

**NOIDA INSTITUTE OF ENGINEERING & TECHNOLOGY, GREATER NOIDA, GAUTAM BUDDH NAGAR  
(AN AUTONOMOUS INSTITUTE)**



**Affiliated to**

**DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY, LUCKNOW**



**Evaluation Scheme & Syllabus**

**For**

**Master of Business Administration (Integrated)**

**First Year**

**(Effective from the Session: 2025-26)**

**NOIDA INSTITUTE OF ENGINEERING& TECHNOLOGY, GREATER NOIDA, GAUTAM BUDDH NAGAR**  
**(AN AUTONOMOUS INSTITUTE)**

**Master of Business Administration (Integrated)**

**Evaluation Scheme**

**SEMESTER-I**

Sl. No.	Subject Codes	Subject	Types of Subjects	Periods			Evaluation Schemes				End Semester		Total	Credit
				L	T	P	CT	TA	TOTAL	PS	TE	PE		
1	AMIBA0101	Business Environment	Mandatory	4	0	0	20	20	40	0	60	0	100	4
2	AMIBA0105	Principles & Practices of Management	Mandatory	4	0	0	20	20	40	0	60	0	100	4
3	AMIBA0103	Managerial Economics	Mandatory	4	0	0	20	20	40	0	60	0	100	4
4	AMIBA0102	Business Mathematics	Mandatory	3	1	0	20	20	40	0	60	0	100	4
5	AMIBA0104	Proficiency in English Communication	Mandatory	4	0	0	20	20	40	0	60	0	100	4
6	AMIBA0156	Office Management	Mandatory	0	0	4	0	0	0	25	0	25	50	2
		<b>TOTAL</b>											<b>550</b>	<b>22</b>

**Abbreviation Used:**

L: Lecture, T: Tutorial, P: Practical, CT: Class Test, TA: Teacher Assessment, PS: Practical Sessional, TE: Theory End Semester Exam.,  
CE: Core Elective, OE: Open Elective, DE: Departmental Elective, PE: Practical End Semester Exam, CA: Compulsory Audit,

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**Master of Business Administration (Integrated)**


**Evaluation Scheme**

**SEMESTER-II**


Sl. No.	Subject Codes	Subject	Types of Subjects	Periods			Evaluation Schemes				End Semester		Total	Credit
				L	T	P	CT	TA	TOTAL	PS	TE	PE		
1	AMIBA0204	Macro Economics	Mandatory	4	0	0	20	20	40	0	60	0	100	4
2	AMIBA0203	Introduction to Business Statistics	Mandatory	3	1	0	20	20	40	0	60	0	100	4
3	AMIBA0205	Organizational Behaviour	Mandatory	4	0	0	20	20	40	0	60	0	100	4
4	AMIBA0202	Financial Accounting-I	Mandatory	3	1	0	20	20	40	0	60	0	100	4
5	AMIBA0201	Business Communication	Mandatory	3	0	0	20	20	40	0	60	0	100	3
6	AMIBA0256	Data Analytics using Spreadsheet	Mandatory	0	0	4	0	0	0	25	0	25	50	2
		<b>TOTAL</b>											<b>550</b>	<b>21</b>

**Abbreviation Used:**

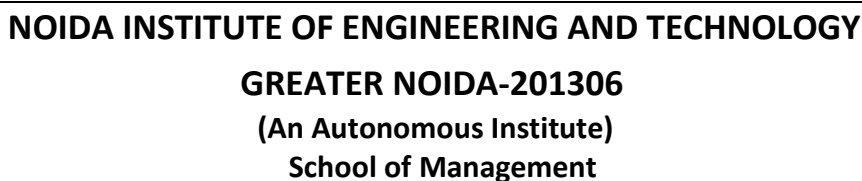
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<b>Course Code:</b> AMIBA0101		<b>Course Name:</b> Business Environment				<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Course Offered in:</b> School of Management (IMBA)						<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>Pre-requisite:</b> Basic understanding of management concepts									
<b>Course Objectives:</b> Facilitate understanding of the conceptual framework of business and factors affecting business and its applications in decision making under various environmental constraints. Develop understanding different types of economies. Make students aware of Indian industrial policies and their implications. Ability to understand the role of government to regulate different policies to control trade and commerce. Ability to understand the role and objective of International Business Environment and latest trends in world trade.									
<b>Course Outcome:</b> After completion of the course, the student will be able to						Bloom's Knowledge Level (KL)			
<b>CO1</b>	Define facts, terms and basic concepts of various aspects of Business Environment. Describing various national & international policies and trade.					K1			
<b>CO2</b>	Demonstrate the historical and modern perspective of business policy and correlate and illustrate those using today's examples.					K2			
<b>CO3</b>	Perform the implementation part of various theories using simulation and case study method.					K3			
<b>CO4</b>	Analyze various monetary and fiscal policy, Exim policy, role of WTO and its implication for structuring, reporting and organizing.					K4			
<b>CO5</b>	Evaluate the different policies and their impact on the domestic economy & international trade.					K5			
<b>CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)</b>									
<b>CO-PO Mapping</b>	<b>PO</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>				
<b>CO1</b>	2	1	1	3	1				
<b>CO2</b>	2	2	1	3	1				
<b>CO3</b>	3	3	2	2	2				
<b>CO4</b>	3	3	1	3	2				
<b>CO5</b>	3	3	2	3	2				
<b>Course Contents / Syllabus</b>									
<b>Module 1</b>		<b>An Overview of Business Environment</b>						<b>8 hours</b>	
Nature, scope and objectives of Business, Concept, Significance, Components of Business environment, types of environments, Factor affecting Business Environment, Social Responsibilities of Business.									
<b>Module 2</b>		<b>Economic Systems</b>						<b>8 hours</b>	
Economic Systems: Capitalism-features, Socialism-characteristics, Communism, Mixed Economy- features, Public Sector-characteristics, merits and demerits & Private Sector-features, importance and scope, demits and demits.									
<b>Module 3</b>		<b>Industrial Policies and Regulations</b>						<b>8 hours</b>	
Industrial Policy -Its historical perspective; Socio-economic implications of Liberalization, Privatization- ways of privatization, merits and demerits, Globalization-features, essential conditions for globalization, foreign market entry strategies.									
<b>Module 4</b>		<b>Government Control and Regulations</b>						<b>8 hours</b>	
Role of Government in Regulation and Development of Business; Monetary policy- objective, types, instruments and Fiscal Policy- objectives, fiscal instruments; EXIM Policy, FEMA.									
<b>Module 5</b>		<b>Global Environment</b>						<b>8 hours</b>	
Overview of International Business Environment, Trends in World Trade: WTO- Objectives, functions and role in international trade. Relationship between planning and controlling. Case Studies.									
<b>Total Lecture Hours</b>								<b>40 hours</b>	

