1)															
PO/PSO	1	2	3	4	5	PSO1	PSO2	PSO3	PSO4						
CO1	1				2	3									
CO2		2	2				2								
CO3		2		2			1		2						
CO4				3		3		2							
VI. Assessment Details (CIE & SEE)															
General Rules: Refer appendix section1															
Continuous Internal Evaluation(CIE): Refer appendix section1															
Semester End Examination(SEE): Refer appendix section1															
VII. Learning Resources															
VII(a): Textbooks:															
Sl. No.	Title of the Book					Name of the author					Edition and Year			Name of the publisher	
1	Operation research					H.A. Taha					2012			Pearson Publication	
2	Operation research					J.K.Sharma,					2014			McMillan Publication	
VII(b): Reference Books:															
1	Quantitative Techniques					N D Vohra					2015			McGraw Hill	

	in management			
2	Quantitative Techniques: Theory and Problems	P.C. Tulsian and Vishal Pandey	2006	Pearson India
VII(c): Web links and Video Lectures (e-Resources):				
https://youtu.be/vuKK3HAOB74 https://lipas.uwasa.fi/~tsottine/lecture_notes/or.pdf https://onlinecourses.nptel.ac.in/noc20_ma23/preview https://www.amirajcollege.in/wp-content/uploads/2020/10/3151910-operations-researchtheory-and-application-by-j.-k.-sharma-zlib.org_.pdf https://youtu.be/vUMGvpsb8dc https://youtu.be/fSuqTgnCVRg https://www.youtube.com/results?search_query=operation+research+transportation+problem https://www.youtube.com/watch?v=fSuqTgnCVRg				
VIII: Activity Based Learning / Practical Based Learning/Experiential learning:				
Mention suggested Activities like seminar, assignments, quiz, case studies, mini projects, industry visit, self-study activities, group discussions, etc				



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Recognized by UGC, New Delhi with 2(f) & 12 (B)



Master of Business Administration (MBA)

Semester:	II	Course type:	PCC
Course Title: Corporate Compliance			
Course Code:	23MBAC205	Credits:	03
Teaching Hours/Week (L:T:P:O)		3:0:0:0	Total Hours: 40
CIE Marks:	50	SEE Marks:	50
SEE Type:		Theory	Exam Hours: 3 Hours
SEE Marks:		Total Marks: 100	

I. Course Objectives:

- 1.To equip students to have the glimpses of various legislations in the global environment
2. To enable the students to assert their rights emerging out business at the same time knowing the compliance of legal requirements of business transactions.
3. To learn various legal provisions under Indian Companies Act.
- 4.To understand the importance of Corporate Social Responsibility

II. Teaching-Learning Process (General Instructions):

Presentation, Case study, Assignment

Pre-requisites (Self Learning): Understanding & application of the concept, setting goal & personal commitment

III. COURSE CONTENT

Module-1:Introduction

8 Hours

Introduction: Meaning, Definition, Overview of Corporate Compliances in India-Sources of Corporate Compliances, Importance, uses, functions & Essential elements of Corporate Compliances. Introduction to applicable laws under Corporate Legislations.

RBT Levels: L1-Remembering,L2-Understanding

Module-2: Corporate Legislations- Part I

8 Hours

Companies Act 1956: Meaning and features, kinds of companies, registration and incorporation, Memorandum of Association& Articles of Association, Prospectus. Winding up of companies

Case Study: Business Model Canvas of any company

RBT Levels: L1-Remembering,L2-Understanding,Applying-L3

Module-3: Corporate Legislations- Part II

8 Hours

The Indian Contract Act, 1872:Salient features covering essentials of Contract, offer, Acceptance, consideration, Contingent contracts, Salient features of Goods Act 1930

Consumer Protection Act, 1986: Rights of the consumer, defects and Deficiencies, services included under the act, District forums, state commission, National commission.

