

**Swami Keshvanand Institute of Technology, Management & Gramothan**

**Ramnagaria Jagatpura, Jaipur-302017**



**Department of Management Studies**

**SYLLABUS OF FIRST YEAR**

**Master of Business Administration**

**(MBA)**



# Swami Keshvanand Institute of Technology, Management & Gramothan, Jaipur

## (Autonomous) Teaching and Examination Scheme I Year I Semester: MBA

S.No.	Course Code	Course Name	Category#	Teaching Scheme			Exam Hrs	Marks			Credit
				L	T	P		CIE	SEE	Total	
1	MSCCPL101	Fundamentals of Management	PCC	3	-	-	3	40	60	100	3
2	MSCCPL102	Managerial Economics	PCC	3	-	-	3	40	60	100	3
3	MSCCPL103	Operations Management	PCC	3	-	-	3	40	60	100	3
4	MSCCPL104	Marketing Management	PCC	3	-	-	3	40	60	100	3
5	MSCCPL105	Information Technology for Managers	PCC	3	-	-	3	40	60	100	3
6	MSCCPL106	Organizational Behavior	PCC	3	-	-	3	40	60	100	3
7	MSCCPL107	Cost and Management Accounting	PCC	3	-	-	3	40	60	100	3
8	MSCCPL108	Business Statistics and Analytics for Decision Making	PCC	3	-	-	3	40	60	100	3
9	NP99.XX	AUDIT COURSE	MCC	-	-	-	3	40	60	100	0
10	MSCCPQ140	Seminar on Contemporary Issues	REW	-	-	2	-	60	40	100	1
11	MSCCPP120	Data Analytics Lab.	PCC	-	-	2	3	60	40	100	1
12	MSCCPP121	Business Communication Lab.	PCC	-	-	2	3	60	40	100	1
13	MSCCPA100	Social Outreach, Discipline & Extra Curriculum Activities	SODECA	-	-	-	-	-	-	100	1
<b>Total Credit</b>											<b>28</b>

# Mention appropriate category from the following: PCC, PEC, MCC, REW, SODECA



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## Syllabus

<b>Name of the Programme:</b> MBA	<b>Year:</b> I	<b>Semester:</b> I
<b>Course Name:</b> Fundamentals of Management	<b>Course Code:</b> MSCCPL101	<b>Credit:</b> 03
<b>Max Marks:</b> 100	<b>CIE:</b> 40	<b>SEE:</b> 60
<b>End Term Exam Time:</b> 3Hrs	<b>Teaching Scheme:</b> 3L+0T+0P	

Module No.	Contents	Hours
1	<b>Introduction:</b> Objective, Scope, Outcome of the Course and Prerequisite	1
2	<b>Basic Concepts of Management:</b> Management an Overview- Concept, Functions, Scope and Significance of Management, Managerial Roles, Managerial Skills, Schools of Management Thought: Classical Perspective- Scientific Management, Administrative Management, Bureaucratic Management; Behavioral Perspective; Systems and Contingency Approach for understanding organizations	7
3	<b>Contribution of Management Thinkers:</b> Kautilya, Peter Drucker, C.K. Prahlad and Herbert Simon	5
4	<b>Fundamentals of Planning:</b> Essentials of Planning, Objectives, Strategies, Policies; Decision making.	5
5	<b>Fundamentals of Organizing:</b> Organizing - Nature and purpose, Departmentation, Span of Management, Line and Staff authority, Centralization and Decentralization.	5
6	<b>Staffing:</b> Human resource Management and Selection, Selection Process, Techniques of Selection-Tests and Interviews.	5
7	<b>Directing and Leading:</b> Effective Directing, Supervision, Leadership- Concept, Styles and Theories- Trait Theory, Behavioral Theories, Contingency Theories.	6
8	<b>Controlling and Coordinating:</b> Control- Concept, Types and Process, Techniques of Controlling.Coordination- Concept, Importance, Principles and Techniques of Coordination	5
9	<b>Management Practices of:</b> Dhirubhai Ambani, Narayan Murthy, Azim Premji, Ratan Tata, Steve Jobs, Bill Gates.	6
Total		45



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## Text Books:

1. G.S. Sudha- Principles and Practice of Management, Malik & Company.
2. L.M. Prasad- Principles and Practice of Management, Sultan Chand & Sons
3. Robbins, Stephen P., Decenzo, David, A. Essentials of Management. Pearson Education.

## Reference Books:

1. Weihrich, Heinz and Koontz, Harold. Management A Global and Entrepreneurial Perspective. McGraw Hill.
2. Koontz. Essentials for Management: An International Perspective. Tata McGraw-Hill.
3. Bhat. Management: Principles, Processes and Practices. Oxford University Press.
4. PC Tripathi and PN Reddy, "Principles of Management", Tata McGraw-Hill, Fifth Edition.
5. Drucker, Peter. The Practices of Management. Allied Publishers.
6. James AF Stoner, R. Edward Freeman, Daniel R. Gilbert, "Management", Prentice Hall International.

## Prerequisite:

1. **Knowledge of Management terminologies:** Knowing and understanding some basic management terms (e.g. planning, business, difference between management and administration) can help to build new concepts. Knowing the basics terms will help to make the course feel more familiar.
2. **Having Current knowledge of the business world:** Reading newspapers, watching news can help you understand management concepts and how they apply to the real world.



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## Syllabus

<b>Name of the Programme:</b> MBA	<b>Year:</b> I	<b>Semester:</b> I
<b>Course Name:</b> Managerial Economics	<b>Course Code:</b> MSCCPL102	<b>Credit:</b> 3
<b>Max Marks:</b> 100	<b>CIE:</b> 40	<b>SEE:</b> 60
<b>End Term Exam Time:</b> 3 Hrs	<b>Teaching Scheme:</b> 3L+0T+0P	

Module No.	Contents	Hours
1	<b>Introduction:</b> Objective, Scope, Outcome of the Course and Prerequisite	1
2	<b>Introduction to Managerial Economics:</b> Managerial Economics: Meaning, Nature, Scope, & Significance. Relationship of Managerial Economics with Statistics.	3
3	<b>Fundamental Concepts:</b> Opportunity Costs, Incremental Principle, Time perspective, Discounting and Equi-Marginal principles. Theory of the Firm: Firm and Industry.	3
4	<b>Demand and Supply Analysis:</b> Theory and Law of Demand, Individual and Market Demand, Determinants of Demand, Concept of Elasticity of Demand, Types of elasticity of demand, Uses of elasticity of demand for Managerial decision making, Measurement of elasticity of demand. Concept of Demand Forecasting, Methods – Qualitative and Quantitative (basic concepts only). Supply – Law of Supply, Its determinants and Elasticity of supply.	8
5	<b>Cost Analysis and Pricing Approach:</b> Cost - Concept and Types of Costs, Short Run Cost Analysis - Fixed, Variable, Total, Average and Marginal Cost Curves. Long Run Cost Analysis - Economies and Diseconomies of Scale, Factors affecting cost at Micro-level. Full cost pricing, Product line pricing, Product lifecycle pricing. Pricing Strategies: Price Skimming, Penetration Pricing, Differential Pricing, Promotional Pricing, etc.	6
6	<b>Production and Utility analysis:</b> Concepts, production function with one variable input - Law of Variable Proportions. Production function with two variable inputs and Laws of returns to scale. Consumer behavior and Surplus. Marginal Utility Analysis, Economies of scale	6
7	<b>Market structure and pricing practices:</b> Perfect Competition: Features, Pricing under perfect competition. Monopoly: Features, Pricing under monopoly. Price Discrimination. Monopolistic Competition: Features, Pricing under monopolistic competition, Product differentiation. Oligopoly: Features, Kinked demand Curve, Cartels, Price leadership.	9
8	<b>Concepts of National Income, Index Number and Business Cycle:</b> National Income- Concept, GNP,NNP,GDP,PCI Methods and difficulties in Measurement of National Income. Review of index Number- Meaning, Importance and Limitations. Meaning and Features of Business Cycles, Phases of Business Cycles	5
9	<b>Profits:</b> Determinants of Short-term & Long-term profits. Classification - Measurement of Profit. Break Even Analysis - Meaning, Assumptions, Determination of BEA, Limitations, Uses of BEA in Managerial decisions.	4
<b>Total</b>		<b>45</b>



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## **Text Books:**

1. D.N.Dwivedi, Managerial Economics, Vikas Publishing House.
2. D. M. Mithani, Managerial Economics - Theory and Application, Himalaya Publishing House.
3. Damodaran. Managerial Economics. Oxford University Press.

## **Reference Books:**

1. Keat/ Banerjee, Managerial Economics: Economic Tools for Today's Decision Makers, Pearson Education.
2. Petersen, H. Craig., Lewis and Jain. Managerial Economics. Pearson Education, Fourth Edition.
3. Geetika, PiyaliGhosh, Purba Roy Chowdhury, Managerial Economics, McGraw-Hill Education.

## **Prerequisite:**

1. The ability to understand macroeconomic factors such as inflation, unemployment, interest rates, and economic growth is necessary.
2. The ability to understand and draw simple graphs and proficiency in mathematics, including calculus, algebra, and optimization techniques, is crucial for analyzing economic models and solving problems in managerial economics.
3. Managerial economics requires the ability to critically evaluate information, analyze data, and make informed decisions based on economic reasoning.



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## Syllabus

<b>Name of the Programme:</b> MBA	<b>Year:</b> I	<b>Semester:</b> I
<b>Course Name:</b> Operations Management	<b>Course Code:</b> MSCCPL103	<b>Credit:</b> 3
<b>Max Marks:</b> 100	<b>CIE:</b> 40	<b>SEE:</b> 60
<b>End Term Exam Time:</b> 3 Hrs	<b>Teaching Scheme:</b> 3L+0T+0P	

Module No.	Contents	Hours
1	<b>Introduction:</b> Objective, Scope, Outcome of the Course and Prerequisite.	1
2	<b>Operations Management:</b> Introduction, Scope of Operations Management, Operations Management and Decision Making, Historical Evolution of Operations Management, Key Issues for Today's Business Operations, Products and Services, Competitiveness, Strategy, and Productivity, Mission and Strategies, Operations Strategy, Implications of Organization Strategy for Operations Management, Productivity and its improvement.	4
3	<b>Demand Forecasting:</b> Need, objectives, Approaches to Forecasting, Qualitative and Quantitative Methods, Forecasts Based on Time-Series Data, Associative Forecasting Techniques, Other Techniques: Focus Forecasting, Accuracy and monitoring the forecast.	6
4	<b>Facilities Location:</b> Strategic Facilities Planning, Process Selection: Process Types, Product-Process matrix, Facility Location: Need for location decisions, Strategic Importance and Objectives. Factors affecting location, General Procedure for Making Location Decisions, qualitative and quantitative techniques of location analysis. <b>Facilities Layout:</b> Product, Process, Fixed Position, and Cellular layouts, Service Layout, Designing Product Layouts: Line Balancing, Designing Process Layouts, Systematic Layout planning, Materials Handling.	8
5	<b>Production Planning:</b> Long range, Intermediate range and Short-range planning, Aggregate planning: Objective, Strategies, and techniques of aggregate planning. Master scheduling; Bill of materials, MRP; inputs processing and outputs, and overview of MRP-II , use of MRP to assist in planning capacity requirements, Introduction to ERP.	5
6	<b>Production Control:</b> Shop-Floor Control, Loading, Order release, Sequencing, priority rules, sequencing jobs through two work centers, Scheduling services, Gantt Charts	5
7	<b>Quality Management:</b> The Dimensions of Quality, Evolution, Inspection, Quality Control, Quality Assurance, Quality Cost, Certification: Introduction to ISO 9000, 14000 and 24700, Total Quality Management, QC Tools, Six Sigma, Process Capability, JIT and Lean Operations.	4



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8	<b>Inventory Control:</b> The Nature and Importance of Inventories, Functions and Objectives, Inventory Costs, Inventory Ordering Policies, Economic Order Quantity Models, Basic Economic Order Quantity (EOQ) Model, Economic Production Quantity (EPQ), Quantity Discounts, Reorder Point Ordering, Shortages and Service Levels, Fixed-Order-Interval Model, Selective Inventory control techniques.	6
9	<b>Supply Chain Management:</b> Introduction to supply chain and Supply Chain Management, bullwhip effect, Creating an Effective Supply Chain. <b>Introduction to Project Management:</b> Introduction, Project Life Cycle, Behavioural Aspects, The Nature of Projects, Key Decisions in Project Management, Roles and responsibilities of Project Manager, Work Breakdown Structure, Project Management tools and techniques.	6
Total		<b>45</b>

### Text Books:

1. Stevenson, William J. Operations Management, Tata McGraw-Hill, 13 edition, 2022.
2. Chase, R. B. et al., Operations and Supply Management, Tata McGraw-Hill, 17 edition, 2023.
3. Russell & Taylor, III. Operations Management, Prentice Hall of India, 7 edition, 2011.