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<b>Textbook:</b>								
<b>S.No</b>	<b>Book Title</b>					<b>Author</b>		
1.	Business Environment; Himalaya Publishing House, Edition 23th.					Francis Cherunilum (2018)		
2.	Essentials of Business Environment; Himalaya Publishing House, Edition 2014					K.Aswathapa (2014)		
<b>Reference Books:</b>								
<b>S.No</b>	<b>Book Title</b>					<b>Author</b>		
1.	Business Environment; PHI Learning, Edition 14th, 2014					Faisal Ahmed (2014)		
2.	Business Environment; McGraw-Hill Education (India) Pvt Limited, Edition 2018.					2. Justin Paul (2018)		
<b>NPTEL/ Youtube/ Faculty Video Link:</b>								
1.	<a href="https://www.youtube.com/watch?v=hK7Zp1Qp2wI">https://www.youtube.com/watch?v=hK7Zp1Qp2wI</a>							
2.	<a href="https://www.youtube.com/watch?v=c8Dd3PrMh4g">https://www.youtube.com/watch?v=c8Dd3PrMh4g</a>							
<b>Mode of Evaluation</b>								
<b>CIE</b>							<b>ESE</b>	<b>Total</b>
<b>ST1</b>	<b>ST2</b>	<b>ST3</b>	<b>TA1 5</b>	<b>TA2 5</b>	<b>TA3 5</b>	<b>Attendanc e 5</b>		
<b>20</b>			<b>20</b>				<b>60</b>	<b>100</b>



<b>Course Code:</b> AMIBA0105		<b>Course Name:</b> Principles and Practices of Management		<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Course Offered in:</b> School of Management (IMBA)				<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>Pre-requisite:</b> Basic understanding of management and organization behavior.							
<b>Course Objectives:</b> Enable students to understand Management Concepts, managerial practices and their perspectives. Develop understanding of concepts of Organizing and Directing. Equip the students with concepts of Motivation and their application. Comprehend and interpret aspects of Individual and Group Behavior. Inculcate leadership skills and team building capabilities in students.							
<b>Course Outcome:</b> After completion of the course, the student will be able to					Bloom's Knowledge Level (KL)		
<b>CO1</b>	Develop the basic understanding of Management concepts, principles and practices.				K2		
<b>CO2</b>	Understand Organizing and Directing principles of management.				K2		
<b>CO3</b>	Analyze the usage of applications of Motivation and various concepts in Management				K4, K5		
<b>CO4</b>	Understand staffing and selection concepts.				K2		
<b>CO5</b>	Develop leadership skills and team building capabilities in students.				K5		
<b>CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)</b>							
<b>CO-PO Mapping</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>		
<b>CO1</b>	3	2	1	2	1		
<b>CO2</b>	3	2	2	2	2		
<b>CO3</b>	3	3	2	2	2		
<b>CO4</b>	3	2	2	2	2		
<b>CO5</b>	2	2	3	2	3		
<b>Course Contents / Syllabus</b>							
<b>Module 1</b>		<b>Introduction of Management</b>				<b>8 hours</b>	
Management-Meaning, Nature & Significance-Combination of Art & Science, Management as a Profession, Management Vs Administration, Levels of Management-Elements of managerial processes - Styles & Roles of Managers in Organizations. Contributions of Taylor and Fayol, Human Relations & Behavioral Schools-Hawthorne Studies.							
<b>Module 2</b>		<b>Planning</b>				<b>8 hours</b>	
Nature, Process of Planning, Planning and Environmental Uncertainties, Types of Planning, Advantages and Limitations of Planning-Decision Making-Stages in Decision Making. Case studies.							
<b>Module 3</b>		<b>Organizing</b>				<b>8 hours</b>	
Nature & Significance of Organization, Authority & Responsibility Relationships-Span of Control, Process of Delegations-Barriers to Delegation, Centralization & Decentralization. Concept of Line & Staff-Overcoming Line-staff conflict, Committees, Co ordination, Organization Structures, Types, Advantages & Disadvantages. Case studies.							
<b>Module 4</b>		<b>Staffing and Directing</b>				<b>8 hours</b>	
Staffing, Scope of Staffing Functions, Directing: Concept, Principles & Techniques of directing and Coordination Motivation - Theories of Motivation. Theory X, Theory Y, Theory Z. Maslow's need hierarchy. Concept of leadership-Meaning. Importance, Styles, Supervision, Motivation Communication. Case Studies.							
<b>Module 5</b>		<b>Controlling</b>				<b>8 hours</b>	
Controlling: Concept, Principles, Process and Techniques of Controlling, Relationship between planning and controlling. Case Studies. Case studies.							
<b>Total Lecture Hours</b>						<b>40 hours</b>	
<b>Textbook:</b>							

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S.No	Book Title	Author
1.	Essentials of management, Tata McGraw Hill, 11th Edition	Koontz Harold, Weihrich Heinz & Mark V. Cannice (2020)
2.	Organizational Behaviour, Pearson	Robbins Stephen P & Judge Timothy (2016)

**Reference Books:**


S.No	Book Title	Author
1.	Management (2019) Pearson, 14th Edition,	Robbins & Coulter
2.	Understanding Organizational Behaviour, Oxford University Press, 4th Edition,	Pareek Udai (2016)
3.	Organizational Behaviour, McGraw Hill International Edition, 12th Edition,	Luthans Fred (2013)
4.	Principles and Practices of Management, Sultan Chand & Sons, 9th edition, 2016	Prasad L. M (2016)

**NPTEL/ Youtube/ Faculty Video Link:**

1.	<a href="https://www.youtube.com/watch?v=c8z2CS8jvbs">https://www.youtube.com/watch?v=c8z2CS8jvbs</a>
2.	<a href="https://www.youtube.com/watch?v=U4wuKKwV-eg">https://www.youtube.com/watch?v=U4wuKKwV-eg</a>


**Mode of Evaluation**

CIE							ESE	Total
ST1	ST2	ST3	TA1 5	TA2 5	TA3 5	Attendance 5		
20			20				60	100

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<b>Course Code:</b> AMIBA0103		<b>Course Name:</b> Managerial Economics				<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Course Offered in:</b> School of Management (IMBA)						<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>Pre-requisite:</b> Basic Knowledge of management concepts and principles.									
<b>Course Objectives:</b> Understand the concepts and importance of Managerial Economics in taking business decisions. Enable students to apply various concepts of law of demand and supply for taking price decisions. Develop understanding of production concepts and cost concepts. Understand and be able to apply pricing decisions to various market structures. Comprehend various theories of the firm.									
<b>Course Outcome:</b> After completion of the course, the student will be able to						Bloom's Knowledge Level (KL)			
<b>CO1</b>	To remember and understand the concepts of microeconomics to make effective business decisions under conditions of risk and uncertainty.					K1, K2			
<b>CO2</b>	To understand the law of demand & supply & their elasticities.					K2			
<b>CO3</b>	To analyze production concepts, cost concepts and their impact on business decisions.					K4			
<b>CO4</b>	Understand & evaluate pricing decisions under the different market structures.					K2, K5			
<b>CO5</b>	To analyze various theories of the firm and how they affect business decisions.					K4			
<b>CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)</b>									
<b>CO-PO Mapping</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>				
<b>CO1</b>	3	2	1	2	1				
<b>CO2</b>	3	2	1	2	1				
<b>CO3</b>	3	3	1	2	2				
<b>CO4</b>	3	3	1	3	2				
<b>CO5</b>	3	3	2	3	2				
<b>Course Contents / Syllabus</b>									
<b>Module 1</b>		<b>Basic Concepts and principles</b>						<b>8 hours</b>	
Definition, Nature and Scope of Economics-Microeconomics and Macro Economics, Managerial Economics and its relevance in business decisions. Fundamental Principles of Managerial Economics - Incremental Principle, Marginal Principle, Opportunity Cost Principle, Discounting Principle, Concept of Time Perspective, Equi-Marginal Principle, Utility Analysis, Cardinal Utility and Ordinal Utility. Case Studies.									
<b>Module 2</b>		<b>Demand and Supply Analysis</b>						<b>10 hours</b>	
Theory of Demand, Types of Demand. Determinants of demand, Demand Function, Demand Schedule, Demand curve, Law of Demand, Exceptions to the law of Demand, Shifts in demand curve, Elasticity of Demand and its measurement. Price Elasticity, Income Elasticity, Arc Elasticity. Cross Elasticity and Advertising Elasticity. Uses of Elasticity of Demand for managerial decision making, Demand forecasting- meaning, significance and methods. (numerical Exercises) Case Studies Supply Analysis; Law of Supply, Supply Elasticity; Analysis and its uses for managerial decision making. Price of a Product under demand and supply forces. Case Studies									
<b>Module 3</b>		<b>Production and cost Analysis</b>						<b>8 hours</b>	
Production concepts & analysis; Production function, Types of production function, Laws of production: Law of diminishing returns, Law of returns to scale. Cost concept and analysis: Cost, Types of costs, Cost output relationship in the short-run. Cost output relationship in the Long-run. Estimation of revenue. Average Revenue, Marginal Revenue . Case Studies									
<b>Module 4</b>		<b>Market structures</b>						<b>8 hours</b>	