RBT Levels:L1-Remembering,L2-Understanding,Applying-L3, Analysis-L4

Module-4:Corporate Legislations-III											8 Hours					
Information Technology Act, 2000: Significance of E-Commerce and E-Governance, Paperless society, Digital Signature, Certifying Authority, crimes, Offences and Penalties.																
Competition Act, 2002: Salient features, Competition Commission of India, Offences and Penalties.																
Right to Information Act, 2005: Salient features, powers & functions of Information officers, Rights of the citizens to get information of the Public Authority Offences and Penalties.																
RBT Levels: L1-Remembering,L2-Understanding,L4-Analyse																
Module-5:Corporate Legislations-IV											8 Hours					
Women and Human Rights at Work-place: Gender Equality, Harassment of women in organization, Types, Fundamental Rights, Nature of Human rights, Job reservation in private sectors, Discrimination, Whistle Blowing, Supreme court on protecting Women Rights at workplace.																
Environment Protection Act, 1986: Concepts of Environment, Environment pollution, Environment Pollutants, Hazardous Substance, Types of pollution, Powers & Rules of central Government to protect and promote Environment in India.																
RBT Levels: L1-remembering, L2-Understanding																
IV. COURSE OUTCOMES																
CO1	Display keen interest and orientation towards entrepreneurship, entrepreneurial opportunity Modules in order to setup a business and to think creatively.															
CO2	Awareness about legal aspects and ways to protect the ideas															
CO3	Gain insights into various acts and understand the significance of corporate governance															
CO4	To understand the ways of starting a company and to know how to protect their ideas.															
V. CO-PO-PSO MAPPING (mark H=3; M=2; L=1)																
PO/PSO	1	2	3	4	5	PSO1	PSO2	PSO3	PSO4							
CO1	3	2		1		2										
CO2	2	2				3										
CO3	2			2				3								
CO4	3	2		2			2		2							
VI. Assessment Details (CIE & SEE)																
General Rules: Refer appendix section 1																
Continuous Internal Evaluation(CIE): Refer appendix section 1																
Semester End Examination(SEE): Refer appendix section 1																
VII. Learning Resources																
VII(a): Textbooks:																
Sl. No.	Title of the Book					Name of the author					Edition and Year		Name of the publisher			
1	Entrepreneurship Development					Mr. Renu Arora, Dr. S. K Sood					2016		Kalyani Publishing House			
2	Business Law					S S Gulshan					3 rd edition		EB			

3	Legal aspects of Business	Akhileshwar Pathnak	2 nd edition	TMH
VII(b): Reference Books:				
1	Business & corporate Laws	C L Bansal	1 st edition	EB
2	Business Law for Management	P Saravanavel and S Sumathi	1 st edition	HPH
VII(c): Web links and Video Lectures (e-Resources):				
https://youtu.be/rbmz5VEW90A https://youtu.be/7bd-gHsynqA https://youtu.be/0s6pNMEoTwA				
VIII: Activity Based Learning / Practical Based Learning/Experiential learning:				
Seminar, Assignments, Quiz, Case studies, Industry visit, Self-study activities, Group discussions				
Practical Components:				
<ul style="list-style-type: none"> • Visit a trade show and try to compare the marketing activities of various stalls in that show - make a list of good practices you come across in the show • A group assignment on the relationship between Business, Law and Society in Indian context • Case studies/Role plays related ethical issues in business with respect to Indian context. • Students are expected to study any five CSR initiatives by Indian organizations and submit a report for the same. 				



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Master of Business Administration (MBA)

