



॥ 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



Autonomous PG Scheme & Syllabus

Programme: MBA

MBA/MCA BLOCK

SCHEME
2025

I & II 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.



AUTONOMOUS SCHEME OF TEACHING & EXAMINATION (STE) - PG - MBA 1st year

SCHEME:2025

SEM:II

16.07.2025

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	SAAE		Dur.	Th. Mrks	Lab. Mrks.	
1	PCC	7	25MBAC201	Human Resource Management	MBA	MBA	4	4	0	0	1	50	03	50	-	100
2	PCC	8	25MBAC202	Corporate Finance			4	4	0	0	1	50	03	50	-	100
3	PCC	9	25MBAC203	Marketing Management			4	4	0	0	1	50	03	50	-	100
4	PCC	10	25MBAC204	Operations Research			4	4	0	0	1	50	03	50	-	100
5	PCC	11	25MBAC205	Corporate Compliance			4	4	0	0	1	50	03	50		100
6	PCC	12	25MBAC206	Entrepreneurship Development			4	4	0	0	1	50	03	50	-	100
7	NCMC	1	25MBAN207	Societal Project			PP/NP	0	0	0	2	50	-	-	-	50
Total							24	24	0	0	8	350	18	300		650

PCC: Professional Core Course, NMC: 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. SAAE Compulsorily. 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.

SAAE: Students Academic Activity Engagement Hours - Self Learning, Project Based Learning, Activity Based Learning, Peer Learning etc., - Compulsory Min Hours to be adopted per week by the faculty is mentioned. More number of hours may be planned by the faculty. Holistic Planning shall be done by the HOD at the class level for effective and productive outcome. However, allocation of these hours in the timetable is not required.



Table of Contents			
Sl. No	Subject Code	Subject	Pg No
1	25MBAC101	Principles of Management and Organizational Behaviour	1-3
2	25MBAC102	Economics for Decision Making	4-6
3	25MBAC103	Accounting for Managers	7-9
4	25MBAC104	Business Statistics	10-12
5	25MBAC105	Fundamentals of Business Analytics	13-15
6	25MBAC106	Managerial Communication	16-18
7	25MBAC201	Human Resource Management	19-21
8	25MBAC202	Corporate Finance	22-24
9	25MBAC203	Marketing Management	25-27
10	25MBAC204	Operations Research	28-30
11	25MBAC205	Corporate Compliance	31-33
12	25MBAC206	Entrepreneurship Development	34-36
13	25MBAN207	Societal Project	37
14	CIE & SEE Evaluation Strategy for Autonomous Scheme		38
15	CIE and SEE guidelines		39-42



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MASTER OF BUSINESS ADMINISTRATION

Semester:	I	Course Type:	PCC
Course Title: Principles of Management and Organizational Behavior			
Course Code:	25MBAC101	Credits:	04
Teaching Hours/Week (L:T:P:S)		4:0:0:1	Total Hours: 40
CIE Marks:	50	SEE Marks:	50
SEE Type:		Theory	Total Marks: 100
		Exam Hours:	03
I. Course Objectives:			
1) To understand and analyse Management and Organisational Behaviour theories and models. 2) To classify and differentiate between the best methods to solve the problems. 3) To compare the appropriate framework for solving the problems at the workplace. 4) To apply Management and OB concepts to real-world business scenarios			
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 (Self Learning): Understanding & application of the concept, setting goal & personal commitment			
III. COURSE CONTENT			
Module-1: Introduction to Management			08 Hours
Introduction, Meaning, Objectives, Differences between Administration and Management, Levels of Management, Kinds of Managers, Recent trends in management, Henry Fayol's 14 Principles of Management, Contemporary issues in Management – sustainability, diversity, equity & inclusion in the workplace.			
RBT Levels: L1 – Remembering, L2 – Understanding, L3 – Applying, L4 – Analysing			
Module-2: Functions of Management and Leadership			08 Hours
Planning –Importance, Process, Benefits of Planning, Types of Plans, Planning tools and techniques. Organizing –Meaning, Types of Organization structures, Leading – Meaning, Nature, Traits and Behavior, Contingency approaches to Leadership, Transformational leadership. Controlling – Meaning, Importance, Steps in the Control Process, Types of Control.			
RBT Levels: L2 – Understanding, L3 – Applying, L4 – Analysing, L5 - Evaluating			
Module-3: Organizational Behaviour			08 Hours

Organisational Behaviour–Introduction, Meaning, History of Organisational Behaviour, Organisational effectiveness, Organisational learning process, Stakeholders, OB in a global context.									
RBT Levels: L2 – Understanding, L3 – Applying, L4 – Analysing, L5 - Evaluating									
Module-4: Dynamics of Organizational Behavior								08 Hours	
Introduction, MARS Model of individual behaviour and performance, Types of Individual behaviour, Personality in Organisation, Values in the workplace, Types of values, Perception–Meaning, Model of Perceptual process. Emotions in the workplace , Types of emotions. Circumplex Model of Emotion, Attitudes and Behaviour, Work-related stress and its management. Motivation– Meaning, Maslow’s Hierarchy of Needs, Four Drive Theory of Motivation.									
RBT Levels: L2 – Understanding, L3 – Applying, L4 – Analysing, L5 - Evaluating									
Module-5: Organization Culture & Teams								08 Hours	
Organisational Culture – Meaning, Elements of Organisational Culture, Importance of Organisational Culture. Organisational Change – Meaning, Resistance to change, Approaches to Organisational Culture, Action Research Approach, Appreciative Inquiry Approach, Large Group Intervention Approach, Parallel Learning Structure Approach, and Ethical issues of Organisational Behaviour. Teams: Meaning of Teams, Advantages of Teams, Model of Team Effectiveness, Stages of Team Development.									
RBT Levels: L2 – Understanding, L3 – Applying, L4 – Analysing, L5 - Evaluating									
IV. COURSE OUTCOMES									
CO1	Gain practical experience in the field of Management and Organisational Behaviour.								
CO2	Acquire the conceptual knowledge of management, various functions of Management and theories in OB								
CO3	Develop management and behavioural models related to attitude, perception, power, politics and conflict in workplace								
CO4	Analysing the recent trends in Management and OB models.								
V. CO-PO-PSO MAPPING									
PO/PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	1				2	3			
CO2		2	2				2		
CO3				3		3			
CO4		2				2	1		2
VI. Assessment Details (CIE & SEE)									
General Rules: Refer appendix section1									
Continuous Internal Evaluation(CIE): Annexure CIE & SEE Guidelines									
Semester End Examination(SEE): Annexure CIE & SEE Guidelines									
VII. Learning Resources:									
VII(a): Textbooks:									
Sl. No.	Title of the Book	Name of the author			Edition and Year		Name of the publisher		
01.	Essentials of Management	Koontz			8/e,2020		McGraw Hill		
02.	Management	John R. Schermerhorn, Jr.			S/e		Wiley India, 2010		

