

# Singhania University

(UGC- recognized university per section 2(f) of the UGC Act 1956)

## Masters of Business Administration

(As Per New Education Policy 2020)

### COURSE OUTLINE

<b>COURSE TITLE</b>	Management Concepts and Organizational Behavior
Course Code	MBA-101
Credits	4 ( L: 4 ,P:0 ,4)
Faculty Name	Miss Jyoti Rani
Program	Masters of Business Administration
Academic Year and Semester	w.e.f. 2024-25, 1st Semester

#### 1. Course Description:

This is the **Discipline Specific Course of Management**. This course will introduce fundamental concepts in management and organizational behavior including individual characteristics and mechanisms and group mechanisms with a special focus on two important outcomes, job performance and organizational commitment.

#### 2. Student Learning Outcomes :

**At the end of this course, students should be able to:**

- CLO1: Analyze the behavior of individuals and groups in organizations in terms of the key factors that influence organizational behavior
- CLO2: Identify the core competencies, managerial roles and significance of emotional intelligence at work.
- CLO3: Assess the potential effects of organizational factors on organizational behavior.
- CLO4: Explain the organizational culture and describe its dimensions and to examine various organizational designs
- CLO5: Assess organization and classify the contributing disciplines, approaches to OB and understanding challenges and opportunities for OB.
- CLO6: Apply motivational and leadership theories to resolve problems of employee absenteeism, turnover, stress, job satisfaction, job performance and organizational commitment

### 3. Required Textbook and Reference Material:

- Material will be provided by faculty.

### 4. Session Plan:

Session plan will be provided by faculty members according to the syllabus.

### 5. Evaluation:

COMPONENT	WEIGHTAGE	DETAILS
Assignment	10%	Sheet Work( A-4 Size sheet in a well mannered way )
Tests	10%	Test would be taken to assess the knowledge about topics related to daily basis classes.
Attendance & Classroom participation	10%	Students should have at least 75% attendance
Mid- Sem Exam	20%	Midterm exam must be cleared by students for appearing in final examination.
End- Sem Exam	50%	The end term exam must be cleared for appearing in next semester with a minimum passing criteria .

### 6. Academic Integrity:

- Please note that students involved in academic dishonesty will receive a **ZERO** grade on the particular component in which the infraction occurred.
- Academic dishonesty consists of misrepresentation by deception or by other fraudulent means. In an academic setting this may take the form of copying or use of unauthorized aids in tests, assignments, examinations, term papers, or cases; plagiarism; talking during in-class examinations; submission of work that is not your own without citation; submission of work generated by another person; aiding and abetting another student's dishonesty; and giving false information for the purpose of gaining credits.

### 7. No Network Policy

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<b>COURSE TITLE</b>	Managerial Economics
Course Code	MBA-102
Credits	4 ( L: 4 ,P:0 ,4)
Faculty Name	Miss Suhani Taneja
Program	Masters of Business Administration
Academic Year and Semester	w.e.f. 2024-25, 1st Semester

### 1. Course Description:

This is the **Discipline Specific Course of Management**. Managerial Economics is the application of economic theory and methodology to managerial decision making problems.

### 2. Student Learning Outcomes :

**At the end of this course, students should be able to:**

CLO1: Define the basic elements of managerial economic aspects of firm.

CLO2: Forecast demand for a product.

CLO3: Know what to produce, where to, when to, how to, for whom to produce.

CLO4: Frame policy for production to minimize the cost and maximum the profit.

CLO5: Construct the cost function

### 3. Required Textbook and Reference Material:

- Material will be provided by faculty.

### 4. Session Plan:

Session plan will be provided by faculty members according to the syllabus.

## 5. Evaluation:

COMPONENT	WEIGHTAGE	DETAILS
Assignment	10%	Sheet Work( A-4 Size sheet in a well mannered way )
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<b>COURSE TITLE</b>	Accounting for Managers
Course Code	MBA-103
Credits	4 ( L: 4 ,P:0 ,4)
Faculty Name	Miss Jyoti Rani
Program	Masters of Business Administration
Academic Year and Semester	w.e.f. 2024-25, 1st Semester

### 1. Course Description:

This is the **Discipline Specific Course of Management**. This course will develop the essential ability of all managers, to use complex accounting information as a platform for decision-making.

### 2. Student Learning Outcomes :

**At the end of this course, students should be able to:**

CLO1: Understand and apply accounting concepts, principles and conventions for their routine monetary transaction;

CLO2: Recognize circumstances providing for increased exposure to fraud and define preventative internal control measures.