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Perfect and Imperfect Market Structures, Perfect Competition, features, determination of price under perfect competition. Monopoly: Features, pricing under monopoly, Price Discrimination.

<b>Module 5</b>	<b>Economic Theory</b>	<b>6 hours</b>
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The Firm in Theory and Practice - Economic Theory of the Firm – The Behavioral Theory of the Firm - Managerial Theories of the Firm – Profit concepts & analysis – Game Theory and Asymmetric Information. Case Studies.

<b>Total Lecture Hours</b>	<b>40 hours</b>
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**Textbook:**

S.No	Book Title	Author
1.	Managerial Economics, Cengage Learning, New Delhi,	Geetika, Ghosh & Choudhury (2019).
2.	Managerial Economics Concepts and Cases, Tata McGraw Hill Publishing Company Ltd., New Delhi	Mote V.L., Samuel Paul and G.S. Gupta (2002),

**Reference Books:**


S.No	Book Title	Author
1.	Managerial Economics , ,Vikas Publication, 7th Ed	D.N.Dwivedi (2019),
2.	Managerial Economics, Tata Mcgraw-Hill, New Delhi	Moyer & Harris (2020).
3.	Managerial Economics, Sultan Chand	Varshney & Maheshwari (2020),

**NPTEL/ Youtube/ Faculty Video Link:**


1.	<a href="https://www.youtube.com/watch?v=vLPpF0hunwc">https://www.youtube.com/watch?v=vLPpF0hunwc</a>
2.	<a href="https://www.youtube.com/watch?v=W1egCKvI02o">https://www.youtube.com/watch?v=W1egCKvI02o</a>

**Mode of Evaluation**


CIE							ESE	Total
ST1	ST2	ST3	TA1 5	TA2 5	TA3 5	Attendance 5		
20			20				60	100

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Course Code: AMIBA0102		Course Name: Business Mathematics			L	T	P	C
Course Offered in: School of Management (IMBA)					3	1	0	4
Pre-requisite: Knowledge of basic calculation methods.								
Course Objectives: • Understand the concept of basic mathematical tools. • Understand the concept of set theory. • Understand the concept of functions and mathematical series. • Understand the concept of Matrices and determinants. • Understand the concept of Differential and Integral Calculus.								
Course Outcome: After completion of the course, the student will be able to					Bloom's Knowledge Level (KL)			
CO1	Solve the problems of Percentage, Ratio and Proportion,				K3			
CO2	Simple Interest & Compound Interest.				K3			
CO3	Apply the concept of Permutations and Combination in Probability.				K2			
CO4	Understand the basic concept of functions and series.				K3			
CO5	Apply the concept of matrices and determinants to solve				K3			
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)								
CO-PO Mapping	PO1	PO2	PO3	PO4	PO5			
CO1	3	2	1	2	1			
CO2	3	3	1	2	1			
CO3	3	2	1	2	1			
CO4	3	3	1	2	2			
CO5	3	3	2	2	2			
Course Contents / Syllabus								
Module 1		Commercial Arithmetic					8 hours	
Theory of Indices, Percentage, Ratio and Proportion; Simple interest, Compound interest.								
Module 2		Set Theory					8 hours	
Definition, Types of Sets, Union and intersection of sets, Venn diagram, DE Morgan's Laws, Application of Set Theory to business problems; Permutations and Combinations.								
Module 3		Functions and Mathematical Series					8 hours	
Functions of real variables, Linear, Exponential and Logarithmic with graph and illustrative examples; Arithmetic Progressions (A.P.), Geometric Progressions (G.P.) and Harmonic Progressions (H.P.), relationship among AP, G.P. and H.P.								
Module 4		Matrix Algebra					8 hours	
Introduction, types of matrices, Addition of matrices, Subtraction of matrices, Multiplication of matrices, Transpose of matrix, Expansion of determinants, Minor and Cofactors, Properties of determinant, Applications of matrix operations in business decision making.								
Module 5		Differential and Integral Calculus					8 hours	
Concept of Differentiation and integration, Maxima and minima in Differentiation, Application to business problems (only algebraic functions).								
							Total Lecture Hours	40 hours
Textbook:								
S.No	Book Title			Author				
1.	Business Mathematics, latest edition			Sancheti and Kapoor				
2.	Business Mathematics, BVP Publications-latest edition.			Thukral,J.K				

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Reference Books:								
S.No	Book Title					Author		
1.	Business Mathematics, latest edition					Chang		
2.	Business Mathematics, latest edition					Soni, R.S		
3.	Mathematics for Economics and Business, Excel Books, 2000.					Bhardwaj, R.S		
4.	Mathematics for Management, Tata McGraw Hill, 2004.					Raghavachari, M		
NPTEL/ Youtube/ Faculty Video Link:								
1.	<a href="https://www.youtube.com/watch?v=xxpc-HPKN28">https://www.youtube.com/watch?v=xxpc-HPKN28</a>							
2.	<a href="https://www.youtube.com/watch?v=zouPoc49xbk">https://www.youtube.com/watch?v=zouPoc49xbk</a>							
Mode of Evaluation								
CIE							ESE	Total
ST1	ST2	ST3	TA1 5	TA2 5	TA3 5	Attendanc e 5		
20			20				60	100