03.	Organizational Behavior	Stephen P Robbins, Timothy A. Judge, Neharika Vohra	14th Edition,2012	Pearson
VII(b): Reference Books:				
01.	Principles of Management	Ramesh B. Rudani	1 st 2013	Tata Mc Graw Hill
02.	Management and Organization Behavior	K Ashwathappa G Sudarshana Reddy	2017	HPH
VII(c): Web links and Video Lectures (e-Resources):				
<ul style="list-style-type: none"> • 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 <p>Note: The aforesaid links and study material are suggestive in nature, they may be used with due regards to copy rights, patenting and other IPR rules.</p>				
VIII: Activity Based Learning / Practical Based Learning/Experiential learning:				
<p>Suggested Activities:</p> <p>Activity based: Seminar, assignments, quiz, case studies</p> <p>Practical Based: Industry visit</p> <p>Experiential learning: Self-study activities</p>				



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MASTER OF BUSINESS ADMINISTRATION

Semester:	I	Course Type:	PCC		
Course Title: Economics For Decision Making					
Course Code:	25MBAC102		Credits:		04
Teaching Hours/Week (L:T:P:S)			4:0:0:1	Total Hours:	50
CIE Marks:	50	SEE Marks:	50	Total Marks:	100
SEE Type:	Theory			Exam Hours:	03
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):					
<ul style="list-style-type: none">• Presentation• Case study• Assignment					
Pre-requisites (Self Learning): Understanding & Application of Economic Theories and Concepts for Effective Business Decision Making.					
III. COURSE CONTENT					
Module-1: Introduction					10 Hours
Introduction to Managerial Economics: Meaning, Nature, Scope & Significance of Managerial Economics, Role and Responsibilities of Managerial Economist, Managerial Economics as Inter discipline.					
Trends in Economics: Trade Cycles, Concept and Measurement of GDP, Inflation, National Income, Unemployment, Sustainable Development Goals.					
Managerial Theories: Baumol’s Model, Marris’s model of growth maximization, Williamson’s model of managerial discretion (Theory only)					
RBT Levels: L1 – Remembering, L2 – Understanding					
Module-2: Demand and Supply Analysis					10 Hours
Demand Analysis: Demand and its determinants, Law of Demand - Elasticity’s of Demand, Price, Income and Cross Elasticity of demand, Measurement of elasticity of demand.					
Demand forecasting: Meaning &Significance, Methods of demand forecasting. (Problems on Price elasticity of demand)					
Supply Analysis: Meaning and Determinants of supply, Law of supply, Demand and supply equilibrium. (Theory and Problems)					
RBT Levels: L1 – Remembering, L2 – Understanding, L3 – Applying, L4 – Analysing					
Module-3: Production, Cost and Break Even Analysis					10 Hours

Production Analysis: Inputs of Production, Production function, Law of Variable Proportion, Laws of returns to scale, Indifference Curves, ISO-Quants & ISO-Cost line, Economies of scale, Diseconomies of scale,									
Cost Analysis: Types of cost, Cost Curves, Cost – Output relationship in Short run and Long run with graphs									
Break Even Analysis –Meaning, Assumptions, Determination of BEA, Limitations, Margin of safety, Uses of BEA In Managerial decisions (Theory and simple Problems).									
RBT Levels: L2 – Understanding, L3 – Applying, L4 – Analysing									
Module-4: Market Structure and Pricing Practices:								10 Hours	
Market Structures: Definition of Market, Features and Types of different Competitive Situations - Price-Output Determination both in the Long Run and Short Run in Perfect Competition - Monopoly - Monopolistic Competition and Oligopoly – Kinked Demand Curve, Collusive Oligopoly and Price Leadership. (Theory Only)									
RBT Levels: L1 – Remembering, L2 – Understanding, L3 – Applying, L4 – Analysing									
Module-5: Indian Business Environment								10 Hours	
Indian Business Environment: Nature, Scope, Structure of Indian Business Environment, Internal and External factors of Business Environment. Private Sector, Growth, Problems and Prospects, SMEs, Significance in Indian economy, challenges and prospects, Business cycles and its Phases, New Economic Initiatives proposed by Government of India for economic growth -like Atma Nirbhar Bharath Abhiyan.									
Fiscal policy and Monetary Policy: Meaning, structure and significance of Fiscal policy, three main types of fiscal policy – neutral, expansionary, and contractionary Policies. Monetary policy: Meaning, Objectives and components of monetary policy, Significant Influence of Monetary Policy and Indian business environment.									
Introduction to FDI, FII and Forex, Import and Export Trades. (Theory only)									
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 in Indian Business Environment								
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									
PO/PSO	PO1	PO2	PO3	PO4	PO5	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): Annexure CIE & SEE Guidelines									
Semester End Examination(SEE): Annexure CIE & SEE Guidelines									
VIII. Learning Resources:									
VII(a): Textbooks:									

Sl. No.	Title of the Book	Name of the author	Edition and Year	Name of the publisher
01.	Managerial Economics	Geetika Piyali Ghosh Purba Roy Chowdhury	2/e ,2011	McGraw-Hill Education
02.	Markets for Managers, A Managerial Economics Primer	Anthony J. Evans	2014	Wiley
03.	Managerial Economics	D.M Mithani	2016	HPH publications
VII(b): Reference Books:				
01.	Managerial Economics	Samuelson & Marks	2015, 5/e	Wiley
02.	Fundamentals of Managerial Economics	Mark Hirschey	12 th edition	Cengage Learning
VII(c): Web links and Video Lectures (e-Resources):				
VIII: Activity Based Learning / Practical Based Learning/Experiential learning:				
Seminar, Assignments, Quiz, Case studies, Industry visit, Self-study activities, Group discussions				
<ul style="list-style-type: none"> 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

Semester:	I	Course Type:	PCC
Course Title: Accounting For Managers			
Course Code:	25MBAC103	Credits:	04
Teaching Hours/Week (L:T:P:S)	4:0:0:1	Total Hours:	50
CIE Marks:	50	SEE Marks:	50
SEE Type:	Theory	Exam Hours:	03
I. Course Objectives:			
1) To enable the students to understand the conceptual framework of basic concepts 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):			
<ul style="list-style-type: none"> Chalk and Talk Power Point Presentations Beyond Syllabus Presentations 			
Pre-requisites (Self Learning): Graduates should be aware of History and Evolution of Accounting.			
III. COURSE CONTENT			
Module-1: Introduction to Accounting			06 Hours
Introduction, Meaning and Definition, Features, Objectives, Branches, Need, Users, Classification of Accounts, Systems of Accounting, Generally Accepted Accounting Principles (GAAP), Accounting Concepts and Conventions, IFRS & IAS. (Theory)			
RBT Levels: L1 – Remembering, L2 – Understanding			
Module-2: Financial Accounting Process			14 Hours
Introduction, Accounting Equation, Accounting Cycle: Journal – Ledger – Trial Balance – Final Accounts, Subsidiary Books (Problems on Three Column Cash Book only), Window Dressing. Case Study on preparation of Final Accounts of Companies with adjustments as per Companies Act, 2013. (Theory and Problems)			
RBT Levels: L1 – Remembering, L2 – Understanding, L3 – Applying, L4 – Analysing			
Module-3: Analysis of Financial Statements - I			10 Hours
Meaning and Purpose of Financial Statement Analysis, Comparative Financial Statement Analysis, Common Size Financial Statement Analysis, Trend Analysis, Financial Ratio Analysis, Preparation of Financial Statements using Financial Ratios. (Theory and Problems).			
RBT Levels: L1 – Remembering, L2 – Understanding, L3 – Applying, L4 – Analysing			