Semester:	II	Course Type:	PCC
Course Title: Entrepreneurship Development			
Course Code:	23MBAC206	Credits:	03
Teaching Hours/Week (L:T:P:O)		3:0:0:0	Total Hours: 40
CIE Marks:	50	SEE Marks:	50
		Total Marks:	100
SEE Type:	Theory		Exam Hours: 3 Hours
I. Course Objectives:			
<ol style="list-style-type: none"> 1. This course aims at developing confidence to venture into challenging career of entrepreneurship 2. This course aims at understanding intricacies of starting a new venture. 3. This course aims at comprehending the process of identifying a lucrative business opportunity and allocation of resources into a viable business proposition. 4. This course aims in developing a business plan for funding and face the constraints in the process of launching and managing an enterprise. 			
II. Teaching-Learning Process (General Instructions):			
Presentation, Case study, Assignment			
Pre-requisites (Self Learning): Understanding & application of the concept, setting goal & personal commitment			
III. COURSE CONTENT			
Module-1: Introduction to Entrepreneurship			8 Hours
<p>Entrepreneur, evolution of the concept - Functions of an Entrepreneur, Difference between Entrepreneur and Intrapreneur, Creativity and Innovation: The role of creativity – The innovation Process – Sources of New Ideas – Methods of Generating Ideas Types of entrepreneurs; Corporate Entrepreneurship, Nature and Concepts, Characteristics of a Successful Entrepreneur, Entrepreneurship in Economic Growth, Entrepreneurial Culture, Stages in entrepreneurial process.</p> <p>Case Study: On recent trends in entrepreneurship</p>			
RBT Levels: L1 – Remembering, L2 – Understanding, L3 – Applying			
Module-2: Developing Business Model			8 Hours
<p>Meaning of business plan, business plan preparation process, advantages of business planning, Financial planning, Human Resource Mobilization, Production plan, marketing plan, Marketing and channel selection plan. Importance of Business Model – Starting a small-scale industry -Components of an Effective Business Model, Osterwalder Business Model Canvas. Business Planning Process: Meaning of business plan - Business plan process - Advantages of business planning - Final Project Report with Feasibility Study - preparing a model project report for starting a new venture.</p> <p>Case Study: On analysis of Business Models innovation in start-ups</p>			
RBT Levels: L1-Remembering,L2-Understanding,Applying-L3			
Module-3: Managing, Growing New Venture and Opportunity Assessment			8 Hours

Preparing for the new venture launch - early management decisions, Managing early growth of the new venture- new venture expansion strategies and issues. Getting Financing or Funding for the New Venture: Estimating the financial needs of a new venture and preparation of a financial plan, Sources of Personal Financing, Preparing to Raise Debt or Equity Financing, Business Angels, Venture Capital, Initial Public Offering, Commercial Banks, Other Sources of Debt Financing, Leasing. Forms of business organization: Sole Proprietorship, Partnership, Limited liability partnership - Joint Stock Companies and Cooperatives. Opportunity Assessment and Opportunity mapping, Idea validation, Strategic Planning in emerging firms, Implementing Strategic Plan, developing a succession strategy.

Case Study: On Financing for Entrepreneurship

RBT Levels: L1-Remembering, L2-Understanding, Applying-L3

Module-4: Entrepreneurship Development and Government	8 Hours
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Role of Central Government and State Government in promoting Entrepreneurship - Introduction to various incentives, subsidies and grants - Export Oriented Units - Fiscal and Tax concessions available- Start Up India scheme. Women Entrepreneurs, Reasons for low women Entrepreneurs, Prospects for Women Entrepreneurs, Strategies to motivate entrepreneurship amongst women. Institutions supporting Entrepreneurs: A brief overview of financial institutions in India - SIDBI - NABARD - IDBI - SIDCO - Indian Institute of Entrepreneurship - DIC - Single Window - Latest Industrial Policy of Government of India developing a succession strategy.

Case Study: On Women entrepreneurs in India

RBT Levels: L1 – Remembering, L2 – Understanding, L3 – Applying

Module-5: Process of Company Incorporation	8 Hours
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Process of registration of a private limited company, a public limited company, a partnership; Characteristics of a limited liability partnership; Four stages of Start Up, Intellectual property protection and Ethics: Patents, Copyright - Trademark- Geographical indications, Ethical and social responsibility and challenges.

Emerging Trends in Entrepreneurship - Digital Entrepreneurship, meaning, scope and opportunities. Social Entrepreneur, Meaning of Social Entrepreneur, Motivation for a Social Entrepreneur; Supporting and Evaluating Social Entrepreneurship in India.

Case Study: On Ethical issues in entrepreneurship

RBT Levels: L1 – Remembering, L2 – Understanding, L3 – Applying

IV. COURSE OUTCOMES

CO1	Develop keen interest and orientation towards entrepreneurship and successful entrepreneurs in order to setup a business and to think creatively.
CO2	Develop an entrepreneurial mind-set by learning key skills such as design, personal selling, and communication.
CO3	Students will be capable to generate small business idea from the existing gaps in the market and know how to foster their ideas.
CO4	Able to evaluate the opportunity of the idea, conduct feasibility studies in various micro and macro aspects of small business development, select a type of ownership
CO5	Understand how to finance, protect and insure a business, thereby culminating in the preparation of a business plan which can raise funds.
CO6	Decide on how to utilize the facilities and resources provided by the central and state level institutions in small business development