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<b>Course Code:</b> AMIBA0104		<b>Course Name:</b> Proficiency in English Communication		<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Course Offered in:</b> School of Management (IMBA)				<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>Pre-requisite:</b> The student should be able to communicate in basic English and have control over simple grammatical structures of English. All the students must take an assessment exam to ascertain their level of skill in English and undergo a brief induction course in it.							
<b>Course Objectives:</b> The objective of the course is to ensure that the students can communicate effectively, in clear and correct English, in a style appropriate to the occasion. The course provides a foundation in the four basic skills LSRW (Listening, Speaking, Reading, Writing) of language learning, aligned to an International Business English Certification.							
<b>Course Outcome:</b> After completion of the course, the student will be able to					Bloom’s Knowledge Level (KL)		
<b>CO1</b>	Understand the basic objective of the course and comprehend texts for professional reading tasks in preparation for an International Certification in Business English				K1, K3		
<b>CO2</b>	Write professionally in simple and correct English.				K5		
<b>CO3</b>	Interpret listening tasks for better professional competence.				K3		
<b>CO4</b>	Recognize the elements of effective speaking with emphasis on applied phonetics.				K1		
<b>CO5</b>	Apply the skill of speaking at the workplace.				K3		
<b>CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)</b>							
<b>CO-PO Mapping</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>		
<b>CO1</b>	2	2	1	2	1		
<b>CO2</b>	2	2	1	2	2		
<b>CO3</b>	2	2	1	2	2		
<b>CO4</b>	2	2	2	2	2		
<b>CO5</b>	2	2	2	2	3		
<b>Course Contents / Syllabus</b>							
<b>Module 1</b>		<b>Introduction &amp; Reading Skills</b>				<b>7 hours</b>	
Introduction to ESP, Reading basics (skimming, scanning, churning, & assimilation). Reading comprehension, Reading texts for paraphrasing & note making, diagram, chart, picture reading, Critical reading of texts through suggested list.							
<b>Module 2</b>		<b>Writing Skills</b>				<b>10 hours</b>	
Vocabulary building – Exposure to words from General Service List (GSL) by West & Academic Word List (AWL). Word formation. Root words, prefixes & suffixes; synonyms; antonyms; homophones; abbreviations; one-word substitutes, Requisites of a good sentence, Common errors - subject-verb agreement and concord, tenses, articles, preposition; punctuation, Paragraph writing, Basics of letter & email writing; notice & memo writing							
<b>Module 3</b>		<b>Listening Skills</b>				<b>5 hours</b>	
Process of listening, Types of listening, overcoming barriers to listening, Tips for effective listening, Exercises on listening skills							
<b>Module 4</b>		<b>Speaking Skills</b>				<b>8 hours</b>	
Skills of effective speaking, Applied phonetics – phoneme, syllable, word accent, Stress, rhythm & intonation in English, Neutral accent – difficulties of non-native speakers of English, Speaking with confidence							
<b>Module 5</b>		<b>Public Speaking</b>				<b>10 hours</b>	
Components of effective speaking in the workplace, Public speaking – Kinesics, Chronemics, Proxemics, Voice dynamics, Basics of Presentation, PPT support, Online Presentations & etiquette, Facing an Interview							
<b>Total Lecture Hours</b>						<b>40 hours</b>	


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Textbook:		
S.No	Book Title	Author
1.	Cambridge English Business Benchmark (Pre-intermediate to Intermediate), 2nd edition	Norman Whitby, Cambridge University Press, 2006, UK.
2.	Improve Your Writing ed	V.N. Arora and Laxmi Chandra, Oxford Univ. Press, 2001, New Delhi
3.	Technical Communication – Principles and Practices	Meenakshi Raman & Sangeeta Sharma, Oxford Univ. Press, 2016, New Delhi.

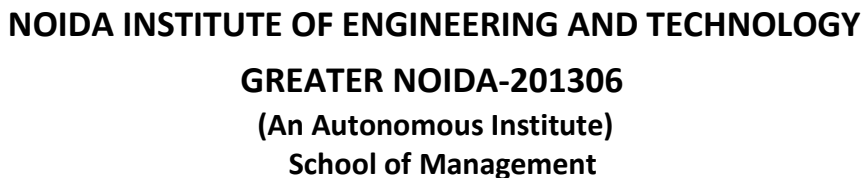
Reference Books:		
S.No	Book Title	Author
1.	Improve Your Global Business English Kogan Page, 2012.	Talbot, Fiona
2.	Communicative Grammar of English Pearson Education Harlow, United Kingdom, 1994.	Leech Geoffrey
3.	Course in Phonetics and Spoken English Prentice Hall India Learning Private Limited; 2 edition (1999)	Sethi. J
4.	Preparing The Perfect CV. Kogan Page Publishers, 2009.	Rebecca Corfield
5.	Technical communication. 8th ed. Cengage Learning, 2011	Anderson, Paul V
6.	IELTS 11: General Training with answers.	Cambridge English

NPTEL/ Youtube/ Faculty Video Link:	
1.	<a href="http://promeng.eu/downloads/training-materials/ebooks/soft-skills/effective-communication-skills.pdf">http://promeng.eu/downloads/training-materials/ebooks/soft-skills/effective-communication-skills.pdf</a>
2.	<a href="http://ncert.nic.in/textbook/pdf/iees101.pdf">http://ncert.nic.in/textbook/pdf/iees101.pdf</a>
3.	<a href="http://www.infocobuild.com/education/audio-video-courses/literature/CommunicationSkills-IIT-Kanpur/lecture-09.html">http://www.infocobuild.com/education/audio-video-courses/literature/CommunicationSkills-IIT-Kanpur/lecture-09.html</a>
4.	<a href="https://www.youtube.com/watch?v=JIKU_WT0BlS">https://www.youtube.com/watch?v=JIKU_WT0BlS</a>
5.	<a href="https://www.youtube.com/watch?v=6Ql5mQdxeWk">https://www.youtube.com/watch?v=6Ql5mQdxeWk</a>
6.	<a href="https://www.youtube.com/watch?v=fE_cS75Lcvc">https://www.youtube.com/watch?v=fE_cS75Lcvc</a>
7.	<a href="https://www.youtube.com/watch?v=1vUcxeuq7sg">https://www.youtube.com/watch?v=1vUcxeuq7sg</a>
8.	<a href="https://www.youtube.com/watch?v=n4NVPg2kHv4">https://www.youtube.com/watch?v=n4NVPg2kHv4</a>
9.	<a href="https://www.youtube.com/watch?v=Vu6UVwkUgzc">https://www.youtube.com/watch?v=Vu6UVwkUgzc</a>

Mode of Evaluation								
CIE							ESE	Total
ST1	ST2	ST3	TA1 5	TA2 5	TA3 5	Attendance 5		
20			20					

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<b>Course Code:</b> AMIBA0156		<b>Course Name:</b> Office Management				<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Course Offered in:</b> School of Management (IMBA)						<b>0</b>	<b>0</b>	<b>4</b>	<b>2</b>
<b>Pre-requisite:</b> The student must understand basic computer terminology, must have knowledge of input and output devices.									
<b>Course Objectives:</b> Develop understanding of windows. Provide in-depth training in use of office automation, internet and internet tools. Develop documents, spreadsheets, make small presentations and would be acquainted with internet. Understand the concept of internet and its application. Understand the concept of Computer and its Components.									
<b>Course Outcome:</b> After completion of the course, the student will be able to						Bloom's Knowledge Level (KL)			
<b>CO1</b>	Acquire the skills necessary to understand windows and its functionality.					K2			
<b>CO2</b>	Understand the word processing skills.					K2			
<b>CO3</b>	Understand excel worksheet and analyzing the data.					K2			
<b>CO4</b>	Demonstrate PowerPoint presentation and how to present data in best possible manner.					K3			
<b>CO5</b>	Understand basic working of internet and email.					K2			
<b>CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)</b>									
<b>CO-PO Mapping</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>				
<b>CO1</b>	2	2	1	2	1				
<b>CO2</b>	2	2	1	2	2				
<b>CO3</b>	3	3	1	2	2				
<b>CO4</b>	2	2	1	2	3				
<b>CO5</b>	2	2	1	3	2				
<b>Course Contents / Syllabus</b>									
<b>Module 1</b>		<b>Introduction to Computers</b>					<b>8 Practical</b>		
Introduction, Characteristics of Computers, Block diagram of computer. Types of computers and features, Minicomputers, Micro Computers, Mainframe Computers, Super Computers. Types of Programming Languages (Machine Languages, Assembly Languages, High Level Languages). Types of Memory (Primary and Secondary) RAM, ROM, PROM, EPROM. Secondary Storage Devices (CD, HD, Pen drive) I/O Devices (Scanners, Plotters, LCD). Introduction to Binary, Octal, Hexadecimal system Conversion, Simple Addition, Subtraction, Multiplication.									
<b>Module 2</b>		<b>Windows</b>					<b>8 Practical</b>		
Windows - Installing Windows, Starting and Quitting windows, Basic Elements of, Windows Working with Menus Dialogue Boxes, Window Applications, Program Manager, File Manager, Print Manager, Control Panel, Write, Paint Brush, Accessories including Calculator, Calendar, Clock, Card file, Note pad etc.									
<b>Module 3</b>		<b>Word Processor and Spreadsheet Tool</b>					<b>8 Practical</b>		
Word Processing Tool - Salient features of Word Processing, File, Edit, View, Insert, Format, Tools, Tables, Window, Help options and all of their features, Options and Sub options etc. Spreadsheet Tool - Excel Worksheet, Data Entry, Editing, Cell Addressing ranges, Commands, Menus, Copying & Moving Cell Content.									
<b>Module 4</b>		<b>Microsoft PowerPoint</b>					<b>8 Practical</b>		
Starting MS-PowerPoint, different Bars, Different Types of Views and Exiting MS- PowerPoint Creating a New Presentation, Working with Slides, Applying Design templates, Applying Custom Animations, Applying Slide Transitions. Saving a Presentation, Running a Presentation, Closing a Presentation and Opening an Existing Presentation.									
<b>Module 5</b>		<b>Internet and E-mail</b>					<b>8 Practical</b>		