CLO3: Create and prepare financial statements in accordance with Generally Accepted Accounting Principles

CLO4: Analyze, interpret and communicate the information contained in basic financial statements and explain the limitations of such statements.

### 3. Required Textbook and Reference Material:

- Material will be provided by faculty.

### 4. Session Plan:

Session plan will be provided by faculty members according to the syllabus.

## 5. Evaluation:

COMPONENT	WEIGHTAGE	DETAILS
Assignment	10%	Sheet Work( A-4 Size sheet in a well mannered way )
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<b>COURSE TITLE</b>	Operation Management
Course Code	MBA-104
Credits	4 ( L: 4 ,P:0 ,4)
Faculty Name	Dr. Alok
Program	Masters of Business Administration
Academic Year and Semester	w.e.f. 2024-25, 1st Semester

### 1. Course Description:

This is the **Discipline Specific Course of Management**. Operations Management course helps the individual in understanding the planning, coordination and also supervision of production as well as manufacturing. It usually covers process analysis, capacity planning, quality management, inventory control, production scheduling, and project management.

### 2. Student Learning Outcomes :

**At the end of this course, students should be able to:**

- CLO1: Understand the role of Operations in overall Business Strategy of the firm
- CLO2: Understand the application of operations management policies and techniques to the service sector as well as manufacturing firms
- CLO3: Identify and evaluate the key factors and their interdependence of these factors in the design of effective operating systems
- CLO4: Understand the trends and challenges of Operations Management in the current business environment.
- CLO5: Apply the techniques for effective utilization of operational resources and managing the processes to produce good quality products and services at competitive prices

### 3. Required Textbook and Reference Material:

- Material will be provided by faculty.

### 4. Session Plan:

Session plan will be provided by faculty members according to the syllabus.

## 5. Evaluation:

COMPONENT	WEIGHTAGE	DETAILS
Assignment	10%	Sheet Work( A-4 Size sheet in a well mannered way )
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<b>COURSE TITLE</b>	Business Environment
Course Code	MBA-105
Credits	4 ( L: 4 ,P:0 ,4)
Faculty Name	Dr. Dharampal
Program	Masters of Business Administration
Academic Year and Semester	w.e.f. 2024-25, 1st Semester

### 1. Course Description:

This is the **Discipline Specific Course of Management**. This course is designed to provide students with the in-depth theoretical knowledge and critical understanding of what constitutes a business' internal and external environment, dissecting these elements and examining the impact of each of them on operational success.

### 2. Student Learning Outcomes :

**At the end of this course, students should be able to:**

CLO1: Understand relationship between environment and business and applying the environmental analysis techniques in practice.

CLO2: Understand Economic, Socio-Cultural and Technological Environment.

CLO3: Evaluate state policies, Economic legislations and Economic reforms laid by the government.

### 3. Required Textbook and Reference Material:

- Material will be provided by faculty.

### 4. Session Plan:

Session plan will be provided by faculty members according to the syllabus.

## 5. Evaluation:

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Assignment	10%	Sheet Work( A-4 Size sheet in a well mannered way )
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<b>COURSE TITLE</b>	Computer Fundamentals
Course Code	SEC-106
Credits	4 ( L: 4 ,P:0 ,4)
Faculty Name	Mr. Vikas
Program	Masters of Business Administration
Academic Year and Semester	w.e.f. 2024-25, 1st Semester

### 1. Course Description:

This is the **Skill Enhancement Course of Management**. In this Course the students will be able to understand Computer network, operating system office automation tools.

### 2. Student Learning Outcomes :

**At the end of this course, students should be able to:**

CLO1: understand computer hardware, software and computer applications, and computer network, and internet and office automation tools in business.

CLO2: learn applications of MS Office and Internet in businesses.

CLO3: demonstrate the ease to work with MS Word and explain the fundamentals of MS Excel and manipulate various functions and commands.

CLO4: elucidate the need of MS PowerPoint, design & templates and manipulate records, creating records and web designing using PPT.

### 3. Required Textbook and Reference Material:

- Material will be provided by faculty.