V. CO-PO-PSO MAPPING(mark H=3; M=2; L=1)

PO/PSO	1	2	3	4	5	PSO1	PSO2	PSO3	PSO4						
CO1	3				3										
CO2	3	3			3	2									
CO3	2		3	3					3						
CO4	3		3					3							
CO5	3		2		3										
CO6	3		3		2		2								

VI. Assessment Details (CIE & SEE)

General Rules: Refer appendix section 1

Continuous Internal Evaluation (CIE): Refer appendix section 1

Semester End Examination (SEE): Refer appendix section 1

VII. Learning Resources

VII(a): Textbooks:

Sl. No.	Title of the Book	Name of the author	Edition and Year	Name of the publisher
1	Entrepreneurship Development	Mr. Renu Arora, Dr. S. K Sood	2016	Kalyani Publishing House
2	The Dynamics of Entrepreneurial Development	Vasant Desai	Edition 2010	Himalaya Publishing House
3	New Venture Creation	Timmons, Spinelli	2012, 9 th Edition	McGraw Hill

VII(b): Reference Books:

1	Entrepreneurship Development	Gupta S L and Arun Mittal	Edition 2012	International Book House
2	Entrepreneurship	Donald F. Kuratko and Richard M. Hodgetts	2012	South-Western

VII(c): Web links and Video Lectures (e-Resources):

<https://youtu.be/rbmz5VEW90A>
<https://www.youtube.com/watch?v=CnStAWc7iOw>
<https://www.youtube.com/watch?v=RLQivEQUgUc>

VIII: Activity Based Learning / Practical Based Learning/Experiential learning:

Seminar, Assignments, Quiz, Case studies, Industry visit, Self-study activities, Group discussions.

Practical Component:

- 1.Designing a Business Model Canvas
2. Role of MSME in Company Incorporation
3. Interview a local entrepreneur to find out his/her major motivations to start a business – to find out the skills and characteristics in the entrepreneur? -Examine how he/she started a business, funding opted, protection of ideas etc.



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Master of Business Administration (MBA)

Semester:	II	Course Type:	AEC		
Course Title: Digital Marketing					
Course Code:	23MBAA207		Credits:	1	
Teaching Hours/Week (L:T:P:O)			0:0:2:0	Total Hours:	40
CIE Marks:	50	SEE Marks:	50	Total Marks:	100
SEE Type:	Theory/Practical			Exam Hours:	2 Hours

I. Course Objectives:

- Fundamentals of Digital Marketing Activation
- Audit & Research for Audience Acquisition
- Strategy for Conversion
- Techniques of Retention
- Improving Results and Optimization

II. Teaching-Learning Process (General Instructions):

These are sample Strategies, which teachers can use to accelerate the attainment of the various course outcomes.

1. Lecturer method (L) need not to be only a traditional lecture method, but alternative effective teaching methods could be adopted to attain the outcomes.
2. Use of Video/Animation to explain functioning of various concepts.
3. Encourage collaborative (Group Learning) Learning in the class.
4. Ask at least three HOT (Higher order Thinking) questions in the class, which promotes critical thinking.
5. Adopt Problem Based Learning (PBL), which fosters students' Analytical skills, develop design thinking skills such as the ability to design, evaluate, generalize, and analysed information rather than simply recall it.
6. Introduce Topics in manifold representations.
7. Show the different ways to solve the same problem with different circuits/logic and encourage the students to come up with their own creative ways to solve them.
8. Discuss how every concept can be applied to the real world - and when that's possible, it helps improve the students' understanding

Pre-requisites (Self Learning)

Marketing knowledge, Communication Skills, Basic computer Skills, Data Analytics

III. COURSE CONTENT

Module-1: Introduction to Digital Marketing	8 Hours
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The online opportunity, first step in online success, Build your web presence, Planning business strategy