### Reference Books:

1. Blanchard, David., Supply Chain Management Best Practices, NY, John Wiley & Sons, 2006.
2. Nair. Production and Operations Management. Tata McGraw-Hill
3. Govil, M., and Proth, J., Supply Chain Design and Management, Academic Press, 2001.

### Prerequisite:

1. It does require understanding of basic mathematics and statistics.
2. Understanding of basic business concepts help in understanding of operations management concepts and techniques better.
3. Contextual understanding help to understand and interpret operations management case studies.





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## Syllabus

<b>Name of the Programme:</b> MBA	<b>Year:</b> I	<b>Semester:</b> I
<b>Course Name:</b> Marketing Management	<b>Course Code:</b> MSCCPL104	<b>Credit:</b> 3
<b>Max Marks:</b> 100	<b>CIE:</b> 40	<b>SEE:</b> 60
<b>End Term Exam Time:</b> 3Hrs	<b>Teaching Scheme:</b> 3L+0T+0P	

Module No.	Contents	Hours
1	<b>Introduction:</b> Objective, Scope, Outcome of the Course and Prerequisite	1
2	<b>Introduction:</b> Concept and Scope of Marketing, Philosophies of Marketing Management, Elements of Marketing - Needs, Wants, Demands, Customer, Markets and Marketers; Marketing Vs. Selling, Marketing – Mix, The Modern Components of the Mix- The Additional 3Ps, Holistic Marketing Concept. Co-Creation and Customer Engagement concept.	5
3	<b>Marketing Environment &amp; Marketing Strategy:</b> Marketing Environment: Internal and External, Factors Affecting Marketing Environment, Functions of Marketing Management, Strategic Marketing Planning, Managing and controlling marketing program.	5
4	<b>Segmentation, Targeting and Positioning:</b> The STP process, Concept of Market Segmentation, Benefits of Market Segmentation, Requisites of Effective Market Segmentation, Process of Market Segmentation, Bases for Segmenting Consumer Markets, Targeting strategies, Positioning concept and strategies.	6
5	<b>Consumer buying behavior:</b> Introduction, Characteristics, Types of Buying Decision Behavior, Factors influencing Consumer Buying Behavior, Buying Decision Process, Buying Motives, Buyer Behavior Models	5
6	<b>Product Management-Brand and Branding Strategy:</b> Key concepts, Levels of Products, Classification of Products, Product Hierarchy, Product Line Strategies, Product Mix Strategies, Packaging and Labeling, New Product Development process, Product Life Cycle (PLC) – Stages and strategies, concept of a brand, brand elements and types.	6
7	<b>Pricing and Channel Decisions :</b> Pricing Objectives, Policies, Methods of Setting Price, Pricing Strategies, Distribution Channel Management, Member channel functions, Factors Affecting Channels of Distribution, Distribution channels design strategy, Introduction to logistics management, Current Trends in Wholesaling and Retailing. B2B, B2C.	6
8	<b>Integrated Marketing Communication:</b> Role of Marketing communications mix, Marketing Communications Tools- Advertising, Sales Promotion, Personal Selling, Public Relations, Direct Marketing, Social Media Marketing, Marketing Communications Planning,	5
9	<b>Evaluating Marketing Performance and Recent Trends in Marketing:</b> Marketing Strategy Implementation and Tools for measuring marketing performance- annual plan control, profitability control, efficiency control and strategic control., Introduction to importance of Data Analytics in Marketing Strategies, Customer Relationship Marketing, Digital Marketing, Sustainable marketing, Rural Marketing. Introduction to Global Marketing, Incoterms and its types.	6
<b>Total</b>		<b>45</b>



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## **Text Books:**

1. Kotler, P. T., & Armstrong, G. (2017). Principles of Marketing, Global Edition
2. Chernev Alexander (2019) Strategic Marketing Management - The Framework, Cerebellum Press.
3. Dr .G. Bhuvaneshwari, Dr .S. Ramachandran (2018). Marketing Management, Airwalk Publications.

## **Reference Books:**

1. V S Ramaswamy (2017).Marketing Management: A Strategic Decision Making Approach, McGraw Hill Education
2. Michael J Etzel, Bruce J Walker, William J Stanton, Ajay Pandit, (2017). Marketing, 14e, McGraw Hill Education
3. Baines, P., Fill, C., & Page, K. (2013). Essentials of marketing. Oxford University Press.

## **Prerequisite:**

1. Knowledge of Marketing: Having a foundational understanding of marketing principles is fundamental for success in marketing management. This includes knowledge of the marketing mix (product, price, place, promotion), segmentation, targeting, and positioning strategies.
2. Understanding Basic Marketing Management: Marketing management involves overseeing the planning, implementation, and control of marketing activities to achieve organizational goals. Understanding the role and responsibilities of marketing managers is crucial.
3. Digital Literacy: Proficiency in using digital marketing tools and platforms is increasingly vital in today's digital landscape. Familiarity with social media, email marketing, search engine optimization (SEO), and analytics is advantageous.



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## Syllabus

<b>Name of the Programme:</b> MBA	<b>Year:</b> I	<b>Semester:</b> I
<b>Course Name:</b> Information Technology for Managers	<b>Course Code:</b> MSCCPL105	<b>Credit:</b> 3
<b>Max Marks:</b> 100	<b>CIE:</b> 40	<b>SEE:</b> 60
<b>End Term Exam Time:</b> 3 Hrs	<b>Teaching Scheme:</b> 3L+0T+0P	

Module No.	Contents	Hours
1	<b>Introduction:</b> Objective, Scope, Outcome of the Course and Prerequisite	1
2	<b>Business value of telecommunication networks:</b> The basics of doing business on the Internet- the Internet revolution - the business value of Internet, Intranet and Extranet.	5
3	<b>Web Technologies and Intelligent Systems:</b> Introduction to Web page Design. Creating Web Pages using HTML. Introduction to Cloud Computing. Introduction to Artificial Intelligence (AI), Neural Networks, Expert Systems (ES).	5
4	<b>Information Systems:</b> Concept of Data and Information, Kinds of Information Systems (IS); Elementary study of: Operations Support System (OSS), Transaction Processing System(TPS),Process Control System(PCS), Management Information System(MIS), Decision Support System(DSS).	6
5	<b>Developing MIS Systems:</b> System Development Life Cycle, Investigation Phase, Prototyping, Feasibility Analysis, System Analysis(DFD and ER Diagram), System Design, Implementing Business Systems, Testing, Documenting, Training and Maintenance.	6
6	<b>e-Business and e-Commerce:</b> E-Business systems: e-Business models, Enterprise e-Business systems, e-Commerce systems and essential commerce processes, electronic payment processes, e-Commerce application trends, Web store requirements, m-Commerce.	6
7	<b>Data Organization:</b> Exposure to Database Management System and SQL, Fundamentals of Data Warehouse and Data Mining for Decision Support.	5
8	<b>Information Security:</b> Security and Ethical Challenges of IT, Ethical Responsibility - Business Ethics, Technology Ethics; Cyber Crime and Privacy Issues.	5
9	<b>IT Applications in Business:</b> Functional business systems - cross-functional enterprise systems - Enterprise resource planning (ERP) - Customer relationship management (CRM) and Supply chain management (SCM).	6
<b>Total</b>		<b>45</b>

### Text Books:

1. Kumar, K. And Rajkumar, S. Computer Applications in Business. Tata McGraw-Hill.
2. Lucas. Information Technology for Management. Tata McGraw-Hill.
3. David Cyganski, John A. Orr, Richard F. Vaz, Information Technology: Inside and outside, Pearson.



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## Reference Books:

1. Laudon K C and Laudon J P., Rajanish Dass., Management Information Systems: Managing the Digital Firms, Pearson.
2. Stair, Ralph. M. Reynolds, George. Reynolds, George. W., Principles of Information System. Cengage Learning.
3. Murdick, Ross &Claggett. Information Systems for Modern Management Prentice Hall of India.

## Prerequisite:

1. Basic Understanding of Computer and Internet



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## Syllabus

<b>Name of the Programme:</b> MBA	<b>Year:</b> I	<b>Semester:</b> I
<b>Course Name:</b> Organizational Behavior	<b>Course Code:</b> MSCCPL106	<b>Credit:</b> 3
<b>Max Marks:</b> 100	<b>CIE:</b> 40	<b>SEE:</b> 60
<b>End Term Exam Time:</b> 3 Hrs	<b>Teaching Scheme:</b> 3L+0T+0P	

Module No.	Contents	Hours
1	<b>Introduction:</b> Objective, Scope, Outcome of the Course and Prerequisite	1
2	Concept of Organizational Behavior: Models of Organizational Behavior, Emerging issues in organizational behavior, International OB: An Introduction to Individual & Interpersonal Behavior in Global Perspectives.	4
3	Perception and Attribution: Concept, Nature, Process, Importance. Management and behavioral Applications of Perception, Attribution theory.	6
4	Attitude: Concept, and Importance, Attitude Measurement. Attitudes and Workforce Diversity.	6
5	Personality and Learning: Concept, Nature, Determinants of Personality, Freuds psychoanalytical theory of personality. The Myers-Briggs Type Indicator model of personality, The Big five model of personality, traits of personality, Concept and Theories of Learning	6
6	Motivation: Definition, Nature and Importance, Basic Content & Process Theories of Motivation-,Maslow's Hierarchy of Needs Theory, Herzberg's Motivation-Hygiene Theory, Alderfer's ERG Theory, Mc Clelland's Achievement Motivation Theory, Cognitive and Behavioral theories- Expectancy, Equity, Goal-Setting theories.	5
7	Group Dynamics: Transactional Analysis, Group Dynamics: Concept, Definition, Stages of Group Development, Group Cohesiveness, Types of Groups, Group Decision Making	6
8	Organizational Power, Culture and Change: Power: Concept, Sources of Power, Distinction between Power, Authority and Influence, Approaches to Power. Organization Culture: Concept, Characteristics & Importance of Culture. Organizational Change: Concept, process and managing change	6
9	Conflict and Stress Management: Conflict: Concept, Sources, Types of Conflict, approaches to conflict, Levels of conflict: Intra, Individual, Interpersonal, and Intergroup, Conflict management techniques. Stress: Understanding Stress Management and Its Consequences, Causes of Stress, Managing Stress	5
Total		<b>45</b>



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## **Text Books:**

1. Stephen P. Robbins, Timothy A. Judge, Neharika Vohra, Organization Behavior, Pearson Education, 18th Edition, 2019.
2. Ashwathappa, K., Organizational Behavior, Himalaya Publication, 12th Edition 2019
3. Shashi K. Gupta, Rosy Joshi, Organisational Behavior, 10th Edition, Kalyani Publication, 2017.