<b>Total Lecture Hours</b>	<b>40 Practical</b>
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S.No	Book Title	Author
1.	Computer Fundamentals: Architecture and Organization”,5th Edition, New Age International Publishers	B Ram (2018)
2.	“Fundamental of Computers”,8th Edition, BPB Publications	Pradeep k Sinha (2010)

S.No	Book Title	Author
1.	'Fundamentals of Computers', 5th Edition., PHI	V. Rajaraman (2010)
2.	'Information Technology Concepts', ns, 4th Edition., BPB Publications	Satish Jain (2006)
3.	'Information Technology for Management', 4th Edition., John Wiley & Sons,	Turban, Mclean and Wetherbee (2006)
4.	'Mastering MS Office 2000 Professional', 3rd Edition., BPB Publication, 2006.	G. Courter (2006)


1.	<a href="https://www.youtube.com/watch?v=Vl0H-qTclOg">https://www.youtube.com/watch?v=Vl0H-qTclOg</a>
2.	<a href="https://www.youtube.com/watch?v=0zOzHbIGAkU">https://www.youtube.com/watch?v=0zOzHbIGAkU</a>

CIE							ESE	Total
ST1	ST2	ST3	TA1 5	TA2 5	TA3 5	Attendanc e 5		
25							25	50

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<b>Course Code:</b> AMIBA0204		<b>Course Name:</b> Macro Economics				<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Course Offered in:</b> School of Management (IMBA)						<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>
<b>Pre-requisite:</b> Basic information of demand, supply and micro economic factors.									
<b>Course Objectives:</b> Analyze the concept of macroeconomic and its issues in the economy. Understand the theories of money and its flow in the economy. Discuss inflation and unemployment. Analyze the determinants of consumption. Understand the Business cycle and Monetary policy									
<b>Course Outcome:</b> After completion of the course, the student will be able to						Bloom's Knowledge Level (KL)			
<b>CO1</b>	Explain the concept of national income and its measurement using different approaches.					K4			
<b>CO2</b>	Describe the underlying theories of demand and supply of money in an economy					K1			
<b>CO3</b>	Explain macroeconomic issues like money, inflation and unemployment.					K2			
<b>CO4</b>	Outline the concept and theories of consumption and investment.					K2			
<b>CO5</b>	Describe and explain the phases of the business cycle and the problems caused by cyclical fluctuations in the market economy.					K2			
<b>CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)</b>									
<b>CO-PO Mapping</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>				
<b>CO1</b>	3	2	1	3	1				
<b>CO2</b>	3	2	1	3	1				
<b>CO3</b>	3	3	1	3	2				
<b>CO4</b>	3	3	1	3	2				
<b>CO5</b>	3	3	2	3	2				
<b>Course Contents / Syllabus</b>									
<b>Module 1</b>		<b>Introduction to Macroeconomics</b>						<b>8 hours</b>	
An overview of macroeconomics - macro economic issues, key macro-economic variables, goals of macroeconomics policy and policy instruments. National Income: Concepts, analysis, and measurement. Problems in the Measurement of National Income.									
<b>Module 2</b>		<b>Money Demand and Supply</b>						<b>8 hours</b>	
Nature and Functions of Money – Types of Money. Theories of Demand for Money – Defining Demand for Money – Classical Theories of Demand for Money – Friedman’s Re-statement of Quantity Theory of Money; Liquidity Preference Theory and Keynesian Liquidity Trap. Theories of Supply of money; Defining Supply of Money; Measuring Supply of Money									
<b>Module 3</b>		<b>Inflation and Unemployment</b>						<b>8 hours</b>	
Meaning, Types and Theories of Inflation. Measurement of Inflation in India - Policies to control inflation, Deflation, Stagflation. Unemployment: Meaning and types of unemployment. - Cost of unemployment and Oakun’s Law Measurement of unemployment in India.									
<b>Module 4</b>		<b>Consumption Theory</b>						<b>8 hours</b>	
Meaning, determinants and importance. Theories of consumption, Function- Keynes’ Psychological Law of Consumption – Average Propensity to Consume (APC), Marginal Propensity to Consume (MPC); Investment Function Concept of Marginal Efficiency of Capital and Investment									
<b>Module 5</b>		<b>Business Cycles</b>						<b>8 hours</b>	



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Meaning, Nature, Characteristics and Phases of Business Cycle, Effects of Business Cycle on major Macroeconomic Indicators, Remedies to neutralize the adverse effects of Business Cycle; Monetary Policy - Meaning and Nature of Monetary Policy, Role of Reserve Bank; Fiscal Policy - Meaning and Nature of Fiscal Policy, Role of Government

**Total Lecture Hours | 40 hours**

**Textbook:**

S.No	Book Title	Author
1.	Macroeconomics-Theory and Policy. New Delhi: Sultan Chand	Ahuja,H.L.(2019)
2.	Macro Economic Theory. Delhi: Vrinda Publications Pvt. Ltd	Jhingan, M.L. (2016)

**Reference Books:**


S.No	Book Title	Author
1.	Macro Economics, McGraw Hill Education	Dwivedi, D. N., (2018)
2.	Indian Economy, 38th Edition Himalaya Publishing House.	Mishra, S. K. and Puri, V. K., (2020),
3.	Macroeconomics McGraw Hill Education.	Dornbusch, R & Fischer, S (2018)
4.	Macroeconomics, 7th edition, Pearson	Blanchard, O, (2020)

**NPTEL/ Youtube/ Faculty Video Link:**


1.	<a href="https://www.youtube.com/watch?v=PNL678ApGgY">https://www.youtube.com/watch?v=PNL678ApGgY</a>
2.	<a href="https://www.youtube.com/watch?v=fedqjIux1eQ">https://www.youtube.com/watch?v=fedqjIux1eQ</a>