RBT Levels: L1 and L2

Module-2: Online Business Strategy	8 Hours
Get started with search, Get discovered with search, Make search work for you, Be noted with search ads, Improve your search campaigns	
RBT Levels:L1 L2	
Module-3:Social Media	8 Hours
Get noticed locally, Help people nearby find you online, Get noticed with social media, Deep dive into social media	
RBT Levels: L2 L3	
Module-4:Content Marketing	8 Hours
Discover the possibilities of mobile, Make mobile work for you , Get started with content marketing, Connect through email , Advertise on other websites	
RBT Levels: L2 L3	
Module-5:Advertising& Analytics	8 Hrs
Deep dive into display advertising, Make the most of video Get started with analytics, Find success with analytics, Turn data into insights, Build your online shop, Sell more online, Expand internationally	
RBT Levels: L2	

IV. COURSE OUTCOMES

CO1	Identify impact of digital space and digital marketing
CO2	Find out the opportunities for marketers on digital platform.
CO3	Use digital media for the creation of products and services
CO4	Differentiate factors that influence the consumer.
CO5	How and What are the different elements that make the consumer so unique

V. CO-PO-PSO MAPPING(mark H=3; M=2; L=1)

PO/PSO	1	2	3	4	5	PSO1	PSO2	PSO3	PSO4						
CO1	1		1	1	1	2	1		1						
CO2	1		2	1	1	3	3		3						
CO3	1		2	1	1	2			2						
CO4	1		1	1	1		2	2							
CO5	1		1	1	1	1	2		2						

VI. Assessment Details (CIE & SEE)

General Rules: Refer appendix section 2

Continuous Internal Evaluation (CIE): Refer appendix section 2

Semester End Examination (SEE): Refer appendix section 2

VII(b): Reference Books:

Sl. No.	Title of the Book	Name of the author	Edition and Year	Name of the publisher
1	Digital Marketing Strategy	Simon Kingsnorth	2016	Target internet
2	Digital Marketing Manager	Tom Bowden & Tom Jepson	2012	Target internet
3	Digital Marketing	Dave Chaffey & Fiona	2017	Target internet

VII(c): Web links and Video Lectures (e-Resources):

<https://www.youtube.com/watch?v=bixR-KIJKYM>

<https://www.youtube.com/watch?v=v3a7fS6UK5c>

<https://www.youtube.com/watch?v=bhkZEHpog2M>

<https://www.youtube.com/watch?v=kMAiQSG1OCg>

VIII: Activity Based Learning / Practical Based Learning/Experiential learning:

1. Customer Satisfaction for a Digital Marketing Agency
2. Return on Investment for Various Digital Marketing Strategies
3. Google Search Engine Marketing Case Study Analysis
4. Analysis of New Product Launch Using Google Double Click
5. Social Media Strategies for Online Shopping Cart
6. Analytical Comparison of Traditional Marketing to Digital Marketing
7. Facebook Analytics for Targeted Marketing
8. Customer Preferences on Coupon Code-Based Promotional Activities
9. Report on Tools to Analyse Digital Marketing Competitors
10. Analysis of Visual Keyword Tools for Search Engine Marketing\



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Master of Business Administration (MBA)

Semester:	II	Course Type:	AEC		
Course Title: Soft Skills for Employability-II					
Course Code:	23MBAA208		Credits	01	
Teaching Hours/Week (L:T:P:O)			0:0:2:0	Total Hours:	30
CIE Marks:	50	SEE Marks:	50	Total Marks:	100
SEE Type:	Theory/Practical			Exam Hours:	2 Hours

I. Course Objectives:

This course will enable students:

- Trained in order to introduce themselves and others, to carry out short conversation.
- Understand the importance to communicate effectively and work as a team with responsibility.
- Importance of handling emotions at workplace
- Importance of Time management, Creativity and Innovation
- To analyse the mother tongue Influence and understand the ways to reduce it
- To solve basic aptitude problems and understand the importance of learning Aptitude.

II. Teaching-Learning Process (General Instructions):

These are sample Strategies, which teachers can use to accelerate the attainment of the various course outcomes.

1. Lecturer method (L) needs not to be only a traditional lecture method, but alternative effective teaching methods could be adopted to attain the outcomes.
2. Use of Video/Animation to explain functioning of various concepts.
3. Encourage collaborative (Group Learning) Learning in the class.
4. Ask at least three HOT (Higher order Thinking) questions in the class, which promotes critical thinking.
5. Adopt Problem Based Learning (PBL), which fosters students' Analytical skills, develop design thinking skills such as the ability to design, evaluate, generalize, and analysed information rather than simply recall it.
6. Introduce Topics in manifold representations.
7. Show the different ways to solve the same problem with different circuits/logic and encourage the students to come up with their own creative ways to solve them.
8. Discuss how every concept can be applied to the real world - and when that's possible, it helps improve the students' understanding.