### 4. Session Plan:

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## 5. Evaluation:

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Assignment	10%	Sheet Work( A-4 Size sheet in a well mannered way )
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<b>COURSE TITLE</b>	Financial Management
Course Code	MBA -201
Credits	4 ( L: 4 ,P:0 ,4)
Faculty Name	Miss Jyoti Rani
Program	Masters of Business Administration
Academic Year and Semester	w.e.f. 2024-25, 1st Semester

### 1. Course Description:

This is the **Essential Course of Management**. Financial Management course aims at imparting knowledge about the fundamental concepts and tools of financial management. It emphasizes the importance of financial management skills to individuals and enterprises.

### 2. Student Learning Outcomes :

**At the end of this course, students should be able to:**

- CLO1: Describe about various financial management concepts
- CLO2: Apply the concept of time value of money.
- CLO3: Categorize and analyze different capital budgeting techniques
- CLO4: Appraise different project proposals for decision-making.
- CLO5: Estimate cost of capital for long term source of finance.

### 3. Required Textbook and Reference Material:

- Material will be provided by faculty.

### 3. Session Plan:

- Session plan will be provided by faculty members according to the syllabus.

### 5. Evaluation:

COMPONENT	WEIGHTAGE	DETAILS
Assignment	10%	Sheet Work( A-4 Size sheet in a well mannered way )
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<b>COURSE TITLE</b>	Marketing Management
Course Code	MBA-202
Credits	4 ( L: 4 ,P:0 ,4)
Faculty Name	Miss Jyoti Rani
Program	Masters of Business Administration
Academic Year and Semester	w.e.f. 2024-25, 1st Semester

### 1. Course Description:

This is the **Essential Course of Management**. Students will study the major parts of marketing, like product policy, distribution channels, communication, and price, and how these integrate into various analytical frameworks that managers can utilize.

### 2. Student Learning Outcomes :

**At the end of this course, students should be able to:**

CLO1: understand the marketing concepts and its evolution.

CLO2: analyze the market based on segmentation, targeting and positioning.

CLO3: know the consumer behavior and their decision making process.

CLO4: make decisions on product, price, promotion mix and distribution

CLO5: understand the rural markets and the contemporary issues in marketing

### 3. Required Textbook and Reference Material:

- Material will be provided by faculty.

### 4. Session Plan:

Session plan will be provided by faculty members according to the syllabus.

## 5. Evaluation:

COMPONENT	WEIGHTAGE	DETAILS
Assignment	10%	Sheet Work( A-4 Size sheet in a well mannered way )
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<b>COURSE TITLE</b>	Human Resource Management
Course Code	MBA-203
Credits	4 ( L: 4 ,P:0 ,4)
Faculty Name	Miss Jyoti Rani
Program	Masters of Business Administration
Academic Year and Semester	w.e.f. 2024-25, 1st Semester

### 1. Course Description:

This is the **Essential Course of Management**. The course will provide an overview of human resource management, with emphasis in human resource planning and strategy, personnel selection, equal employment opportunity, training, performance appraisal, compensation, and contemporary issues in organizational behavior. The course has been developed for the student of general management whose job will involve responsibility for managing people in a global environment.

### 2. Student Learning Outcomes :

**At the end of this course, students should be able to:**

CLO1: history and evolution of HRM.

CLO2: explain the importance of HRM in the organizations through their roles & responsibilities, challenges etc.

CLO3: assess the major HRM functions and processes of HRM planning, job analysis and design, recruitment, Selection, training and development, compensation and benefits, and performance appraisal.

CLO4: identify strategic HR planning and the HRM process to the organization's strategic management and decision making process.

### 3. Required Textbook and Reference Material:

- Material will be provided by faculty.

### 4. Session Plan:

Session plan will be provided by faculty members according to the syllabus.

## 5. Evaluation:

COMPONENT	WEIGHTAGE	DETAILS
Assignment	10%	Sheet Work( A-4 Size sheet in a well mannered way )
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<b>COURSE TITLE</b>	Business Research Method
Course Code	MBA-204
Credits	4 ( L: 4 ,P:0 ,4)
Faculty Name	Miss Jyoti Rani
Program	Masters of Business Administration
Academic Year and Semester	w.e.f. 2024-25, 1st Semester

### 1. Course Description:

This is the **Essential Course of Management**. This course is an introductory course in business research methods. The course gives an overview of research process including research problem definition, research design, data collection, data analysis, writing of reports and ethical issues involved. This course is meant to be a foundation to the Business Research Projects that the students are expected to do in their 2nd year of management studies. The management-specific attributes, knowledge and skills that graduates are expected to possess when they complete the programme.