Module-4: Analysis of Financial Statements - II								10 Hours	
Introduction, Meaning and purpose of preparing Cash Flow Statement and Fund Flow Statement, Cash Flow vs Fund Flow Statement, Preparation of Cash Flow Statement(Indirect method) and Fund Flow Statement. (Theory and Problems)									
RBT Levels: L1 – Remembering, L2 – Understanding, L3 – Applying, L4 – Analysing									
Module-5: Depreciation Accounting and Emerging Issues in Accounting								10 Hours	
Depreciation Accounting: Meaning, Causes, Types, Tax implication of depreciation. (Problems on Straight Line and WDV method only).									
Emerging Issues in Accounting: Human Resource Accounting, Forensic Accounting, Green Accounting, Sustainability Reporting, Crypto Currency and AI in Accounting. (Theory only).									
RBT Levels: L1 – Remembering, L2 – Understanding, L3 – Applying, L4 – Analysing									
IV. COURSE OUTCOMES									
CO1	Graduates will be able to understand the basics and conceptual framework of financial accounting.								
CO2	Graduates should be capable of undergoing through financial accounting process.								
CO3	Analyse and Interpret the financial statements of companies for decision making								
CO4	Understand the emerging trends in accounting and adopting it while reporting.								
V. CO-PO-PSO MAPPING									
PO/PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	3			2		3			
CO2	2						2		
CO3		2	1					1	
CO4				2	1				2
VI. Assessment Details (CIE & SEE)									
General Rules: Refer appendix section1									
Continuous Internal Evaluation(CIE): Annexure CIE & SEE Guidelines									
Semester End Examination(SEE): Annexure CIE & SEE Guidelines									
VII. Learning Resources:									
VII(a): Textbooks:									
Sl. No.	Title of the Book	Name of the author			Edition and Year		Name of the publisher		
01.	Financial Accounting	Jain S P and Narang K L			2014		Kalyani Publishers		
02.	Financial Accounting: A Managerial Perspective	Narayanaswamy R			5/e, 2014		PHI		
VII(b): Reference Books:									
01.	Accounting and Finance for Non-finance Managers	Jai Kumar Batra			1e, 2018		Sage Publications		
02.	Computerized Accounting	Neeraj Goyal, Rohit Sachdeva			1e, 2018		Kalyani Publishers		

03.	Accounting for Management-Text & Cases	S. K. Bhattacharya & John Dearden	3e, 2018	Vikas Publishing House Pvt. Ltd.,
VII(c): Web links and Video Lectures (e-Resources):				
<ul style="list-style-type: none"> • 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 • https://www.youtube.com/watch?v=mq6KNVeTE3A 				
VIII: Activity Based Learning / Practical Based Learning/Experiential learning:				
<ul style="list-style-type: none"> • Students should collect Annual Reports of the companies and analyse the financial statements using different techniques and presenting the same in the class. • To get exposed to use of accounting software (Preferably Tally or ERP) • To identify the sustainability report of a company and study the contents. 				



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Master of Business Administration (MBA)



Semester:	I	Course Type:	PCC
Course Title: Business Statistics			
Course Code:	25MBAC104	Credits:	4
Teaching Hours/Week (L:T:P:S)	4:0:0:1	Total Hours:	50
CIE Marks:	50	SEE Marks:	50
SEE Type:	Theory	Exam Hours:	3 Hours
I. Course Objectives:			
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):			
<ul style="list-style-type: none"> • Chalk and Talk • Power Point Presentations • Beyond Syllabus Presentations 			
Pre-requisites (Self Learning): Understanding & application of the concept of statistics.			
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) Direct Method			
RBT Levels: L2 – Understanding, L3 – Applying			
Module-2: Correlation and Regression			10 Hours
Correlation - Significance, Types, and Methods, Scatter diagram, Karl Pearson correlation, Spearman's Rank correlation, Regression, Significance, Regression Equations. (Theory and Problem).			
RBT Levels: L2 – Understanding, L3 – Applying			
Module-3: Probability Distribution			10 Hours
Concept of probability, Counting rules for determining number of outcomes - Concept of Probability Distribution, Theoretical Probability Distributions -Binomial, Poisson, Normal.			
RBT Levels: L4 – Analysing			
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 – Understanding

Module-5: Hypotheses Testing

10 Hours

Definition, Types, Procedure for testing, Errors in hypotheses testing. Parametric and Non-Parametric Tests – t – test, z – test, Chi-square test, Mann Whitney U test, K-W Test (problems on all tests). Analysis of Variance (ANOVA), Problems on one way Anova.

RBT Levels: L5 - Evaluating

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

PO/PSO	PO1	PO2	PO3	PO4	PO5	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): Annexure CIE & SEE Guidelines

Semester End Examination(SEE): Annexure CIE & SEE Guidelines

Learning Resources:

VII(a): Textbooks:

Sl. No.	Title of the Book	Name of the author	Edition and Year	Name of the publisher
01.	Statistical Methods	S P Gupta	46 th Edition, 2021	Sultan Chand Publications
02.	Fundamentals of Statistics	S C Gupta	7 th Edition, 2018	Himalaya Publications

VII(b): Reference Books:

01.	Business Statistics	J K Sharma	5th edition 2020	Vikas Publishing House
02.	Research Methodology	C R Kothari	(2015)	Viswa Prakasam Publications.

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

- Students should opt for Swayam NPTEL Course on Business Statistics offered by Prof. M. K.

Barua Dept. of Management studies IIT Roorkee.

- Swayam NPTEL Course on Business Statistics by Dr. P. M. Shiv Prasad, Department of Commerce, Teresian College, Mysuru.
- YouTube Videos are also available of the same
- <https://www.youtube.com/watch?v=VDLyk6z8uCg>

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

Planning, designing, collecting data, analysis, drawing meaningful interpretation and reporting of the research findings.