## **Reference Books:**

1. Fiona M. Wilson, Organizational Behavior and Work, Oxford University Press, 5th Edition, 2018.
2. Robbins & Judge, Essentials of Organizational Behavior, 14th edition, Pearson Education 2017.
3. Suja Nair, Organisational Behavior-Text & Cases, Himalaya Publication, 2017.

## **Prerequisite:**

1. Psychology: Knowledge of psychological principles helps in understanding individual behavior within organizations. This includes areas such as motivation, perception, personality, and learning.
2. Management: Familiarity with management theories and principles provides insights into organizational structure, leadership styles, decision-making processes, communication strategies, and overall management practices.
3. Communication: Effective communication skills and an understanding of communication theories are essential for navigating interactions within organizations, managing conflicts, and facilitating cooperation among team members.



# Swami Keshvanand Institute of Technology, Management & Gramothan, Jaipur

## Syllabus

Name of the Programme: MBA	Year: I	Semester: I
Course Name: Cost and Management Accounting	Course Code: MSCCPL107	Credit: 3
Max Marks: 100	CIE: 40	SEE: 60
End Term Exam Time: 3 Hrs	Teaching Scheme: 3L+0T+0P	

Module No.	Contents	Hours
1	<b>Introduction:</b> Objective, Scope, Outcome of the Course and Prerequisite	1
2.	<b>Introduction to Accounting:</b> Need and Types of Accounting, Users of Accounting, concepts and conventions of Accounting, Accounting Equations.	5
3.	<b>Elementary Preparation of Books of Accounts:</b> Journals, ledgers and trial balance. Final Accounts, Trading, Profit Loss account without adjustments, Balance Sheets	7
4.	<b>Financial Statements preparation, analysis and Interpretation:</b> Income statement, Comparative, common size statements, Analysis techniques- Ratio Analysis, Cash flow Statement analysis as per AS3 and Fund flow statement analysis	7
5.	<b>Cost Accounting -An Introduction:</b> Concept, classification and Elements of Cost, Cost Sheet, Basics of Marginal costing	6
6.	<b>Standard Costing:</b> Introduction, Material Variances only <b>Budgetary Control</b> – Concept, Types and Formats with basic calculations	6
7.	<b>Accounting Standards and Introduction to IFRS:</b> IFRS and proposed changes in Indian Accounting Standards.	4
8.	<b>Emerging issues in Financial Accounting :</b> Introduction to Human Resource Accounting, Responsibility Accounting and Basic concept of GST	4
9.	<b>Valuation:</b> Valuation of goodwill, Inventory Management (LIFO, FIFO and HIFO methods)	5
Total		<b>45</b>

### Text Books:

1. Anthony, Hawkins & Merchant, Accounting: Text and Cases, Tata McGraw Hill Education, 2010.
2. M Y Khan & P K Jain, Managerial Accounting, Tata McGraw Hill Publication, 6th Edition, 2017.
3. Narayanaswamy R., Financial Accounting: A Managerial Perspective, PHI, 6th Edition, 2017.
4. Ravi M Kishore, Advanced Cost Accounting & Cost Systems, Taxmann's Publication, 6th Edition 2016 .
5. Vijay Kumar, Accounting for Management, McGraw Hill Publication, 4th Edition, 2010.



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6. Anthony, Hawkins, Merchant, Accounting: Text and Cases, Tata McGraw Hill Publication, 12th Edition 2015.
7. Ramachandran & Kakani, Financial Accounting for Management, Tata McGraw Hill, 4th Edition, 2016.

## Reference Books:

1. Introduction To Management Accounting by Horngren, 13th edition
2. Financial Accounting For Managers by Ghosh, Publisher: Taxman Allied Service, 4th edition
3. Double Entry Book Keeping - T.S.Grewal
4. DK Goel, 2nd Edition, 2019
5. Accounting: Texts And Problems Authors: M.C. Shukla, T. S. Grewal & Dr M.Cost P. Gupta  
Publisher: S. Chand and Company Private Limited, New Delhi (An ISO 9001:2008 Company)

## Prerequisite:

1. Understanding the principles, concepts, and conventions of financial accounting is essential. This includes knowledge of accounting equations, types of accounts, and the preparation of basic financial statements like the income statement and balance sheet.
2. A basic understanding of cost concepts, cost classification, and elements of cost is necessary for comprehending topics related to cost accounting, such as cost sheet preparation and marginal costing.
3. Understanding the principles of valuation, particularly for goodwill and inventory management methods like LIFO, FIFO, and HIFO, will be helpful for comprehending valuation techniques.





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## Syllabus

<b>Name of the Programme:</b> MBA	<b>Year:</b> I	<b>Semester:</b> I
<b>Course Name:</b> Business Statistics and Analytics for Decision Making	<b>Course Code:</b> MSCCPL108	<b>Credit:</b> 3
<b>Max Marks:</b> 100	<b>CIE:</b> 40	<b>SEE:</b> 60
<b>End Term Exam Time:</b> 3 Hrs	<b>Teaching Scheme:</b> 3L+0T+0P	

Module No.	Contents	Hours
1	<b>Introduction:</b> Objective, Scope, Outcome of the Course and Prerequisite	1
2	<b>Matrices and Determinants:</b> Definition of a matrix, types of matrices, algebra of matrices, Transpose, Adjoint, Inverse of a matrix.	5
3	<b>Business Applications of Matrices:</b> Application of matrices for solution of linear equations, simple business and economic problems.	4
4	<b>Descriptive Statistics:</b> Measures of central tendency and dispersion and their implications. Mean, Mode, Median, Variance and standard deviation, Coefficient of Variation, Z Score, Exploratory data analysis, Box and Whisker Plot.	9
5	<b>Correlation:</b> Types of correlation, Covariance and coefficient of correlation, Calculation of Karl Pearson correlation coefficient, Rank correlation.	5
6	<b>Regression:</b> Types of Regression models, determination of simple linear regression equation using least square method and introduction to multiple regressions.	4
7	<b>Index Numbers:</b> Meaning, Types of index numbers, uses of index numbers, Construction of Price, Quantity and Volume indices: Fixed base and Chain base methods. Fisher ideal index number. Ration and Proportion.	8
8	<b>Probability:</b> Basic probability concepts, conditional probability, marginal probability, and its uses in business decision making; Bayes' theorem and its applications.	5
9	<b>Probability Distributions:</b> Concept and application of Binomial, Poisson, Exponential and Normal distributions.	4
Total		<b>45</b>



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## **Text Books:**

1. Sharma, J.K., Business Mathematics, Theory and Application, Ane Books India.
2. Doane. Applied Statistics in Business and Economics. Tata McGraw-Hill.
3. Aczel. Complete Business Statistics, Tata McGraw-Hill.

## **Reference Books:**

1. Gupta, S.P. Statistical Methods. Sultan Chand & Sons.
2. Francis Andre, Ben Mousley, Business Mathematics and Statistics (2014), Cengage Learning
3. C. R. Kothari, Quantitative Techniques, Vikas Publishing House, 2009.

## **Prerequisite:**

1. Basic Mathematics
2. Basic knowledge about industrial and Business environment
3. Basic knowledge about commerce



# Swami Keshvanand Institute of Technology, Management & Gramothan, Jaipur

## Syllabus

<b>Name of the Programme:</b> MBA	<b>Year:</b> I	<b>Semester:</b> I
<b>Course Name:</b> AUDIT COURSE	<b>Course Code:</b> NP99.XX	<b>Credit:</b> 0
<b>Max Marks:</b> 100	<b>CIE:</b> 40	<b>SEE:</b> 60
<b>End Term Exam Time:</b> 3 Hrs	<b>Teaching Scheme:</b> -	

Audit Courses: In addition to the core and elective courses, students can take one audit course in each semester covering subjects of developing desired attitude among the learners. The enrolment in a such a course will permit a student to attend the without being evaluated for credit. These courses will be termed as MBA Common Courses. The same can be facilitated through seminars, workshop, Industry visits, assignments, case studies, MOOC's platform.

### **MBA Mandatory Common Courses: Audit Courses (Non-Credit)##**

<b>Sr.No.</b>	<b>Course Title</b>	<b>Course Code</b>	<b>Non-Graded Units</b>
1	English for Research Paper Writing	NP99.01	2
2	Disaster Management	NP99.02	2
3	Sanskrit for Technical Knowledge	NP99.03	2
4	Value Education	NP99.04	2
5	Constitution of India	NP99.05	2
6	Pedagogy Studies	NP99.06	2
7	Stress Management by Yoga	NP99.07	2
8	Personality Development through Life Enlightenment Skills	NP99.08	2
9	Indian Ethos and Business Ethics	NP99.12	2

##Students may take one audit course in each semester.



# Swami Keshvanand Institute of Technology, Management & Gramothan, Jaipur

## Syllabus

<b>Name of the Programme:</b> MBA	<b>Year:</b> I	<b>Semester:</b> I
<b>Course Name:</b> Seminar on Contemporary Issues	<b>Course Code:</b> MSCCPQ140	<b>Credit:</b> 1
<b>Max Marks:</b> 100	<b>CIE:</b> 60	<b>SEE:</b> 40
<b>End Term Exam Time:</b> -	<b>Teaching Scheme:</b> 0L+0T+2P	

### Contents

In the first semester, the students are required to take Seminars on contemporary issues. The faculty members will assign contemporary issues concerning the Indian Corporate sector like, merger & acquisition, current economic issues, global interface, stock market developments, new HR initiatives, recent trends in marketing trends etc, to the students.

The students will prepare a seminar under guidance of faculty members allotted by the Head of Department of the institute. There will be regular internal assessment and regular classroom interactions as per the number of sessions allotted to it.

The student will submit a written report of seminar work, prepared individually, and shall make an oral presentation before a panel consisting of internal and external examiner (Preferably from Industry) appointed by HOD. The assessment of 40 marks shall be done by the external examiner appointed by the Head of the department.

The average number of pages in the report shall be 40 and should be typed by the student himself. The format of the report is to be provided to students by the Coordinator

#### **Prerequisite :**

1. **Basic Understanding of Business and Economics:** A foundational understanding of business concepts such as marketing, finance, human resources, and economics will provide a framework for comprehending contemporary issues within the corporate sector.
2. **Communication Skills:** Strong oral and written communication skills are essential for presenting seminar findings effectively and articulating insights to a panel of examiners. This includes the ability to structure coherent arguments, convey ideas clearly, and engage in meaningful discussions.
3. **Teamwork and Collaboration:** While the seminar work may be prepared individually, students may benefit from collaborating with peers, sharing insights, and engaging in constructive discussions. Collaboration skills will enhance the quality of seminar presentations and foster a collaborative learning environment.
4. **Familiarity with Seminar Requirements:** Students should be familiar with the specific requirements of the seminar, including the format for the written report, guidelines for oral presentations, and expectations for classroom interactions. This may involve attending orientation sessions or consulting with faculty members for clarification.
5. **Openness to Learning:** An open-minded approach to learning and exploring diverse perspectives on contemporary issues is essential. Students should be willing to engage with new ideas, challenge assumptions, and continuously seek knowledge to deepen their understanding of the corporate sector.