III. COURSE CONTENT

Module-1: Effective Communication & Aptitude.	6 Hours
Benefits of Self Identification Ways to improve Self Confidence, Basics of Verbal Aptitude with examples, Ways to improve effective communication	
RBT Levels: L1,L2	
Module-2: Team Work, Story-Telling and Public Speaking.	6 Hours
Essentials of team building Responsibility, Collaboration, Coordination, Art of Story-Telling Five beats of story-telling and Public speaking activity.	
RBT Levels:L1, L2	

Module-3: Time Management and Logical Reasoning.													6 Hrs				
Understanding Priority, Organizing Skills, Scheduling, Effective Time management Strategy, Vocabulary reasoning and Logical deduction.																	
RBT Levels: L2,L3																	
Module-4: Problems on Number Theory and Basic Vedic Maths Techniques.													6 Hours				
Divisibility, Prime Numbers, Number Patterns, 2 and 3 digit multiplication. Solving linear equations, finding the Perfect square and non perfect square of a given number.																	
RBT Levels: L2, L3																	
Module-5: Problems on Permutations and Combinations.													6 Hours				
Various problems on Permutations and combinations will be solved and explained with shortcut methods. Permutations with Repetition, Combinations with Repetition.																	
Pre-requisites (Self Learning): data Summarize, data Scenario																	
RBT Levels: L2, L3																	
IV. COURSE OUTCOMES																	
CO1		Improve verbal ability and communication skill of the students.															
CO2		Enhance the ability to build and maintain positive relation with team members.															
CO3		Enhance the cognitive skills and analytical thinking of students.															
CO4		Effective Planning Skills, Prioritization Techniques, Task Delegation, Outsourcing and Effective Time Tracking.															
CO5		Develop strategic thinking skills for planning and executing tasks.															
V. CO-PO-PSO MAPPING (mark H=3; M=2; L=1)																	
PO/PSO	1	2	3	4	5	PSO1	PSO2	PSO3	PSO4								
CO1	2		2	2		2											
CO2	2	1	3			1	2	1	1								
CO3	2	2			1	2	2		1								
CO4	2	2	1		2	2	2	2	2								
CO5	2		3		3	2	2	1	2								
VI. Assessment Details (CIE & SEE)																	
General Rules: Refer appendix section 2																	
Continuous Internal Evaluation(CIE): Refer appendix section 2																	
Semester End Examination(SEE): Refer appendix section 2																	
VII. Learning Resources																	
VII(b): Reference Books:																	
Sl. No	Title of the Book					Name of the author					Edition and Year			Name of the publisher			
1	The Power of habit					Charles Duhigg's Blog					2007			Good readers			
2	Soft Skills					Dr. K Alex					2009			S. Chand Pvt Ltd			
3	Personality Development					Dr. K Alex					2009			S. Chand Pvt Ltd			
4	English and Soft Skills					S P Dhanavel					2008			Good readers			
Web links and Video Lectures (e-Resources):																	

<https://swayam.gov.in/explorer>
<https://nptel.ac.in/courses>

VIII. Activity Based Learning / Practical Based Learning/Experiential learning:

- Communication,
- Teamwork,
- Creativity,
- Adaptability,
- Blindfold Game.
- Concentric Circles.
- Get It Together.
- Drawn Understanding.
- Eye Contact Circle.
- Emotional Charades.