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 Recognized by UGC, New Delhi with 2(f) & 12 (B)
Master of Business Administration (MBA)



Semester:	I	Course Type:	PCC
Course Title: Fundamentals of Business Analytics			
Course Code:	25MBAC105	Credits:	4
Teaching Hours/Week (L:T:P:S)	4:0:0:1	Total Hours:	50
CIE Marks:	50	SEE Marks:	50
SEE Type:	Theory	Exam Hours:	3 Hours
I. Course Objectives:			
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):			
<ul style="list-style-type: none"> 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 – Remembering, L2 – Understanding			
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 – Remembering, L2 – Understanding			
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 – Understanding, L3 – Applying			
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 – Applying, L4 – Analysing									
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 – Remembering, L2 – Understanding									
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									
PO/PSO	PO1	PO2	PO3	PO4	PO5	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 section1									
Continuous Internal Evaluation(CIE): Annexure CIE & SEE Guidelines									
Semester End Examination(SEE): Annexure CIE & SEE Guidelines									
Learning Resources:									
VII(a): Textbooks:									
Sl. No.	Title of the Book	Name of the author			Edition and Year		Name of the publisher		
01.	Essentials of Business Analytics	Camm and Fry and Williams and Anderson and Sweeney			1 st Edition, January 2015		Cengage India		
02.	Fundamentals of Business Analytics	R N Prasad & Seema Acharya			2 nd Edition, January 2016		John Wiley		
03.	Business Analytics for Decision Making	Regi Mathew			1 st Edition, April 2020		Pearson India		
VII(b): Reference Books:									
01.	Data Science for Business: What You	Foster Provost & Tom Fawcett			1 st Edition, 2013		"O'Reilly Media, Inc."		

	Need to Know about Data Mining and Data-Analytic Thinking			
02.	Business Analytics A Management Approach	Vidgen Richard	1 st Edition, April 2023	Bloomsbury

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

- www.business.wfu.edu
- www.techtarget.com
- www.youtube.com/watch?v=diaZdX154
- www.youtube.com/watch?v=9IIgH0hNtgk
- www.youtube.com/watch?v=f9DzS6NdgwU

VIII: Activity Based Learning:

- 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.



MASTER OF BUSINESS ADMINISTRATION

Semester:	I	Course Type:	PCC		
Course Title: Managerial Communication					
Course Code:	25MBAC106		Credits:		04
Teaching Hours/Week (L:T:P:S)			4:0:0:1	Total Hours:	40
CIE Marks:	50	SEE Marks:	50	Total Marks:	100
SEE Type:	Theory			Exam Hours:	03
I. Course Objectives:					
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.					
5) To train Students towards drafting business proposals.					
II. Teaching-Learning Process (General Instructions):					
<ul style="list-style-type: none">Power Point PresentationsBeyond Syllabus PresentationsActivity Based Teaching/Learning					
Pre-requisites (Self Learning): Understanding & application of the concept, setting goal & personal commitment					
III. COURSE CONTENT					
Module-1: Introduction to Communication					06 Hours
Introduction: Meaning and Definition, Nature and Scope, Purpose, Characteristics of Successful Communication, Principles of Effective Communication, Role of communication at workplace, Communication Process Models, Classification - Levels of Communication, 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					06 Hours
Introduction: Meaning – Principles of successful oral communication, Conversation Control, Reflection and Empathy, Modes of Oral Communication.					
Listening Skills: Listening in a Business Context, Barriers to Listening, Strategies for Effective Listening, Importance of Non-Verbal Communication in Corporate Cultural Differences.					
RBT Levels: L1 – Remembering, L2 – Understanding, L3 – Applying, L4 – Analysing					

SEMESTER: 2023

Module-3: Written Communication							08 Hours		
Introduction: Purpose and Principles of effective writing, The 3X3 writing process for business communication: Pre writing, Writing, Revising. Audience Analysis, Types of Written Communication in Business, Business Letters: Introduction To Business Letters, Types of Business Letters, Writing Routine, Persuasive Letters, Recommendation Letters and Thank You Letters, Employee Reviews.									
Technological Advancements in Global Business Communication: Intranet, Internet, Teleconference, Video Conference, Blogs, Webinars, Chat rooms, Voice and Text messaging, Impact of AI on Communication.									
RBT Levels: L1 – Remembering, L2 – Understanding, L3 – Applying, L4 – Analysing									
Module-4: Business Reports and Case Study Analysis							10 Hours		
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.									
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.									
RBT Levels: L1 – Remembering, L2 – Understanding, L3 – Applying, L4 – Analysing									
Module-5: Employment Communication and Presentation							10 Hours		
Employment Communication: Introduction, Personal Grooming, Business Etiquette, Writing Covering Letters, Preparing CV's, Group Discussions, Preparing for a Job Interview, Conducting yourself during the Interview, Inquiry E-mails									
Negotiation Skills: Meaning, Nature, Need, Factors affecting negotiation, Stages in negotiation process, Negotiation Strategies.									
Oral Presentation: Role of Business Presentations, Planning, Organising and Delivering Presentations, Planning Team and Online Presentations, Guidelines for effective presentations, Visual Support for Managers.									
RBT Levels: L1 – Remembering, L2 – Understanding, L3 – Applying, L4 – Analysing									
IV. COURSE OUTCOMES									
CO1	Graduates will be aware of their communication skills and know their potential to become successful managers.								
CO2	Graduates will design and deliver effective verbal communication.								
CO3	Utilise the mechanics of writing and compose business letters in English precisely and effectively.								
CO4	Students will get trained in the art of drafting business proposals and business communication with emphasis on analyzing business situations.								
CO5	Graduates will groom themselves for delivering effective oral presentation and prepare themselves with better negotiation strategies through communication.								
V. CO-PO-PSO MAPPING									
PO/PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	3			2		2			
CO2							1		
CO3		2			1			2	
CO4	2			2				1	
CO5			1						2

VI. Assessment Details (CIE & SEE)				
General Rules: Refer appendix section1				
Continuous Internal Evaluation(CIE): Annexure CIE & SEE Guidelines				
Semester End Examination(SEE): Annexure CIE & SEE Guidelines				
Learning Resources:				
VII(a): Textbooks:				
Sl. No.	Title of the Book	Name of the author	Edition and Year	Name of the publisher
01.	Business Communication	P D Chaturvedi, Mukesh Chaturvedi	4 th Edition, 2020	Pearson Education
02.	Communicating in Business	Ober Newman	8 th Edition, 2018	Cengage Learning
VII(b): Reference Books:				
01.	Business Communication Process	Marry Ellen Guffey	3 rd Edition, 2002	Cengage Learning
02.	Business and Professional Communication	Kelly M, Quintanilla, Shawn T & Wahl	South Asia Edition, 2017	SAGE
03.	Business Communication	Lesikar, Flatley, Rents, Pande	12 th Edition, 2012	Tata McGraw Hill Education
VII(c): Web links and Video Lectures (e-Resources):				
<ul style="list-style-type: none"> • https://www.youtube.com/watch?v=yml9dx9nUco • https://www.edx.org/learn/business-communications • https://onlinecourses.swayam2.ac.in/imb19_mg14/preview • https://www.careers360.com/courses-certifications/swayam-communication-courses-brp-org • https://dcomm.org/wp-content/uploads/2019/05/Business-Communication-PDFDrive.com-.pdf • http://www.mim.ac.mw/books/Business%20Communication.pdf • https://www.researchgate.net/publication/347508593 • https://2012books.lardbucket.org/pdfs/communication-for-business-success-canadianedition.pdf • https://sagepub.libguides.com/c.php?g=964634&p=6968892 • https://nptel.ac.in/courses/110105052 • https://www.caclubindia.com/coaching/cseet-business-communication-ca-agrika-khatrionline-classes-3476.asp 				
VIII: Activity Based Learning / Practical Based Learning/Experiential learning:				
<ol style="list-style-type: none"> 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