# Swami Keshvanand Institute of Technology, Management & Gramothan, Jaipur

## Syllabus

<b>Name of the Programme:</b> MBA	<b>Year:</b> I	<b>Semester:</b> I
<b>Course Name:</b> Data Analytics Lab.	<b>Course Code:</b> MSCCPP120	<b>Credit:</b> 1
<b>Max Marks:</b> 100	<b>CIE:</b> 60	<b>SEE:</b> 40
<b>End Term Exam Time:</b> 3	<b>Teaching Scheme:</b> 0L+0T+2P	

Module No.	Contents	Hours
1	<b>Introduction:</b> Objective, Scope, Outcome of the Course and Prerequisite, Software used	1
2	To use the following basic features of MSECXEL on the given dataset: Basic formatting, Essential shortcuts, Paste Special (Value, Transpose), Absolute & Relative referencing. Data Analytics using Excel: Sort & Filter, SUBTOTAL, SUMIFS, COUNTIFS, Sum, Max, Min, Average, Count.	3
3	To use the following advanced features of MSECXEL on the given dataset: Generating multiple reports, VLOOKUP, HLOOKUP, Automatic row-wise Subtotal, Conditional Formatting, Grouping, Hide-Unhide Columns & Rows etc.	4
4	To develop tables and charts for categorical and numerical data: Bar Chart, PIE Chart, Pareto Diagram, Frequency distribution, Histogram, Scatter plot, etc.for the given dataset.	4
5	To compute the numerical descriptive statistics, covariance and coefficient of correlation for the given raw data and to construct Box and Whisker plot.	4
6	To Perform Data Analysis using cross tabulation and chi square test	4
7	To construct the distribution plot for discrete distribution and continuous distribution probability distributions and infer results.	4
8	To compare the characteristics of data with theoretical properties of Normal distribution and to construct the normal probability plot.	2
9	To carry out break even analysis using Excel's Goal Seek feature for the given problem.	2
10	To perform Case Study on Demand Forecasting.	2
Total		<b>30</b>

### Text Books:

1. Maheshwari, A. (2017), "Data Analytics", McGraw Hill Education.
2. Manohar Hansa Lysander, "Data Analysis and Business Modelling Using Microsoft Excel Paperback – 1", January 2016, PHI

### Reference Books:

1. Stephen L. Nelson, Elizabeth C. Nelson "Microsoft Excel Data Analysis For Dummies, 2018 , Wiley
2. MacInnes, J. (2016), "An Introduction to Secondary Data Analysis with IBM SPSS Statistics", Sage Publishing.
3. Mize Edward, " Data Analytics: The Ultimate Beginner's Guide to Data Analytics", 2019, Venture Ink

### Prerequisite:

1. Basic Mathematics
2. Basic Statistics



# Swami Keshvanand Institute of Technology, Management & Gramothan, Jaipur

## Syllabus

Name of the Programme: MBA	Year: I	Semester: I
Course Name: Business Communication Lab.	COURSE CODE MSCCPP121	Credit: 1
Max Marks:100	CIE:60	SEE:40
End Term Exam Time:-3	Teaching Scheme: 0L+0T+2P	

Unit	Contents	Hours
I	<b>Introduction: Business Communication</b> -Process, Barriers to Communication, the Importance of Communication at Workplace, Applying 7 C's of communication. Practice: Describing about personal life and work life, one way and two-way communication and understand the various communication barriers, noise, filters. Select a text-based data (e.g., a newspaper article, a story, etc.) and analyze the effectiveness of 7 C's of communication	4
II	<b>Oral Communication:</b> Paralanguage - appropriate use of Voice, tone, pauses and vocabulary. Elevator Speech. Practice: creating an outline for a short (30 to 90 second) Elevator Speech to introduce yourself	3
III	<b>Written Communication:</b> Introduction, need, significance and practice of: a) Cover Letters/Business letters b) Preparation of CV/Resume, c) Email writing and etiquette, d) Social Media writing e) Write your own one-page resume, Cover Letters/Business letters etc	5
IV	<b>Written Communication:</b> need, significance and practice of: a) Memo b) Circulars c) Press Release	4
V	<b>Communication Media Etiquette:</b> Telephone, Mobile, E-mail, social settings etc. a) To practice etiquette using communication media by using Role Plays b) To discuss do and don'ts while interacting on communication media.	3
VI	<b>Group Discussion:</b> Practicing Mock Group Discussions, types of GD's, Applying leadership skills in a GD. Goal Setting. Conduction of Group Discussion on any topic.	4



## Swami Keshvanand Institute of Technology, Management & Gramothan, Jaipur

<b>VII</b>	<p><b>Art of Presentation:</b></p> <p>a) To discuss the various elements of effective presentation, Designing Content, Use of creative ideas and interesting audio-visual aids, impressive grooming as per occasion – appearance, posture and gestures, Handling Stage fear and anxiety, Practicing delivery of presentation.</p> <p>b) Practice: Initial Planning, Preparation and Handling questions. To make effective use of Power Point Presentation demonstrating the use of animation, effects, hyperlinks, and productivity tools etc., Each student is required to give presentation of 5 minutes (this can be spread throughout the semester) and to be evaluated by the faculty</p>	3
<b>VIII</b>	<p><b>Teamwork:</b></p> <p>a) Discuss the elements of teamwork, stages of team formation, essential building block of effective teams</p> <p>b) To perform the given exercise on team building.</p> <p><b>Employability Skills:</b></p> <p>a) Account creation on various social Media Platforms for employability and Networking,</p> <p>b) Getting ready for interview: First Impression and Clothing styles; Practicing Mock interviews, types of interviews, creating first right impression while approaching interview panel, analyzing interview questions (FAQ)</p> <p><b>Business Etiquette and Success Abilities:</b> Business and social etiquette, Guidelines for a meeting, a workshop or a conference and common mistakes, Time Management Skills, Art of giving and receiving feedback, Identifying and mapping success habits from successful people.</p> <p>a) To demonstrate conduction of Online Meetings / Video conferencing with the help of Google Meet, WebEx, Microsoft Teams etc. in the class.</p> <p>b) To conduct a mock meeting of students in the class identifying an issue of their concern. The students should prepare notice, agenda, and minutes of the meeting.</p> <p><b>Case Analysis and Presentation:</b> A suitable case is to be selected and administered in the class sticking to all the guidelines of case administering and analysis.</p> <p><b>Group Activity:</b> Form Student groups and ask them to write a persuasive letter and proposal for an innovative product or service. Circulate the work from each group among all other groups and ask them to evaluate the letter and proposal in line with possible responses to a letter (pleased, displeased, neither pleased nor displeased but interested, not interested) Note: The above list is suggestive.</p>	4
<b>Total</b>		<b>30</b>



# Swami Keshvanand Institute of Technology, Management & Gramothan, Jaipur

## **Text Books:**

1. Murphy, Effective Business Communication, 7th edition, Tata McGraw-Hill.
2. Sethi, Anjane, and Bhavana Adhikari. Fundamentals of Communication, McGraw-Hill Education, 2013
3. Kaul, Asha, Effective Business communication, Prentice Hall of India.

## **Reference Books:**

4. Chaturvedi, P. D. and MukeshChaturvedi, Business Communication: Concepts, Cases and Applications, Pearson Education.
5. Ludlow, Ron & F. Panton, The Essence of Effective Communication, Prentice Hall of India.
6. Sally Chew. Business Etiquette: An Essential Guide for Executives. Times Books, 1992
7. Thill, John & C. V. Bovee, Excellence in Business Communication, McGraw Hill.

## **Prerequisite:**

1. Self-Awareness: Students should have a clear understanding of their strengths, weaknesses, values, and goals
2. Digital literacy: Familiarity with online platforms and social media is necessary for managing online profiles and content.
3. Professional development awareness: Students should recognize the importance of personal branding in career advancement and professional growth.
4. Openness to feedback: Students should be receptive to constructive criticism and willing to incorporate feedback into their lives.





# Swami Keshvanand Institute of Technology, Management & Gramothan, Jaipur

## Syllabus

Name of the Programme: MBA	Year: I	Semester: I
Course Name: SODECA	COURSE CODE MSCCPA100	Credit: 1
Max Marks: 100		

### SOCIAL OUTREACH, DISCIPLINE & EXTRA CURRICULAR ACTIVITIES (SODECA)

#### OBJECTIVES:

- To appreciate the importance and values of social life prevailing in the Village.
- To understand the value of Social Work.
- To Understand the Significance of Discipline in Student's Life through involving students in plantation, waste management, no plastic campaign, electricity, and water saving activities.
- To understand the value of extra co-curricular activities.

The following various activities are categorized as SODECA:

**A. Games and Sports / Field Based Activities:** Sports Activities or any other field related activity.

**B. Cultural/ Literary Activities:** Activities under the banner of Student Body, Celebration of recognized National Days/ Birth Anniversary of great personalities, Hostel Day/ Annual Day/ Fresher's Day or any other related activity.

**C. Academic/Technical/ Professional Development Activities:** Attending workshops, seminars, FDPs for reasonable duration/numbers. Attending/ paper presentation in conferences.

**D. Social Outreach / Personality Development Based Activities:** Contribution towards social up-gradation based activities, Activities by social organization like, Art of Living, Yoga etc., Blood donation, Awareness programs, personality development programs, activities under different clubs (if not covered under above heads) like, photography etc., NGO activities, Plantation/ cleanliness activities etc. Involve students in plantation, waste management, no plastic campaign, electricity/Water saving activities and ask written suggestions from each student individually.

**E. Anandam Program Activities:** The students are expected to perform the following activities:  
Do at least one act of individual service each day Record this act of service in a dedicated Register/Personal Diary (PD) Participate in a sharing and presentation on the group service in the discussion session held once a month



## Swami Keshvanand Institute of Technology, Management & Gramothan, Jaipur

**Awarding Marks:** Effective contribution and active participation may be judged for awarding the marks. Additionally, following levels may be defined in each components A, B, C, D & E:

Component B	Level wise Marks			
	Level-1	Level-2	Level-3	Level-4
A. Games and Sports / Field Based Activities			50	60
B. Cultural/ Literary Activities	30	40	50	60
C. Academic/Technical/ Professional Development Activities	30	40	50	60
D. Social Outreach / Personality Development Based Activities	30	40	50	60
E. Anandam Program Activities	30	40	50	60
<b>Maximum Marks</b>	<b>100</b>			

### Level-1:

- Active Participation in activities at College/City Level
- Do at least one act of individual service each day in category E

### Level-2:

- Active participation in multiple activities at Level-1
- Participation at State level
- Getting award/ recognition at District/State Level
- Record this act of service in a dedicated Register/Personal Diary in category E

### Level-3:

- Active participation in multiple activities at Level-2
- Participation at National level
- Getting award/ recognition at National Level
- Participate in a sharing and presentation on the group service in the discussion session held once a month in category E

### Level-4:

- Active participation in multiple activities at Level-3
- Participation at International level
- Getting award/ recognition at International Level
- Providing technical solutions for the social problems



# Swami Keshvanand Institute of Technology, Management & Gramothan, Jaipur

## Teaching and Examination Scheme I Year II Semester: MBA

S.No.	Course Code	Course Name	Category#	Teaching Scheme			Exam Hrs	Marks			Credit
				L	T	P		CIE	SEE	Total	
1	MSCCPL201	Legal and Business Environment	PCC	3	0	0	3	40	60	100	3
2	MSCCPL202	Corporate Strategy	PCC	3	0	0	3	40	60	100	3
3	MSCCPL203	Quantitative Techniques	PCC	3	0	0	3	40	60	100	3
4	MSCCPL204	Financial Management	PCC	3	0	0	3	40	60	100	3
5	MSCCPL205	Human Resource Management	PCC	3	0	0	3	40	60	100	3
6	MSCCPL206	Marketing Research	PCC	3	0	0	3	40	60	100	3
7	MSCCPL207	Introduction to Business Analytics and Data Science	PCC	3	0	0	3	40	60	100	3
8	MSCCPL208	New Enterprise and Innovation Management	PCC	3	0	0	3	40	60	100	3
9	NP99.XX	AUDIT COURSE	MCC	-	-	-	3	40	60	100	0
10	MSCCPD250	Mini-Project	REW	-	-	2	-	60	40	100	1
11	MSCCPP220	Business Ethics Lab.	PCC	-	-	2	3	60	40	100	1
12	MSCCPP221	Managerial Computing Lab.	PCC	-	-	2	3	60	40	100	1
13	MSCCPA200	Social Outreach, Discipline & Extracurricular Activities	SODECA	-	-	-	-	-	-	100	1
<b>Total Credit</b>											<b>28</b>