**Mode of Evaluation**

CIE							ESE	Total
ST1	ST2	ST3	TA1 5	TA2 5	TA3 5	Attendance 5		
20			20				60	100

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Course Code: AMIBA0203		Course Name: Introduction to Business Statistics			L	T	P	C
Course Offered in: School of Management (IMBA)					3	1	0	4
Pre-requisite: Basic knowledge of Statistics.								
Course Objectives: Understand the basic concept / fundamentals of business statistics. Understand the importance of measures of Descriptive statistics and their implication on Business. Understand the concept of Probability and its usage in various business applications. Understand the practical application of probability distribution of various concepts. Understand the concept of sampling techniques and testing hypothesis.								
Course Outcome: After completion of the course, the student will be able to					Bloom's Knowledge Level (KL)			
CO1	Understand the basic concept of fundamentals of business statistics and its role descriptive analytics.				K1			
CO2	Apply Correlation and Regression analysis into business problems and their implication on Business performance.				K4			
CO3	Evaluate basic concepts of probability and perform probability theoretical distributions.				K5			
CO4	Understand the application of time series analysis and index numbers in business decision making.				K2			
CO5	Apply various sampling techniques or Concepts to solve Business Problem.				K4			
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)								
CO-PO Mapping	PO1	PO2	PO3	PO4	PO5			
CO1	3	2	1	2	1			
CO2	3	3	1	2	2			
CO3	3	3	1	2	1			
CO4	3	3	1	2	2			
CO5	3	3	1	2	2			
Course Contents / Syllabus								
Module 1		Introduction to Statistics and Descriptive Measures					8 hours	
Statistics: Definition, Importance & Limitation. Collection of data and formation of frequency distribution. Graphic presentation of frequency distribution – graphics, Bars, Histogram, Frequency polygon, Ogive, Diagrammatic. Measures of central tendency – mean, median and mode, partition values – quartiles, deciles and percentiles. Measures of Dispersion – range, IQR, quartile deviation and standard deviation								
Module 2		Correlation and Regression Analysis					8 hours	
Correlation Analysis: Meaning and significance. Correlation, Types of correlation, Methods of studying simple correlation - Scatter diagram, Karl Pearson's coefficient of correlation, Regression Analysis: Meaning and significance, Linear regression, Regression Lines, Regression Equations and Regression Coefficient.								
Module 3		Probability Theory and Random Variables					8 hours	
Theory of Probability, Approaches to the calculation of probability, Calculation of event probabilities. Addition and multiplication laws of probability, Conditional Probability, Expectation and variance of a random variable,								
Module 4		Discrete Probability Distributions					8 hours	
Discrete Probability distributions: Binomial, Poisson								
Module 5		Sampling Theory and Hypothesis Testing					8 hours	

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Sampling Theory – Introduction to sampling, purpose, principles and method of sampling. Types of sampling, sample size, sampling and Non-Sampling errors, Tests of Hypothesis.- Large sample test Z- test and small sample tests t-test, F, tests

**Total Lecture Hours | 40 hours**

**Textbook:**

S.No	Book Title	Author
1.	Statistical Methods, Sultan Chand & Sons	S.P. Gupta
2.	Statistics for Management, S. Chand, New Delhi	P N Arora and S Arora
3.	Business Statistics, Pearson Education, New Delhi	Sharma, J.K

**Reference Books:**


S.No	Book Title	Author
1.	Statistics for Management, Prentice Hall.	Narang K.L. Jain S.P.(January 2012) 1st Edition
2.	“Quantitative Analysis for Management”, Pearson Education.	Render, Barry, Stair, R.M., Hanna, M.E., & Badri
3.	“Quantitative Techniques in Management”, McGraw Hill Education	Vohra N.D
4.	Business Statistics and Applied Orientation”, Pearson Education.	Vishwanathan, P.K

**NPTEL/ Youtube/ Faculty Video Link:**


1.	<a href="https://www.youtube.com/watch?v=xxpc-HPKN28">https://www.youtube.com/watch?v=xxpc-HPKN28</a>
2.	<a href="https://www.youtube.com/watch?v=zouPoc49xbk">https://www.youtube.com/watch?v=zouPoc49xbk</a>

**Mode of Evaluation**

CIE							ESE	Total
ST1	ST2	ST3	TA1 5	TA2 5	TA3 5	Attendance 5		
20			20				60	100

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Course Code: AMIBA0205			Course Name: Organization Behaviour			L	T	P	C
Course Offered in: School of Management (IMBA)						4	0	0	4
Pre-requisite: Basic concepts of business studies.									
Course Objectives: To understand concepts underlying organization behavior. To help students develop a conceptual understanding of OB theories. To enable the students to put the ideas and skills of OB into practice. To enhance the understanding of the interaction between the individuals and the organizations. To understand individual and group behavior at workplace to improve the effectiveness of an organization.									
Course Outcome: After completion of the course, the student will be able to						Bloom's Knowledge Level (KL)			
CO1	Remember the concept of organizational Behaviour to understand the behavior of people in the organization.					K1			
CO2	Applicability of analyzing the complexities associated with management of individual behavior in the organization.					K3			
CO3	Apply different motivational theories and methods to increase the productivity and job satisfaction of employees.					K3			
CO4	Analyze the complexities associated with management of the group behavior in the organization.					K4			
CO5	Applying the theories of leadership in the work environment.					K3			
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)									
CO-PO Mapping	PO1	PO2	PO3	PO4	PO5				
CO1	3	2	1	2	1				
CO2	3	3	1	2	2				
CO3	3	3	2	2	2				
CO4	3	3	2	2	3				
CO5	3	2	3	2	3				
Course Contents / Syllabus									
Module 1		ORGANIZATIONAL BEHAVIOR						8 hours	
Meaning, importance and historical development of organizational behavior, Factors influencing organizational behavior, Importance of OB to the field of management, Emerging trends and challenges in OB.									
Module 2		INDIVIDUAL BEHAVIOR						8 hours	
Attitudes and Values, Personality - Concepts, Types, Determinants, individual differences, Big Five Personality Traits, Measuring personality. Perception – Process, Errors and implications of Perception, Concept and theories of learning. Case Studies									
Module 3		MOTIVATION						8 hours	
Concept, importance and theories of motivation. Maslow's Need Hierarchy, Herzberg's Two Factors Theory, Vroom's Expectancy Theory. Case Studies									
Module 4		GROUP DYNAMICS						8 hours	
Meaning of groups and group dynamics, Formation, Characteristics and Types of groups, Theories of group dynamics, Group cohesiveness - Factors influencing group cohesiveness, Group decision making process. Case Studies									
Module 5		LEADERSHIP						8 hours	

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Role and functions of a leader, Leadership theories and styles, Transactional and Transformational Leadership. Case Studies

<b>Total Lecture Hours</b>	<b>40 hours</b>
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**Textbook:**

S.No	Book Title	Author
1.	Organizational Behavior. United Kingdom: Pearson Education Limited.	Judge, T. A., Robbins, S. P. (2018).
2.	Organizational Behavior: An Evidence- Based Approach Fourteenth Edition. United States: Information Age Publishing, Incorporated.	Luthans, K. W., Luthans, F., Luthans, B. C. (2021).