Semester:	II	Course Type:	PCC
Course Title: Human Resource Management			
Course Code:	25MBAC201	Credits:	04
Teaching Hours/Week (L:T:P:S)	4:0:0:1	Total Hours:	40
CIE Marks:	50	SEE Marks:	100
SEE Type:	Theory	Exam Hours:	3 Hours
I. Course Objectives:			
1) Recite the various functions of Human Resources Management 2) Describe and explain the relevance and importance of Human Resources Management at workplace. 3) Apply and solve the workplace problems through Human Resources Management intervention. 4) Compare and contrast different approaches of HRM for solving the complex issues and problems at the workplace. 5) Design and develop an original framework and model in dealing with the problems in the organization.			
II. Teaching-Learning Process (General Instructions):			
<ul style="list-style-type: none"> Chalk & Talk Method Power Point Presentation Keynotes Activity Based Assignment Beyond Syllabus Quiz 			
III. COURSE CONTENT			
MODULE 1: Introduction to HRM			08 Hours
Introduction, meaning, nature, Importance, Major functions of HRM, Principles of HRM. Human Resource Management and Personnel Management, HRM in India. The Factors Influencing Human Resource Management, Role of HR Manager, VUCA.			
RBT Levels: L1 – Remembering, L2 – Understanding, L3 – Applying, L4 – Analysing			
Module-2: Human Resource Planning			08 Hours
Importance of HR Planning, Factors Affecting HR Planning, HRP Process, Barriers to HR Planning. Meaning of Job Analysis, Process of Job Analysis-Job Description and Job Evaluation. Recruitment and Selection : Importance of Recruitment, Recruitment Process, Sources, Evaluation of Recruitment Process, Future Trends in Recruitment, Impact of social media platforms in Recruitment; Selection Process; Types of Selection Tests, Induction and Orientation. Training and Development: Need and Importance of Training and Development, Training Need Analysis, Methods of training, Concept of Career Development.			

RBT Levels: L2 – Understanding, L3 – Applying, L4 – Analysing, L5 - Evaluating

Module-3: Compensation and Benefits	08 Hours
Introduction, Definitions, components of Compensation, Total Rewards System, Forms of Pay, External and Internal Factors, Employee Benefits.	
Performance Management and Appraisal: Objectives of Performance Management, Performance Management and Performance Appraisal, Performance Management Process, Performance Appraisal methods	
Industrial Relations: The Objectives of Industrial Relations, Approaches of Industrial Relations Systems, International Labour Organisation (ILO), Trade Union.	
RBT Levels: : L2 – Understanding, L3 – Applying, L4 – Analysing, L5 - Evaluating	
Module-4: Human Resource Management in Small and Medium Enterprises	08 Hours
Introduction to SMEs, the role of HRM in service and Manufacturing sector, The Difference in Adoption of Human Resource Management in SMEs and Large Firms, Impact of Weak Adoption of Human Resource Management in SMEs,	
RBT Levels: L1 – Remembering, L2 – Understanding, L3 – Applying	
Module-5:Innovation and Recent trends in Human Resource Management	08 Hours
Factors Affecting the Innovation Process in organisations, Innovative Human Resource Management Practices in India.	
HR Information Systems: Introduction to HRIS. HRIS process, applications.	
Future Trends in Human Resource Management: Hybrid work model, Remote Work, Gig Work Force, Green HR Practices, Sustainable HR Reports, Diversity and inclusion in workforce, People analytics, Employee well-being, Multi-generational workforces, Ergonomics.	
RBT Levels: L1 – Remembering, L2 – Understanding, L3 – Applying	

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 Training in an Organization
CO4	Demonstrate the use of different appraisal methods, outline compensation strategies of an organization and define key Industrial concepts.
CO5	Perceive greater understanding about HR practices and emerging trends in HRM.

V. CO-PO-PSO MAPPING(mark H=3; M=2; L=1)									
PO/PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	1				2				
CO2	1		2			3		3	
CO3		2		3				2	
CO4	1	2		2					
CO5		2			2				2

VII. Assessment Details (CIE & SEE)

General Rules: Refer appendix section1

Continuous Internal Evaluation(CIE): Annexure CIE & SEE Guidelines

Semester End Examination(SEE): Annexure CIE & SEE Guidelines				
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):				
<ul style="list-style-type: none"> • 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:				
<p>Suggested Activities:</p> <ul style="list-style-type: none"> • 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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Master of Business Administration (MBA)

Semester:	II	Course Type:	PCC
Course Title: Corporate Finance			
Course Code:	25MBAC202	Credits:	04
Teaching Hours/Week (L:T:P:S)	4:0:0:1	Total Hours:	50
CIE Marks:	50	SEE Marks:	50
SEE Type:	Theory	Exam Hours:	3 Hours

I. Course Objectives:

- 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):

- Chalk & Talk Method
- Power Point Presentation
- Keynotes
- Activity Based

Pre-requisites (Self Learning): Graduates should understand the conceptual framework of Financial Management in order to analyse and evaluate the tools of Financial Management in effective decision making.

III. COURSE CONTENT

Module - 1: Introduction to Financial Management and Time Value of Money 12 Hours

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.

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 installments. (Theory & Problems).

RBT Levels: L2 – Understanding, L3 – Applying

Module - 2: Long term sources of Finance and Cost of Capital 12 Hours

Long term sources of Finance & Cost of Capital: Shares – Debentures – Term loans and deferred credit-Lease financing- Hybrid financing (Theory Only).

EBIT and EPS analysis – Leverages – Return on Investment (ROI) & Return on Earnings (ROE) analysis. (Theory & Problem).

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 & Problems).									
RBT Levels: L2 – Understanding L3 – Applying, L4 – Analysing, L5-Evaluating									
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).									
RBT Levels: L3 – Applying, L4 – Analysing									
Module - 4: Capital Structure and Dividend Decision Theories								08 Hours	
Theories of Capital Structure – Net Income Approach, Net Operating Income Approach, Traditional Approach, Modigliani and Miller (MM) Theory – with and without corporate taxes Dividend decision Theories – Factors affecting the dividend policy – types of Dividend Policy – forms of dividend – Walter, Gordon and MM Model (Theory only)									
RBT Levels: L3 – Applying, L4 – Analysing									
Module-5: Working Capital Management								08 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.									
RBT Levels: L3 – Applying, L4 – Analysing, L5-Evaluating									
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									
PO/PSO	PO1	PO2	PO3	PO4	PO5	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): Annexure CIE & SEE Guidelines									
Semester End Examination(SEE): Annexure CIE & SEE Guidelines									
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
3.	Principles of Corporate Finance	Brealey, Myers and Allen	11/e,	TMH
VIII(b): Reference Books:				
1.	Financial Management	I.M. Pandey	11/e	Vikas Publishing
2.	Corporate Finance: Theory and Practice	Aswath Damodaran	2/e, Latest Edition	John Wiley and Sons, Inc
VIII(c): Web links and Video Lectures (e-Resources):				
<ul style="list-style-type: none"> • 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