# Mention appropriate category from the following: PCC, PEC, MCC, REW, SODECA



# Swami Keshvanand Institute of Technology, Management & Gramothan, Jaipur

## Syllabus

<b>Name of the Programme:</b> MBA	<b>Year:</b> I	<b>Semester:</b> II
<b>Course Name:</b> Legal and Business Environment	<b>Course Code:</b> MSCCPL201	<b>Credit:</b> 03
<b>Max Marks:</b> 100	<b>CIE:</b> 40	<b>SEE:</b> 60
<b>End Term Exam Time:</b> 3 Hrs	<b>Teaching Scheme:</b> 3L+0T+0P	

Module No.	Contents	Hours
1	<b>Introduction:</b> Objective, Scope, Outcome of the Course and Prerequisite	
2	<b>Legal Aspect of Business:</b> Introduction to Business Laws- Business Management and Jurisprudence; structure of the Indian Legal Systems: sources of Law; Manager and Legal System.	2
3	<b>Law of Contract:</b> Meaning of Contract; Essentials of a Valid Contract; Nature and Performance of Contract; Termination and Discharge of Contract. Contract of Indemnity and Guarantee- Definition and Concept Basic Essentials of a valid contract of Indemnity and Guarantee, Difference between contract of guarantee and contract of indemnity, Contract of Bailment: Definition and essentials. Rights and Duties of bailor and bailee and Law of Agency: Definition, Kinds of agents, Rights and Duties of agent and principal only. Elements of Law relating to Sale of Goods: Essentials of a Contract of Sale; Sale Distinguished from Agreement to Sell & Doctrine of Caveat Emptor.	8
4	<b>Law relating to Business Organizations:</b> Partnership Act, 1932: Partnership and its essentials, Rights and Duties of Partners, Types of Partners, Registration of Firms, and Modes of Dissolution of firms. Elements of Company Law 2013: Meaning and Nature of Company, Incorporation of a Company, Concept of Memorandum of Association, Article of Association , Concept of Board of Directors, Company Meetings and Winding of Company.	8
5	<b>Protecting the property of Business:</b> Introduction to Copyright, Trademark, Secret, Geographical Indications, and Legislation for Anti-competitive and Unfair Trade Practices. Alternate Dispute resolutions: Introduction to Arbitration or Conciliation. Introduction to Consumer Protection Act 2019: Formation & Working of Consumer redressal agencies.	6
6	<b>Business Environment:</b> Nature, Concept and Significance, Types of environment: economic and non-economic environment and their interaction, Environment scanning and its process, Interaction between internal and external environments, Emergence of Market Driven Economies, Essential of competitive economies, emerging sectors of Indian economy.	5



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7	<b>Liberalization, Privatization and Globalization (LPG):</b> Introduction of Liberalization, Privatization and Globalization (LPG) Assessment of LPG in India with respect to Financial, Automobile and FMCG. Current industrialization trends and industrial policy. Agriculture and Business Role of Agriculture in Economic Development, Dependence of Business on Agriculture, Business opportunities in the rural sector.	5
8	<b>Economic and Monetary Policies of India:</b> Emergence of Micro, Small and Medium (MSME) enterprises and Role of Institutions Micro, Small and Medium enterprises in India, Role of SIDBI and other institutions. Public sector reforms and performance; public-private partnership Monetary policy, Fiscal policy, current inflationary position and their impact on business environment. Stock exchange, Commodity exchanges in India, the role of SEBI, IRDA, Pension, and Board of Financial Supervision. Trends in service sector growth; Role of RBI and various Banking reforms and challenges	6
9	<b>Globalization trends and challenges:</b> Foreign Trade and Global Trends - Foreign Trade Policy, Balance of payment and Balance of Trade, Exchange rate and competitiveness, foreign capital flows and foreign collaboration, FDI in India. India's competitiveness in the world economy.	4
Total		<b>45</b>

### Text Books:

1. C. L. Bansal, Business & Corporate Laws, Excel Books, New Delhi
2. Francis Cherunillam, Business Environment-Text and Cases, Himalaya Publishing House.

### Reference Books:

1. Kapoor G.K., Suri A. P. Corporate Laws, Taxmann Publications.
2. Ghosh ,B.N., Business Environment, Oxford University Press.
3. Veena Keshav Pailwar, Business Environment.
4. Justin Paul, Business Environment Text & Cases, Tata McGraw Hill Publishing Co. Ltd.
5. A Comparative Study of Companies Act 2013 with Rules and Companies Act 1956 with Rules (2014)
6. Corporate Laws, The Companies Act 2013, Lexis-Nexis

### Prerequisite:

1. **Knowledge of basic terminologies:** Knowing and understanding some basic management terms (e.g. business environment, legal environment, monetary policy, fiscal policy, FDI, etc.) can help to build new concepts. Knowing the basics terms will help to make the course feel more familiar.
2. **Having Current knowledge of the business world:** Reading newspapers, watching news can help you understand management concepts and how they apply to the real world.



# Swami Keshvanand Institute of Technology, Management & Gramothan, Jaipur

## Syllabus

<b>Name of the Programme:</b> MBA	<b>Year:</b> I	<b>Semester:</b> II
<b>Course Name:</b> Corporate Strategy	<b>Course Code:</b> MSCCPL202	<b>Credit:</b> 3
<b>Max Marks:</b> 100	<b>CIE:</b> 40	<b>SEE:</b> 60
<b>End Term Exam Time:</b> 3 Hrs	<b>Teaching Scheme:</b> 3L+0T+0P	

Module No.	Contents	Hours
1	<b>Introduction:</b> Objective, Scope, Outcome of the Course and Prerequisite	1
2	<b>Introduction of Strategic Management:</b> Strategic Management: introduction, nature & scope, need, strategic decision making. Strategic Intent through Vision and Mission Statements, Core Competencies of Business. Need for explicit mission, Components of mission statement, Formulation of mission & objectives and their specificity. Goals and Objectives of Business.	5
3	<b>Environmental Scanning:</b> Component of environmental scanning-SWOT analysis, Scanning of Socio economic, Technological, Political environment, Techniques for environmental analysis. Industry analysis: Porter's approach, Environmental threat & opportunity profile.	5
4	<b>Internal Environment Scanning:</b> Factors of internal analysis; Marketing & distribution. R&D & engineering, Production & operations, Finance & accounting, Corporate resources & personal factors, Analyzing strengths & weaknesses of enterprise (SWOT). Value chain analysis.	5
5	<b>Strategy Formulation-</b> Business Strategy: Generic Business Strategies, Tactics for Business Strategies, Business strategies for different Industry Conditions, Tools and Techniques for Strategic Analysis: Porter's Five forces Model of competition. SWOT analysis, McKinsey's 7's framework; GE-9 Cell Model, Bostan's Consultancy Model. Components of Competitor Analysis, Strategic Plan.	6
6	<b>Strategy Formulation- Corporate Strategy :</b> Grand Strategies –Stability, growth, retrenchment & combination strategies- Modernization, Diversification, Integration, Merger, Take-over and Joint Venture strategies, Turnaround – divestment and Liquidation strategies.	6
7	<b>Strategy Implementation:</b> Nature of Strategic Implementation; Barriers to strategy implementation, Interrelationship of formulation and implementation Resource Allocation, Factors affecting resource allocation, Values, Ethics and strategy, Social Responsibilities and Strategic Management. Corporate Governance – Introduction & meaning, different stakeholders, ownership & management, governing board, governance issues, governance & strategic implementation.	7
8	<b>Evaluation and Control:</b> An Overview and Nature of strategic evaluation and Control, Importance of Strategic Evaluation, Barriers in Evaluation, Strategic Control, Operational Control, Techniques of strategic evaluation and control.	6
9	<b>International Strategy:</b> Opportunities and Challenges of operating internationally, strategy in a global context, Multinational Corporation.	4
<b>Total</b>		<b>45</b>



# Swami Keshvanand Institute of Technology, Management & Gramothan, Jaipur

## **Text Books:**

1. J. D. Hungerand T.L. Wheelen, Strategic Management and Business Policy, Pearson Education,N. Delhi.
2. Ramaswamy and Namakumari, Strategic Planning Formulation of Corporate Strategy, MacMillan India Ltd. New Delhi

## **Reference Books:**

1. Azhar Kazmi, Business Policy & Strategic Management, Tata McGraw Hill.
2. Thompson & Strickland, Strategic Management-Concepts and Cases; Tata McGraw Hill Publishing Co. Ltd. New Delhi
3. Garth Saloner, Andrea Shepard and Joel Podolny : Strategic Management, John Wiley & Sons.
4. John A. Pearce & R. B. Robinson, Strategic Management ,Strategy Formulation and Implementation, AIBT Publishers & Distributors, New Delhi
5. S Budhiraja S Band Athreya MB,Casesin Strategic Management, Tata Mc Graw-Hill

## **Prerequisite:**

1. Understanding the basics of strategic management, including strategic decision-making, vision and mission statements, core competencies, and environmental analysis.
2. Internal and external environmental scanning techniques, such as SWOT analysis and industry analysis, inform financial decision-making by identifying risks, opportunities, and competitive dynamics.
3. Knowledge of business and corporate strategies, along with international considerations and understanding various business and corporate strategies, as well as tools like Porter's Five Forces Model and McKinsey's 7S Framework, to effectively formulate and implement strategies.



# Swami Keshvanand Institute of Technology, Management & Gramothan, Jaipur

## Syllabus

<b>Name of the Programme:</b> MBA	<b>Year:</b> I	<b>Semester:</b> II
<b>Course Name:</b> Quantitative Techniques	<b>Course Code:</b> MSCCPL203	<b>Credit:</b> 3
<b>Max Marks:</b> 100	<b>CIE:</b> 40	<b>SEE:</b> 60
<b>End Term Exam Time:</b> 3 Hrs	<b>Teaching Scheme:</b> 3L+0T+0P	

Module No.	Contents	Hours
1	<b>Introduction:</b> Objective, Scope, Outcome of the Course and Prerequisite	1
2	Introduction to Quantitative Approaches to decision making, Classification of models, general method of solving quantitative models, quantitative models in practice	5
3	Linear Programming: Structure of LP model, Assumption, Advantages, Limitations, General Structure of LPP, Model Formulation, of LP model, graphical method, simplex method. Application to production, marketing, agriculture etc., Introduction to Duality.	6
4	Transportation and Assignment models: Transportation problem, General structure of transportation problem, methods of finding initial basic feasible solution (NWCM, LCM & VAM), test for optimality (MODI Method), degeneracy, Assignment problems, Introduction, General structure, Hungarian method of solution, variations of assignment problems: minimization, maximization, unbalanced cases and restrictions	6
5	Decision Theory: Decision-making under uncertainty- Maximin, Maximax, Laplace and Hurwicz criteria; decision-making under Risk- Expected Value (EMV, EOL, EVPI), decision tree analysis	6
6	Game Theory: Theory of games- formulation of game models, Two person Zero sum games & their solution, 2 x N and M x 2 games, pure strategies with saddle point, rule of dominance, solution methods for games without saddle point: Mixed strategies (Algebraic, Arithmetic, Graphical method only), Limitations of game theory.	6
7	Replacement Theory: Replacement Problems: Replacement of items that deteriorate with time Replacement of items that fail completely; staffing problem.	5
8	Queuing Theory: Characteristics of Single Server Queueing model, Application of Poisson and Exponential distribution in estimating arrival rate and service rate; Applications of Queue model for better service to the customers. (No derivation, only application aspects)	5
9	Simulation: Simulation, process of simulation, types of simulation, steps in simulation process, Monte Carlo simulation, application in queuing, inventory, finance, marketing and HR areas, Advantages & Disadvantages.	5
Total		<b>45</b>