**Reference Books:**

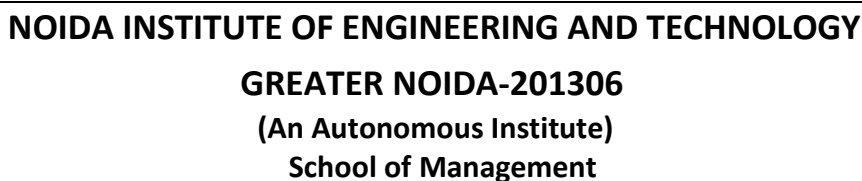
S.No	Book Title	Author
1.	Organizational Behavior,9th Edition ,Tata McGrawHill.	Steven L. McShane Mary Ann Von Glinow Himanshu Rai, (2022)
2.	Understanding Organization Behaviour ,4E, Oxford University Press	Udai Pareek and Sushama Khanna (2018),
3.	A Textbook of Organisational Behaviour with Text and Cases.India, S. Chand Publishing.	Gupta C.B (2014),

**NPTEL/ Youtube/ Faculty Video Link:**


1.	<a href="https://www.youtube.com/watch?v=yYX4bvQSqbo">https://www.youtube.com/watch?v=yYX4bvQSqbo</a>
2.	<a href="https://www.youtube.com/watch?v=fedqjIux1eQ">https://www.youtube.com/watch?v=fedqjIux1eQ</a>

**Mode of Evaluation**


CIE							ESE	Total
ST1	ST2	ST3	TA1 5	TA2 5	TA3 5	Attendance 5		
20			20				60	100



<b>Course Code:</b> AMIBA0202		<b>Course Name:</b> Financial Accounting-I		<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Course Offered in:</b> School of Management (IMBA)				<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>
<b>Pre-requisite:</b> Basic knowledge of accounting.							
<b>Course Objectives:</b> Help students to acquire conceptual knowledge of financial accounting. Enable the students to acquire knowledge about the recording of business transactions, preparing trial balances, and final accounts. Understand how depreciation methods and stock valuation techniques are used in business. Enable the students to understand the concepts of business-related concepts: hire purchase system and installation system, Understand the concepts of consignment and joint venture.							
<b>Course Outcome:</b> After completion of the course, the student will be able to				Bloom's Knowledge Level (KL)			
<b>CO1</b>	To understand accounting concepts, principles, conventions, and accounting standards.			K2			
<b>CO2</b>	To create and prepare financial statements in accordance with Generally Accepted Accounting Principles.			K6			
<b>CO3</b>	To utilize the concepts of Depreciation methods and Stock valuation techniques.			K4			
<b>CO4</b>	To understand the Accounting for Hire Purchase and installment System.			K2			
<b>CO5</b>	To understand and create accounting Consignment, and Joint Venture.			K6			
<b>CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)</b>							
<b>CO-PO Mapping</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>		
<b>CO1</b>	3	2	1	2	1		
<b>CO2</b>	3	2	1	3	2		
<b>CO3</b>	3	3	1	2	2		
<b>CO4</b>	3	2	1	2	1		
<b>CO5</b>	3	2	1	2	2		
<b>Course Contents / Syllabus</b>							
<b>Module 1</b>		<b>Theoretical Framework</b>				<b>8 hours</b>	
Accounting as an information system, the users of financial accounting information and their needs. Qualitative characteristics of accounting, information. Functions, advantages and limitations of accounting. Branches of accounting. Bases of accounting; cash basis and accrual basis. The nature of financial accounting principles. Financial accounting standards: Concept, benefits, procedure for issuing accounting standards in India. International Financial Reporting Standards (IFRS).							
<b>Module 2</b>		<b>Accounting Process</b>				<b>8 hours</b>	
From recording of a business transaction to preparation of trial balance including adjustments: Capital and Revenue expenditure & receipts, Preparation trial balance, Profit and Loss Account and Balance Sheet (Sole Proprietorship only).							
<b>Module 3</b>		<b>Depreciation and Stock Valuation Techniques</b>				<b>8 hours</b>	
The nature of depreciation. The accounting concept of depreciation. Factors in the measurement of depreciation. Methods of computing depreciation: straight line method and diminishing balance method; Disposal of depreciable assets-change of method. Inventories: Meaning. Significance of inventory valuation. Inventory Record Systems: periodic and perpetual. Methods: FIFO, LIFO and Weighted Average.							
<b>Module 4</b>		<b>Accounting for Hire Purchase and Installment System,</b>				<b>8 hours</b>	
Accounting for Hire Purchase Transactions, Journal entries and ledger accounts in the books of Hire Vendors and Hire purchaser for large value items including default and repossession, stock and debtors' system.							


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Module 5		Accounting for Consignment, and Joint Venture					8 hours	
Consignment: Features, Accounting treatment in the books of the consignor and consignee. Joint Venture: Accounting procedures: Joint Bank Account, Records Maintained by Co- venturer of (a) all transactions (b) only his own transactions. (Memorandum joint venture account).								
							Total Lecture Hours	40 hours
Textbook:								
S.No		Book Title					Author	
1.		Financial Accounting for management (Oxford University Press, 2nd Edition)					Paresh Shah (2018)	
2.		Financial Accounting for management (Oxford University Press, 2nd Edition)					Khan and Jain (2016)	
Reference Books:								
S.No		Book Title					Author	
1.		A text book of Accounting for Management (Vikas, 10th Edition)					Maheshwari S N &Maheshwari S K (2016)	
2.		Financial Management (Vikas, 11th Ed.)					Pandey I M (2019)	
3.		Financial Management (Tata McGraw Hill, 7th Ed.)					Khan and Jain (2016)	
4.		Fundamentals of Financial Management (Pearson,13th Ed)					Horne Wachowicz (2016)	
NPTEL/ Youtube/ Faculty Video Link:								
1.		<a href="https://www.youtube.com/watch?v=v-djL7SPw4c">https://www.youtube.com/watch?v=v-djL7SPw4c</a>						
2.		<a href="https://www.youtube.com/watch?v=nWDTQP0sRaQ">https://www.youtube.com/watch?v=nWDTQP0sRaQ</a>						
Mode of Evaluation								
CIE							ESE	Total
ST1	ST2	ST3	TA1 5	TA2 5	TA3 5	Attendanc e 5		
20			20				60	100