Semester:	II	Course Type:	PCC
Course Title: Marketing Management			
Course Code:	25MBAC203	Credits:	04
Teaching Hours/Week (L:T:P:S)		4:0:0:1	Total Hours: 40
CIE Marks:	50	SEE Marks:	50
SEE Type:		Theory	Total Marks: 100
SEE Type:			Exam Hours: 03
I. Course Objectives:			
1) To make students understand the basic concepts of marketing and the market environment 2) To gain knowledge on consumer behavior and factors that influence consumer decision-making. 3) To develop the ability to manage products and pricing strategies effectively. 4) To introduce ways to distribute products and promote them using communication tools like advertising. 5) To identify the major bases for market segmentation, targeting and positioning.			
II. Teaching-Learning Process (General Instructions):			
<ul style="list-style-type: none"> • 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			08 Hours
Definitions of market and marketing, Importance of marketing, Types of Needs in marketing, Elements of marketing concept, Functions of marketing, Evolution of marketing , Marketing V/s Selling, Customer Value and Satisfaction, 4P's of marketing, Marketing Environment (Micro and Macro), Techniques used in environment analysis, Emerging trends in marketing.			
RBT Levels: L1 – Remembering, L2 – Understanding			
Module-2: Analysing Consumer Behaviour			08 Hours
Meaning and Characteristics, Importance of consumer behaviour, Factors influencing Consumer Behaviour – Cultural Factors, Social Factors, Personal Factors, Psychological Factors. Consumer Buying Decision Process, Types of Buying Decision Behavior – Complex Buying Behavior, Dissonance-Reducing Buying Behavior, Habitual Buying Behavior, Variety-Seeking Buying Behavior. Buying Motives. The black box model of consumer behaviour.			
RBT Levels: L1 – Remembering, L2 – Understanding, L3 – Applying, L4 – Analysing			
Module-3: Product Management and Pricing			08 Hours

Importance and primary objective of product management, product levels, product hierarchy, classification of products, product line, product mix, product mix strategies, Managing Product Life Cycle. New Product Development, packing as a marketing tool, Role of labeling in packing. Concept of Branding, Brand Equity, branding strategies, selecting logo, brand extension- effects. Introduction to pricing, Significance of pricing, factor influencing pricing (Internal factor and External factor), objectives, Pricing Strategies.									
RBT Levels: L2 – Understanding, L3 – Applying, L4 – Analysing, L5 – Evaluating									
Module-4: Distribution and Promotion								08 Hours	
Roles and Purpose of Marketing Channels, Factors Affecting Channel Choice, Channel Design, Channel Management Decision, Channel Conflict and Management, Designing a physical Distribution System. Promotions – Marketing communications – Integrated Marketing Communications (IMC) – communication objectives, steps in developing effective communication. Advertising: Advertising Objectives, Advertising Budget, Advertising Copy, AIDA model, Evaluating Modern Advertising Effectiveness. Push-pull strategies of promotion.									
RBT Levels: L3 – Applying, L4 – Analysing, L5 – Evaluating									
Module-5: Market Segmentation, Targeting and Brand Positioning								08 Hours	
Concept of Market Segmentation, Benefits, Requisites of Effective Segmentation, Bases for Segmenting Consumer Markets, Market Segmentation Strategies. Types of Segmentation. Targeting – Bases for identifying target Customer, Target Marketing strategies. Positioning – Meaning, Positioning Strategy. Monitoring brands performance and positioning.									
RBT Levels: L4 – Analysing, L5 – Evaluating, L6 - Creating									
IV. COURSE OUTCOMES									
CO1	Understand knowledge of marketing and its environment to solve business problems								
CO2	Analyze consumer decision-making process and assess the factors influencing consumer behavior.								
CO3	Apply appropriate product management and pricing strategies in developing marketing solutions.								
CO4	Design appropriate distribution and promotional strategies using integrated marketing communication tools.								
CO5	Develop and implement suitable market segmentation, targeting, and positioning strategies to enhance brand performance.								
V. CO-PO-PSO MAPPING									
PO/PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	3			3	3	3			3
CO2		3					3		
CO3	3	3							
CO4	3		3		3				
CO5	3	3			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
01.	Marketing Management: A South Asian Perspective	Kotler, Keller, Koshy & Jha	13/e, 2021	Pearson Education
02.	MARKETING: A South – Asian Perspective	Lamb, Hair, Sharma, McDaniel	1/e, 2021	Cengage Learning,
03.	Case Studies in Marketing Management	Ramesh Kumar	1st Edition, 2018	Pearson Education
04.	Marketing: An Introduction	Rosalind Masterson & David Pickton	2/e, 2017	Sage Publications
VII(b): Reference Books:				
01.	Marketing Management – MKTG: A South-Asian Perspective,	Rajan Saxena	5/e, 2017	Tata McGraw – Hill Education
02.	Marketing: Marketing in the 21 st Century	Lamb, Hair, Sharma	1/e, 2016	Cengage Learning
VII(c): Web links and Video Lectures (e-Resources):				
<ul style="list-style-type: none"> • https://youtu.be/5fdx5Laavkc • https://youtu.be/Ule8n6GgE1g • https://youtu.be/ob5KWs3I3aY?t=131 • https://youtu.be/U1VWUHLhmdk 				
VIII: Activity Based Learning / Practical Based Learning/Experiential 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

Semester:	II	Course Type:	PCC		
Course Title: Operations Research					
Course Code:	25MBAC204		Credits:		04
Teaching Hours/Week (L:T:P:S)			4:0:0:1	Total Hours:	50
CIE Marks:	50	SEE Marks:	50	Total Marks:	100
SEE Type:	Theory			Exam Hours:	03
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):					
<ul style="list-style-type: none">Chalk & Talk MethodPower Point PresentationKeynotesActivity Based					
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 – Remembering, L2 - Understanding					
Module-2 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: L2 – Understanding, L3 - Applying					
Module-3: Decision Theory and Job Sequencing					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 – Understanding, L3 - Applying									
Module-4: Theory of Games and Assignment Problems								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. (Theory and Problems)									
RBT Levels: L2 – Understanding, L3 - Applying									
Module-5: Linear programming and Project Management								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: L2 – Understanding, L3 – Applying, L4 - Analysing									
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									
PO/PSO	PO1	PO2	PO3	PO4	PO5	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): Annexure CIE & SEE Guidelines									
Semester End Examination(SEE): Annexure CIE & SEE Guidelines									
VII. Learning Resources:									
VII(a): Textbooks:									
Sl. No.	Title of the Book	Name of the author			Edition and Year		Name of the publisher		
01.	Operation research	H.A. Taha			2012		Pearson Publication		
02.	Operation research	J.K.Sharma,			2014		Mc Millan Publication		