### Text Books:

1. Sharma S. D, Operations Research: Theory, Methods and Applications, Kedar Nath, Ram Nath & Co.
2. Vohra N. D, Operations Research - 4/e, TMH, 2010
3. Kapoor, V. K., Operation Research: Quantitative Techniques for Management, Sultan Chand, 2011





# Swami Keshvanand Institute of Technology, Management & Gramothan, Jaipur

## Reference Books:

1. Frederick S. Hillier, Gerald J. Lieberman, Introduction to Operations Research - 9/e, Tata McGraw-Hill, 2011.
2. Taha H. A, Operations Research: An Introduction - 9/e, PHI
3. Gupta, P. K., and Hira, D. S., Operations Research, S. Chand & Company

## Prerequisite:

1. Basic Mathematics
2. Basic Management



# Swami Keshvanand Institute of Technology, Management & Gramothan, Jaipur

## Syllabus

<b>Name of the Programme:</b> MBA	<b>Year:</b> I	<b>Semester:</b> II
<b>Course Name:</b> Financial Management	<b>Course Code:</b> MSCCPL204	<b>Credit:</b> 3
<b>Max Marks:</b> 100	<b>CIE:</b> 40	<b>SEE:</b> 60
<b>End Term Exam Time:</b> 3 Hrs	<b>Teaching Scheme:</b> 3L+0T+0P	

Module No.	Contents	Hours
1	<b>Introduction:</b> Objective, Scope, Outcome of the Course and Prerequisite	1
2	<b>Financial Management:</b> Introduction to financial management, objectives of financial management. Changing role of finance managers in the contemporary business environment. Interface of Financial Management with other functional areas	4
3	<b>Sources of Financing:</b> Shares, Equity Shares, Preference Shares Debentures, Term loans.	4
4	<b>Time value of Money:</b> Future value of single cash flow & annuity, present value of single cash flow, annuity & perpetuity. Capital recovery & loan amortization.	4
5	<b>Investment Decisions:</b> Investment evaluation techniques-Net present value, Internal rate of return, Modified internal rate of return, Profitability index, Payback period, Discounted payback period, Average Rate of Return Method Estimation of cash flow for new project, replacement projects	8
6	<b>Cost of Capital:</b> Cost of capital - basic concepts. Cost of term debenture capital, cost of preference capital, cost of equity share capital. Cost of retained earnings. Determination of Weighted average cost of capital (WACC)	6
7	<b>Financial Decisions:</b> Working Capital Management: Working capital determinants, Current Assets financing policy. Determination of operating cycle. Estimation of working capital requirements of a firm: Operating Cycle Method and Net Assets Method. Leverage: Operating Leverage, Financial Leverage and Total Leverage.	8
8	<b>Capital Structure:</b> Theory and Policy- Net Income Approach, Modigillani – Miller Approach, Modern Theories, Optimal Capital Structure, EBIT- EBT Analysis, Financial Break- Even.	5
9	<b>Dividend Policy Decisions:</b> Dividend Policy-Factors affecting the dividend policy - Dividend policies stable dividend, stable payout. Dividend Theories: Walter, Gordon and MM Approach.	5
<b>Total</b>		<b>45</b>



# Swami Keshvanand Institute of Technology, Management & Gramothan, Jaipur

## **Text Books:**

1. Pandey, I.M. Financial Management. Vikas Publishing House.
2. Khan, M. Y., & Jain, P. K. (2017). Financial Management: Text and Cases.
3. Pearson Hunt, Charles Marvin Williams, Gordon Donaldson Basic Business Finance: A Text. R. D. Irwin.

## **Reference Books:**

1. James, C. Van, Horne. Wachowicz, John. M. Fundamentals of Financial Management. Prentice Hall of India.
2. S. B., Hirt, G. A., & Short, J. D. (2000). Foundations of Financial Management. Toronto: McGraw-Hill Ryerson.
3. Hampton, John. J. Financial Decision Making: Concepts, Problems, and Cases. Prentice-Hall International.

## **Prerequisite:**

1. Proficiency in basic algebra, calculus, and statistics is necessary for financial analysis, forecasting, and modeling.
2. Knowledge of basic accounting principles such as bookkeeping, financial statements (balance sheet, income statement, cash flow statement), and accounting equations.
3. Competency with financial software and tools (e.g., spreadsheets, financial modeling software) is important for data analysis and presentation.



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## Syllabus

<b>Name of the Programme:</b> MBA	<b>Year:</b> I	<b>Semester:</b> II
<b>Course Name:</b> Human Resource Management	<b>Course Code:</b> MSCCPL205	<b>Credit:</b> 3
<b>Max Marks:</b> 100	<b>CIE:</b> 40	<b>SEE:</b> 60
<b>End Term Exam Time:</b> 3 Hrs	<b>Teaching Scheme</b> 3L+0T+0P	

Module No.	Contents	Hours
1	<b>Introduction:</b> Objective, Scope, Outcome of the Course and Prerequisite	1
2	Introduction: Human Resource Management- Meaning and significance, Major functions of HRM, HR as a factor of Competitive advantage, Line and Staff responsibility of HR Managers, HR Competencies	5
3	Human Resource Planning and Job Analysis: HR Planning: Meaning, Significance and Process of Human Resource Planning. Job Analysis: Meaning, Importance, Process of Job Analysis. Job Design- Job Enlargement, Job Enrichment, Job Rotation.	6
4	Recruitment and Selection: Recruitment: Meaning, Significance and Sources of Recruitment, CostBenefit Analysis; Selection: Meaning, Significance and Process, Techniques-Tests and Interviews.	6
5	Training and Development: Meaning and Significance of Training and Development, Process, Training Needs Analysis, Methods of Training- On the Job Methods and Off the Job Methods	6
6	Compensation Management: Job Evaluation: Concept & Methods of Job Evaluation, Types of Compensation: Direct and Indirect, Salary/Wage Fixation, Allowances, Incentives, Bonus, ESOPs, and Fringe Benefits, Emerging Statutory aspects of Compensation & Benefits	5
7	Performance Appraisal: Meaning and Significance of Performance Appraisal, Methods of Performance Appraisal, Limitations and Problems. Potential Appraisal.	5
8	Industrial Relations: Dynamics of Industrial Relations, Discipline and Domestic Enquiry, Grievance Management, Collective Bargaining, Legal aspects of Employee Relations with reference to Trade Union Act, Industrial Disputes and Settlement Machinery	6
9	Career and Succession Planning: Career Planning: Meaning, Significance and Process of Career Planning, Stages of Career Development, Career Anchors. Succession Planning: Meaning, Significance and Process of Succession Planning	5
Total		<b>45</b>

### **Text Books:**

1. Byars, L & Rue, L. Human Resource Management. McGraw Hill.
2. Aswathappa, K. Human Resource Management. Tata McGraw-Hill.
3. Dessler, Varkkey. Human Resource Management. Pearson.
4. V.S.P.Rao, Human Resource Management (Text and Cases) Himalaya Publications, Thirteenth Edition.



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## Reference Books:

4. Jyothi. Human Resource Management. Oxford University Press.
5. Mondy, R. Human Resource Management. Prentice Hall.
6. Steve Fleetwood, Anthony Hesketh, Explaining the Performance of Human Resource Management, Cambridge University Press..

## Prerequisite:

1. Business Fundamentals: Familiarity with basic business concepts such as organizational structure, management principles, and business operations provides context for HRM within the broader business environment.
2. Communication Skills: Effective communication skills, including written, verbal, and interpersonal communication, are crucial in HRM roles for interacting with employees, managers, and external stakeholders.
3. Legal and Regulatory Knowledge: Understanding of employment laws, labor regulations, and compliance requirements ensures that HRM practices are aligned with legal standards and organizational policies.
4. Ethics and Professionalism: Awareness of ethical principles and professionalism is important in HRM to handle sensitive issues, maintain confidentiality, and promote fairness and equity in the workplace.



# Swami Keshvanand Institute of Technology, Management & Gramothan, Jaipur

## Syllabus

<b>Name of the Programme:</b> MBA	<b>Year:</b> I	<b>Semester:</b> II
<b>Course Name:</b> Marketing Research	<b>Course Code:</b> MSCCPL206	<b>Credit:</b> 3
<b>Max Marks:</b> 100	<b>CIE:</b> 40	<b>SEE:</b> 60
<b>End Term Exam Time:</b> 3Hrs	<b>Teaching Scheme:</b> 3L+0T+0P	

Module No.	Contents	Hours
1	<b>Introduction:</b> Objective, Scope, Outcome of the Course and Prerequisite	1
2	<b>Introduction:</b> Meaning, Objectives and significance of marketing research, types of marketing research problems, Emerging issues in research.  <b>Marketing Research Process:</b> Steps Involved in Research Process. Research Design: Various Methods of Research Design	4
3	<b>Collection of Data:</b> Concept of Sample, Sample Size and Sampling Procedure, Various Types of Sampling Techniques, Determination and Selection of Sample Member, Types of Data: Primary and Secondary, Various Methods of Collection and Data, Preparation of Questionnaire and Schedule, Types of Questions, Sequencing of Questions, Check Questions, Length of Questionnaire, Precautions in Preparation of Questionnaire and Collection of Data	5
4	<b>Data Analysis and Scaling Techniques:</b> Coding, Editing and Tabulation of Data, Various Kinds of Charts and Diagrams Used in Data Analysis: Bar and Pie Diagrams and their Significance, Use of software like SPSS etc., in Data Analysis, Nonparametric & Parametric tests. Measurement Scales, Sources of Error in Measurement scales, Meaning and Classification of Scaling, Attitude Scaling Techniques.	6
5	<b>Estimation Theory and Hypothesis Testing:</b> Sampling theory; Formulation of Hypotheses; Application of Z-test, t-test, F-test and Chi-Square test.	7
6	<b>Techniques of association of Attributes &amp; Testing :</b> Application and Analysis of Variance (ANOVA). Nonparametric tests: Mann-Whitney test, Kruskal-Wallis test, Kolmogorov Smirnov Test.	7
7	<b>Applications of Marketing Research –</b> Customer attitude and satisfaction research, brand equity, advertising effectiveness, copy testing, readership and viewership survey etc.	6
8	<b>Research Report Preparation:</b> Types and Layout of Research Report, Significance of Report writing, Process of report writing, Mechanics of writing a research report, Precautions in Preparing the Research Report. Plagiarism, Paraphrasing & Citation.	5
9	<b>Bibliography and Referencing:</b> Significance of Bibliography & Referencing, APA style of referencing	4
<b>Total</b>		<b>45</b>



# Swami Keshvanand Institute of Technology, Management & Gramothan, Jaipur

## **Text Books:**

1. Cooper, Donald. Schindler, R. and Pamela, S. Business Research Methods. McGraw-Hill.
2. Bryman. Business Research Methods. Oxford University Press.
3. Naval Bajpai, Marketing Research: An Indian perspective, Pearson India, 2017
4. Aaker, Kumar & Day: Marketing Research, John Wiley & Sons, 1998

## **Reference Books:**

1. Malhotra, N.K, Dash S. (2010), "Marketing Research: An Applied Orientation", (6th Ed.), Pearson Education, India.
2. Zikmund, W.G. and Babin, B. J. (2016), "Essence of Marketing Research", (11th Ed.), Cengage Learning.
3. Beri, G.C. (2013), "Marketing Research", (5th Ed.), Tata McGraw Hill.
8. Green, P. E., Tull, D. S. and Albaum, G., "Research for Marketing Decisions", Prentice Hall of India

## **Prerequisite:**

1. Understanding the fundamentals of marketing research, including its meaning, objectives, and significance, lays the groundwork for conducting effective research aligned with organizational goals.
2. Understanding the marketing research process, including research design, data collection and analysis techniques, ensures systematic and reliable gathering of information for decision-making.
3. Understanding statistical tools like the z-test, t-test, ANOVA, and nonparametric tests helps analyze data carefully. This analysis helps create and assess marketing strategies effectively.