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CIE & SEE Evaluation strategy for MBA Autonomous Scheme 2023

Sl. No.	Course Type /Credits	Continuous Internal Evaluation (CIE)								Semester End Examination (SEE)					Total Marks (CIE+SEE)	Passing Standard	
		Total CIE marks	Min. Eligty.	A. Unit test				B. Formative Assessments		Total CIE marks	Dur. In hrs.	Max. cond. marks	Max. considered marks	min. pass %			Total SEE marks
				Marks	Min. Eligty.	Nos.	Marks/ Each	Nos.	Marks/ Each								
1	PCC/PEC (3/4 Credit courses)	50	50%	50	50%	2	50	1	50	50 (Average of 3)	03	100	50	40%	50	100	50%
2	AEC (1/2 Credit course)	50	50%	50	50%	2	50	1	50	50 (Average of 3)	03	50	50	40%	50	100	50%
3	Non credit Mandatory Course	50	50%			--	--	1	50	50	0	--	--	--	0	0	

Formative Assessments: Assignments, Quiz, Presentation, Seminar, oral examination, field work, report presentation/course project etc., based on the faculty & dept. planning conducted in this course. Course instructors can choose a few of the above based on the subject relevance and should maintain necessary supporting documents for the same.

AEC (Ability Enhancement Course): Skill Development courses and Soft Skill for Employability-Rubrics & Methodology shall be defined separately

SLC (Self Learning Courses) : Rubrics & Methodology shall be defined separately

NCMC (Non Credit Mandatory Course): Societal Project: Rubrics & Methodology shall be defined separately

PRJ (Project)/INT (Internship): The student shall undergo mandatory Project Work/Internship independently as per the Scheme of Teaching and Examination under the guidance of one of the faculty members of the Department. Rubrics & Methodology shall be defined separately



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CIE and SEE guidelines based on course Type for MBA Autonomous Scheme 2023

- The CIE conduction coordination will be done by the office of Controller of Examination (COE).
- The SEE will be conducted by the office of Controller of Examination (COE).

Continuous Internal Evaluation (CIE)	Semester End Examination (SEE)	Final Passing requirement
1. PCC/PEC – Theory Course (03 & 04 Credit courses)		
The weightage of Continuous Internal Evaluation (CIE) is 50% and for Semester End Exam (SEE) is 50%.		
<p>The minimum passing mark for the CIE is 50% of the maximum marks (25 marks out of 50).</p> <p>Continuous Internal Evaluation: CIE will be conducted by the department and it will have the following components:</p> <p>A. Internal Assessment Test B. Formative assessments</p> <p>A. Internal Assessment Test:</p> <ul style="list-style-type: none"> • There are 02 tests each of 50 marks, conducted during 7th week & 14th week, respectively. • The question paper will have three questions (max of 3 sub questions) 	<p>The minimum passing mark for SEE is 40% of the maximum marks (20 out of 50 marks).</p> <p>Semester-End Examination: Duration of 03 hours and total marks of 100.</p> <ul style="list-style-type: none"> • The question paper will have seven questions. Each question is set for 20 marks. • The students have to answer 4 full questions, selecting one full question from Q1-Q7 	<p>The student is declared as a pass in the course if he/she secures a minimum of 50% (50 marks out of 100) in the sum total of the CIE and SEE taken together.</p>

<p>in Part A, from the notified syllabus. Each question is set for 20 marks. The student has to answer 2 full questions (out of three questions).</p> <ul style="list-style-type: none"> • Part B is a compulsory case study analysis for 10 marks • Internal Assessment Test question paper shall be designed to attain the different levels of Bloom's taxonomy as per the outcome defined for the course. <p>B. Formative assessments:</p> <ul style="list-style-type: none"> • 01 formative assessment of 50 marks shall be conducted by the course coordinator based on the dept. planning during random times. • Formative assessment shall be completed before 10th week. • The syllabus content for the formative assessment shall be defined by the course coordinator. • The formative assessments include Assignments/ Quiz/ seminars/case study/field survey/ report presentation/ course project/etc. • The assignment QP or Quiz QP shall indicate marks of each question and the relevant COs & RBT levels. • The rubrics required for the other formal assessments shall be defined by the departments along with mapping of relevant COs & POs. <p>The final CIE marks will be 50: Average of all three assessments.</p> <p>The documents of all the assessments shall be maintained meticulously.</p>	<ul style="list-style-type: none"> • Question no 8 is a compulsory case study for 20 marks. • Marks scored shall be proportionally reduced to 50 marks. 	
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2. AEC: Ability Enhancement Courses (01/02 credit courses)

The weightage of Continuous Internal Evaluation (CIE) is 50% and for Semester End Exam (SEE) is 50%.