VII(b): Reference Books:				
01.	Quantitative Techniques	N D Vohra	2015	Mc Graw Hill Publication
02.	Quantitative Techniques: Theory and Problems	P.C. Tulsian and Vishal Pandey	2006	Pearson India
VII(c): Web links and Video Lectures (e-Resources):				
<ul style="list-style-type: none"> • https://youtu.be/vuKK3HAOB74 • https://lipas.uwasa.fi/tsottine/lecture_note/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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MASTER OF BUSINESS ADMINISTRATION

Semester:	II	Course Type:	PCC		
Course Title: Corporate Compliance					
Course Code:	25MBAC205		Credits:	04	
Teaching Hours/Week (L:T:P:S)		4:0:0:1	Total Hours:	50	
CIE Marks:	50	SEE Marks:	50	Total Marks:	100
SEE Type:	Theory		Exam Hours:	03	
I. Course Objectives:					
1) To familiarize the students with glimpses of various legislations in the global environment.					
2) To enable the students to understand the acts pertaining to contracts and goods.					
3) To acquaint the knowledge pertaining to Information Technology and Right to Education.					
4) To understand the importance of Environment, Social and Governance.					
II. Teaching-Learning Process (General Instructions):					
<ul style="list-style-type: none">• PowerPoint Presentations• Beyond Syllabus Presentations• Activity Based Learning					
Pre-requisites (Self Learning): Graduates should be aware of various legislations protecting the business within India.					
III. COURSE CONTENT					
Module-1: Introduction to Corporate Compliance and Companies Act, 2013				08 Hours	
Introduction to Corporate Compliance: Meaning, Definition, Overview of Corporate Compliances in India - Sources of Corporate Compliances, Importance, uses, functions & Essential elements of Corporate Compliance, Introduction to applicable laws under Corporate Legislations.					
The Indian Companies Act, 2013: Meaning and Features, Types of Companies, Steps in Formation of a Company, Documents required for Incorporation, Winding up of companies.					
RBT Levels: L1 – Remembering, L2 – Understanding					
Module-2: Corporate Legislations - I				08 Hours	
The Indian Contract Act, 1872: Introduction, Contract, Types of Contract, Contract vs Agreement vs Promise, Essential Elements of a Valid Contract, Offer, Types of Offer, Essential Elements of a Valid Offer, Acceptance, Consideration, Misrepresentation, Contingent Contracts, Salient features of Sale of Goods Act, 1930 and Salient Features of Essential Commodities Act, 1955.					
RBT Levels: L1 – Remembering, L2 – Understanding, L4 – Analysing					
Module-3: Corporate Legislations - II				08 Hours	
Consumer Protection Act, 2019: Introduction, Importance, Consumer Rights and Responsibilities, Ways and means of Consumer Protection, Services included under the act, Redressal Agencies: District Forums, State Commission, National Commission, Available reliefs.					
FSSAI Act, 2006: Introduction, Salient Features, Functions and Powers of the act and officers, Licensing and Registration, Offenses and Penalties.					

RBT Levels: L1 – Remembering, L2 – Understanding, L4 – Analysing									
Module-4: Corporate Legislations - III								08 Hours	
Information Technology Act, 2000: Significance of E-Commerce and E-Governance, Paperless Society, Digital Signature, Certifying Authority, Crimes, Offences and Penalties.									
The Factories Act, 1948: Introduction, Overview, Salient Features, Objectives, Applications, 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, L3 – Applying									
Module-5: Corporate Legislations - IV								08 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, Rules & Powers of Central Government to protect and promote Environment in India.									
RBT Levels: L1 – Remembering, L2 – Understanding, L3 – Applying									
IV. COURSE OUTCOMES									
CO1	Understand the basics of Corporate Compliance and its applicability in real business situations in India context.								
CO2	Critically examine how contracts are important in different business scenarios.								
CO3	Gain insights about consumers and protecting their interests legally.								
CO4	Impart technology with information and rights of getting it through legislations.								
CO5	Identify the key areas of human rights and environmental pollution.								
V. CO-PO-PSO MAPPING									
PO/PSO	1	2	3	4	5	PSO1	PSO2	PSO3	PSO4
CO1	3			3	2	2			
CO2		1		2			1		
CO3	2					1		2	
CO4									1
CO5	3			3				1	
VI. Assessment Details (CIE & SEE)									
General Rules: Refer appendix section1									
Continuous Internal Evaluation(CIE): Annexure CIE & SEE Guidelines									
Semester End Examination(SEE): Annexure CIE & SEE Guidelines									
VIII. Learning Resources:									
VII(a): Textbooks:									

Sl. No.	Title of the Book	Name of the author	Edition and Year	Name of the publisher
01.	Legal Aspects of Business	Ravindra Kumar	4 th Edition, 2019	Cengage Learning
02.	Company Law and Practice	Dr. G K Kapoor, A K Majumdar	14 th Edition, 2009	Taxmann Publications
VII(b): Reference Books:				
01.	Elements of Mercantile Law	N D Kapoor	38 th Revised Edition, 2020	Sultan Chand and Sons
02.	Business Law	S S Gulshan	3 rd Edition, 2006	Excel Books
03.	Legal Aspects of Business	Akhileshwar Pathak	3 rd Edition	Tata McGraw Hill
VII(c): Web links and Video Lectures (e-Resources):				
<ul style="list-style-type: none"> • https://youtu.be/rbmz5VEW90A • https://youtu.be/7bd-gHsynqA • https://youtu.be/0s6pNMEoTwA 				
VIII: Activity Based Learning / Practical Based Learning/Experiential learning:				
<ul style="list-style-type: none"> ➤ Graduates should form a team of 5 members and must visit to any nearest wholesale or retail store and should create awareness about food safety and standardisation. ➤ Students should form a procession to create awareness in the minds of the customers about their rights. ➤ Students should visit any Cyber Crime Police Station and make them aware of Cyber Crimes happening around them. ➤ Students should be aware various Human Rights at Workplace. 				



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MASTER OF BUSINESS ADMINISTRATION

Semester:	II	Course Type:	PCC
Course Title: Entrepreneurship Development			
Course Code:	25MBAC206	Credits:	04
Teaching Hours/Week (L:T:P:S)		4:0:0:1	Total Hours: 40
CIE Marks:	50	SEE Marks:	50
SEE Type:		Theory	Total Marks: 100
SEE Type:			Exam Hours: 03
I. Course Objectives:			
1) To develop and strengthen entrepreneurial qualities and motivation among students. 2) To impart basic entrepreneurial skills and understandings to run a business efficiently and effectively. 3) To provide insights to students on entrepreneurship opportunities, sources of funding and Institutions supporting entrepreneurs. 4) To make students understand the ways of starting a company of their own			
II. Teaching-Learning Process (General Instructions):			
<ul style="list-style-type: none"> • Interactive Lectures • Real-World Examples • Case Studies • Group Discussions • Guest Speakers • Field Visits • Research Projects • Role-Playing Exercises • Assessment Methods • Feedback Mechanism 			
Pre-requisites (Self Learning): The prerequisites for studying Entrepreneurship Development include a strong foundation in business fundamentals such as finance, marketing, operations. Additionally, students should have analytical skills, critical thinking abilities, and a good understanding of business operations.			
III. COURSE CONTENT			
Module-1: Introduction to Entrepreneur & Entrepreneurship			08 Hours
Meaning of entrepreneur - Functions of an Entrepreneur - Characteristics of a Successful Entrepreneur- Types of Entrepreneurs – Intrapreneur – Difference between Entrepreneur and Intrapreneur - Concept of Entrepreneurship - Stages in entrepreneurial process. Creativity and Innovation: The role of creativity, The innovation Process, Sources of New Ideas, Entrepreneurial Process.			