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## Syllabus

<b>Name of the Programme:</b> MBA	<b>Year:</b> I	<b>Semester:</b> II
<b>Course Name:</b> Introduction to Business Analytics & Data Science	<b>Course Code:</b> MSCCPL207	<b>Credit:</b> 3
<b>Max Marks:</b> 100	<b>CIE:</b> 40	<b>SEE:</b> 60
<b>End Term Exam Time:</b> 3 Hrs	<b>Teaching Scheme:</b> 3L+0T+0P	

Module No.	Contents	Hours
1	<b>Introduction:</b> Objective, Scope, Outcome of the Course and Prerequisite	1
2	<b>Introduction and Historical Overview:</b> Introduction of business analytics, Historical Overview of data analysis, Data Scientist vs. Data Engineer vs. Business Analyst, Career in Business Analytics, Introduction of data science, Significance of Data Science, Applications for data science, Data Scientists Roles and Responsibility.	5
3	<b>Data:</b> Data Collection, Data Management, Big Data Management, Organization/sources of data, Importance of data quality, Dealing with missing or incomplete data, Data Visualization, Data Classification.	4
4	<b>Data Science Project Life Cycle:</b> Business Requirement, Data Acquisition, Data Preparation, Hypothesis and Modeling, Evaluation and Interpretation, Deployment, Operations, Optimization.	4
5	<b>Introduction to Data Mining:</b> The origins of Data Mining, Data Mining Tasks, OLAP and Multidimensional data analysis, Basic concept of Association Analysis and Cluster Analysis.	7
6	<b>Introduction to Machine Learning:</b> History and Evolution, AI Evolution, Statistics Vs Data Mining Vs, Data Analytics Vs, Data Science, Supervised Learning, Unsupervised Learning, Reinforcement Learning, Frameworks for building Machine Learning Systems.	7
7	<b>Introduction to R:</b> Introduction of R and R Studio, Data Structure of R, Importing and Manipulating data in R, Functions in R, Programming and Data Visualization in R.	6
8	<b>Introduction to Python:</b> Introduction of Python, Jupyter Notebook, Data Structure of Python, Python Functions, Strings, Reading and Writing CSV files, Programming and Data Visualization in Python.	6
9	<b>Applications of Business Analytics:</b> Retail Analytics, Marketing Analytics, Financial Analytics, Healthcare Analytics, Supply Chain Analytics.	5
<b>Total</b>		<b>45</b>

### Text Books:

1. Essentials of Business Analytics: An Introduction to the methodology and its application, Bhimasankaram Pochiraju, Sridhar Seshadri, Springe.
2. Introduction to Machine Learning with Python: A Guide for Data Scientists 1st Edition, by Andreas C Müller, Sarah Guido, O'Reilly
3. Introduction to Data Science, Laura Igual Santi Seguí, Springer.
4. Learning Python, 5th Edition by Mark Lutz, O'reilly.





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5. R Data Science Essentials, By Raja B. Koushik, Sharan Kumar Ravindran, Packt Publishing.

## Reference Books:

1. An Introduction to Business Analytics, Ger Koole, Lulu.com, 2019.
2. Introduction to Data Mining, Pang-Ning Tan, Michael Steinbach, Vipin Kumar, Pearson Education India
3. R Data Mining: Implement data mining techniques through practical use cases and real world datasets, Andrea Cirillo, Packt Publishing; 1 edition.

## Prerequisite:

1. Prerequisites for studying business analytics and data science , requires basic knowledge of mathematics.
2. It requires basic knowledge of Statistics.
3. Basic understanding of data interpretation.



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## Syllabus

<b>Name of the Programme:</b> MBA	<b>Year:</b> I	<b>Semester:</b> II
<b>Course Name:</b> New Enterprise and Innovation Management	<b>Course Code:</b> MSCCPL208	<b>Credit:</b> 3
<b>Max Marks:</b> 100	<b>CIE:</b> 40	<b>SEE:</b> 60
<b>End Term Exam Time:</b> 3Hrs	<b>Teaching Scheme:</b> 3L+0T+0P	

Module No.	Contents	Hours
1	<b>Introduction:</b> Objective, Scope, Outcome of the Course and Prerequisite	1
2	<b>Introduction to Entrepreneurship:</b> Entrepreneurship and enterprise: Concept, role in economic development. Entrepreneurial competencies: awareness, assessment, and development. Entrepreneurial and Intrapreneurial mind. Entrepreneur– meaning, importance, traits, types. Entrepreneurial environment – Global Entrepreneurship Environment and business climate in India	4
3	<b>Starting the Venture:</b> Generating business idea – sources of new ideas, methods of generating ideas, creative problem solving, opportunity recognition; environmental scanning, competitor, and industry analysis; feasibility study – market feasibility, technical/operational feasibility, financial feasibility.	6
4	<b>New Venture creation:</b> Minimum Viable Product development and testing, Preparation of Business Plan and its importance. Requisites of a good business plan.	6
5	<b>Functional plans:</b> Marketing plan: Marketing research for the new venture, steps in preparing marketing plan, contingency planning; organizational plan: form of ownership, designing organization structure, Financial plan: Preparing Financial plan for new venture—Need and significance of cash budget, working capital, Performa income statement, Performa cash flow, Performa balance sheet, break even analysis	6
6	<b>Sources of finance:</b> Sources of external finance, short term as well as long term, Debt or equity financing, commercial banks, Angel Investors, venture capital; financial institutions supporting entrepreneurs.	5
7	<b>Entrepreneurship Development and Government:</b> Role of Central Government and State Government in promoting entrepreneurship, Statutory obligation in starting a unit (general like Income Tax, VAT, CST or GST, Service tax, excise and customs, labour laws, etc.) Start up strategies. Dealing with outside agencies like consultants, contractors, etc. Key marketing issue of new venture. Starting a franchising business. Starting an ecommerce venture. Buying a running business. Introduction to various incentives, subsidies and grants, Export Oriented Units, Fiscal and Tax concessions available. The development of women entrepreneurs. Institutes supporting entrepreneurs - SIDBI, NABARD, KVIC, NBMSME. Start Up India, Make in India	6
8	<b>Legal issues:</b> Intellectual property rights, patents, trademarks, copy rights, trade secrets, licensing, franchising. Cause of failure of new ventures and strategies to deal with, Growth strategies for a new enterprise.	6
9	<b>Innovation Management:</b> Innovation management an introduction, types of Innovation organizational setups that facilitate innovations, Incubators and Accelerators- Role in facilitating entrepreneurship.	5
<b>Total</b>		<b>45</b>



# Swami Keshvanand Institute of Technology, Management & Gramothan, Jaipur

## **Text Books:**

1. Rajeev Roy, Entrepreneurship, Oxford University Press, Second Edition
2. Vasanth Desai, Dynamics of Entrepreneurial Development and Management, Himalaya Publishing House, First Edition.
3. Hisrich, Robert D., Michael Peters and Dean Shepherd, Entrepreneurship, Tata McGraw Hill, Eleventh Edition

## **Reference Books:**

1. Charantimath, Poornima, Entrepreneurship Development and Small Business Enterprises, Pearson Education.
2. Harvard Business Review Entrepreneur's Handbook (HBR Handbooks)
3. B. Janakiram, M. Rizwana, Entrepreneurship Development: Text & Cases, First Edition.

## **Prerequisite:**

1. Business Fundamentals: Familiarity with basic business concepts such as market feasibility, financial planning, and innovation management provides context for entrepreneurship within the broader business environment.
2. Communication Skills: Effective communication skills, including written, verbal, and interpersonal communication, are crucial in managerial as well as entrepreneurial roles for interacting with employees, managers, and external stakeholders.
- 3 Regulatory Knowledge: Understanding of various bodies supporting startups and how new ventures are abiding by them.
4. Understanding on concepts of innovation: Awareness of various innovative concepts is important in entrepreneurship to handle new ventures or its management confidently, and promote a culture of innovation at the workplace.



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## Syllabus

<b>Name of the Programme:</b> MBA	<b>Year:</b> I	<b>Semester:</b> II
<b>Course Name:</b> AUDIT COURSE	<b>Course Code:</b> NP99.XX	<b>Credit:</b> 0
<b>Max Marks:</b> 100	<b>CIE:</b> 40	<b>SEE:</b> 60
<b>End Term Exam Time:</b> 3 Hrs	<b>Teaching Scheme:</b> -	

Audit Courses: In addition to the core and elective courses, students can take one audit course in each semester covering subjects of developing desired attitude among the learners. The enrolment in a such a course will permit a student to attend the without being evaluated for credit. These courses will be termed as MBA Common Courses. The same can be facilitated through seminars, workshop, Industry visits, assignments, case studies, MOOC's platform.

### **MBA Mandatory Common Courses : Audit Courses (Non-Credit)<sup>##</sup>**

<b>Sr.No.</b>	<b>Course Title</b>	<b>Course Code</b>	<b>Non-Graded Units</b>
1	English for Research Paper Writing	NP99.01	2
2	Disaster Management	NP99.02	2
3	Sanskrit for Technical Knowledge	NP99.03	2
4	Value Education	NP99.04	2
5	Constitution of India	NP99.05	2
6	Pedagogy Studies	NP99.06	2
7	Stress Management by Yoga	NP99.07	2
8	Personality Development through Life Enlightenment Skills	NP99.08	2
9	Indian Ethos and Business Ethics	NP99.12	2

<sup>##</sup>Students may take one audit course in each semester.



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## Syllabus

<b>Name of the Programme:</b> MBA	<b>Year:</b> I	<b>Semester:</b> II
<b>Course Name:</b> Mini-Project	<b>Course Code:</b> MSCCPD250	<b>Credit:</b> 1
<b>Max Marks:</b> 100	<b>CIE:</b> 60	<b>SEE:</b> 40
<b>End Term Exam Time:</b> ... Hrs	<b>Teaching Scheme:</b> 0L+0T+2P	

The objective is that a student should be able to identify the issues and challenges of the industry and be able to prepare reports on the application of emerging technologies in the selected industry.

In the second semester, the students are required to take one industry as per his/her interest, for analysis and preparing a project report. Preference should be given on the application of emerging technologies in the selected industry. It may consist of Financial Services, Data Science, Social Entrepreneurship, or any other suitable area of interest.

The students will prepare a Mini Project Report under guidance of faculty members allotted by the Head of Department of the institute. There will be regular internal assessment and regular classroom interactions as per the number of sessions allotted to it.

- The average size of report ordinary will be of minimum 40 pages in standard font size (Times New Roman, 12) and double spacing.
- Two neatly typed (one sided only) and soft hardbound copies of the report will be submitted to the Department. The report will be typed on A-4 size paper.
- **Footnotes, figures, tables and graphs:** These should be in standard format. They should be numbered serially and should appear at desirable places in the text itself, with proper reference made in the text. Wherever necessary, the source should be indicated at the bottom.
- The student will submit a report of Mini Project work, prepared individually and shall make an oral presentation before a panel consisting of internal and external examiner (Preferably from Industry) appointed by HOD. The assessment of 40 marks shall be done by the external examiner appointed by the Head of the department.
- The average number of pages in the report shall be 40 .The format of the report is to be provided to students by the institute.