### 2. Student Learning Outcomes :

**At the end of this course, students should be able to:**

CLO1: acquire knowledge on various kinds of research questions and research designs.

CLO2: distinguish between qualitative, quantitative and mixed methods of research.

CLO3: relate ethical and philosophical considerations.

CLO4: design a good quantitative purpose statement and good quantitative research.

CLO5: understand good practices in conducting a qualitative interview and observation.

### 3. Required Textbook and Reference Material:

- Material will be provided by faculty.

### 4. Session Plan:

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## 5. Evaluation:

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<b>COURSE TITLE</b>	Entrepreneurship
Course Code	MBA-205
Credits	4 ( L: 4 ,P:0 ,4)
Faculty Name	Dr. Akhilesh Panday
Program	Masters of Business Administration
Academic Year and Semester	w.e.f. 2024-25, 1st Semester

### 1. Course Description:

This is the **Essential Course of Management**. This course is designed for those interested in starting their own business, either as their primary income or extra income, including individual contributor businesses such as freelancers, contractors, consultants, and others in the gig economy. The curriculum is centered on three key aspects of entrepreneurship: 1) the individual, their traits, skills, and attributes that make entrepreneurs successful, 2) the business ideas, how to generate them, where to look for them, how to expand them, and 3) how to ensure they are valid business ideas with potential to meet profit goals. These elements, developed in the course, will assist any current or potential entrepreneur develop and grow a business now or in the future.

### 2. Student Learning Outcomes :

**At the end of this course, students should be able to:**

- CLO1 develop entrepreneurship as a field of study and as a profession.
- CLO2: understand the creative process of opportunity identification and screening.
- CLO3: understand the importance of innovation in the creation of sustainable competitive advantage.
- CLO4: understand techniques to test a business model to ensure its viability.

### 3. Required Textbook and Reference Material:

- Material will be provided by faculty.

### 4. Session Plan:

Session plan will be provided by faculty members according to the syllabus.

## 5. Evaluation:

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<b>COURSE TITLE</b>	Communication Skill
Course Code	SEC-206
Credits	2 ( L: 2 ,P:0 ,2)
Faculty Name	Miss Jyoti Rani
Program	Masters of Business Administration
Academic Year and Semester	w.e.f. 2024-25, 1st Semester

### 1. Course Description:

This is the **Skill Enhancement Course of Management**. The main objective of this course is to equip the student with necessary skills in effective communication. They learn importance, elements and process, also outline then listening skill.

### 2. Student Learning Outcomes:

**At the end of this course, students should be able to:**

CLO1: describe the basics of communication and its process, elements and importance.

CLO2: understand the various barriers in the communication.

CLO3: outline the listening skills and the characteristics of good and poor listeners.

CLO4: identify the various types of listening, its approaches, and barriers.

CLO5: explain the effectiveness of oral communication and its application in-group presentation.

### 3. Required Textbook and Reference Material:

- Material will be provided by faculty.

### 4. Session Plan:

Session plan will be provided by faculty members according to the syllabus.

## 5. Evaluation:

COMPONENT	WEIGHTAGE	DETAILS
Assignment	10%	Sheet Work( A-4 Size sheet in a well mannered way )
Tests	10%	Test would be taken to assess the knowledge about topics related to daily basis classes.
Attendance & Classroom participation	10%	Students should have at least 75% attendance
Mid- Sem Exam	20%	Midterm exam must be cleared by students for appearing in final examination.
End- Sem Exam	50%	The end term exam must be cleared for appearing in next semester with a minimum passing criteria .

## 6. Academic Integrity:

- Please note that students involved in academic dishonesty will receive a **ZERO** grade on the particular component in which the infraction occurred.
- Academic dishonesty consists of misrepresentation by deception or by other fraudulent means. In an academic setting this may take the form of copying or use of unauthorized aids in tests, assignments, examinations, term papers, or cases; plagiarism; talking during in-class examinations; submission of work that is not your own without citation; submission of work generated by another person; aiding and abetting another student's dishonesty; and giving false information for the purpose of gaining credits.

## 7. No Network Policy

Students cannot operate any network enabled devices such as cell phones, e- tabs, I -pads or any other electronic network enabled devices inside the classroom during the sessions unless specifically instructed by the faculty. In case you are compelled to carry it in person, you may keep it in the switched off mode. Anyone found to operate such devices during the session timings will be penalized as per the rules. No discussion or negotiation will be entertained at all with respect to this