The minimum passing mark for the CIE is 50% of the maximum marks (25 marks out of 50).

Continuous Internal Evaluation:

CIE will be conducted by the department and it will have the following components:

- A. Internal Assessment Test
- B. Formative assessments

A. Internal Assessment Test:

- There are 02 tests each of 50 marks, conducted during 7th week & 14th week, respectively.
- The question paper will be of Multiple-Choice Questions (MCQ).
- The student has to answer all questions.
- Internal Assessment Test question paper shall be designed to attain the different levels of Bloom's taxonomy as per the outcome defined for the course

B. Formative assessments:

- 01 formative assessment of 50 marks shall be conducted by the Course coordinator based on the dept. planning before 10th week.
- The formative assessments include Assignments/seminars/case study/field survey/ report presentation/course project/etc.
- The assignment QP shall indicate marks of each question and the relevant COs & RBT levels.
- The rubrics required for the other formal assessments shall be defined by the departments along with mapping of relevant COs & POs.

The final CIE marks will be 50:

Average of all three assessments.

The documents of all the assessments shall be maintained meticulously.

The minimum passing mark for SEE is 40% of the maximum marks (20 out of 50 marks).

Semester-End Examination:

Theory SEE will be conducted by COE as per the scheduled timetable for duration of 02 hours and total marks of 50.

- Multiple choice Question paper.
- The students have to answer all questions.

The student is declared as a pass in the course if he/she secures a minimum of 50% (50 marks out of 100) in the sum total of the CIE and SEE taken together.

3. SLC: (01 credit course)

The weightage of Continuous Internal Evaluation (CIE) is 50% and for Semester End Exam (SEE) is 50%.

The minimum passing mark for the CIE is 50% of the maximum marks (25 marks out of 50).

Continuous Internal Evaluation:

CIE will be conducted by the department and it will have the following components:

- A. Internal Assessment Test (Not required for NPTEL/SWAYAM Courses)
- B. Formative assessments

B. Formative assessments:

- 8/12 Weekly assignment reviews shall be done by Mentors. Guidelines shall be published by the institute time to time.

The final CIE marks will be 50:

Average of all week's assignments

The documents of all the assessments shall be maintained meticulously.

The minimum passing mark for SEE is 40% of the maximum marks (20 out of 50 marks).

Semester-End Examination:

- SEE marks shall be considered based on successful certification and Percentage of marks obtained.

The student is declared as a pass in the course if he/she secures a minimum of 50% (50 marks out of 100) in the sum total of the CIE and SEE taken together.

4. NCMC: (0 credit course)

The weightage is only for Continuous Internal Evaluation (CIE).

The minimum passing mark for the CIE is 50% of the maximum marks (25 marks out of 50).

Continuous Internal Evaluation:

CIE will be conducted by the department and it will have the following components:

- A. Internal Assessment Test (not required for NCMC course).
- B. Formative assessments

B. Formative assessment:

- 01 Formative assessment of 50 marks shall be conducted by the faculty based on the dept. planning during random times.
- The formative assessments include Quiz/Assignments/seminars/case study/field survey/ report presentation/course project/Viva Voce etc.
- The assignment QP shall indicate marks of each question and the relevant COs & RBT levels.
- The rubrics required for the other formal assessments shall be defined by the departments along with mapping of relevant COs & POs.

The final CIE marks will be 50

The documents of all the assessments shall be maintained meticulously.

- No Semester End Examination.

The student is declared as a pass in the course if he/she secures a minimum of 50% (25 marks out of 50) in the CIE.



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Program Outcomes (POs) – Post-Graduate Attributes

MBA Graduates will be able to:

1. Apply knowledge of management theories and practices to solve business problems.
2. Foster Analytical and critical thinking abilities for data-based decision making.
3. Ability to develop Value based Leadership ability.
4. Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
5. Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.
6. Ability to recognize the need for sustained research orientation to comprehend a growingly complex business environment.
7. Possess self-sustaining entrepreneurship qualities that encourages evaluated risk taking.



|| Jai Shree Gurudev ||
Sri Adichunchanagiri Shikshana Trust ®

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Dr. Vishnuvardhan Road, kengeri,
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ARIIA

ATAL Ranking:
Band Performer



Band of 151 to 300 in
Innovation Category