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<b>Course Code:</b> AMIBA0201		<b>Course Name:</b> Business Communication				<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>Course Offered in:</b> School of Management (IMBA)						<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>
<b>Pre-requisite:</b> Basic knowledge of oral & written communication.									
<b>Course Objectives:</b> Understand business communication process and principles for effective communication in business. Develop the ability to research and write a documented paper and/or to give an oral presentation. Develop the ability to use non-verbal communication in business and to use technology to facilitate the communication process. Develop the ability to give presentations in business and to appear for employment. Apply basic principles of critical thinking, problem solving, and technical proficiency in the development of exposition and argument.									
<b>Course Outcome:</b> After completion of the course, the student will be able to						Bloom's Knowledge Level (KL)			
<b>CO1</b>	Apply business communication strategies and principles to prepare effective communication for domestic and international business situations.					K3			
<b>CO2</b>	Gaining an understanding of effective oral communication skills and emerging electronic modes of communication					K2			
<b>CO3</b>	Developing effective presentation skills and Interview skills					K6			
<b>CO4</b>	Developing effective employment communication skills.					K6			
<b>CO5</b>	Developing effective Group Communication techniques					K6			
<b>CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)</b>									
<b>CO-PO Mapping</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>				
<b>CO1</b>	2	2	1	3	2				
<b>CO2</b>	2	2	1	2	2				
<b>CO3</b>	2	2	2	2	3				
<b>CO4</b>	2	2	2	2	2				
<b>CO5</b>	2	2	2	2	3				
<b>Course Contents / Syllabus</b>									
<b>Module 1</b>		<b>Fundamentals of Communication</b>						<b>8 hours</b>	
Role of communication, defining and classifying communication, purpose and process of communication, characteristics of successful communication, importance of communication in management, communication structure in organization, communication in crisis, barriers to communication									
<b>Module 2</b>		<b>Oral and Written Communication Skills</b>						<b>8 hours</b>	
What is oral Communication - Principles of successful oral communication, Conversation control, reflection and empathy, effective listening, non-verbal communication, Purpose, clarity in writing, principles of effective writing, 3X3 writing process for business communication: Prewriting, Writing, Revising, Specific writing electronic writing process.									
<b>Module 3</b>		<b>Business Correspondence and Presentations</b>						<b>8 hours</b>	
Introduction to business letters, writing routine and persuasive letters, positive and negative messages, writing memos, report purpose, kinds and objectives of report writing, Elements of presentation, designing a presentation. Advanced visual support for business presentation, types of visual aid									
<b>Module 4</b>		<b>Employment Communication and Technology</b>						<b>8 hours</b>	
Introduction – writing CVs – Group discussions – interview skills Impact of Technological Advancement on Business Communication networks – Intranet – Internet – e mails – SMS – teleconferencing – video conferencing. Case Studies									
<b>Module 5</b>		<b>Group and Media Communication</b>						<b>8 hours</b>	



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Group communication: Meetings – Planning meetings – objectives – participants – timing – venue of meetings – leading meetings. Media management – the press release press conference – media interviews Seminars – workshop – conferences. Business etiquettes. Case Studies.

**Total Lecture Hours    40 hours**

**Textbook:**

S.No	Book Title	Author
1.	Business Communication Essentials a Skill – Based Approach to Vital Business English. Pearson.	Bovee & Thill (2018)
2.	Effective Communication Skills, Khanna Publishing House, Delhi	Kulbhushan Kumar & R.S. Salaria (2018)

**Reference Books:**


S.No	Book Title	Author
1.	Business Communication (New Age International Publication)	Bisen & Priya (2016)
2.	Business Communication(Orient Black swan)	Kalkar, Suryavanshi (2019), Sengupta
3.	Business Communications, Khanna Publishing House	Varinder Bhatia (2020)
4.	Business Communication, Prentice Hall of India	Asha Kaul (2019)

**NPTEL/ Youtube/ Faculty Video Link:**


1.	<a href="https://www.youtube.com/watch?v=HAnw168huqA">https://www.youtube.com/watch?v=HAnw168huqA</a>
2.	<a href="https://www.youtube.com/watch?v=eyXKvOrDoqw">https://www.youtube.com/watch?v=eyXKvOrDoqw</a>

**Mode of Evaluation**

CIE							ESE	Total
ST1	ST2	ST3	TA1 5	TA2 5	TA3 5	Attendance 5		
20			20				60	100

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Course Code: AMIBA0256		Course Name: Data Analytics using Spreadsheet			L	T	P	C
Course Offered in: School of Management (BBA)					0	0	4	2
Pre-requisite: The student must understand basic computer terminology, must have knowledge of input and output devices.								
Course Objectives: Develop understanding of basic spreadsheet tools. Apply Excel formulas and functions. Interpret data using sorting, filtration & conditional formatting. Create various Excel charts. Organize and lay out model elements								
Course Outcome: After completion of the course, the student will be able to					Bloom's Knowledge Level (KL)			
CO1	Acquire the skills necessary to navigate Excel				K4			
CO2	Implement formulas and functions				K6			
CO3	Analyze Data using sorting, filtration & conditional formatting.				K4			
CO4	Construct different excel charts.				K6			
CO5	Understand what-if analysis and scenarios, sensitivity analysis, and other classic models.				K2			
CO-PO Mapping (Scale 1: Low, 2: Medium, 3: High)								
CO-PO Mapping	PO	PO2	PO3	PO4	PO5			
CO1	3	2	1	2	1			
CO2	3	3	1	2	1			
CO3	3	3	1	2	2			
CO4	3	3	1	2	2			
CO5	3	3	1	2	2			
Course Contents / Syllabus								
Module 1		Introduction to Spreadsheet				8 Practical		
Objectives & Spreadsheet history, Getting Started with Excel, Data Entry, Data Editing, and Number, Formatting, Data Formatting, Working with Cells and Ranges in Excel, Managing Worksheets, Introduction to Excel Tables, Auto-fill, Custom Lists, and Flash Fill, Number Formatting in Excel.								
Module 2		Spreadsheet Formulas				8 Practical		
Excel Formula Basics, Logical Formulas in Excel, Math Formulas in Excel, Lookup and Reference, Formulas in Excel, Stats Formulas in Excel, Text Formulas in Excel, Date and Time Formulas in Excel								
Module 3		Data Analysis Overview				8 Practical		
Named Ranges in Excel, Data Validation in Excel, Data Sorting and Filtering in Excel, Using Conditional Formatting in Excel								
Module 4		Spreadsheet Charts				8 Practical		
Creating Charts, Different types of charts, Formatting Chart Objects, Changing the Chart Type, Showing and Hiding the Legend, Showing and Hiding the Data Table								
Module 5		Spreadsheet Tools				8 Practical		
Moving between Spreadsheets, Selecting Multiple Spreadsheets, Inserting and Deleting Spreadsheets Renaming Spreadsheets, Splitting the Screen, Freezing Panes, Copying and Pasting Data between Spreadsheets, Hiding , Protecting worksheets								
					Total Lecture Hours		40 Practicals	
Textbook:								
S.No	Book Title			Author				

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1.	Illustrated introductory, first course. Stamford, CT: Cengage Learning, 2013.	Beskeen, D, Microsoft Office 2013
2.	A to Z of MS EXCEL, A Book for Learners and Trainers, Amazon Digital Services LLC - KDP Print US. 2021.	Rinkoo Jainn

**Reference Books:**

S.No	Book Title	Author
1.	Excel 2010 Power Programming with VBA	John Walkenbach, Wiley

**NPTEL/ Youtube/ Faculty Video Link:**

1.	<a href="https://www.youtube.com/watch?v=Vl0H-qTclOg">https://www.youtube.com/watch?v=Vl0H-qTclOg</a>
2.	<a href="https://www.youtube.com/watch?v=0zOzHbIGAkU">https://www.youtube.com/watch?v=0zOzHbIGAkU</a>
3.	<a href="https://www.w3schools.com/googlesheets/index.php">https://www.w3schools.com/googlesheets/index.php</a>
4.	<a href="https://www.javatpoint.com/excel-tutorial">https://www.javatpoint.com/excel-tutorial</a>
5.	<a href="https://www.tutorialspoint.com/excel/index.htm">https://www.tutorialspoint.com/excel/index.htm</a>
6.	<a href="https://www.youtube.com/watch?v=27dxBp0EgCc">https://www.youtube.com/watch?v=27dxBp0EgCc</a>
7.	<a href="https://www.youtube.com/watch?v=UWvRG5BkuN">https://www.youtube.com/watch?v=UWvRG5BkuN</a>

**Mode of Evaluation**

			CIE				ESE	Total
ST1	ST2	ST3	TA1 5	TA2 5	TA3 5	Attendance 5		
			25				25	50