Emerging trends in Entrepreneurship Development: Digital Entrepreneurship, Social Entrepreneur, Rural Entrepreneur, Potential opportunities for Rural entrepreneurship in India. Benefits of Social Media platforms in promoting entrepreneurship.									
RBT Levels: L1 – Remembering, L2 – Understanding									
Module-2:Developing Business Model								08 Hours	
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, Startup Eco System, Unicorns.									
RBT Levels: L1 – Remembering, L2 – Understanding, L3 – Applying									
Module-3: Managing and Growing New Venture								08 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, Business Angels, Crowd Funding, Venture Capital, Initial Public Offering, Commercial Banks, Other Sources of Debt Financing, Leasing.									
RBT Levels: L2 – Understanding, L3 – Applying, L4 - Analysing									
Module-4: Entrepreneurship Development and Government								08 Hours	
Entrepreneurship Development and Government: Role of Government in promoting Entrepreneurship - Introduction to various incentives, subsidies and grants - Export Oriented Units - Fiscal and Tax concessions available, Central government schemes for start Up (Atal Innovation Mission, Mudra Yojana, Udyam Registration) 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. Latest e – government portals supporting entrepreneurship. Women Entrepreneurs: Reasons for low women Entrepreneurs, Strategies to motivate entrepreneurship amongst women, Government Initiatives for Women Entrepreneurs (Mahila Samridhi Yojana,)									
RBT Levels: L3 – Applying, L4 – Analysing, L5 - Evaluating									
Module-5: Process of Company Incorporation								08 Hours	
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.									
RBT Levels: L4 – Analysing, L5 – Evaluating, L6 - Creating									
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	To know about the various business models and B-Plans across Business sectors.								
CO3	Able to understand the importance of marketing and different forms of Businesses.								
CO4	Become aware about various sources of funding and institutions supporting entrepreneurs.								
CO5	Awareness about legal aspects and ways to protect the ideas.								
CO6	To understand the ways of starting a business and to know how to foster their ideas.								
V. CO-PO-PSO MAPPING									
PO/PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4

CO1	2				3	1			
CO2	1	2			2		2		
CO3	1		1	2					
CO4	1				1				
CO5	1		3		1			3	
CO6	1		2						2

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

Sl. No.	Title of the Book	Name of the author	Edition and Year	Name of the publisher
01.	The Dynamics of Entrepreneurial Development and Management	Vasant Desai	2010	Himalaya Publishing House
02.	Entrepreneurship	Donald F. Kuratko and Richard M. Hodgetts	2012	South-Western
03.	Entrepreneurship Development	Gupta S.L., Arun Mittal	2012	International Book House

VII(b): Reference Books:

01.	Management and Entrepreneurship Development	Management and Entrepreneurship Development	2009	Indus Valley Publication
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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:

Mention suggested 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

Semester:	II	Course Type:	NCMC		
Course Title: Societal Project					
Course Code:	25MBAN207		Credits:		00
Teaching Hours/Week (L:T:P:S)			0:0:0:2	Total Hours:	00
CIE Marks:	00	SEE Marks:	00	Total Marks:	00
COURSE OBJECTIVES					
1) To understand the social issues and to promote the social interests among students. 2) To undertake studies and Projects, which have a social bearing on the Society. 3) To enhance human values and help meet basic and complex needs of the society.					
GUIDELINES					
1) It is a Non-Credit and a mandatory Course. 2) The duration of the Project is ONE week. 3) Students should undertake the project between First and Second Semester. 4) Students need to identify any one of the social issues individually and collect relevant data. Group Projects are not permitted. 5) Students should get guidance from the Internal/External Guide regarding identification, collection of data and for preparations of Societal Project Report. However External Guide/Certificate is not mandatory. 6) Students can approach any NGOs, Trust and such similar Organisation to identify the societal issues OR they can identify the general societal issues for the purpose of study. 7) The Institute is required to issue a certificate on successful completion of Societal Project and certified by Guide, HOD and Principal. 8) Students should submit a report with a minimum of 10 pages in the prescribed format. 9) The institute should conduct the viva-voce examination after submission of the Societal Project Report. 10) The Institute should prepare suitable rubrics to assess the eligibility of societal project of students. Without successful completion of the societal project, student may not be awarded the MBA degree. 11) Normal binding is suggested for the report.					
GENERAL FORMAT OF THE SOCIETAL PROJECT REPORT					
1) Cover page 2) General Introduction of the Societal Project 3) Background of the Social issues. (at past, present and the future) 4) Identification of the Social issue/s 5) Review of Literature (Minimum Five) 6) Data analysis/Results and Discussion (Primary or secondary) 7) Suggestions to overcome issues. 8) Conclusion					



CIE & SEE Evaluation Strategy for MBA Autonomous Scheme 2025

Date: 20/08/2025

Note: Calculation of components of CIE for final marks is modified as per regulations

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. consid ered marks	Min . Pass %	Total SEE marks		
				Marks	Min. Eligty	Nos	Marks / Each	Tot. Marks	Nos	Marks / Each								
1	PCC/PEC (3/4 Credit courses)	50	50%	50	50%	2	50	50 (avg. of 2)	1	50	50 {(A+B) scaled down to 50}	03	100	50	40%	50	100	50%
2	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.

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

NMC (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 2025

- 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 style="margin-left: 20px;">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. 	<p>The minimum passing mark for SEE is 40% of the maximum marks (20 out of 50 marks).</p> <p>Semester-End Examination: Duration 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>

<ul style="list-style-type: none"> • The question paper will have three questions (max of 3 sub questions) 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). • 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. 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.

3. NCMC: (0 credit course)		
The weightage is only for Continuous Internal Evaluation (CIE).		
<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 (not required for NCMC course). B. Formative assessments</p> <p>B. Formative assessment:</p> <ul style="list-style-type: none"> • 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. <p>The final CIE marks will be 50</p> <p>The documents of all the assessments shall be maintained meticulously.</p>	<ul style="list-style-type: none"> • No Semester End Examination. 	<p>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.</p>



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Accredited by NAAC with 'A+' grade, Certified by ISO 9001 - 2015
Recognized by UGC, New Delhi with 2(f) & 12 (B)



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, analyse 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.



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Certified by ISO 9001 – 2015



ATAL Ranking:
Band Performer



Band of 151 to 300 in
Innovation Category