### **Prerequisite:**

1. **Basic Understanding of Business and Economics:** A foundational understanding of business concepts such as marketing, finance, human resources, and economics will provide a framework for comprehending contemporary issues within the corporate sector.
2. **Research Skills:** Students should be equipped with research skills to gather information on current economic issues, market trends, corporate developments, and other relevant topics. This includes the ability to utilize academic journals, industry reports, news articles, and other credible sources.



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- 3. Communication Skills:** Strong oral and written communication skills are essential for presenting seminar findings effectively and articulating insights to a panel of examiners. This includes the ability to structure coherent arguments, convey ideas clearly, and engage in meaningful discussions.
- 4. Analytical Skills:** The ability to critically analyze complex business situations, identify key trends, and draw meaningful conclusions is crucial for understanding contemporary issues within the corporate sector. Students should be adept at interpreting data, evaluating implications, and proposing viable solutions.
- 5. Teamwork and Collaboration:** While the seminar work may be prepared individually, students may benefit from collaborating with peers, sharing insights, and engaging in constructive discussions. Collaboration skills will enhance the quality of seminar presentations and foster a collaborative learning environment.
- 6. Familiarity with Seminar Requirements:** Students should be familiar with the specific requirements of the seminar, including the format for the written report, guidelines for oral presentations, and expectations for classroom interactions. This may involve attending orientation sessions or consulting with faculty members for clarification.
- 7. Openness to Learning:** An open-minded approach to learning and exploring diverse perspectives on contemporary issues is essential. Students should be willing to engage with new ideas, challenge assumptions, and continuously seek knowledge to deepen their understanding of the corporate sector.



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## Syllabus

<b>Name of the Programme:</b> MBA	<b>Year:</b> I	<b>Semester:</b> II
<b>Course Name:</b> Business Ethics Lab.	<b>Course Code:</b> MSCCPP220	<b>Credit:</b> 01
<b>Max Marks:</b> 100	<b>CIE:</b> 60	<b>SEE:</b> 40
<b>End Term Exam Time:</b> 3... Hrs	<b>Teaching Scheme:</b> 0L+0T+2P	

Module No.	Contents	Hours
<b>1</b>	<b>Introduction:</b> Objective, Scope, Outcome of the Course and Prerequisite	1
<b>2</b>	Introduction Business Ethics: Discussion on theories of Ethics. <ul style="list-style-type: none"> <li>· Case: Rajanna's Ethical Dilemma</li> <li>· Case: The Rise and fall of Vijay Mallya</li> <li>· Case; Business Ethics and Governance Issues at HP: The pretexting Controversy</li> </ul>	6
<b>3</b>	Discussion on relevance of Indian ethos in organization, Indian Management thought Vs Western Management thought, Theory of GUNAS (Sattva, Rajas, Tamas), Doctrine of Karma. Discussion on: <ul style="list-style-type: none"> <li>· Management lessons from Ramayana</li> <li>· Leadership and Management lessons from Chanakya Nitti</li> <li>· Corporate Lessons from Mahabharat</li> <li>· Management Lessons from Bhagavad Gita.</li> <li>· Presentation on implication of Indian Ethos in Business organizations</li> </ul>	7
<b>4</b>	Ethical Leadership: Case Study/Discussion with focus on Ethical leadership, <ul style="list-style-type: none"> <li>· Case: The CEO of Starbucks and the Practice of Ethical Leadership</li> <li>· Case: Case on Executive Integrity</li> <li>· Ethical Leadership Story of Naranmurthy, Infosys</li> <li>· Ethical Leadership Story of Ratan Tata and India's Tata Group</li> <li>· Ethical Issues in Snap's IPO: Evaluating Leadership Character</li> <li>· Role play on Ethical Leadership behaviour</li> </ul>	6
<b>5</b>	Ethical Issues in Advertising and Marketing: <ul style="list-style-type: none"> <li>· Balancing Secular versus Spiritual Values in Marketing</li> <li>· Work Ethics and Stress Management in the Workplace</li> <li>· Case studies and examples on Ethical Marketing Practices</li> <li>· New Topic: Ethical Considerations in Influencer Marketing</li> </ul>	5
<b>6</b>	Business, Social Values, and Society: <ul style="list-style-type: none"> <li>· Impact of Business on Society across Different Issues</li> <li>· Business Participation in Cultural Affairs and its implications</li> <li>· Role of Business in Supporting Democracy and the Judiciary Machinery</li> <li>· Case studies on Corporate Social Responsibility (CSR) initiatives and their impact</li> <li>· New Case: Ethical Dilemmas in Corporate Philanthropy</li> </ul>	5
<b>Total</b>		<b>30</b>



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## **Text Books:**

1. Laura P Hartman Abha Chatterjee - Business Ethics (Tata McGraw Hill, 2007)
2. S.K. Bhatia - Business Ethics and Managerial Values (Deep & Deep Publications Pvt.Ltd, 2000)
3. Richard A. Spinello, Business Ethics: Contemporary Issues and Cases, SAGE Publications, Inc; 2019
4. Joseph Des Jardins, An Introduction to Business Ethics, McGraw-Hill Education; 2019

## **Reference Books:**

1. Denis Collins Business Ethics-Best Practices for Designing and Managing Ethical Organizations, SAGE Publications, Inc. 2018
2. Archie B. Carroll , Jill Brown, Ann K. Buchholtz, Business & Society: Ethics, Sustainability & Stakeholder Management Cengage Learning, 2017
3. Christine Mallin, Corporate Governance, Oxford University Press, 5 th Edition, 2015
4. Shitangsu K. Chakraborty, Samir R. Chatterjee, Applied Ethics in Management: Towards New Perspectives, Springer Science & Business Media, 2012

## **Prerequisite:**

1. Knowing the basics of how companies are set up and run helps to grasp the ethical challenges they face.
2. Exploring different ideas about what's right and wrong in business helps to think through tough ethical questions.
3. Getting better at thinking critically helps to make good choices when faced with tricky ethical dilemmas in business.





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## Syllabus

<b>Name of the Programme:</b> MBA	<b>Year:</b> I	<b>Semester:</b> II
<b>Course Name:</b> Manag�rial Computing Lab.	<b>Course Code:</b> MSCCPP221	<b>Credit:</b> 1
<b>Max Marks:</b> 100	<b>CIE:</b> 60	<b>SEE:</b> 40
<b>End Term Exam Time:</b> 3 Hrs	<b>Teaching Scheme:</b> 0L+0T+2P	

Module No.	Contents	Hours
<b>1</b>	<b>Introduction:</b> Objective, Scope, Outcome of the Course and Prerequisite	2
<b>2</b>	To determine the optimal solution using LPP Technique for problems/case study related to the following with the help of Excel Solver: <ul style="list-style-type: none"> <li>• Product Mix/Diet/Blending Problems</li> <li>• Production applications</li> <li>• Marketing Applications</li> <li>• Financial Applications</li> </ul>	6
<b>3</b>	To determine the optimal solution using Excel Solver for the problems/case study related to <ul style="list-style-type: none"> <li>• Transportation</li> <li>• Assignment</li> </ul>	4
<b>4</b>	Using the given survey data, construct the 95% confidence interval estimate of population characteristics for each variable and draw conclusions	2
<b>5</b>	To perform correlation and regression analysis	2
<b>6</b>	To perform Chi Square test to business situation	2
<b>7</b>	Case Study on logistic regression for classification and prediction	2
<b>8</b>	To use p-value approach to hypothesis testing to test a mean or proportion: One sample test	2
<b>9</b>	To use hypothesis testing for comparing between difference between means, proportions, and variances of two populations	4
<b>10</b>	To carry out One-way ANOVA for given case	2
<b>11</b>	To carry out Nonparametric test on the given data and infer results	2
<b>Total</b>		<b>30</b>

### Text Books:

1. Applied Statistics and Probability for Engineers, 6th edition, D. C. Montgomery and G. C. Runger, John Wiley & Sons.
2. Statistical Analysis with Excel For Dummies Joseph Schmuller, John Wiley & Sons, Inc. 2013



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## Reference Books:

1. Understanding Educational Statistics Using Microsoft Excel and SPSS, Martin Lee Abott, Wiley 2011
2. Statistics for Managers Using Microsoft Excel (5th Edition) David M. Levine David F. Stephan Timothy C. Krehbiel Mark L. Berenson, Prentice Hall
3. Statistics for Management, 7th edition, Levin & Rubin, Pearson Education Publication

## Prerequisite:

1. Basic Mathematics
2. Basic Statistics



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## Syllabus

Name of the Programme: MBA	Year: I	Semester: II
Course Name: SODECA	COURSE CODE MSCCPA200	Credit: 1
Max Marks: 100		

### SOCIAL OUTREACH, DISCIPLINE & EXTRA CURRICULAR ACTIVITIES (SODECA)

#### OBJECTIVES:

- To appreciate the importance and values of social life prevailing in the Village.
- To understand the value of Social Work.
- To Understand the Significance of Discipline in Student's Life through involving students in plantation, waste management, no plastic campaign, electricity, and water saving activities.
- To understand the value of extra co-curricular activities.

The following various activities are categorized as SODECA:

**A. Games and Sports / Field Based Activities:** Sports Activities or any other field related activity.

**B. Cultural/ Literary Activities:** Activities under the banner of Student Body, Celebration of recognized National Days/ Birth Anniversary of great personalities, Hostel Day/ Annual Day/ Fresher's Day or any other related activity.

**C. Academic/Technical/ Professional Development Activities:** Attending workshops, seminars, FDPs for reasonable duration/numbers. Attending/ paper presentation in conferences.

**D. Social Outreach / Personality Development Based Activities:** Contribution towards social up-gradation based activities, Activities by social organization like, Art of Living, Yoga etc., Blood donation, Awareness programs, personality development programs, activities under different clubs (if not covered under above heads) like, photography etc., NGO activities, Plantation/ cleanliness activities etc. Involve students in plantation, waste management, no plastic campaign, electricity/Water saving activities and ask written suggestions from each student individually.

**E. Anandam Program Activities:** The students are expected to perform the following activities:

Do at least one act of individual service each day Record this act of service in a dedicated Register/Personal Diary (PD) Participate in a sharing and presentation on the group service in the discussion session held once a month



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**Awarding Marks:** Effective contribution and active participation may be judged for awarding the marks. Additionally, following levels may be defined in each components A, B, C, D & E:

Component B	Level wise Marks			
	Level-1	Level-2	Level-3	Level-4
A. Games and Sports / Field Based Activities			50	60
B. Cultural/ Literary Activities	30	40	50	60
C. Academic/Technical/ Professional Development Activities	30	40	50	60
D. Social Outreach / Personality Development Based Activities	30	40	50	60
E. Anandam Program Activities	30	40	50	60
<b>Maximum Marks</b>	<b>100</b>			

### Level-1:

- Active Participation in activities at College/City Level
- Do at least one act of individual service each day in category E

### Level-2:

- Active participation in multiple activities at Level-1
- Participation at State level
- Getting award/ recognition at District/State Level
- Record this act of service in a dedicated Register/Personal Diary in category E

### Level-3:

- Active participation in multiple activities at Level-2
- Participation at National level
- Getting award/ recognition at National Level
- Participate in a sharing and presentation on the group service in the discussion session held once a month in category E

### Level-4:

- Active participation in multiple activities at Level-3
- Participation at International level
- Getting award/ recognition at International Level
- Providing technical solutions for the social problems